

ASSIGNEMENT 4 – REPORT  
THE RAVEN'S NEST  
GROUP 13

[http://kurs.uib.no/dikult105/dikult105\\_13/](http://kurs.uib.no/dikult105/dikult105_13/)

WRITTEN BY 220619

1711 WORDS

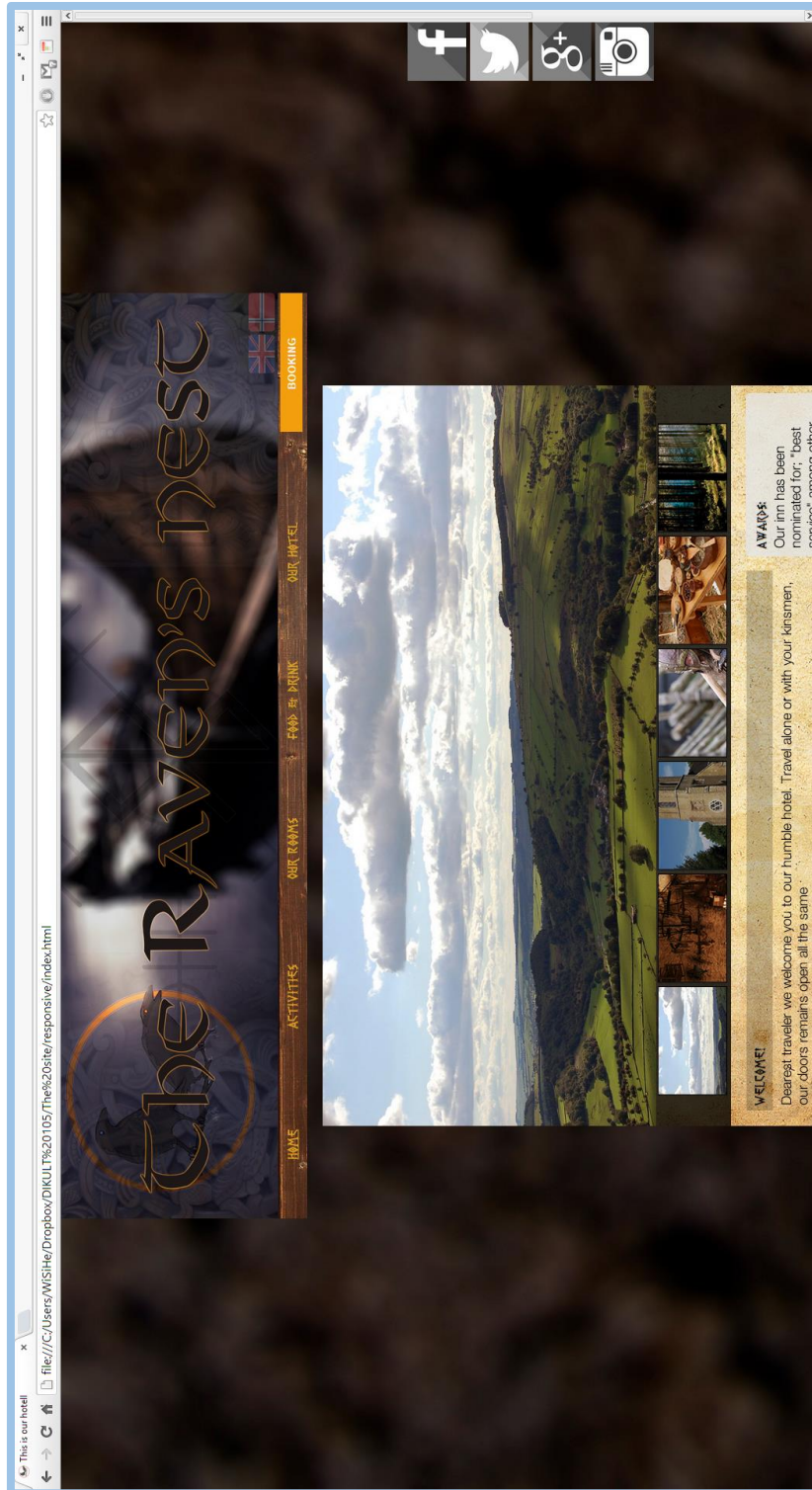


Figure 1 [http://www.kurs.uib.no/dikult105/dikult105\\_13/](http://www.kurs.uib.no/dikult105/dikult105_13/)

## TOPIC – A HOTEL FOR VIKINGS

As the group was assembled at late stage, sometime in the beginning of September we were put into this group. We had briefly discussed what kind of subject this project would be about before discussing it with our mentor. Our idea had been to make an ordinary hotel website or a storybook, where the user would interact through as they would a book. Through guidance, we landed on going towards the hotel idea, but with a twist. We were first thinking of making it into a mystery hotel, hinting towards subtle superstitious references connected to hotels.

It took us another week before we landed on our current idea: a hotel for vikings.

The group consist of three member in total; myself; 220619, 215361 and 225067, all of us are currently taking the university course: DIKULT105. Other than that, we all have a little different backgrounds when it comes to our studies, and therefore our skills varies from subject to subject. All of us had some experience with html and css prior to this course, and some practise when it came to programming, but in other languages that Java Script.

Prior to choosing this exact subject we performed some research, were we tried to determine whether this exact type of project had been done before. As luck would have it, we did not find any. The closest match was actually a hotel in Iceland, having a whole viking themed hotel, but although the theme was the same, we had another target group. There were also a few other hotel brands with viking in their name, but that was as far as they went with the theme. There are also some resorts, e.g. One in Denmark and one in Sweden, which goes for a viking themed re-enactment.

Our site has a purpose that has not been fulfilled until now; we give accommodating rooms for a reasonable price. The only thing is that we lost our target clients about a thousand years ago.

## FUNCTIONALITY –

We started off by creating a list over elements we wanted to include on the page, which we left unchecked for some amount of time. During this time, we primarily discussed other matters, but at some point we decided upon the next step, by creating the sitemap. We used a slightly different method than what I would normally use. We wrote up every important element on a post it notes(see figure), and started scattering them on to a table. It was a great help when it came to organizing the different page elements into one or several pages.



Figure 2 Sitemap

## TARGET GROUP –

As part of our assignment, we were to create a persona to have something to mold the website after, some basic needs that has to be fulfilled. We created the persona Olav Tryggvason whom is seeking a comfortable place to stay during his voyages of plundering. Our current website covers most if not all requisites that Olav would want for stay in the British countryside. We have kept the site simple, yet informative and in a style that would befit a Norse viking on a pillaging voyage. Although Olav probably would have some problems navigation the site, lacking all the equipment, resources and knowledge to do so.

## CONTRIBUTION –

Early on in the project I was elected as the “lead designer”, that is not to say that I took all the decisions when it came to the design. We used democracy and votes to decide whenever something came into question, in that way all of us contributed in a way on the major design points on the site. I think I was the one to bring forth the hotel idea, but not the theme.

My primary job on the team was to work on the front page as well as the hotel page, with information regarding the hotels history and staff. Along with finding good design suggestions for different components on the site. As for my primary job, I think I completed what the group expected of me, but not what I wanted to accomplish.

As we did discuss a whole lot about the different elements on the page, it is hard to differentiate some of the ideas and functions, because we were all part of somewhat creating the concept of it. As for my distinct elements on the site, would be:

- The banner
- Logo
- The background
- The footer
- The social media links
- Moreover, the content on: index.html and hotell.html not including the navigation bar.

One of my ideas from the get-go was to have a page (another tab) containing user reviews, where guests would rate and comment their stay at the hotel. Sadly this idea was not welcomed with much enthusiasm from my group, but in retrospect I can see that it would have required a fair share of work to incorporate, and seeing how badly we as a group has used said time, probably would have ended up as a half or unfinished element.

## USABILITY –

We had our user test rather late on in the project with little time left before the due date of the project. We made a simple form with a few questions we were curious about, and things we were not certain about yet. I can honestly say that the response we received were not that big of a surprise, and some of it I straight out disagree with. Our most critiqued page element was our former font (now only in the navigation bar) in which we had used as a standard paragraph font, which made the text a lot harder to read. We therefore decided upon picking an easy to read font, rather than having a themed one, which would be straining on the eyes.

Otherwise, we probably did not receive as much feedback as we ought to have; only having seven inquiries about the site is rather limited, and we should have targeted a broader audience as testers. We do have a rather international one at that, but other than country borders we probably should have been more active in different focus groups as well, old, young, professionals and not.

We did of course have a presentation before the class, presenting what we had at that particular period of time, which was not much to brag about, so it was harder on the class to give proper feedback on something that unfinished. Although we did get a few ideas from the class, trying to incorporate more viking elements to the page, which we did, to some extent at least.

We are also struggling with the support of both Internet Explorer and Opera. There is something in our code that seems to break the functions of the site. These are rather major errors, but due to a lack of time, we have not been able to resolve this issue.

#### BROWSER TESTING –

We performed several test during the development as each of us worked on different systems, both Windows 7, Windows 8 and Linux Ubuntu. Google Chrome 31.0.1650.57 m is my browser of preference, but I checked in on my work progress every now and then with the latest beta build of Mozilla Firefox; Nightly 28.0a1. The other group members did of course use different versions, and gave quick feedback when errors across browsers occurred.

Another important aspect was the mobile or the dynamic part of the site; we tried to make the site accessible on several platforms, by making it respond to different browser sizes. We do have a somewhat competent dynamic site at that, but it does not go all the way, so viewing the page on a mobile could result in unstable components. It will not go out of proportion, but some the alignments may be a little of target.

## PROJECT LIFE CYCLE –

After settling down on the concept and after a few brainstorms regarding the content and our ideas on how the site would look, so we individually sat down and drew our own idea of the site. Just some rough sketches, but it was enough to get us started (see figure 3) we also had problems regarding finding the right resources. Which took far more time than I would care to admit to. Overall, we worked by ourselves most of the time, and only met up to discuss matter further. We worked seldom, but when we started working, we kept on going for longer periods until we had something to show for it.



Figure 3 Early sketch

I would say that the project is finished one way or another, but when it comes to the site, I would say that it is far from being a finished product. It lacks the proper coding semantics and it is easy to see that it has been worked on from three different angles, which is far from ideal in a group project.

I would say that the first and foremost biggest milestone we met and climbed over was the complete redesign of the site, and making it into a more dynamic website.

As a group I would say that we worked well enough together, not ideal there were a few minor fights along the way, but we got past them with a little bit of good humor. The one problem I had with the rest of the group was their rather limited time, as according to their schedule we were only able to meet once a week, namely during the seminar lessons.

If I were to redo the entire project, I would probably be a little stricter when it came to coding practice in the group to follow certain ways of arranging the code. I would also start with a dynamic design, and work my way from a smaller screen to a bigger one, rather than the opposite. This would also be my tip for future students of this course.

If I had two additional months on this project, it very well could happen that the entire site would have been redesigned in some matter, and a lot more polish on each individual element. To speak for my own work I would probably try and redo them in matter which would hopefully optimize and add that little extra detail to make it look more professional.

## LITERATURE LIST

Jennifer Niederst Robbins - Learning Web Design, 4<sup>th</sup> Edition – O'Reilly Media, Inc - August 2012



PERSONA



**Name:** Olav Tryggvason  
**Gender:** Male  
**Occupation:** Viking from Norway  
**Homecity:** Kaupang  
**Age:** 36/37 (?)

He takes part in the viking raids on England. Before they usually just raided a place and then went back to Norway in their ships, but lately they have taken to staying longer. Instead of staying on their ships Olav and his fellow vikings have taken to looking for more permanent places to stay for the duration of their raid(s). Both they, and their chief, are tired of sleeping on the hard planks that the ships are made off or the uncomfortable ground. As their wealth in Norway has increased so has their desire for comfort.

Olav has only recently taking too kidnapping people for ransom, so his skill in keeping people captive are not to impressive. So he is also in the marked for a place to keep his captives while he waites for their friends/family to ransom them.

Even though Olav has been to England a number of times he is unfamiliar with the inland areas. He is currently seeking to expand hos knowledge of them and are looking into the possiblity of purchasing a map so areas of plunder can be more easily located.

Olav is under the command of a viking chief so he can't just stay anywhere he wants to. The whole crew of their ship (longboat) has to stay together. If Olav is to recommend a place to his chief then the place in question will have to have at least one room with a high standard for the chief to stay in.

**Basic needs:** place to sleep, place to stuff his stuff/plunder/captives. A certain level of comfort is required. since he is not well known in large parts of England a map and info about areas of plunder would be appreciated.

## USER TESTING

# USER TESTING

### USER INFORMATION:

Sex:

Age:

Country:

Knowledge about web design: None, Some, Known

Date:

### BEFORE THE TESTING

1. Have you used a website to book a hotel room before?

2. Do you know any Viking hotel?

3, Have you ever been into a Viking Hotel?

### WHILE TESTING

1.What do you think about the colors and overall appearance?

2.What do you think about the font?

3. For the Ruins language change, would you use Norwegian flag or small viking flag?

4.What do you think about the booking?

5.Should the menu and submenu colors be change?

### AFTER THE TESTING

1. Do you think the site was easy to use?

2. Did it provide you with relevant information about the hotel?

## USER TESTS

### USER TESTING 1

#### USER INFORMATION:

Sex: Female

Age: 22

Country: Spain

Knowledge about web design: None, Some, Known

Date: 28/11/2013

#### BEFORE THE TESTING

1. Have you used a website to book a hotel room before?

Yes, I really like traveling.

2. Do you know any Viking hotel?

No idea.

3. Have you ever been into a Viking Hotel?

Never.

#### WHILE TESTING

1. What do you think about the colors and overall appearance?

It looks great.

2. What do you think about the font?

Is viking style, but is not comfortable to read, but for titles and menu are ok.

3. For the rune language change, would you use Norwegian flag or small viking flag?

There's not rune flag?? It would fix better, if not Norwegian

4. What do you think about the booking?

I like it, but the button should be change, doesn't fix,

5. Should the menu and sub-menu colors be change?

They are great, as I said, the font fix really well.

#### AFTER THE TESTING

1. Do you think the site was easy to use?

Yes, the menu was clear.

### USER TESTING 2

#### USER INFORMATION:

Sex: Male

Age: 21

Country: Spain

Knowledge about web design: None, Some, Known

Date: 28/11/2013

#### BEFORE THE TESTING

1. Have you used a website to book a hotel room before?

Yes, when I travel.

2. Do you know any Viking hotel?

No.

3. Have you ever been into a Viking Hotel?

No.

#### WHILE TESTING

1. What do you think about the colors and overall appearance?

Nice, but it should background should be more light.

2. What do you think about the font?

Can't be read, don't like it.

3. For the rune language change, would you use Norwegian flag or small viking flag?

Norwegian flag, the small viking could not be understood that is related to the run language. At least I didn't.

4. What do you think about the booking?

Is good, but button must be fix. Is it arrival or Arrival??

5. Should the menu and sub-menu colors be change?

The combination between them is great.

#### AFTER THE TESTING

1. Do you think the site was easy to use?

Yes.

#### USER TESTING 3

#### USER INFORMATION:

Sex: Female

Age: 24

Country: Switzerland

Knowledge about web design: None, Some, Known

Date: 28/11/2013

#### BEFORE THE TESTING

1. Have you used a website to book a hotel room before?

Yes, I enjoy traveling with my friends a lot, so we book a lot too. :)

2. Do you know any Viking hotel?

No idea.

3. Have you ever been into a Viking Hotel?

No, but I would really like to go.

#### WHILE TESTING

1. What do you think about the colors and overall appearance?

I like it, but the background shouldn't be so dark.

2. What do you think about the font?

It really reminds me of the vikings, but is difficult to read it.

3. For the rune language change, would you use Norwegian flag or small viking flag?

The viking is cute, but I prefer the Norwegian flag.

4. What do you think about the booking?

Is a bit stretch, but good. The button maybe has to be changed.

5. Should the menu and sub-menu colors be change?

No, I think they fit well with the wood background.

#### AFTER THE TESTING

1. Do you think the site was easy to use?

Yes, no many things things in the menu and sub-menu, it was easy to go through It.

#### USER TESTING 4

##### USER INFORMATION:

Sex: Female

Age: 21

Country: Spain

Knowledge about web design: None, Some, Known

Date: 28/11/2013

#### BEFORE THE TESTING

1. Have you used a website to book a hotel room before?

Yes!! But I left my friends or parents to book it for me.

2. Do you know any Viking hotel?

No idea, didn't know about their existence.

3. Have you ever been into a Viking Hotel?

No, but I would like to go to one for sure!!

#### WHILE TESTING

1. What do you think about the colors and overall appearance?

My first impression was that I was in a role video-game because of the main logo.

I think the background colour should be more clear, so the page is not so dark.

2. What do you think about the font?

I like it, but it could be hard to read. I think that the font is ok for the menu, and also for the titles, but not for the thing to read.

3. For the rune language change, would you use Norwegian flag or small viking flag?

The small viking is cute, but I think the norwegian flag fits more for a hotel than the character.

4. What do you think about the booking?

The button didn't fit with the rest of the site, it look so modern.

5. Should the menu and sub-menu colors be change?

Not changes at all, the color combination for both is ok. I also like the backgrounds.

#### AFTER THE TESTING

1. Do you think the site was easy to use?

Yes, there are not lot of things to click, and do not have the chance to get lost.

#### USER TESTING 5

##### USER INFORMATION:

Sex: Female

Age: 23

Country: Germany

Knowledge about web design: None, Some, Known

Date: 28/11/2013

#### BEFORE THE TESTING

1. Have you used a website to book a hotel room before?

Sure.

2. Do you know any Viking hotel?

No.

3. Have you ever been into a Viking Hotel?

No, but that could be interesting,

#### WHILE TESTING

1. What do you think about the colors and overall appearance?

It looks great, I like the logo.

2. What do you think about the font?

Can't really be read, something more simple would be better.

3. For the rune language change, would you use Norwegian flag or small viking flag?

Definitely the Norwegian flag,

4. What do you think about the booking?

I like specially when you have to fill in the number of slaves, I found it curious.

5. Should the menu and sub-menu colors be change?

Don't really, maybe the orange of the sub-menu is a bit different from the main menu.

#### AFTER THE TESTING

1. Do you think the site was easy to use?

Yes, I found it easy to go over different pages of the web.

#### USER TESTING 6

##### USER INFORMATION:

Sex: Male

Age: 24

Country: Ukrain

Knowledge about web design: None, Some, Known

Date: 28/11/2013

#### BEFORE THE TESTING

1. Have you used a website to book a hotel room before?

Yes,



2.Do you know any Viking hotel?

No,

3, Have you ever been into a Viking Hotel?

No.

#### WHILE TESTING

1.What do you think about the colors and overall appearance?

They are great.

2.What do you think about the font?

I like it, it reminds me to the vikings.

3. For the rune language change, would you use Norwegian flag or small viking flag?

Viking definitely, is cool.

4.What do you think about the booking?

Good, have some changes for the normal ones, so it fits into a viking hotel.

5.Should the menu and sub-menu colors be change?

Colors are ok.

#### AFTER THE TESTING

1. Do you think the site was easy to use?

Yes.

#### USER TESTING 7

##### USER INFORMATION:

Sex: Male

Age: 20

Country: France

Knowledge about web design: None,Some, Known

Date: 28/11/2013

#### BEFORE THE TESTING

1. Have you used a website to book a hotel room before?

Yes, only when I travel with my friends

2.Do you know any Viking hotel?

No.

3, Have you ever been into a Viking Hotel?

No.

#### WHILE TESTING

1.What do you think about the colors and overall appearance?

They are cool, I like the menu wood style, and the combination of that kind of gold.

2.What do you think about the font?

Is hard to read.

3. For the rune language change, would you use Norwegian flag or small viking flag?

The viking is nice, I would use it.

4.What do you think about the booking?

I like it, but maybe needs a calendar, as the hotel bookings.

5.Should the menu and sub-menu colors be change?

Not changes, aa I previously said, they are nice.

#### AFTER THE TESTING

2. Do you think the site was easy to use?

Yes, easy to look for the information.