Design Report

Website Design & Implementation Assessment

By Yawen Zhao (45908983)

Part A

Introducing the Design Report

This Design Report, which documents my process of designing the entire website, is for the owner of the Moonlight Resort and the customers of this resort.

In the process of designing this website, I conducted many design activities to test what customers like and dislike in order to make the website attracting and enhance the user experience. This report records what tests I have conducted, what feedback I have received and how I have modified my design in every step of designing this website.

In part A of the report, I introduce the topic of the website and the target audience. Then I include card sort user testing, introduction of navigation & organization systems, the content architecture, the visual organization of the website, and paper prototype user testing. In part B of the report, I note aesthetics prototype user testing, How I implement the interactions, Hi-Fi prototype user testing and summary of the implementation.

Therefore, the owner of the resort will know why I design this website like this and what the customers are expecting by reading this report.

Introducing the Web Designer

I am a postgraduate student from The University of Queensland and my major is Information Technology. However, this is my first semester in UQ, and I am a novice in both coding and design. So, I am a total beginner at web design.

Therefore, all the content delivered in this course are important and indispensable to me. The lectures help me understand web design comprehensively, design activities are conducted in tutorials, which help me design the website step by step and I learn coding in practicals.

Consequently, my learning strategy is taking this course seriously by listening to the lectures carefully, participating in the tutorials actively, learning CSS, html and JavaScript earnestly in the practicals, getting feedback from my tutor regularly and advancing my website project step by step. My learning goal is to complement the website successfully at the end of the semester.

Responding to the Brief

Introducing the Website Topic

The chosen website topic is "Bungee jumping from the top of the craters on the Moon". That means the unusual location of the themed resort is the Moon and the activity which is the main focus of the resort is bungee jumping from the top of the craters.

Combining the unusual location and the activity, I come up with the concept of the website:

Thrill seekers, aged 18-30, are invited to bungee jump from the top of the craters on the Moon. Guests will stay in a fully oxygenated hotel protected from the elements of the universe. Before they Bungee jump, hotel staff will check their health condition and help them wear space suits to ensure their safety.

My first idea about the website topic is "Cocktail tasting in the vampire castle". The unusual location of the themed resort is vampire castle and the activity is cocktail tasting. I planned to make the cocktails blood color and use blood bags to hold cocktails, which would make the customers have a feeling of playing vampire when tasting the cocktails. However, I discarded the idea, since when I discussed the topic with my classmates, many of them said both vampires and cocktails with blood color let them feel uncomfortable. This means that there are not so many people who like vampires. What's more, I tried to search some pictures for this idea, but it was hard to find good-looking pictures of vampires and castles, most of which were both bloody and dark. Therefore, I discarded this idea and changed my website topic.

The most fun and engaging point of my idea is that there are many craters on the Moon, and the gravity on the Moon's surface is about 16.6% that on Earth's surface, which means when bungee jumping on the moon, the falling speed is much slower than on Earth, and the customers can enjoy the magnificent view of the universe. What's more, before the customers bungee jump, the staff of the resort will help them wear space suits, which allows the customers experience the feeling of astronauts. Although the falling speed on the Moon is much slower than on Earth, it

is still thrilling that bungee jumping from the top of the carters. So, thrill seekers, who want to experience something new and exciting will be attracted.

After discarded the vampire castle idea, I tried to get inspirations from other websites. Since I was fascinated by the universe, I searched websites related to the universe and was inspired by the websites below:

➢   https://nasaprospect.com/
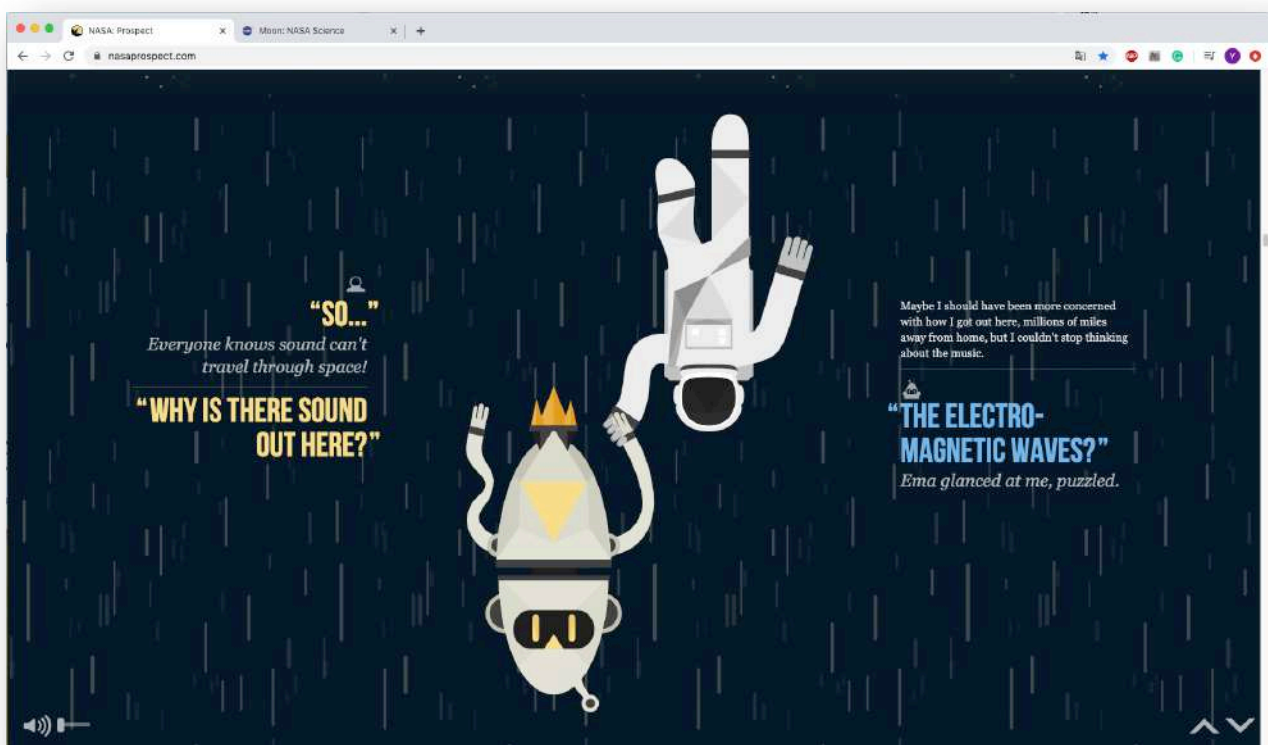
This website is a storytelling website that tells an adventure story of an astronaut in the universe. The black background dotted with stars makes me feel comfortable and peaceful. This website uses parallax scrolling to tell the story and I just need to scroll to read the story. When I scroll and read, I feel I am immersed in the universe and the stars are around me. My dream of being an astronaut in childhood was awakened by this website.

So, I decided to place the resort in the universe and let the customers have a chance to wear space suits and experience the feeling of astronauts.

➢   https://moon.nasa.gov/
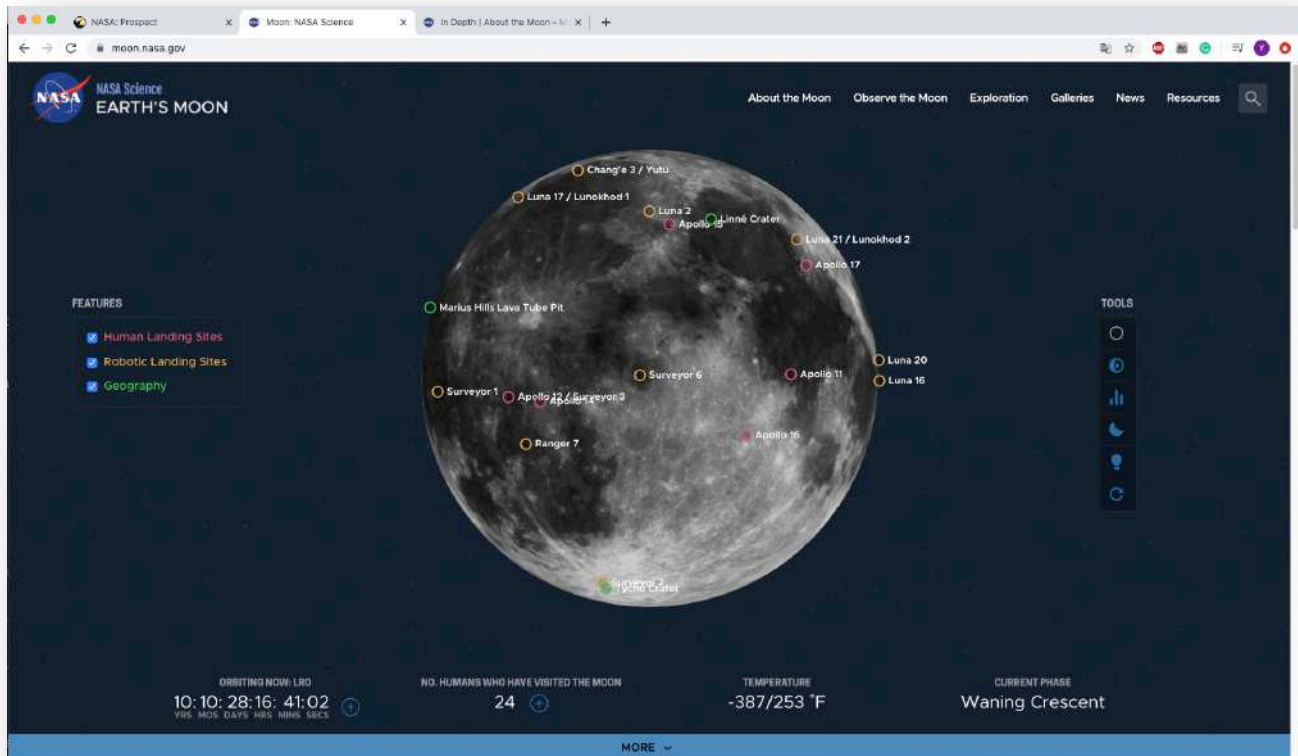
After I decided to place the resort in the universe, I searched information about stars, planets and orbits near Earth and I found this website, which was created by NASA for the Moon.

I was attracted after I started to read the materials provided by the website. The Moon is romantic, eternal and related to lots of myths and there are many craters on the Moon, which are perfect for thrilling activities. I also learned from this website that the gravity on the Moon's surface is just 16.6% that on Earth's surface. Therefore, I came up with the idea that it must be fun to bungee jump from the top of the craters on the moon, since the falling speed on the moon is much slower than on Earth.

Therefore, I decided to choose the moon as the location and choose bungee jumping as the activity.

Introducing the Target Audience

The target audience is thrill seekers, aged 18-30, who wants to experience things new and exciting, but not that dangerous, during their vacations.

Two personas that represent unique, archetypal users of my website：

➢   Lucas Harris : A bank product specialist, aged 25

PROJECT: Deco 7140   PERSONA: Lucas Harris

Bio

- Surf the Internet when having lunch
- The work is stressful but Lucas works very hard
- Likes to be the leader in the work
- Wants to experience exciting things
- Doesn't like exercise so much but exercise every day to maintain health

Goals

- Manage financial products carefully without mistakes
- Perform well in front of the boss, get promoted and raise the salary
- Spend an hour a day exercising to keep fit
- Travel and experience new and exciting things during annual leave

Painpoints

- Customers who have a bad temper and refuse to communicate
- Traffic jam in the morning
- Colleagues who steal clients
- Spam in the work mailbox
- Untidy workplace

Background

- Name: Lucas Harris
- Age: 25
- Gender: Male
- Work: Bank product specialist

Slogan

"   *if it were easy everybody would do it.*

Scenarios

- After the lunch, the lunch break was not over yet and Lucas is searching Google for where to go on vacation during this year's annual leave. He finds the website of a themed resort named "Moonlight Resort" and is attracted by the cool homepage of the website.
- Lucas looks at the photos in the photo gallery of the website, checks the details of the travel package and guessing which room type to choose.
- When paying the order, Lucas finds memberships have discounts. So he registers as membership of the website and writes a questionnaire to get the discount.
- Lucas has some questions about the travel package, so he looks at the contact details on the information page of the website and decides to write an e-mail to ask about it.

➢ Olivia Smith : A university student, aged 19

PROJECT: Deco 7140   **PERSONA:** Olivia Smith

Bio
- Study in the library every day with friends
- Plan everything weekly and monthly
- Dislike group work assignment
- Like spacious and clean workspace for study
- Drink coffee every morning
- Usually, skip breakfast
- Barely exercise

Goals
- Learn as much as she can from the university
- Have meaningful and unforgettable winter and summer vacation
- Make a lot of friends at the University
- Graduate with a high GPA

Painpoints
- The teammates who are perfunctory when doing group work
- Spend a lot of time and effort on the assignment but get a low mark
- Due dates of different courses are on the same day

Background
- Name: Olivia Smith
- Age: 19
- Gender: Female
- Occupation: Undergraduate student
- Major: Information Technology
- School: The University of Queensland

Slogan
" Enthusiasm is the steam that drives the engine. "

Scenarios
- After the final exam, Olivia lays on the sofa surfing the Internet and looking for a place for summer vacation. She finds the website of the themed resort and becomes interested.
- Olivia feels interested in the themed resort after looking at the travel packages, so she decides to call the staff of the resort to ask for some questions. So she finds the phone number on the information page and gets the staff for help.
- After the phone call, Olivier decides to book a travel package. She chooses the room type and travel time on the website and pays the order successfully.

Since the target audience is young thrill seekers, I think it is better to choose a dark color as the color theme of the website. They are people who want to get relaxed and experience new and exciting things during vacations, so the website should make them feel peaceful and comfortable. Therefore, I will make the entire website as concise as possible. Moreover, choosing a picture of universe with dotted stars on it as the background of the website would be helpful.

Navigation & Organisation

Card Sort User Testing

➢ The card sort user testing plan:

Card Sorting Testing Plan
Yawen Zhao – 45908983

1. Lis the content that may be present on your website.

   Identify which content should be objects/content items (nouns) or actions/tasks for users on the website (verbs)?

Objects/content items (nouns)	Actions/tasks (verbs)
Tourists' order history	Change the theme of the website (dark or light theme)
Members' profile	Book the trip
Tourists' comments about the trip	Do the quiz to get discount
Members' photos taken by stuff	Play prize wheel to win discount and gifts
Details about the travel package	Sign in
Where is the resort (the map)	Register to be a member
Contact details	
FAQ	
Tourists' photos taken by stuff	
Tourists' Comments	
Dynamic album of the resort	
Tourists' Ratings	
Discount for members	
Food and Drinks serviced for tourists	
Activities organized for tourists	
Music concert provided by the resort	

   What do you anticipate will be the most frequently vs infrequently used content?
   ➢ I think the most frequently used content will be Tourists' comments about the trip. Because in my opinion, most people like to read the comments before making a decision to book or buy something, especially before booking a room of a resort for holiday, which is usually expensive.
   ➢ I think the most infrequently used content will be FAQ, because it will be faster to get an answer by asking a stuff by making a phone call or sending an e-mail. It's more effective and the answer from a stuff will be more clear.

2. Derive from your list of content a set of keywords/topics to be categorized.

My order	Change the theme
My profile	Book
My comments	Quiz
My photos	Prize wheel
Travel packages' details	Sign in
Map	Register

Card Sorting Testing Plan

Yawen Zhao – 45908983

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- ➢ Feedback I got from the card sort user testing:
  Participant 1: It may confuse people about whether the "book" is a verb or a noun. It will be better if you make it "booking". I was also confused with Explore and Experiences. Don't know where to put "my comments"
 Participant 2: Confusing experience and explore because I think both categories have a similar meaning. what is kind of quiz this website? e.g. users should do the quiz for activities??
  Participant 3: I am very confused about the card 'Explore' and the card 'Experiences' because it is difficult to find related cards in these categories. Please give testers more easily comprehensible cards and categories.
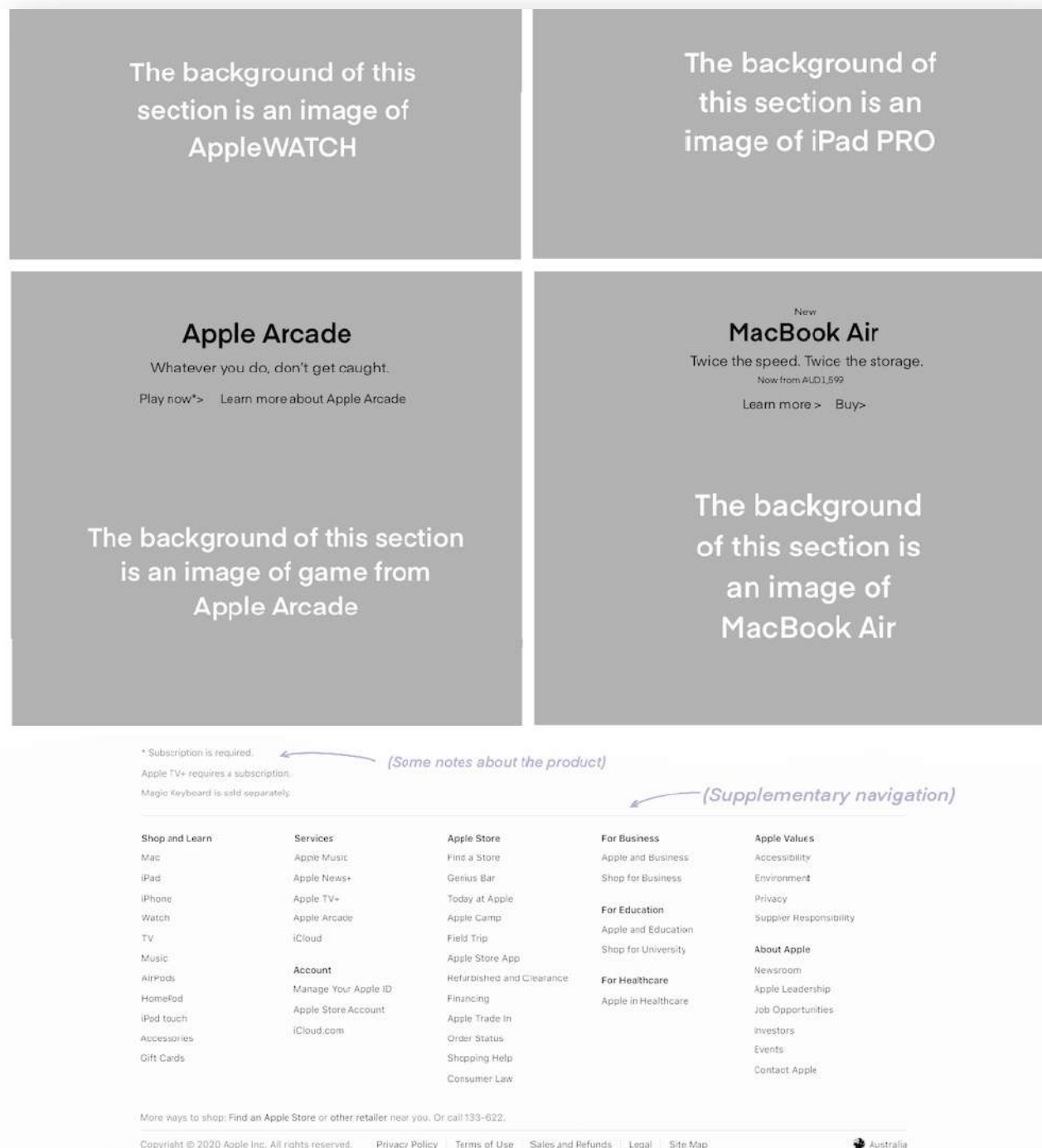
Navigation & Organisation Systems

I have chosen to use global navigation and footer navigation on my website.

I was inspired by Apple's website. The pictures below are the wireframe of Apple's home page. This page is too long, so I cut the wireframe into two pictures. One contains the global navigation bar on the top of the page while the other one concludes the footer navigation at the bottom of the page.
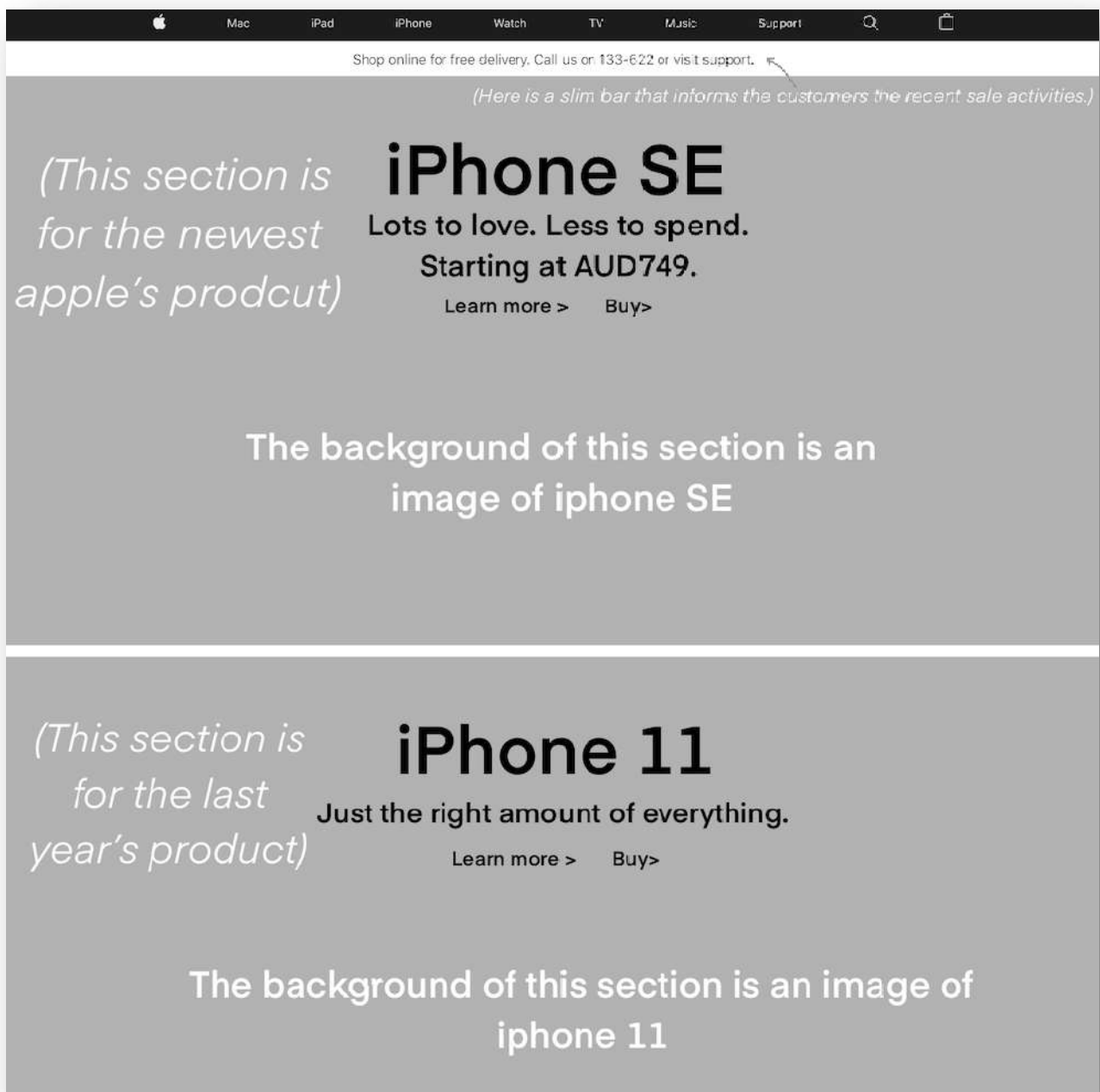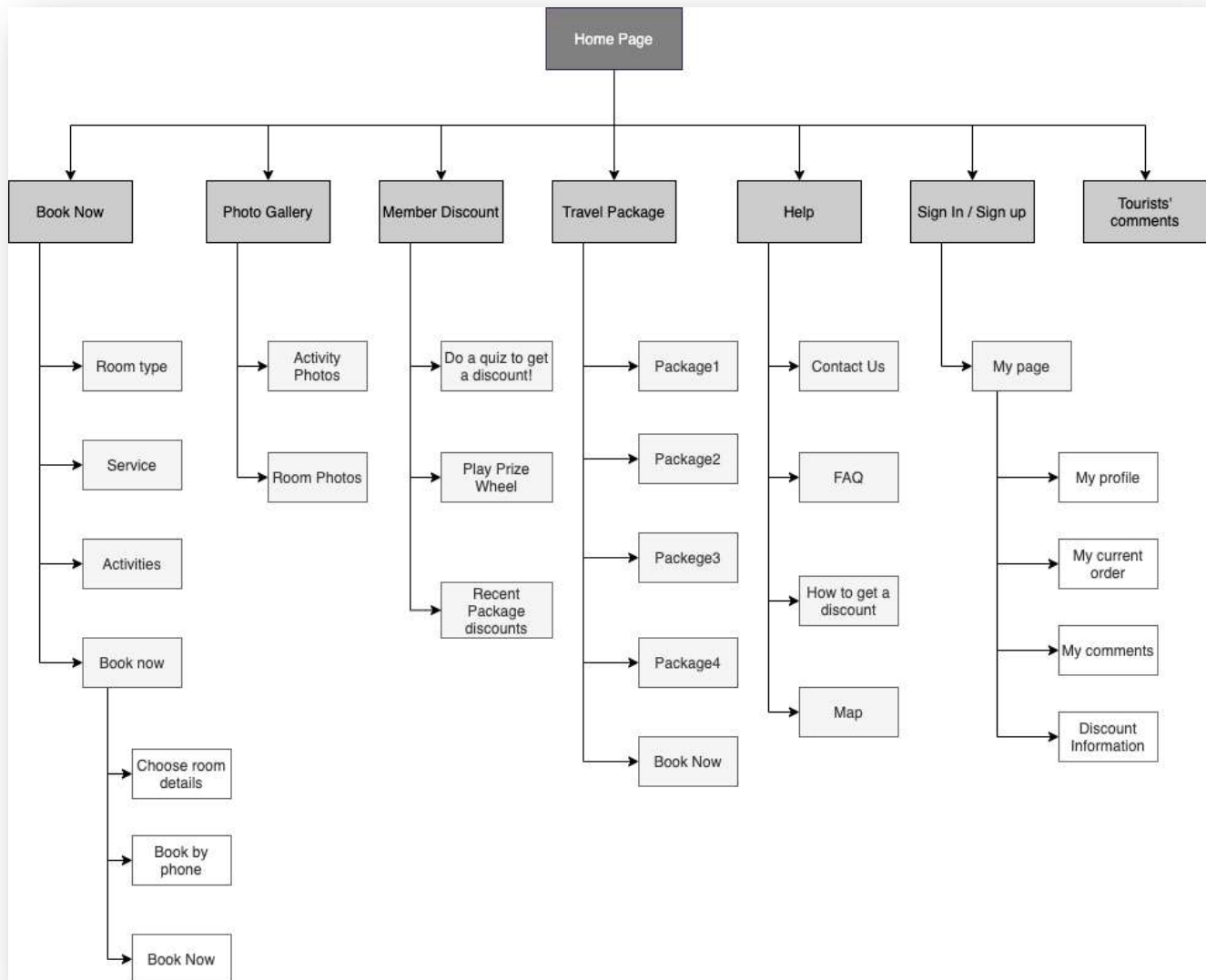
The main navigation bar on the top of Apple's home page is a global navigation bar. Users will see the bar on every page of Apple's website. It is easy for users to get on another page they want, and they will never get lost.

The footer navigation contains more information which is not that important, but the users may want to know. The footer navigation ensures the concise of the main navigation, since information which is less important can be put here.
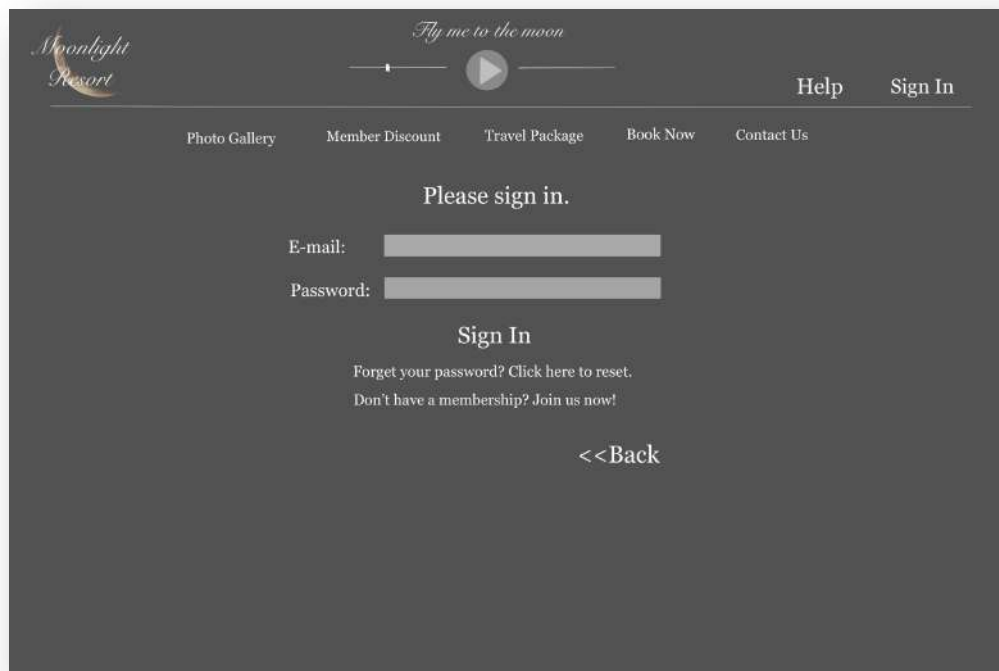
Site Map & Content Architecture

Visual Organisation & Interactivity

➢ The wireframes for pages of my website:

The logo of the Moonlight Resort, which is a "back to home" button, the music player and the main navigation bar on the top of the page will not change and move as shown in the wireframes above.

That will make it very easy for the users to use, as they can get on the page which they want anytime by just clicking the main navigation bar on the current page. And they can go back to the home page by clicking on the logo, which is on the upper left of every page of the website.

There is also a navigation bar at the bottom of the home page, which contains buttons linked to the pages which are not that important, and it only appears on the home page.

When the user's mouse hovers over the title, which is linked to another page, the title will become larger and brighter, making it more obvious and readable for the user.

The dynamic album on the home page will play automatically. The user can control it to see the previous photo or the next photo by clicking the little arrows.

 To engage my target audience, I make the navigation bar simple and concise. I also make the pages symmetric and looks neat. So, when the users look at the pages, they will feel relaxed and comfortable.

> ➢ What I have learned from the table discussion:

The layout principles:
1. Proximity
2. Alignment
3. Emphasis
4. Consistency

Question: What do you think about the space between each block?

> ➢ About proximity: *Do you feel comfortable about it or not?*

Proximity is about the space between different content.

People perceive items that are located together as being related. So, proximity means related content should ideally be placed closer and unrelated content should be separated further away.

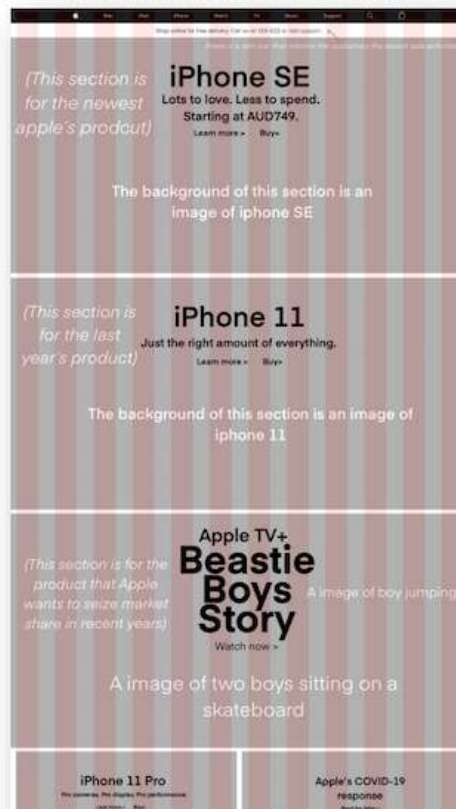In my opinion, I think Apple do not apply this layout principle very well.

We can see from the wireframe that Apple delineate groups by the size of the area.

There are three largest blocks on the home page, which almost compose the half of the whole page. These blocks form a group. there are the newest products which Apple want to sell the most in this group.

And there are eight small blocks, which compose the other half of the whole page with the footer (the supplementary navigation). That is another group. But in this group, there are seven products and a letter about the COVID-19. Obviously, the products and the letter are unrelated contents. So, I think they should not be put in a group.

Moreover, the space between each block are exactly the same. Apple does not put related content closer and separate unrelated content further away. The relations between the blocks are only shown by the size of the blocks.

> ➢ About Alignment and Positioning:

iPhone SE
Lots to love. Less to spend.
Starting at AUD749.

(This section is for the newest apple's product)

The background of this section is an image of iphone SE

iPhone 11
Just the right amount of everything.

(This section is for the last year's product)

The background of this section is an image of iphone 11

Apple TV+
Beastie Boys Story

(This section is for the product that Apple wants to seize market share in recent years)

A image of boy jumping

A image of two boys sitting on a skateboard

iPhone 11 Pro

Apple's COVID-19 response

Alignment and positioning is about where elements are on a page.

Alignment makes it easier for people to get the information.

Positioning elements on a page implies which part is important and which is less important.

I use the pink lines to separate the home page. We can see that the design of the page is symmetric, and the large title is in the middle, accounting for one third of the entire page. The most important parts are very clear and obvious. It is easy for the user to scroll and get the information on the page. The user will pay attention to the most important part, which is the center of the page because of the consistency in alignment.

Therefore, this page applies this principle successfully.

➤ **About Emphasis:**   *Question: At first glance, which part of this page did you see?*

"Emphasis" is about Drawing attention to items on the page, reinforcing hierarchy, and using contrast to differentiate elements.
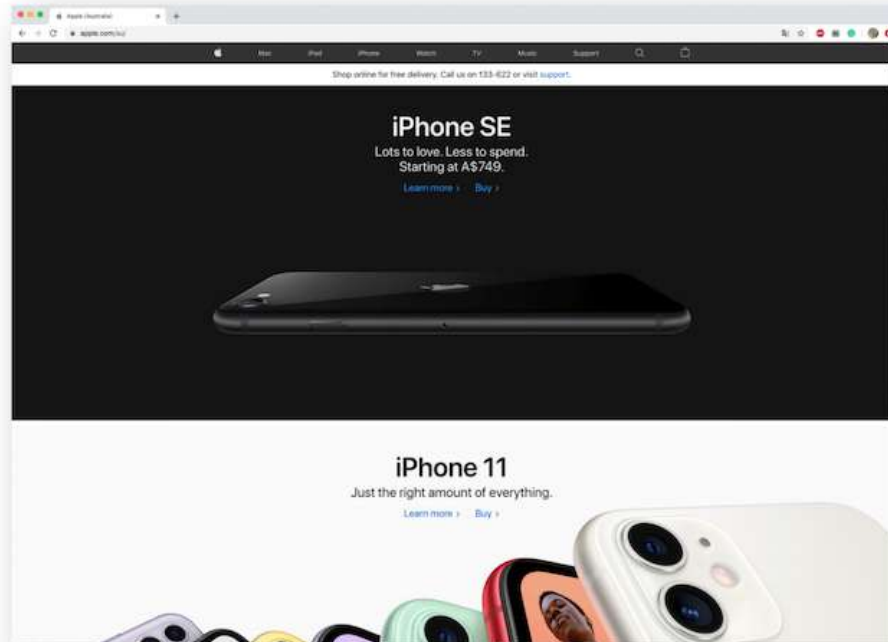
We can see that Apple uses white color on the black background and black color on the white background. And the font size of the title is larger than any other words on this page. So when we open this website, we will look at the title "iPhone SE" at the first sight because of the large color contrast. This is a kind of visual guide, since people always see the things witch have the largest color contrast. Apple apply this principle very successfully since it is very obvious which part is the most important on this page.

➤ **About Consistency:**

Consistency doesn't mean we cannot have variety for our websites. Consistency is required in layout and appearance of the elements on a page and different pages of a website. We need to ensure that each page looks belong to the website.
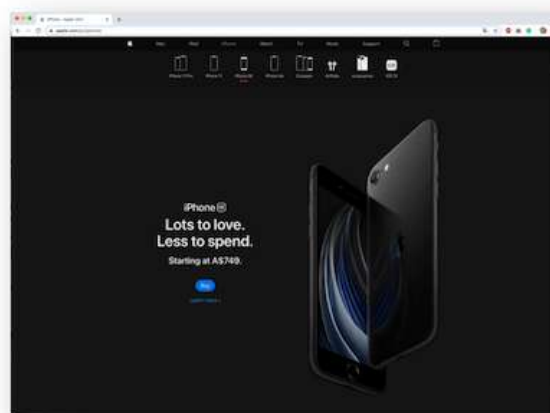
The "iPhone" page uses white color on black background just the same as the home page.
The font and the font-size is also the same. With the global navigation bar on the top of the page, this page is consistent with the home page in appearance.

Paper Prototype User Testing

➢ the Paper Prototype User Testing Plan:

Prototype Testing Plan

Yawen Zhao 45908983

Part 1: The feedback I want to get

I want to know if the structure of my website is reasonable, and if it feels comfortable to surf on my website page. I also want to know if the organization is easy for them to find the information they need.

When the users want to know what service they can get in the trip and read other tourists' comments, can they find the information smoothly? And if they want to book a trip, can they easily find the information they need and book the trip, then see the orders on their page and pay for it smoothly?

Part 2: The tasks and questions

➢ I prepared these tasks for the users:

1. Do: Register and sign in.

   Watch: I will watch if the user register and sign in smoothly. Because register and sign in is very basic for a website, it must be easy for the user to finish it quickly and smoothly.

   Ask: I will ask if it is easy for the user to finish this task smoothly.

2. Do: Find what service you can get in the resort and read people's comments.

   Watch: I will observe how much time it will take for the user to find the information about service and find where to read people's comments.

   Ask: I will ask the user whether it is easy and quick to find the information they need.

3. Do: Find how to contact the resort.

   Watch: I will watch if the user can find contact details quickly and smoothly, because I put the contact details in "Help". It is important for the user to find how to contact the resort quickly and smoothly. Because sometimes I cannot find the contact details on some websites, which is a really bad experience.

Ask: I will ask the user if it is confusing that I put the contact details in "Help" and if it is hard for them to find the contact details

4. Do: Find the map.

    Watch: I will watch if the user can find the map of the resort successfully, because I do not know if it is right to put the map in "Help".

    Ask: I will ask the user if it is confusing that I put the map in "Help".

5. Do: Look at the details of the travel packages and choose one of them to book.

    Watch: I will observe if the user can find the details of the travel packages very quickly because I think reservation is the most important part for a resort website.

    Ask: I will ask the user if it is annoying that I put two "travel packages" button on the home page.

6. Do: Book a room.

    Watch: I will observe if the user can find where to book a room quickly.

    Ask: Actually, the user can book a room at the bottom of the home page. They can also click on "Booking now" to book a room. So I will ask what do they think about the quick booking part on the home page. I want to know whether it is necessary or not. Because I feel there are too many buttons on the home page. If it is not necessary, I will delete that part.

7. Do: Pay for your order.

    Watch: I will observe if the user can find where to pay for the order. Because I put the payment in "my current order" and the user need to click on "My page" first. I think I made a mistake.

    Ask: I will ask the user if it is confusing that after they book the room, they cannot pay for it immediately.

8. Do: Write a comment.

    Watch: I will observe if the user can find where to write a comment. Because I put that in "my comments" and the user need to click on "My page" first. I think I made the second mistake, but I want to get the feedback first before I change it.

    Ask: I will ask the user if it is hard for them to find where to write a comment and if it is better that I put "Write a comment" in "Tourists' comments".
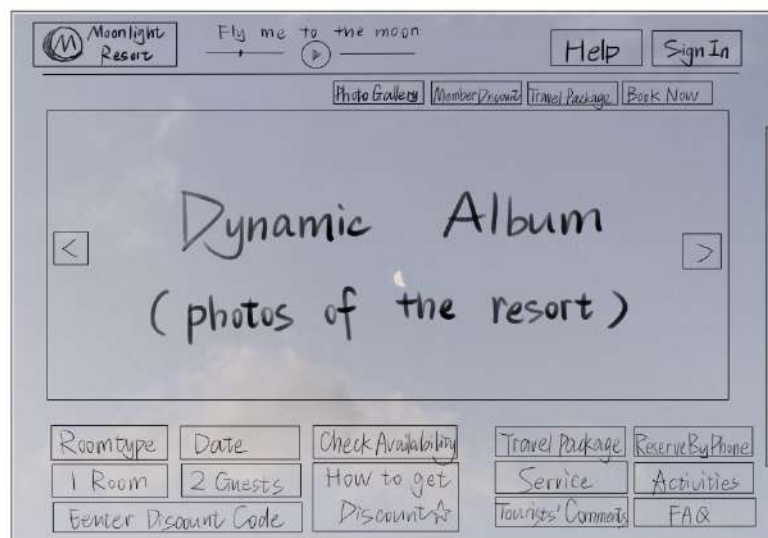
➢   And I prepared these questions for them after finishing the tasks:

1. Is there any task that makes you feel confused?

2. Do you think there are too many buttons on the home page?

3. Is the layout of my website easy to understand?

4. Can you find the information you need easily and smoothly?

5. What do you think about the navigation? Do you think it is confusing?

6. Any other advice?

Part 3: My Prototype

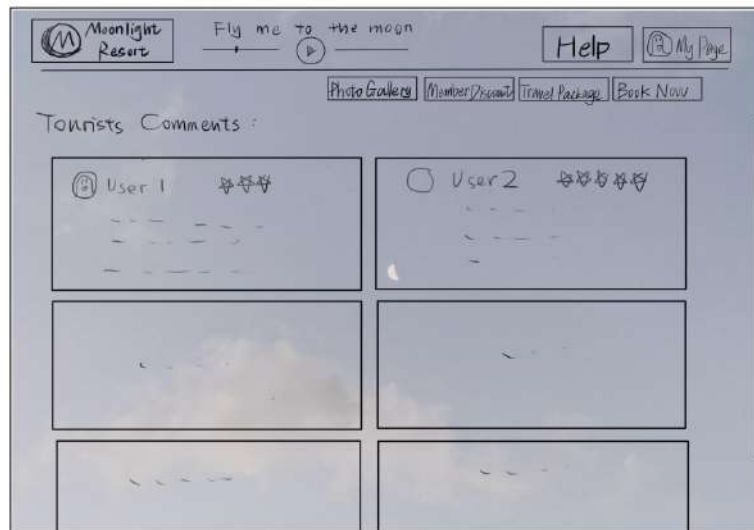Here are the screen shots of my prototype for this test:

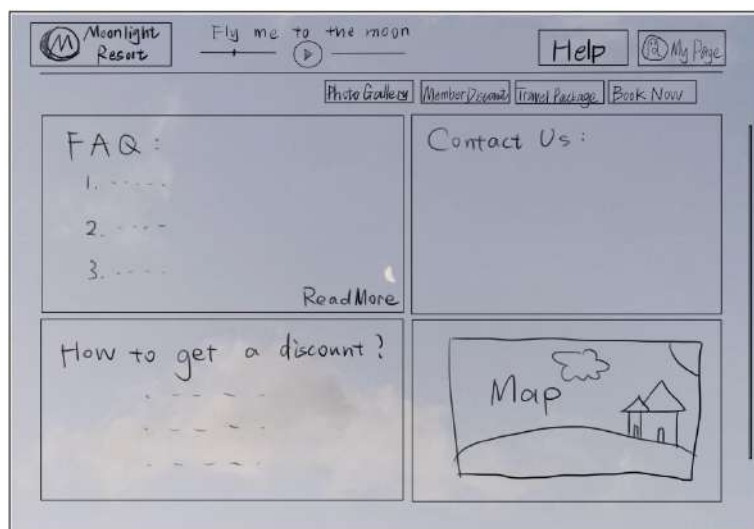1. Home Page

2. Register and Sign in:

3: Book Now page:
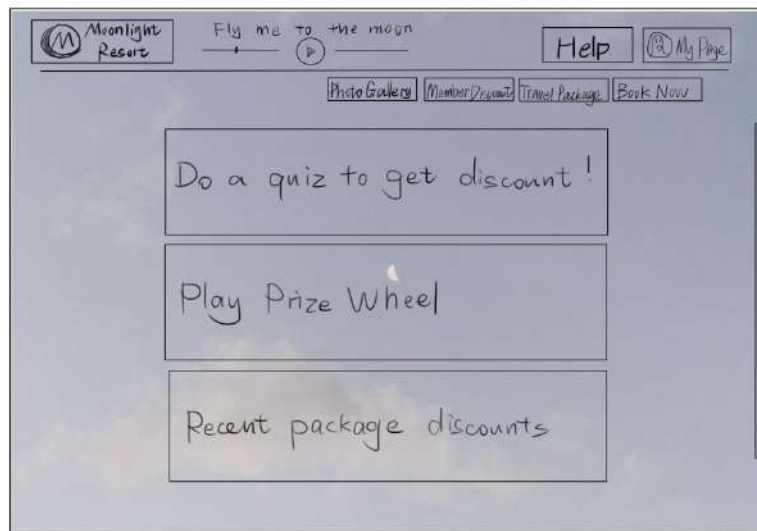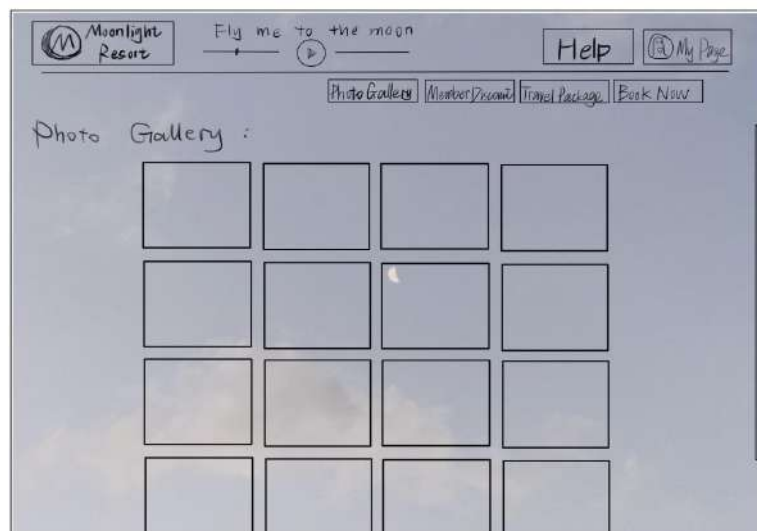
4. Travel Package page:

5. Comments Page:

6. Help page:

7. Member Discount page:

8. Photo Gallery page:

9. My page:
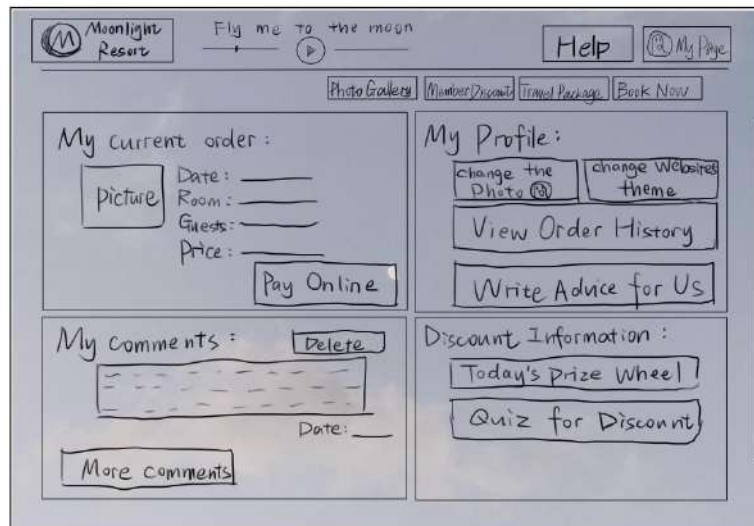
Part 4: The feedback I got

➤ Feedback from participation 1:

Q1: Which task made you feel confused?
The tasks are fine.

Q2: Do you think there are too many buttons on the home page?
Yes, you need to put some buttons into a main button and give it a name which includes the meaning of these cards. Too many buttons will let users feel confused and they don't know how to find their desired and useful information.

Q3: Is the layout of my website easy to understand?
Yes, if I only see your card sorting, I think it's a little bit to understand, because I don't know exactly what those cards are for. However, when I see your website, it is easily to understand and navigate.

Q4: Can you find the information you need easily and smoothly?
The same answer, you need to reduce the number of cards in the home page, you need to put them in the other pages.

Q5: What do you think about the navigation? Do you think it is confusing?
It is not difficult to find everything, but I think you need to add 'Return' button in some

pages if users need to return.

Q6: Any other advice?
About the sign in and register, why this appear in the up-left of the home page when I want to click it. Please change to the correct place.

➤ Feedback from participation 2:

Q1: Which task made you feel confused?
Booking and payment ones.

Q2: Do you think there are too many buttons on the home page?
It's fine.

Q3: Is the layout of my website easy to understand?
The picture is too large for screen so that it makes me move left, right, up and down all the time. A little bit confused with that.

Q4: Can you find the information you need easily and smoothly?
Good.

Q5: What do you think about the navigation? Do you think it is confusing?
The navigations are separated on both front and bottom. It can somehow confuse people.

Q6: Any other advice?
1. 'Sign In' button can be 'Sign Up/Sign In' to make sure it is the button to register.
Link for 'Sign In' button is missed.
2. In tasks, I am asked to look at the details of the travel packages and choose one of them to book. But 'Book now' doesn't have a link. I'm not sure whether the prototype is supposed to be like that, or it is a mistake.
3. In 'Book now' category, 'Book now' doesn't have a link as well. Thus, I cannot find the payment page.

Part B

Aesthetics

I used an image of galaxy with a large moon at the center. There are two navigation bars on the homepage. I used a line <hr> to seperate the header and the main menu to avoid the situation that all elements are on the main menu and the main menu looks cramped .

I used the font "Snell Roundhand" for my Logo and the name of the music on the header. The font-size of my logo , "Help" and "Sign in" is 23px.

I use rgb(0, 0, 0), rgb(255, 255, 255), rgb(255, 255, 255, 0.3) on my website. All the texts are rgb(255, 255, 255). And the background color of music player button is rgb(255, 255, 255, 0.3).

The font of other texts is "Georgia" and the font-size is 18px.
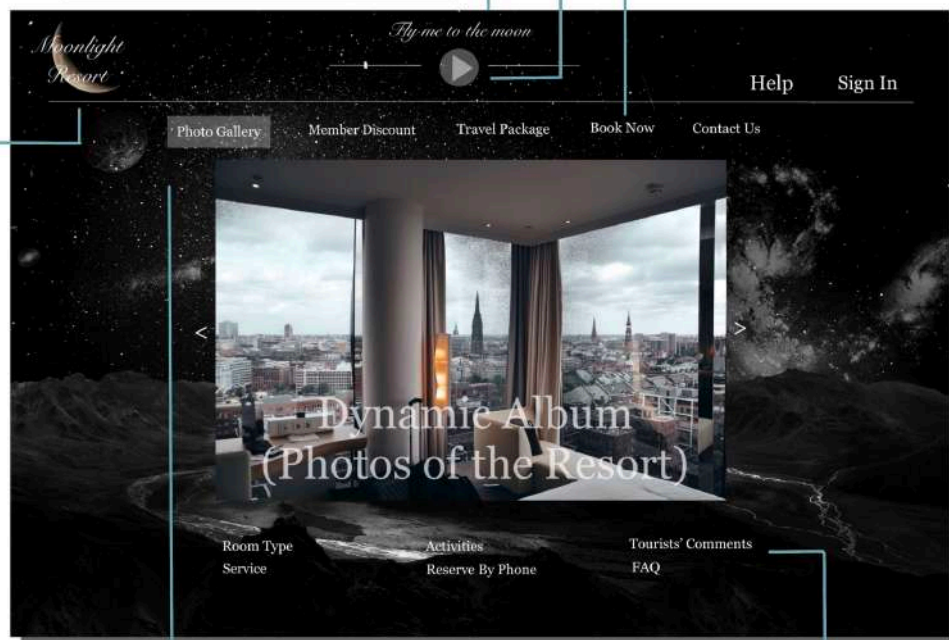
When hovering over a link, the background color of this link becomes rgb(255, 255, 255, 0.3). The translucent effect won't make the color contrast too obvious and ensures the texts still readable.

The global navigation bar on the top of the homepage is on every page and the position is fixed, while the footer navigation bar can only be found on the homepage and the position is not fixed.

On the "Book Now" page, there are 2 sections: the slideshow of room pictures and the customer booking form. The slideshow makes this page not that boring, the same with the slideshow on the homepage.

The font-size of the labels of the form is 21px and I chose rgb(255, 255, 255, 0.5) as the background color of "select" and "input", I chose rgb(255, 255, 255, 0.8) for the buttons of the form.

After the user log in, "Log in" turns into "My Page".

The slideshow is about width:40% and the form is width:60%

As the same as other pages, the background of the elements on the page is transparent,, because I try to avoid making the whole page looks clunky.

The style of the background image is "background-size: cover; background-attachment: fixed; background-position:center". So this background image is always in the middle of the window and won't change its position when we change the size of the window, which looks comfortable.

The font size of "Please sign in", "Sign In" and "Back" is 25px and the color of the input of login in form is rgb(255, 255, 255, 0.5).

The log in form takes up 1/3 of the page and sits in the middle of the page. The whole page is symmetrical and looks comfortable.

➢ The Aesthetics Prototype User Testing Plan:
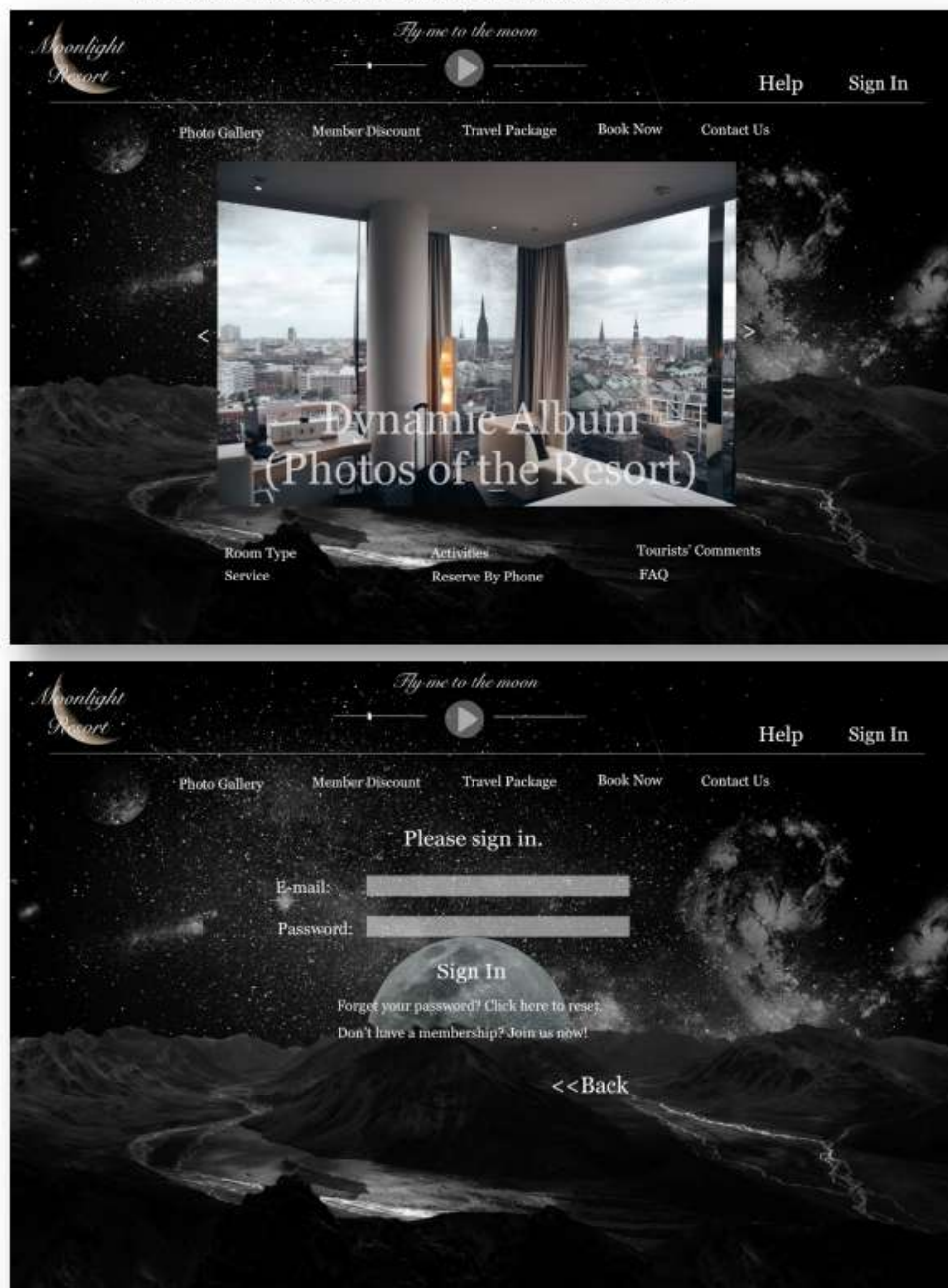
> ➤ The second one is brighter, and the color theme is blue and white:

Part 2: The feedbacks I'd like to get from the user.

> ➤ Which color theme is better? The black one or the blue one? Why?
> ➤ Is the positioning and spacing looks comfortable?
> ➤ I used different fonts for logo, music player, navigation bar and text. Is the fonts looks good? ("Roundhand" for the logo and music player/ "Georgia" for other text)
> ➤ Is the font size ok?
> ➤ Is the text readable? (since I chose not to put the text in the box, in order to make the whole page looks simple and comfortable. So, I want to know whether it is good to put the text directly on the background image.)
> ➤ Is the whole page looks attractive at the first sight?
> ➤ Is there anything looks uncomfortable?
> ➤ Is there anything that is not readable enough?
> ➤ Any advice for improvement?

➢ The Feedback:

- The first one is better. Because the first one is closer to the theme of your website. The first one use black and white with a cool galaxy background image. The second one use blue, which looks softer but not that attracting.
- The positioning and spacing is ok.
- The Round hand font is not readable. Pay attention to that.
- The font size is ok.
- The texts are readable except the logo and the name of the music. Putting the elements directly on the background image looks good.
- Yes, the first one looks attractive at the first sight.
- The music player looks strange to me. And the elements in the header are not aligned, which looks uncomfortable.
- Yes, the logo and the name of the music.
- Change the font, I think Round hand font is not readable at all. And align the elements of the header.

- The first one is better. The blue-themed one is a bit garish and I can't read the text. And I think it has nothing to do with your website topic.
- The positioning and spacing is good.
- The fonts are all good.
- The font size is ok.
- Putting the text directly on the background image looks cool at the first sight but actually there are too many white stars on the black sky, which makes the text hard to read. Maybe the header and the main menu need a black background to make them always readable.
- Yes, it looks good.
- No.
- The footer navigation is easy to be ignored. So maybe it's not good to put important things like "Room type" and "Activities" in the footer navigation. I think you can try to put them in a side bar instead of the footer navigation.

➢ The Reflection:
1. Considering that the footer navigation is easy to be ignored, I decide to use a side bar instead of the footer navigation. And in order to avoid making the bottom of the page have a large empty space, I add a footer to each page, which contains "Site Map", "Reference" and "Subscribe". These are not as

            important as "Room type" or "Activities", so I think it is ok that they are ignored by the users.

2. If I align the "Help", "Sign in" and the music player on a line, it looks weird. Because the height of the music player is much higher than "Help" and "Sign In", if I align them on a line, there will be a large empty space around "Help" and "Sign In". So, I deleted the music player, add a search bar to the header instead and align the elements in the header on a line.

3. It makes sense that the white stars on the background image makes texts less readable. So, I set the background-color of the header, main menu and the footer to rgb (0, 0, 0, 0.7). It is not pure black with opacity 80%. So, it not looks dull. And in some pages, I set the background-color of the body content to rgb(255, 255, 255, 0.3), which also makes texts more readable.

➢   The Aesthetics Table Discussion:

1. There is no direct correlation between whether a website looks good and whether it works. In the table discussion, I saw many websites that looks good but has a confusing navigation and some even cannot fulfill key functions. And there are many websites which look ugly but very useful and the users can smoothly use it to do what they want.

2. When we are designing a website, we cannot just go for good looks but also have to consider functionality. What's more, sometimes we even need to sacrifice some good-looking parts for the effectiveness. We need to always consider the effectiveness when we are designing.

3. After this table discussion, I realized that my footer navigation needs to be deleted, not because that the users would ignore the footer navigation, but because my footer navigation is confusing. For example, the link of "Reserve by Phone", "FAQ" and "Help" are actually the same. They are all linked to "Contact Us". Although they look good as footer navigation, they will confuse the users.

Technical Implementation

> ➢ The Interaction table:

Interaction	How it's built in HTML	How it's built in CSS	How it's built in JavaScript	How it's meaningful	How it's accessible / progressively enhanced
When the user is using a small screen device (max-width: 975px), the main menu is in a side bar, and we can click the side bar button to make the side bar slide into the window, so that we can see the side bar and use the main menu.	`<script src="./js/jquery-3.3.1.min.js"></script>` `<script src="./js/script.js"></script>`	Set the "left" to "-101%", so the main menu will be outside of the window. Set the "left" to "0", so the main menu will be in the window again. `@media (max-width:975px){` `.main-menu{` `margin: 0;` `margin-top: 2px;` `width: 100%;` `background-color: rgb(0, 0, 0, 0.9);` `position: absolute;` `left: -101%;` `transition: 0.7s;` `Z-index: 999; }` `.toggle{` `left: 0 !important;}` `}`	Use "click( )": When we click on the side bar button, the class ".toggle" is added to the main menu, so the "left" will be "0" and we can see the main menu in the window. Similarly, when we click on the side bar button again, the "left" will be "101%", so the main menu is outside the window and we cannot see it again. `$(".side-bar-btn").click(function(event){` `$(".main-menu").toggleClass("toggle");` `event.preventDefault();` `});`	It's meaningful because in small device, like iPhoneSE, if I don't use a side bar which can be hidden, the main menu will look very long, which will make the user feel bad. Using a side bar which can be hidden makes the page look much better and more comfortable.	If the user disables JavaScript, when he click on the side bar button, nothing will happen. But he can click on the "Site Map" at the bottom of each page to get to the page he wants.

Interaction	How it's built in HTML	How it's built in CSS	How it's built in JavaScript	How it's meaningful	How it's accessible / progressively enhanced
There are small buttons on the information pages. If you click on the "More" button, more information shows. And click on the "Hide" button, the information will be hidden again.	`<script src="./js/jquery-3.3.1.min.js"></script>` `<script src="./js/script.js"></script>`	It is to ensure that when the user disable JavaScript, all information show. `body.js #body-content .invisible-info{` `    display: none;` `    font-size: 1.2vw;` `}` `body.js .hide-btn-01,` `body.js .hide-btn-02,` `body.js .hide-btn-03,` `body.js .hide-btn-04{` `    display: none;` `}`	Use "hide( )" to make an element hidden and use "show ( )" to make an element show. `$("body").addClass("js");` `$(".hide-btn-01").click(function(event)` `{` `$(".info-01").hide("slow");` `$( this ).hide();` `$(".info-btn-01").show("slow")` `    event.preventDefault();` `});` `$(".info-btn-01").click(function(event)` `{` `$(".info-01").show("slow");` `$( this ).hide();` `$(".hide-btn-01").show("slow")` `event.preventDefault();` `});`	There are too many texts on the information pages, so it is necessary to hide a part of them to avoid that the user feels board. The user can only look at the detailed information which he is interested in and ignore other detailed information.	If the user disables JavaScript, all the information will show and no information will be hidden. It only works when JavaScript is enabled.

Interaction	How it's built in HTML	How it's built in CSS	How it's built in JavaScript	How it's meaningful	How it's accessible / progressively enhanced
Alert relational information by a pop-up window after the customer submit the booking form.	<script src="./js/ jquery-3. 3.1.min.js "></ script> <script src="./js/ script.js" ></ script>	None	Use submit( ) and alert ( ). After the booking form is submit by the user, alert ( ) makes a pop-up window to show the relational information. $("#booking").submit(function(event){ var roomtype = $("#room-type option:selected").text(); var datestart = $(".booking-form :input[name='start date']").val(); var dateend = $(".booking-form :input[name='end date']").val(); alert('Your book for ' + roomtype + ' from ' + datestart + ' to ' + dateend + ' has been confirmed. Thank you!'); event.preventDefault(); });	It's meaningful because the user can confirm whether their booking information is right by checking the information on the pop-up window. And the pop-up window makes them sure that they have booked a room successfully.	If the user disables JavaScript, the pop-up window will not show, and the form will not fade out. But the user can still submit an advice form.
After the user submit an advice form, a window with "Thank you" information will pop up and the advice box will slowly disappear.	<script src="./js/ jquery-3. 3.1.min.js "></ script> <script src="./js/ script.js" ></ script>	None	$("#advice-box").submit(function(event){ alert('Thank you for your advice!'); $(".advice-form").fadeOut(500); event.preventDefault(); });	It's meaningful because with the pop-up window and the fade-out form, the user will be sure that he has submit an advice form successfully.	If the user disables

- ➢ Reflection:
    1. When I am using JavaScript, I always ask myself that is it necessary to use JavaScript and if I use JavaScript, how do those people who disable JavaScript use my website. I think I have tried my best to ensure that even the user disable JavaScript, he can still use my website normally.
    2. I was struggling about whether to use JavaScript to create the side bar, since it looks really nice and useful. But if someone disables JavaScript and he is using a small device, he will not see the main menu and he can do nothing on my website. That is a bad situation, so I added "Site Map" to the footer of every page of my website to ensure that the user can use my website when he is using a small device with JavaScript disabled.

- ➢ Table Discussion:
    1. Before the table discussion, I rarely think about accessibility. I learned a lot from this table discussion. In this table discussion, I learned that it's not right to set "outline: none;" because it will make users who use a keyboard without mouse unable to use my website.
    2. I also learned that there are many details we need to pay attention to when we are creating our own website. We should not forget adding "alt" to <img>, and we should not just give a meaningless name to that image. Instead, what we should do is to give a short description of the image by using "alt", so that people who use a screen reader will know what the picture tells us.
    3. If we need to put a video on our website, it is necessary to add a title and subtitles to the video, so that people who cannot hear will get the information.

Final Feedback

Hi-Fi Prototype User Testing

Watch: I will observe how long it takes for the participants to find where to write a comment.

Ask: I will ask the participant whether the "Tourists' Comments" obvious enough for them to find it quickly and whether they like the design of the comment box.

➤ **Do:** Do a quiz to get a discount.

Watch: I will observe how long it takes for the participants to find where to get a discount.

Ask: I will ask the participant whether the design of the quiz annoying, do they feel comfortable about the quiz and if they are real customers, will they be willing to do a quiz like this to get a discount for their trip.

➤ **Do:** Adjust the size of the window and pay attention to the change of the layout.

Watch: I will observe how they adjust the window.

Ask: I will ask the participants is the layout changing with the size of the window keeps looking good and what do they think about it.

Questions after the tasks:

1. What do you think about the fonts and hover effects?
2. Do you think it is easy to ignore the footer navigation?
3. What do you think about the change of the layout following the change of the size of the window?
4. Is the background image too obvious that grabs too much attention?
5. Are all the pages look consistent?
6. Does the whole website look comfortable?
7. Do you think that all the information is at the right place and easy to find?
8. Do you feel smooth when doing the tasks?
9. Any other advice?

Watch: I will observe how long it takes for the participants to find where to write a comment.

Ask: I will ask the participant whether the "Tourists' Comments" obvious enough for them to find it quickly and whether they like the design of the comment box.

➢ **Do:** Do a quiz to get a discount.

Watch: I will observe how long it takes for the participants to find where to get a discount.

Ask: I will ask the participant whether the design of the quiz annoying, do they feel comfortable about the quiz and if they are real customers, will they be willing to do a quiz like this to get a discount for their trip.
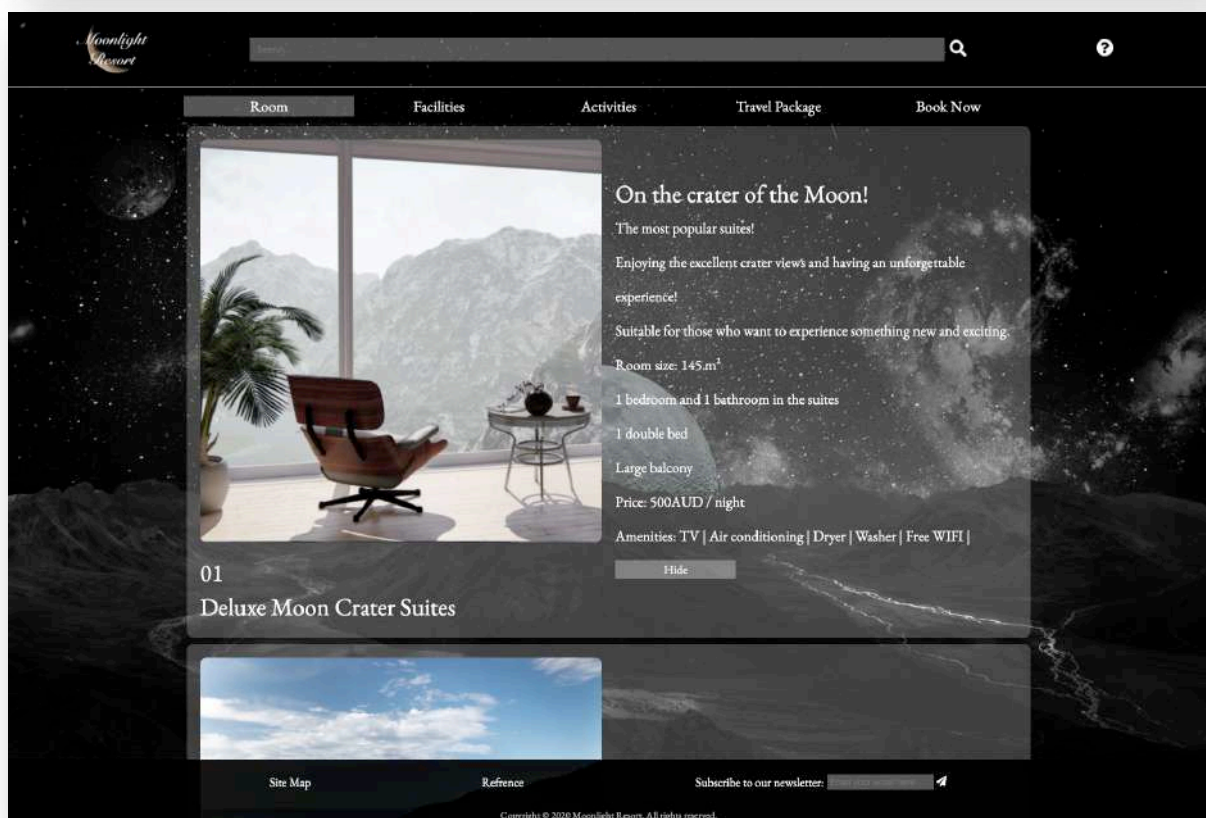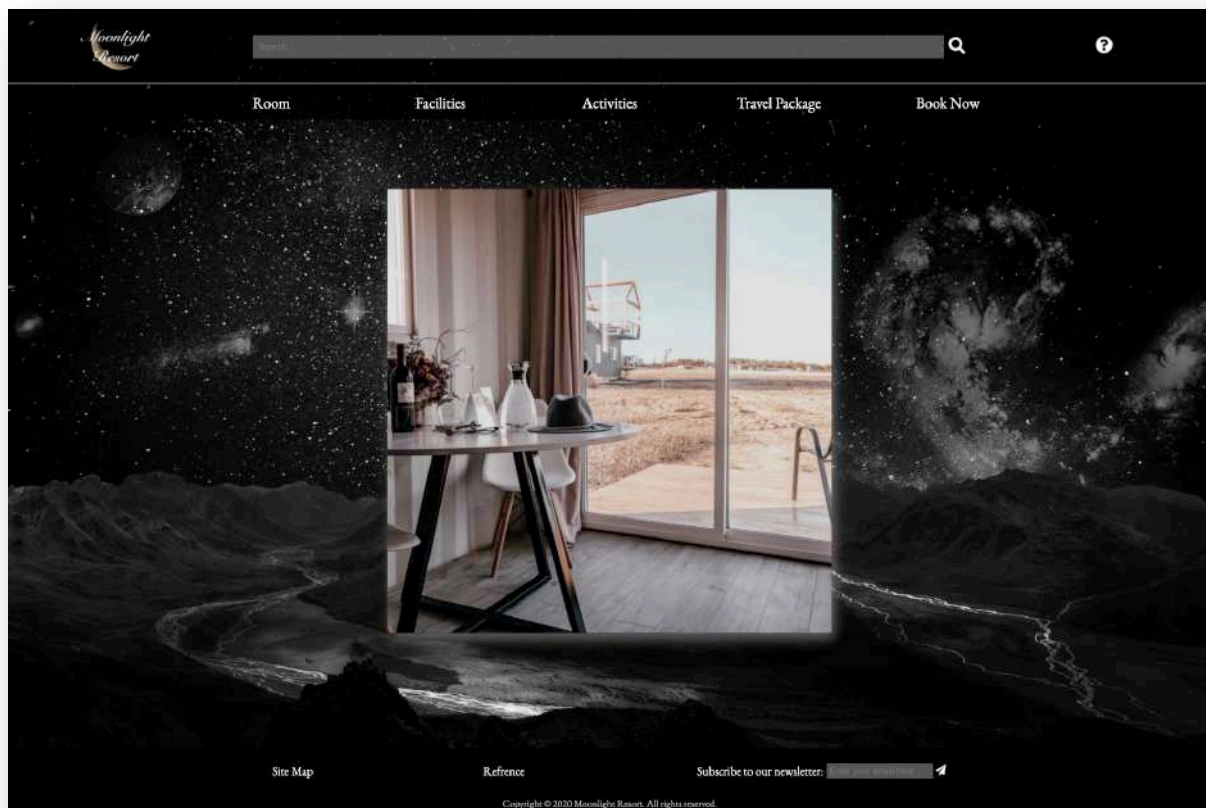
➢ **Do:** Adjust the size of the window and pay attention to the change of the layout.

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3. What do you think about the change of the layout following the change of the size of the window?
4. Is the background image too obvious that grabs too much attention?
5. Are all the pages look consistent?
6. Does the whole website look comfortable?
7. Do you think that all the information is at the right place and easy to find?
8. Do you feel smooth when doing the tasks?
9. Any other advice?

➢ Feedback:

1. The fonts and hover effects look good.
2. Yes.
3. It looks good.
4. Yes, I think so. Maybe you should try to use color which is not transparent as your background-color of the body content.
5. Yes, all the pages look consistent.
6. Yes, I don' t like dark color, but your website looks fine.
7. I think you should add "Book Now" to the "Room" page, so that after the user looks at the room type information, they can book a room directly in this page, without going to another page.
8. Yes, the structure of your website is clear.
9. I think you should add more contents

1. The fonts are ok, but I think the texts are too small. You should reset your font-size.
2. Yes.
3. It' s looks ok.
4. Yes.
5. Yes.
6. I think the texts are too small, you should change the font-size, especially for the main menu.
7. Yes.
8. Yes.
9. There are only images and texts. Maybe it will be better if you add some videos.

➢ Reflection:
1. After the test, I reset my font-size of this website to make the texts bigger and more readable.
2. I like the foot navigation and regretted to delete it, but the fact shows that it is necessary to delete the foot navigation.
3. It's necessary to always think about accessibility when we are making a website.
4. I changed the background color of the body content of several pages to make them more readable.

Conclusion

- The final website:
  I don't think my final website a success, since at the beginning of this semester, I have imagined what I would do at the end of this semester. I thought it would be cooler. But fact shows it's hard for me to continue to study hard while alone at home. If given another chance, I think I would add more content to the website and make it looks cooler.

- Learning strategy:
  I feel that I've greatly improved my ability to learn on my own. Although I am still a novice, I think I will go faster in next semester since I feel I like learning on my own now.

  If I have a chance to start again, I think I would spend more time to learn on my own, rather than waiting to be taught by the tutor. I think I would spend more time on solving my own problems rather than asking the tutor directly.

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