Technical Report

Course Assignment: Host-it

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Summary: 102 | Main text: 487

Table of Contents

1. Summary

For this course assignment, a technological/space themed website was designed with texts and pictures and detailed web hosting plans. The website was built to suit both newbies and professionals with detailed but not overwhelming information for both. The design is a modern flat design with touches of depth thanks to high quality free assets. The website boasts high up time rates with integration of most modern control panels and premium security for safe user data. The SEO in this project was a bit lacking but the nature of the content tables makes for great potential for popular keywords in this particular field.

Link to PDF: http://marek.uv.im/noroff/AW06/courseassignment.pdf

2. Body

2.1. Introduction

The goal of this course assignment is not only about designing and making an appealing web hosting service but also demonstrate enough knowledge in the field of web hosting to be able to make good decisions when or if we have to choose our own. For this design, a very tech based theme was chosen with a little touch of purple space.

2.2. Main section of report

The first steps into making this design was thorough research into all the bigger hosting services available. Most of the websites, if not all, likes to lay out the different plans in the shape of tables. This makes it easy for any newcomer to evaluate the kind of services he will need with little knowledge required. A fair amount of inspiration was taken from such tables for the example tables in the layout.

The colors of the website were chosen with tech and space in mind which I imagined light blue and purple and was lucky enough to find some free assets with colors that matched well with those colors.
The fonts were also chosen with the technological theme in mind with some very old school computer fonts for the package contents.

Being a web hosting service, the minimalism of a flat design seemed in order. The image coupled with the depth in the background image makes for a nice depth effect.

The next important part of the web page is the actual preview of plans which I named after nearby stars. The package contents were loosely balanced for the prices to make sense with and added support and the least restrictions on the most expensive option with a nice 60 percent of to entice the user into buying.

I decided to put emphasis on the guaranteed up-time which is one of the most important criteria when looking for hosting as an offline server may make the company loose billions in profit. I also listed some nice functionalities like phpmyadmin and cpanel, and also put even greater emphasis on security as a lot of breaches has happened in the last years.

I also ended with a small text with some technical terms to appeal to authority as this may be reassuring to some. The SEO part was sadly not very extensive due to time pressure.

2.3. Conclusion

The design ended up looking closely to what I had envisioned. However, I was still plagued with micro inconsistencies, but I hope I was able to get rid of most of them. I was also happy with the way I dragged attention the the plan to the middle with the use of stronger borders and a big "BEST VALUE!" mark. Something I am not very happy with is the fact that I wasn't able to refine the design quite much as I am in the middle of looking for an apartment in Paris which is close to impossible as a student.