

CP1406 Group Website Project

SP53 2015

Overview

In the project, CP1406 students will work together as part of a team to create a website doing the planning, design, production, usability testing and publishing, using HTML, CSS and JavaScript. The project will require research, self-directed learning, teamwork and consultation with your lecturer.

The project is to (re)develop a site for the Diazepam (Ice-cream cafe). Diazepam is also expanding their business by organising kids fashion shows and a café all under one roof. They need your expertise in developing these web pages on their new site.

You will be provided with some content and a reasonable idea of mission and target audience.

Important: The old (existing) Diazepam site (<http://jc215530.studentweb.jcu.edu.sg/Diazepam>) should give you an idea of content but **NOT** design or information architecture. Plan and design the site mostly as if the old site did not exist. If it were good and appropriate the way it is now, we wouldn't be making a new site.

Please ask any questions about this assignment on the LearnJCU discussion board or Facebook group.

You have two separate milestones as part of this one project. These are summarised here with further details below:

Milestone 1 - Project Plan & Design Comps (10%, due week 8)

Create a project plan (including goal and audience analysis, flowchart, text, images and screen designs), which your group will continue developing to make the finished site.

Milestone 2 - Finished Product (30%, due week 11)

This is the full, finished product website, the result of your team going through the complete website design and development process. Use the project plan to develop a functional, finished site. Your site should be "completed" by week 10, so that it is ready for usability testing. Assessment of this milestone is for both completeness and quality.

Finished site components at a minimum are:

Important: The requirements here are not specified as pages, but as features or functionality. The information architecture is up to you to decide and the page/feature titles are also able to be changed or whatever you think is best as a result of careful consideration in your planning.

Home Page with content written to rank well on search engines (including meta data)

Products:

- Their current products are:
 - Ice-cream – single/double scoop (different flavours)
 - Waffle ice-cream
 - Ice-cream cake
 - Fried ice-cream
 - Ice-cream cookies
 - Ice-cream sundae – mix & match
 - Ice-cream float – drink of your choice
- display all products (min 5, max 10) - short information text and a small image for each category
- clicking on a product should load another page to display more detail and a larger image

Café with fashion shows:

- Provide information about the upcoming café and display interesting images to entice their customers
- Provide details on the opening date and promotions

Events:

- display all events (list), sorted by date (soonest first)

Services page:

- information on delivery details and free delivery
- party planners – with free flow of ice-cream (NEW!)
- exchanges and returns

Online order form:

- customers can place orders online
- you do not need to handle any payments for orders, but can simply link to PayPal.
- your order form does not need to work, but should display properly and be set up so that it could be made to work easily in the future (e.g. name your fields properly)
- the order form should use JavaScript to calculate and show the total price of the items selected. It should also do form validation to ensure appropriate data is entered (required fields, valid email address, etc.)

Online feedback form:

- customers can rate their services and provide feedback for improvements
- this form also should have validation but does not need to work to send actual data

Plus: **contact information, information about the organisation, FAQ page and chat services**

Teamwork Process

Your group should organise to meet with the lecturer to get feedback on your teamwork and site development.

In week 9 you should follow a prescribed usability testing process involving realistic users, whom you will need to organise for a live testing session. You will then update and improve the site based on the results of this testing.

Version Control

Use GitHub (<https://github.com>) for version control and collaboration. One person should set up one repository (repo) and add all of the members of the team as collaborators. Then as you work on the project together you can work on current files, making commits with clear messages so that we can keep track of who is doing what work, and you have a history of versions to help manage the process. Use issues and other features of GitHub as you wish.

Team Assessment

You need to share the workload as equally as possible. It is important to talk about how best to distribute the tasks, and to keep working consistently in an equitable manner.

Teams will need to submit a written peer assessment describing the breakdown of work, in order to handle any cases of inequity. The peer assessment will include listing what each member of the team did and rating their teamwork contributions.

Students who “freeload” by letting the other student do an unfair portion of the work will have their marks reduced. Likewise, students who do not manage the teamwork aspects effectively (e.g. are unnecessarily difficult to work with) will have their marks reduced even if they do a lot of work.

If there are problems in your group, please discuss this with the lecturer early on. Do not wait until the project is finished to deal with any issues. Be nice. Play fair. Work hard. Work together. Communicate well.

Milestone Details

Milestone 1 – Project Plan & Design Comps – 10%

Due: Week 8, Friday 8th January 2016

This milestone is the initial planning (similar to assignment 1) and early stages of the design and development of the site.

Plan:

Complete the **plan.html** file with clear details, as follows:

Mission Statement

Concisely state what the goal (purpose) of the website is. Note that the mission must be to improve something in a measurable way. Why is the site needed? How does it benefit the client? Be clear and specific. Good mission statements are usually only a few sentences and contain no unnecessary information.

Success Evaluation

Describe the process(es) by which the site's success will be evaluated. How do you know that the site does what the client wanted? Measure the mission you stated above.

Target Audience

Describe two things clearly and specifically:

1. the target audience that your site is intended for (be specific; you can't aim for everyone)
2. how you will intentionally design the site to cater to this group (as distinct from another, different target audience).

Content

This section should contain a dot-point list of the pages you intend to make and the content to go on each of those pages. Use a table or nested list or something clear. Create the flowchart from this.

Site Flowchart

Create a site flowchart to show the hierarchy of pages in the site and their relationships.

Each page should be represented by one box. The order of boxes is the order these links should appear on the site.

If you don't have a preferred drawing program for flowcharts, use www.draw.io.

Save your flowchart as a PNG file (normally the best file format for plain, straight-lined diagrams like this) and insert the image in your plan file under this heading.

GitHub Repository Link

Design Comps:

By this stage, you must have completed design comps (comp = comprehensive dummy, a good mock-up of a page that clearly shows the intended design) for three "levels" or styles of pages, and developed at least one page using HTML and CSS.

You may create your comps either as images (using Photoshop or something) or as HTML pages.

Comps required:

- Home page
- Text-based page designed for reading, not scanning (like About Us or something - depends on your plan and what pages you have)
- Product page (list of products)

Developed page:

- Single product detail page

Your page and designs should be completed as much as possible (no place-holder text or images), but you can modify your work for the final submission. So they should be mostly complete, but do not need to be perfect. An important goal of this milestone is to give your group something to talk about with each other and your lecturer to improve on for the final site.

Submission

1. Upload your work to a folder called **m1** in your group's space on <http://studentweb.jcu.edu.sg/m1> Do NOT include an index.html file. This means that viewing this site should show a list of files including your plan and comps. Name your files appropriately.
2. Upload a zip file containing all of the files for this milestone to LearnJCU.

Group Project Milestone 1 – Project Plan and Design Comps

	Exemplary (3 marks)	Satisfactory (2 marks)	Marginal (1 mark)	Unsatisfactory (0 marks)
Mission	Mission is clear in the first sentence, contains goals for the improvement of the company that are measurable, does not contain unnecessary or vague content	Statement is not as clear as it should be, contains unnecessary information, too brief or too long	Statement is vague, not clearly measurable, too brief or too long, goals are not to do with the company that would be paying for the site	No discernable mission, nothing measurable, inappropriate length
Success Evaluation	Specifically explains how the mission (improvement) will be measured (quantified)	Measurement is not the best match for the actual mission, or does not use quantifiable metrics	Does not measure the actual mission or does not use quantifiable metrics	Vague or inappropriate success definition (e.g. hits)
Target Audience	Clearly identifies a specific target group, and specifically describes how the site will be designed to suit that target audience	Audience definition lacks clarity, description of site design is not specific enough to suit the target audience	Audience definition is too broad or too narrow, does not clearly describe site design for the target audience	Audience is vague or inappropriate, does not describe site design for the target audience
Content	All content is clearly listed by page, well organised	Content is mostly well organised	Some content is missing and/or organisation is poor	Missing content and poor organisation
Flowchart	Clear layout, shows hierarchy and page/section relationship, correctly shown as one box per page	Diagram is sufficient but lacks clarity	Diagram has mistakes in it (e.g. not every box is a page), inconsistent or incorrect visual language used	Diagram is unhelpful, hierarchy is not represented
Information Architecture (based on plan)	Content has been thoughtfully organised to be suitable for site goals, calls-to-action are clearly used	Content is mostly well-organised, not sufficiently goal-driven	Not all content is well-organised, missing clear calls-to-action	Content placement seems illogical
Interface Design (comps)	Design is professional, consistent, suitable for site goals and audience	Design is fairly good, not as suitable for site goals and audience as it should be, minor inconsistencies across different pages	Design is not suitable for site goals and audience, obvious inconsistencies across different pages	Poor quality, not suitable for site goals and audience
Information Design (comps)	Text has been reformatted to be suitable for scanning and for this site's goals, images enhance meaning of text	Most content is well-formatted but some text needs to be made more scannable, images mostly help	Some content is well-formatted but not all, contains large blocks of text designed for reading not scanning	Text appears just copied from client content
HTML + CSS (developed page) <i>worth double</i>	Content and design elements are all present, HTML & CSS used appropriately	Content and design elements are mostly present, HTML & CSS mostly used appropriately	Important content and design elements are missing, HTML & CSS problems	Content and design elements are mostly missing, HTML & CSS problems

Milestone 2 – Finished Site –30%

Due: Week 11, 22nd January 2016

This is the finished product website, the result of your team going through the complete design and development process. Assessment of this milestone is for both completeness and quality.

Complete the provided report file called **report.html**, which must contain brief dot-point details for:

- a link to the GitHub repo where you stored and collaborated on this project - this allows the lecturer to view the progress/history of your development work and see who made which commits at what times

Important: EVERY member in your team must have made commits to the repository!

- the work that you have completed and any details required to test the site, including usernames, passwords, instructions if needed, outstanding issues
- references for any code, images or content that you have used that is not your own
- PMI - your group should spend some time reflecting on the process and describe here the **Pluses**, **Minuses** and **Interesting** aspects of your teamwork process and result

Please note that it is acceptable to find and use code for parts of your site. You must write the core functionality yourself. You cannot use any existing content management systems or existing templates. The work you submit must be substantially your own, but using existing libraries to achieve parts of it is actually good practice and is recommended. In particular, you are welcome to use existing JavaScript libraries and example code for adding interest and functionality. Please ask on the LearnJCU discussion board or Facebook group if you are unsure about what is considered acceptable.

You must reference any code that you use that you did not create in your **report.html** file.

Group Project Milestone 2 – Finished Product

	Exemplary	Unsatisfactory
Content (5 marks)	The content of the website is complete and of a high standard. Content has been written/edited to suit the Web, the audience and site goals. Content is goal-driven.	Content is incomplete and/or of a low standard, containing errors and not being suitable for the Web, audience or site goals. Not goal-driven.
Information Design (10 marks)	Text has been (re)formatted to be suitable for page purposes and for this site's goals, images enhance meaning of text. Calls-to-action are used appropriately and well designed.	Text appears just copied from client content or is poorly presented, images not used or not used well to enhance communication. Missing calls-to-action or these are not well designed.
Interface Design (10 marks)	Design is professional, consistent, suitable for site goals and audience. Navigation is well presented.	Poor quality, not suitable for site goals and audience. Navigation is poorly presented.
Information Architecture (10 marks)	Content has been thoughtfully organised to be suitable for site goals. Good naming of pages/links. Processes are easy to follow due to good design. It is easy to locate all of the important elements.	Content placement seems illogical. Poor naming of pages/links. Processes are hard to follow due to poor design. It is often difficult to locate important elements; or information is missing.
HTML & CSS, Technical Aspects (10 marks)	CSS is used effectively to separate form and function. The content structure is correct and viewable with styles disabled. External style sheet(s) used as appropriate. Selectors are well-chosen (elements, classes or ids as appropriate). Class names are meaningful. HTML and CSS code is appropriate and all code is valid. alt attributes and sizes are used correctly for all images. Website performs at a user-friendly speed, file sizes are appropriate. No technical problems can be found.	CSS is barely used or poorly used. Class names are not meaningful. Styles are inappropriately embedded in HTML. Content structure is not suitable without styles, or form and function are inextricably linked. HTML code is used inappropriately (e.g. use of deprecated elements or attributes). alt attributes are not used for images. Broken links, images not displayed at actual size. Website performs slowly, file sizes are too big or images are over-compressed. HTML and CSS code does not validate.
JavaScript (5 marks)	Sufficient use of JavaScript to enhance the presentation and functionality of the site. All code used is of a high standard in terms of identifier naming, formatting and commenting.	Insufficient use of JavaScript. Code used is of a low standard in terms of identifier naming, formatting and commenting.
Report (5 marks)	Report is complete and shows thoughtful reflection on the group development process.	Report is incomplete and/or reflection is insufficient or unthoughtful.

Submission

1. Upload your site to the public_html folder for your group:
<http://studentweb.jcu.edu.sg/group<no>>
2. Upload a zip file containing all of the files for this milestone to LearnJCU.