Front Page

Course and place of study:

Season:

Semester:

Class designation:

Title of project:

Name of the project participants:

Scope:

Full ????? of the project participants:

Link to the solution:

May the report and product made public?:

Date and signature of all participants:

Table of contents

Introduction

-\*general description of the zoo and the event what they are doing and the christmas eve.\*

Problem description:

Every year, Aalborg Zoo hosts a Christmas Eve event with free entry and a series of activities for both children and adults. They also make use of the occasion mention their projects which the guests are more than welcome to support.

Their new website has a dedicated subpage for each of their events, however, there is relatively little information since they communicate primarily through Facebook. The website contains quite a lot of information about Aalborg Zoo Conservation Foundation(AZCF), but due to the prioritisation of the content, the subpage can seem aimed towards applications for fund recipients or potential collaboration partners.

Although they host over 10.000 guests every year, their previous attempts to raise funds for AZCF during the event showed disappointing results. Unfortunately, AZCF does not know the reason, but it could be the lack of a clear alignment of expectations.

The goal for the event has always been “to give a gift to the city and send off many happy guests”. The existing information does not emphasise the fundraising and only mentions one specific project. Therefore, another reason could be a mismatch between the cultural significance (and context) connected with Christmas Eve, and the serious message of the fundraising.

Based on their previous experiences, Aalborg Zoo now wishes to change their approach and create awareness about their fundraising as a period leading up to the Christmas Eve event. This is an opportunity but also a challenge precisely because of the two different mindsets: the conservation of nature and Christmas cheer with the family.

-The problem in this case is that Aalborg Zoo is not provided with the necessary donations, in order to implement their projects.

-The problem is mainly for the client, because they offer a free entrance, and they are expecting more donations, meanwhile the customers are not quite aware of the possibility of the donation.

-That makes the problem problematic because the animals are starving to death, and going extinct as well. ☹

-The problem is relevant due to the fact that they can not accomplish the projects without the donations. Without the project works they can not stand out and notice themselves from the other zoos and also make them visible for a bigger audience.

-This Problem should be solved by creating awareness and draw more attention to the projects and their importance as well.

-The consequences of not solving the problem is going to lead to the shutdown of the different projects, and they can not save wildlife. Although it will not have any impact on the Zoo as a tourist attraction.

 How can your subjects be applied in the solution of the problem?

Problem formulation:

This project focuses on the message, with user understanding and information architecture as starting points. Moreover, there is emphasis on the visual presentation and technical realization of the product.

-The focus of this assignment is to create a microsite which focuses on raising awareness and make the donation part of the christmas tradition. We will solve that by collecting data from the client meeting, user test, official site of Aalborg zoo ( [www.alborgzoo.dk](http://www.alborgzoo.dk) ), Black mamba’s website ( <https://www.blackmambas.org/> ), Payamino project website ( <http://www.payaminoproject.org.uk/> ).

Research method:

-How do we get from the problem formulation to the solution?

//Looking at Aalborg Zoo’s website and find all the relevant information for our case, after the client meeting double check everything, and or look for further information. //

-What knowledge do we need?

//We need to have a clear understanding of the problem, how is the money is going to be used and on what, based on the user research we need to find out now to make the donation appealing to the users.//

-What methods will we use?

//Prototyping, Interview/User test (Development method model), Waterfall method(?) //

-What data do we need?

//client meeting, information about the currently running projects (Elephants, Black Mamba, Payamino) information about the christmas eve event in Aalborg Zoo.//

-How will we collect the data?

//Client meeting,Online websites, interview and user test//

-What development method will we use?

//Photoshop, Wireframe prototypes on paper//

-How do we plan to finalize the product?

//Use the knowledge from HTML & CSS, We’ll go with a mobile first design//

What are the advantages and disadvantages of the research method?

-We get a lot of information about the client and a better understanding of the problem; The disadvantages would be the amount of time spent on prototyping and conducting the interview/ User test, the lack of user data means that we would need to make a quantitive research without having anough time and also resources.

Appied theory:

-Left allignment

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Analysis:

First day of the project:

-Started working on prototyping the layout of the index page and researching the content what we wanted to include.

-Searching relevant informations to put on the microsite.

-trying to categorize the content

Second day of the project:

-Finished up the sketches.

-Went with a mobile first sulotion.

Third day of the project:

-Started coding the wireframe

-Making the visuals in photoshop

Fourth day of the project:

-Read the report and know whats the problem formulation

-user test

-conclusion from the user test

Fifth day of the project:

-Quote from the interview

-What information are we going to use from the interview to make the final product better.

Sixth day of the project:

-?Client meeting?

Seventh day of the project:

-Further iterations

After classes we are going to figure out this report’s structure and all the details what need to come in the report and where exactly to put them, and how long each section needs to be. We are going to ask different questions about the parts and what content should we put in each part. Because now in the beginning we are quite confused with this. But with the questions and the answers we got, now we have a 4page summed up version of the whole report and now we know exactly where we should put what. We also recognized that not the whole report is in the word count, so we do not have to worry about the materials at the end taking up a lot of space, or the cover page with all the information. We also need to figure out how we can collaborate on this document. With this summed up version we are having the conversation about how detailed we can include the different parts of the project.

The process of creating a website requires a lot of time and patience. We are agreeing that we are going to use the prototyping process while designing the microsite for Aalborg Zoo. Prototyping process is one of the best ways to come up with website design and ideas. We are choosing the prototyping process because it is easy to use and it is the easiest way to compare different ideas. Also, prototyping is a simple way of communicating, it emphasizes user requirements and expectations and it reduces risk by exploring specific aspects of the system before making final decisions. As it is written in Dam, R. & Siang, T, 2017. Design Thinking: Get Started with Prototyping, the prototype could be defined as being “*a simple experimental model of a proposed solution used to test or validate ideas, design assumptions and other aspects of its conceptualization quickly and cheaply, so that the designer/s involved can make appropriate refinements or possible changes in direction.”* We have learned that prototypes can take many forms, but they are tangible forms of our ideas. We believe that we can use prototyping as a form of research because it allows us to explore some problematic areas and at the same time, it allows us to think about how could we improve or what should we innovate. We also have the opportunity to test the prototypes, and we think that this is one of the most important things because in this way we can clarify some issues that we might have towards our ideas, and we could find out some of our users’ preferences or requirements, and in this way, we could create new and improved solutions. Likewise, we are following four different stages of the prototyping process by Kussmaul & Jack (2006.) - Prioritizing, Creating, Reviewing and Reacting.

We are deciding to create questions for the user research that can help us to create the microsite. We expect that the answers that we are going to receive from users will help us to decide and make the whole process easier.

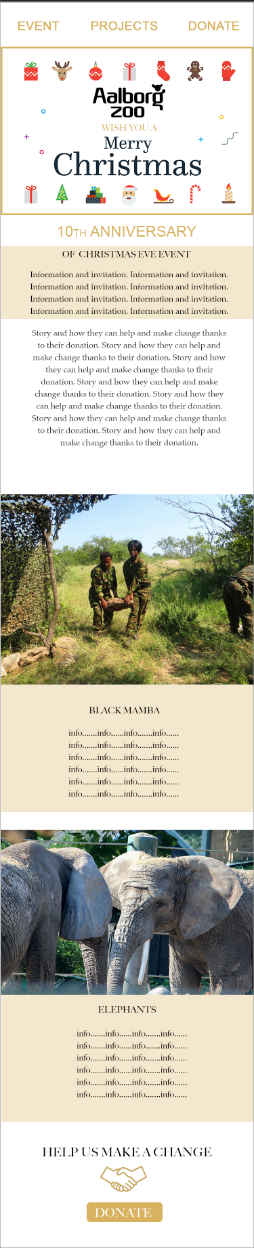
The first stage of prototyping we are starting by discussion, with every member of the group involved. We are sharing our opinions and thoughts about how the final product should works, as well as the visual identity of the microsite. Because every single person is unique and has different ideas, all of us sketched our visions and concepts. After that, we are stating one's case and convey the suggestion why we believe our prototype would be a good choice to realize. After we finished with the basic sketch of the website, we are slowly starting to add more and more details. Furthermore, we are starting to get more into the details with the discussion what content should we display and what kind of the colours and pictures we should use. We agreed and disagreed on some of the decisions, but despite that, all of us approved the prototype we decided to realise. We have come to a conclusion to use Christmas colours and pictures of baby animals since that could encourage awareness among people and that could make people donate. This decision is based on our user research.

We are starting with the prototyping process by creating the basic website structure that contains a header, section, article and footer elements.

During the first process of prototyping, we are choosing to create a one-page solution for all screen sizes. The goal is to present all the content on the one webpage, which is going to ease up navigation through the website and present all the accessible information. We decided to sketch our microsite starting with the mobile first version, and after that with the tablet and desktop version, as you can see in fig. The main reason why are we choosing to design mobile-first is that we have a lot of content and a lot of information about Aalborg Zoo’s Christmas Event. With mobile-first approach we are having an insight about the size of our content and how can we arrange it on the website.

-don’t forget to write that the sketches has changed

Due to fact that we decided to start with the mobile-first technique, we are also starting by prototyping for a mobile device, at the first place.

In order to assure, all of us are sharing the same ideas for the final visual identity of the microsite, we are deciding to create a Photoshop layout based on our previous sketches.

The navigation is placed on the top of the microsite, and by reason of one-page solution, we are choosing to make it fixed on the position while scrolling the website. We are also adding a smooth scroll component to the navigation.

The first element is the image with a Christmas theme to command attention to event closely connected with Aalborg Zoo for 10 years in this time of year. *“Images provide an opportunity to create an emotional connection with visitors — a big, bold photograph or illustration of an object makes a strong statement and creates a stunning first impression. This layout is great when you need to demonstrate only one product/service and focus a user’s attention on it.”* (Tristan, 2018)

In the next section, we are placing a short introduction and invitation to the Christmas Eve event. The welcome text is going to be five to seven sentences long, so it is easy to figure out what this microsite is all about.

The content is aimed at users, who are more likely to be interested in this event. In this case is our focus on families and young people. We are going to research, what content we need for the website and also how we are going to find it. First, we are looking for content on Aalborg Zoo’s website and gathering everything relatable. Then we are going to have questions in the client meeting as well if we have any specific content needs.

Underneath the invitation, we are writing about how the event became a tradition, and we are pointing out how this time of year should be focused on helping and carrying. In that way, we are trying to raise awareness with regards to possibilities of donating.

The Projects section consist of the Images and information about each of the currently running projects. Looking through the projects we see that they currently have three projects running. These projects have their own website as well, so we can gather more information from those as well. The Black Mamba’s website is really detailed, and it is really hard to cut down the information to a quickly readable format. The elephants and the Payamino project do not have that much content so that was easier to manage.

We are choosing to use a grid to create this part, which will make the process easier due to fact that we want to make this part to be different on the mobile from the other devices.

On the mobile will be structure, of this section, designed as one column and six rows. The structure of the tablet and desktop version will have two columns and three rows with the *“Alternating layout, which alternates the placement of image and text on each horizontal row. The zigzag layout’s recent popularity is likely due to the fact that it breaks monotony and adds visual interest to a long page.”* (Flaherty, 2018)

The last part of the microsite is aimed at the donation. To address the user, we are using the slogan: "Help us make a change." To emphasize the meaning we are adding the image of shaking hands, which is a sign of helping and supporting. "Using visual communication is crucial to an overall strategic communication plan." (Boatman, 2018)

We are planning to make the Donation button connected to the donation form when the button is active, to maintain the one-site solution.

During this stage, we are deciding not only about the placement of the elements but also about their visual appearance. We are agreeing to keep the look of the website simple and pure. To emphasize the Christmas themes, we are using gold colour on white background, with red details on the top image. Also, we are researching the commercial-free images, based on the content that is going to be displayed on the website.

Based on our sketching and previous steps, we are deciding to make a basic structure in HTML.

After asking Andy about how many screen size specifications could we have in the CSS, we are making at least 5 ones to display the website in the best format possible. Because we are going with the mobile first option that means that we need to add quite a bit of CSS into the media queries. The website has a fixed menu bar at the top on all different screens. We are also not sure how to make the articles both visually and technically pleasing. Because the articles are going to take up a lot of screen space and we do not want to make the users overwhelmed when they see that the articles are quite long. So now we are trying to decide whether the mobile page should have overall less text or how we can hide the text and make it available with one click, and how we can make that without using any kind of JavaScript, only pure CSS.

We are agreeing on putting a donate option on the website. Even though we do not want to make the website as a dedicated donate website, because that is not the task, a donation option is nice to have. We are thinking about adding a form or making a new page for the donation option and fields, but we are not sure. So, the decision landed on a button with a dropdown function to hide the content and agreed that this donation section with the button should go at the bottom of the website after the articles, so if someone is really dedicated, then the option is there to make a donation for a good cause. We are also trying to figure out how this section and button should look like on different devices with different screen sizes. But we are sure about this decision, because on the client meeting, we got the information that we can put a donation option, but it is not required.

Problem solution:

-Explain the final product and the idea behind it.

-Description and argumentation of the product.

Conclusion:

!!!!WE CAN NOT ADD NEW INFORMATION HERE!!!!

-Reflecting upon the changes between the final product and iterations before and the methods that we’ve used.

-How the first interview helped us with finalizing the product.

-Interface difference and how the usability is on different devices.

-Gathering the results and what we’ve achieved during the process.

The whole Project went really smoothly we have not had any arguments at all. At first, we did the researching and figured out what the content will be roughly on the microsite that we are creating for Aalborg zoo. Then came the Prototyping. This part was really quick, and everyone was satisfied with the results. We had the client meeting, and after it we made sure that the prototypes could include all the parts that we originally put in (we were concerned about the donate button). After it was the design process and figuring out a Christmassy colourway and design for the whole website, but in a restrained way, because that seems more like Aalborg zoo, so we went with a washed-out golden colour mainly. We were writing the report almost every day, so we could have a pretty good overview about the process. The final microsite was far better than anyone expected it to be at the first place.

Perspectivation:

Process reflection: Make this WE

I found the whole group pretty balanced out, it was easy to make the project because of that. Everyone was on the same page, it was easy to figure out when to do what and that made the whole process easy and quick. The Report was a new thing, and we had struggles with it at the beginning, but eventually we could figure it out. We had all the materials on GitHub and that is why it was easy to collaborate on everything. Most of the work was done from home, but the discussions about the work we had in the class or booked a room for it after classes. I would be happy to be in this same group once again.

Literature list:

Appendices:

-Sketch prototypes

-transpirps

-Photoshop prototypes

-HTML prototypes

END