

Be Yourself Website

Implementation Report

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Implementation of Design

A few changes to the initial design were made:

- The login form is now displayed on the login page rather than hidden. The decision was taken that in the interest of usability and intuitive behaviours, a key element such as a login form should not be hidden. In exchange though, the header image and navigation menu are not visible on the login page. This will reinforce the exclusivity of the site; only users who are logged in can see the navigation and other content.
- Implementation of the slider gallery on the Exclusive page was not possible with video content, so the design reverted to regular iframes.
- In the design, the intent was to have the header image move to the footer at tablet and phone sizes. When this effect was implemented, it became apparent that such an abrupt visual change was very disruptive to the user experience when resizing a desktop browser window. The decision was taken to instead remove the 'heads' below the screen size where they 'broke'.

Framework

- Bootstrap is the framework I chose to use. The default CSS with minor modification suited the designed look and feel for the site.
- Additionally, bootstrap has an array of built in features that I was interested in exploring.
- While the simplicity of the site content may not require such an elaborate framework, I found Bootstrap much more straightforward to work with than other column based frameworks.
- Where I made modification to the standard bootstrap css code, I have included my code in the style.css file which overrides the default styling in the bootstrap.css file.

CSS

- Result of Validation for style.css: No Error Found; 9 Warnings (All are related to CSS borrowed from other sources)
- CSS and responsiveness:
 - Media queries are implemented to adjust the styling at different screen sizes
 - Bootstrap framework has in-built column adjustment for different screen-sizes
 - Use of % and em to increase responsiveness of features like margin and padding width and font-size.

HTML

- Result of W3C Validation: All pages passed with no errors except index.html which was called up on stray end tags on line 36,38,93. The tags seem ok to me. There is a note on the site saying they are using an experimental feature that may be unreliable, so perhaps this error is a bug in the experimental feature.
- HTML responsiveness:
 - Use of nested layers to create a structure that can respond to different viewports. By nesting content in columns within rows within containers, the page is structured to facilitate responsiveness.
 - Classes declared in the html code (such as col-md-4) further create a responsive

structure.

JavaScript

- The modals on the site use JavaScript to work properly. The JavaScript for the modals was not modified from the defaults and is not included in my own js file.
- Embedded JavaScript in index.html changes the appearance of 'contact us' on hover
- An external hover state effect is on cast_crew.html with js code in login.js
- Form validation for the login fields. This is quite basic and could have been done with HTML form validation.

Images

- Images respond to the screen size by resizing automatically. This is achieved by the built in class img-responsive in Bootstrap.
- The fixed image on the Thank You page is additionally controlled by media queries.
- Images in the header are not set up to be responsive, but are removed via media query when their appearance breaks.

Other Technologies

- Videos on Watch and Exclusive pages are set into iframes. These videos are placeholders for the actual videos that will later populate the site.
- Forms are used for login and contact
- Modals are used throughout. Though these are a Bootstrap built-in feature, I made some edits to the default settings as commented in style.css
- The site is quite minimal by design and the technologies used are selected and styled to fit the site's look and feel.

Testing and Evaluation

Speed test

- Method: [Google Developers PageSpeed Insights](#)
- Result: Google developers website speed analysis result is OK for desktop (82/100), not great for mobile (69/100). Main error is for render-blocking by JavaScript and CSS. Recommendation was to use min versions and move script calls to the end of the page.
- Changes:
 - Change to min versions of bootstrap files (CSS/js)
 - JavaScript tags were moved from the head to the end of the body.
- New Result is improved but not dramatically. desktop: 86/100; mobile: 75/100 The warning about render-blocking remains, but only for CSS. I'm not sure how to [optimize CSS delivery](#) without dissecting the CSS files.

Responsiveness

- Method: [Google Mobile Friendly Test](#)
- Result: "Awesome! This page is mobile-friendly."

Usability and Functionality

- Method: Expert Review
- Results:
 - I met with Duncan McKenna who is on the team for the Be Yourself film and is also a web developer for Aer Lingus.
 - Earlier in the project, he offered some pointers on tweaking the fixed image on the Thank You page, and guided me through getting the sprite sheets to work with the CSS hover trick in the header.
 - His feedback on seeing the final site was surprisingly positive related to the technical

coding. He said that for a first project the code technique was quite good, and he praised my ability to explain and justify my choices on how to implement the requested features.

- On the other hand, he said that he expected more attention to be put into the design elements of the site. He said that while I had made a basic effort to research and implement typography, colour and responsive design, he would suggest more attention to these areas. He suggested several exemplar websites to study and a few expert blogs to follow as well as a handful of specific articles on design to read.
- Overall, he said the project 'looked good' and that I was 'asking the right questions' about how to improve the site.
- Possibilities for further development:
 - I would like to implement a more elegant solution for the Exclusive page. Developing a video player with a thumbnail navigation built in would be quite nice.
 - Given more time, I would like to implement the heads turning effect differently so that it can be more responsive and stay on the page at lower screen sizes.