

Monash University Malaysia

BSc Computer Science

Assignment # 4

# Design & Construction of WebSite

FIT1050 - Web Fundamentals

**Submitted by:**

Bazil Muzaffar Kotriwala

27012336

**Date:**

27/05/2016

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# 1. Overview

The aim of this report is to justify the design implemented and decisions taken during the construction of the website. This report will reflect my analysis of the construction of the website. This website will be analysed according to the numerous factors surrounding this topic; target audience, navigational paradigm, information architecture, responsive design, accessibility, functionality implemented, as well as the reasons behind a high success rate.

## 2. Introduction

This report is written in relation to the website I have created for the Melbourne based Rock band 'The MelRockers'. First and foremost, I have chosen the template 'Helios' for the website (HTML5 UP, 2013). The reason I chose this template is that it contains the information architecture structure required for my design, providing space for various sub sections i.e. a steady, structured flow of information. There was space to place an image slider right at the top center of the page and a carousel in which I could easily implement the jQuery functionality required for the picture to pop up upon clicking called 'Poptrox'. (*GitHub, Inc*). Furthermore, it had an ideal layout for the information of the band and its members to be displayed. It followed the basic design I wanted to implement so under this interpretation this template was an adequate choice. While editing the template, the website has been fully optimised and tested on Mozilla Firefox.

## 3. Target Audience

The band creates alternative and rock music, which primarily appeals to people of both genders aged between fifteen and forty. This led me to choose dark colours for the website – more notably, black and red – as these colours are generally associated with Rock 'N' Roll across various famous bands such as [Chris Cornell](#), [Guns N' Roses](#) and [Led Zeppelin](#) to name a few. Thus, this choice of colours is likely to appeal to the viewers of 'The MelRockers,' as the website will be following a core theme situated around the Rock 'N' Roll genre. This will enhance the attraction that viewers and fans feel towards the band.

## 4. Navigation and Architecture

### 4.1 Navigational Paradigm

The Navigational Paradigm implemented for this website is top down view. This is due to the fact that I am displaying all the required information on one page i.e, the homepage. The navigation bar containing the menu on top is fixed so that it is always accessible to the viewer as he/she scrolls down the page, which will be giving him/her options to the various different sections on the page. This is known as 'Global Navigation' (Nielsen Norman Group, 2014). If he/she clicks on any of the options on the navigation bar, it will take him/her directly to that section on the same page. However, if the viewer does not choose to avail those options in the navigation bar, then he/she can scroll down the page to the required section. Furthermore, there is also a use of a 'fat footer' on the bottom of the page to display the latest news, social media information and updates of the band such as social media links, tweets and news articles (Nielsen Norman Group, 2014).

### 4.2 Information Architecture

All the information of the band is categorised and presented on the main home page itself. The information has been sub divided into categories in the sequence as follows:

1. The name of the band
2. Navigation menu/bar
3. The pictorial overview of the band is the first thing you see when you open the page:
  - a. An image slider showing the pictures of the band members, highlighting their performances on and off stage.
4. Tours: A carousel showcasing the band's work by displaying the pictures of their upcoming tours as well as those of previous events that they have performed at – as you move along the carousel from left to right.
5. Music: A section to showcase the band's music.
6. Band: A section displaying the general information of each member of the band.
7. News: A fat footer dedicated at the bottom for social media following and news.

## **5. Accessibility and Design**

### **5.1 Responsive Design**

The template that I chose had already been optimised for Tablet and Phones as well as Desktop. Therefore, this allowed me to verify optimisation on tablets and phones, by simply using Google Chrome Developer Tools after completing my website. This enabled me to verify whether it was correctly optimised for various devices such as the iPad, iPhones and Samsung's Galaxy S6, to name a few. Using media query, the header adjusts itself depending on the size of the screen being viewed on.

### **5.2 Accessibility of Site Content**

The Accessibility of the website was ensured by following the Web Content Accessibility Guidelines (WCAG 2.0). Alternative text has been added for images for the function of the image to be accessible to those with visual or certain cognitive disabilities. Also, the alternative text is used if the browser fails to load the photos or if the user opts to not view the photos. (*WebAIM - Web Accessibility in Mind*). The Html file was tested for 'WCAG 2.0 Level AA' by AChecker (AChecker®) and has found no known problems. The website also has a universal design as the website is simple to use, requires low physical effort and contains perceptible information.

## **6. Media**

### **6.1 Sourced content and media in website**

The media content used in the website is under the free public domain and has no copyright. It consists of audio files and vast amount of images. All images have been acquired from Pixabay (Pixabay). The audio file was embedded onto the page in the format of .mp3 and .ogg. The use of both these formats was essential as some browsers may not support .ogg and some may not support .mp3 for e.g Internet Explorer and Safari do not support .ogg. (W3schools). The images implemented on the website were all of original size and quality which were in .jpg format. For the images, jQuery functionality was implemented with the use of unslider for the image slider (Unslider) and poptrox for the carousel to display a high resolution image upon clicking.

## 6.2 Compression formats used to optimise images

All images have been downloaded from Pixabay in original quality. These photos have been then compressed online via [CompressJpeg](#). Both the original and compressed photos have been added to the 'images' file of the template and been embedded into the HTML code. These compressed images are put into the carousel as thumbnail images thereby decreasing the loading time of the website. Upon clicking the compressed thumbnail image, a larger high resolution image pops up and is displayed with its respective details.

## 7. Conclusion: Parts critical to success of website

The effective use of dark colours traditionally associated to Rock 'N' Roll bands gives an authentic impression of the band. The operative use of jQuery Image Slider offers a brief eye-catching pictorial overview of the appearances of the band members, on and off stage. The effective use of jQuery Poptrox on the carousel allows viewers to view the previous and upcoming performances pictures and their details.

If the viewer has trouble viewing the pictures of either the tours in the carousel or the band members further down due to their small size, they may view the images in higher resolution via clicking on the images. This shows a pop-up image of large size with a caption containing the description below. The PopTrox functionality also allows the viewer to view the high resolution pictures and details of the band members up close, which encourages them to delve into the details of the band members and their personal lives.

Even though all the band content is on one page, the page is not clustered at all. There is an ease of navigation as the top fixed menu navigation bar allows the user to just click on the option and land on the section they want to view. This navigation encourages the users to browse through the website and its content, without any difficulties as such since the Information architecture structure is in sync with the navigational paradigm. The steady flow of information seeks to capture the interest of the viewer, encouraging him to continue and engage with the website.

(Word Count: 1368)

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# Appendix

## Original Template (Before Editing -Helios)

