

# Design Journey Part 1

Group name: Adebowale Alemayehu Karam Chikelu Tinker

Members' names: Billy Zhu, Bipra Kundu, Nicholas Goldowsky-Dill

Members' NetIDs: bz83, bk372, nwg7

Section: 213

## **Part 1: Client Selection**

### **Client Description**

Tell us about your client. Who is your client? What kind of website do they want? What are their key goals?

Client: Maddie Freeman Photography - Maddie Freeman, a graduate student in Boston

Previously she had a Facebook page called Real Portraits of Real People, but now she envisions a personal website showcasing her interest in photography -- expanding her focus, and making a side business for her hobby.

Now she wants to showcase more than portraits-- she wants to show pictures of her friends, families, dogs, etc.

She wants a website similar to the photo gallery that we created in Project 3 but with more functionality and certainly a better design.

Her key goal is to make her photography business more legitimate and hopes that this website will open up new opportunities for her.

## **Target Audience**

Tell us about the potential consumers of this website. How, when, and where would they interact with the website? Get as much detail as possible from the client to help you find representative users. This will make it easier for you to test your site on potential users and to generate useful personas.

The target audience includes potential clients for Maddie's photography business. These might be friends who know her in person and might be interested in getting photos taken of them, or strangers who discover her from recommendations or elsewhere online. Additionally, it should be a nice site for anyone interested in photography about everyday life, people and dogs. A key member of the audience is Maddie herself as the website also acts as her own personal photo diary. The website should have a feel-good, family-friendly vibe.

## **Purpose & Content**

Tell us the purpose of the website and what it is all about.

The purpose of the website is to show off Maddie's photographs and her passion for photography. It is also intended to legitimize her interest in photography and bring in potential customers. Her website will provide users with contact information and even pricing information about different photo sessions. All in all, it is meant to make her hobby be a more professional and hopefully profitable business.

## **Hosting Plan**

Where will the site be hosted?

For the duration of the project, it will be hosted on the Cornell 2300 server. However, after the project is done, it will be hosted on a server of her choosing such as BlueHost.

She's currently doing her research on the servers and is looking to buy a domain name.

## **Needs and Wants**

In this table, collect your client's and target audience's needs and wants for the website. Come up with several appropriate design ideas on how those needs may be met. In the Memo column, justify your ideas and add any additional comments you have. There is no specific number of needs required for this, but you need enough to do the job.

<b>Needs and wants</b> (What does your client and audience need and want?)	<b>Design ideas and choices</b> (How will you meet those needs and wants?)	<b>Memo</b> (Justify your decisions; Additional notes)
Example: Client wants to cater to people who speak different languages	Example: Create web-pages manually in multiple languages, <b>use google translate to auto-translate the site on the fly.</b>	Example: Creating multiple pages manually would require manual skills, effort and time that we do not have. Using auto-translate using Google-Translate API is an easier way to go. Plus, we would like to learn the Google Translate API.
Client wants a minimalistic design	Simple color palette and sans-serif fonts.	We would reduce the clutter of the website by using Bootstrap and advanced CSS/Javascript styling
A way of displaying her pictures in an aesthetic manner	Image sliders and slideshows	Use Javascript and AJAX calls to beautifully display her images
A way of contacting her from the website directly	Email form	Can be achieved through PHP since there is a built in email function
A way of adding/editing photos on her website	Admin login with edit/add functionalities	Can be achieved similarly to how we implemented add/edit on our photo gallery project. Database for admin login, hashing passwords, etc. Uses PHP sessions. This may require more functionality however, as she may also want to easily edit the text that displays on the page.
Mobile responsiveness	Likely using bootstrap for layout	We also need to make sure that navigating the slideshows are easy with a touchscreen.
A way of sharing the information on the website - (have not discussed with client yet)	Facebook share button	Utilize the Facebook API and Facebook developer tools to share content which would help spread the word of the client's website.

## Part 2: Project requirements

### Design

What design elements should be utilized? Tell us about the design elements you plan to have for the site. Do they fit your client's needs? Why did you choose to follow (or not to follow) the client's expectations? If you chose not to accommodate a need, why did you make that decision?

The client is very interested in a website similar to <http://www.elizabethclarkphoto.com>. She wants a minimalistic design with fluid transitions and animation. She wants a nice horizontal header with a dropdown menu. She prefers a warm, fall-like color palette with earth tones such as deep purple/burnt orange. She also wants nice fonts that are within the sans serif family. We can easily accommodate to all of her needs as this can be accomplished by using Javascript and CSS.

We may also choose to add in a few design ideas of our own such as the use of a image slider or slideshow feature to cycle through all of her photos in the homepage.

She also would love a nice logo above the toolbar. This will not be anything particularly extensive as we are not graphic designers. Likely just "Maddie Freeman Photography" in well laid-out text and a nice font.

### **Client's Edits**

Does the client need the ability to edit the site after the end of the semester? If **Yes**, tell us how you site fit your client's need. If **No**, write down N/A.

Yes - the client will still need to add, edit, or remove photos from the gallery and homepage. It would also be nice to have a way to edit the various categories of photos, and possibly the text on the about/session information page (though this might be difficult). To accommodate to the client's needs, we will incorporate a login feature which will make these specifications available to the client in a user-friendly fashion.

### **Information Architecture, Content, and Navigation**

Lay out the plan for how you'll organize the site and which content will go where. Note any content (e.g., text, image) that you need to make/get from the client.

**Note:** As with the Needs and Wants table, there is no specific amount to write here. You simply need enough content to do the job.

<b>Main navigation</b> (List your site's navigation here)	<b>Sub category</b> ( List any sub categories of under the main navigation)	<b>Content</b> (List all the content corresponding to main navigation and sub categories)
Example: <b>Portfolio</b>	Example: <b>Websites</b> <b>Mobile Apps</b> <b>Tablets</b>	Example: <b>Portfolio:</b> list all the projects (as images) this client has worked on. When the image is hovered over, display a description of the project; add a search function to enable users search for specific projects; <b>Websites:</b> showcase all the websites designed by the client, with thumbnail images and a brief description for each design; <b>Mobile Apps:</b> showcase all the mobile apps designed by the client, with thumbnail images and a brief description for each design; <b>Tablets:</b> showcase all the tablet applications designed by the client, with thumbnail images and a brief description for each design;
Home Page		4x4 thumbnail previews of featured photos. Should already be loaded without animations. When the user clicks on the thumbnail, it should enlarge the photo without redirecting to a different page.
About Maddie		Bio/resume, some pictures (headshot, pictures)
Types of photo sessions (wording might change)		Pricing, info on the sessions, contact info for how to book a session (possibly through the contact me page?)
Portfolio	portraits, romantic, friends, families, engagement, dogs (list might change)	Slideshow (but without caption/minimal text). Selection of the albums can be done through a dropdown menu open hovering over Portfolio in the header menu.
Contact	Email Form and other ways	Contact Maddie through a PHP email form

	of reaching her	
--	-----------------	--

## Interactivity

What interactive features will your site have? What PHP elements will you include?

Much of this is up to you, however, implementing a login system is **required**. Logging in should not be required to view the site, however it must unlock extra functionality, e.g., admin functionality, comment posting, etc.

Also, describe how the interactivity connects with the needs of the clients/target audience.

We will incorporate a slideshow of her images on the gallery pages. This can be done using standard HTML/CSS to lay out images and vanilla Javascript to cycle through the images in a loop. This will have to be able to notice arrow key presses and mouse clicks (as well as touch events)

We will also implement a contact form for user interactivity with her that will use PHP to send the admin emails with the message inputted in the form.

Adding and editing the photos will be implemented by using login functionality: accessing SQL database and PHP sessions.

## Use of Existing Libraries

What libraries (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery) are you planning to use for the site? What do you have to do to incorporate those libraries? How much of your own code will satisfy the project requirements?



We plan to use JQuery with Ajax calls and much of our Javascript functionality. We may also use libraries for particular functionality, for example Image Sliders to create a slideshow cycling through her images or a lightbox library to allow loading of a full scale image on the same page.

For CSS, we plan to use Bootstrap to implement a grid system to easily lay out her images and make the website friendlier for mobile viewing.

Both JQuery and Bootstrap can be easily incorporated into our code using their CDN's in our HTML/PHP code.

Most of the website's design will be created and implemented by us without the use of external libraries. The main point of Bootstrap in our website will be just to implement the grid.

Libraries will constitute only limited portions of our code to implement a few futures we could not do otherwise. As such, most of our own original code will satisfy the project requirements.

## **Database**

How will you use a database to improve the functionality of the website? Describe a possible schema that could meet your client's needs.

Similar to our project 3 implementation of the photo gallery, our website will utilize a many to many relationship schema. We will have a table dedicated to photos, a table dedicated to the different subcategories in her portfolio, and a photosInPortfolio table to link the two tables together. Moreover, we will also have a table to store the username and password for admin login. We also hope to implement more SQL database tables as the project progresses and as the client comes up with more and more ideas.

## **Scale**

How large will the site be (approximate number of pages) and how many hours of work will be required to complete it?

Our website will have approximately 12 or more pages based on the client's needs. We are not too sure how many hours of work are required since we did not really track the time we spent on previous projects. However, this project will be extensive and very time consuming since a good design comes through trial and error. Since the website will be similar to the Photos Gallery we implemented in Project 3, we do have a good starting point. However, we intend on improving the code and implementing much more advanced features such as AJAX, JQuery, and advanced PHP calls. Moreover, the organization and layout of our website will essentially still be from scratch since our photo galleries are nowhere close to what the client had envisioned.

### **Part 3: Work Distribution**

Describe how each of your responsibilities will be distributed among your group members.

Who will be responsible for backing up other members should someone fail to meet a deadline? How will you communicate with each other? What are

your expectations for communication? How will you share your design documents and ensure that no one disrupts each other's code? How will you manage deadlines? How you would keep track of task completion and the progress within your group?

If you will be using any tools for scheduling, sharing documents, managing tasks, etc., make sure you describe them here. This is also a good time to identify challenges (like who will be unavailable due to religious holidays or sports events), and how you will manage these challenges. Keep updating this on a regular basis for your own benefit.

If you are not tracking tasks (calendars, shared to-do lists, bug trackers or gantt charts, etc.), you might want to use the basic task tracking table shown below.

Set internal deadlines. Whose task needs to be completed first in order for another person's task to be relevant? Be specific in your task descriptions so that everyone knows what needs to be done and can track the progress effectively. Consider how much time will be needed to review and integrate each other's work. Most of all, make sure that tasks are balanced across the team.

**Note:** Again, you want the right number of items for the job. The table should have enough information such that each team member understands what is expected of them and by when.

We will communicate each other via Slack (we already have that set up). We also have each other's phone numbers and emails. We will communicate with the client through Google Hangouts and we also have her email information. We will share our design documents through Google Docs as it's the most collaborative way to do it. We are also fairly familiar with Git so we will use that to do most of our coding without disrupting each other's code. In addition, we will meet up in person very often to discuss what needs to be done or when we need all hands on deck to complete a difficult task. To keep track of task completion and progress, it will mostly be maintained in the Slack thread as our group is small enough to communicate well.

Bipra and Billy however are in CS 3410 which has a pretty heavy workload. However, most of their projects are due on Friday so they will dedicate their weekends to working on this assignment. Moreover, Nick is busy from time to time with some of his other deadlines in which case someone else will step in to fill the part. Communication will be strongly maintained to ensure that everything is accomplished successfully.

Task	Team Member Names and roles	Due Date	Status
Communication with Client	Nick - leader; Billy - backup	Ongoing	4/16/17 - First meetup

Database	Billy - leader; Bipra - backup		Done
Javascript, AJAX, and JQuery	Nick - leader; Bipra - backup		Haven't started
PHP functionality, HTML structure	Billy - leader; Nick - backup		Haven't started
Design - CSS and Bootstrap	Bipra - leader; Billy - backup		In Progress

## **Part 4: Additional Comments**

If you feel like you haven't fully explained your design choices, or if you want to explain some other functions in your site (such as special design decisions that might not meet the final project requirements), you can use this space to justify your design choices or ask other questions about the project and process.

# Design Journey Part 2

Group name: Adebowale Alemayehu Karam Chikelu Tinker

Members' names: Billy Zhu, Bipra Kundu, Nicholas Goldowsky-Dill

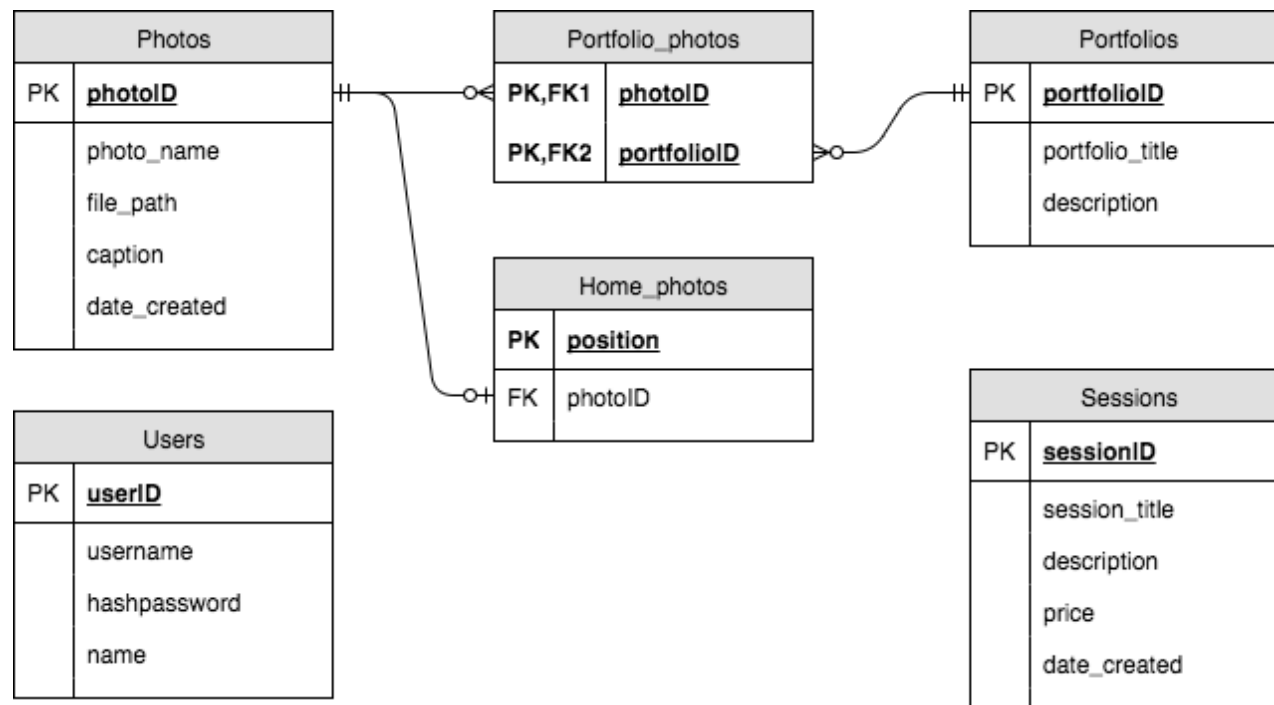
Members' NetIDs: bz83, bk372, nwg7

Section: 213

## **Part 1: Database Design**

### **Conceptual ER Diagram (different arrows, see slide 13 of Lecture 17; relationship and ER, see lecture 16 and 18)**

In this part, please copy and paste your ER diagram for your database below (you can make your ER diagram using any tool of your choice). Make sure the relationships between each entity are clear and well thought-out. Don't forget to indicate what kind of relationship each arrow represents. Your database description should go on the next page.





## Database Description

Tell us what the database does. Make sure that you include enough detail so that we are able to understand what is going on in your ER diagram.

The database utilizes a many to many relationships schema between photos and portfolios, similar to the one made in project 3. The Photos table will have photo\_id as the primary key, with other fields such as photo\_name, file\_path, caption, and date\_created. The Portfolios table, similar to the Albums table in project 3, will hold the different portfolios that our client desired such as portraits, romantic, friends, families, engagement, and dogs. The primary key for this table will be portfolioID, with fields for portfolio\_title and a description. To make a many-to-many relationship possible for these tables, there needs to be an intermediary table in between-- we call it portfolio\_photos. In this table, photoID and portfolioID are both the primary keys and foreign keys. As shown above, this table is linked to the Photos and Portfolios tables with a one-to-many relationship (the circle in the diagram indicating that not every photo in the photo table is necessarily included in the portfolio\_photos table).

Additionally there is a Home\_photos table. This table is to record the sample photos for the home page. It's primary key is the position, an integer between 1 and 9, representing the place on the grid. This links to a foreign key for the photo that exists in this position. Unless Maddie wants photos repeated on the homepage (which seems unlikely) this will be a one-to-one relationship. The circle represents that not every image in the Photos table necessarily corresponds to a entry in the Home\_photos table

The website will also utilize two other useful tables in the database: users and sessions. Users will hold information for administrative login so that Maddie and anyone she wants, can add/edit the website. The Users table will have userID as the primary key and other fields for the username, hashed password, and name. The website will also utilize a session table to display information about the different types of photo sessions that Maddie has to offer. We decided to go with a table instead of hardcoding this information because her prices can fluctuate as her business change. We want her to be able to manage this information so a database table is the most dynamic implementation. The Sessions table will have sessionID as the primary key, along with information as other fields such as session\_title, description, and price.

Our database is very subject to change as the client comes up with more needs/wants. We may also incorporate more tables for different pages of the website so that the website can be more dynamic and accessible for the client to edit herself.

## Part 2: Website Layout

### Content Organization

This should be an improvement upon the table you used in **Design Journey Part 1**

<b>Main navigation</b> (List your site's navigation here)	<b>Sub category</b> ( List any sub categories of under the main navigation)	<b>Content</b> (List all the content corresponding to main navigation and sub categories)
Example: <b>Portfolio</b>	Example: <b>Websites</b> <b>Mobile Apps</b> <b>Tablets</b>	Example: <b>Portfolio</b> : list all the projects (as images) this client has worked on. When the image is hovered over, display a description of the project; add a search function to enable users search for specific projects; <b>Websites</b> : showcase all the websites designed by the client, with thumbnail images and a brief description for each design; <b>Mobile Apps</b> : showcase all the mobile apps designed by the client, with thumbnail images and a brief description for each design; <b>Tablets</b> : showcase all the tablet applications designed by the client, with thumbnail images and a brief description for each design;
Home Page		3x3 thumbnail previews of featured photos (Client originally wanted 4x4 but the thumbnails wouldn't be big enough). Should already be loaded without animations. When the user clicks on the thumbnail, it should enlarge the photo without redirecting to a different page.
About Maddie		Bio/resume, some pictures (headshot, pictures). <i>Improvement</i> : Social media links
Types of photo sessions (wording might change)		Pricing, info on the sessions, contact info for how to book a session (possibly through the contact me page?) <i>Improvement</i> : Displayed in a table-- easier to add/edit
Portfolio	portraits, romantic, friends, families, engagement, dogs (list might change)	Slideshow (but without caption/minimal text). Selection of the albums can be done through a dropdown menu open hovering over Portfolio in the header menu. <i>Improvement</i> : Social media share buttons throughout these pages

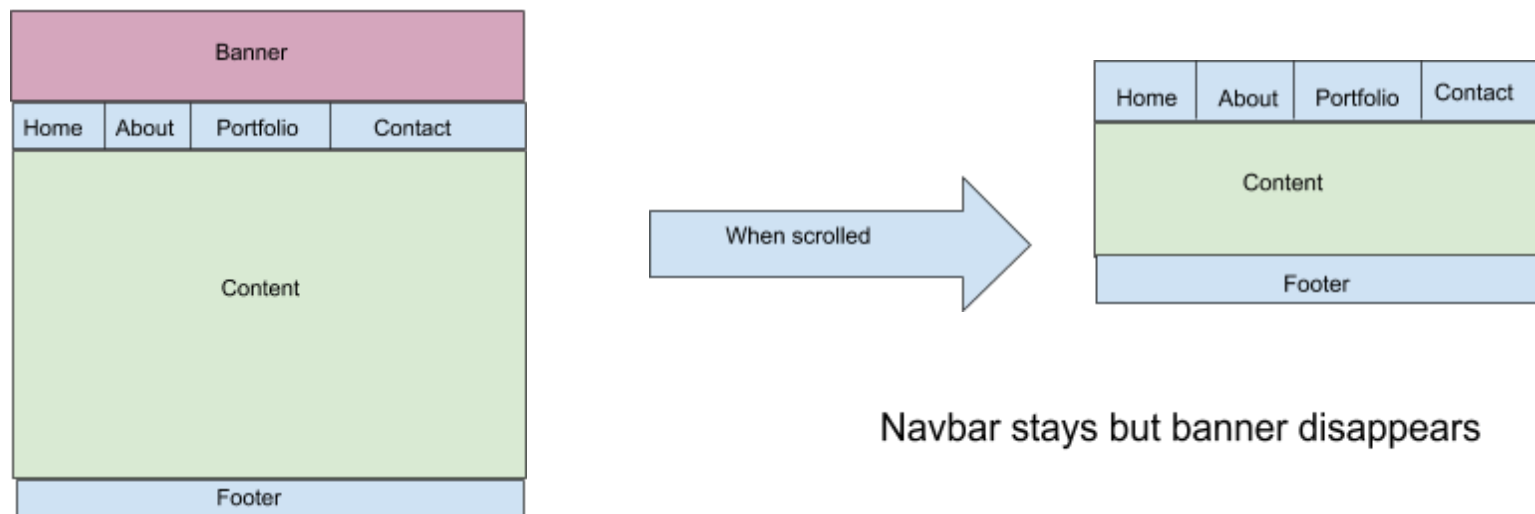
Contact	Email Form and other ways of reaching her	Contact Maddie through a PHP email form
---------	---	---

## Navigational Structure

Explain how users will move between pages. What kind of navigational aids will you have? Will there be a menu bar? A drop-down menu? Tabs? Will you have this available across all your pages?

Tell us why you chose a particular navigation scheme over other possible choices, how the overall navigation of your site will work, how the various pages will be linked, and how the the navigation categories make sense from a user's perspective. You may find it helpful to include a diagram of your site map here.

Users will primarily move through the pages using the navigation bar. The portfolio navbar link will have a hover drop-down feature linking to a list of Maddie's portfolios. The navigation bar will be consistent throughout all our pages at the top so that there are no pages with a "dead-end". This means that all the pages will be linked together. The navigation bar will be a horizontal bar stretched across the top of the screen. We will use bootstrap to construct the navbar so that when the pages are resized, it will still be accessible to the user (ie in a mobile format). Our navigation scheme makes sense from a user's perspective because the user will have direct access to all the pages no matter which page they are on, making the website very easy to navigate through.



### **Part 3: Interactive Functionality**

What interactive features will your site have? What PHP and Javascript elements will you include? Describe how the interactivity meets the needs of the clients/target audience.

#### **PHP Interactivity**

For each piece of PHP interactivity that you plan to implement, describe what the interaction is, how you will implement it, and which pieces of PHP code are required to complete it. You can describe these in terms of functions if you like, but only if you want to. If there is overlap between PHP and JavaScript interactivity, describe the interaction both here and in the JavaScript Interactivity section on the next page.

A critical piece of Maddie's website is the communication between her and her possible clients. A quick and effective way of getting clients in touch with her directly from her website is through an email form, handled by PHP. We will have a page dedicated to contacting Maddie which will have the relevant fields and forms to fill out. In addition, PHP functions will be critical in making her website dynamic. That way, information will not be hardcoded in HTML but be accessed through the dynamic SQL database. Moreover, we will use PHP and SQL calls to handle adding/editing photos on her website. We will also use PHP to handle SESSION variables for when Maddie logs in to edit her website.

#### **JavaScript Interactivity**

For each piece of JavaScript interactivity that you plan to implement, describe what the interaction is, how you will implement it, and which pieces of PHP code are required to complete it. You can describe these in terms of functions if you like, but only if you want to. If there is overlap between PHP and JavaScript interactivity, describe the interaction both here and in the PHP Interactivity section on the previous page.

One of the main interactive features on Maddie's websites will be her image slideshow showcasing her work. Vanilla Javascript along with HTML and CSS will be used to implement the image slider. JavaScript will be used to access the DOM and change the current photo being shown in the HTML div containing the photo. PHP will be used with this feature to access a MySQL database containing the photos for the slideshow (as such, mysqli calls will be used).

JavaScript will also be used to enlarge/blow up images on the front page with the 3x3 table of images. We may also use it to implement social media share links.

We will also use JavaScript/Jquery to have a sticky navbar that stays at the top of the page as you scroll.

Compared to the first milestone, did you make any changes to your plan to use the existing libraries (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery) for the site? If so, write down the libraries, what you have to do to incorporate those libraries, and how much of your own code will satisfy the project requirements. If there is no change, write down N/A.

N/A.

#### **Part 4: Additional Comments**

If you feel like you haven't fully explained your design choices, or you want to explain specific functions in detail, do so here. You can use this space to justify your design choices or ask other questions about the project and process.

# Design Journey Part 3

Group name: Adebowale Alemayehu Karam Chikelu Tinker

Members' names: Billy Zhu, Bipra Kundu, Nicholas Goldowsky-Dill

Members' NetIDs: bz83, bk372, nwg7

Section: 213





## **Part 1: Necessary Information**

1. Please provide us your login username and password  
(if your site has multiple login systems, please specify which username and password corresponded to which login system)

Username:  
m6F20!5

Password (that's a zero, not an O):  
6pH015

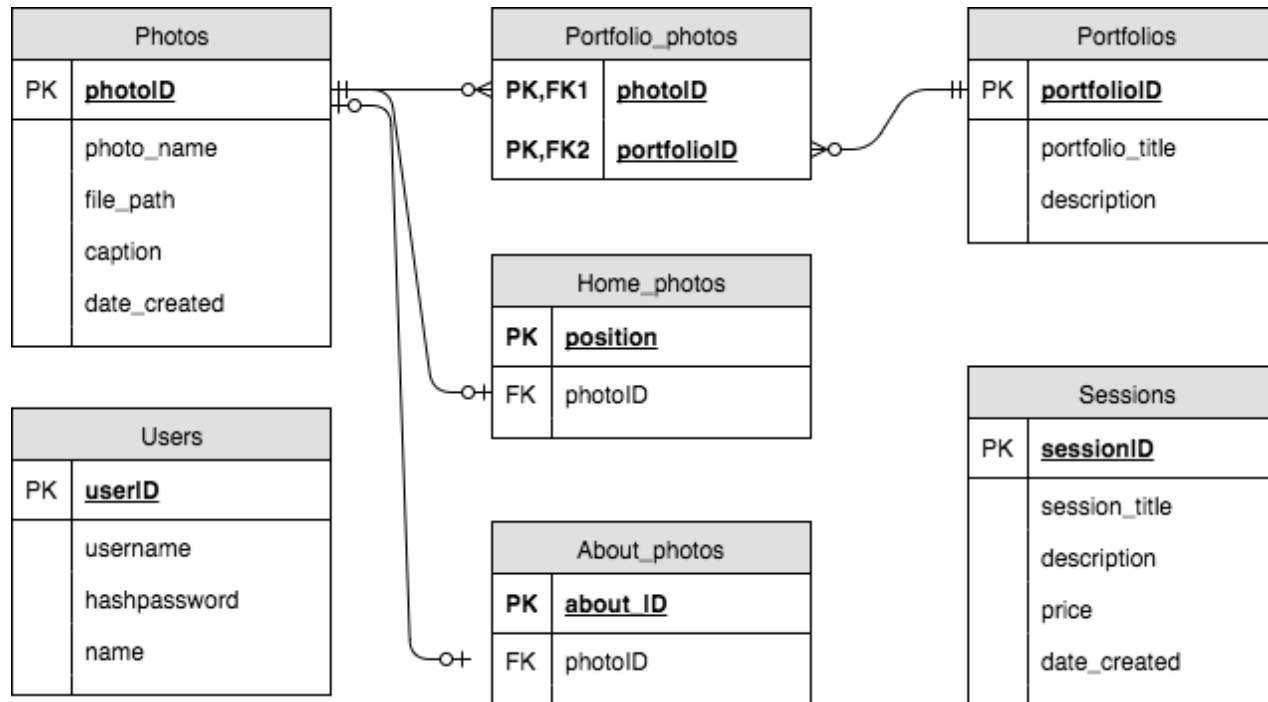
2. Please provide us your DB login username and password

Username:  
fp\_aackt

Password:  
aakctpassword

## Part 2. Database Revision and Implementation

Include your physical ER diagram here and describe any changes you made based on feedback from the previous milestone. Also describe the physical ER diagram (tables, fields, keys, and relationship, please see lecture 17 slides 21).



### Improvement:

We added another table called `about_photos` that would handle the data in the About page. We wanted the client to have the ability of editing which photo she wanted to be featured on her about page. This would have a one to one relationship as only one photo in the about page should be accepted from the photos table. Moreover, we can also make that page more dynamic and user accessible by adding more entries for descriptions and links if she so desires. Other than that, our implementation of the database stayed largely the same.

The database utilizes a many to many relationships schema between photos and portfolios, similar to the one made in project 3. The Photos table will have `photo_id` as the primary key, with other fields such as `photo_name`, `file_path`, `caption`, and `date_created`. The Portfolios table, similar to the Albums

table in project 3, will hold the different portfolios that our client desired such as portraits, romantic, friends, families, engagement, and dogs. The primary key for this table will be portfolioID, with fields for portfolio\_title and a description. To make a many-to-many relationship possible for these tables, there needs to be an intermediary table in between-- we call it portfolio\_photos. In this table, photoID and portfolioID are both the primary keys and foreign keys. As shown above, this table is linked to the Photos and Portfolios tables with a one-to-many relationship (the circle in the diagram indicating that not every photo in the photo table is necessarily included in the portfolio\_photos table).

Additionally there is a Home\_photos table. This table is to record the sample photos for the home page. It's primary key is the position, an integer between 1 and 9, representing the place on the grid. This links to a foreign key for the photo that exists in this position. Unless Maddie wants photos repeated on the homepage (which seems unlikely) this will be a one-to-one relationship. The circle represents that not every image in the Photos table necessarily corresponds to a entry in the Home\_photos table

The website will also utilize two other useful tables in the database: users and sessions. Users will hold information for administrative login so that Maddie and anyone she wants, can add/edit the website. The Users table will have userID as the primary key and other fields for the username, hashed password, and name. The website will also utilize a session table to display information about the different types of photo sessions that Maddie has to offer. We decided to go with a table instead of hardcoding this information because her prices can fluctuate as her business change. We want her to be able to manage this information so a database table is the most dynamic implementation. The Sessions table will have sessionID as the primary key, along with information as other fields such as session\_title, description, and price.

Our database is very subject to change as the client comes up with more needs/wants. We may also incorporate more tables for different pages of the website so that the website can be more dynamic and accessible for the client to edit herself.

### Part 3: Testing Protocol

*How are you going to choose users?*

How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

We are going to choose different users based on the intended audience of the website. From what we indicated in the Design Journey Part 1, the key audience includes potential clients for Maddie's photography business. One user must be someone who is seeking a photographer to take photos for them. One of our group members, Nicholas, is friends with Maddie and a few of her clients so we will be asking one of them to test our website. We are not planning to compensate them.

The other target audience is people who are just interested in photography about everyday life, people, and dogs. This is a very broad group since many people enjoy looking at nice photography. We are planning to ask one of our friends to test our website and see if he/she finds it aesthetically pleasing. We will not compensate him/her.

*What tasks are you going to have them do? How would these tasks connect with the client's needs?*

Task name/id	Task description	Task goal/what's being tested/expected outcomes
First impression	Ask the user to look at the site for 5 seconds and describe their emotional and intellectual reactions	Want to see whether the design communicates client's key site goals to the target audience; want to see if people get the metaphor right away.
Find the portfolio	Ask the user to find a specific portfolio.	Tests whether users can easily navigate through the layout of the website and whether the labels on the website are very clear to follow. Want to see if the user can easily find the portfolio from the dropdown menu.
Get information about Maddie's sessions	Ask the user to find all the information they would need as a client to book Maddie.	Tests how clear the layout and labels are and whether the user is able to get all the information he/she needs to make an informed decision about hiring Maddie. This is very important for potential clients. Want to see if the user can easily find the hiring information they are looking for.
Contact Maddie	Ask the user to send Maddie a message using our contact form.	Tests how clear the layout and labels are and whether the user is able to easily contact Maddie if he/she wants to. Also tests if the PHP contact functionality is working properly. User should be able to find the contact page from navigation.



### *What's your script?*

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

### *Welcoming them*

"Hi, we know that you are interested in photography and/or looking for a photographer to take pictures for you. We are currently working with a professional photographer to set up a website for her business. We would greatly appreciate it if you could look through our website and see if you like it. We are trying to understand what works and what doesn't in terms of user experience."

### *First Impression*

"So here's our website. Before you start clicking through it, can you tell us your very first impressions - your gut instincts on whether you like or dislike what you see so far?"

### *Find Portfolios - let them know that the image slider feature is not completed so far*

"We want to make sure that the navigation is very clear. Where would you go if you wanted to see the photographer's works so far?"

Once they find the portfolios section: "Yes, that's great. We just want to let you know that we have not finished implementing these portfolios yet. We were thinking about putting an image slider to go through all of her photos in that particular portfolio. Do you have any other suggestions?"

### *Getting information about client sessions*

"Now we know that you want a photographer. Where would you go to learn more about hiring this photographer?"

After they find it: "Was it easy to find this page or do you think naming it something other than 'Session Info' would be better? Do you have any suggestions?"

### *Contact Maddie*

"Where would you go to contact Maddie?"

After they find it: "Do you think this contacts page is sufficient or is there more you would like to know on it?"

### *After thoughts*

"Now that you've gone through the website, what are your final thoughts and any specific things you liked or didn't like?"

#### Part 4: Testing Note

You should have at least 2 testing users.

##### User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Our user is Anthony Verghese. He is a college student who is interested in getting professional headshots so that he can appear more professional.

2. How does this user represent your target audience/client's needs?

He is interested in finding a good photographer because he needs photographs taken of him.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First Impression	Found the color scheme of the website aesthetically pleasing. Commented on the lack of content on the website (it is still a work in progress).	Without the completed image slider and portfolio pages, it is hard to convey the full idea of the website. We must also work on organizing the 3x3 image grid in the home page to make so they align correctly and are of the same size.
Find the portfolio	Was able to successfully find the portfolio of his desire. Said we should definitely add the image slider feature and maybe put descriptions of the photograph.	We are going to implement the image slider and ask Maddie for information/captions for the photo so that we could convey more details about the photograph.
Learn more about hiring this photographer	Was able to successfully find the information page about Maddie's sessions. Wanted to more information about the sessions such as pricing.	We currently do not have all the information about pricing because Maddie has not given that information to us. Furthermore, we believe she does not have set packages for pricing right now and the best way to find what fits for both Maddie and her clients is to contact her.
Contact Maddie	Was able to successfully find the contact page. Told us that we should also put her contact information on the page in case we want to contact Maddie in other ways other than the email form .	We will put more contact information in the contact page to supplement the form in case the user wants to contact her over the phone, or directly through their email.

3. Other notes from this user that will be useful to think about when redesigning.

We definitely need more information about Maddie's client sessions so that potential clients can understand more about her deals and make a more informed decision. Many of the criticisms were about the incompleteness of the website and this is understandable. This user overall liked the concept we were going with and seemed to understand the idea behind the website's minimalism and color palette.



## User 2

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Our user was Hannah Simmerman, a Cornell student. She stated that she doesn't know much about photography herself, but taken of her for professional headshots or nice portraits.

2. How does this user represent your target audience/client's needs?

We want the website to be accessible to people who don't know much about photography, might know Maddie or have heard about her and are interested in getting photos taken of them.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First Impression	Found the array of photos awkward, considering that they layout is not correct at the moment. She really liked the photo logo, though, and the idea behind the front page.	Finishing work on the front page will go along way. Some of this is just having Maddie decide what photos she wants there and giving us the files.
Find the portfolio	Was quickly able to find the portfolio gallery. Hovered over the drop down for a moment selecting. Obviously, not having photos there was a problem but we will be fixing that.	I think spending some time reading the dropdown of different portfolios is unavoidable. It is also valuable information for the user to have as it makes them aware of the scope of Maddie's photography.
Learn more about hiring this photographer?	Was unsure on whether to click on Contact Maddie or Session Info.	We should consider renaming Session Info to something more transparent, especially to people who aren't thinking in terms of "sessions". Perhaps booking information" or "book a session". We could also combine it with the contact info page if this makes the most sense.
Contact Maddie	Was able to easily successfully find the contact page. No comments on the page itself.	

3. Other notes from this user that will be useful to think about when redesigning.

Said at the end "what's up with the login button?" We should think about either relocating it or changing the text to something like "admin login".

## Testing Summary and Iteration

What did you learn? About your users? About your site? About yourselves?

I think in general, the navigational system is simplistic enough that it is easy for users to navigate and find what they need to find. Yet, often I think we made the mistake of naming the categories things that are not entirely clear. Just because we understand the difference between session info and contact, doesn't mean that the users necessarily will. The users also seem curious about the photos, and I think it's too bad that we didn't have an ability to explore the portfolios.

What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes?

- 1) We need a better place to put the admin login button, as it confused testers. For our next round of testing, I think we will try to put it in the footer along with the copyright. There, it will be easy for Maddie to navigate too, but users will not expect it to be something they can use. An alternative would be to rename it Admin Login, but I think this is too
- 2) We should rename the Session Info button to something clearer to users. We need to ask Maddie what exactly this should say and what content she wants on the page, but some potential ideas are "Booking Info" or "Book Maddie."
- 3) We want some sort of direct contact for Maddie other than the email form, to make it as easy as possible for people to Contact Maddie.

If you make any changes to the testing protocol for round 2, tell us what they are here.

We will have the portfolios working then so we plan to add a task asking the users to explore the photos on the website, and see if that process is natural and easy for them.

### **Part 5: Additional Comments/Questions**

If you have additional info/comments/questions about testing or the state of the project, you can put them here. However, you might get better responses in office hours at this point in the semester.

# Design Journey Part 4

Group name: Adebowale Alemayehu Karam Chikelu Tinker

Members' names: Billy Zhu, Bipra Kundu, Nicholas Goldowsky-Dill

Members' NetIDs: bz83, bk372, nwg7

Section: 213

## Part 1: Necessary Information

1. Please provide us your login username and password

(if your site has multiple login systems, please specify which username and password corresponded to which login system)

Username:

m6F20!5

Password (that's a zero, not an O):

6pH015

2. Please provide us your DB login username and password

Username:

fp\_aackt

Password:

aakctpassword

## Use of Existing Libraries

As there may have been some changes, please give us the most up-to-date list of existing libraries that you are using for your website (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery). What did you have to do to incorporate those libraries? How much of your own code satisfied the project requirements?

External libraries:

- [Ideal Image Slider](#) -- slides through images in the portfolio page.
- [jQuery](#) -- Used for some responsive design (also required for the image slider).
- [Lightbox](#) -- Used to zoom in on photos on the home page.

Incorporating these were fairly simple, although required some styling and playing with settings. The interactive parts to meet project requirements are mostly elsewhere

## Part 2: Testing Protocol

### 1. How are you going to choose users?

How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

We are going to choose different users based on the intended audience of the website. From what we indicated in the Design Journey Part 1, the key audience includes potential clients for Maddie's photography business. One user must be someone who is seeking a photographer to take photos for them. One of our group members, Nicholas, is friends with Maddie and a few of her clients so we will be asking one of them to test our website. We are not planning to compensate them.

The other target audience is people who are just interested in photography about everyday life, people, and dogs. This is a very broad group since many people enjoy looking at nice photography. We are planning to ask one of our friends to test our website and see if he/she finds it aesthetically pleasing. We will not compensate him/her.

### 2. What tasks are you going to have them do? How would these tasks connect with the client's needs?

Task name/id	Task description	Task goal/what's being tested/expected outcomes
First impression	Ask the user to look at the site for 5 seconds and describe their emotional and intellectual reactions	Want to see whether the design communicates client's key site goals to the target audience; want to see if people get the metaphor right away.
Find the portfolio	Ask the user to find a specific portfolio.	Tests whether users can easily navigate through the layout of the website and whether the labels on the website are very clear to follow. Want to see if the user can easily find the portfolio from the dropdown menu.
Get information about Maddie's sessions	Ask the user to find all the information they would need as a client to book Maddie.	Tests how clear the layout and labels are and whether the user is able to get all the information he/she needs to make an informed decision about hiring Maddie. This is very important for potential clients. Want to see if the

		user can easily find the hiring information they are looking for.
Contact Maddie	Ask the user to send Maddie a message using our contact form.	Tests how clear the layout and labels are and whether the user is able to easily contact Maddie if he/she wants to. Also tests if the PHP contact functionality is working properly. User should be able to find the contact page from navigation.

### 3. What's your script?

How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (probably not -- they won't have it in a real deployment -- but for sketches and early prototypes you might tell them that some things don't work)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

#### *Welcoming them*

"Hi, we know that you are interested in photography and/or looking for a photographer to take pictures for you. We are currently working with a professional photographer to set up a website for her business. We would greatly appreciate it if you could look through our website and see if you like it. We are trying to understand what works and what doesn't in terms of user experience."

#### *First Impression*

"So here's our website. Before you start clicking through it, can you tell us your very first impressions - your gut instincts on whether you like or dislike what you see so far?"

#### *Find Portfolios - let them know that the image slider feature is not completed so far*

"We want to make sure that the navigation is very clear. Where would you go if you wanted to see the photographer's works so far?"



Once they find the portfolios section: “Yes, that’s great. We just want to let you know that we have not finished implementing these portfolios yet. We were thinking about putting an image slider to go through all of her photos in that particular portfolio. Do you have any other suggestions?”

*Getting information about client sessions*

“Now we know that you want a photographer. Where would you go to learn more about hiring this photographer?”

After they find it: “Was it easy to find this page or do you think naming it something other than ‘Session Info’ would be better? Do you have any suggestions?”

*Contact Maddie*

“Where would you go to contact Maddie?”

After they find it: “Do you think this contacts page is sufficient or is there more you would like to know on it?”

*After thoughts*

“Now that you’ve gone through the website, what are your final thoughts and any specific things you liked or didn’t like?”

## Part 3: Testing Notes

You should have tested your site on at least three representative users.

### User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Our user is Anthony Verghese. He is a college student who is interested in getting professional headshots so that he can appear more professional.

2. How does this user represent your target audience/client's needs?

He is interested in finding a good photographer because he needs photographs taken of him.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First Impression	Found the color scheme of the website aesthetically pleasing. Commented on the lack of content on the website (it is still a work in progress).	Without the completed image slider and portfolio pages, it is hard to convey the full idea of the website. We must also work on organizing the 3x3 image grid in the home page to make so they align correctly and are of the same size.
Find the portfolio	Was able to successfully find the portfolio of his desire. Said we should definitely add the image slider feature and maybe put descriptions of the photograph.	We are going to implement the image slider and ask Maddie for information/captions for the photo so that we could convey more details about the photograph.
Learn more about hiring this photographer	Was able to successfully find the information page about Maddie's sessions. Wanted to more information about the sessions such as pricing.	We currently do not have all the information about pricing because Maddie has not given that information to us. Furthermore, we believe she does not have set packages for pricing right now and the best way to find what fits for both

		Maddie and her clients is to contact her.
Contact Maddie	Was able to successfully find the contact page. Told us that we should also put her contact information on the page in case we want to contact Maddie in other ways other than the email form .	We will put more contact information in the contact page to supplement the form in case the user wants to contact her over the phone, or directly through their email.

### 3. Other notes from this user that will be useful to think about when redesigning.

We definitely need more information about Maddie's client sessions so that potential clients can understand more about her deals and make a more informed decision. Many of the criticisms were about the incompleteness of the website and this is understandable. This user overall liked the concept we were going with and seemed to understand the idea behind the website's minimalism and color palette.

## User 2

### 1. Who is your user, e.g., where do they come from, what is their background, etc.?

Our user was Hannah Simmerman, a Cornell student. She stated that she doesn't know much about photography herself, but taken of her for professional headshots or nice portraits.

### 2. How does this user represent your target audience/client's needs?

We want the website to be accessible to people who don't know much about photography, might know Maddie or have heard about her and are interested in getting photos taken of them.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First Impression	Found the array of photos awkward, considering that they layout is not correct at the moment. She really liked the photo logo, though, and the idea behind the front page.	Finishing work on the front page will go along way. Some of this is just having Maddie decide what photos she wants there and giving us the files.
Find the portfolio	Was quickly able to find the portfolio gallery. Hovered over the drop down for a moment selecting. Obviously, not having photos there was a problem but we will be fixing that.	I think spending some time reading the dropdown of different portfolios is unavoidable. It is also valuable information for the user to have as it makes them aware of the scope of Maddie's photography.
Learn more about hiring this photographer?	Was unsure on whether to click on Contact Maddie or Session Info.	We should consider renaming Session Info to something more transparent, especially to people who aren't thinking in terms of "sessions". Perhaps booking information" or "book a session". We could also combine it

		with the contact info page if this makes the most sense.
Contact Maddie	Was able to easily successfully find the contact page. No comments on the page itself.	

3. Other notes from this user that will be useful to think about when redesigning.

Said at the end “what’s up with the login button?” We should think about either relocating it or changing the text to something like “admin login”.

### User 3

1. Who is your user, e.g., where do they come from, what is their background, etc.?

The user is Andrew Cheung, a friend of ours who is planning a marriage with his long time boyfriend.

2. How does this user represent your target audience/client's needs?

He is in need of a photographer so we suggested that he look through our website to see if he would like to hire Maddie.

Tasks for user 1	User's reaction/feedback/problems?	Re-design ideas and other notes - <i>what are the different solutions you can think of to address the feedback/problem?</i>
First Impression	Liked the aesthetics of the first page. Thought that the grid of images showing people gave off a very homey/friendly vibe. Thought that the site looked very simple.	The website is supposed to be minimalist so his comments were an indicator that we were fulfilling our client's requirements.
Find the portfolio	Was quickly able to find the portfolio gallery. Selected the Love and Portraits album. Liked the idea of the image slider, but commented on how sometimes the "sliding" lagged and did not transition slowly.	This problem was caused by the image slider library that we used trying to resize the slider to account for the different sizes of the images. A good redesign would either be to find a different library or resize all the photos to be the same size.
Learn more about hiring this photographer?	Very easily found the Booking Info page.	We renamed this page from Sessions Info to Booking Info to make this task less confusing for users. It seems to have worked. Booking is more intuitive than Sessions.

3. Other notes from this user that will be useful to think about when redesigning.

Overall he found the simple layout of the user very friendly and easy to navigate through. This was a good sign considering that the point of the website's minimalist ideas is to be user friendly and create a contrast between the photography and the simple background designs.

## Part 4: Testing Summary and Iteration

### 1. What did you learn about your users? About your site? About yourselves?

I think in general, the navigational system is simplistic enough that it is easy for users to navigate and find what they need to find. Yet, often I think we made the mistake of naming the categories things that are not entirely clear. Just because we understand the difference between session info and contact, doesn't mean that the users necessarily will. We managed to lower confusion by switching the name from Sessions Info to Booking Info and this seemed to make a big difference in how easily users could now navigate. The users also seem curious about the photos, and I think it's too bad that we didn't have an ability to explore the portfolios for the first two users. The third user was very fond of the image slider and boxlight features.

### 2. What are three key changes you made based on the testing? What alternatives did you consider? Why are these changes appropriate?

#### Displaying images

The first two users commented on the lack of a complete image grid or image slider. This was not entirely our fault because our client had not yet supplied us with her photos so it took us a while to implement the full versions of the lightbox grid and the image slider. One alternative that our client recommended was to make a lightbox grid of all of the photos in a portfolio instead of the slider, but we figured that this would make the site very slow to load.

#### Renaming pages

Probably the most common confusion among testers was caused by the task asking them to find the page that they could get more information about our client's hiring information. One user tester did not know whether to go to Sessions Info or Contact. This made us realize that Sessions Info is probably not the most intuitive name for a page and so we accordingly chose to call that page Booking Info, which is much more clear.

#### Removing the login button

Another thing that confused our early testers was the login button in the navbar. Since the login page is not relevant to any user's experience and essentially took up space, we removed it entirely. Now, our client must manually go to a link with the login page. This makes sense for us because there is no use in showing the login page to visitors.



## Part 5: Final Notes to the Clients

1. Describe in some detail what the client will do (or would have to do) in order to make this website go live. What is the deployment plan?

There are several steps she needs to go through. The first is to sign up on bluehost for her server. We recommend that she buys her domain through bluehost for simplicity and to take advantage of their free domain name. Then, she must [create an FTP account](#) on bluehost with a username and password that she does not mind us having access to. From there, we can use cyberduck to upload our files and test them online.

We also need to upload the SQL files. If she is comfortable giving us a bluehost account with website admin access, we can do this for her. Otherwise, we will email her the database files and she will have to follow the directions [here](#).

Finally, if she wants to set up an email account for the website to use her new domain name, she can follow the instructions [here](#).

2. Include any other information that your client needs to know about your final website design. For example, what client wants or needs were unable to be realized in your final product? Why were you unable to meet those wants/needs?

We will walk the client through using our website and its functionalities. We were able to meet most of her needs as she didn't request much from us. We need to make sure she understands how to access the admin portion of the site, specifically going directly to /login.php and clicking on the portfolio page to edit the portfolios. We also need to let her know that there is no built in way to edit the home page, although this is possible to do by going through phpMyAdmin, and that we can do this for her easily at some point in the future (assuming we have database access).

## Part 6: Final Notes to the Graders

1. Give us three specific strengths of your site that sets it apart from the previous website of the client (if applicable) and/or from other websites. Think of this as your chance to argue for the things you did really well (justify the wow factor of your website).

- 1) Our first strength was that our website was very dynamic. Our add/editing features are very thorough. Oftentimes, the websites of photographers do not have the ability to change the content of their website without stepping into code. By implementing the database, we have made the experience a lot more dynamic for the client (similar to something you would find in WIX or Wordpress). This ensures that the client has full control of modifying her website as she sees fit.
- 2) Use of libraries. Instead of using vanilla HTML, CSS, and Javascript, we spent a lot of time tinkering with different libraries to get code that will produce the best result. In particular we use lightbox to blow up images on our home screen, with php automatically generating a smaller resolution image file that can load initially, with the full size image displaying when clicked. We also have image sliders for the portfolios.
- 3) Design - Though our admin-end experience was not the best (CSS was being stubborn and not allowing us to center content correctly), we spent an extensive amount of time adjusting the design and layout of our website on the user-end.

2. Tell us about things that don't work, what you wanted to implement, or what you would do if you keep working with the client in the future. Give justifications.

We wanted to make our site more mobile friendly, but we realized that this would be very difficult with the use of our particular image slider and lightbox libraries. In the future, we may try to make a more mobile-friendly photography website either by using better image functionality libraries or by creating an entirely separate website built just for mobile devices, which would use much simpler features such as vanilla HTML/CSS/JavaScript and maybe Bootstrap. In fact, we actually wanted to utilize Bootstrap's grid system to display the home page photos as this would have made our website more mobile-friendly.

We wanted to implement sticky headers but didn't have the time for that.

We wanted to implement ways of changing the photos on the main page and the About Maddie page. However, after consulting Maddie about it, she was fine with the photos being static on those two pages.

Our upload functionality is still very buggy. For instance, if the original file that the user uploaded has the same path, the previous one gets overwritten by the new one. It is critical that our client does not upload path names of the same file (we currently do not have a way of checking it, but this can easily be resolved by getting an array of file paths from the database and searching through it for matches).

3. Tell us anything else you need us to know for when we're looking at the project.

The main “secret” is that there is a hidden login and edit feature that is only accessible by the admins (ie us and our client) that allows them to edit almost every aspect of the website. To get to the login page, you must manually insert login.php at the end of the url (eg. <http://localhost:8888/Adebowale-Alemayehu-Karam-Chikelu-Tinker/login.php>). From there you can login and access the editing features. Once logged in, the Portfolios menu link now link to a page that allows the admin to edit and add Portfolios. For logged out users, the Portfolios menu button is not a link to anything at all and is merely used to access the different Portfolio pages on hover.

It may seem cumbersome to manually insert the link, but this design choice was made with the understanding that to the public eye, the website should only appear as a gallery and an information source about Maddie’s business. It would go against the idea of a minimalist design to show something as unnecessary as a login page when that page is only in use by one person, our client.

The website may seem simple at first, but the minimalist style was specifically chosen by our client. The site actually depends heavily on backend database features, which is very apparent once you log in and notice all of the editing and adding features.



