

DXB111 – Introduction to Web Design

High-Fidelity Web Prototype

Assignment 2

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Target Audience Statement

This website is designed towards retired senior citizens who like being outdoors and escape technology.

Mood Board

Parkinson's Nature & Attractions

#FFFFFF

#FDF6EB

#065468



*"My wish is to stay always like this,
living quietly in a corner of nature."
- Claude Monet*



Photos retrieved from: (Starting from left column)

<https://pixabay.com/photos/membership-golf-retirement-3937507/>

<https://depositphotos.com/stock-photos/reading-glasses.html>

<https://www.sawadee.com/hotel/634144/X2-River-Kwai>

<https://www.nationalparks.nsw.gov.au/visit-a-park/parks/barrington-tops-national-park>

<https://www.pickpik.com/elder-meditating-his-life-watch-the-water-men-outdoors-nature-117356>

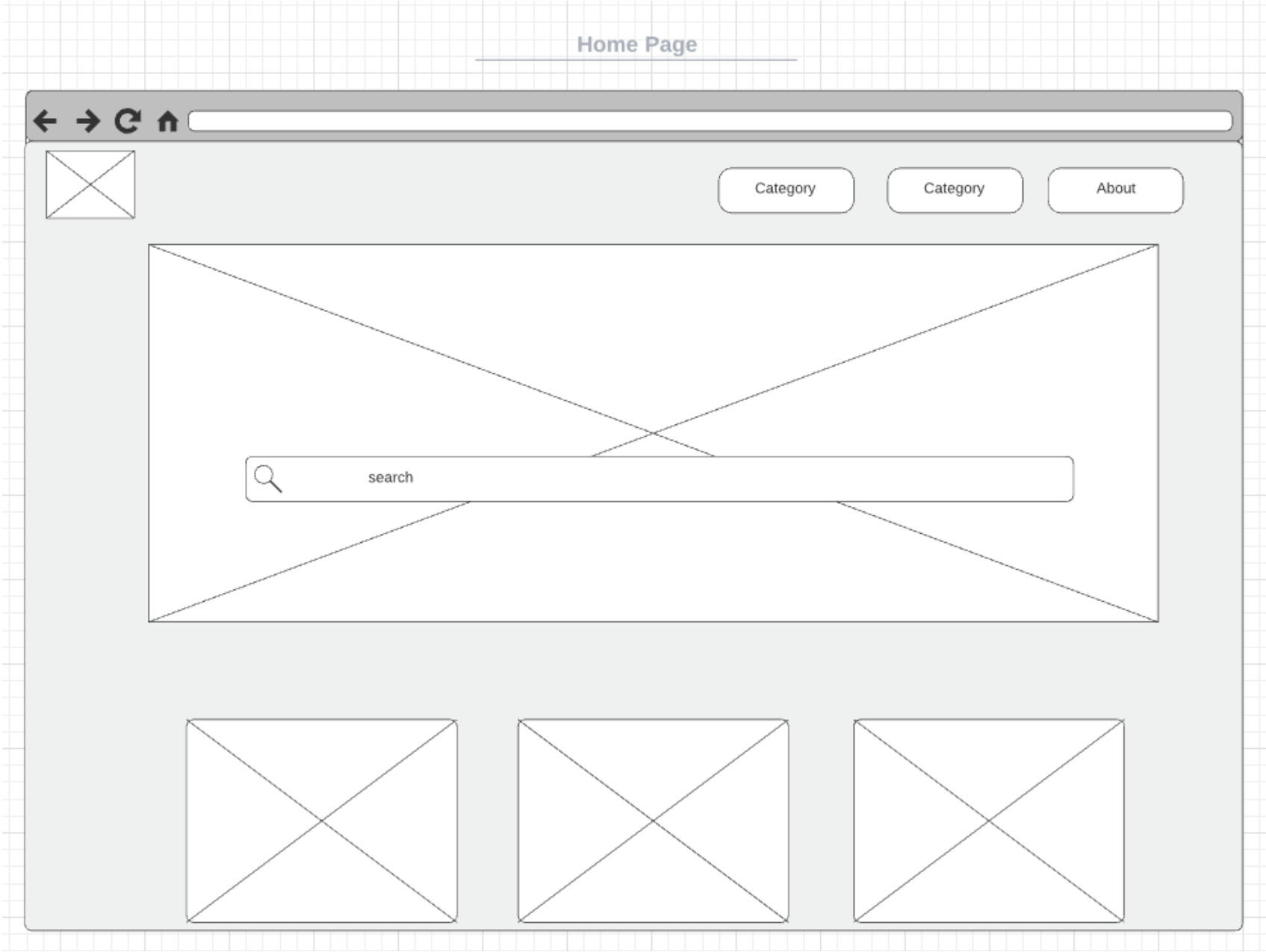
<https://pixabay.com/photos/trees-forest-nature-deciduous-tree-3742884/>

<https://www.homecareassistancerockwall.com/colors-that-can-brighten-up-a-seniors-home/>

<https://www.flickr.com/photos/arturdebat/45620298461>

<https://www.pxfuel.com/en/free-photo-xtmat>

Wireframes



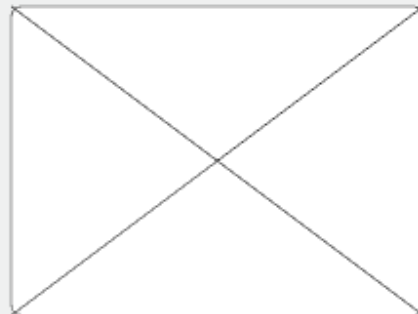
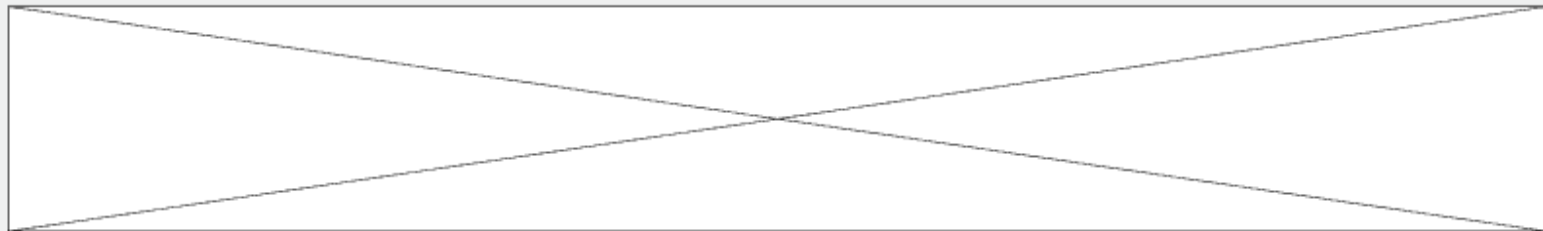
Category Page



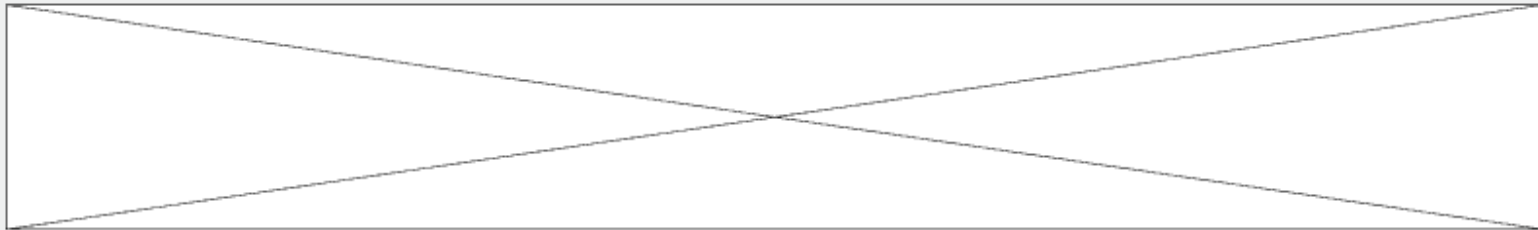
Category

Category

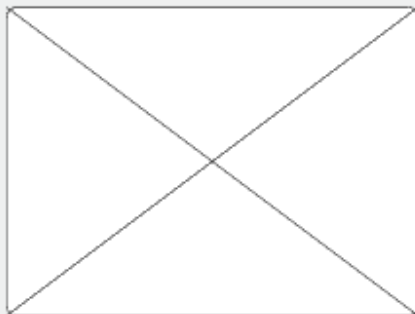
About



Destination Page

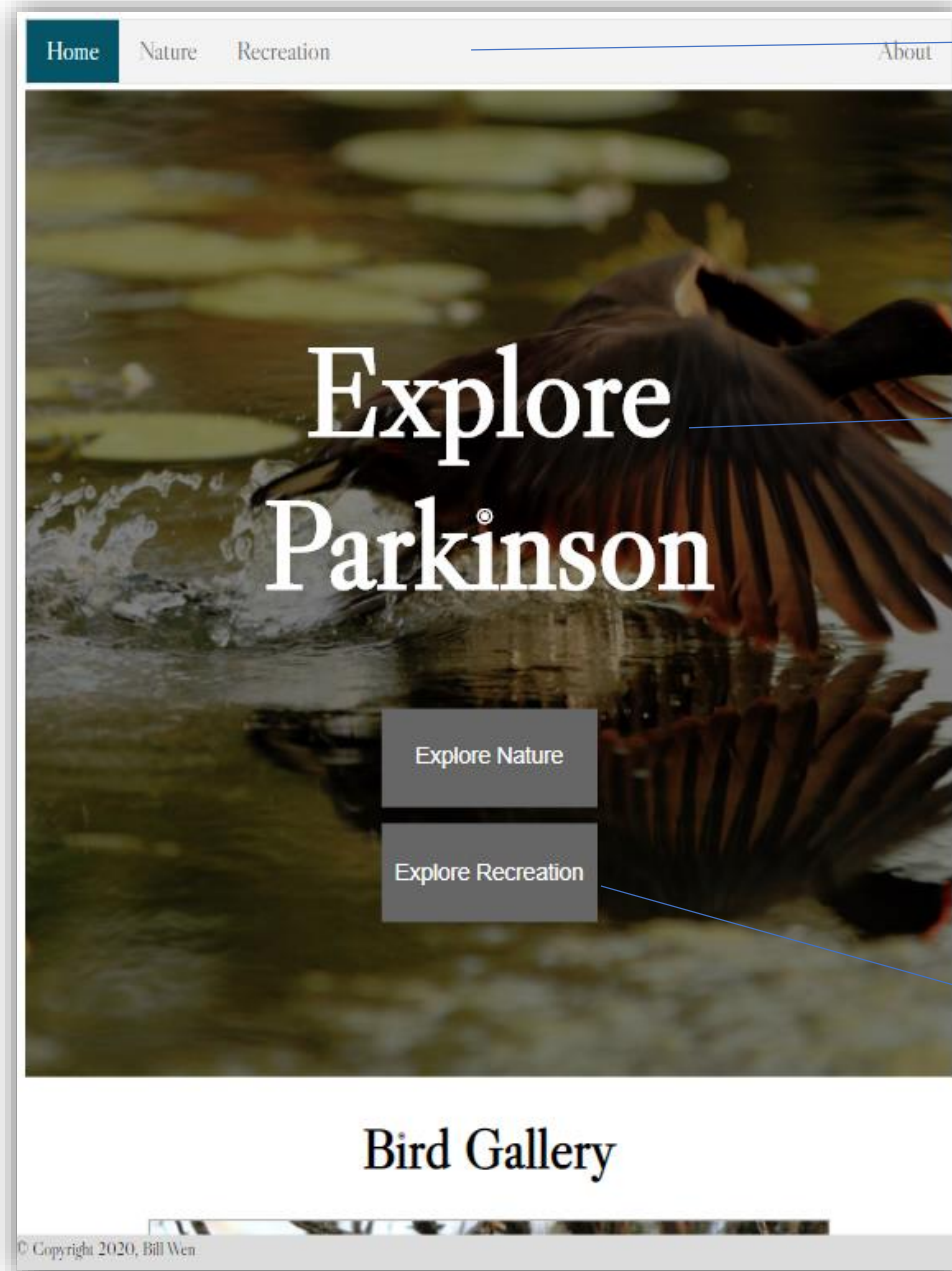
[Category](#)[Category](#)[About](#)

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Screenshots



Simplistic navigation bar without icons and only easy to understand text. Less important navigation is moved away from the main navigation to prevent detracting from the purpose of the website.

Strong contrast and large text to allow elderly people who may have weaker vision to use the website without strain.

Clear and easy to interpret the purpose of the website with two large buttons at the center of their attention.



Scenery

Taking a walk around Parkinson, it is easy to be completely surrounded by nature and its scenery, from lakes teeming with life, to lush forests.

Explore



Minimalistic design designed to limit distractions and to make purpose of web page clear.

Content is separated by cards in order to minimize confusion.

Simple straight-forward navigation with big buttons designed so seniors know exactly what they are doing with each button click.

Wild Life

Nature / Wild Life



Parkinson is the home of thousands of unique and beautiful species of a wide variety of wild life.

You can head over to the pier that oversees the lake to find many kinds of aquatic creatures. There has been sightings of the most exotic water including fresh water turtles and eels as well as large schools of fish.

On the surface of the lake, you will find many kinds of feathered

Bread crumbs to help and remind seniors with their navigation and for them to remember what category they are viewing.

One topic at a time to minimize confusion and increase ease of use.

Minimalistic website inspired by the design of 'old school' web pages as they may be more familiar with them.

Simple text and strong contrast between the background for ease of viewing.