DXB203 Introduction to Web Design – Semester 2, 2016

Assignment 2: Web Site

Weight: 60%

Due Date: 11.59pm, Sunday 30th October 2016 (Week 13)

The Brief: Superannuation eMagazine Website

Superannuation is an essential financial service offered by a range of different service providers in Australia. Superannuation providers have traditionally communicated with their members via printed material like, magazines, newsletters and brochures.

BestSuper is a fictional superannuation provider that is planning to shift its member communication to an eMagazine (web-based magazine) to better target different demographic groups *("right message to to the right member at the right time.")*. BestSuper has 150,000 members that currently receive a quarterly printed magazine.

You are a freelance web designer who has been approached by BestSuper to design and build a website that implements an eMagazine that allows the provider to more effectively communicative with its members. The website should be visually engaging, informative and targeted at a defined demographic group. The client has provided the following information as part of their brief:

> **Background**
>
> The main objectives of delivering news content digitally is to improve the member engagement and experience while meeting members in their channel of choice and providing personalisation of service and communications.
>
> Digital delivery of eMagazine will also ultimately provide a range of benefits including speed to market, reduction in printing and development hours, measurement of member interaction and cost savings for the business.
>
> This brief is for the creation of an online platform that will deliver eMagazine content to members. We require the platform to have a consistent look and feel that aligns with the BestSuper brand and website. The navigation must also be intuitive and allow for ease of use.
>
> **What does success look like?**
>
> Members should click through to read articles, engage with the content and take positive actions to improve their future. Members should feel that the content and design of the site is personalised, relevant to them and interesting. It should also encourage a two-way conversation between members and BestSuper and showcase community engagement activities.
>
> **What is the Single-Minded Proposition?**
>
> We're here to help you today for a better lifestyle tomorrow (alignment to financial

wellbeing).

Content to be produced:

Create an area within BestSuper's website to host the eMagazine content. It is expected that there will be 5 sections or categories designed and developed to complement our existing modules including, but not limited to:

1. Homepage section that contains snapshots (visual and headline) of individual articles/content

2. A magazine section that contains each article/content. Navigation that allows members to self-select next best article for them, comment on articles, share via social media, link back to main BestSuper website

3. A member's story section that contains articles about individual members

4. A contact / chat section that allows for communication between members and BestSuper

5. An about page that contains information about the magazine

Target group options:

BestSuper has identified several relevant target groups. You should **choose one of these** to design for:

- 29 years and under
- 30 to 39 years
- 40 to 49 years
- 50+ years
- Retiree

*See Appendix A for a detailed breakdown of the target groups. Additional information on each of these target groups will be presented at a **special guest lecture in Week 9**.*

Consideration should be given to how you will best service and communicate with this group of people.

Site requirements

The resulting website should follow **responsive design** principles and display correctly at common mobile resolution desktop resolutions.

The A2 CRA marking sheet lists the following detail: "Ability of design implementation to adapt to mobile and browser platforms of various widths while maintaining a graphic identity." Please have a look at the individual mark categories to see what is required to achieve a high mark.

Resources available

Examples of website styles that appeal to the client (BestSuper):

- https://www.atombank.co.uk/ - example for how long it should take to read
- https://www.commbank.com.au/personal/can.html?ei=footer_personal_can
- http://insights.bt.com.au/
- https://blog.ingdirect.com.au/
- https://blog.optus.com.au/

Example of superannuation providers:

- UniSuper: https://www.unisuper.com.au/
- Industry SuperFunds: http://www.industrysuper.com/
- Suncorp Bank Super: http://www.suncorp.com.au/super/
- Commonwealth Bank Super:
  https://www.commbank.com.au/personal/superannuation.html
- ING super: http://www.ingdirect.com.au/superannuation/living-super.html

Things to avoid
- Using the names of existing companies and registered trademarks
- Using the logos of existing companies
- **Existing Website Themes** – Do not use existing WordPress themes, or other website templates for your submission. The HTML and CSS you submit must be **entirely self-authored**. Using an existing website-template will be treated as plagiarism.
- **External CSS Frameworks** – The HTML and CSS you submit must be entirely self-authored, so don't use any external CSS frameworks (skeleton, bootstrap, etc.).
- **JavaScript Inclusions** – We don't teach Javascript in DXB203 and we won't be marking it in your assignment. It is fine for you to try out JavaScript, but if you do, you should make sure that your page still works with **JavaScript turned off**. Make sure you should understand the concept of **Progressive Enhancement** and design with this in mind.

Deliverables
The site must address and include the following:

- **5 main sections or categories**
  - Develop 5 sections according to the brief. Each section will contain multiple pages; you decide how many pages are required based on your research.
  - The About section communicates the site's aims and objectives. This explains what the site is about.
- **A design rationale document**
  - This should be a **single-sided A3 poster** with a diagram of at least one of the pages from your submitted website. This diagram must be **annotated with explanations for the design decisions you have made** and how these relate to the target audience.

Research Main Goals and Objectives
Each section needs to be totally resolved. Consider the internal hierarchical structure and layout for each section. You should determine the main goals and objectives of the site and translate this into your mark-up (HTML) and style (CSS) by designing and implementing a suitable information architecture. As mentioned, this requires an organised menu structure.

- What are the main areas of activity within the site?
- How have you translated your research into the interests and activities of your target group into this online presence?

- Base your research on your user group's activities and interests.

Technical and Media Assets

The site should implement a CSS-based navigational structure. The site must contain all HTML pages, using at least one external CSS stylesheet.

The site must demonstrate:

- Your understanding of the separation of markup and style, resulting in a website that is technically proficient.
- Demonstrates attention to detail in terms of code structure and layout.
- Your site should validate as HTML5/CSS according to W3 validation guidelines.
- You have considered the semiotics of the site i.e. metadata, keyword, descriptions, titles, alt tags etc. These are relevant to assist in search engine optimisation and accessibility in a real world scenario.

Layout and Style

The site should be designed in a way that appeals to the target audience and addresses a visual composition that suits the genre and style.

Images and graphics are required to build your design, however:

- Only use image or video content that is free of copyright restrictions or;
- Is your own or;
- Can be used in accordance with a Creative-Commons license.

In relation to Creative Commons licensed work it is your responsibility, to select and attribute content under the correct license. Please note that for the context of this assignment you will be able to use content available for non-commercial purposes.

Text Content

Include concise, **original** body copy, well written for online reading. This includes using keywords to highlight certain areas. You will be given a collection of sample copy that you can use. You can modify this content as appropriate (see file: BestSuper_Sample Content.docx, also available as PDF).

There is no word count however you need to include enough copy to successfully communicate with your audience. Your text must be original, we can check!

Some Tips!
- Content will drive your design.
- Do your research first, gather your source materials and rewrite it in your own words.
- Once you have determined your goals and objectives for the site, then start your design and structure based on that. Don't let your own design tastes dictate what the site looks and acts like, it's not about your preferences. Think about your target group and their activities, what do they like to do etc.
- You must decide what the role of the site is to be and articulate this clearly.

Appendix A – Target groups

Target group	Insights
29 years and under	- Starting and establishing career - Most likely working full-time (possibly shift or contract work) - Busy with social life - Travel and enjoying themselves is a high priority - Management of finances of less importance but still have some responsibilities – car loans, ongoing bills, potentially first home, credit cards - Disengaged from their super - Tech savvy - Influenced by friends, social trends, parents and partners (starting to make decisions together) - Potentially starting to move in/marry partners
30 to 39 years	- Continuing to build career - Are time poor – work/life balance becoming increasingly important - Most likely have had major changes to their life in the past 5 – 10 years (moving in with partner, marriage, children, divorce etc.) - Potentially taking time off or doing part-time work due to family - Disengaged from their super - have other priorities in life - Finances are becoming more complicated (mortgages, re-financing/renovations, starting families, insurance etc.) - Focus on community – joining clubs, fitness/special interest groups - For those without children – friends become family - Travel still important, but may take back seat due to other commitments - Influenced by friends, colleagues, community figures - For those with children – may have greater connection/appreciation for parents (big influence)
40 to 49 years	- Career building continues – potentially moving into management, leading others, more responsibility - Continue to be time poor – work/life balance very important - May be dealing with helping older parents - Children could be very young through to uni age (broad spectrum) - Finances continue to be complicated, however this has become the

	norm
	• Finance habits have become ingrained – budgeting etc.
	• Ongoing costs of raising family, school fees owning property etc.
	• Super becoming more important, however have not started retirement planning
	• For those with children - 'Me time' may become more manageable
	• Influenced by friends, children, colleagues, community/business/media figures
50+ years	• Career most likely reached highpoint – may consider reducing hours, responsibility
	• Work/life balance should become more achievable
	• Additional time to enjoy own activities, hobbies, travel
	• For those with children – they will most likely be of school or university age
	• Aging parents could require extra support
	• Finances may become less stressful as mortgages are paid off, family expenses reduce
	• More likely to have additional investments outside of super – shares, property
	• Retirement planning becomes a focus
	• Members keen for information and advice
	• Influenced by friends, colleagues, community/business figures
Retiree	• Retired from full-time work or transitioning to retirement
	• Spending time how they wish – volunteering, travel, with family, hobbies, community groups
	• May consider part-time/casual work to supplement income if super balance low
	• Generally, believe they are hard workers
	• Conservative attitude to money
	• If new to retirement, possibility that they're still adjusting to leaving work
	• Enjoy that they don't have to do anything – freedom in retirement
	• Health becomes an increasingly greater concern/expense as they age
	• Despite super balance likely to be budget conscience due to fixed income (Centrelink, super, other investments)
	• Influenced by friends, children, community/media figures