IS5103 -

Assignment 1

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Task

The prior planning towards the creation of the website was to break down what I needed in regard to the task of presenting 'Social Media in the Workplace'. I knew I had to research the idea of social media, and its context within the workplace, subsequently doing this in order to inform the creation of the website. Furthermore a minimum of six pages were required to provide enough information in order to appropriately communicate the subject to the audience.

Target audience

Websites providing similar content seem to be targeting information at managers of employees. "Check out your competition. Who are your competitors targeting? Who are their current customers?" (Porta, 2010). I have no users, consequently porta argues competition is the way to evaluate my potential market. My website provides a background to social media then goes into discussing information that supports and goes against it. This will give managers a good overall introduction into how they should create policy and hopefully it will positively inform social media practice. The content is easy to understand so may also appeal to a wider audience but the target audience would be managers of companies whom work within a field that has technology as a part of it because the websites content otherwise would be less applicable.

Aims of the Website

If hosted online

I will use the following framework to set objectives. "Businesses frequently use the SMART acronym [Specific, Measurable, Attainable, Relevant, and Time Bound] (Lazarus, 2004) to guide the development of quality goals and objectives" (Jung, 2007). The website will be an offline practice but if the website was to be published then these are some objectives I would set.

Implement new content twice a month to develop the SEO of the website, which would improve the chances of receiving 20 unique visitors per month by the end of this year. "SEO focuses on creating informative and keyword relevant title tags and meta descriptions… having optimized tags and descriptions helps to increase click through rate, which also promotes increases in qualified web traffic" (Machin, 2017). Being a new website with no brand recognition makes new visitors difficult to attract however the content I have provided would be the hook for visitors to the website. "Business consultants – typically low numbers ranging from 150 to under 400 visitors per month." (A1WebStats, 2015). For the website I would appropriately market its brand in order to encourage repeat visits with 20 seeming attainable in relation to other new websites. If I was to include ads then hopefully this would improve the visibility of the ads to users and consequently improve the value of the website in terms of revenue in order to pay for hosting costs and unique URL etc. Therefore implementing new content is specific, my aim of 20 unique visitors per month is measurable, compared to typical consultants it is attainable, time bound being this year and relevant to the website.

As offline entity

For current aims of the website I would ensure that the website is functional for users, utilising qualitative research interview questions to receive feedback and ensure that the navigation is clear, the content is interesting and it's easy to understand.

The code of the website would include 5 or less mark-up errors when checking against the W3C website. This would be the same for the accessibility validation with 5 or less errors ensuring maximum usability for all types of people.

Content

<u>Research</u>

The content research I conducted was to look up the uses of social media within the workplace, consequently I searched this phrase as an indicator for content, thus creating a grounding to the subject of social media from a more academic standpoint.

The articles I researched had many pros and cons, similar pros and cons appeared on different websites, the information was short and to the point. "Here's the reality: people search with words that make sense to them. For most people, that means plain, short, common words, not the oblique marketing speak so prevalent on the Web" (Potts, 2007, P24). Therefore my research informed me that there were clear contentious issues towards certain aspects of social media within the workplace that I needed to address in a way that was easy to understand.

<u>Implementation</u>

To inform the audience I needed to demonstrate that there are both good and bad points regarding social media, breaking the question down into the most interesting content. Firstly I created the Home page which would provide an introduction to the topic in order to inform the user what is to follow.

The first page discussed the background to the employees social media use, I felt this would be interesting to managers and give them awareness of what their employees do and why. My research informed my practice, using pro's and con's to demonstrate what positive aspects social media provide, breaking it down into certain points which they could implement. Contrasting this with negative aspects that managers should want to avoid, with the final workplace policies page demonstrating how to limit these negative points.

Design

<u>Research</u>

In regard to the design of the website, once I had an idea of my subject matter and the content I wanted to display. I subsequently started research into how I wished for the website to look. "Like short paragraphs, bullets help readers lightly graze on content to help determine whether they're in the right place." (Potts, 2007, P28) In order to appropriately demonstrate my information to the business community I needed to research what was currently being provided for the business community on the subject. The websites that were on the subject were often news outlets, blog type posts or reports. Therefore I decided to create mine in a similar format, utilising bullet points, lists and short paragraphs in order to represent the information in a simple to understand way.

Through research the consensus regarding eye tracking was that users like to read from left to right. "Eye tracking studies have identified that people scan computer screens in an 'F' pattern. Most of what people see is in the top and left of the screen and the right side of the screen is rarely seen" (Woods, 2014). This concurred with the research into similar websites that had a logo or home button on the top left of the page. Therefore important content such as headers were used on the left hand side making it easier to navigate and view content that interests the user.

The website designs were quite easy to navigate having a clear header with a series of hyperlinks in order to connect to difference pieces of information on the website. Bigman argues that certain attributes are key for good web design, I implemented the following, "good visual hierarchy, web safe fonts, and a minimal colour pallet" (Bigman, 2014).

<u>Implementation</u>

As discussed previously a minimal colour pallet was crucial for good design. Consequently when designing the website the colours used were designed to be as clear as possible for readers. With white being the most common style used on other websites, with clear web safe fonts on top with black text. This stylistic choice of black text on white backgrounds appeals visually and makes it easy for people whom may have colour-blind issues to be viewable. Furthermore whilst hovering over the text it goes from black to red, this was a design technique I noticed on numerous websites and thought to include it on mine in order to make it explicitly clear that this was a link to a different page on the website.

In terms of good visual hierarchy the size of my content complemented this stylistic choice. For example, the navigation bar is placed in a large box that has a different shade of colour to the background of the text, consequently distinguishing the links and content. The headers of the text also went down in terms of size, utilising 'h1' for the home page, 'h2' for the titles and 'h3' or 'strong' for other titles. This visual hierarchy makes it easier for the user to see what points are important.

Code

<u>HTML</u>

For writing the code there was significant research undertaken, firstly to find the basic html template in order to provide the basis for the rest of the code (W3Schools, 2017). The design of the code was intended to be easy to understand, keeping the level of detail to a minimum in order to be able to create further manipulations later down the line. The basic HTML template provided me with the head, link, body and final HTML formatting.

The text manipulation was created using content gathered over the course so far to implement different types of information to make it easier to read. For example the 'h2' demonstrates to the user that this is a heading as it is bigger than the rest of the text. Furthermore the 'ul' and 'li' allows the user to see the text in bullet point format showing that this is an unordered list.

Following the basic HTML I knew I needed a header in order to make it easy to navigate for users. The websites I saw used a differentiating factor in order to demonstrate to the user that the links were clickable.

<u>CSS</u>

As a result I knew I needed to create a CSS file that I could use to implement the stylistic characteristics I wanted from the site. The main CSS information regarding text utilised the basic template from the "Zen Garden" (Shea, 2017). Therefore with the text fully formatted and adapted to fit my style I attempted to implement a navigation bar, the first attempt allowed for the display of stylised hyperlinks however the text content became hidden behind it. For that reason I searched for a navigation bar which included the '.main' function that fixed the issue regarding the content being invisible to the user (W3Schools, 2017). The 'navbar' and 'body' for CSS were copied and manipulated from the W3C website in order to appropriately accommodate the information I wanted to display in a way that is easy to understand and aesthetically available (W3Schools, 2017).

The hyperlinks (a=href) and image (img) function in the navigation bar further utilised the course content in addition to references from online sources to appropriately display information. These hyperlinks combined 'div class – navbar' in HTML to be appropriately formatted using the CSS '.navbar' in the external style sheet. The colours, padding and floating attributes were changed using the CSS style sheet as was the addition of the hover function which I used from a previous failed button in order to see the text turn red indicating a hyperlink. Consequently the code utilised online sources, personal preferences and content from the course in order to appropriately create a site that was aesthetically acceptable in addition to being functional for all types of users.

Testing and Evaluating

Mark-up

I tested the HTML and CSS against the W3 mark-up language validation tool, the CSS and HTML encountered no errors, screenshots enclosed in appendices (W3C, 2017).

Accessibility

The importance of accessibility cannot be understated "according to Web AIM, some 20% of the world's population suffers from a disability, websites that aren't accessible could exclude millions of people from getting the information they need" (DDS, 2017). Consequently for my website I tried to include as many accessible features as possible, which I will go into further details of, the full list of tests can be seen on the appendices.

To check the websites accessibility I firstly used a validation tool to check for known issues throughout the site. (AChecker, 2017). The first issue encountered was the text formatting, the "i" and "b" tags failed consequently, I changed them for 'strong' and 'em' to make it easier to read on different devices. Aside from those issues according to the validation tool there were no known issues. Further checking was conducted on the 'potential issues' these issues mainly related to the hyperlinks and image. Subsequently I found that if I implemented a site map this would address many of the issues involving the hyperlinks, such as using them with only a keyboard.

Another test I conducted involved using the websites with different devices where I found an issue with the navigation bar. Setting the navigation bar to 'fixed' in CSS allows it to be at the top of the page however for some devices such as the iPad pro it will not display all of the text. Consequently deciding functionality was more important than aesthetic, let to changing the positioning to 'relative' allowing it to be viewed properly on smaller devices.
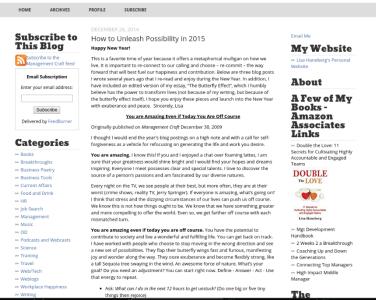
Conclusion

In conclusion, the website fulfils the criteria as specified in regard to valid mark-up, an acceptable level of accessibility whilst providing the information necessary. The website targets my audience of managers through its content and display similar to that of other management websites. However if more time was allocated I would improve the CSS, and conduct more research.
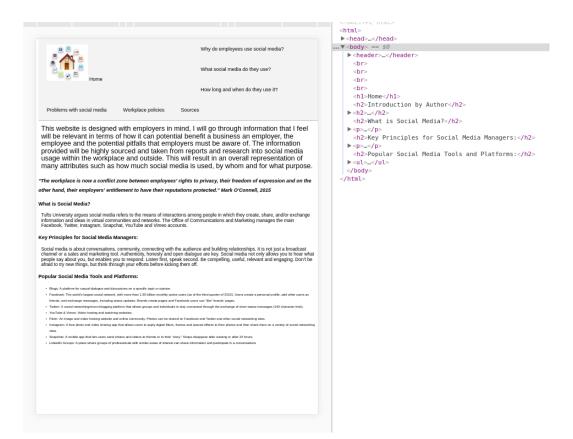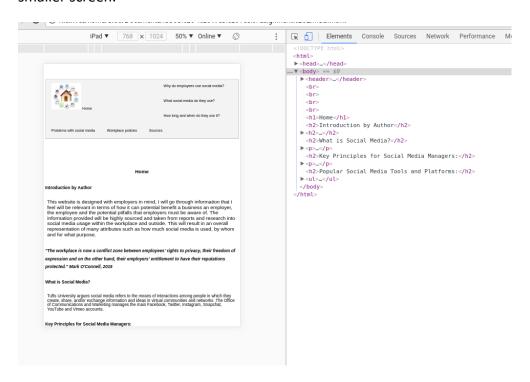
Words 2198

Appendices

An example of the prior research undertaken on similar business related websites, as you can see the text is quite heavy and I have undertaken a similar approach in my design.

The screenshot displays that my CSS has valid markup, being tested against the W3C validation service.

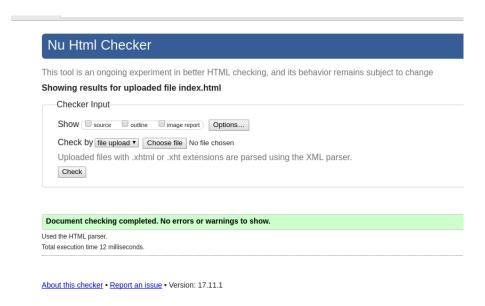Before changing to variable the top bit of the text was missing when you scroll up on a smaller screen.

After changing to variable the top of the text is clear on a smaller screen. However there is no a bit above the navigation bar that is white but functionality over asthetics is what is important.

Testing the HTML code for web accessibility issues displays no known problems, I have tested the other pages which also display no issues.

This HTML checker evaluated the markup language to ensure there was no issues and as displayed none are there, I have tested the other pages which also display no issues.

Example of the website without any CSS applied, it is readable and usable albeit less aesthetically pleasing.

When creating and implementing your company's social media p

Source: Negative Effects of Social Media

Site Map

- Home
- Why do employees use social media?
- Networking:Benefits of Social Media
- Marketing:Benefits of Social Media
- Other: Benefits of Social Media
- Inappropriate behaviour: Drawbacks of Social Media
- Security issues: Drawbacks of Social Media
- Other: Drawbacks of Social Media
- Workplace Policies
- Sources

file://dl68.home.cs.st-andrews.ac.uk/dl68/Documents/IS503 - Web

The site map allows for navigation throughout the site using only a keyboard.

HomePage | Why do employees use social media? | Networking: Benefits of Social Media | Marketing: Benefits of Social Media | Other: Benefits of Social Media | Inappropriate behaviour: Drawbacks of Social Media
HyperlinkHome
Security issues: Drawbacks of Social Media | Other: Drawbacks of Social Media | Workplace Policies | Sources

Home

Introduction by Author

This website is designed with employers in mind, I will go through information that I feel will be relevant in terms of how it can potential benefit a business an employer, the employee and the potential pitfalls that employers must be aware of. The information provided will be highly sourced and taken from reports and research into social media usage within the workplace and outside. This will result in an overall representation of many attributes such as how much social media is used, by whom and for what purpose.

Quote *"The workplace is now a conflict zone between employees' rights to privacy, their freedom of expression and on the other hand, their employers' entitlement to have their reputations protected." Mark O'Connell, 2015*

Source: Social Media the new Frontier

What is Social Media?

Tufts University argues social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

Key Principles for Social Media Managers:

Social media is about conversations, community, connecting with the audience and building relationships. It is not just a broadcast channel or a sales and marketing tool. Authenticity, honesty and open dialogue are key. Social media not only allows you to hear what people say about you, but enables you to respond. Listen first, speak second. Be compelling, useful, relevant and engaging. Don't be afraid to try new things, but think through your efforts before kicking them off.

Popular Social Media Tools and Platforms:

- Blogs: A platform for casual dialogue and discussions on a specific topic or opinion.
- Facebook: The world's largest social network, with more than 1.55 billion monthly active users (as of the third quarter of 2015). Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can 'like' brands' pages.
- Twitter: A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).
- YouTube & Vimeo: Video hosting and watching websites.
- Flickr: An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.
- Instagram: A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.
- Snapchat: A mobile app that lets users send photos and videos to friends or to their "story." Snaps disappear after viewing or after 24 hours.
- LinkedIn Groups: A place where groups of professionals with similar areas of interest can share information and participate in a conversations

Source: Tufts Media Overview

Site Map

Site without images – the alternative text and the home text slightly overlap but it is still clear as to what its function is.

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