

## **DESIGN OF SITE: *Series of Fortunate Events***

SEG3125  
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## **I. About Company**

The site I will be developing for Lab 6 (Module 7) is for an Event Planning Company. The name of this company is “Series of Fortunate Events”. “Series of Fortunate Events ” is a company that plans events in different capacities based on the consumers requirements . They plan weddings, birthdays and graduations. The users for this site will be different groups of people who have an upcoming event. It could be brides/grooms, teenagers or young adults that are graduating, or parents or friends who want to throw a birthday party for a loved one. This site will contain information regarding the company, the services they offer, samples of the work they’ve done and ways to contact them. Users can explore the site and decide if the company is affordable, matches their standards for events, and can reach out to the company for more information.

## **II. Interactive Processes**

### **A. Absorb Information**

This interactive process refers to learning information by watching, reading or listening. This can be observed on the Blog or Services page. The Blog page will display samples of the events previously planned which can be looked at. The Services page will contain an explanation of what each type of event is, and what we do for it.

### **B. Explore Convergent**

Exploring in a convergent manner means being able to make a decision based on information given. This is implemented on the website when on the Services page, for each service a demo modal is posted which when filled out can inform the customer what the approximate price of the service will be. Obtaining a quote will help the user make a decision.

### **C. Communicate**

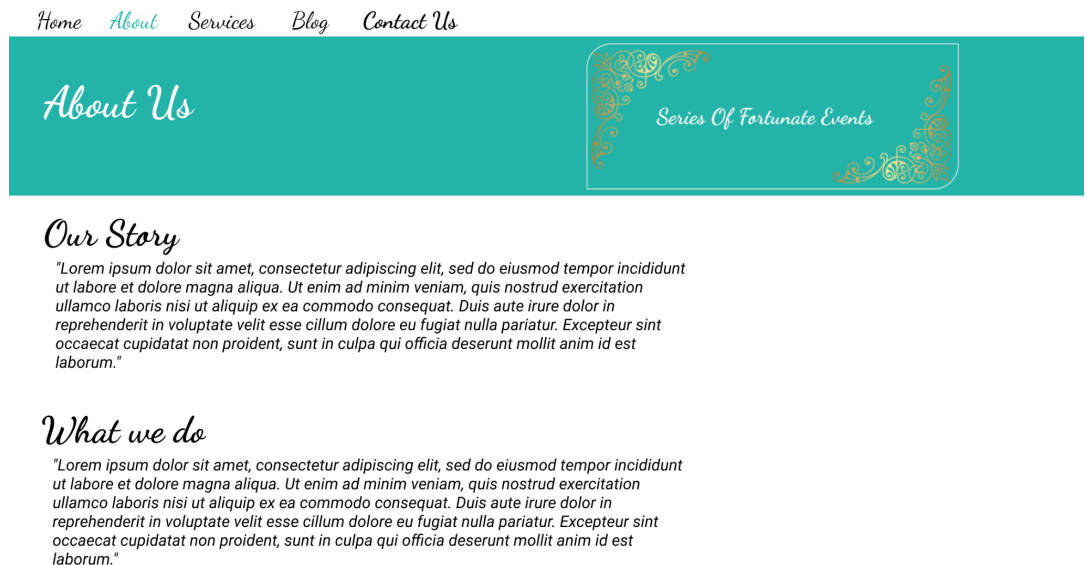
To communicate as an interactive process, it could mean expressing an opinion, obtaining feedback or by chat/video call. On the contact page, a form will exist where the user can express their opinion on the event they want or if they have any questions/concerns.

## D. Plan/Organize

Planning/organizing includes planning a meeting, tasks or creating a schedule. Once again, the contact page will be used for this interactive process. The form on the contact page will have an option for a meeting time to be fixed between the user and the company for further discussion.

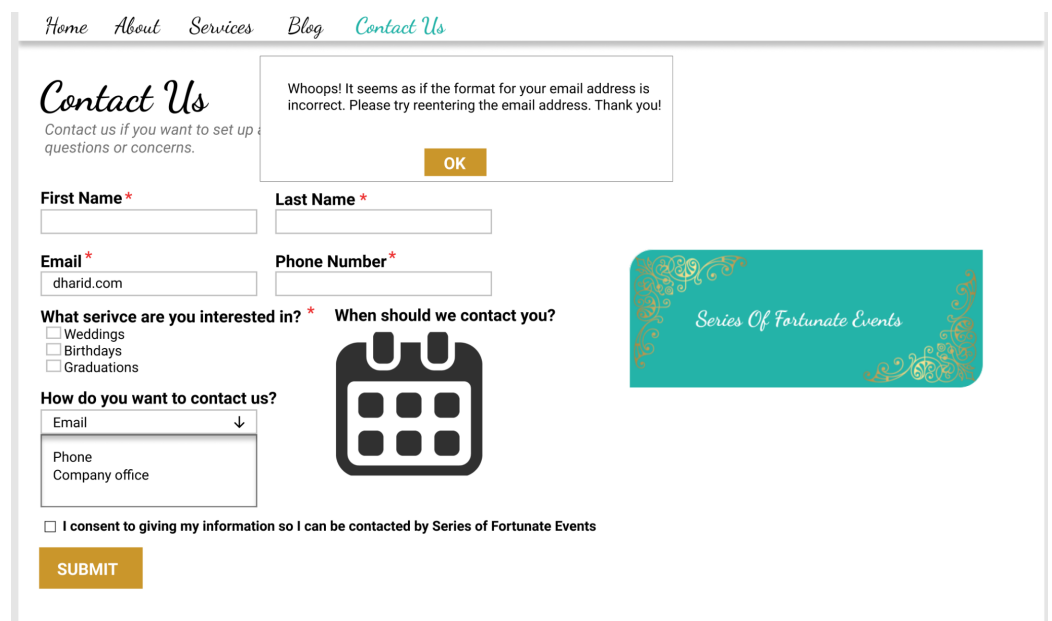
## III. Sketches

### A. Sketch 1



### B. Sketch 2

#### 1. Sketch 2.1



## 2. Sketch 2.2

[Home](#) [About](#) [Services](#) [Blog](#) [Contact Us](#)

### Contact Us

Contact us if you want to set up a meeting to further discuss your event, or if you have any questions or concerns.


**First Name \***

**Last Name \***


**Email \***

**Phone Number \***

**What service are you interested in? \***  
☐ Weddings  
☐ Birthdays  
☐ Graduations

**When should we contact you?**  



**How do you want to contact us?**  

Email 

Phone  
Company office

☐ I consent to giving my information so I can be contacted by Series of Fortunate Events

**SUBMIT**




## C. Sketch 3

[Home](#) [About](#) [Services](#) [Blog](#) [Contact Us](#)

### Blog

A portfolio of previous events we have planned and successfully executed.....



#### Birthday

Party 1

Party 1

Party 1

Party 1

Party 1

Party 1

#### Wedding

Party 1

Party 1

Party 1

Party 1

Party 1

Party 1

#### Graduation

Party 1

Party 1

Party 1

Party 1

Party 1

Party 1

## D. Sketch 4

### 1. Sketch 4.1

[Home](#) [About](#) [Services](#) [Blog](#) [Contact Us](#)

#### Services

Series Of Fortunate Events

##### Birthday

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

PACKAGES

**\*HOVER\***  
Clicking on this button will display options for packages

##### Wedding

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

PACKAGES

##### Graduation

If you're interested in any of our services please feel free to [contact us](#)

### 2. Sketch 4.2

[Home](#) [About](#) [Services](#) [Blog](#) [Contact Us](#)

#### Services

Series Of Fortunate Events

##### Birthday

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

PACKAGES

X

##### Wedding

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

PACKAGES

##### Graduation

###### Packages

	Location	Level of Involvement	Price
pckg	home	60%	\$80
pckg	ballroom	80%	\$100
pckg	destination	100%	\$2000
pckg	local	70%	\$95
pckg	clubhouse	40%	\$110

## IV. Usability Heuristics

### A. Consistency

As seen in Sketch 2 and Sketch 4.1, the buttons have the same color and font which allows for internal consistency. Further, there is external consistency due to the standard icon of the calendar used in the contact form in Sketch 2.2.

### **B. Familiar language and metaphors**

While this is a niche topic for a site, the words used throughout are simple and standard. As noted in Sketch 3, Sketch 4.1 and Sketch 4.2 the services offered are known universally such as “Birthday”, “Wedding” and “Graduation”.

### **C. Simple, aesthetic and functional design**

The site isn't crowded as seen in all the sketches, and is grouped accordingly. There is a color theme of turquoise, gold and white throughout the site as seen in all the sketches. Lastly the font for headings and subheadings used in all the sketches is the same font. The font has the mood of “elegant” which conveys the brand of the company.

### **D. Freedom and control**

As seen in Sketch 4.2, the user has the choice to explore different options without entering any information about themselves. They can look at the different packages that we offer as a company.

### **E. Flexibility and usage efficiency**

As seen in Sketch 4.1, there are multiple ways to access the contact page. It can be done through the nav bar, but also using the contact us link in the sentence displayed on that page.

### **F. Recognition over recall**

To limit cognitive load, no abbreviation or codes have been used in all of the sketches. The navbar in all four sketches doesn't have an overload of items to ensure that short term memory isn't overwhelmed.

### **G. Clear status**

Although this is a system response and cannot be noted in the sketches, the response time of the site is noted and is limited and therefore no status indicator has been included.

## **H. Error prevention**

In Sketch 2.2, the input fields of the contact form will have restraints to ensure error prevention. Additionally, in Sketch 4.2 we see that the exit button allows the user to leave the packages pop up and go back to the original service page.

## **I. Error recuperation**

In Sketch 2.1, when the user enters an incorrect format for one of the input fields, an error message will be displayed. It is human sounding, and is visible with a clear explanation. It allows for recuperation since the user can exit the message and fix their mistake.

## **J. Help**

In Sketch 4.1, the tooltip displayed when the user hovers over the packages button is contextual help. It informs the user what may happen if they click on the button.