

WQSA website

Wellington queer student association



Project proposal

I want to create a website for WQSA which a group a queer students across the greater wellington region have started this year to help connect rainbow youth across wellington. This website will be useful for queer youth across wellington who are apart of Wellington Queer Student association or want to get involved and are trying to figure out how to do so. It will be good promotion for WQSA to get their name out there and have people notice the association.

This website can give updates about what we're currently doing or will be doing in the future so people can be notified and informed about our cause. Charities who are wanting to get in contact with us could do so through the website and it will make it easier for them to understand what is going on and we could do an email/add a suggestion where it emails us on the website.

Will help us reach a wider community across Wellington and seem more put together with a website. Websites are a great way to advertise associations/non-profit organisations just for general information about what we are doing and why. I could add in a calendar for upcoming events and so everyone can have a place to access that information. I would also like to add a meet the team section for all of the executives and the role they are playing.

User personas

Liliana

- How do they like information given to them

Just have the most important things in a very obvious place. Does not want to be looking for them. To find her information. Also finds it important that she doesn't want to get bombarded with a lot of information and wants to access it when she wants to look at it.

- Who are they

Liliana is Wellington marsden students. She is in her final year of high school attending Samuel Marsden collegiate school. She is very involved in the underwater hockey community and is quite sporty and athletic. She is also a social butterfly who has friends across the wellington region.

- Why would they use it

Liliana is a Wellington student who would be interested in getting involved in community activities in relation to pride amongst teenagers. She is looking to find students across wellington for similar interests and connect to queer youth in wellington. She is someone who knows a lot of people who will be connected to this group so is interested in learning more about their lives and what the group is getting up to. She wants to support her friends but also learn ways to

Ms Jolliffe

- How do they like information given to them

Ms Jolliffe says that she likes her information given to her in where there are clear headings to find the information that she wants to receive. She likes to have websites that have text as well as pictures and that the text can compliment the pictures. Clear directions and not too much going on is important to her when she looks for a website

- Who are they

Ms Jolliffe is a teacher at Samuel Marsden that is the teacher support to their qsa. She is an active member of the LGBTQIA community. She does a lot of embroidery and arts and crafts in her free time and fills her free time going to markets. She is the geography teacher at Marsden.

- Why would they use it

Since Ms Jolliffe is part of the community she will take interest in the site since the purpose of it is to spread information about the community in the Wellington region. She is also a teacher so will be connected to the schools aspect of the website since it is targeted towards students. She also teaches students who are involved in the association so will feel connected to the cause . Since it is the first year of this she will want to seek information and keep updated.

Abbie Potter

- How do they like information given to them

Abbie prefers her information in picture form. She finds it helpful to have visual information and likes looking at the pictures from different events. She likes text as well that works alongside the pictures to have more of a guide to what she is looking at.

- Who are they

Abbie is a year thirteen student at Wellington Girls College. She is the head of Wellington Girls pride group and is also connected to the rainbow youth community. Abbie's favorite subject is English and loves reading books especially with a queer theme throughout the book. Abbie is a very social person that knows a lot of people in the Wellington community.

- Why would they use it

Abbie is an executive in Wellington Queer Students Association and is part of the client that we are making the site for. She would use the website because she would need to use it and be part of the team that is putting updates on the website for other users to look at. Since she is also running a pride website she would direct the people in her club to look at our website. Since she is a year thirteen student she will be graduating this year and will most likely want to keep updated with WQSA and a website is an easy way to find everything.

Research

Into other similar websites

Site competition analysis - Rainbow Wellington

<https://rainbowwellington.org.nz/campaigns/salvation-army/>

Rainbow Wellington is a similar Wellington organisation but it isn't aimed at students so they would

Significant features

- Main picture when you first arrive
- The use of lots of colours
- Many pictures to look at throughout the site
- Footer tag which is the same colour on all the pages and has a lot of information about how to contact the site
- Logo in the top left of the nav bar

Pros

- Clean look to it
- Very appealing colour pallet with the rainbow colours threaded throughout the site
- Lots of graphics and visual cues

Cons

- Some pages are hard to find because the nav has drop down buttons
- Some of the main nav bar buttons are a little irrelevant and they are some more important pages they could use on the main page
- The main picture is only on the same page which means the other pages lack consistency in look

Competition analysis photos

Since 1997, Rainbow Wellington has provided support and advocacy on human rights issues for the rainbow community by operating as a membership association and registered charity.

Rainbow Wellington provides a range of benefits and opportunities to corporates, individuals, organisations and community partners, through networking and social events.

Find out about our organisation, mission, our methods, and the results of our decades of advocacy.

[READ MORE](#)



Need funding?

Throughout the year we raise funds from membership fees, donations and fundraising events. All funds raised go directly into our grants programme. So if you need money to support something you are doing, then we encourage you to apply.

[READ MORE](#)



[Home](#) [About](#) [Events](#) [Membership](#) [Galleries](#) [Groups & Services](#) [Pride Golf Event](#)

Kia Ora, Welcome!

Connecting Wellington's Rainbow Communities

[VIEW OUR LATEST EVENTS](#)

OUR STORY

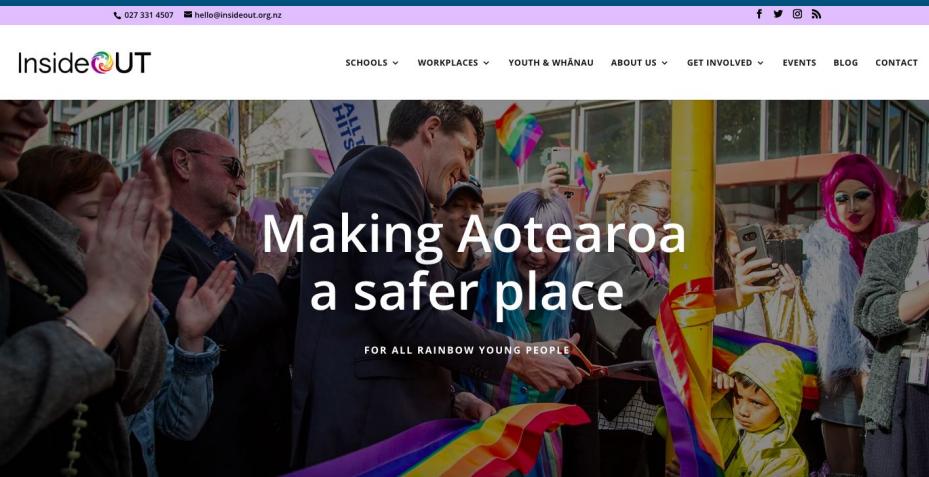
About Us



Site inspiration - Inside out - <https://insideout.org.nz/>

Inside out is a non profit organization that raises money for lgbtqia people across new zealand. They donate to various pride events and also can have members of their team come into schools and workplaces to educate.

They have a similar format that I want for my website. They have a big photo on their homepage which I want a similar sort of idea for mine. Some of their headings I also may include like their meet the team and contact ones I will probably add into my website.



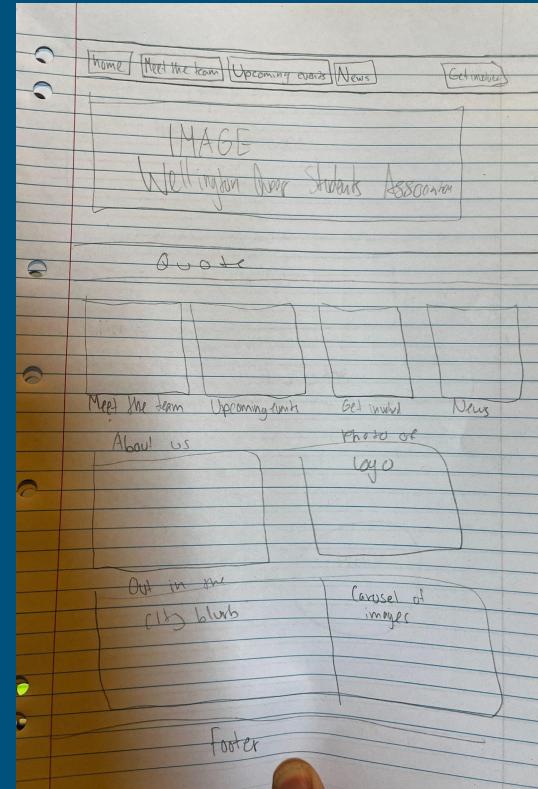
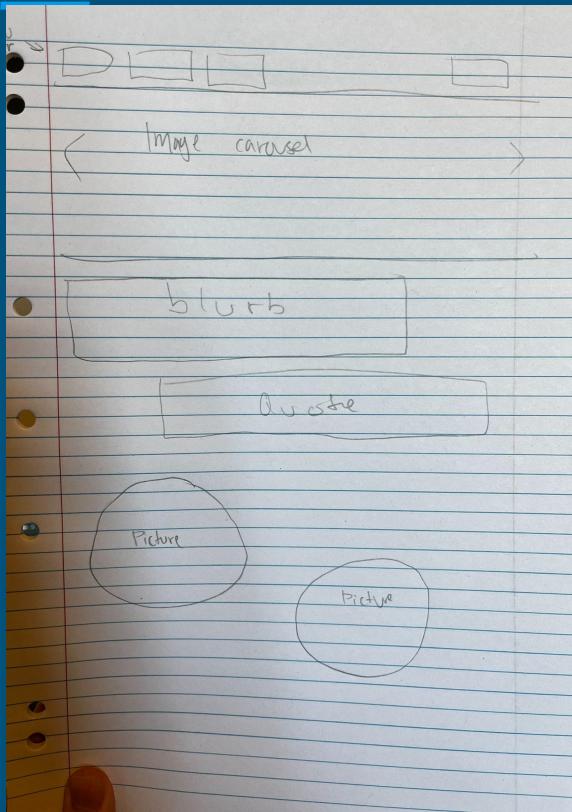
I like how the photo is from one of Wellingtons queer events because it ties it back to the cause so I have to find a photo with a similar purpose.

Site inspiration - Samuel Marsden



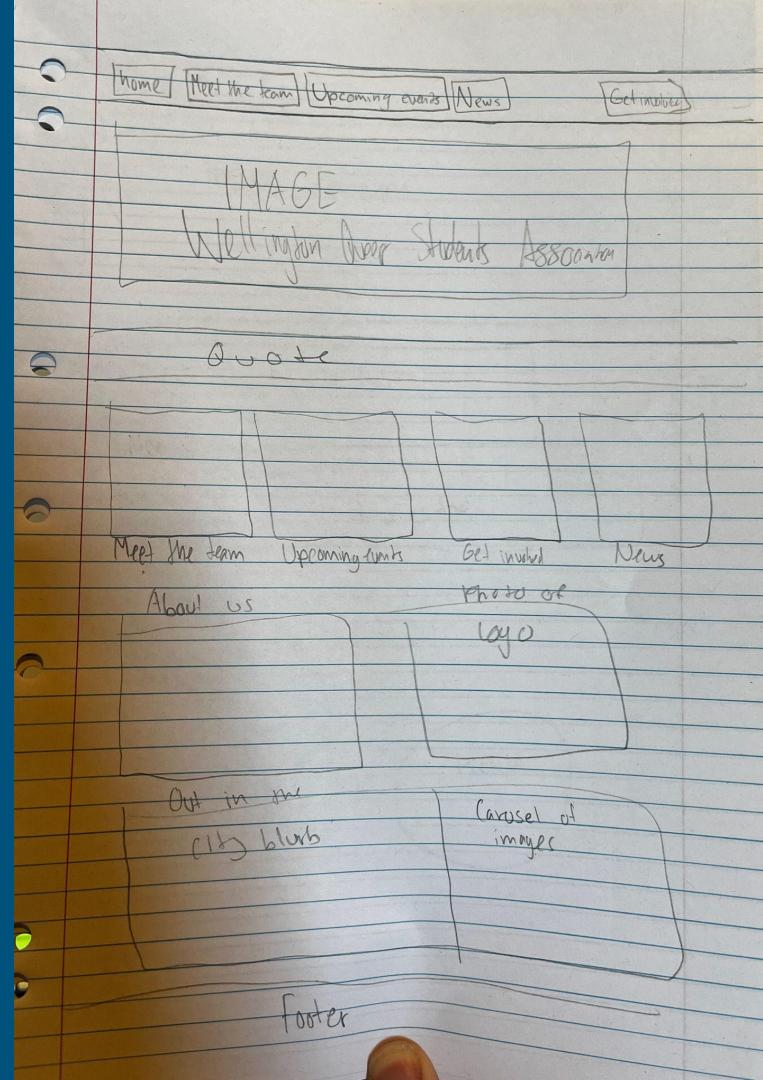
Their main page has an image carousel that I also want for my website. I'm unsure if I want it at the top of my site like the one Marsden has. However I do want to take inspiration from the carousel and how you can click the next pictures to see the next one. All the photos also all follow the same theme which is what I would be doing. My ones will most likely all be from one event unlike the ones that Marsden has but a similar design.

Front page ideas

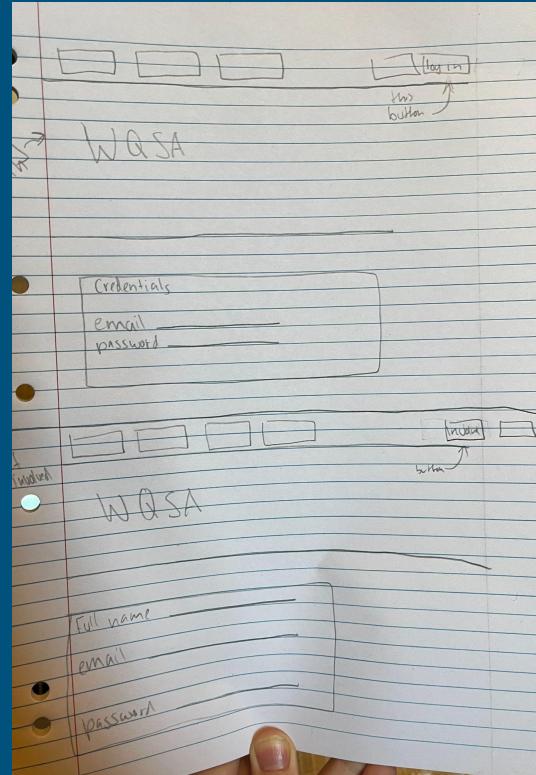
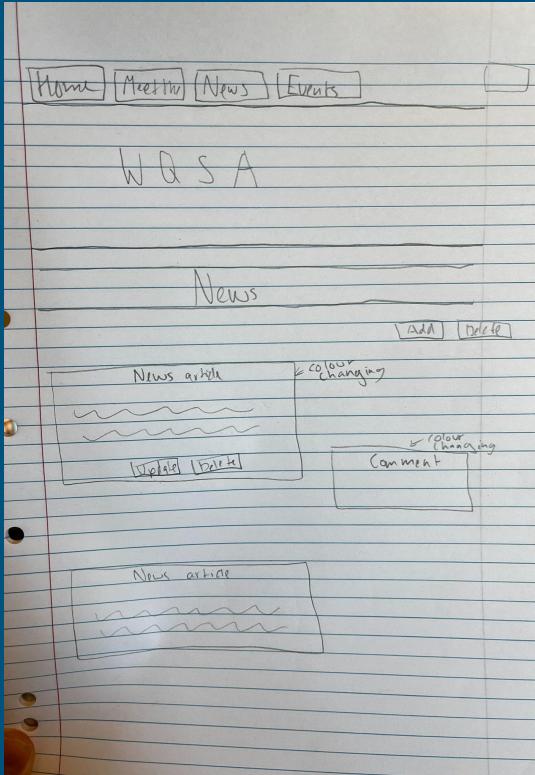
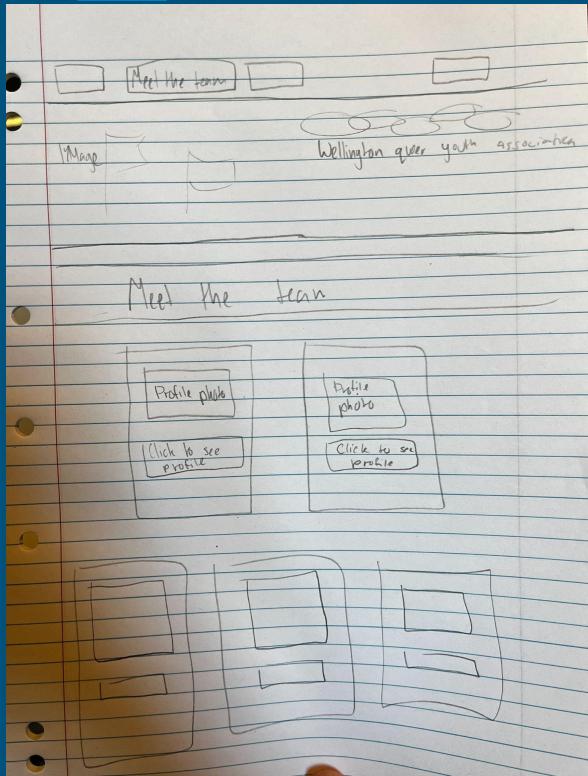


Final front page design

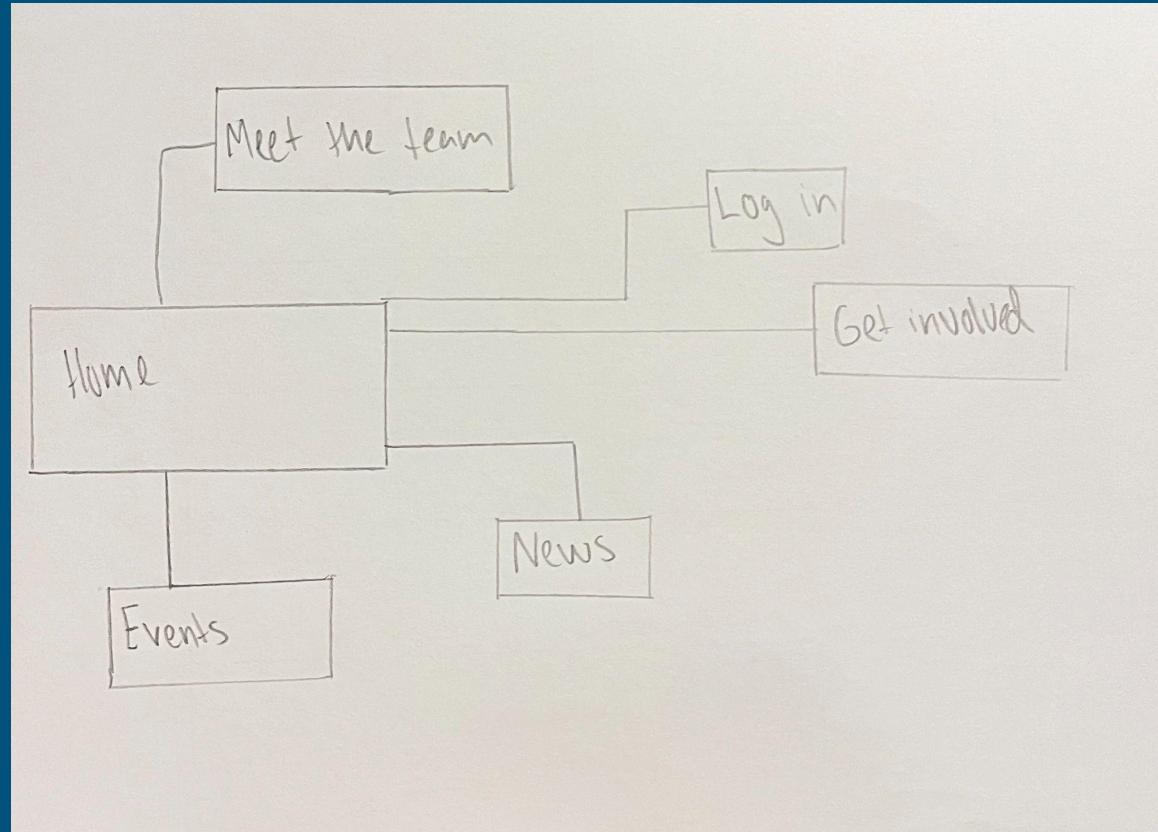
(Original design)



Planning the other web pages



Site map design



Flask

Flask is a web development framework which allows you to deliver web pages to your browser which is written in python code. It uses templates to separate out the different web pages on a website. The templates on my device are all connected to the Flask web server. Flask also supports connecting to a database to create interactive content on my website.

I used it in my website for a news, events, get involved(where users can sign up) which adds to a database so they can log in, and an email address sign up. Flask also supports jinja which allows me to have dynamic content on my html templates.

One example where I used this is on my news page and and i passed the Flask SQLite database into the jinja template which displayed the information on the web page. Another example is using jinja logic for my sessions which I used in the context of users being logged in and it showed on each page that the user using this site is logged in. this allowed the logged in user to have access to extra features that aren't available on the main site.

Flask also supports all http methods like I used GET and POST for my html forms. An example is when a user signed up to the website on the html page, I did a POST from that form to Flask which then updated my SQLite database.

Testing

Once I got the site live I was able to do
some testing on it

Pingdom web speed test

Chrome File Edit View History Bookmarks Profiles Tab Window Help

tools.pingdom.com/#62cea5676d40000

Pingdom Website Speed Test

Enter a URL to test the page load time, analyze it, and find bottlenecks.

URL: <https://elambrechtsen.pythonanywhere.com/> Test from: Pacific - Australia - Sydney START TEST

The internet is fragile. Be the first to know when your site is in danger. START YOUR FREE 14-DAY TRIAL

Your Results:

DOWNLOAD HAR SHARE RESULT

Performance grade: A 93	Page size: 11.6 MB
Load time: 3.69 s	Requests: 16



Improve page performance

GRADE	SUGGESTION
D	67 Add Expires headers
C	78 Compress components with gzip
A	100 Avoid empty src or href
A	100 Put JavaScript at bottom
A	100 Reduce the number of DOM elements
A	100 Make favicon small and cacheable
A	100 Avoid HTTP 404 (Not Found) error

Wave webaim

This shows that the website is still functional even though all the stylings have been taken off for this test



The following apply to the entire page.

Powered by WebAIM

Address: <https://elambrechtse.pythonanywhere.com>

Styles: OFF ON

Structure

Summary Details Reference Order Structure Contrast

Navigation

- Meet the team
- Get involved
- Upcoming events
- News
- Who are we
- Photos taken at Out in the city

Footer

Welcome! Check out the news or events page to see what we're up to!

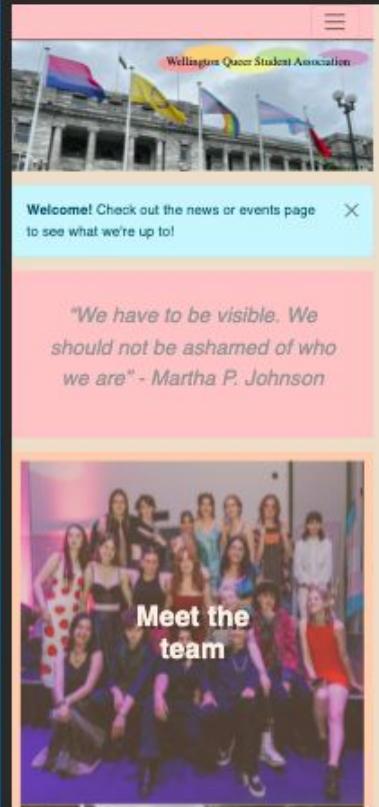
"We have to be visible. We should not be ashamed of who we are" - Martha P. Johnson



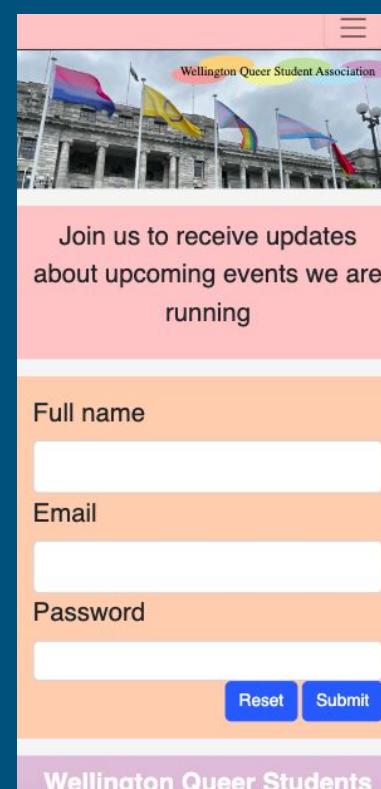
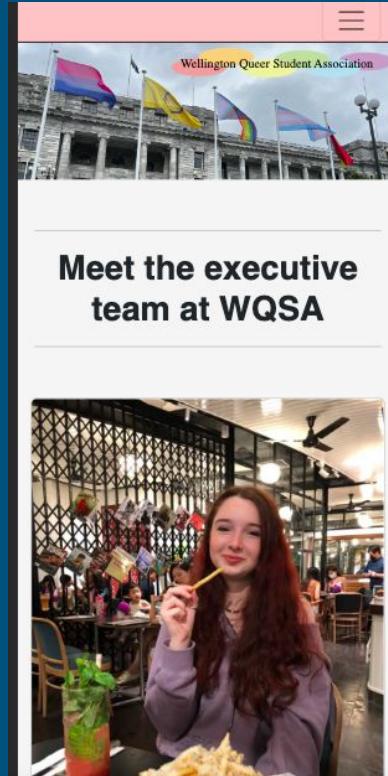
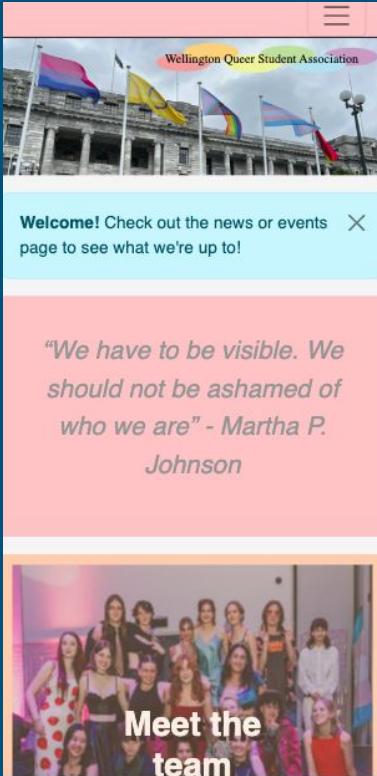

Meet the team



Testing on phones -iPhone XR



Testing on phones -Samsung Galaxy 8



Relevant implications

Functionality

What is it

The purpose of this relevant implication is to make sure that the code actually works. That I have all my validation in where it is needed to be and it actually works and is function for a database connecting to my WQSA website. I need to make sure that the website has no bugs or faults so it runs smoothly and doesn't crash. Since I am making a website, everything should have a purpose and not just there for the aesthetics because otherwise it could confuse the users.

How I applied it

Throughout building this website I have addressed functionality through a few different ways. I have also made everything that is on my website a functional design and not just an aesthetic design. Originally I was going to not have the images on the home page lead anywhere. However, that would have made it confusing to the users if there were the images so I linked the images to the separate pages. Every form I have in the website is also functional and connected to a database. Having the outcome work as it is intended is very important in a site. I have kept the theme of rainbow in the site since that is the purpose which I have properly achieved through the different colored containers and lots of images that are addressing the theme.

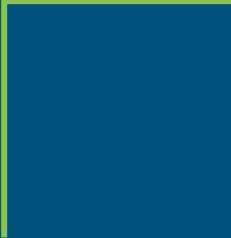
Accessibility

What is it

Website accessibility is making sure that the website is accessible to a range of people. This includes making sure that the font size isn't too small. They are ensuring that people understand the website and if there are errors the user can understand why that happened and how to fix it. Another component which is also I also need to be aware of is making sure there isn't a lot of text that some users could find it difficult to read. Also to make the website easy to understand so people who may struggle with technology can understand or just make it as easy for the user as possible to know where to find the information that they want. Then also if the site does have an error, it is important that the user knows what it was not in "code language", so they will know how to fix it.

How I applied it

I applied accessibility in my site by having large text so everyone can see the text. On the home page there is a large text for the blurb of the site next to the logo, and I have large text for the out on the city blurb as well. I also have a seperate page for the error to convert the error from code language into language that the user can understand so they don't get confused. This means the website is accessible for everyone regardless if they have a background in coding or not so they can understand what they are talking about. I also have a clear navigation bar up the top which is a clear indicator about which pages to go to and I have made it very easy to understand and access and users won't get too confused. I have clear heading for my page as well and it is in big enough text so the users can understand where to go.



CRAP method

Aesthetic relevant implication



Contrast

The first component of the CRAP method is contrast, and a use of contrast I had throughout my site was in the colours. I used each colour of the rainbow the theme for my website, this shows contrast since there is a difference in these colours and I don't just have one or two colours throughout the whole website. This adds more visual appeal and also ties in with the theme. I also have high quality photos and a range of different photos to add to the visual aesthetics of the website. It is important to have high quality photos for websites to help keep the users attention and so they are kept entertained.

"We have to be visible. We should not be ashamed of who we are" - Martha P. Johnson



Who are we

We're the Wellington Queer Students Association; a group of lgbtqia+ high school students who are

Wellington. These events are run by the Wellington city council and Out in the city happens every year and is a wonderful time to feel comfortable in your queer identity.



Subscribe to our newsletter in order not to miss new arrivals promotions or events we are running

Enter email Subscribe

Wellington Queer Students Association
you are loved

Repetition

Where I used repetition in my website was the main image up the top of all of my pages. I had an image that was on the layout page and then extended the layout page on all of my other pages. This then meant that the image of the flags at parliament and the title Wellington Queer Students association was on all of my pages. Since I had this repetition with my pages it kept consistency in my website. Repetition is key for websites to not overload the user with too much information so having the same image on each page provided that. It is also a visual cue to the user that they are still on the same website and that it all is a part of WQSA. Also on my Meet the team page I used cards to display all of the information. They were all the same style so it is aesthetically pleasing to the user which is also addressing the relevant implication of having an aesthetical site. It is a clear indicator to them that they are all the executives that are involved in WQSA. These cards also have the same colours for the buttons to see the profile that I have used throughout my whole site. There is a set of colours that I have used for everything on the website.

Repetition photos



Abbie - she/they - vice president

[Click here to see their profile](#)



James - any pronouns - president

[Click here to see his profile](#)



Home Meet the team Upcoming events News Get involved Log in

Wellington Queer Student Association



Welcome! Check out the news or events page to see what we're up to!

"We have to be visible. We should not be ashamed of who we are" - Martha P. Johnson

[Meet the team](#) [Get involved](#) [Upcoming events](#) [News](#)

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"We're here. We're queer."

Photos taken at Out in the city
Wellington Pride organises a range of pride events for the queer community in Wellington. These events are run by the Wellington city council and Out in the city happens every year and is a wonderful time to feel comfortable in your queer identity.



Subscribe to our newsletter in order not to miss new arrivals, promotions and discounts of our store

Enter email Subscribe

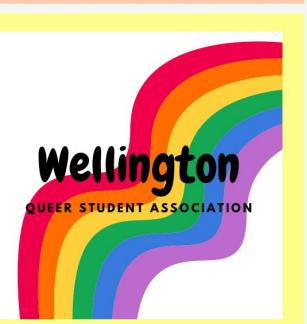
Wellington Queer Students Association
you are loved
© WQSA

Alignment and proximity

Alignment and proximity are the last part of the CRAP method. The principles of alignment is having everything clearly marked and proper alignment together and proximity is having all the information that is relevant to each other is next to each other and has a clearly defined difference as to where to find the information the user needs. I have applied this in my website on the main page where I have Who are we and then below that title it is a little blurb of who we are and then the logo for WQSA. This is helpful for the user to have a clear direction as to what the blurb is and the blurb is in the same container as the blurb showing it's in the same proximity and alignment. It's also the similar style for the carousel for out in the city because i have the blurb and then the photo.

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