



MONASH University

**FIT1050
ASSIGNMENT 3
WEBSITE DEVELOPMENT REPORT**

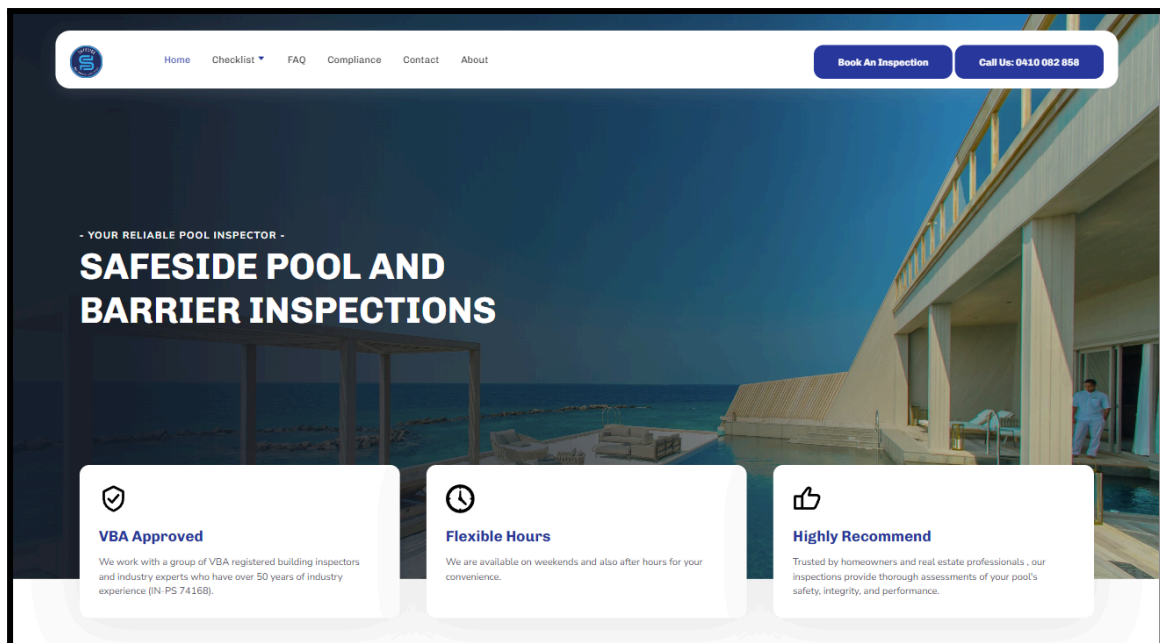
BY:
ELKE IE | 33067902

Website: <https://candid-pixie-23b509.netlify.app/>

OVERVIEW

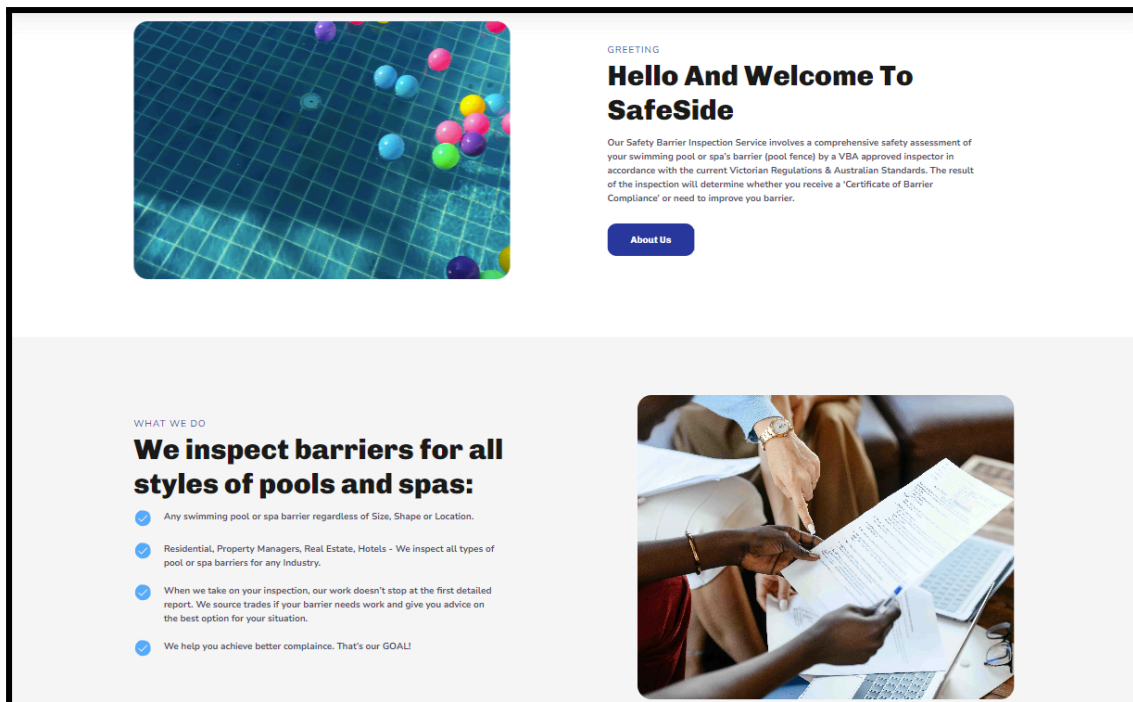
The website homepage developed in this project is an Australian-based pool inspection business namely SafeSide that provides pool inspection services specifically in Victoria. This project aims to demonstrate a good understanding of HTML, CSS and JavaScript techniques to build a clear information architecture, visually appealing and user friendly homepage that serves as a platform for the business' target demographic such as homeowners, real estate agents, property managers, etc who are looking for a trusted pool inspection service specifically in the state of Victoria, Australia.

CODE STITCH DECLARATION

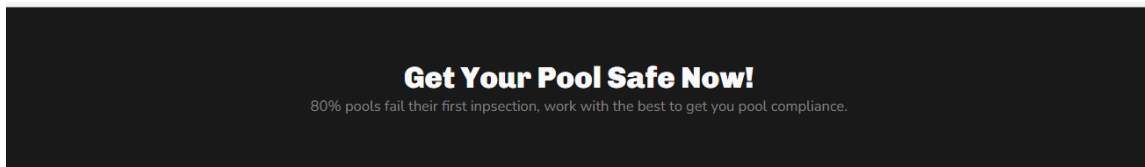


Navigation: <https://codestitch.app/app/dashboard/stitches/1530?nav=Top%20Dropdown>
<https://codestitch.app/app/dashboard/stitches/1530/rendered?nav=Top%20Dropdown>

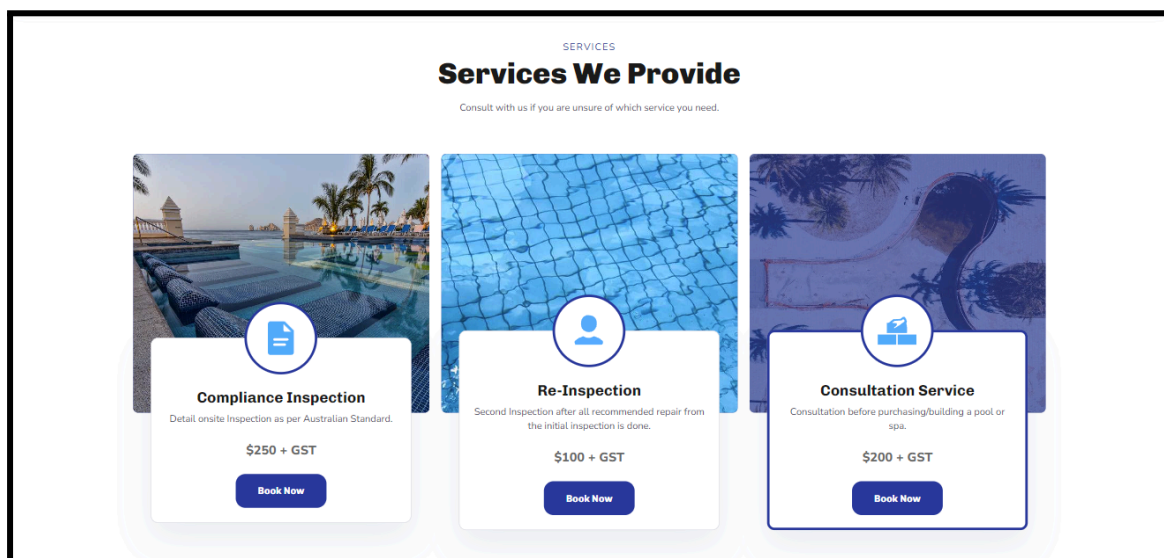
Section 1 (Hero): <https://codestitch.app/app/dashboard/stitches/1618>
<https://codestitch.app/app/dashboard/stitches/1618/rendered>



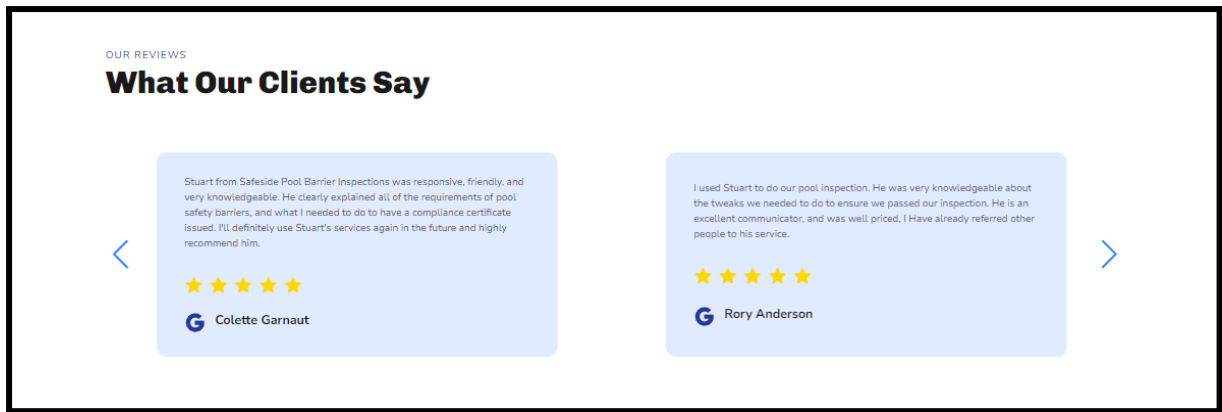
Section 2(Introduction): <https://codestitch.app/app/dashboard/stitches/1445>
<https://codestitch.app/app/dashboard/stitches/1445/rendered>



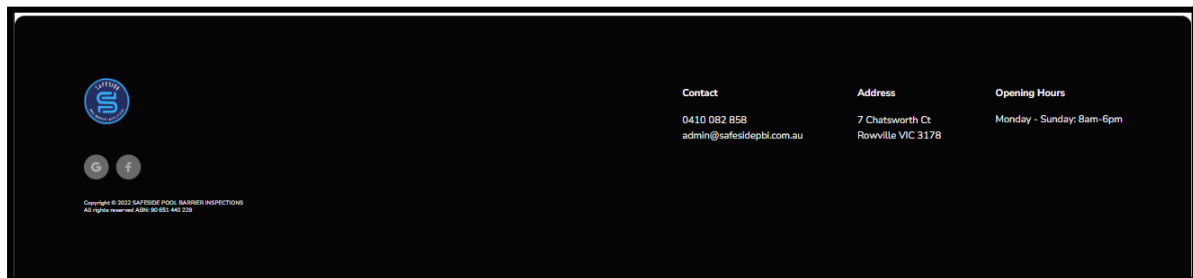
Separator: <https://codestitch.app/app/dashboard/stitches/316>
<https://codestitch.app/app/dashboard/stitches/316/rendered>



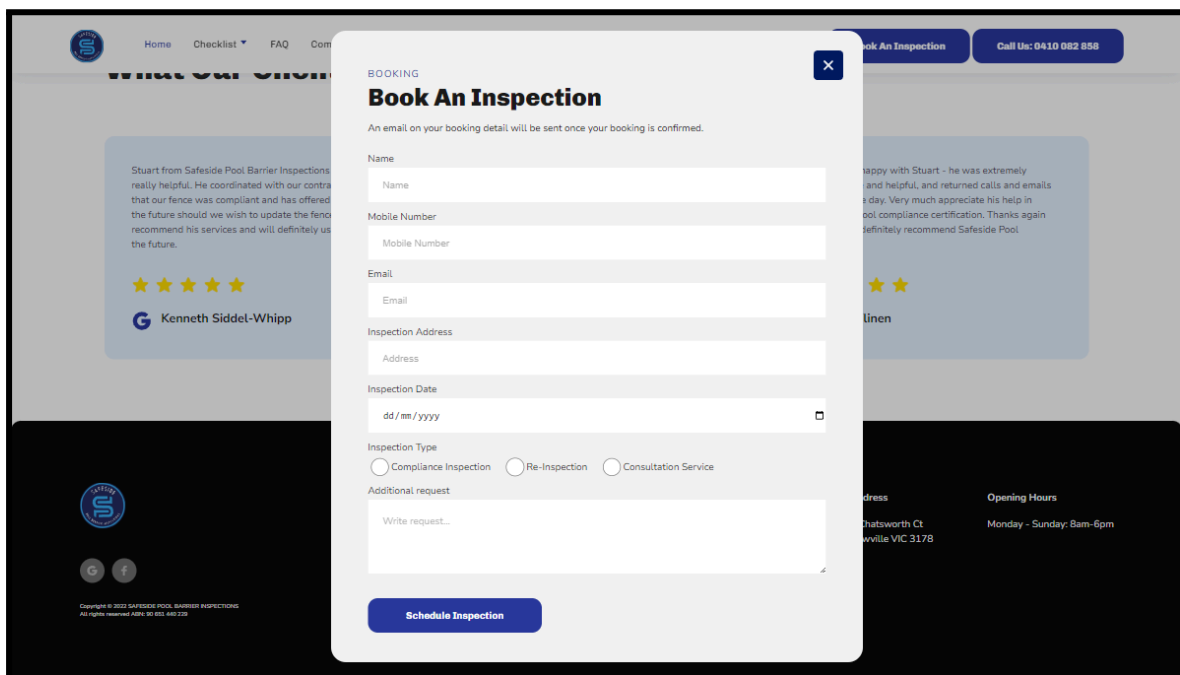
Section 3 (services): <https://codestitch.app/app/dashboard/stitches/448>
<https://codestitch.app/app/dashboard/stitches/448/rendered>



Section 4 (reviews): <https://codestitch.app/app/dashboard/stitches/566>
<https://codestitch.app/app/dashboard/stitches/566/rendered>



Section 5 (footer): <https://codestitch.app/app/dashboard/stitches/274>
<https://codestitch.app/app/dashboard/stitches/274/rendered>



Section 6 (Booking form): <https://codestitch.app/app/dashboard/stitches/1333>
<https://codestitch.app/app/dashboard/stitches/1333/rendered>

MAJOR DECISIONS

A. Site content or major features

The homepage content is designed to be simple and make it act as a navigation gateways. Since user main goal when visiting the page is to get to know more about the business and decide whether to book a service provided by the business or not, therefore the homepage is made short and concise to only contain important content such as types of services, reviews and booking form, and having a navigation bar that is fixed at the top of the screen with call to action buttons scattered throughout the page so that users can easily look for information they want and book a service conveniently. In short, the major focus is to make the homepage simple yet informative.

B. Visual design style

I aim for a minimalistic design to give a professional image and since this is a pool inspection business, the perfect colour scheme is blue to resemble water/pool. The 1st principle of Jakob's Law of Internet user experience mentioned that "Contrast improves visibility", the colour that will have a great contrast with any shade of blue but still maintaining a clean and minimalistic look will be white. Hence, white is the main background colour, and to still include blue, many small elements such as CTAs, pictures and logos are mostly coloured blue to have more emphasis on important elements. Moreover, consistency is maintained by having the consistent font size, colour and style for the headings and texts, same padding between each section and spaces between elements to prevent a messy look.

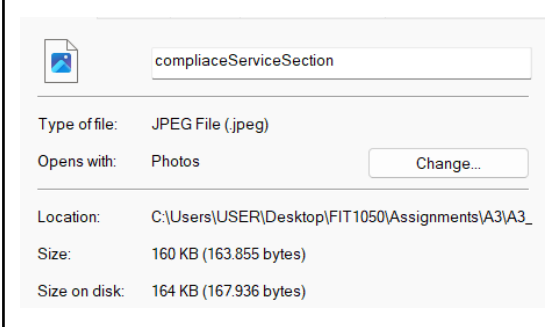
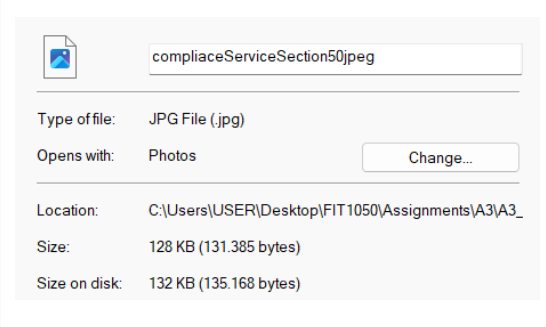
C. Image optimisation

Images obtained from external sources are all in the form of JPEG and it is still remained as JPEG for the website because all of the images are photographs which means it will be more suitable to optimise it in JPEG because JPEG image optimisation trade off is loss of image detail, and this won't be noticeable in photographs, plus JPEG have smaller file size than PNG and GIF. Therefore all images for the website have been lowered to JPEG of 50% or 25% quality.

This is done to reduce the time to load the homepage which will increase the user experience, since smaller file size means less resources to be loaded, and less bandwidth occupied to load the image data making our overall homepage faster to load.

All of the logos used are in the form of SVG since SVG uses mathematical equations instead of pixels which makes images in SVG can be scaled to any size without losing quality. This benefit is needed for logos because logos will be used for branding and maintaining its quality is important.

One of the image optimised in the homepage

Before optimisation	Optimised to 50% quality
 <p>Type of file: JPEG File (.jpeg) Opens with: Photos Location: C:\Users\USER\Desktop\FIT1050\Assignments\A3\A3_ Size: 160 KB (163,855 bytes) Size on disk: 164 KB (167,936 bytes)</p>	 <p>Type of file: JPG File (.jpg) Opens with: Photos Location: C:\Users\USER\Desktop\FIT1050\Assignments\A3\A3_ Size: 128 KB (131,385 bytes) Size on disk: 132 KB (135,168 bytes)</p>
Size: 160KB	Size: 128KB

D. Accessibility

The homepage follows WAI-ARIA and WCAG content design guidelines to improve its accessibility across different users. This is done by adding ARIA attributes to the HTML codes and adding text alternatives(ALT) to non-text contents (Image 1) to enhance the interpretation and interactions of the web page with assistive technologies (AT) such as screen readers which will be beneficial for people with disabilities, thus this aligns with WCAG perceivable principle.

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Image 1

Keyboard only browsing is also supported in this homepage, thus users can use keyboard shortcuts such as tab to move to the next element and enter to click the element making the Operable principle fulfilled.

All form fields(Image 3) and elements such as buttons(Image 2) are labelled properly and font size, style, and colour are chosen according to its background and container size to make it readable and comprehensible, therefore WCAG understandable principle is fulfilled.



Image 2

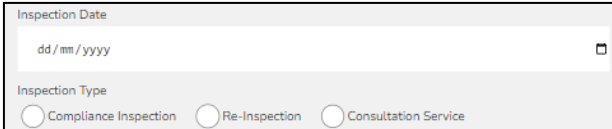


Image 3

By fulfilling the WAI-ARIA and WCAG guidelines, the website achieved a lighthouse score of 98 (Image 4) which means it is highly accessible to various users.

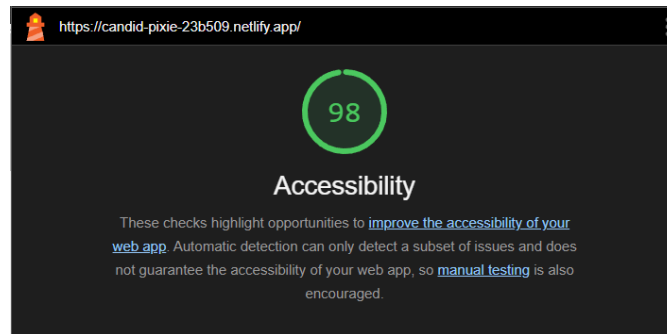


Image 4

E. JavaScript interaction

Additional javascript functionalities are:

- Pop up booking form: this javascript interaction is utilised to make the homepage shorter, thus users don't have to scroll all the way down the page to fill in a booking form. This will make our homepage more user friendly than the previous design in assignment 2 which places the form at the bottom of the homepage (Image 5) and increase the user experience since it eases the access to the form and creates more interaction. Similar observation of this technique is also seen in other websites of the same business below (Image 6).

A screenshot of a website showing two sections. The top section, titled 'What People Say', features a testimonial from 'Pavli Ylinen' with a five-star rating. The bottom section, titled 'Booking Inspection', contains a form with fields for 'Full Name*', 'Mobile Number*', 'Email*', 'Inspection Address*', and 'Inspection Date*'. There are also checkboxes for 'Inspection Time*' (Morning, Afternoon, Evening) and a dropdown for 'Pool Registered with Coach?'. A 'Search' button is at the bottom.

Image 5

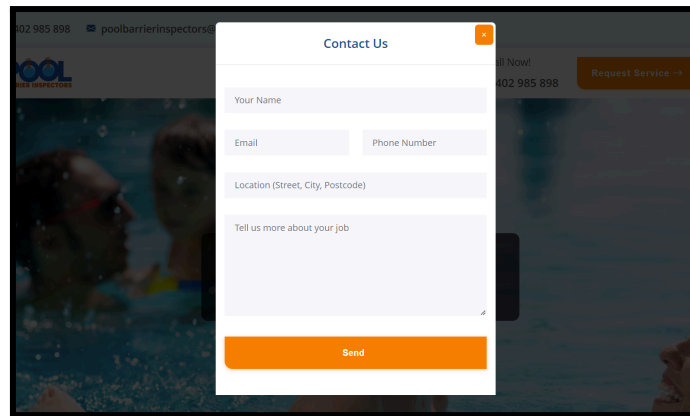


Image 6

Screenshot taken on 22/05/24 from website:

<https://www.poolbarrierinspectors.com.au/#>

- Booking Notification: Once the booking form is submitted, a notification showing the success of form submission will appear (Image 6). This was added to prevent understandable issues because users might be confused if there is no success confirmation regarding the booking submission, so this gives a better user experience. This feature utilises a third party script called Notyf (<https://github.com/caroso1222/notyf>).

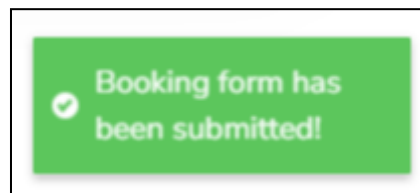


Image 6

- Different services booking clicked in the services section will lead to a specific checkbox automatically checked in the submission form (Image 7), this will make it easy for users to immediately book the services they want without having to refer to the explanation again in case they forget which service corresponds to what, thus increasing the user experience.

Inspection Type

☐ Compliance Inspection
 ☒ Re-Inspection
 ☐ Consultation Service

Image 7

- Reviews: reviews is in the form of sliders which automatically slides to show many reviews without occupying too much space. By applying this, we fulfil Gestalt's principle of proximity and continuity because of the reviews being grouped together and the automatic sliding which provides a smooth flow of information. This javascript feature comes from a third party script called Swiper (<https://swiperjs.com/>).

REFERENCES

CODESTITCH

Header navigation

<https://codestitch.app/app/dashboard/stitches/1530?nav=Top%20Dropdown>

Section 1 (hero)

<https://codestitch.app/app/dashboard/stitches/1618>

Section 2 (introduction)

<https://codestitch.app/app/dashboard/stitches/1445>

Separator

<https://codestitch.app/app/dashboard/stitches/316>

Section 3 (services)

<https://codestitch.app/app/dashboard/stitches/448>

Section 4 (reviews)

<https://codestitch.app/app/dashboard/stitches/566>

Section 5 (Footer)

<https://codestitch.app/app/dashboard/stitches/274>

Section 6 (Booking form)

<https://codestitch.app/app/dashboard/stitches/1333>

PHOTOS

Hero Section background photo:

<https://www.pexels.com/photo/architectural-photography-of-gray-granite-swimming-pool-and-outdoor-lounge-at-beach-side-1268871/>

<https://images.pexels.com/photos/1268871/pexels-photo-1268871.jpeg>

Introduction section photo:

<https://www.pexels.com/photo/multiethnic-businesswomen-checking-information-in-documents-6457521/>

<https://images.pexels.com/photos/6457521/pexels-photo-6457521.jpeg>

Introduction section photo:

<https://www.pexels.com/photo/assorted-color-balls-floating-on-water-887821/>

<https://images.pexels.com/photos/887821/pexels-photo-887821.jpeg>

Services section photo:

<https://www.pexels.com/photo/birds-eye-view-on-an-empty-pool-12032919/>

<https://images.pexels.com/photos/12032919/pexels-photo-12032919.jpeg?auto=compress&cs=tinysrgb&w=1260&h=750&dpr=1>

Services section photo:

<https://www.pexels.com/photo/clean-blue-water-in-pool-6858600/>
<https://images.pexels.com/photos/6858600/pexels-photo-6858600.jpeg?auto=compress&cs=tinysrgb&w=1260&h=750&dpr=1>

Services section photo:

<https://www.pexels.com/photo/blue-sun-loungers-on-swimming-pool-1549121/>
<https://images.pexels.com/photos/1549121/pexels-photo-1549121.jpeg?auto=compress&cs=tinysrgb&w=1260&h=750&dpr=1>

REVIEWS

Review 1:

<https://g.co/kgs/qeGpwMp>

Review 2:

<https://www.google.com/maps/reviews/data=!4m8!14m7!1m6!2m5!1sChdDSUhNMG9nS0VJQ0FnSUNqX2ZPNm9BRRAB!2m1!1s0x0:0xadd4d2b2d9892033!3m1!1s2@1:CIHM0ogKEICAgID9yd6oAE%7CCgwlvuGmsQYQkITKsgE%7C?hl=en-US>

Review 3:

<https://www.google.com/maps/reviews/data=!4m8!14m7!1m6!2m5!1sChdDSUhNMG9nS0VJQ0FnSUQ5eWQ3UXJnRRAB!2m1!1s0x0:0xadd4d2b2d9892033!3m1!1s2@1:CIHM0ogKEICAgID9yd7QrgE%7CCgwlvu4PgrwYQqLaxoAM%7C?hl=en-US>

Review 4:

<https://g.co/kgs/QxzJUeC>

Review 5:

<https://g.co/kgs/1TYFoNq>

Review 6:

<https://g.co/kgs/Jw38uus>

SOCIAL

Google search:

<https://www.google.com/search?kgmid=/g/11tjm0xvlq&hl=en-AU&q=Safeside+Pool+Barrier+Inspections&kgs=cbde9e1bd93ad934&shndl=30&shem=lcbshc&source=sh/x/loc/osrp/m5/1>

Facebook account:

<https://www.facebook.com/SAFESIDEpbi>

LOGOS

Business logo: <https://safesidepbi.com.au/>

Navigation dropdown (dropdown arrow) : <https://www.svgrepo.com/svg/500841/dropdown>

Hero section (secure) <https://www.svgrepo.com/svg/510183/secure>
Hero section (clock) : <https://icons8.com/icon/33/clock>
Hero section (thumbs up) <https://www.svgrepo.com/svg/489175/thumb-up>
Introduction Section (check mark): <https://icons8.com/icon/84029/check-mark>
Services section (person) : <https://icons8.com/icon/86320/person>
Services section (document) : <https://icons8.com/icon/59777/document>
Services section (bricks) : <https://icons8.com/icon/WYzGT5m4f0q0/laying-bricks>
Review section (star) <https://www.svgrepo.com/svg/503100/star>
Social (Google logo) : <https://icons8.com/icon/17950/google>
Social (Facebook logo) : <https://icons8.com/icon/87264/facebook-f>
Inspection form section (cross square) : <https://www.svgrepo.com/svg/522085/cross-square>

GOOGLE MAPS (Footer section)

<https://maps.app.goo.gl/BKceR9Lrk3fbgjsdA>

FONTS

<https://fonts.google.com/specimen/Nunito+Sans>

<https://fonts.google.com/specimen/Chivo>

JAVASCRIPT

https://www.w3schools.com/howto/howto_js_popup_form.asp

<https://www.geeksforgeeks.org/how-to-create-a-popup-form-using-html-css-and-javascript/>

<https://github.com/caroso1222/notyf>

<https://swiperjs.com/>

RESEARCH

<https://www.albert.io/blog/gestalt-principles-ap-psychology-crash-course/#:~:text=These%20principles%20are%20divided%20up,we%20reflect%20these%20Gestalt%20principles.>

<https://www.lullabot.com/articles/what-heck-aria-beginners-guide-aria-accessibility>

<https://www.w3.org/TR/using-aria/#NOTES>