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IT 30

Individual Project Site Development Process

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The main goals of the Hofstra Rugby website are to introduce possible new players to our team, and to give them an easy website to look at so they warm up to the team a bit. It is intended to be easy to navigate, and make it easy to find certification pages (which can be difficult to find at times), and to get new players familiar with the team’s activities. The website supports Windows, Macintosh, UNIX, and Linux. The site was constructed from an online template, and was made with HTML and CSS.

The content inventory of the site includes a “home page” html sheet, an “about us” html sheet, a “roster” html sheet, and a “schedule” html sheet. All the pictures included on the pages are either .jpegs or .pngs. On the bottom of each page, there are links to the Twitter and Instagram accounts to the team, and just in the home page there is a link to USA Rugby’s website to register, because every player must register under them.

The information architecture of the site provide information about the team’s events (some previously stated above), and also inform of when practices/volunteer events happen. The website’s colors are Hofstra’s blue and gold, and include tabs for information on the team, the schedule, and the roster.

The site’s design is made to be simple and easy to navigate. A lot of sites have too many things happening, and the point is made to try and avoid that. The clickable links take you exactly where you need to go with no confusion. Two of the pictures on the home page will take you to two different pages of the site, with both being labeled accordingly. Every piece of information is clear cut, and not easy to miss on each page.

The site’s construction is based off of four HTML sheets, with each stemming back to the home page. Each HTML sheet controls what pictures and text appear on each page. There is one style sheet, which controls the text size, color, picture size, margins, and other measurements. Some of the code on the stylesheet controls elements on more than one HTML sheet, so the HTML sheets are similar to each other, making the user more comfortable using each page.

The website is marketed to current and new players, to keep everyone updated about the team. Another aspect that is marketed is our social media, which has links on our website. Another way the site can be marketed is if it were to be linked into our social media accounts, so anyone who visits the social media page can visit our site from there. It can also be advertised on the fitness center’s website, directing users to the site.

The site’s click data, bounce rate, etc. would be monitored and updated accordingly. For example, if users aren’t using the links provided, it can either be edited or taken away. It can also be monitored where most users decide to leave the site, and that page specifically can be updated. To maintain the website, the team’s roster and schedule would have to be changed every semester. Whenever a new volunteer event is coming up, that must be updated into the “Club Events” table at the bottom of the home page.