Report

'Welcome' Page:

Although not in our initial design, as a group we decided we needed to make the website more interactive. We decided to create a "Welcome Page" which simply adds a layer of interactivity and dimension. This page introduces the product that we are promoting, it contains a large image as the background, the name of the product and a button to allow the user to move onto the "Home Page" of the website where they will find all the information they need. We opted for a greyscale theme for this to accentuate the content of the pages.

'Home' page:

The aim was to follow the prototype that was created in the design stage. However, whilst creating the web page, we found that it would be ideal to change different aspects to make the page more interactive for the user, as well for the website to reach its full potential. Even though changes were made, we made sure to stick to the requirements in order to make sure that they were all properly fulfilled. Things that were added for more of a 3D effect include a boxed shadow around the 'Basket' button, as shown in the image below. This simply adds dimension to the web page. The images for the different social media links were kept the same as the prototype as we felt this had maximum effect and could be easily understood but everyone. These are all buttons, that when clicked will take the user to the relevant page. The 'header' of the page, i.e. the Logo, 'Basket' button and 'Social Media' links have been placed in a table to ensure perfect alignment.

The navigation bar was created as a series of buttons that are next to each other so the user does not only have to click the text but anywhere on the button. In, order to provide a responsive design, especially with the navigation bar, percentages were used in the CSS. Since there are 5 sections, each of the sections were allocated 20% of the width of the page. This meant that the spacing between the buttons were even and they covered the whole width of the website.

```
52   }
53 ▼ .btn-group button {
54       background-color: #22688b;
55       border: 1px #22688b ;
56       color: #f6efeb; /* White text */
57       padding: 10px 0; /* Some padding */
58       cursor: pointer; /* Pointer/hand icon */
59       float: left; /* Float the buttons side by side */
60       width: 20%;
61   }
```

```
62
63   /*Dropdown*/
64 ▼ .dropbtn {
65       background-color: #4CAF50;
66       color: white;
67       padding: 10px 90px;
68       font-size: 11.5px;
69       border: none;
70       cursor: pointer;
71   }
72 ▼ .dropdown-content {
73       display: none;
74       position: absolute;
75       background-color: #f9f9f9;
76       min-width: 80px;
77       box-shadow: 0px 8px 16px 0px rgba(0,0,0,0.2);
78       z-index: 1;
79       margin-top: 33px;
80   }
81 ▼ .dropdown-content a {
82       color: black;
83       padding: 10px 80px;
84       text-decoration: none;
85       display: block;
86   }
87   .dropdown-content a:hover {background-color: #22688b}
88
89 ▼ .dropdown:hover .dropdown-content {
90       display: block;
91   }
92
```

Having a dropdown list was an aspect that added organisation and fluidity of related content, to the navigation; this makes access to information easier for the user to follow. Using CSS, the simple table on the HTML file was transformed into an interactive dropdown list.

As for the main content of the home page, this was changed for the better. Originally, we had a large image which when clicked on the arrows would take the user to a different image. This also had a

simple line of text below the image. We found that this was inconvenient therefore decided to make it more interactive by including parallax scrolling; resulting in a fixed background image. When the user scrolls down, they are presented with text about the company and the product itself. This top-down design ensures that the user can easily navigate the page. At the very bottom, is a footer which includes useful links to different pages.

'Login' page:
The login page has retained the same design from the previous design stage. Additional features were included, such as adding shadow boxes and text to give dimension to different features and to instruct the user to "log in to continue". In addition, the basket button and social media links are also on the header. In terms of placing on the page, we have ensured that the 'login box' is in the centre of the page, this was created using a table to ensure it is aligned in the centre.

'Google' and 'Specsavers' pages:
HTML is the main mark-up language used in developing the complete design of the site. Therefore, the use of HTML played a key part in creating both the google and Specsavers information pages. The layout and content placement was executed whilst using HTML; this is because, the content (images and the text placeholders) is displayed through it. However, simply using HTML does not allow for the desired designs to be executed.

The HTML allows for the order of the content to be distinct. For example, the class 'content' (the paragraph) follows the google logo. HTML also indicates the spacing between the paragraphs.

At this point, CSS needs to be implemented for the visuals to be altered to the needs of the design. CSS allowed for the content to be visually pleasing. From changing colours to changing font styles, the visuals were edited using CSS, which is separate to the HTML file but is linked on the HTML document.

The process from design to development included a lot of changes, even though the starting point was the initial design. The outline of the page and content placement was highlighted in the design. However, finer details such as transitions, font sizes, images etcetera, were not clarified. Both the pages are very simple and are essentially blocks of information; parallax scrolling was implemented to ensure the design is comparatively elaborate. This was a different approach to the initial design and one that was approved to improve the aesthetics of the pages. Parallax scrolling provides a visual indication that scrolling down will provide more information. This entices the user to explore more and is aesthetically sophisticated in comparison to a block of information. The google and Specsavers page, both, use the same scrolling, creating coherence between the pages.

The parallax scrolling is accomplished through the background CSS properties.

'Our Aim' page:
This page is part of the dropdown list along with the 'Google' and 'Specsavers' pages. The purpose of this page is to provide the user an understanding of the brand and the vison the brand has regarding it's products and services. Therefore, it is crucial that the content is emphasised in a clear format, without overwhelming the user, allowing the user to concentrate on the main content. The logos of both the companies are displayed on this page, to emphasise that this is a collaborative product. The images are placed below the paragraph on the HTML file and is altered using CSS.

```
4     }
5     img{ /* Logo */
6         display: block;
7         width: 30%;
8         margin: auto;
9     }
      #logo{ /* Logo */
```

This ensures that both the logos are placed below the text, with the right width and margin.

'Specification' page:
The specification page is where the technical details of the product are held. As seen in the designs, the page has a heading, then three sub headings and then the text/image content underneath that.

For the heading, the HTML tag '<table>' was used so that it is placed underneath the navigation bar. A new ID was created for this header, to use it in the CSS file. As it was different to the other elements on the page, this was declared in the tag <th> (the header for the table).
For the sub headings, it was followed through with a table, however as this background was not grey, another ID was implemented, to make changes using CSS. As described in the design, these buttons would jump to the necessary pages for that information. However, to make it more practical, the buttons direct the user to the part of one page that the information was on. This will improve the user experience, by reducing the loading of new pages and excess clicking to access information that can in fact be on the same page. Thus, these buttons are directed to a place on the 'Specification' rather than another page. As the information on the page is not the information that would be on there if the website went live, this feature could not be implemented into the current product.

Underneath these buttons is the text. These elements once again were placed into a table, as using a grid was troublesome due to the skill base we had. In the design the image is to the side and the text next to it. However as there was trouble adjusting the image size within the grid, the image is currently placed underneath the text. Realistically this would have been fixed.

'What Is It?' Page:
Similarly to Specification page, this page also has a header. The same CSS ID was used from the Specification page to create a coherent design.

```
</table>

<table> <th id=header> <h2> What Is It? </h2> </th>
</table>
```

The focal feature on this page, is the slideshow. This element was created using HTML, CSS and JavaScript for the functionality. Firstly, a class was created in CSS called 'Slideshow' to determine the position and size of the slideshow.

The slideshow consisted of many components; the container, the slides, the fade, the arrows and the dots.

For each component, there is a different CSS ID as they all have different purposes. The hover element was executed using CSS, adding interactivity to the page.

```css
/* Changes the colour of the arrows onced hovered over*/
.prev:hover, .next:hover {
    background-color: rgba(0,0,0,0.8);
}
```

The colour changes to this, once the user hovers over the element.

JavaScript was applied for the slideshow, so that it could animate and change the slides. It also allowed the images to automatically go back to the first image when the last 'next' button is clicked. These transitions would not have been possible with HTML and CSS alone.

Before you buy:

This is the page that informs the user that a health check is necessary before they proceed to buy the product. The user is given with the tool to select a centre, date and time of their preference. The confirmation is placed using a button; this is an attractive call to action, as the button is highlighted using the accent colour rather than a colour that blends with the background. The contrast provides an informal command for the user, producing an effortless interaction between the user and the site. There is also a clear distinction between the form and the section of text; the different segments are placed in a manner that reduces the possibility of the user being confused and overwhelmed.

```html
<div class="column m">
    <p></p>
    <form>
        <label for="fname">Post Code:</label>
        <input type="text" id="pcode" name="pcode">
        <label for="country">Select Centre:</label>
            <select id="country" name="country">
                <option value="grove">grove park</option>
                <option value="mile">mile end</option>
                <option value="hack">hackney</option>
            </select>
        <label for="fname">Date(dd/mm/yy):</label>
        <input type="text" id="date" name="date">
        <input type="submit" value="Confirm">
    </form>
</div>
```

The form is created using HTML mainly and certain aspects such as the width is altered using CSS.

Contact us:

This page is a distinct part of any website; the customers should always have a reference point where they can interact with the company regarding any feedback (both positive and negative). The dedicated page offers more options rather than just email, including, telephone number and address – providing the user with options, enables them to be more willing to respond with concerns and feedback. Therefore, the company will have more feedback from their customers because they are not limiting the possible methods of communication.

```
<div class="column m">
    <p></p>
    <form>
        <label for="fname">First Name:</label>
        <input type="text" id="fname" name="fname">
        <label for="Lname">Last Name:</label>
        <input type="text" id="Lname" name="Lname">
        <label for="mail">Email Address:</label>
        <input type="text" id="mail" name="mail">
        <textarea>comment...</textarea>
        <input type="submit" value="Submit">

    </form>
</div>
```

In terms of design, the HTML was used to create the main form for the contact us page, this is similar to the form on the 'Before you buy' page. Tags such as <label> and <input> are used to differentiate the where the user will input data and the description of what the user is required to input. Since the comment section requires more space for the user to write, the tag <textarea> is used, instead of <input>; this provides more space and less restriction for the user to write honest and detailed comments.

Group details

1.   Name: Shamima Akter
Student id: 160489594
Login: ec16356
Email: s.akter@se16.qmul.ac.uk

2.   Name: Sania Khandakar
Student id: 160245749
Login:
Email: s.khandakar@se16.qmul.ac.uk

3.   Name: Mia Marjoram
Student id: 160265596
Login:
Email: m.marjoram@se16.qmul.ac.uk

4.   Name: Gavin O'keil Fowler
Student id: 150678423
Login: ec15354
Email: g.o.fowler@se16.qmul.ac.uk