FIT1050 Assignment 3 Report (Teh Yee Hong 33591938)

**URL**

www

<https://www.busybeeflorist.com.au>

https://web.archive.org/web/20250314145854/https://www.busybeeflorist.com.au/

**Overview of Site (92 words)**

This website is a redesign project for Busy Bee Florist, a small family-owned flower shop based in Clayton that operates through both physical and online store. They are most known for offering the freshest and highest quality flower to build a loyal customer base.

The redesign website is named as “The Bloom Room”. The primary objective of this redesign is to enhance user experience by improving it’s visual appeal, as well as providing a faster and easier navigation. This ensures that customer can browse through the website comfortably and make purchase easily.

**Target Audience (98 words)**

The target audience for The Bloom Room includes gift buyers for a wide range of occasions, from joyful moments like birthdays, anniversaries and new baby celebrations to more gloomy ones like sympathy and get well wishes. Event planner for weddings and funerals are also part of The Bloom Room’s audience, as the shop does provides customized arrangement. Moreover, the shop also offers reliable and quick deliveries to nearby areas, making it a convenient choice for online shoppers to send or receive flowers conveniently. With its diverse offerings and services, The Bloom Room appeal to a large customer base.

**Information Architecture (200 words)**

The most important information architecture decision I made for information architecture was implementing a sequential organisation structure for the “Today’s Special” section. Rather than displaying products through the matrix structure, users are guided through every featured product one by one at a time using previous and next controls. This structure encourages users to be exposed with individual flowers and promote engagement with every featured ones, which is ideal for highlighted content.

While the site also includes

**Visual Design Style (195 words)**

The most significant visual design decision was having a natural toned background paired with a clean and minimalist layout. The website features a gradient from olive to brown background, with different colour content blocks and brown navigation elements. This design brings a calm, approachable, organic boutique atmosphere that reflects the business’s identity. The redesign also includes large and bold headings, clear and significant buttons, and more than enough whitespace to guide user attentions and reduce visual strain.

Crucially, the decision was not only chosen just for aesthetic purposes, but also for accesibility and visibility. High contrast text and buttons were created to be ensure better readability for all users. Fonts were also chosen carefully to avoid weird and decorative fonts styles, prioritising clarity. Key buttons like “Add To Card” and “Buy Now” are extra large and use distinct colour to stand out from the surroundings.

The overall layout and design is clean and predictable, allowing all types of user including those with abilities to quickly locate content easily. The redesign does not use color to convey information, supporting users with vision deficiency and supports the idea of visual appeal and usability to coexist in peace.

**Image Optimisation (179 words)**

The most important image optimisation decision was choosing an appropraite image format that balances file size and image quality. Initially, I planned to use AV1 Image File Format (AVIF), a modern image file format known for high quality image compression. However, after testing, I discovered that AVIF is not supported by all browsers, including Internet Explorer, which could particularly negatively affect the user experience of customers with such browsers.

As a result, I adopted Web Picture Format (WebP). While it is not as excellent as AVIF, WebP still offers good file size reduction comparing to the older formats like JPEG and PNG. More importantly, WebP also has a wider browser support, which made it a more reliable choice. Image quality and clarity remains the top priority since showcasing flowers is the core of the business, and WebP does present image details without too much degradation.

And to further optimise loading performance, lazy loading was also implemented to only load images required, reducing bandwidth consumption and eanbles faster load time.

This decision does ensure a balance between support, and performance.

**Web Content Accessibility (179 words)**

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**JavaScript Interactivity (198 words)**

The most important JavaScript feature implemented centered around a shopping cart system that was not from the original website. Implementing this feature allow users to review and manage their flowers before checkout, making purchases more organized and user friendly. It also encourages user to buy more items at once, increasing transaction value.

When a user clicks to add a product into cart, the addToCart function will be called. It will increase the total item count and update the total price accordingly. Each product with its price will be stored temporarily in an array. While this data is not yet saved in an actual database and it resets upon refreshing the page, it is enough to demonstrate the cart’s functionality.

Then the function will call another function named updateCart that updates the cart content for HTML, listing flowers’ name and price. To improve usability, the cart panel can be closed by using the openOrCloseCart function. When the cart panel is opened, a semi opaque black screen will be behind the cart panel, clicking it will close the cart. This does enhance overall user experience by providing another way to exit the cart view apart from the continue shopping button.