NATIONAL COLLEGE OF IRELAND
HIGHER DIPLOMA IN SCIENCE IN COMPUTING

HDAIML_JAN22OL/ HDWD_JAN22OL

1st Trimestre Project
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Executive summary

With the advance of technology, people are more connected than ever. For this reason, the online presence for a growing business is fundamental, and this is especially relevant in the service industry where there is a strong competition and clients look for quality, price and reputation. This project has the purpose of creating a website for a catering company as a showcase of its work bringing the most relevant information available anytime for the customer creating brand awareness and providing reference of the professional service for potential clients.

PROJECT PLANNING

Milestones And Deliverables

The project planning was made as a group effort so each one could bring your skill where they feel it would benefit the project the most. So the User requirements, Wireframing, Propose due dates for development were decided in the initial meeting. With the wireframing to be developed in the following days.

The report was divided so each member had equal parts developing it, the summary, project planning and interviews were written by Daiane Silva. While the designed, wireframe and website optimization were written by Irina Bernardo. However, the two reviewed and edited each other's work to ensure the document was accurate to the project and easy to ready.

Project planning was led by Daiane Silva with experience with planning and decisions from other projects.
Site was designed by Irina Bernardo from reviewing similar business websites and bringing ideas from previous projects.
The interview was also a mutual work between the team, to ensure the relevant questions were brought to ensure the team had a good understanding of the customer’s needs.

Testing was carried out by Irina, focusing on the user inputs validation and the user experience by ensuring correct loading of the different sessions of the webpage, taking in account a responsive layout.

The development of the website was split in equal parts with each member of the team creating two pages. Irina was responsible for the Index page and the Portfolio page while Daiane Silva was responsible for the About us and Contact form.

The page was initially developed using one main CSS and later each member use this file as base to create its own CSS file.

The deployment of the website was done through GitHub allowing a continuous improvement cycle in the project with live feed to the online page. The webpage can be accessed at:

https://irinabernardo.github.io/webproj/index.html

The integration of each webpage was made in conjunction between the team with a meeting to decide changes to the layout and development to ensure the website has a good flow between the pages.

Project schedule

Timetabling Project				Project Start	24/3/22	
				Display Week	1	

TASK	PROGRESS	START	DAYS	END	ASSIGNED TO
Project Planning		24/3/22		27/03/2022	
User requirements	100%	**24/3/22**	0	24/3/22	ALL
Wireframing	100%	**25/3/22**	2	27/3/22	ALL
Propose due dates for development	100%	**27/3/22**	0	27/3/22	ALL
Reporting		28/03/2022		01/05/2022	
Summary and introduction	100%	28/3/22	5	2/4/22	DS
Project Planning/split	100%	3/4/22	3	6/4/22	DS
Site design	80%	6/4/22	18	24/4/22	IB
Interview	100%	28/3/22	34	1/5/22	IB
Development		28/03/2022		01/05/2022	
Index	100%	28/3/22	7	4/4/22	IB
Contact page (form)	100%	02/04/2022	5	07/04/2022	DS
About us	90%	5/4/22	6	11/4/22	DS
Portfolio(img gallery)	100%	8/4/22	6	14/4/22	IB
Integration	100%	15/4/22	10	25/4/22	ALL
Individual CSS	100%	20/4/22	11	1/5/22	ALL
Test and deployment		02/05/2022		08/05/2022	
User input testing	80%	3/5/22	1	4/5/22	IB
Form submission	70%	4/5/22		4/5/22	DS
Gallery functionality	100%	5/5/22	1	6/5/22	DS
Deployment	100%	7/5/22	1	8/5/22	ALL

Figure 1 Project Plan

Here is the link to the Proposed Project plan.
https://docs.google.com/spreadsheets/d/1HQ8q9wZs8_7XKL6XqLRXKF4VOd4VCHjS4R8_IV8yTz4/edit?usp=sharing

Please feel free to request access.

Interview and Primary Persona

To discover the target audience for the website the team developed a series of questions to understand the public and create a primary persona.

The questions were:

- Demographic

1. Age
2. Location:
3. Gender Identity:

- Behavioural questions

1. If you would have an event, would you rather have prepared the food yourself or have it catered?
2. If you would have it catered, how do you expect the company to do it?
3. What are you looking for in a catering company?
4. If you have an idea that it's not possible to do, would you accept another option?
5. How did you evaluate your options? Did you look into other companies with similar product/services?
6. Tell me about your celebration process. Who or what influenced you? Who was involved in this process?
7. What all factored into your final decision? What did your final choice come down to?

- Event specific questions

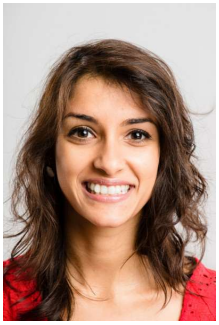
1. What's the event?
2. How many people?

3. What date is the event?
4. Would you like a set dinner, a la carte menu or buffet?
5. Any special diet requirement? Like vegan, vegetarian, or allergy?
6. Any specific meal preference?
7. Which kind of dessert do you like?
8. Would you like to include beverages?
9. If yes, which type?
10. Where is the event being held? Indoor or outdoor?
11. What is the budget
12. What are the payment terms?

With the answers to these questions from different potential customers one persona was created. See below.

Primary Persona

Sally Steacy



Female, 35 years old, pharmacist

Sally enjoys celebrating every moment of her life with friends and family. She has passion about food, design, and the organised environment. She prefers to buy good food when she has too many people partying. She can enjoy herself and guests instead of worrying if they have been eating enough or drinking. If they are good with everything. She doesn't like to disappoint people.

She likes to cook when she has few friends in her house to catch up. When she looks for a catering company, she looks for great food, organised, sophisticated decoration and professionalism.

GOALS

- Visual and conceptual foods
- Fresh foods
- Finest decoration
- Punctuality

- Smoothly event

MOTIVATION

- Be with friend and family
- Celebrate every moment
- Enjoy a good food

PAIN POINTS

- Disappoint their guests
- Untaste food
- Poor hygiene
- Poor decoration
- Unpunctual

BEHAVIOUR

- Organised person
- Approachable
- Confidence

Design

Before starting development of the website, the team used the knowledge acquired with the interviews to understand what potential customers are looking for and what is the most relevant information to bring.

With this in mind, the team proceeds to study the market and look at websites from concurrence to also understand the business needs. The team came up at first with 5 pages: home page, contact page, about the company page, and a portfolio with a gallery of images.

Wireframes

At first during the User requirement meeting the team used manual drawing for the design wireframe of the website as it was the easiest and more convenient way at the time. After that the design was transferred to an online tool. To create an easy flow to the website all pages follow the same structure changing the content. Also, the team decided to keep the navigation bar static to the top of the page to facilitate the user to navigate through the website and know which page they are at.

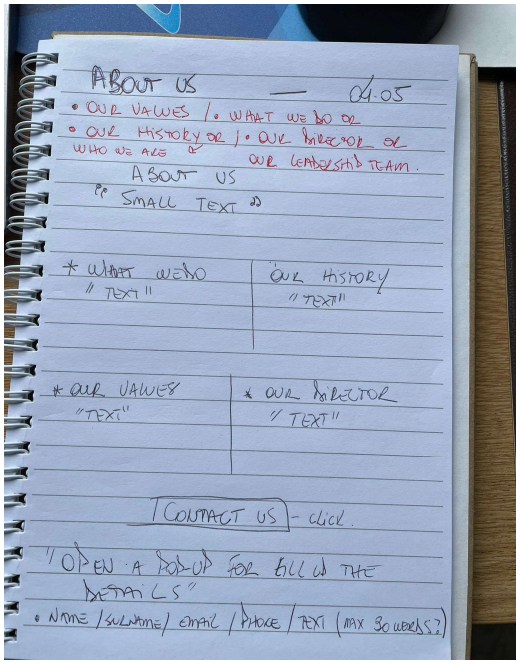


Figure 2 Initial Wireframe

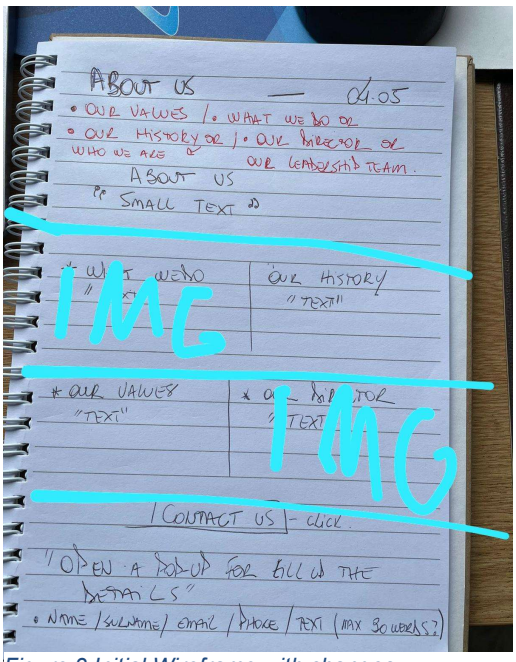


Figure 3 Initial Wireframe with changes suggestions

Upon development of the wireframing for the pages the team made a specific design for the portfolio, one design for the contact us page and a general design used in the Home page and About Us page. Here are the wireframe for each:

General Wireframe

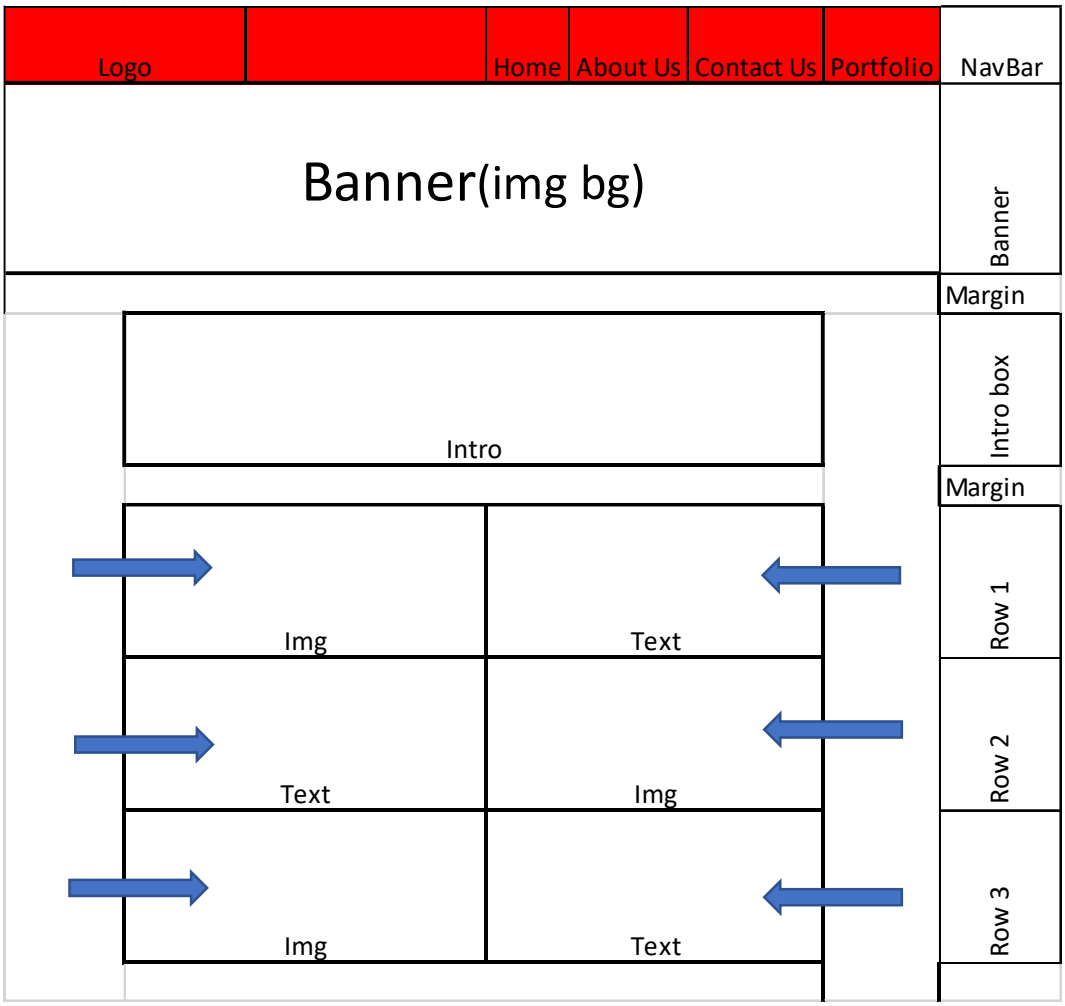


Figure 4 General Wireframe

Portfolio Wireframe

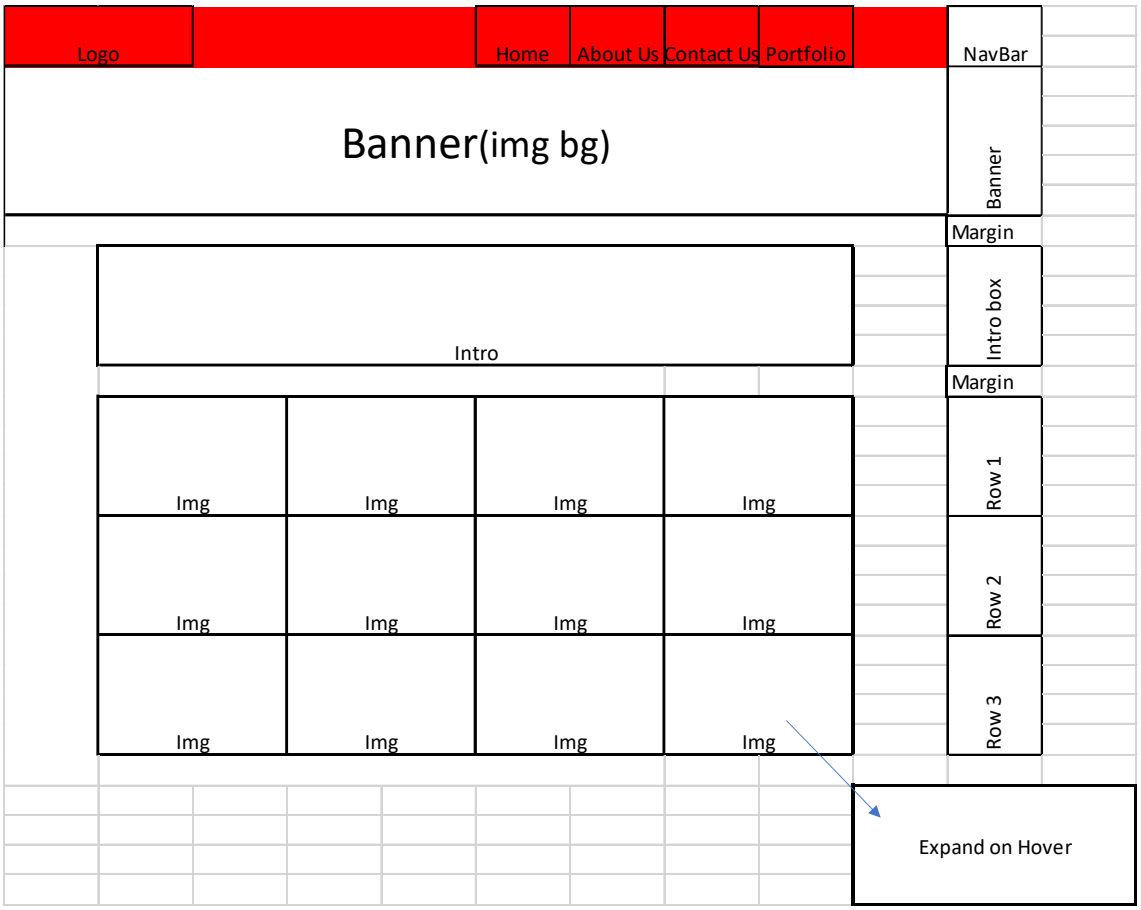


Figure 5 Portfolio Wireframe

Contact Wireframe

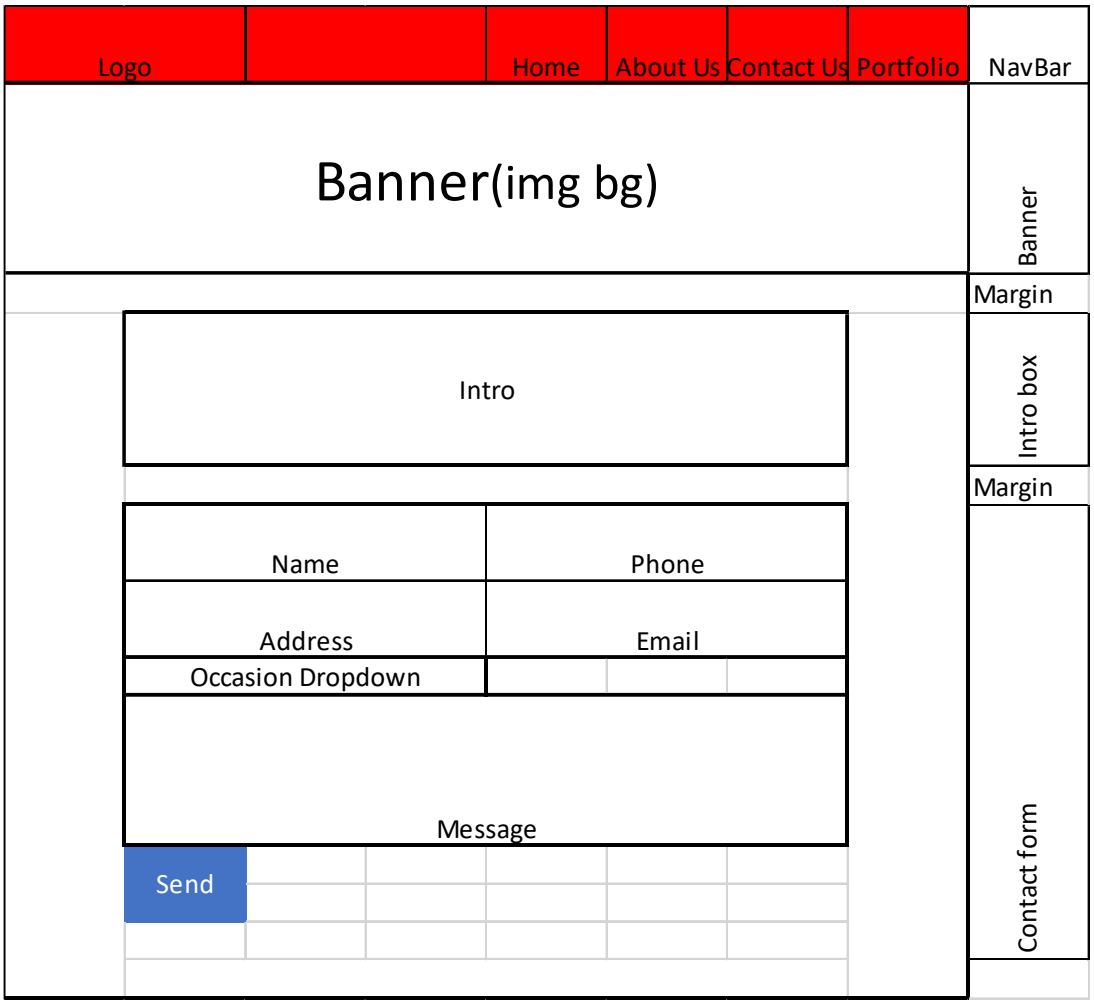


Figure 6 Contact form wireframe

Testing

Gallery -

When the user hovers over images the image should zoom and show with higher contrast than other the rest of the images.

Conditions: The images should not sobrepose each other.

All images should still be visible to the user even on smaller screens, where not all images can fit in the screen; the previous and next image should be visible without overlapping.

Test 1:

1. User hovers over the image.
2. Image stands out from other images.

Result: Conditions not met since images are overlapping in smaller screens.

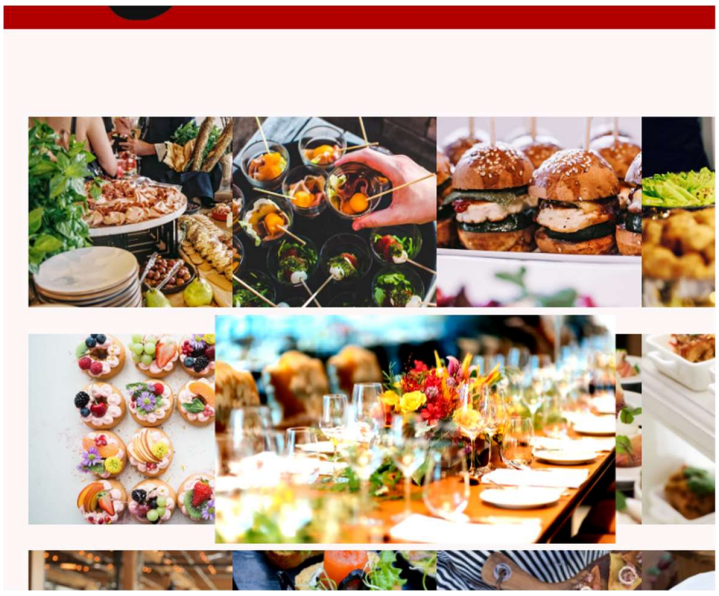


Figure 7 Gallery on smaller screen with images overlapping each other and almost completely cover other images on hover.

Test 2:

1. User hovers over the image.
2. Image stands out from other images.

Result: Pass.

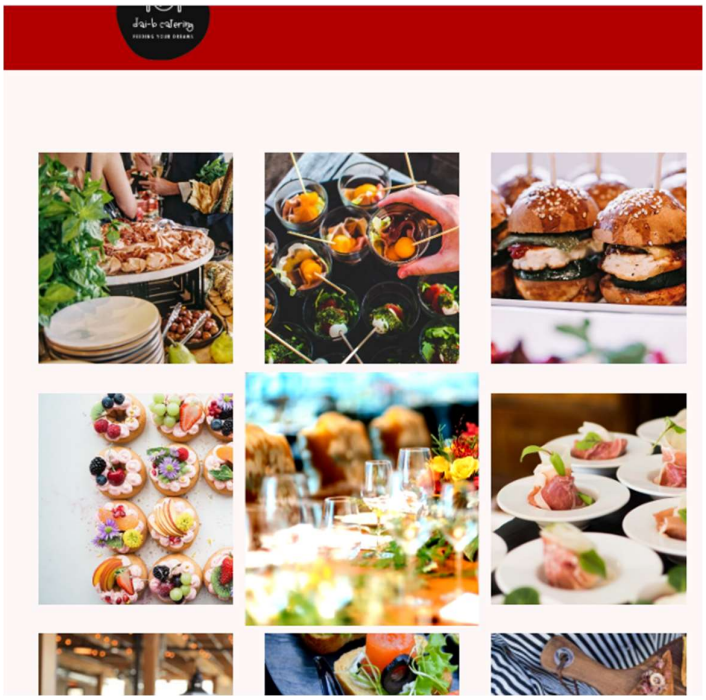


Figure 8 Gallery with hidden overflow so images do not overlap each other.

Solution implemented: Portfolio images were attributed to the class port-img where they have height and width fixed. Also on the thumbnail and thumbnail:hover classes the attribute overflow is set as hidden. The thumbnail:hover attribute position also changed to relative instead of absolute.

Form -

Users should fill all input fields in order to send an email to the company.

Conditions: inputs cannot be null.

Email field should be validated.

Alert should display if input is not valid.

Test 1.a /b:

a.User hits send without filling in any information.

b.User submit form without name.

Result: Pass

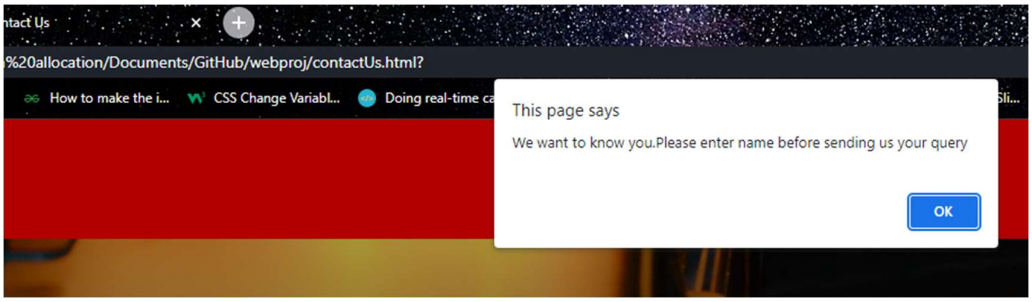


Figure 9 Alert message 1

Test 2: User enters all information but no phone number.

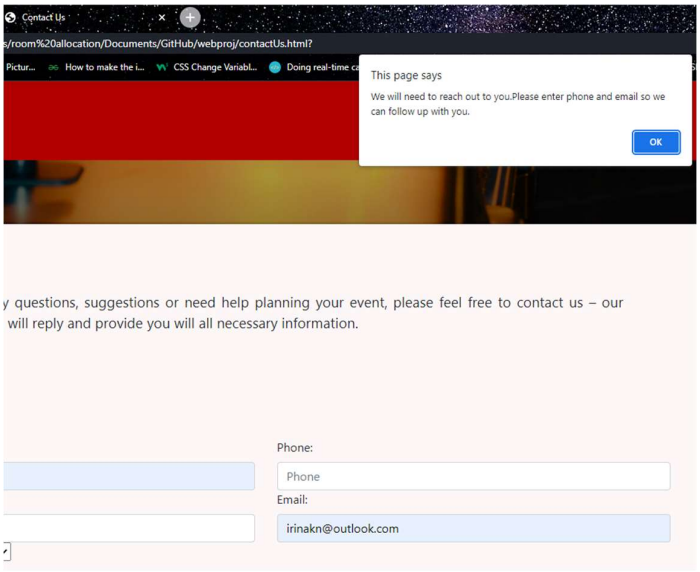


Figure 10 Alert message 2

Result: Pass

Test 3: User does not submit any message.

Result: Pass

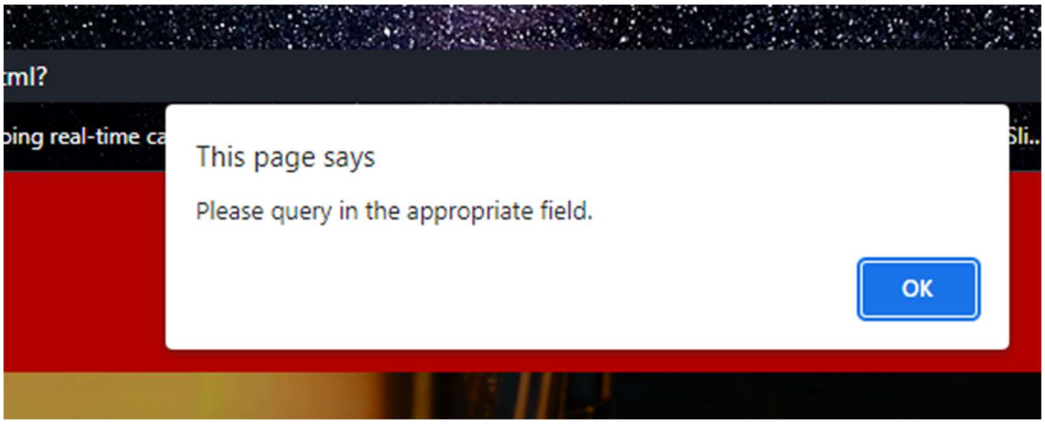


Figure 11 Alert message 3

Test 4: user does not submit an appropriate email address

Result: Pass

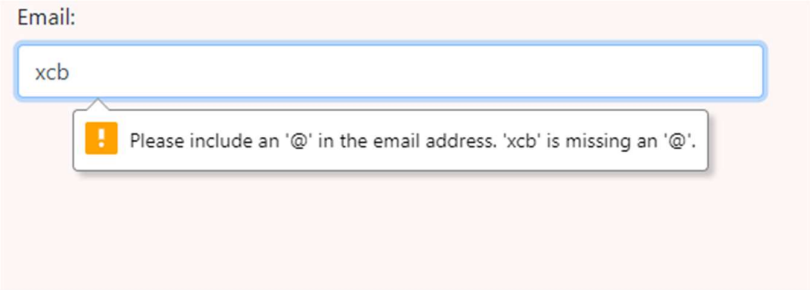


Figure 12 Data validation message from bootstrap email input form

Send email-

Test1: Users fill all fields and click send. The external email application should open.

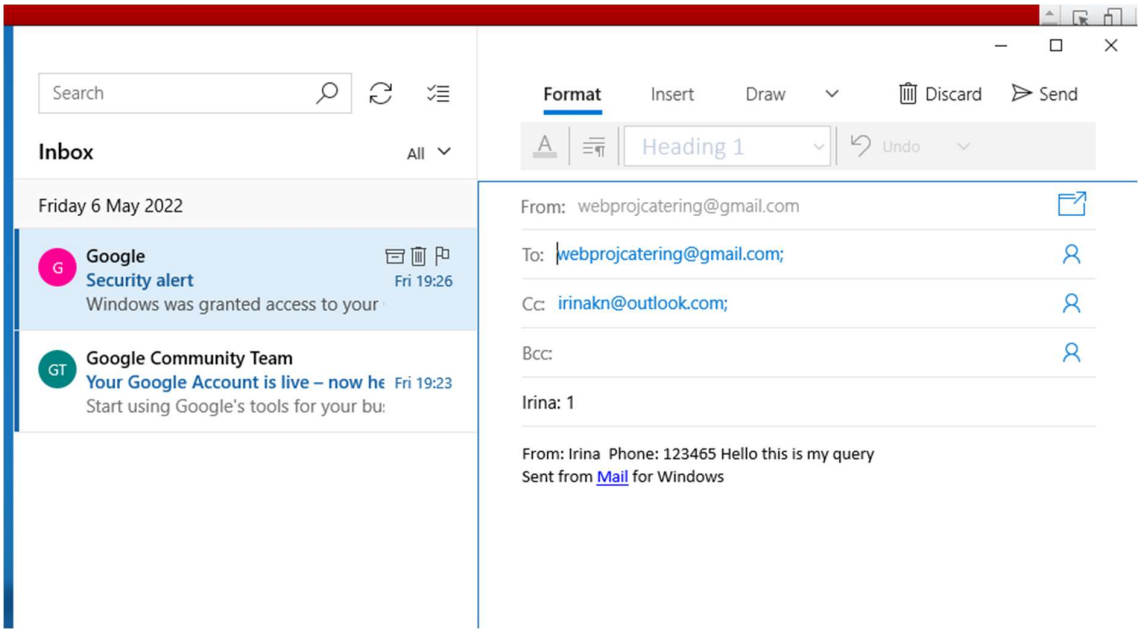


Figure 13 Successful form setup.

Website Optimisation and Search Engine Optimisation

The website aims to be an easy way of communicating with the company, so it needs to be light and fast to load even when loading many pictures at the same time. For this reason the most significant change to improve the website was done in the resizing of pictures since the portfolio is one of the most important features to potential clients. It is fundamental that the pictures load in a timely manner with no delays.

To do this the minifying of the images was fundamental. At first, this was done manually by resizing each image. The manual resize of the images increased page response however upon analysis by Google Page Speed Insights tool the score of the page was still low, reaching only 59 points and an online minifying tool was used to minify the images. Another saving of 50% of the data was done through this extra step.

Another potential improvement of the website could be done again by minifying the JavaScript file and CSS, however both files show with good scores in the Google analysis, so no changes were made to those.

After minifying the images and applying additional changes the portfolio webpage was submitted through page speed insights tool again. This time the score had a significant improvement, reaching 79 points getting closer to the goal of 85 points.

Another optimization to the page was changing the name of the image files to work better with search engines. The replacement of the file names from ‘cat’ to ‘catering’ and the addition of suitable description in the alt tag using HTML elements to provide concrete information about the images.

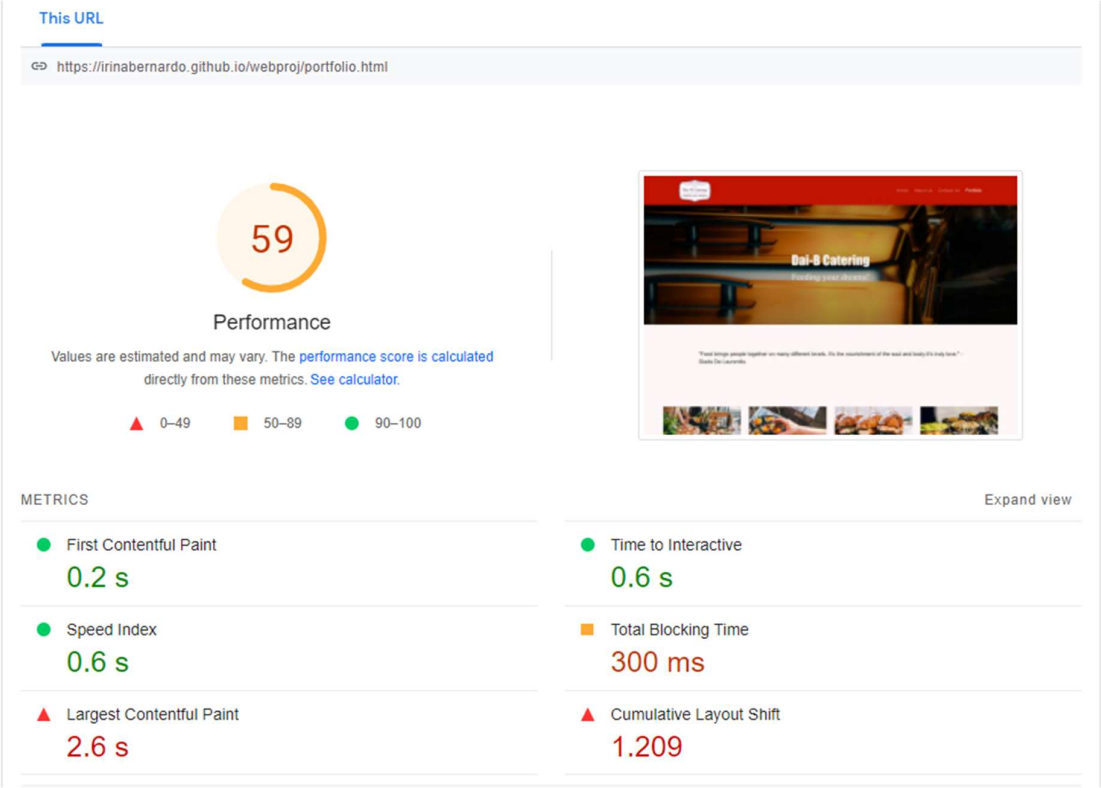


Figure 14 Analysis prior to minify images

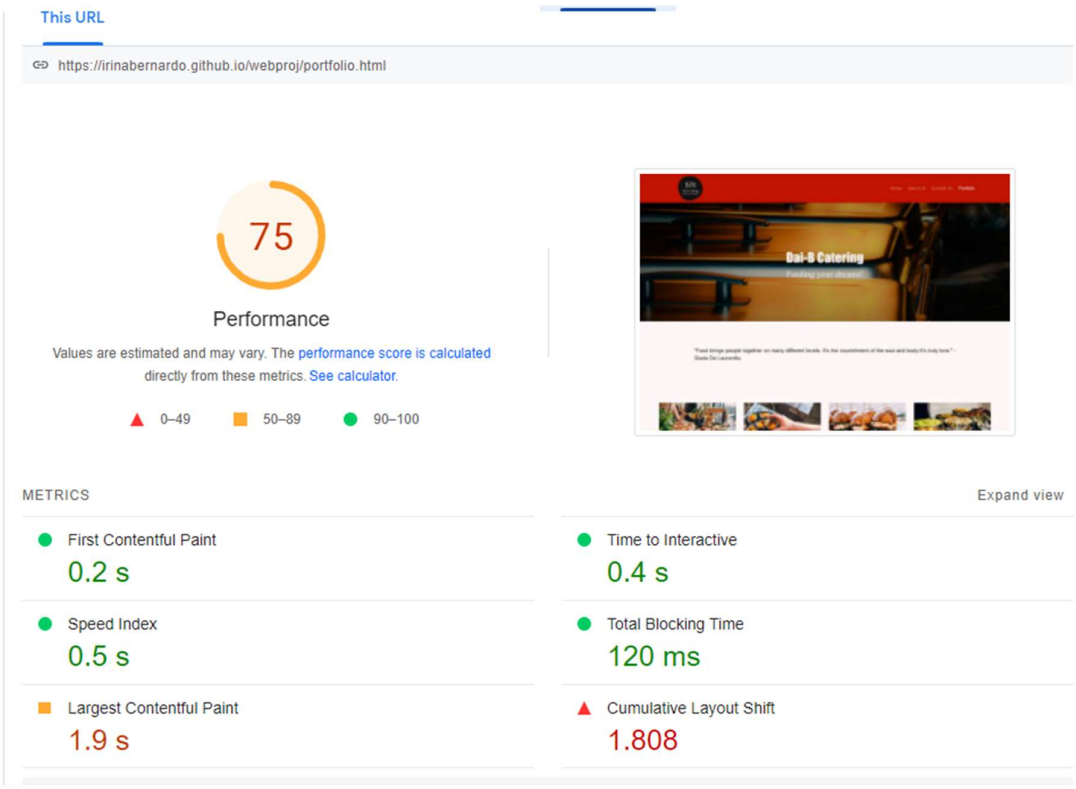


Figure 15 Performance after minifying

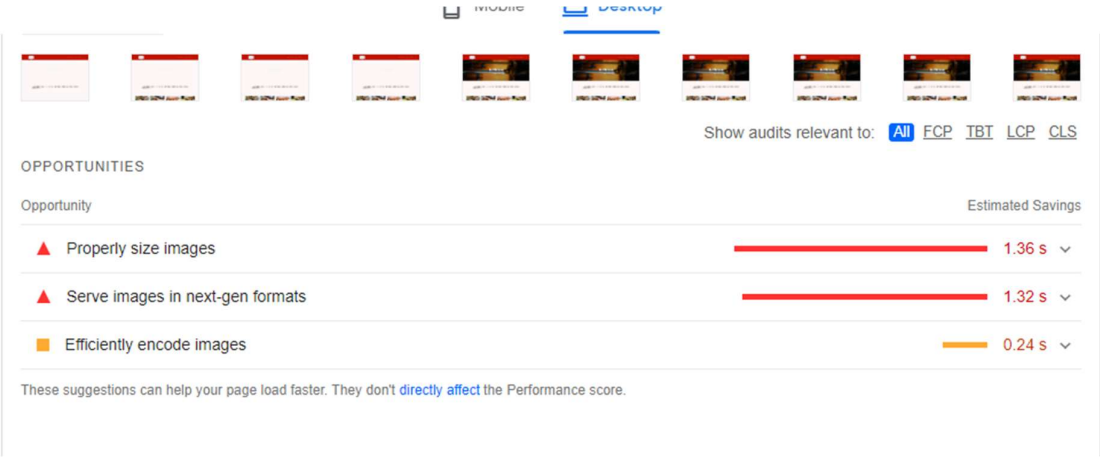


Figure 16 Performance critical issues

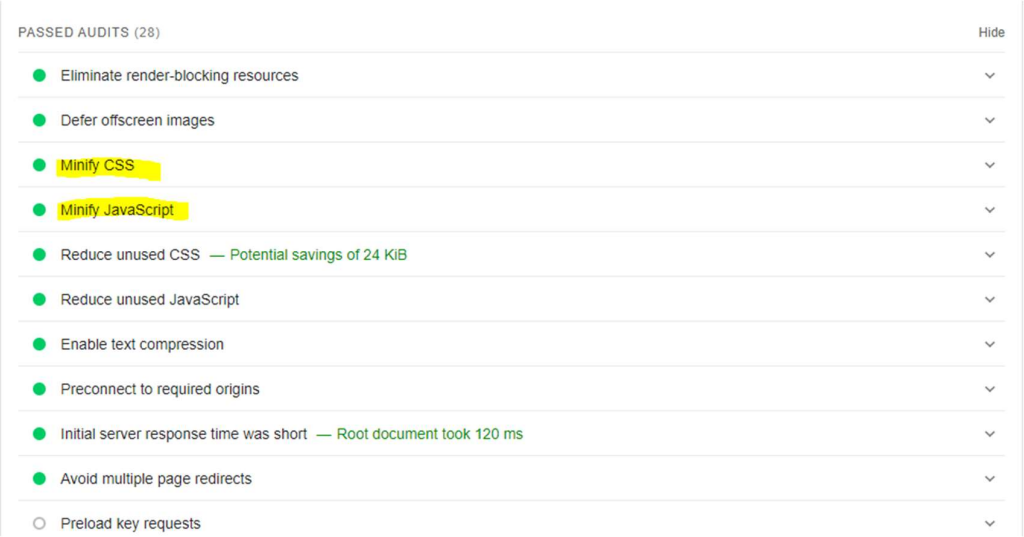


Figure 17 Performance indicating CSS and JavaScript don't need minifying

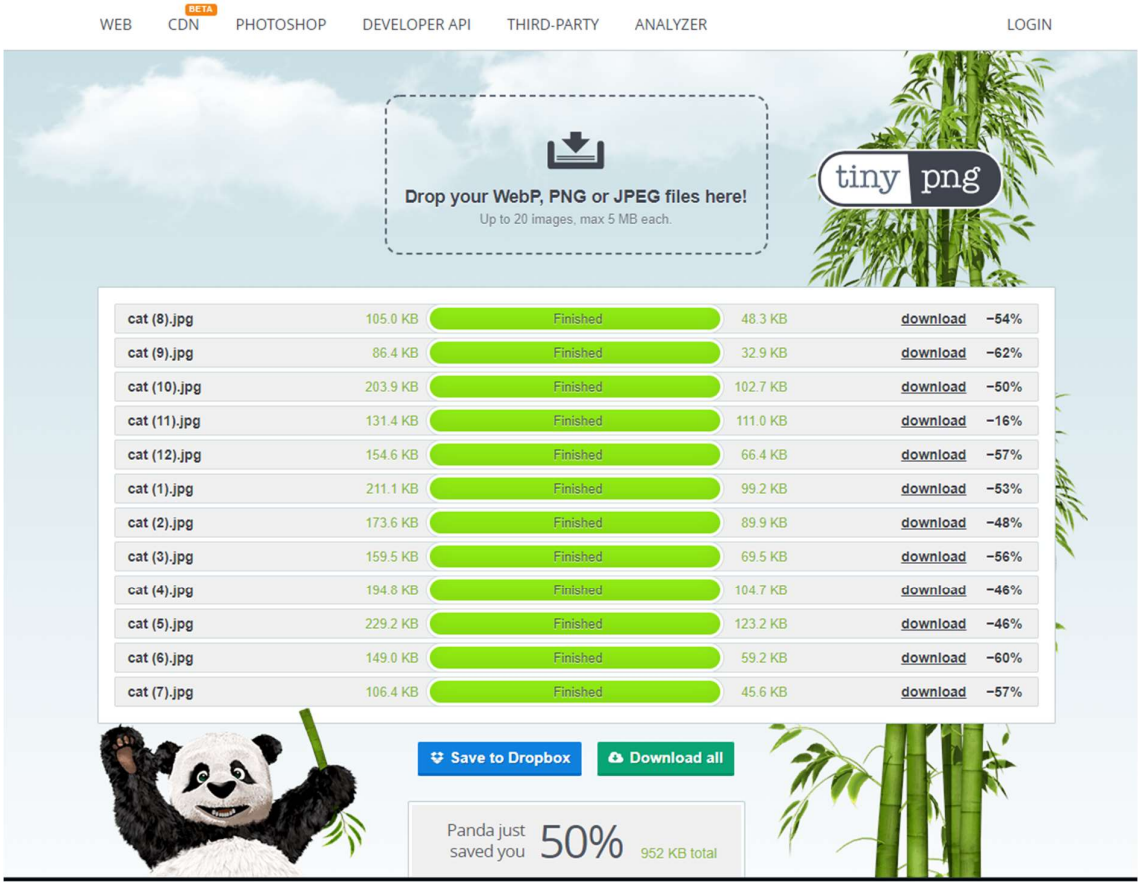


Figure 18 Online tool used to minify images demonstrating 50% reduction on files.

Deployment

The deployment of the website was done through GitHub allowing a continuous improvement cycle in the project with live feed to the online page. The webpage can be accessed at:

https://irinabernardo.github.io/webproj/index.html

Appendix

Interview questionnaire

DEMOGRAPHIC	
Name	John Richard
Age	35
Location	Dublin, Co.Dublin
Gender Identity	Male
BEHAVIOURAL	
If you would have an event, would you rather have prepared the food yourself or have it catered?	I would cater it.
If you would have it catered, how do you expect the company to do it?	
What are you looking for in a catering company?	I'm looking for good food, organisation, punctuality and "we can do" attitude.
If you have an idea that it's not possible to do, would you accept another option?	Yes, if it is close to mine.
How did you evaluate your options? Did you look into other companies with similar product/services?	I knew what I wanted for my party, and I started to search online for catering companies that could do what I'm looking for.
Tell me about your celebration process. Who or what influenced you? Who was involved in this process?	The experiences I had in the past influenced me to look for a company with good reputation and reviews.
What all factored into your final decision? What did your final choice come down to?	Good value and great service.
EVENT	
What's the event?	Birthday
How many people?	50
What date is the event?	29/05/2022
Would you like a set dinner, a la carte menu or buffet?	Set dinner
Any special diet requirement? Like vegan, vegetarian, or allergy?	Yes, 5 vegetarian,1 vegan and 1 celiac
Any specific meal preference?	Yes, I would like 3 meat options, like Beef, Lamb and Fish. 3 types of veggies and salad.
Which kind of dessert do you like?	Cake and ice cream. Some special for who are vegan and celiac.
Would you like to include beverages?	Yes, I would like to.
If yes, which type?	Draft beer, red and white wine, soft drink and water.

Where is the event being held? Indoor or outdoor?	Indoor.
What is the budget	€10000.00
What are the payment terms?	I would like to pay twice. Half when we close our contract and 2 days before the event.

DEMOGRAPHIC	Aoife Duffy
Age?	30
Location?	Dunboyne, Co.Meath
Gender Identity?	Female
BEHAVIOURAL	
If you would have an event, would you rather have prepared the food yourself or have it catered?	I would cater it.
If you would have it catered, how do you expect the company to do it?	I expect professionalism.
What are you looking for in a catering company?	I'm looking for good food, high standard service, organisation and punctuality.
If you have an idea that it's not possible to do, would you accept another option?	Yes, I would trust who has experience in the industry.
How did you evaluate your options? Did you look into other companies with similar product/services?	I have been dreaming about my wedding day for so long. I definitely looked into other companies.
Tell me about your celebration process. Who or what influenced you? Who was involved in this process?	I have every detail in my head for so long. Few fashion magazines help me in this process.
What all factored into your final decision? What did your final choice come down to?	I don't have my final decision yet. Until there many things can change, but I will keep my thoughts about what I do expect for this memorable day.
EVENT	
What's the event?	Wedding
How many people?	80
What date is the event?	21/05/2023
Would you like a set dinner, a la carte menu or buffet?	A la carte
Any special diet requirement? Like vegan, vegetarian, or allergy?	Yes, 1 vegetarian and 3 vegan
Any specific meal preference?	Yes, I would like 3 meat options, like Beef, chicken, and white fish. 5 types of veggies and a 3 grain salad.
Which kind of dessert do you like?	Cake, ice cream and pie.
Would you like to include beverages?	Yes, I would like to.
If yes, which type?	Draft beer, red and white wine, prosecco, soft drink, and water.
Where is the event being held? Indoor or outdoor?	Outdoor and Indoor.
What is the budget	€150000.00
What are the payment terms?	I would like to pay an equal amount every month until 3 months before the wedding date.

DEMOGRAPHIC	Lauren Delaney
Age	60
Location	Achill, Co.Mayo
Gender Identity	Female
BEHAVIOURAL	
If you would have an event, would you rather have prepared the food yourself or have it catered?	I would do both. I enjoy making fresh food for my family.
If you would have it catered, how do you expect the company to do it?	I expect they do it in a homemade way: Simple, tasty and fresh.
What are you looking for in a catering company?	I'm looking for great food, romantic and sophisticated decoration.
If you have an idea that it's not possible to do, would you accept another option?	Yes, but I think I would think of another option and bring it to the company to see if it is possible to be done.
How did you evaluate your options? Did you look into other companies with similar product/services?	I did look, but not many others.
Tell me about your celebration process. Who or what influenced you? Who was involved in this process?	My husband is involved, and we decided to celebrate our life together with close friends and our big family.
What all factored into your final decision? What did your final choice come down to?	Celebrate with your family and enjoy our friends with elegance and love.
EVENT	
What's the event?	30 Anniversary
How many people?	100
What date is the event?	14/08/2022
Would you like a set dinner, a la carte menu or buffet?	Set dinner
Any special diet requirement? Like vegan, vegetarian, or allergy?	Yes, 1 celiac
Any specific meal preference?	Yes, I would like 4 types of meat: steak, lamb, chicken and salmon. 4 types of veggies and 5 different types of salad.
Which kind of dessert do you like?	Cake, ice cream and pie.
Would you like to include beverages?	Yes, I would like to.
If yes, which type?	Bottle of beer, red and white wine, prosecco, soft drink and water.
Where is the event being held? Indoor or outdoor?	Outdoor
What is the budget	€100000.00

What are the payment terms?	I would like to pay twice. When we close the contract and one day before the event.