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Proposal for

**Office Administration with Technology Program
Web Site**



Technical Web Designer Program | Group Project | Fall 2014



table of contents

Who We Are	3
Project Scope	4
Site Purpose	5
User Profiles.....	6
Project Timeline & Budget.....	7
Design #1 and #2	
Information Architecture.....	8
Wireframes	9-10
Mockups	11-14
Design #3 and #4	
Information Architecture.....	15
Wireframes	16
Mockups	17-20
Conclusion	21





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Vancouver, BC V6B 3H6
twd.htpwebdesign.ca

Who We Are

Thank you for the opportunity to discuss your web site and branding needs. We look forward to delivering an exciting product that is a value-added service for your program.

Box Studio is a leading edge web design company. It has the best team to design and develop the best suitable website for you. Moreover, user experience has been our primary element of designing a website. We not only can design a creative website but also meeting the requirements of our clients. Box Studio does not just make the website to work. We make it fun, fascinating looking and more importantly we make the website to interact with users.

We make it, live !!!

BOX STUDIO TEAM:

Alvin Chen - is our project manager. He also has strong background of HTML/CSS/Javascript/PHP. He makes sure projects are meeting their timelines and ensures all the coding works properly.

James Chan - is our web developer and also has a strong background of marketing. With these two abilities, he is able to create a website to attract the audience.

Jean Dagleish - is an art director at Box Studio. She has over 10 years experience of graphic design. She also has web design background. This experience helps Box Studio to deliver what we imagine.

Karina Sopilnyak - is our UI/ UX designer and art designer. She plays a very important role in the team by researching and gathering information. With these skills we are able to create a better usability experience on the web.



Project Scope

This project for the Office Administration with Technology Program of BCIT will consist of the following:

- Re-design BCIT Office Administrator with Technology Program student website
- Design of new O.A.T. Logo
- Focus on re-design of user experience such as primary tasks
- Modern, clean and neat design
- Develop the site to be easily updated with new information each term
- Color design has to relate to BCIT color design
- Responsive across all kind of browsers, and devices - especially smartphone
- Information Architecture of how the website will be structured
- Full wireframes and mockups for desktop and smartphone
- Site Usability Testing



Site Purpose

We have put together a collection of four designs. They are grouped in twos because their features are similar to each other. However, any feature from one design could be applied to the others.

FEATURES OF DESIGN OPTIONS 1 & 2

Purpose: For OAT faculty and students

Users will find it easy to complete their tasks without thinking about how to use the website.

The design appearance will have a feminine approach since the majority of users are female.

We want to design the website to be more interactive and fun at the same time to keep all the administration elements.

FEATURES OF DESIGN OPTIONS 3 & 4

Purpose: For OAT faculty and students

As in the first design, we want the users to be completely comfortable with the site. We've incorporated large icon navigation on the first page which will be familiar to users of the current website.

In the second design, the appearance will be more office-orientated and formal.

We are giving four design ideas to show several different approaches. The primary concept behind all the designs is ease-of-use, based on users' daily tasks.



User Profiles

USER PROFILE A

The primary user is the OAT Students, who are mostly female. They use the website mainly to check the schedule of the program. Sometimes they will access the website to gather program information such as, Certification of what they know in order to pass the program, contact information of instructors or faculty staff. At the end of program, they will set up their personal link to their website.

TASKS

1. Checking Schedule
2. Accessing faculty contact information
3. Accessing Student contact and website information
4. Checking Certification for OAT programs
5. Checking Job opportunities

USER PROFILE B

The secondary user is OAT Program Coordinator / Instructor Lorraine Fentie since she accesses the website repeatedly and needs to update the content. Because web coding is not her strong field, content of the website has to be easy to update and modify. Pertinent information should be quickly accessible. Easy of use and hard to break is the goal.

TASKS

1. Checking Schedule
2. Updating new information



Project Timeline & Budget

PHASE	UI & DESIGN PROPOSAL	WEB PRODUCTION	TEST & LAUNCH
PROJECT DETAIL	Gather Information <ul style="list-style-type: none">- Primary Tasking- Primary Users- Goals- Research relative websites Proposal & Presentation <ul style="list-style-type: none">- Team members- Project Scope- Information Architecture- General Design Information- Timeline- Budget- Wireframes- Mockups Signed Contract	Coding the site <ul style="list-style-type: none">- HTML / CSS / JavaScript / PHP Coding the mobile site <ul style="list-style-type: none">- HTML / CSS / JavaScript / PHP Search Engine Optimization Self Testing <ul style="list-style-type: none">- User experience- functions- debugs- Contents- Visual appearance	Testing Usability <ul style="list-style-type: none">- Uploading- Testing the site Final Update <ul style="list-style-type: none">- Debug- Contents- Functions- User experience Training for Client Launch <ul style="list-style-type: none">- presentation of the final site- final payment due
TIME	2 weeks - November 2014	November - December 2014	January 7-13, 2015
BUDGET	20 hours x \$80 = \$1,600	60 hours x \$80 = \$4,800	20 hours x \$80 = \$1,600
*Special Pricing which MAY be available to you as an Educational Institution - DISCOUNTED PRICE \$200			TOTAL \$9,600

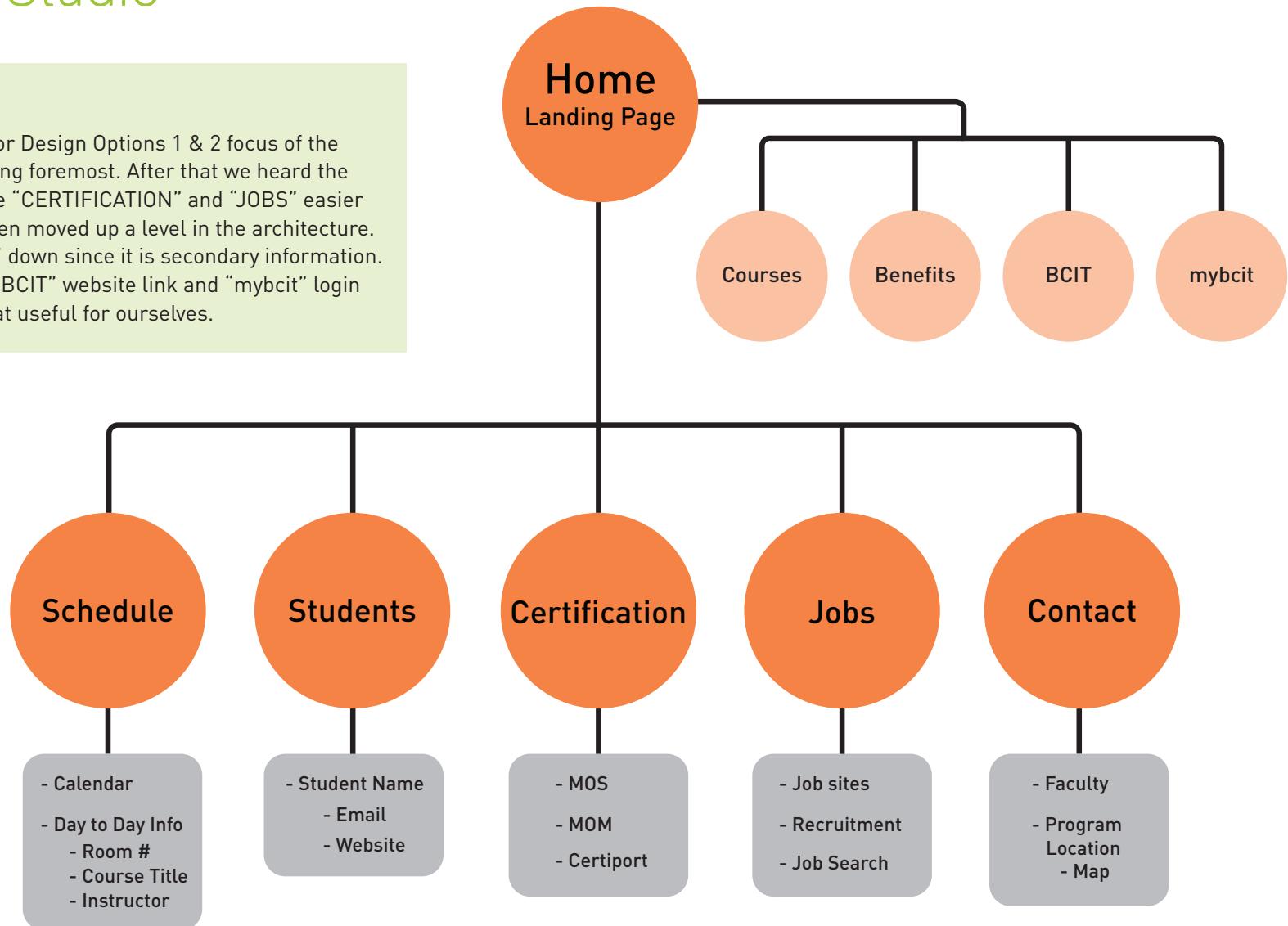
*Please contact our system administrator to see if you are eligible.

INFORMATION ARCHITECTURE

for Design Options 1 & 2

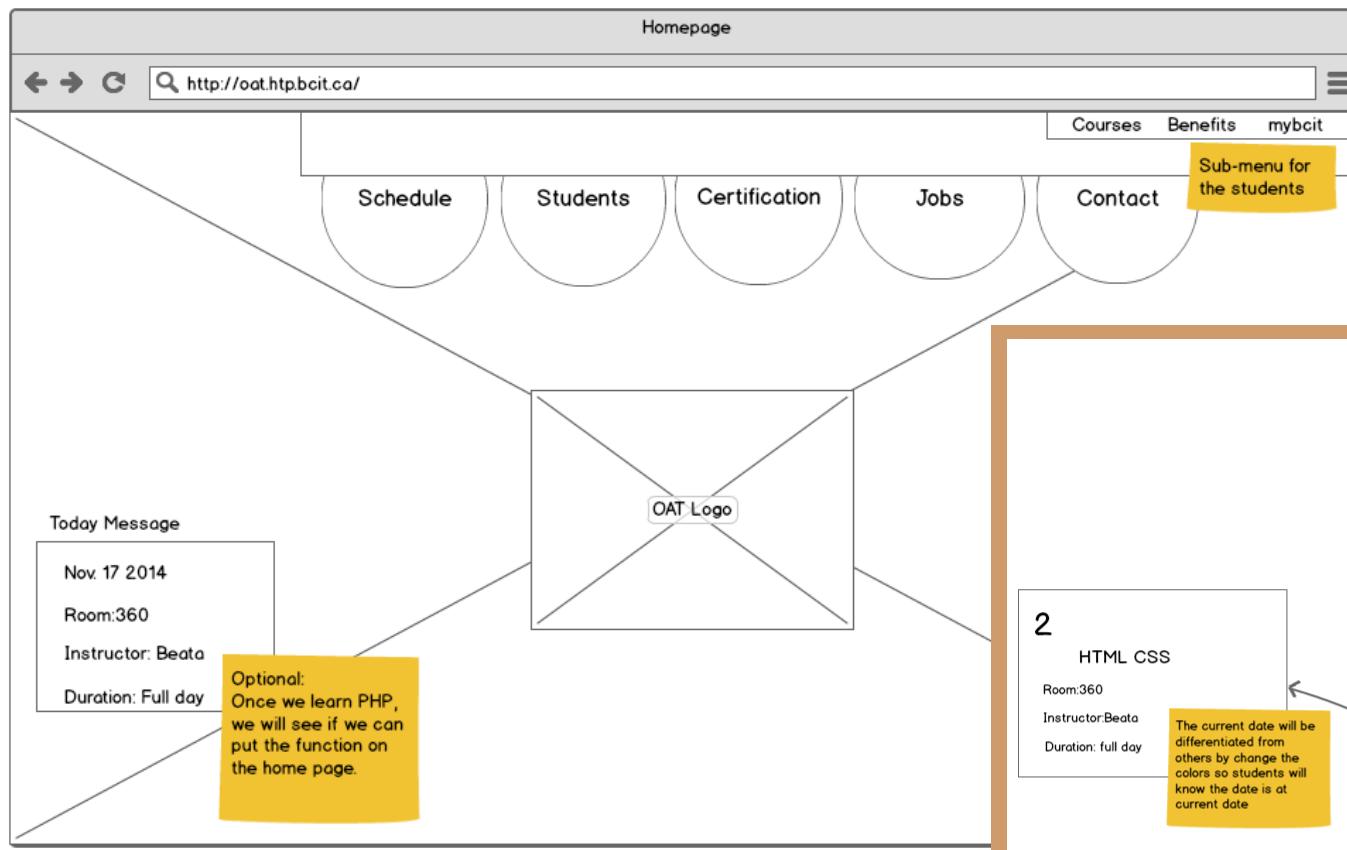
RATIONALE

The site architecture for Design Options 1 & 2 focus of the “SCHEDULE” page being foremost. After that we heard the client’s request to have “CERTIFICATION” and “JOBS” easier to find so they have been moved up a level in the architecture. We moved “COURSES” down since it is secondary information. We then included the “BCIT” website link and “mybcit” login link since we found that useful for ourselves.



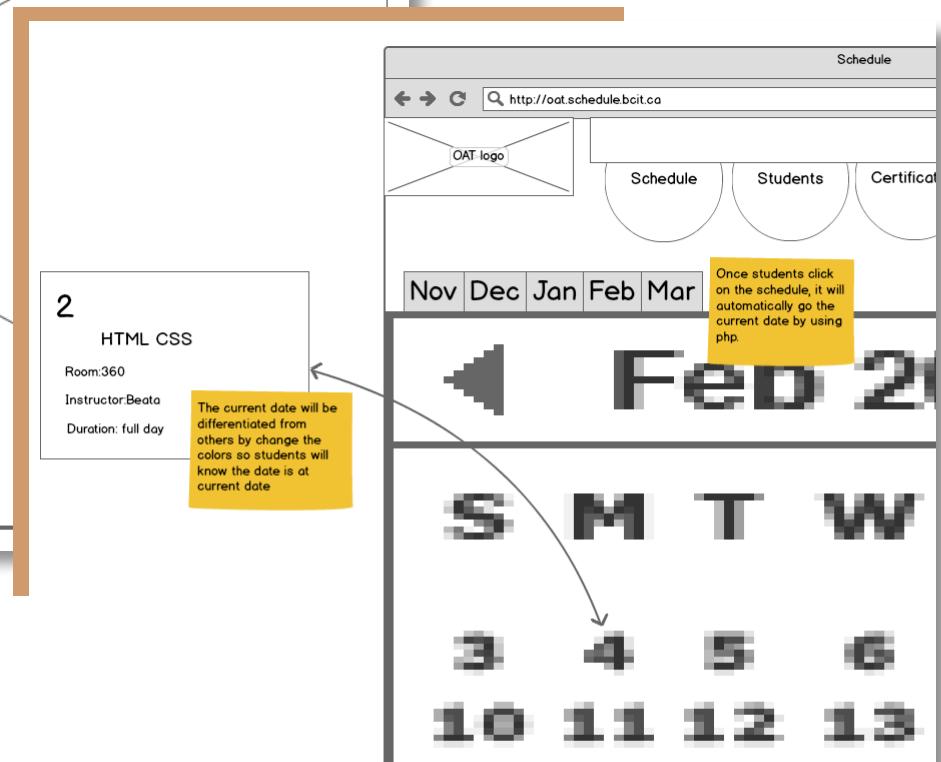
WIREFRAMES - DESKTOP

for Design Option 1 & 2



HOME Page

with detail of "Today's Message" option



SCHEDULE Page

with detail of daily content

WIREFRAMES - DESKTOP

for Design Option 1 & 2

Students

http://oat.students.bcit.ca

HOME Schedule Students Certification Jobs contact

A-E F-J K-O P-Z

Name	Links	Email
Maira Afzal	oat.hpbcit.ca/sites/mafzal	mairaafzal@mybcit.ca

A-E F-J K-O P-Z

Name	Links	Email
Maira Afzal	oat.hpbcit.ca/sites/mafzal	mairaafzal@mybcit.ca

A-E F-J K-O P-Z

Name	Links	Email
Maira Afzal	oat.hpbcit.ca/sites/mafzal	mairaafzal@mybcit.ca

STUDENTS Page

COURSE Page

http://oat.course.bcit.ca

HOME Schedule Course Certification Jobs contact

OATP 1000 Communication Skills Credits: 5.0

This course has been designed to assist students in the acquisition, application and development of professional skills. Topics covered include, but are not limited to: interview skills, career planning, time management, team building and conflict resolution skills.

OATP 1200 Business Development Credits: 6.0

Contact

http://oat.contact.bcit.ca

HOME Schedule Students Certification Jobs contact

Faculty Contact

Lorraine Fentie Program Coordinator / Instructor 604-412-7710 Lorraine_Fentie@bcit.ca	Ron Terencio Program Coordinator 604-412-7622 Ron_Terencio@bcit.ca
Debra Williams Program Head / Instructor 604-412-7695 Debra_Williams@bcit.ca	Rhonda Ewashko Program Assistant 604-412-7727 Rhonda_Ewashko@bcit.ca

Program Location

High-Tech Professional Programs Telephone : [604-412-7788](#)
#350 - 555 Seymour Street E-mail : [http@bcit.ca](#)
Vancouver, BC V6B 3H6 Web Site : <http://www.bcit.ca/cas/http/>

CONTACT Page

MOCKUP - DESKTOP HOME PAGE

for Design Option 1



MOCKUP - DESKTOP HOME PAGE

for Design Option 2



MOCKUP - DESKTOP SCHEDULE PAGE

Design Option 1

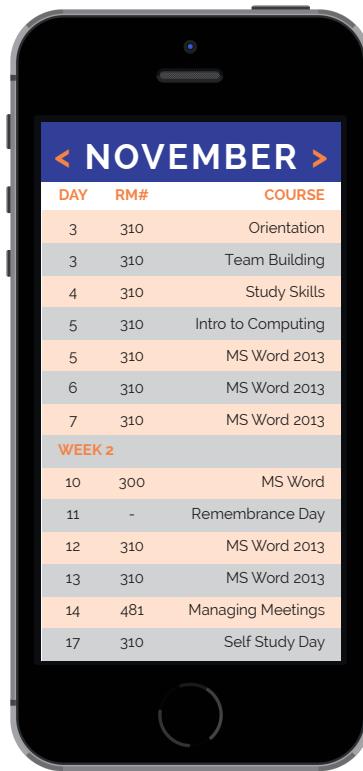
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		room # course title line 1 course title line2 instructor	1 room # course title line 1 course title line2 instructor	2 room # course title line 1 course title line2 instructor
room # course title line 1 course title line2 instructor	6 room # course title line 1 course title line2 instructor	7 room # course title line 1 course title line2 instructor	8 room # course title line 1 course title line2 instructor	9 room # course title line 1 course title line2 instructor
13 room # course title line 1 course title line2 instructor	14 room # course title line 1 course title line2 instructor	15 room # course title line 1 course title line2 instructor	16 room # course title line 1 course title line2 instructor	17 room # course title line 1 course title line2 instructor
20 room # course title line 1 course title line2 instructor	21 room # course title line 1 course title line2 instructor	22 room # course title line 1 course title line2 instructor	23 room # course title line 1 course title line2 instructor	24 room # course title line 1 course title line2 instructor
27 room # course title line 1 course title line2 instructor	28 room # course title line 1 course title line2 instructor	29 room # course title line 1 course title line2 instructor	30 room # course title line 1 course title line2 instructor	31 room # course title line 1 course title line2 instructor

Design Option 2

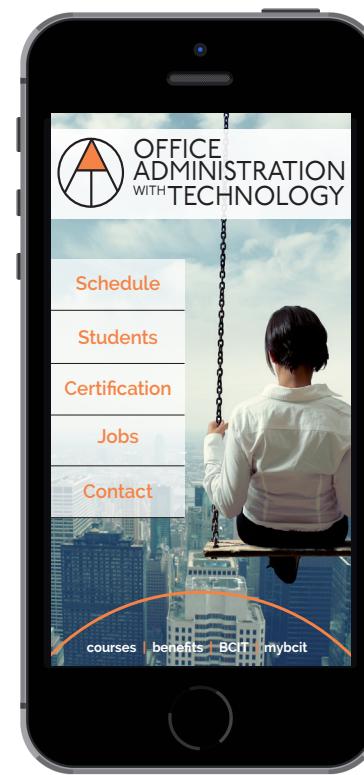
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		room # course title line 1 course title line2 instructor	1 room # course title line 1 course title line2 instructor	2 room # course title line 1 course title line2 instructor
room # course title line 1 course title line2 instructor	6 room # course title line 1 course title line2 instructor	7 room # course title line 1 course title line2 instructor	8 room # course title line 1 course title line2 instructor	9 room # course title line 1 course title line2 instructor
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MOCKUP - SMARTPHONE HOME PAGE & SCHEDULE PAGE

Design Option 1



Design Option 2



FONT: "Raleway"

COLOURS:

- █ Orange (CMYK 0/60/80/0)
- █ Blue (CMYK 95/90/0/0)
- █ Grey (K 60)

FONT: "Raleway" and "Myriad Pro"

COLOURS:

- █ Orange (CMYK 0/60/80/0)
- █ Grey



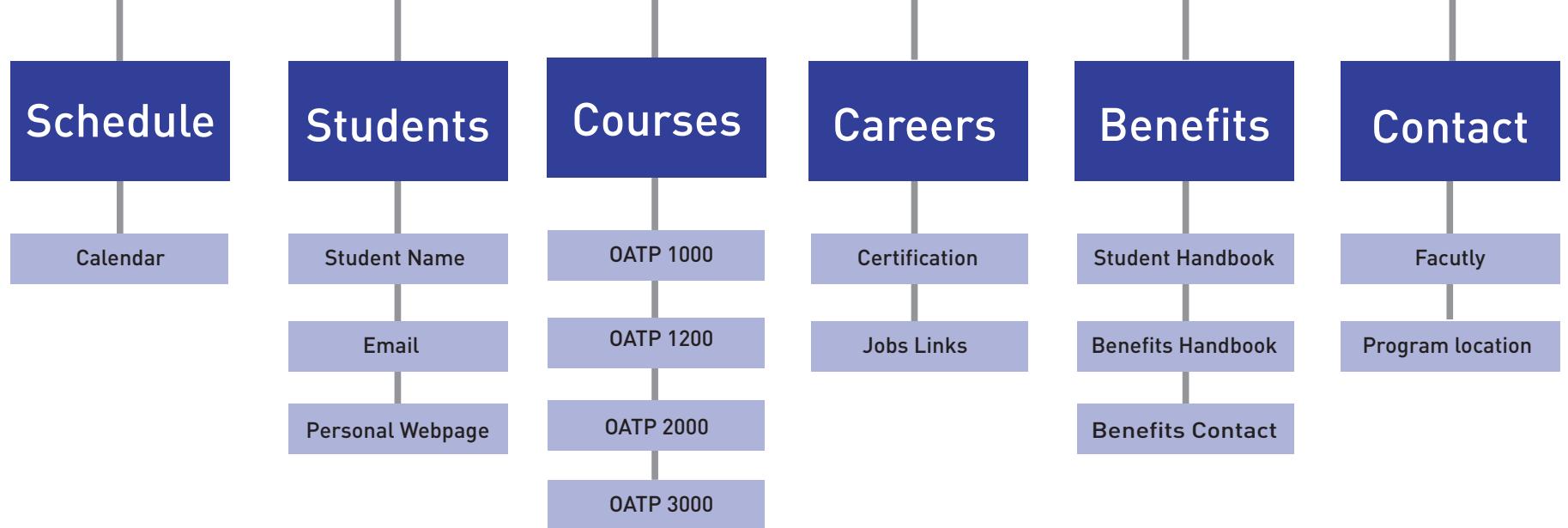
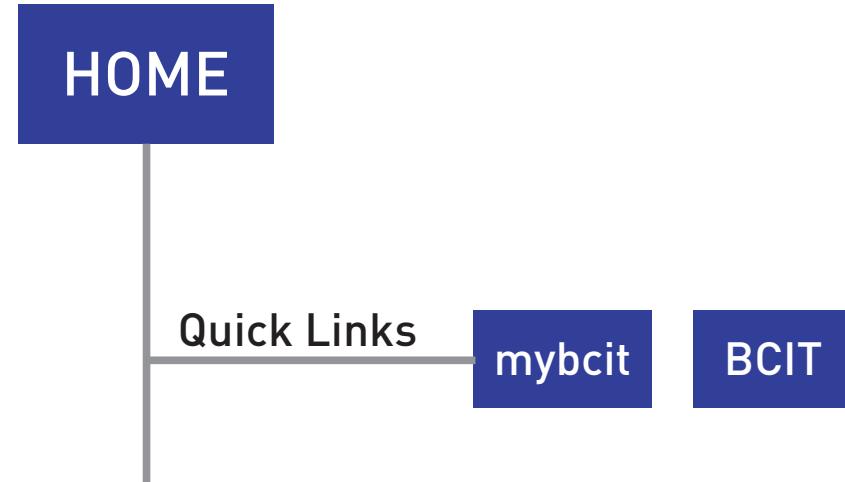
INFORMATION ARCHITECTURE

for Design Options 3 & 4

RATIONALE

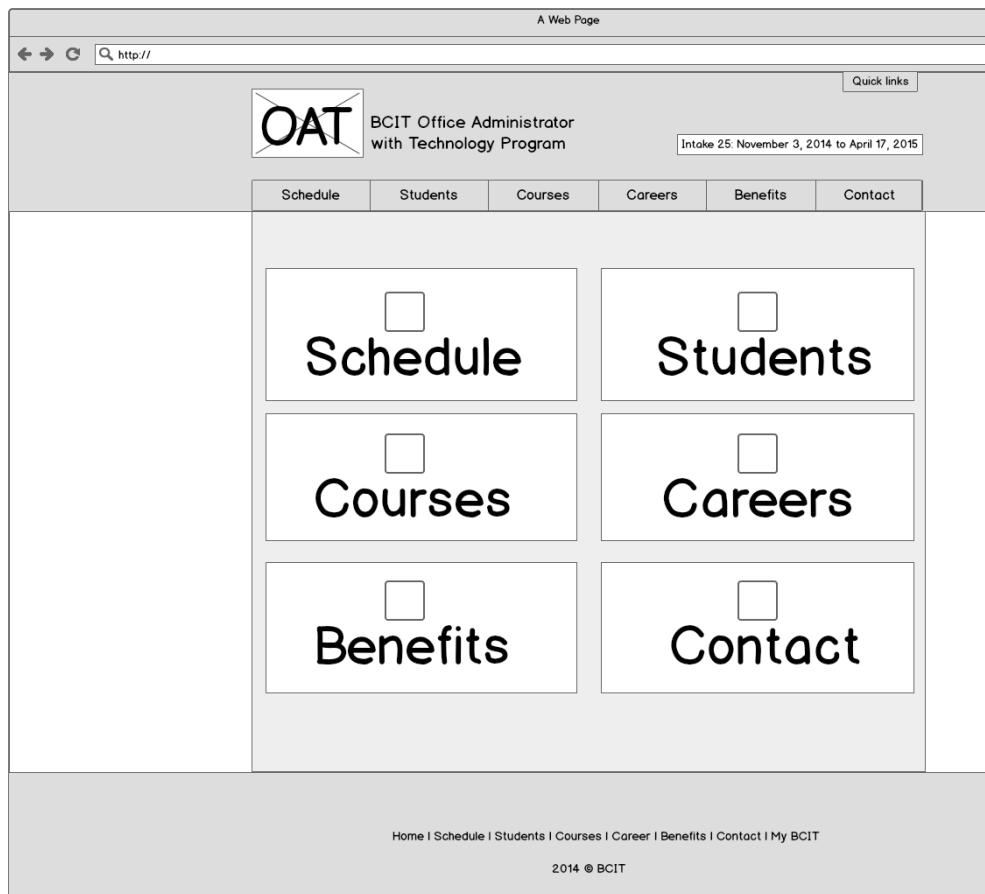
For Design Options 3 & 4 we made the "SCHEDULE" most important again. We combined "CERTIFICATION" and "Job Links" under a new heading "CAREERS" because they are related and important. We made a quicklinks area for "BCIT" links which would be handy.

On all options we would include the Student Email info for contact purposes in the "STUDENTS" page. We would also include the Instructor information for the courses on the "SCHEDULE" page.



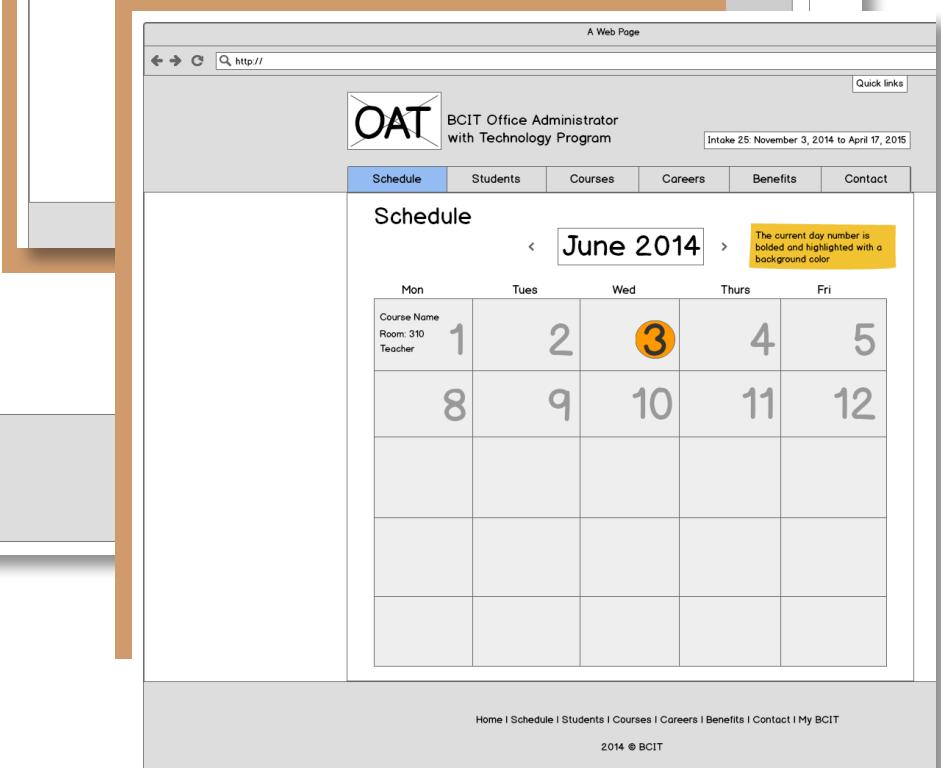
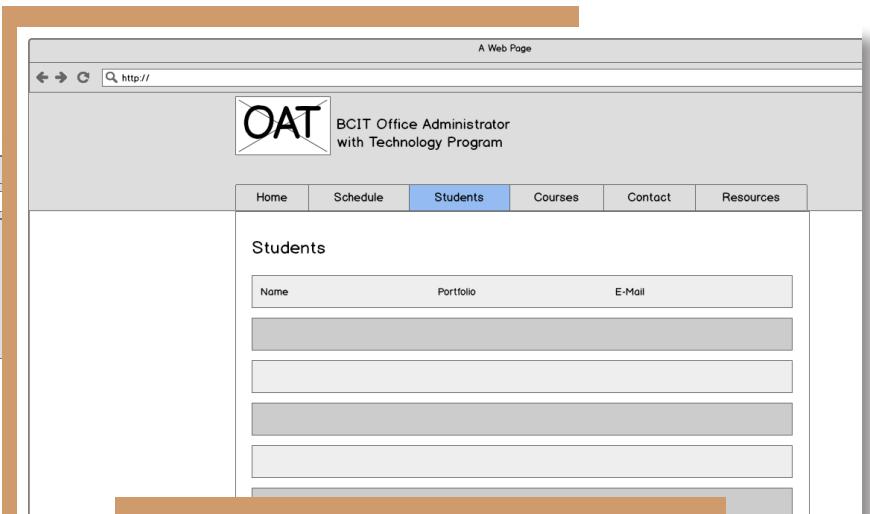
WIREFRAMES - DESKTOP

for Design Option 3 & 4



HOME Page

STUDENTS Page



SCHEDULE Page

MOCKUP - DESKTOP HOME PAGE

for Design Option 3



MOCKUP - DESKTOP HOME PAGE

for Design Option 4



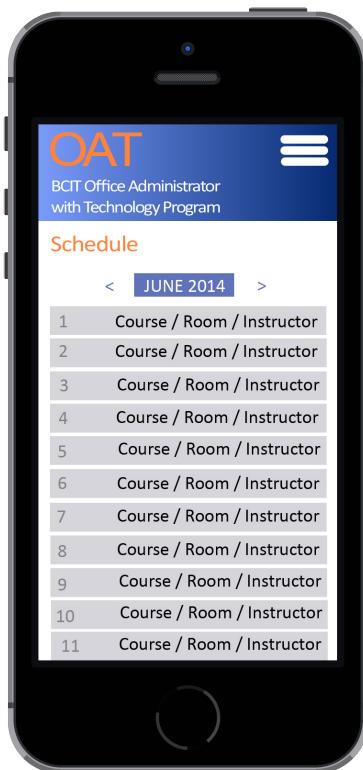
MOCKUP - DESKTOP SCHEDULE PAGE

for Design Option 3 & 4

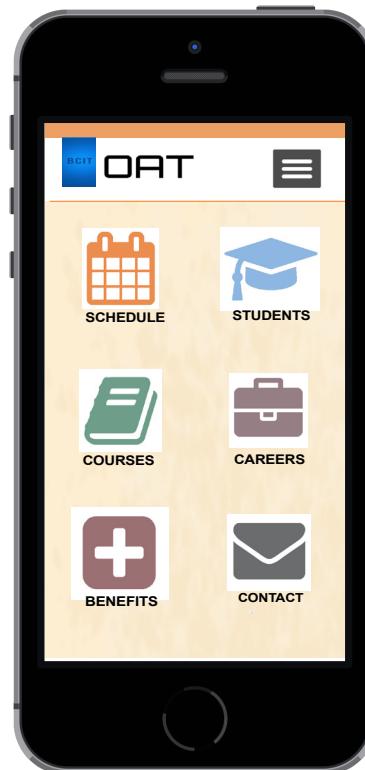


MOCKUP - SMARTPHONE HOME PAGE & SCHEDULE PAGE

Design Option 3



Design Option 4



FONT: "Calibri" & "Browallia New"

COLOURS:

Blue (CMYK 95/90/0/0)

Blue (CMYK 95/90/0/0)

Orange (CMYK 0/60/80/0)

Orange (CMYK 0/60/80/0)

FONT: "Orbitron" & "Arial"

COLOURS:

Orange (CMYK 0/50/70/0)

Orange (CMYK 0/50/70/0)

Cream (CMYK 5/10/20/0)

Cream (CMYK 5/10/20/0)



THANK YOU!

Lorraine and Rhonda



James Chan | Alvin Chen | Jean Dalgleish | Karina Sopilnyak

Image Credits:

Design 1- www.shutterstock.com #5515999

Design 2 - www.shutterstock.com #116315785

Design 3 & 4 - www.fontawesome.com for icons and headers designed in-house

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