Design Journey Part 1

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Section: 207

Part 1: Client Selection

Client Description

Tell us about your client. Who is your client? What kind of website do they want? What are their key goals?

Our client is Ronni Rabin. She wants to create a website for her new business, Queen of Schmooze. She wants to be able to use the site as a sales, prospecting, and business development tool. Her other key goals are to communicate what the services are cleanly and quickly, and for the site to be easy to navigate, fun, uncluttered, clever, and creative.

NOTE: If you are redesigning an existing website, give us the current URL and some screenshots of the current site. Tell us how you plan to update the site in a significant way that meets the final project requirements.

She does not currently have a website.

Target Audience

Tell us about the potential consumers of this website. How, when, and where would they interact with the website? Get as much detail as possible from the client to help you find representative users. This will make it easier for you to test your site on potential users and to generate useful personas.

The target audience includes both people who may want to work for her organization, and people who want to hire the business. Both of these groups would want to interact with the website in a way that lets them understand what the business does, what its employees are like, and other things to expect from it.

Potential customers would be individuals or organizations in need of someone who can serve as extra hands on a fundraiser, an organizer, a salesperson, a socializer for an event, a product tester, a public relations professional, a project extra, or something similar. This means they will all be people who are part of the professional world, but who vary in the status of their organization: some will be startups developing something new, and some will be established business in need of assistance for one specific project.

Potential employees would be interacting with the website when they are in search of employment., and they would be people qualified to help in tasks such as those listed above. These would likely be people with experience in business, marketing, sales, networking, and similar environments. In general, they will be intelligent, friendly, and outgoing people.

The specific ways in which these people would interact with the website would include reading about the business to gain information, or filling out forms to hire the company or apply for employment, or to contact Ronni for more information.

Purpose & Content

Tell us the purpose of the website and what it is all about.

The purpose of the website is to advertise the business and to inform people about its services. It should convince people to hire the business, or to want to apply to work for it, and make it easy for them to do so. Other content includes information about the owner and her background and qualifications, and an easy way to contact her for more information.

Hosting Plan

Where will the site be hosted?

We will host the site on the INFO2300 server while it is in development. On Wednesday, when we meet with our client, we will be discussing options with her about where she would like to host it after the semester ends.

Needs and Wants

In this table, collect your client's and target audience's needs and wants for the website. Come up with several appropriate design ideas on how those needs may be met. In the Memo column, justify your ideas and add any additional comments you have. There is no specific number of needs required for this, but you need enough to do the job.

Needs and wants (What does your client and audience need and want?)	**Design ideas and choices** (How will you meet those needs and wants?)	**Memo** (Justify your decisions; Additional notes)
Client wants to keep track of who visits the website.	Have a counter somewhere on the page that increments by one for each visitor. User can sign-up for an account.	It is not possible to keep track of exactly who visits the site without having them create an account. But it will not be mandatory for them to sign up for an account to view the website.
Client wants to be able to offer consulting.	Have an appointment form (with a calendar of available times) Have some kind of contact form such as an email	The calendar allows visitors to schedule an appointment and not have to wait to hear back to see if they're appointment was accepted.
Client wants to be able to communicate the services quickly and cleanly.	Have a page of services being offered	Allows people to quickly see what services are being offered

Client wants to be able to show what she has done.	Have an interactive timeline of activities she has done.	Allows people to interact with the website while allowing the client to showcase her works

Part 2: Project requirements

Design

What design elements should be utilized? Tell us about the design elements you plan to have for the site. Do they fit your client's needs? Why did you choose to follow (or not to follow) the client's expectations? If you chose not to accommodate a need, why did you make that decision?

The client wants the site to be easy to navigate, fun, uncluttered, and creative. The site will have a navigation bar to allow for easy and fast navigation. The client wants the site to be something along the line of a comic strip (i.e. Where's Waldo) so we will take inspiration from that. The client wants to be able to showcase what she has done so we will display her timeline as an interactive comic strip.

Client's Edits

Does the client need the ability to edit the site after the end of the semester? If **Yes**, tell us how you site fit your client's need. If **No**, write down N/A.

Client wants to have an about/biography page. She may want to edit this in the future. Rather than her editing an HTML file, we could include an "edit" button that is only visible to admin users, where she can edit the about page through a form.

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content (e.g., text, image) that you need to make/get from the client.

Note: As with the Needs and Wants table, there is no specific amount to write here. You simply need enough content to do the job.

Main navigation (List your site's navigation here)	**Sub category** (List any sub categories of under the main navigation)	**Content** (List all the content corresponding to main navigation and sub categories)
Home	Biography Timeline	Home: Introduction to the website and what it entails Biography: Information about the client and the services she offers Timeline: Past events/activities she has done
Contact	Contact Info Appointment Form	Contact: list of ways to contact our client Contact Info: different contact information such as email, social media, etc. Appointment Form: form for visitors to the website to

		make an appointment
Users	All Users Account Information	Users: information on the users/visitors to the website; will contain information about who has visited the site and statistics about the visitors All Users: list of all users (viewable only to our client) Account Information: information about each user (some only viewable by only that user, other information will be visible to our client)

Interactivity

What interactive features will your site have? What PHP elements will you include?

Much of this is up to you, however, implementing a login system is ***required***. Logging in should not be required to view the site, however it must unlock extra functionality, e.g., admin functionality, comment posting, etc.

Also, describe how the interactivity connects with the needs of the clients/target audience.

The major interactive features of the site will be making online reservations/appointments and login. The client wants to be able to view information about her visitors so allowing visitors to logging will help track who has visited the site. The visitors to the site will need an account in order to create reservations. We will use PHP and DB to implement the reservation forms and these accounts, respectively. The login system will also allow our client to edit her biography and other features.

Use of Existing Libraries

What libraries (e.g. editor.js, jQuery Cookie, Image Sliders, jQuery) are you planning to use for the site? What do you have to do to incorporate those libraries? How much of your own code will satisfy the project requirements?

We will use the Bootstrap Grid system to assist with page layout/functionality. Also, we plan to use jQuery to easily manipulate elements on the DOM. In order to incorporate these libraries we will have to first download bootstrap and import it. jQuery is something we already have since we have used it in previous projects.

Once we get a better idea of what the client wants, we will determine other libraries that may be useful. However, the website is being built from scratch so most of the website will be our own code.

Database

How will you use a database to improve the functionality of the website? Describe a possible schema that could meet your client's needs.

Databases will allow for faster and easier access to information rather than storing all the information on a text document which will be slow to access.

Database of schmoozers (people who work for the company):
Fields: name, picture, occupation, talents

Database of reservations:
Fields: date, evert type, location,

Scale

How large will the site be (approximate number of pages) and how many hours of work will be required to complete it?

The site will have approximately 6 pages and require roughly 60 hours to complete it.

Part 3: Work Distribution

Describe how each of your responsibilities will be distributed among your group members.

Who will be responsible for backing up other members should someone fail to meet a deadline? How will you communicate with each other? What are your expectations for communication? How will you share your design documents and ensure that no one disrupts each other's code? How will you manage deadlines? How you would keep track of task completion and the progress within your group?

If you will be using any tools for scheduling, sharing documents, managing tasks, etc., make sure you describe them here. This is also a good time to identify challenges (like who will be unavailable due to religious holidays or sports events), and how you will manage these challenges. Keep updating this on a regular basis for your own benefit.

If you are not tracking tasks (calendars, shared to-do lists, bug trackers or gantt charts, etc.), you might want to use the basic task tracking table shown below.

Set internal deadlines. Whose task needs to be completed first in order for another person's task to be relevant? Be specific in your task descriptions so that everyone knows what needs to be done and can track the progress effectively. Consider how much time will be needed to review and integrate each other's work. Most of all, make sure that tasks are balanced across the team.

Note: Again, you want the right number of items for the job. The table should have enough information such that each team member understands what is expected of them and by when.

In general, we will be using github for version control. So it should not be very difficult to merge our work/ collaborate. Also, while we will try to review each other's work, we can always revert a commit if something goes wrong.

If two people edit the same thing, github will alert us with a merge conflict and those can be solved on a case by case basis. Although, if we do our planning right these merge conflicts should be minimal.

We will be using google docs to keep track and share design documents. We will be communicating each other through text messages and emails. We will use the following table to keep track of task completion and progress within the group.

Much of the frontend can be done without the DB being completely completed, therefore, both frontend and DB can be done simultaneously. The DB must be at least partially completed (have the main structure of the DB done) in order for debugging to begin. A rough sketch of the design for the site must be done before front-end coding can begin. Then the group member in charge of design can clean up the design after the majority of front-end has been written. We will allot 1-2 days to review and integrate each other's work.

Task	Team Member Names and roles	Due Date	Status
Mainly responsible for DB (creating and writing queries)	Wendy Huang: I have taken DB and am familiar with writing SQL queries and creating DBs Julian Massarani: back-up	TBA, but after initial design and structure are implemented	
Mainly responsible for forms and php functionality	Alina Robin: main Wendy Huang: back-up Jordan Silbert: back-up	TBA, but will be implemented after initial designs and site structure are in place	
Mainly responsible for implementing libraries and debugging DB	Julian Massarani: main Alina Robin: back-up	TBA, but after database is implemented	
Mainly responsible for frontend	Wendy Huang: I am familiar with bootstrap and other front-end tools Jordan Silbert: back-up	TBA, but initial design will come first	
Mainly responsible for designs (graphics)	Jordan Silbert: main Wendy Huang: back-up	TBA, but initial design will come first	

Part 4: Additional Comments

If you feel like you haven't fully explained your design choices, or if you want to explain some other functions in your site (such as special design decisions that might not meet the final project requirements), you can use this space to justify your design choices or ask other questions about the project and process.