Jordan John
ID: 20230794
Subject: Web Design
Lecturer: Kerry Xavier
Assignment FINAL

TERM PROJECT

examples

below.

In 2018, the company decided to expand and open 3 additional stores in selected locations both

locally and regionally. This has been successful to the extent that extra revenues have been

generated, however, the costs associated with setting up, maintaining, advertising/marketing and

staffing these physical (brick and mortar) stores have been quite high. Additional challenges

were met with the COVID-19 pandemic which required lockdowns of retails stores nation-wide

– reducing the company's ability to generate revenue. Further to this, the business finds

themselves facing stiff competition from several rival companies which have expanded into e-

commerce and online sales.

Due to these and a few other factors, the Company has been showing a steady decline in overall

profits in recent years.

In 2023 a new Director was appointed and put forward a new business strategy which attempts to

"modernise" the management culture. In a recent meeting the following key points were raised:

• There is a need to increase customer awareness of the company, its brands, products/services

and store locations; Trini-Manga-Tards must be able to do this at a reasonable cost

• There is a need to engage with our customers more directly; Trini-Manga-Tards must be

able to find out what our customers wants and needs are in terms of products/services, how

they want the products/services to be with respect to features, functions, quality etc.

Trini-Manga-Tards must then find a way to provide products/services in the manner our

Problem

Trini-Manga-Tards wants to create an online presence for their [Choose an Industry Type from the list below] business.

Note: you are to choose a fictitious company name and select an Industry type from the examples
below.

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were met with the COVID-19 pandemic which required lockdowns of retails stores nation-wide
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"modernise" the management culture. In a recent meeting the following key points were raised:

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and store locations; Trini-Manga-Tards must be able to do this at a reasonable cost

• There is a need to engage with our customers more directly; Trini-Manga-Tards must be
able to find out what our customers wants and needs are in terms of products/services, how
they want the products/services to be with respect to features, functions, quality etc.
Trini-Manga-Tards must then find a way to provide products/services in the manner our

customers want us to provide it. Generally Trini-Manga-Tards needs to improve
communication and information exchange with the customers and throughout the
organization

• Trini-Manga-Tards must increase sales, revenue and repeat business, expand the customer
base and, if possible, reduce/minimize cost through an online platform

It has been decided that the company needs to create an online presence in order to continue
being an effective competitor. Trini-Manga-Tards is to adopt a "click and mortar" business
model instead of the pure "brick and mortar" model that they have been utilizing all these years.

The website design and development consultancy, Web Designz Ltd, have been awarded a
contract to design and develop a website for the Trini-Manga-Tards that will assist them in
meeting their objectives and allow them to more effectively compete with rival businesses

Company's Introduction

Trini-Manga-Tards is a popular manga store/library where customers from ages 10 and up can come in and rent or buy mangas, or maybe just stay in and read in our cozy space. We provide a vast collection of genres, from thrilling adventure to intense 18+ romance stories. Our goal is to create a welcoming community for all manga lovers, whether you are a newbie or a die-hard fan our door will always be open. We have special events and weekly manga manga discussions.
In order to be a member of our community, customer must sign-up for a TriniMangaTards membership.
Branches:
S.S Erin Road (868) 123-2234
San Fernando (868) 754-3422

Company's logo

Company's Purpose

The purpose of www.TriniMangaTards.com is to deliver manga content to readers of all ages in a convenient and accessible format. www.TriniMangaTards.com operates as an online store where users in Trinidad and Tobago can browse through manga, order, receive updates on new arrivals, restocks, receive special promotions, and have manga delivered to their doorstep. Users are also allowed to contact customer service, engage with the community, and leave reviews.

OFFICIAL URL: https://jordy394.github.io/TriniMangaTards/

Project goals:

Implement a simple and unique design

Create a user friendly interface, an e commerce website for buying manga

Showcase a unique diverse variety of manga

Create an engaging online community- FAILED

Type of website: e commerce

Intended audience: manga/comic readers ages 16+

Home page: The homepage provides an over view of TriniMangTards website, showcasing a banner, a recommended, popular, and recent sections.

Usability and Guidelines:

Clear navigation: homepage has a side panel that allowing users to quickly access different sections of the website.

Visual hierarchy: Headings, images, and texts are properly organized to create a clear visual hierarchy.

Sufficient Color Contrast: colors ae chosen to contrast well with the background's dark opacity and for better readability for readers.

Responsive design: This website only manage to work on desktop and has failed to operate on mobile.

Color codes:

Navigation links: White with #640000 on over

Banner text: white with dark overlay

Footer background: #333

Sign up page:

Sign up page allows new users to join

Form validation: Javascript is used to validate thier input, providing feedback if and required field are missing.

Color code:

Background rgba (0, 0, 0.7) dark semi transparent

Text: white

Input fields: white test on a rgba (255,255,255,0.1) Background, with a #640000 border on focus

Button #640999, with #800000 on hover

Link: #64000.

Login page:

The login page allowing existing user to sign in to thier accounts user thier existing username and password.

Clear form labels: Each input field has a clear label, helping users understand the wanted information

Visual hierarchy: The login is contained in a styled container, separate from the rest of the page, providing a clear visual focus.

Consistent styling: The login uses the same style that of the sign up page.

Color codes:

Background rgba (0, 0, 0.7) dark semi transparent

Text: white

Input fields: white test on a rgba (255,255,255,0.1) Background, with a #640000 border on focus

Button #640999, with #800000 on hover

All Manga pages:

Clear structure: The page is divided into logical sections (I.e. I ages, description, details, chapters) using headings and paragraphs, making it easy to scan and understand the content.

Informative image: Manga image is displayed and showcases Manga information on the side.

Clear text: The text is styled with apptfont sizes and line hieght got comfortable reading. Links a distinguishable and viewable in #FFA500

Color Codes: FFA500

Description header: black

Simple Test plan entry

Test Case/ Scenario	Expected Result	Actual Result	Test Result
• Individual manga pages	• Provide clear and cise information, readable, interative	As expected	PASS
• About us	• Provide clear and cise information, readable, clear understand of the company's purpose and background.	As expected	PASS
• Contact us	• Navigation use to comoany's social (facebook, Instagram)	As expected	PASS
• Home page	• User can view and select from a wide variety of mangas	Not expected	PASS
• Buy now page	• Users are allowed to buy any amount of manga.	Not expected	FAIL
		As expected	PASS

|			
• Sign up page	• Sign up page allows new users to join		
• Login page	• The login page allowing existing user to sign in to thier accounts user thier existing username and password.	As expected	PASS

Challenges: due to my laptop be outdated, it was insufferable, creating this website. After a certain time of editing code, my Visual studio code, it would crash so I would be forced to

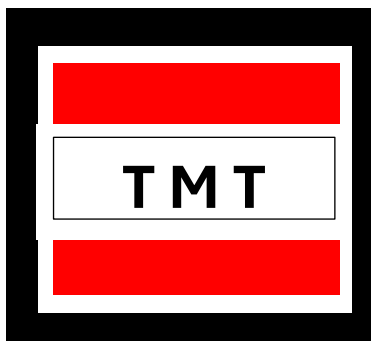Lesson learnt: Better Laptop, and definitely need to improve in my time management

From old document

LOGO DO'S AND DON'T'S

DO's
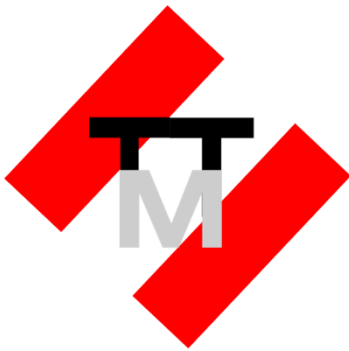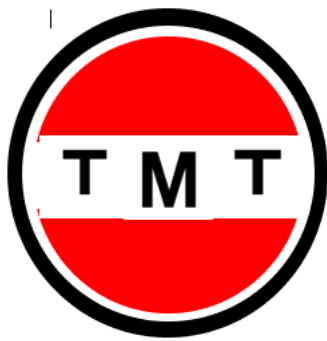
DON'T's

FONTS

Headings

<h2> Welcome to TriniMangaTards! (Banner heading)

All manga titles use "<h3></h3>"

Body text:

<p>Trini-Manga-Tards is a popular manga store/library...</p> (Banner Paragraph)

<p> 123 Manga Street, Port of Spain</p> and <p>Trinidad & Tobago</p> (Footer Address)

Colours

MAIN COLORS

Philippine Red (header and sidebar) #C8102E

White (fonts)#FFFFFF

Black (footer)#000000

(Represent Trinidad flag)

SECONDARY COLORS

Dark overlay for background picture: **000000** (black), 90% opacity

BUTTONS

Total of 3 buttons

Button coors: red, #007bff

Fonts: 16px, Arial

Visual Language/graphic elements

Overall style:

Dark Background: website has a dark, barley visible background (semi dark transparent overlay) (rgba(0, 0, 0, 0.9) so font will be visible enough for reader. This is intended to evoke a sense of reading manga at night time.

Red color: the red color scheme (rgba(100, 0, 0, 0.8) is used for header and sidebar, providing a striking contrast against the dark background. This is intended for drawing attention to the navigation areas.

Clean and readability: the white text (#FFFFFF) is used throughout the site for high contrast and readability against dark background.

Fonts (Segoe UI, Tahama, Geneva, Verdana, sans serif) ensure a clean and modern look.
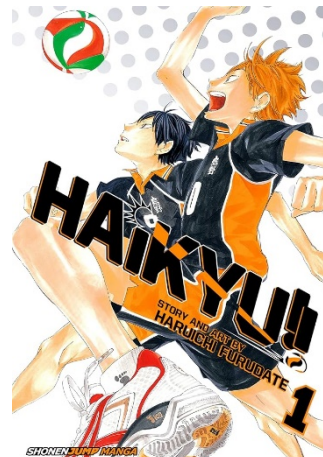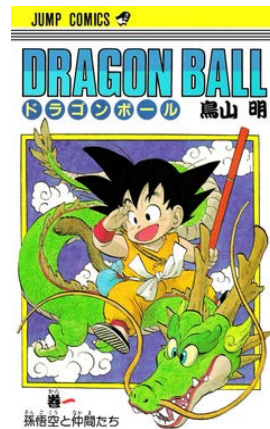
Graphic elements:

Background image: The background image is used to provide a visual texture and enhance the website overall aesthetic

Banner image: meant for the main text area

Manga images: meant for **popular, recommended** and **recent** list,

Social media contact icons

Faceboon:

Facebook.png

Instagram:

Instagram.png

Logo: website uses a small logo that is displayed at the top of the side menu

logo.png

Illustrations

コードギアス 反逆のルルーシュ Vol.1 CODE GEASS Lelouch of the Rebellion 小笠原智史 谷口廣次朗

DEMON SLAYER KIMETSU NO YAIBA 1 Story and Art by KOYOHARU GOTOUGE

JUMP COMICS DRAGON BALL ドラゴンボール 鳥山 明 巻 孫悟空と仲間たち

BERSERK 41 三浦建太郎 KENTARO MIURA

ATTACK on TITAN 33 HAJIME ISAYAMA

HAIKYU!! STORY AND ART BY HARUICHI FURUDATE 1 SHONEN JUMP MANGA