

Planning and Design

COM1008 Assignment 1



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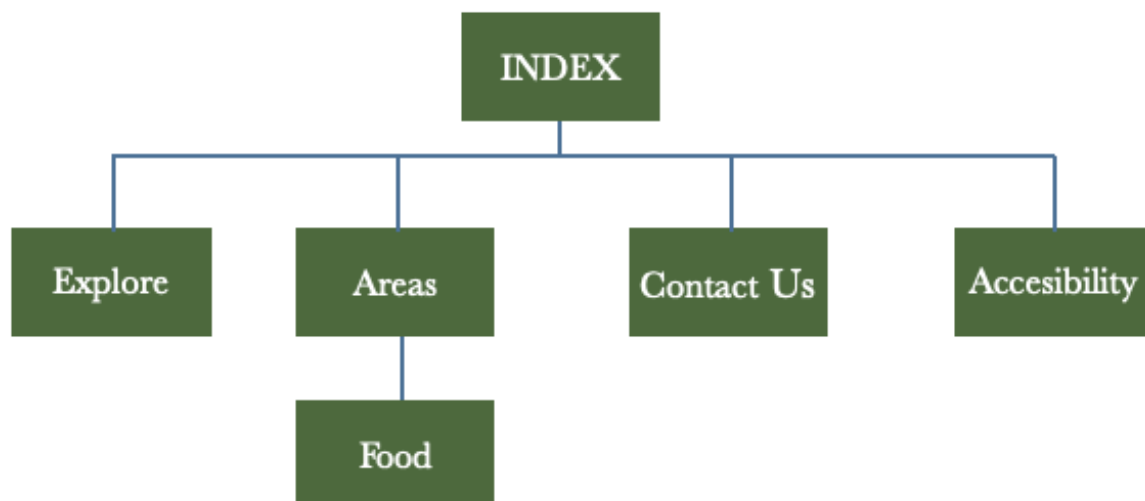
University of Sheffield Students Union Building Website

General Ethos

Gabe Roeloffs wrote for medium.com that the ethos is well known to be the credibility of a speaker, but ethos in website design is the professionalism of the website.^[1] We wanted our website to look as professional as possible, that means we have to adopt a look that is rather simple. We have a white background, no flashy images or too many colors. The menu will be intuitive and simple to follow. Our content will be strictly to the point and succinct, no necessary subjective advertisement. We will have photos that are professional, that will only help describing the Students Union Building better, no unnecessary photos just for the sake of adding photos. There are some web fonts that are considered web safe. One of them is Times New Roman as Robert Mening wrote for websitesetup.org.^[2] Among all the safe fonts this is the one we liked the most.

The Site Map

Firstly, when we started to design the website we thought about the structure of it. We considered this to be the best structure because it is really easy to follow and go through, based on shallowness and depth. We have put the Food Options as a subpage of Areas because the restaurants, bars and cafes are still areas of the Building, but they are too many to have them all on one page with the other areas of the building.



Design mock-up

We want our design to be really simple and intuitive but at the same time pleasing to the eye with it's simpleness and great quality of photos, and color choices.

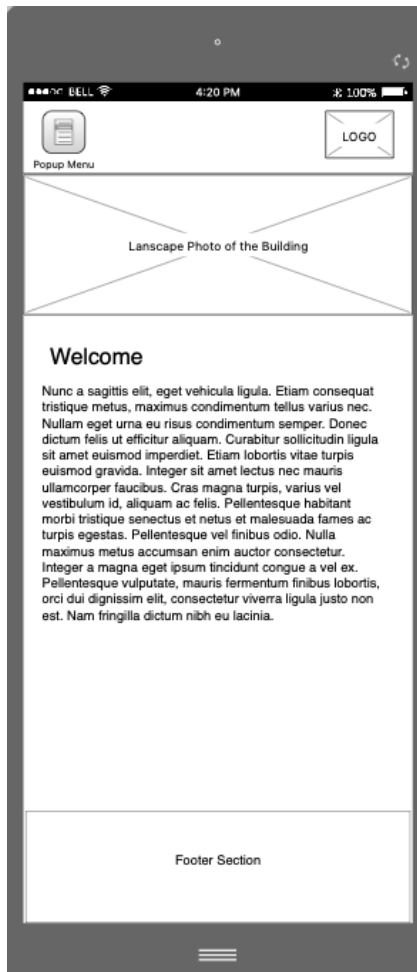


Fig. 2

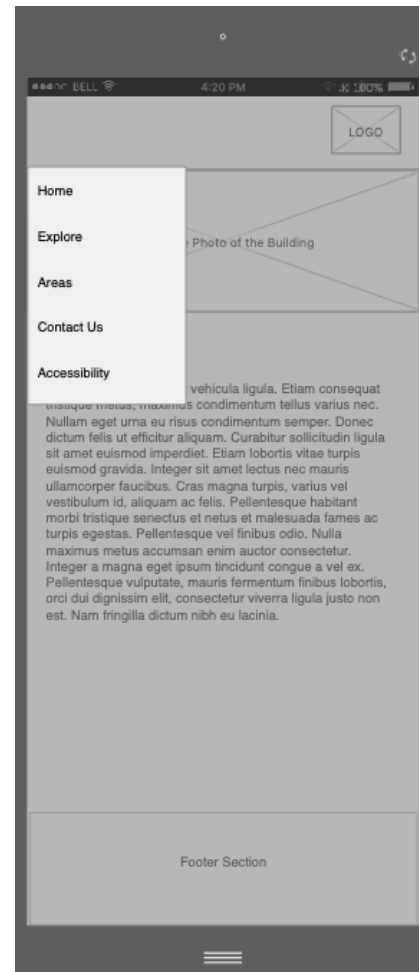


Fig. 3

As we are using Mobile First RWD this is how the website will look in the first instance. We will only have one break point because we think the design we have chosen for desktop also works for a tablet. Every webpage will have a BANNER on top-left of the page with a Popup Menu Button for navigation and the Logo of the SU Building on the top-right. The navigation button will work as shown in figure 3. On each and every page there will be a different landscape picture of the building that will absorb the user in to the website. Each webpage will have its content

structured differently depending on what we consider to add on them. The footer section however will be the same for every page, probably a copyright statement and maybe a site map. The next figure shows how we want to make the transition from Mobile to Tablet/Desktop design.

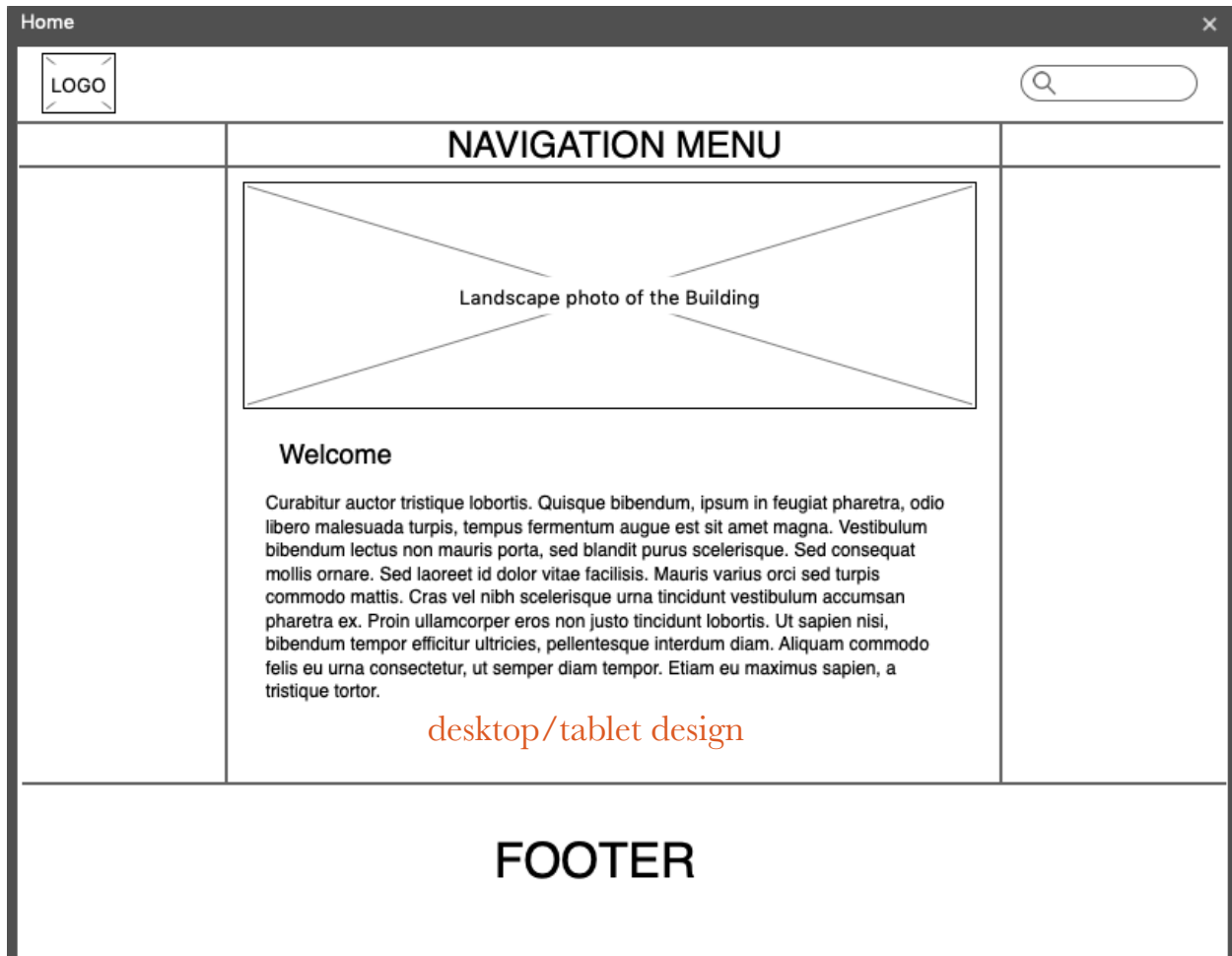
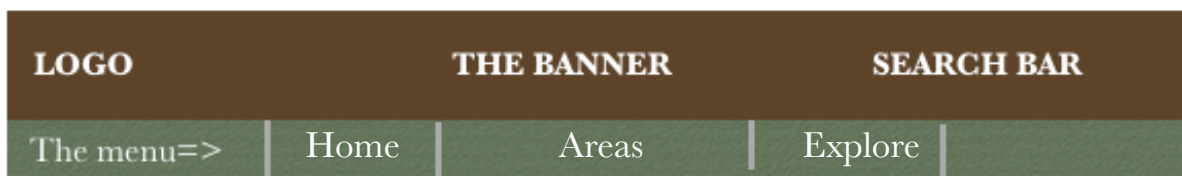


Fig. 5

This is how we would like the transition from mobile to desktop to look like. We basically want to move the logo from top-right to top-left and add a search bar for content within the website. We want to move the menu from the button that was top-left as a navigation bar under the banner and also center it, so people would have a much easier time seeing almost every page that they can access. Because we want to keep the content on single column we would like it to be on the 70% center of the page so it would have a better look and would be easier to jump on the next line when reading. The footer will be pretty much the same but would be shown on 100% of the width.

Menu System

“The use of website navigation tools allow for the website's visitors to experience the website with the most efficiency and the least incompetence. A website navigation system is analogous to a road map which enables webpage visitors to explore and discover different areas and information contained within the website.”^[3] (wikipedia.org) With this statement in mind we decided to build the menu as simple as possible. According to Jesse Rand who wrote for the vtldesign.com that the burger menu is one of the ways to unclutter unnecessary information from the phone, but he also says that this trend has gone bad because people started using it for desktop versions of the websites.^[4] On the mobile version of the website we will have a “burger menu” which is one of the most common ways to create a responsive web design and unclutter the the website.



Navigation Bar (fig.4)

When we go to the desktop version we will have one of the simplest navigational bars in the middle of the page under the banner. Everything will act like a button, there will be no drop-down lists, even though Areas will also have Food as it's subpage. The Food page will be really easy to see and access after you click on Areas.

Accessibility

We will adress a series of issues related to accessibility like having alt tags for all of our photos so even if the photos are not displayed, the content will still be digestible. The color scheme will be be a simple one, no fancy peacock tails or disco lights. The content will be black on white which is the easiest way to make it visible. We will have buttons that are big and easy to click even for people with various disabilities. Every abbreviation will have periods for an easier reading. We have taken some of our accessibility issues from what Yohana Desta wrote for mashable.com, in 2014 “9 Simple Tips for Making Your Website Disability-Friendly” this include: use of alt-tags, color scheme, abbreviation, describe your links, get clickable and more [...].”^[5]

Legal Issues

Even though this website is for educational purposes only, most of the included photos are of our own so we don't have to deal with the problems of copyrights or be accused of stealing. For photos that are not our own, we will get the written permission for their use. For any content related issues, if we need to have something copied or rephrased from another place we will reference those accordingly.

Bibliography/References

- [¹] Gabe Roeloffs., (©2015). Using Ethos, Pathos and Logos to Design Effective Websites [online] [medium.com](https://medium.com/@gaberoeloffs/using-pathos-ethos-and-logos-to-design-effective-websites-4229ad29d6fa) [Viewed 10 Nov 2018] Available from: <https://medium.com/@gaberoeloffs/using-pathos-ethos-and-logos-to-design-effective-websites-4229ad29d6fa>
- [²] Robert Mening., (©2017). 15 Best Web Safe Fonts [online] websitesetup.org [Viewed 10 Nov 2018] Available from: <https://websitesetup.org/web-safe-fonts-html-css/>
- [³] Wikipedia, The Free Encyclopedia., Web Navigation [online] [wikipedia.org](https://en.wikipedia.org/wiki/Web_navigation) [Viewed 10 Nov 2018] Available from: https://en.wikipedia.org/wiki/Web_navigation
- [⁴] Jesse Rand., The Genius—and Potential Dangers—of the Hamburger Icon (Flyout Menu) [online] [vtldesign.com](https://vtldesign.com/web-strategy/website-design-development/hamburger-icon-flyout-menu-website-navigation/) [Viewed 10 Nov 2018] Available from: <https://vtldesign.com/web-strategy/website-design-development/hamburger-icon-flyout-menu-website-navigation/>
- [⁵] Yohana Desta., (©2014). 9 Simple Tips for Making Your Website Disability-Friendly [online] [mashable.com](https://mashable.com/2014/04/22/website-disability-friendly/?europe=true) [Viewed 10 Nov 2018] Available from: <https://mashable.com/2014/04/22/website-disability-friendly/?europe=true>