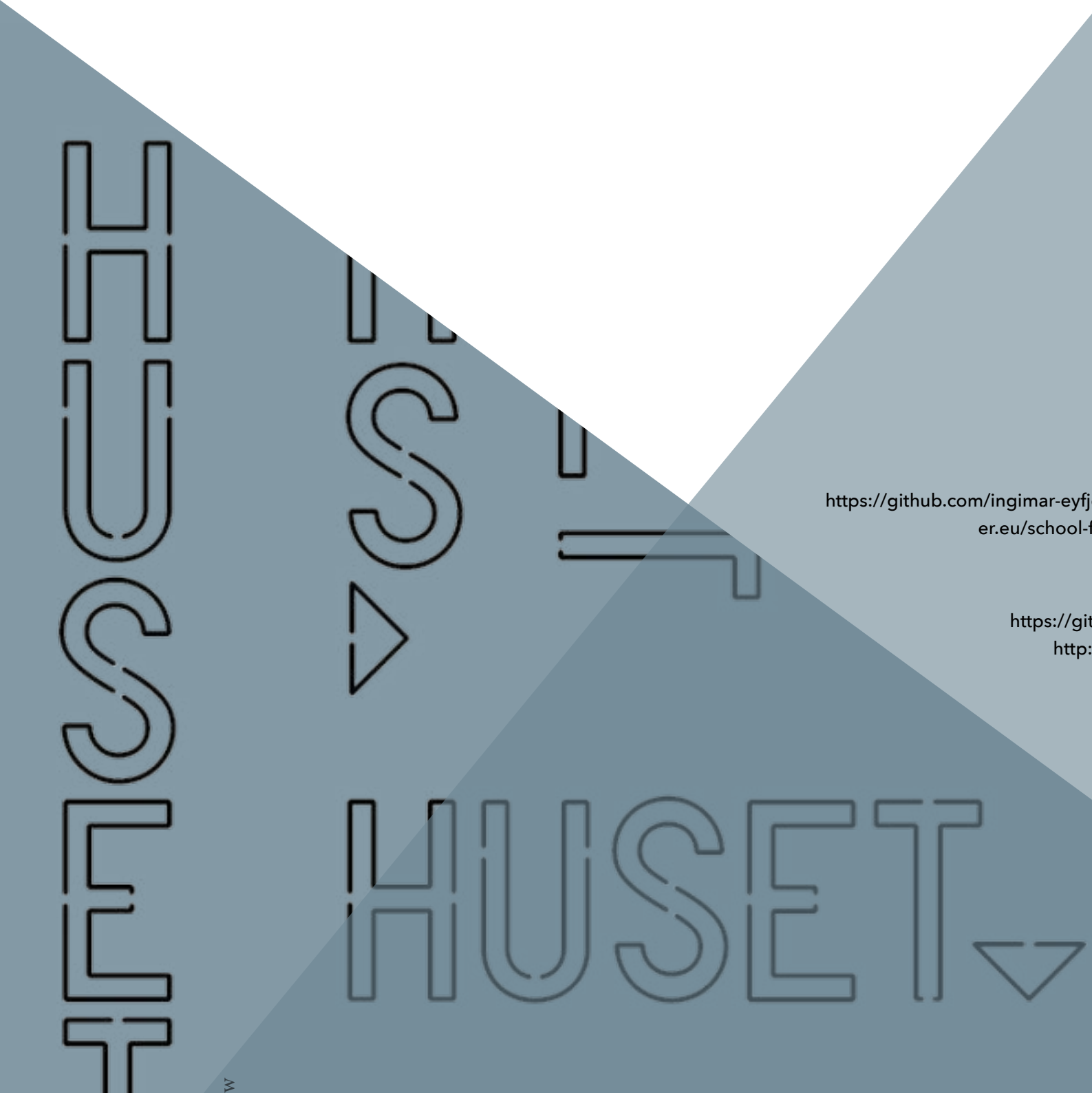


090501

Nadia Mignone LaMond
https://github.com/LaMondy/090101.git
http://ldofficiel.eu/Huset/search/index.html

Ingimar Eyfjörd Smarason
https://github.com/ingimar-eyfjord/huset-cinema-web-app https://iesdesigner.eu/school-folder/2-semester/web-application/index.html

Liam Anthony Edwards
https://github.com/liam-edwards-kea/Huset-website.git
http://liam-edwards.dk/Huset_Website/home.html

Lisa Marie Becht Rojas
https://github.com/lisambr/090101
http://lalisa.dk/dybhus/index.html

INDEX

INTRODUCTION

Huset is a multicultural establishment in the heart of Copenhagen, consisting of many different locations across the city. As a cultural hub, Huset is a prime location for many different ages and nationalities to come together and enjoy the different events and venues. From music to cinema to just sitting down and playing board games with friends.

One problem that Huset is facing is the fact that they have an abundance of internationals and a website that doesn't function particularly well for their needs. In regards to different venues (e.g Musikcafeen) they don't have the recognition and availability to make an impact on the international market.

Moreover, because of the broad range of ages and nationalities it's hard to cater for everyone in just one website, in regards to making it as UX friendly as possible for each different type of persona.

Furthermore, this is where we were tasked to come up with a way to make finding what the different personas want an easier process.

Niche apps for different venues was a way towards solving this issue and catering for these aforementioned different personas

ETUDES DE TERRAIN

RESEARCH

Huset-KBH is a Danish culture house founded in 1970! and placed in Copenhagen. Huset-KBH hosts about 1 500 annual events across different locations in the city. Due to its diverse repertoire and central location Huset has a very international clientele ranging from expats, visitors to locals.

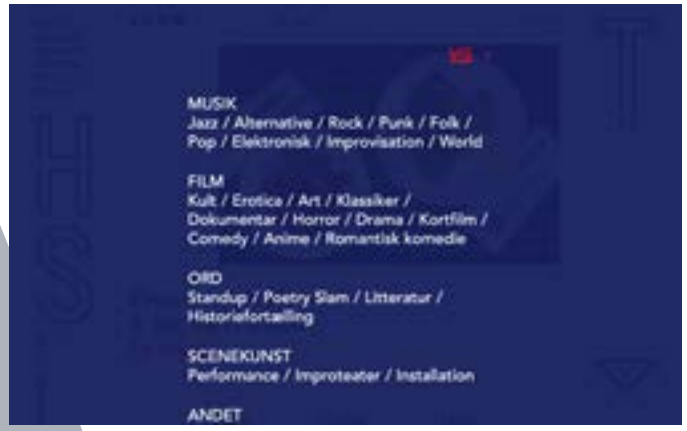
The focus of our research and product is to cater towards the english-speaking visitors and guide them through Husets online universe with sub-apps directly targeted towards specific personas.

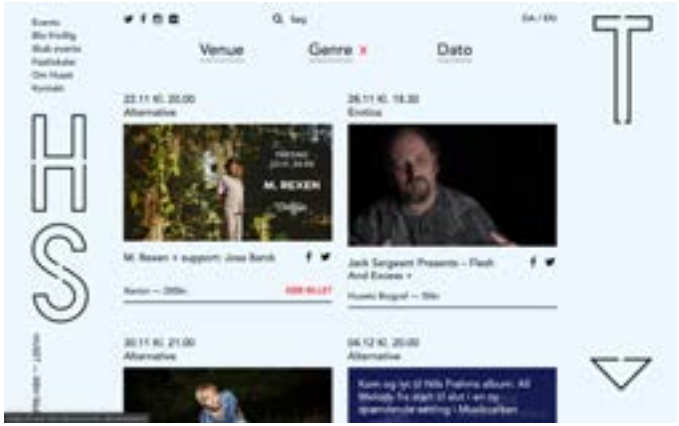
RESEARCH

Husets website is a very interesting since it is a hub of many different areas. It goes from film, to events to main bar information and one can quickly feel very overwhelmed by the layout and Information Architecture of the page. It is hard to navigate and know where exactly one is.

The filter option especially seems to be what most people struggle with. During our research we noticed that people often thought the website was broken instead of understanding the dynamic of the filter option as you have to click out of the modal in order to see the filtered results.

The main takeaway of our research is that one website seems to be detrimental to a good user flow and the website should be downsized into a multitude of sub-apps.





TRANSLATION

Through our research we agreed to think about how to group the different areas of interest and we realized that people who search for certain elements will definitely not search for others. For example someone who is looking to go to the movies is not necessarily interested in Husets history. But a person looking for a job will definitely be more into researching the about section and similar elements.

Through this thought process we decided to think about which different types of personas would be interested in varying online journeys and cater towards those alternative needs. In this way we could work from different angles towards one common goal. Making Husets online presence clearer and easier to navigate through.

IDEATION

We decided to pursue personas that didn't resemble ourselves too closely. This meant trying to go out of our own closed mindset and trying to put ourselves into someone else's shoes as we came up with what our persona was all about.

Continuing to navigate around the huset website we put the personas minds into play and found out what we believed they needed to have a better experience

CONCEPT DEVELOPMENT

SUBJECT STUDIES

In this section we will cover the target audience of our niche apps (Personas).

Lars Henriksen

'Be old, but live young'

A 55 year old guy from Copenhagen. He loves nothing more than his two loving children, although his son is 21 and his youngest daughter has just turned 18. He has started to have a bit more free time with his kids tied up in university and his wife working longer days to fit with her new promotion.

Growing up in Copenhagen and living there his whole life, he has many old friends who he has kept in touch with for many years. They still meet up at least once a week for a beer at the local pub and catch up with the weeks events and how the kids are doing.

As a graduate from CBS, Lars chose the safe path and took over his father's legacy as a financial consultant at his father's best friend's firm. The pay is good and as being an old family friend he is respected and treated well so he couldn't be happier in this respect. Furthermore he keeps up his physical state with weekly gym visits, where he can zone out and work out to his favourite companion; rock music.

Lars loves his rock music, his friends love it and his kids.. well they hate it. Nevertheless, he is always has some rock anthem ready to go on his surround sound system. Jimi Hendrix, The Rolling Stones, Steely Dan and a good dose of Clearwater Creedence is all he needs to start his day off in the best possible way.

Although he has never seen any of his favourite acts live he has always wanted to be into the rock scene a bit more than just listening to the songs at home. This is why he is going to start looking at some gigs locally in Copenhagen, where he can go with his friends and experience a rock concert like he has always wanted to.

His son has his 22nd birthday coming up so Lars wanted to know what he was doing for it. His son goes on to tell his dad about a cultural hotspot called Huset. He goes with his friends from uni and the other internationals on his course. He goes on to explain that it isn't just one venue which intrigues Lars.

He googles Huset and goes to the homepage where he can see some dining activities and some films. He is struggling to find out too much more until an image pops up about a Musikcafeen which intrigues him. Unfortunately he can't seem to get as much information as he likes and finds the website a bit hard to navigate for what he specifically wants.

He will ask his son or daughter to help him later or tomorrow when they get home. Nevertheless, he would like to be able to do these things himself and would love nothing more than an easier way to navigate around these sites.

SUBJECT STUDIES

In this section we will cover the target audience of our niche apps (Personas).

Lars Henriksen

SUBJECT STUDIES

In this section we will cover the target audience of our niche apps (Personas).

Carla Shepperds

'Live Laugh Love'

Carla Shepperds is a 36 year old mom of two lovely daughters. She works from home as a freelance interior designer and her business is booming. When she's awake she is busy and she loves it. She doesn't spend much time on the internet, and mainly uses pinterest for recipes party ideas and interior design inspiration. She met her very loving husband in University when he was studying to become a lawyer. He now owns his own lawyer firm which is booming in Copenhagen. Even though both of them are very busy they love each other dearly and have date nights every week and family dinner is obligatory. One could say they figured out how to balance home and work life with ease.

Carla values her work life but she also knows that she needs to get a break from time to time. Family time is one thing and as much as she loves her husband and her two daughters she knows she has to get out with her girls at least once a month.

Her group consists of her best friends and they meet at least once a month, each date is organized by another person of the group which is great since it takes a lot of pressure from Carla. She only needs to organize the get together once every few months which makes the girl meetup even relaxing in the planning process.

This doesn't mean that Carla can spend a long amount of time planning this evening, between the girls, her job, her home life she just wants to relax. This is why she tends to find events and soirees on websites who display the needed information in a small amount of clicks.

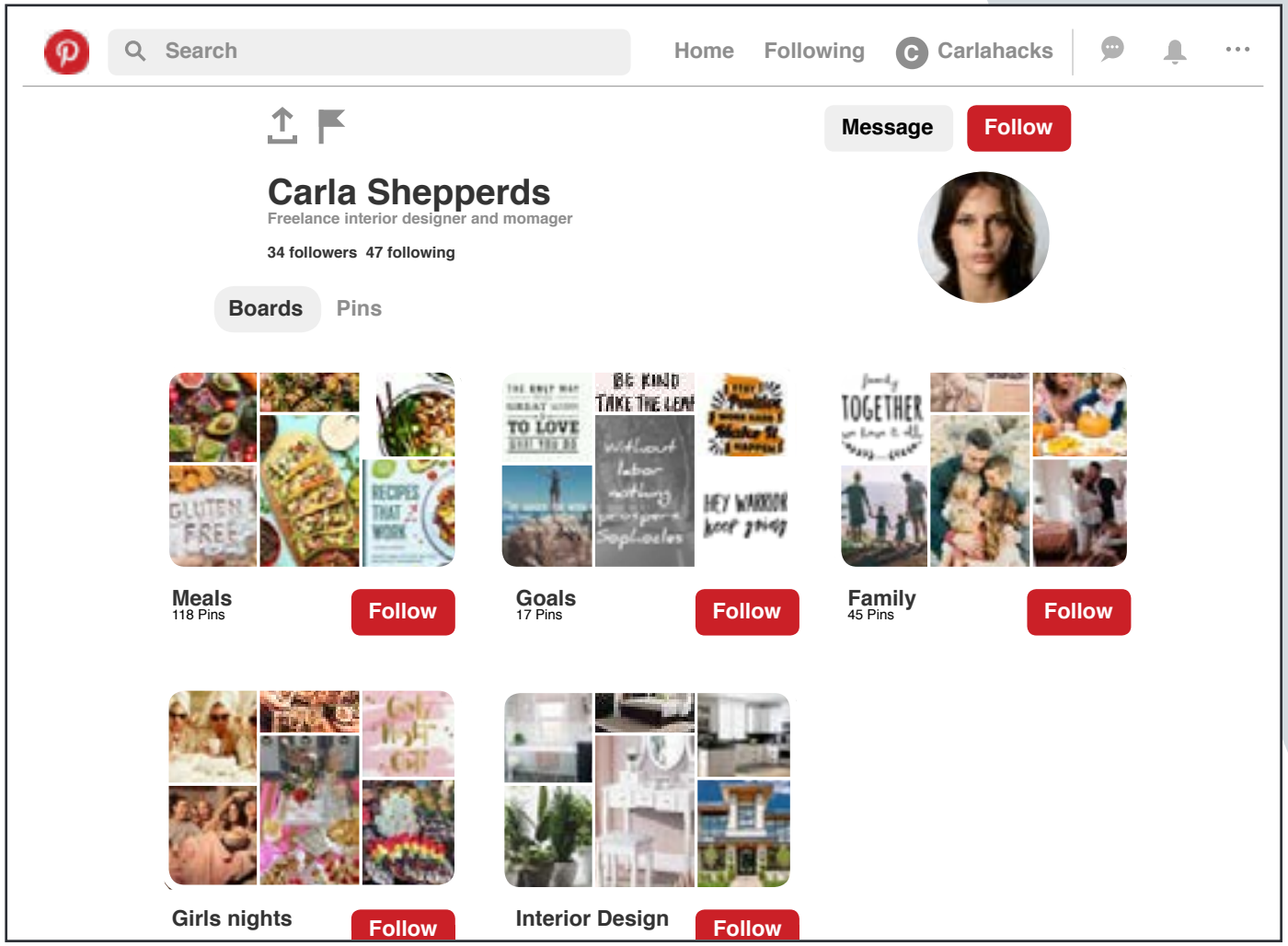
Carla usually goes for concerts because she loves to go dance and concerts don't end too late so she can be up and running for the next day. She always has a hard time finding a website where she can find information quickly and synthesized. If booking tickets would be like going for dinner she is looking for the fast food options. Carla doesn't need all this extra information that event pages come with. She basically wants to know the where, the when and the what.

Price wise in the group they are all very stable and have a rule of the person who organizes the evening pays for everything. They do not worry about money and neither does Carla. The priority for these nights is just having fun with her friends and having no worries at all.

SUBJECT STUDIES

In this section we will cover the target audience of our niche apps (Personas).

Carla Shepperds



SUBJECT STUDIES

In this section we will cover the target audience of our niche apps (Personas).

Rein Jacobs

"If you're dreams don't scare you, they're not big enough"

She is 26 years old.

She has a Bachelor degree in Fine Art from RMIT University in Melbourne, Graduating in 2016.
She is artistic, loves calligraphy and has a keen interest in Graphic Design. Rein had thoughts about studying again but secured a junior account manager role within a small boutique Innovation Agency in Sydney called How-to-Impact.

Rein spends her days coordinating research workshops and facilitating communication between her clients and the creative team she works with. She is often frustrated at the lack of structure at the agency and feels she is required to work beyond her paygrade and didn't receive sufficient training when she started her position. Rein is intelligent and self sufficient so she feels she has survived by hard work and taking initiative. She hopes to secure a much needed promotion so she can secure a high job ranking and more onto a better agency.

Rein works long hours and is desperate for a holiday. She will be embarking on a 3 month holiday with a friend through Scandinavia. Rein is mostly excited to visit Copenhagen because from her research it's a hub for Design and Innovation, she also has an interest in the danish culture and how they connect socially.

Rein works a lot with research within her job but she also loves to research in her personal life, so prior to embarking on her holiday Rein will research things to do in Copenhagen; restaurants, landmarks, museums, art galleries, shopping destinations. The more research she does the less time she will spend looking things up while shes on her trip.

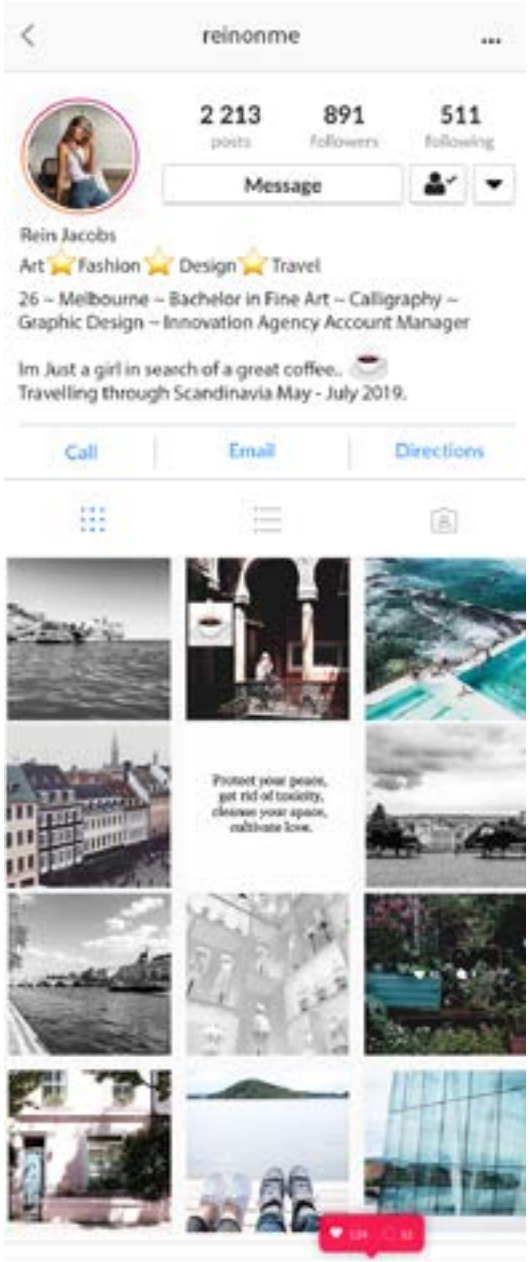
Time wasting is a big issue for Rein, she likes to be able to access information quickly and easily, within her job and in her personal life. If Rein cannot access the information she requires she will often call if a number is provided. She has become accustomed to this because of her job but also within her personal life. If it's not too inconvenient she will go as far as to just turn up to a venue to better seek out information rather than waste time on a poorly designed website.
Stylistically she loves the minimalist yet functional aesthetic in Scandinavina design so Rein is especially excited to see some Art Exhibitions and interior design stores in Copenhagen.

Rein will find the Huset Website through her many hours spent researching what the city of Copenhagen has to offer and through the site is able to location some local art exhibition and music gigs available during her time in the city.

SUBJECT STUDIES

In this section we will cover the target audience of our niche apps (Personas).

Rein Jacobs



SUBJECT STUDIES

In this section we will cover the target audience of our niche apps (Personas).

Jake

Gender: Man.
Age: 25.
Occupation: Student/Actor.
Education: Currently studying social welfare + acting on the side.
Family: Estranged.

Jake a 25-year-old transgender man, he's in the middle of his transition and has many things going on in his life. He likes to come to KBH Huset to meet his other friends that are also transgender or don't conform to social gender norms. They meet to play games and discuss their life, it's their little community.

Their group uses theses meetups to vent their frustrations and get some relief from their day-to-day life.

Their community have developed a tradition to go to the movies that are on display at Huset, they like to see the cult movies but also do enjoy other genres as well, they try to have these meetings twice a week. When there's nothing interesting happening in the movies they like to go down to play the board games that are available at the Bastard cafe.

Technologically average, Jake has a phone and a computer for day to day use. He only uses KBH Huset website to see if there are events that he likes going on there.

Statement:
If you can't love yourself, how in the hell you gonna love somebody else. Can I get an amen up in here?

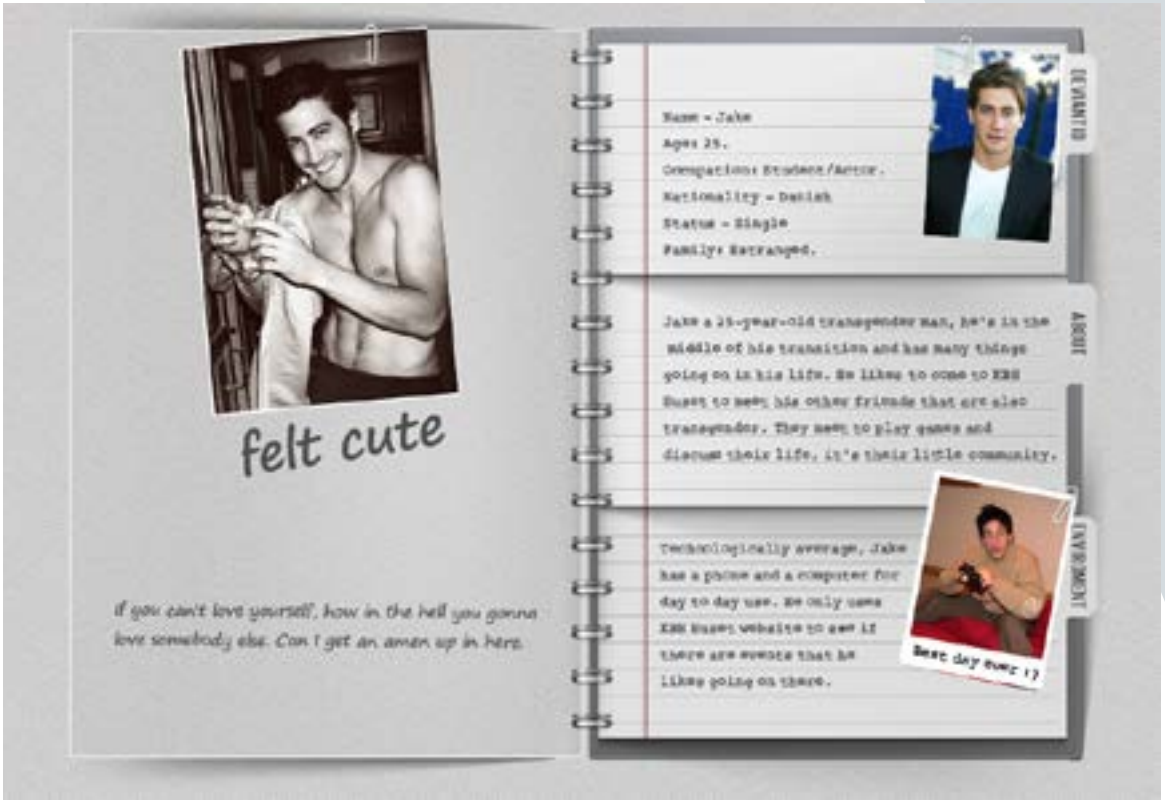
Niche app for Jake's target group.
Jakes target group is a group of young people that enjoy cultural nights out at Huset. They primarily enjoy the movies but also enjoy Board games available at the Bastard cafe. Ideally, he would like to have a film only web solution where he can easily navigate through the film sections to find the movies he and his community would like to see.

Jakes target group would, therefore, benefit from having a niche app for the movie screening events.

SUBJECT STUDIES

In this section we will cover the target audience of our niche apps (Personas).

Jake



SUBJECT JOURNEY DIFFICULTIES

In this section we will cover how different personas struggle trough Husets current website.

Lens

Scenario

55 year old dad with 2 older teenage kids. Loves rock and wants to go and see his favourite band play at husets Muiskcafeen. Not been before and looks at the website on his phone to try and book some tickets.

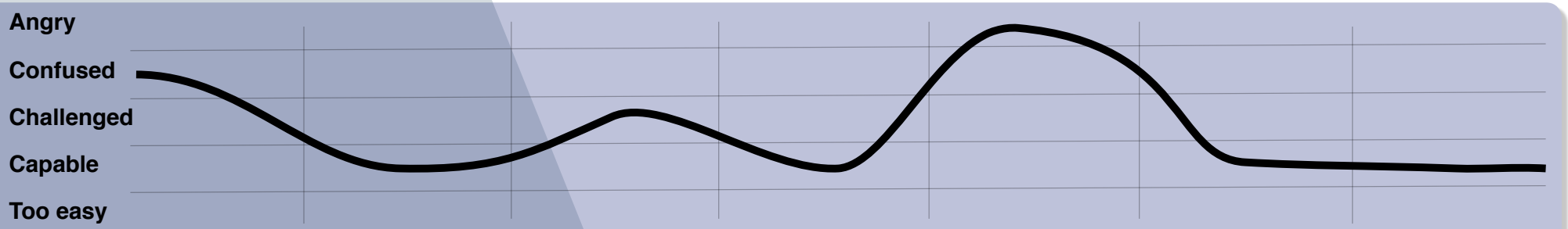
Goals and Expectations

- Getting the tickets with minimum hassle.
- A clear understanding of teh location of the gig.
-Feeling safe that the tickets are booked.

Experience

Clicks on EVENTS	Scrolls down page	Sorts by VENUES	Clicks on Musikcafeen	Can't see the event he wants	Clicks on Contact	Calls to buy ticket on phone
Initially confused by the front page, as it doesn't say music	Looking for music events, seeing a mix	After scrolling for a while, see's venue filter	It loads the page again with the venues events	After looking he can't see the event and gets confused		

Feelings



SUBJECT JOURNEY DIFFICULTIES

In this section we will cover how different personas struggle trough Husets current website.

LENS

Scenario

Mom of three looking for a fun night out with her friends. She needs information quickly because she is busy and needs to navigate trough the site in order to find the right event and buy the tickets.

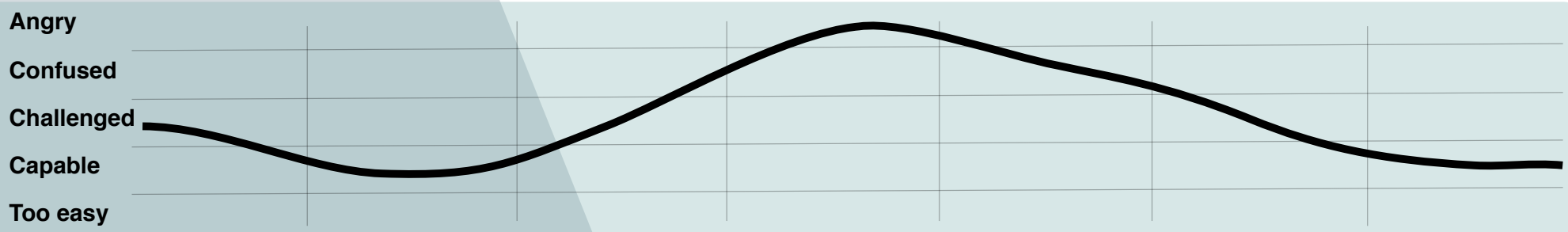
Goals and Expectations

- easy and clear navigation
- getting to information quickly
- having all the information in a clear and structured manner

EXPERIENCE

Clicks on EN	Clicks on EVENT	Sorts by GENRE	Clicks on ELECTRONICA	Clicks out of the FILTER window	Clicks on the chosen EVENT	Clicks BUY Ticket
Website loads by default in Danish	Confusion in finding the Menu	Opens new page which is unexpect-ed and confusing	Nothing happens and it seems like the link is broken	After clicking out of the filter the user can see a new selection of Events		

FEELINGS



SUBJECT JOURNEY DIFFICULTIES

In this section we will cover how different personas struggle trough Husets current website.

LENS

Scenario

Creative young adult seeking cultural experience whilst in Denmark. She's a lover a research so can be frustrated by badly designered websites that don't give clear concise information.

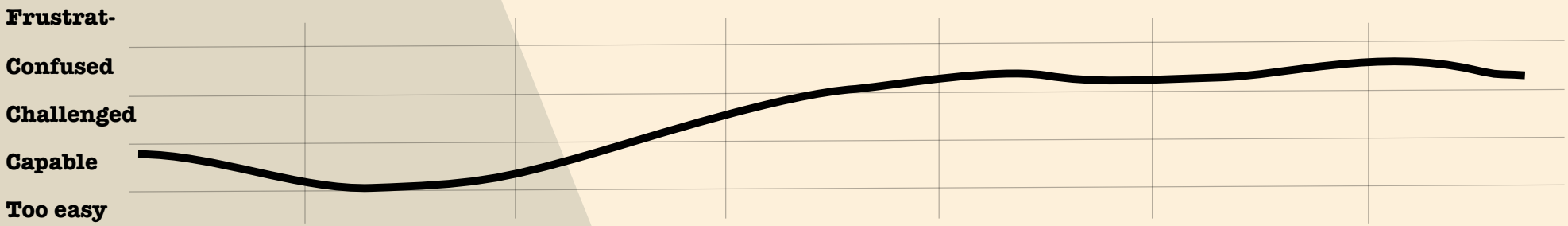
Goals and Expecta-

- Fast navigation.
- Clear menu
- Up to date information.
- Well tranlated information.

EXPERIENCE

Clicks on	Clicks on EVENT-ROOMS	Clicks on EVENTS	Clicks on genre	Clicks on board-game option	Clicks back and tries again.	Can't get info.
Website loads by default in Danish	Page loads but it's not the info wanted. Reassesses menu for a new option	Opens new page which is has the info but is messy and confusing.	New menu showing options.	Nothing happens.	Nothing happens.	

FEELINGS



SUBJECT JOURNEY DIFFICULTIES

In this section we will cover how different personas struggle trough Husets current website.

LENS

Scenario

25 year old social guy is planning a night out with his close group of friends. He uses KBH husets websites to see if there are any events that are interesting for the group as a whole. He would use filters for that.

Goals and Expectations

- easy and clear navigation
- getting to information quickly
- having all the information in a clear and structured manner
- Using filters to find what he's looking for.

EXPERIENCE

Clicks on EN	Clicks on EVENT	Sorts by GENRE	Clicks on Kult	Clicks on Vis	Clicks on the chosen EVENT	Clicks BUY Ticket
Website loads by default in Danish	Feels confused. There are a lot of items.	Clicks on films.	Nothing happens, he has to click vis.	Kult movies appear.		

FEELINGS

SYNTHESIS AND GOALS

User journey:

A user journey represents the scenarios where the user might interact with the website or design. This method could be used in two ways, either to demonstrate how the user interacts with a current version of a webpage or a reiterated/new version of a website. This can give us valuable insight into problem areas or pain points the user goes through when navigating our designs.

Each member of our team was tasked to make a user journey map of our personas, and since we didn't have a real person we tried to emulate the persona and made the user journey map ourselves.

Finding persona pain points on the website:

By excessively scouring through the current webpage we ran into some important pain points, in which we took note on in our user journey mapping and also into consideration moving on to the design process this included navigation and legibility of the website as a whole.

One particular pain point or a point of confusion was the filters, conventional filters give us results right away. However, you have to click on two things, the genre f.ex. and then sort, it is possible on the current web solution to select from a multitude of genres, which displays the event's containing both genres.

Testing this, we found no event that contains more than one genre and it is not possible to do cross-filtering, i.e. genres and venues. This is something that we took into consideration when moving forward.

Content gathering:

In order for each of us to make our niche web apps, we needed to gather relevant content. Ther'es already allot of content on the current solution, now we needed to gather that content into one place and sort through it.

Deconstruction of Huset Website:

By doing a deconstruction of the Huset main website we were able to uncover the different types of data fields that are used to display the content on the current solution. This gave us a valuable insight into the current structure and allowed us to ascertain how the new structure and database might look like and how it might interconnect. It also shined some light on the problem areas Huset faces with their web-based solution.

Discovering the needed data fields.

Using the data we ascertained from the deconstruction process we were able to define what data our individual niche web apps needed to serve our persona. This data ranges from music-, film-, concert events and other miscellaneous events.

All of this data has a deeper root of more data, such as genres, events, dates, prices, pictures, text and more. Now we had a more clear overview of not only the amount of data that needed to be processed but also how we might structure the database and information architecture (IA).

DEVELOPMENT

DESIGN GUIDES

Our group relied heavily on the Husets own design guide to make our design decisions. The Huset design guide has an array of useful data that informed design decisions such as our IA layout, infographics, logo- and communication design.

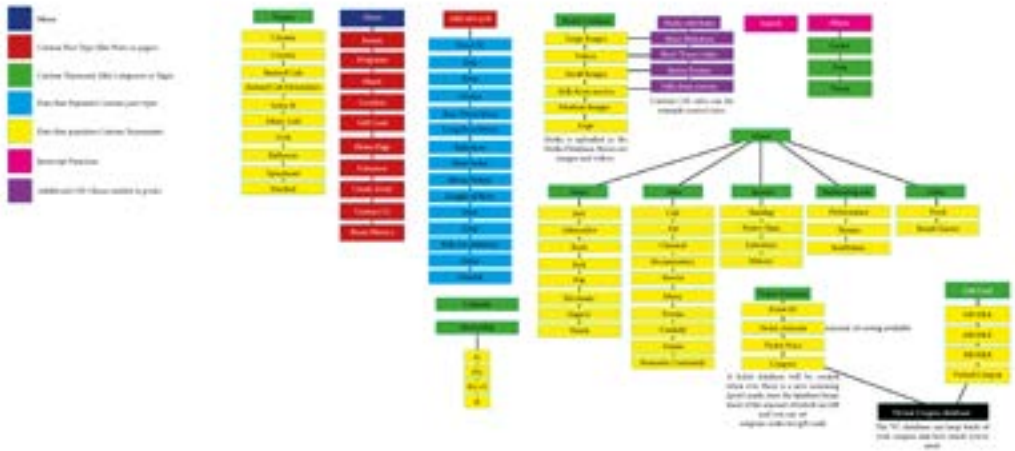
There you can find the colour array that the Huset uses and the different font's used to display information. Although we had our colours ready some of the team members made additional secondary colours out of the existing ones (to not stray too far from the design guide) to make the design more appealing.

Our different design guides still had common elements but were produced individually in order to cater towards our different personas and their individual needs.

PROTOTYPES

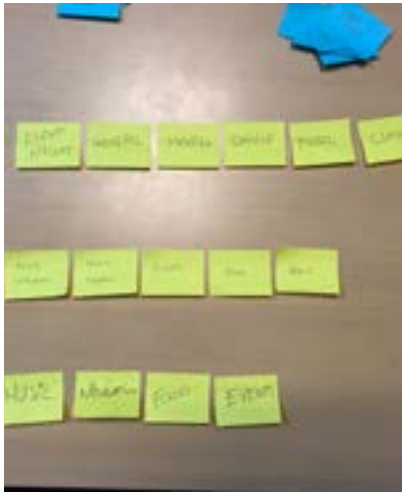
INFORMATION ARCHITECTURE

Information Architecture (IA) is the layout of the information you would find on a website. Designing an IA is the act of organizing and labelling websites, intranets, online communities and software. A good IA improves usability and findability. It's very useful for laying out complex information and systems such as libraries or databases.



Card Sorting

By taking the information that we gathered from deconstructing the Website and our deduction of the needed data fields, we wrote every detail on poster stickers and organized them to visualize how our information architecture might look like. After doing our own iterations of the card sorting we asked outside participants to create their own iterations, from that we were able to gather our findings to create the ideal IA structure of our individual niche web app solutions.



Having done the card sorting we now had a reassurance that we had a clear flow, user-friendly and goof findability in our information architecture and now had an objective as to how the structure of our data should be laid out within the design process.

PROTOTYPES

WIREFRAMES

Wireframing:

A wireframe of a website is a visual schematic or a blueprint and acts as a guide, representing the skeletal framework of websites. The purpose of wireframing is to arrange elements according to the design goals or for a particular purpose.

Rough wireframes:

Each member made their own rough wireframe for their niche web app, doing this gave each of us a skeletal overview of the finished design. This, in turn, helped us move forward to the detailed wireframing.

Detailed wireframes:

Moving on to the detailed wireframe gave us a high fidelity overview of the finished product. This makes developing the website much faster as we already have a blueprint on how it will look like.

Having a detailed wireframe we were able to do a light user testing on the product idea, this gave us valuable data that gave us the opportunity to make iterations to the IA, layout and design decisions.

5th element:

Our research on the Huset website gave us the conclusion that the 5th element is too vague and therefore we decided not to go with the 5th element as a design choice for our niche apps.

DATABASE ARCHITECTURE

Designing the database architecture:

Using the data we've gathered from the data gathering and the layout proposal in the information architecture (IA) stage, we started designing the database. To do this we used Adobe InDesign and made a visual representation of our database architecture (DA).

The database is mainly hierarchical with separate libraries depending on our user's needs. We knew that our personas would want to use niche apps displaying only these specific events they were interested in which were film, exhibition and music.

Data hierarchy:

Data hierarchy means that the data is organized systematically, often in a hierarchical form. Making a hierarchy will clarify the relationships between the data fields, such as music event, price, author. How would you know how this data is related to each other, in the context that we need it to, unless you have a specific database hierarchical structure.

What this means for our database is that our database would have start points. We decided to have 3 different start points, film exhibitions and music, and nest all the necessary and relevant information underneath. Although being separate start points, essentially three libraries, all libraries share a relationship to subfields that hold all the sub information such as genres, events, price, time and more. This made sure the database would not be cluttered with unused data fields and streamlines the development process. Having this relationship would make it easy for us to add fields such as rock for genres, and the option to add rock as a genre in an event would be available in all three libraries simultaneously.

DEVELOPPING THE DATABASE

The basis of all of our data that we singularly fetched to fit our own personas, came from the pods that we created and the subsequent fields inside them. Pods admin was an extension that was vital in the separation of information in our back end Wordpress.

Having separate libraries made it possible for us to work on more individually on our own genres but also made us dependent on each other, as a team, to take care of the database. Furthermore the different pods we created were the backbone of what we wanted to display in our own niche apps. For example, music and film being two separate pods for use as two different entities rather than together. Furthermore we used pods as a place to store our genres too, which were then linked into our different fields inside the pods.

To give the pods some context and actual data to add to our respective website, we added different posts to all of our fields to represent our different pod titles. For example in the music pod, we added different musicians as the post title and then a short description underneath. Furthermore with the help of Yoast we could form more coherent sentences as we were notified of the readability and SEO of our text immediately. In these posts, is where we could add even more finite context with the help of fields.

Unpronounced to us at the time, doing this only partly resolved our database hierarchy design, the database library only parsed the ID number of what was selected in the tick boxes. This meant that in order for us to fetch relevant information like the name of the genre, we had to fetch more than one library.

POD FIELDS

Fields are the way of giving a post its additional information, whether it be required or optional, to later be fetched by JavaScript by choice if necessary. Inside the plug in pods admin, we added the fields to add information such as the price of the venue and when the door opens at the certain event/venue. Rather than writing the actual time and price here, this was where we simply posed the question, which would later be answered in the posts.

As we made a new field we selected whether it was required thing which was then marked by a red asterix.

After this we went over to the advanced settings where we had the option to tick off all the pods/posts that required this same field. This way we could make one field span across multiple pods/posts which was helpful as most of the fields were the same for both music, film and so on. This was a time saver and neatened up the process and made it easy to change everything in one place if we deemed it necessary. After this we selected the 'rest API' and could enable and tick the option to show all the fields that we created in the pods.

After we saved the fields we could then head over to the posts and write all the information that would answer the question posed in the fields.

The normal option to add the featured image is to tick it off when you come to the certain fields, where you can in the advanced options, chose whether you want a featured image or not. We went for a different approach and added the images as a separate fields. This meant that the featured image became a required field in amongst all the other fields in the post.

ITERATION

Iteration of the Database

With the original database not parsing the information we needed, we consulted with another group in class and found that they had made their database in a slightly different way. They did not create a custom taxonomy as we did but custom pages (this is what pods offer as data types before defining what the data is going to be or related to).

Pods allow certain types of “pods” to make a deeper relationship with each other, therefore it will parse all the necessary data. After learning this method we added those fields to the hierarchy additionally and filled them with the relevant category information that each of us was working with i.e. genres, price, images and more, giving us all the sub-data in one library fetch.

Developing the web app:

Although creating our database in WordPress, we were tasked to develop, host and style the niche web app ourselves, using the core web technologies we learned this semester.

This includes a variety of javascript functions such as fetch, URL param, handling strings and more, optionally using CSS variables to streamline our design process.

HTML:

To begin our development we set up our HTML document as a template to house all the information that is hosted on our database. Inside this template, we will add specific element tags for each data set, for our example, I will refer to price throughout these explanations. In order for Javascript to find these tags, we need to add a class name for each tag “price” f.ex. After developing a template we proceed to place it into a <template> tag in order for the HTML tags to be hidden.

A <template> tag allows us to use the structure within it without it being displayed on the homepage on page load. We select the structure with Javascript and append the information that we fetch from our database inside it and clone the structure of our template inside a visible tag.

ITERATION

Javascript

Technical functions:

Fetch:
Javascript fetch function allows us to get data from an API, in our case, it is our database from WordPress, after fetching the data we then proceed to conform the data into JSON format, so our Javascript code can read it.
Then we tell Javascript to run a loop through each array (in this case each event). We then give this data some name f.ex “databasedata”.

Main function:
After which we then pass the data into the same function where we get the structure from the <template> tag in our HTML (we pass the data by passing the name “databasedata” into it).
We tell our function were to look for the template and tell Javascript that it should clone it.
Cloning a node copies all of its attributes and their values, including intrinsic (in–line) listeners (in our case the structure of the template).

Displaying database information:
Now we can change the information inside our template, we want our pricing, event location, text and images to name a few to be replaced/filled with the information in our database.
We do this by telling Javascript were this data should be appended by looking for the class name “price”, and we tell Javascript to add the price information from our database by saying in layman's terms: “hey replace the content in “price” with the content “databasedata”.price (the dot tells Javascript that there’s a subcategory underneath “databasedata” named price and there you find the pricing info).
We can do this for all fields, however, there might be slight variations in what we tell javascript to replace the information with, for example, an image inside our template tag will not be replaced with text content, then we alter our commands slightly and tell it to change the image source.

Appending the data:
After we have all our information correctly placed in our tags from our database we then tell Javascript to clone the template structure as for how many events the database and append it to the visible HTML element tag. Now we have all our events shown on our homepage with all the relevant data and images.

ITERATION

Navigation/modal:
Half of the team chose to use modals as the main navigation choice to find genres and venues. To do this we made a div in our HTML file that will hold our appended genres and venues from our "databasename".

From there on out we tell Javasctipt to find the modal tag and append only the relevant genres that are in use on our web app. To do this we look into the "count" directory in our library, if the count is more than one that means that there is at least one or more events in that field being used.

Having this information we make an if statement in Javascript that if the count is more than one it may run the function of appending this information. This posed a problem since we're sharing the database, all the different genres and venues appear, rock for the film app or romance for the music app for instance. The genres have a parent ID, when we created the database all our genres fall under either music, film or exhibition parent genres.

To fix our problem we added another argument inside the if statement, if the parent ID is related to music then append the function using both arguments. This ensures that we have only the relevant information displayed on our web apps and is also dynamically created if and when a new genre is created and used or when an event is deleted or finished.

URL parameters and Subpages::
In order to make the web app fully dynamic we need to be able to dynamically create sub pages that hold information and further functionality to eliminate the need for hard coding each subsequent events added to the database. By creating a template in a seperate HTML page we can prompt javascript to append in the relevant information when we open the page, as we do in the append function (read above). In other words, when you click on a see more button you're redirected to another page containing that events info and functionality such as buying tickets.

In order for us to make sure the javascript knows what event to append at each given time, we use the URL parameters. We add event listeners on the see more button, this tells javascript to look out for changes in the DOM, in this instance, we tell Javascript to look out for when the button is clicked. Once it's clicked we redirect the user to the sub page URL and we add the ID of the event that contains that button as a parameter to the URL. Once the user loads that page we can see the ID of the event in the URL structure.

After which we tell Javascript to look for that ID in the URL parameter, once we have that ID we can run another fetch function of our database and an append function, same as we covered in the append data section. We use the ID in the parameter to know which event we are appending and tell javascript to append only the information relating to that event inside the subpage.

ITERATION

Search:

Most members of the team used the subpage as a way to do the search.

Another member of the group created a search.html and a search.js file and chose to have the search function fire after the search button was hit rather than the live search.

Already having the sub page for the different id's done, it was a matter of copying over the search parameters from the URL that was already in the sub page, and changing it from id to search and changing the local variable to search also. Lastly, all that was needed was the append search in the fetch URL. So now whenever a search was fired with a word that was found in the site, the page will load that entire post.

The function that contained all this also contained an else if function. So whenever you searched then you would get the 'if getSearchData' and when you clicked on a specific post for the id you got 'else if getSingleBand'. Otherwise if you just pressed search with nothing in the search box you would just get the 'else getFrontPageData' which would provide you with the standard embedded page of all the data.

One of the team uses a live search function where the user can type into the search input field and the event name that matches the search parameters asynchronously show up. That's what it looks like, however the functionality works in the opposite way, it hides all the events with a CSS attribute that don't match the search parameters leaving only the ones that match.

This search works by first declaring the variables that Javascript has to look through, that is the name of the event and what's typed into the search box, then looping through those variables each time a character is typed in the search box. Then we have to pass in the argument, if the search parameter matches the name of the event do nothing, else we add a display: none CSS attribute on the event.

CSS

All styling was done in CSS, using CSS grids in conjunction with Flex for positioning and layout.

TOOLS

Structure of Trello:

To do
We discussed the tasks in the group and added them to different cards in the to do list. Then we color coded the tasks and gave them expiration dates and added each person to each relevant cards.

Doing
When the tasks that we had created were in the process of being done, we moved them over to the doing list in Trello. This was so we knew that even when were weren't together we knew what the other group members were working on at any given time.

Done
Whenever a task or set of tasks were completed we moved them over to the done list so we could focus back on another task to be done and keep everything neat and tidy.

Brainstorming session
When we first started our trello board we decided to add cards for our first brainstorming session and keep it as a separate list to revert back to when we needed. Questions such as who enjoys Huset and what they already do that's good. These things were the foundations of what we built our solutions on.

Structure of Google drive:

Categories
With the tasks we made ourselves on Trello, we then added as different categories in our drive, where we could store everything in an organised fashion for later use in our documentation log. Furthermore we made our own folders with each of our names where we stored our personal work too. This was helpful in locating certain files when the time came to put certain things together.

Github

Github is the amazing tool we used frequently to save our code processes and add comments as we went on with the niche app. Furthermore Github is a great tool for looking back at old code that you did that may help you in current or future projects. As a group we were all very liberal in committing and pushing, frequently doing so.
As we were working on separate files we didn't branch off master branches but as we committed we shared some code between each other by giving one another our repositories.
Commenting with details was paramount and we all made sure that they were good for our own understanding if we needed to go back and change something, or even revert back to an older version of the code in extreme cases.

TOOLS

Yoast

Yoast was very important in understanding the overall SEO and readability of our back end Wordpress. With instructions on how to make your Wordpress more SEO friendly and therefore more url friendly, making your website higher up in the search function algorithm.

We used yoast as an extension for use on our pods on Wordpress. This was a very handy tool as we could see the colours of red, amber and green for each field of the pod in regards to its general SEO and readability. Furthermore you could click on the suggestions yoast gave you as an improvement and see a definition of what they were trying to explain to you.

Methods

Daily Scrums
Daily scrumming is the process of talking in the group about what task had to be done, which were in the process of being done and which had been completed.
We found that scrumming daily was a great way to physically back up our Trello and make sure that we conversed personally on our tasks, not only online. After a card sorting session we had our preferred structure on the table in front of us as we scrummed about the tasks at hand. Furthermore at the beginning of the design process this was very handy tool as we could always see what our structure was right in front of us and use that freely.

UI / UX

THINK ALOUD TEST

As part of our research we conducted some usability tests. The goal is to better understand how real users interact with our product and to make iterations based on the results.
The primary purpose of a usability test is to improve our design. In a typical usability test, real users try to accomplish typical goals, or tasks, with a product under controlled conditions while speaking aloud describing their journey.

Persona 1 - Liam
TASK: find the music genres.

Participant 1 -
“So music genre, ok so I can see events and venues but no option for genres. There's a search bar so I’ll use that. I’ll search rock. Ok so that just brings everything up and now i can see some rock concerts. Cool.”

Participant 2 -
“So I’ll click on events since I want a particular music event. Oh and there's a sort option so I’ll just do use that. OK so now I can see all the music genres. Sweet, that was easy.

Personal 2 - Ingi
TASK: find the cult genre and buy a ticket to the movie

Participant 1
“Ok so navigation looks pretty easy to understand, I’m just going to select genre, and here we go, I can see there's some genre options. That’s easy, by clicking cult I can see some movie options. I’ll go with Rocky Horror. I’ve clicked on the movie and straight away I can see the buy ticket option.”

Participant 2
“I can see the genre button there's also a menu top left so my instinct is to try that which doesn't work so I’ll click the genre button. So now I see a list of genre so I’ll click cult. Now I can see some movies so I’ll select the first one and right next to the movie poster is a buy ticket option.”

Persona 3 - Lisa
TASK: find a folk music event

Participant 1 -
“So all the music events are pretty clear, I can scroll. But I can see there’s an event button, then an option to filter by genre.”

Participant 2 -
“For me I like that all the music gigs are available on the first page. I’d prefer to see everything and then make a selection. But maybe to make things clear having a genre button would be a more streamlined way of navigating.’

THINK ALOUD TEST

Persona 4 - nadia
TASK - find info on art exhibitions

Participant 1 -
“So art exhibitions, I can see the menu, and I guess events will have it, which it does so I’ll click exhibitions. Now I can see all the art exhibitions available.

Participant 2 -
“Navigation looks pretty straight forward. I’ll pick event and straight away I can see art exhibitions and music so I’ll click art exhibitions and it takes me to a page with all the exhibitions.

TRUNK TEST

The trunk test is used for analyzing sites for navigability. Because the typical user scans web pages rather than read them, Steve Krug proposes the following test of navigation. He asks us to imagine being blindfolded and stuffed into the trunk of a car. On running up on a web page imagine a quick peak around the blindfold and through a crack in the trunk. Did you locate all of the required navigation components? What is the site about? What page are you on? / Where am I? HOw can I search? - This is the trunk test!

Light User Testing - Wireframes

Prior to evaluating our web apps through the trunk test we did some preliminary trunk testing on our wireframes which we refer to as 'Light user testing'.

Persona 1 - Ingimar
Participant (1) was shown a web page enabling a user to purchase a ticket to a concert.

"So I can see this website is about movies. This page is about buying a ticket so I guess im at the end of my journey. I don't know how to get back though. I'm not sure how to get back to the main page."

This feedback allowed us to evaluate and ultimately change the menu. By adding a burger menu to the top left of all pages we give the user the ability to better navigate between pages.

Persona 2 - Liam
Participant (1) was show an index page of the site.

"Music, I'd say this site was about music because I can see that from the logo. Also because there's an 'event' and 'venue' buttons so It's about music gigs or concerts.
So I guess from here I will try and select a gig, I'm a little put off by the sort button, genre, era and artist options might be overkill. There is no obvious way to search, unless the sort / filter is the only way to search the site. I'd prefer a search bar option."

When building the site we added the search bar, streamlined the filter option changing the modal to show genres instead or the initial genre / era and artist option.

Persona 3 - Nadia
Participant (1) was shown a page referring the user to all the art exhibitions available.

"I can see some art exhibitions so maybe the site is about art. The menu shows a few options including venues, a cafe and events. So maybe It's showing different galleries. I think the navigation is ok. To get to the home page, I mean I would prefer a home button just because to me that's more obvious but then I would opt for the general button and from there I can get to the home page. I didn't notice the search bar straight away. Maybe the search bar could be more obvious.

TRUNK TEST

From these results we decided to redesign the search so that it stood out to the user and we also added a home button so the user could more easily navigate back to the home page.

Persona 4 - Lisa
Participant (1) was show the event page.

“This page clearly shows a menu option and the content appears to be lots of different events, I can see a pop quiz and then a danish pastry event. I can see a genre button that give music genres so maybe the site is about music. But then there was a pastry event so maybe the filter option could be different to streamline the events rather than getting everything at once. It’s easily enough to get back to the home page with the menu button but perhaps the whole thing could be paired back a little. Getting all that info on so many different events may be a bit confusing.”

TRUNK TEST

Trunk Test - Web Apps

Here we testing participants with the same web page as the previous Light User Test with a new participants. These were the final results after some iterations.

Persona 1 - Ingi
Participant (2) was shown a web page enabling them to buy a ticket to a movie.

“Cool, movies. Ok so I can see this movie is showing and can choose to buy a ticket. This is a cinema website maybe, or movie festival. Burger menu gets me back to the home page and the search bar is right there so that’s nice and clear.

Persona 2 - Liam
Participant (2) was show an index page of the site.

“Ohh Music cafe, cafe that has music or post’s about music... I can see that from the logo. Search bar is right there so that’s obvious to the eye. My natural instinct would be to click the logo to try and go to the home page which works but maybe a home button would be useful. Some people may not instinctively think to do that.

Persona 3 - Nadia
Participant (2) was shown a page referring the user to all the art exhibitions available.

“It’s a gallery, art gallery. I can get home by the home button so navigation is cool, there is also a General button but maybe that should be ‘About’ to make it clearer. There’s no search function which someone may not like but otherwise by using the drop down menu you can easily get around to each page to find what you’re looking for.”

Persona 4 - Lisa
Participant (2) was show the event page.

“Well this is all pretty compact, easy to follow. I can see music events, and I can search by artist or genre. THe home button is very clear and easy to find.”

CONCLUSION

In conclusion, after extensive research spanning a variety of personas, target audience, user testing and prototyping we found that we were able to streamline content and push forward more efficient UX and UI. As all our personas desired different outcomes we altered our combined back end data and presented it in a way that targeted all of our work personally and individually.

With the help of useful tools like trello and google drive along the way, we held our communication in high regard and kept the workflow at a persistent pace throughout. Daily scrums and constant reassurance of tasks at hand kept everyone level headed and on the same wavelength, working separately at times but still connected if anyone needed help.

Taking Huset as our main hub, we designed our niche apps to cater for our personas in the best possible way we deemed fit. Taking a big step forward in helping to cut the confusional gap that was experienced, to more finite and structured mini sites.