

INFO 253 Group Project 2017: A prototype of a website for a sports facility

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Introduction

This project involves working in teams of 3-4 students to create a mock up website. This year, the application will be a website for a sports facility¹, including online bookings and purchasing of products. You will be required to complete a project scope and a final report. The project is worth 25% of your grade for INFO 253.

Due dates

The project scope is due **on Friday 31st March**.

The final report is due **on Monday 29th May**.

Group formation

You will need to organise yourselves into groups and should share the details of all group members. If you do not form a group by **3rd March** you will be assigned one randomly. All groups will notified of their group members' details by email if they are not self-selected.

The context

You are to design and build the website for a sports facility in Christchurch. You will need to determine the specific business context in terms of target audience, business objectives, services and products offered. You can create a website of a fictional centre but you will need to carry out field research with real users and ideally interview people owning or working at an a sports facility. You can use an existing centre but then you will need to interview the clients and design a new website. For health and safety requirements please collect data in the field in pairs.

Your team is responsible for all aspects of the design. Your responsibilities include, but are not limited to, undertaking the following:

- Developing the business model for the website

¹ Examples of acceptable sports facilities include indoor cricket/netball/football centres, gymnastics and trampolining centres, 10 pin bowling, climbing and squash courts. Please check your proposed subject with the lecturer if you are not sure.

- Developing the website structure, design, layout, content, and workflow to suit the business model.
- Test the user acceptance and usability of your design and make changes through iterations.

The design will be largely informed by your research. However, we require that the website should be designed to support bookings of facilities by customers, purchasing goods and all the relevant content for the services offered by the centre.

Mark allocation

Project scope: 45% of project

Final Report: 55% of project

The project scope

The project scope is due on **Friday 29th March**. The aim of this is to show what you have considered regarding the design of your site, to lay out what you intend to do and how you intend to make it happen. It should present the findings of your business analysis, how it has informed your user analysis and the outputs from the user analysis. Based on that you need to submit a content list and project plan. We will provide feedback on it which should help you to design your site map.

Business Analysis (20%)

A description of the company business model, the business goals for the site and a description of how these affected the design of the website.

Please consider all the elements of a business model as discussed in class. Particular focus should be given to the value proposition, the revenue model and the target audience.

Explain what the company value proposition and how this will be translated into the website design. Some questions to address will be:

- What is the product or service that the company sells?
- What is the benefit to a customer if they use their product or service?
- Who can use the product or service?
- How is the product or service different from those offered by the competition?

User profiles and roles (15%)

Based on the target audience information define at least one user profile and three user roles and some specific attributes required for each role.

Personas (15%)

Personas are fictional representations of your ideal customers but they should be based on your research. They should reflect goals, challenges, patterns, motivations, concerns and mental models that you have identified after talking to real current and potential customers. As part of your scope present three personas.

Use Case Analysis (25%)

Personas are useful tool to understand users but they do not represent the interaction of users with the website and their user journey. Scenarios are used to explain the reason personas come to the site and how they interact with it to achieve their goals.

Present and briefly describe three distinctive and important scenarios.

Within each of these scenarios you are required to create use cases for examples where there are no problems and two different scenarios where problems may occur (total of three scenarios for each)

- Use case analysis of the scenarios including a brief description of the scenario, assumptions for the scenario, the actor who initiates the use case, preconditions for the use case, system related steps in the scenario, preconditions when the scenario is completed and the actor who benefits from the use case.

Each member of the team should be responsible for at least one of the use cases. If your team has 4 members, then you need to present 4 use cases.

Content list (15%)

Create a draft content list (for examples please refer the handout by A. Concepcion). The content list would help you prepare your site map.

Project management (10%)

- Roles- assign roles to group members specifying what they would be doing. For example, who is going to be the group coordinator, designer, interviewer etc. You can have just the primary roles for each person as the task list below will assign all specific tasks to group members.
- A table outlining all the tasks that your group will need to complete to finish this project. Include a one or two sentence description of each task (if required) and who the task is assigned to (i.e. which group member or members).
 - You should identify and list the critical/essential tasks for your project.
 - You should have two people responsible for each task, so that the entire project is not dependent upon the work of any individual.
 - Tasks should be discrete, meaningful, and also able to be measured and evaluated. For example:
 - “design site”, or “write content” are too vague
 - “map site hierarchy” or “reservation page design” and the dependent task of “do appointment page wireframe” are much better formed tasks.
- A list of the stakeholders interviewed (their roles rather than their actual names) and the real-world sports facility(s) consulted.

The final report

The final report is due on **Monday 29th May**. The final report should be written as if it were for the business clients from the sports facility. This means it should be formal and well structured. You will not earn full marks if it is not well written, so do not leave it to the last minute. The final report will present the full design and scope of the

website. **Each web page and its elements should be presented.** Points would be earned for the evidence of application of iterative process. The level of detail will depend on the importance of the page. This document should be clear enough that you can give it to any developer for implementation.

It should include:

Introduction (5%)

Including the purpose of the document, outline of different sections and an explanation how the business objectives and user analysis have affected the design of the website.

To present your design please include the following elements:

Site map (15%)

This is a diagram that presents all the pages with their place in the hierarchy.

Site Design (50%)

- Wireframes of **all planned pages** showing the layout of each page including the content, navigation and interface design
- In addition to what is required for the other web pages, the mock-up of the home page should show:
 - Site colour palette
 - Fonts
 - Overall look and feel
 - Home page graphics

Evidence of iterations (15%)

UX Design is an iterative process. Involvement of users leads to better results. Your report should show the journey for at least two of your pages from your first design through the final version and how user feedback has informed your design at each iteration.

Self- evaluation (15%)

- Explanation of the navigation structure. Explain why you have chosen this layout and navigation structure and how it complies with the navigation conventions (refer to the handout by Steve Krug or other)
- An evaluation of the usability of your website. This component requires independent research. There are a number of books in the library and numerous sources online that discuss guidelines for website usability. Refer to one of them and discuss each specific component of the guidelines as it relates to your web site. General statements such as “Our website is easy to use” or “Our website supports the users’ objectives” will not earn any marks. Support such statements with evidence and justification. Explain how you have tested the usability.
- Self-assessment written by each member of the team- what lessons have you learned, what would you do differently if you could start again, were there changes to the assumptions you had made for the project plan (e.g. changes to

user profiles); what are the strengths and weaknesses of your design and report recommendations for improvements or additional features that could be added to the website.

- References (i.e. any sources of ideas, graphics etc.).

Support

If you have any questions or problems during the assignment ask or email your lecturer.

Plagiarism

For the Department's interpretation of plagiarism and the University regulations with regards to dishonest practice, refer to the cover sheet of your project report or the Department policies (link to the policy is included in your course outline). Please note that this is a group project. Each member of the group is collectively responsible for the entire project. Every member must ensure that all parts of the project are the group members' own work.