

**Client Name and Group Number / Name = Elanco**

**Student Name = Ariba Naveed**

**Student ID = c3011163**

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## Situation

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The project aimed to develop a functional and user friendly website for Elanco, meeting both technical and user experience requirements. The project specification included a structured front end design using HTML and CSS, a defined database model through an ERD, wireframe designs for the layout of the actual website, and the contributions to the requirement specification document.

The priorities of the website were to meet the needs of both pet owners and vets, which is outlined in the requirement specification document. This meant prioritising:

- **Ease of navigation and readability** – this ensures the users can understand and access the information quickly.
- **Clear data representation** – designing elements like having a scrolling bar for the tags on the Analyse Image page to display the results in a professional manner.
- **Accurate database structure** – creating an ERD with correct relationships and foreign keys to maintain data integrity.
- **User requirements** – including user personas and non functional requirements to help with the development of the website.

Several challenges could have impacted the project's success, but mitigation strategies were put in place to address them:

### 1. Making the front-end work well on all devices

- Challenge: Ensuring the website works smoothly across different screen sizes.
- Mitigation: Using CSS media queries and testing on multiple screen sizes (different laptops/ computers) to make clear layouts.

### 2. Database Structure

- Challenge: Avoiding redundant data and making sure that relationships between tables were correctly designed.
- Mitigation: Applying normalisation techniques and reviewing the ERD with my team to make sure the accuracy is right.

### 3. Wireframe Adjustments due to design limitations

- Challenge: Initial wireframes may not capture the best layout for the website, leading to changes.
- Mitigation: Keeping wireframes flexible and change if needed based on the feedback.

### 4. Project Documentation Completeness

- Challenge: Ensures that all user personas and non functional requirements were fully developed and aligned with project needs.

- Mitigation: Researching on a typical pet owner and vet behaviours to make personas realistic and making sure the non functional requirements were specific and measurable.

## Tasks

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As part of the Elanco website development team. I was responsible for many areas, but my main areas of focus were on the front-end development, ERD, wireframing and documentation. My role required ensuring that the website was well structured, visually satisfying and user friendly whilst meeting project requirements.

The task of doing the front end of the project which included HTML, CSS and a bit of JavaScript. This included designing the key components, such as the navbar, footer and the overall layout of the website to ensure consistency and easier navigation done by the user. I was also responsible for making the slideshow effect on the welcome page and an improved tag scrolling feature on the analyse image page, making it easier for users to understand the different tags what they are labelled as from the animal picture imported. The tool I plan to use is Google Lighthouse to check the how to improve the usability features on the website. Another tool I plan to use is Google Chrome DevTools to check different screen sizes and see the different layouts and elements. A tool I intend to use is Google Chrome DevTools to fix any display issues and check the animations for the slideshow aspect of the project.

Another task was to design the ERD for the database, ensuring that all entities, relationships, and foreign keys were correctly structured to support backend functionality. The tool that I will use is draw.io because it's a free, user friendly tool that allows you to easily create ERD with many features.

I was also tasked with creating wireframes to provide a visual plan of the website, defining where key elements such as images, buttons and text would be positioned on the website. The tool I tend to use Mockplus simplifies wireframe design with pre built user interface components, speeding up the design process.

In addition, I contributed to the Requirement Specification Document by developing user personas for pet owners and vets, outlining their backgrounds, needs, and interactions with the system. I also worked on defining non-functional requirements which are NFR04, NFR05, NFR06, NFR07, NFR08, NFR09, NFR10 to begin performance and usability standards for the project.

## Actions

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One of my first main tasks was implementing the front-end using HTML, CSS, and JavaScript. Designing the navbar, footer, and layout was straightforward, but ensuring consistency across screen sizes was challenging. I used CSS Flexbox and media queries, testing on multiple devices for a uniform experience.

*Reference for my Work Diary:* On **18/02/2025**, I started working on the front end by making the first few pages, including the navbar and welcome page.

I used Google Chrome DevTools to test layouts, check responsiveness, and fix display issues.

A major challenge was the slideshow effect on the welcome page. Initially, the transitions were not smooth. After researching JavaScript animation techniques, I switched to CSS keyframes and JavaScript event listeners, improving performance significantly.

*Reference for my Work Diary:* On **19/02/2025**, I worked on improving the user interface and styling to make elements more visually appealing.

I used Google Chrome DevTools to test animations and improve performance for smoother transitions

For the Analyse Image page, ensuring a professional and sharp looking scroll bar for tags was tricky. The tags appeared unorganized, affecting readability. Adjusting font sizes, padding, and overflow properties improved clarity.

*Reference for my Work Diary:* On **19/02/2025**, I received feedback from our academic consultant to refine the Analyse Image page for a more professional and user-friendly interface.

I used Google Lighthouse to check accessibility and styling improvements for better usability.

Creating the ERD required careful assignment of relationships and foreign keys. Initially, redundant data was an issue. I normalized the database to remove redundancy while maintaining proper relationships. Feedback from the team and consultant helped refine it.

### **Work Diary:**

- **17/02/2025:** Worked on the ERD.
- **18/02/2025:** Adjusted based on new project requirements.
- **19/02/2025:** Further refined after receiving feedback.

I used draw.io to design the ERD, making use of the tools provided to organise the entities, attributes and relationships. I also used the version history to track the changes and apply the feedback received from the team and the academic consultant.

Wireframing was mostly smooth, but some pages appeared crowded. I improved spacing to enhance clarity.

*Reference for my Work Diary:* On **18/02/2025**, I created some wireframe pages using Mockplus.

I used Mockplus to quickly prototype, rearranging the UI components and testing different layouts before making the final design.

Writing user personas and non-functional requirements (NFR04-NFR010) required precision. Some requirements were unclear and misaligned with project goals. I reworded them for clarity and alignment. *Reference for my Work Diary:* On **20/02/2025**, I worked on the Requirement Specification document, adding more personas and ensuring alignment across sections.

## Result

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We faced some issues with the tags of the animals being shown in a very unstructured way, which made the interface look cluttered and less user-friendly. Our academic consultant gave us feedback to improve the formatting of the tags and enhance the UI to appear more professional and polished. This feedback is documented in our work diary under week5.md (dated 19/02/2025). To tackle this, we focused on refining the Analyse Image page using CSS and HTML. We adjusted the design, ensuring the tags were properly aligned and easily readable. After implementing these changes, we received positive feedback, confirming that the design improvements enhanced usability.

Another issue we encountered was connecting the database to the front end, as the database file path wasn't visible to all team members. To simplify implementation, I modified the ERD, making relationships more manageable. This took three days of adjustments and testing. Our academic advisor later suggested pausing database integration since login and registration were not required by Elanco at this stage. Additionally, we were advised to remove unnecessary attributes, such as allowing animal names to be null since not all farmers name their animals. I incorporated these changes, finalizing the ERD. The database integration was postponed to the second sprint, ensuring more time and accuracy.

### Client feedback and the steps we will be taking further ahead:

During the Elanco client review on Friday, we received positive feedback on our UI improvements, particularly the traffic light system and tag structure. However, they advised us to streamline our focus and refine one approach rather than testing multiple options. In the next sprint, we will prioritize finalizing the database implementation, ensuring consistency across the project. Additionally, we plan to further enhance UI responsiveness to create a more intuitive user experience.

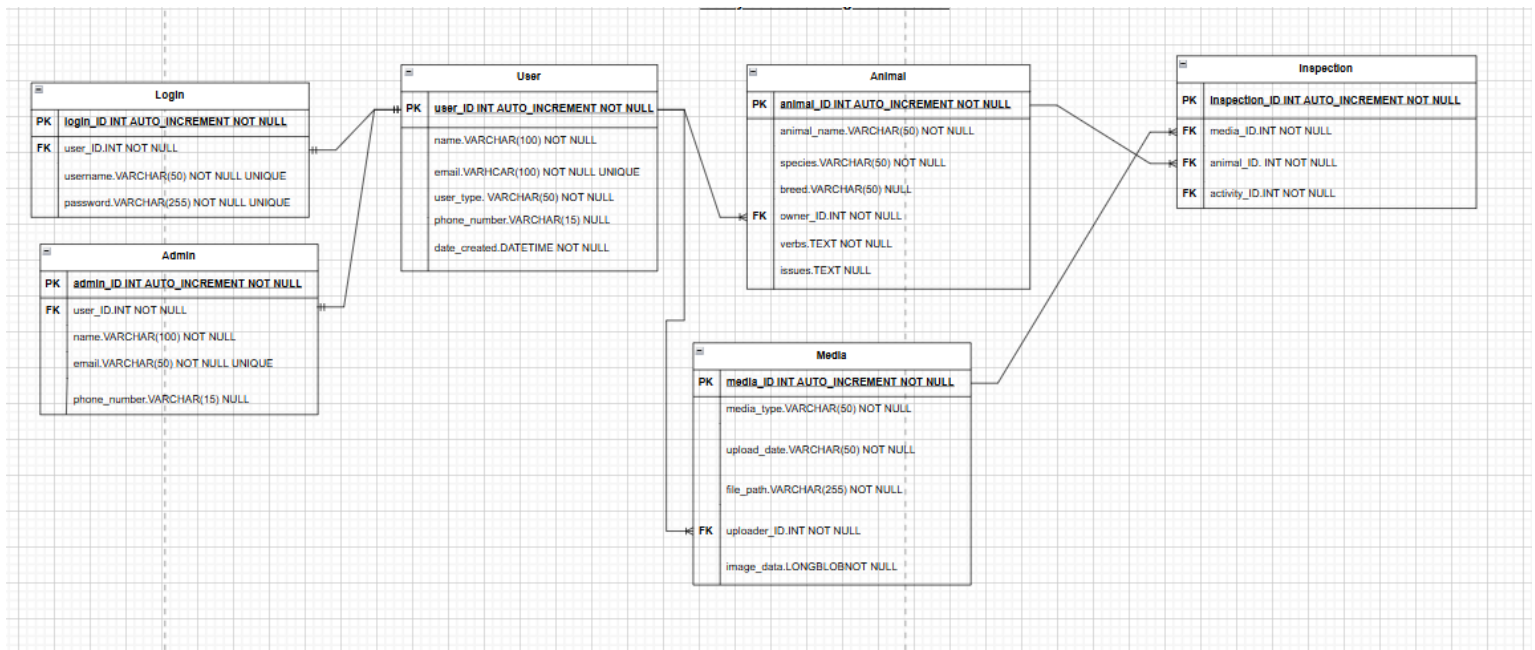
This sprint helped us understand the importance of refining designs early and balancing technical implementation with client priorities. Moving forward, we will plan testing phases more efficiently and ensure team-wide accessibility to shared files.



## Appendices

The project specification has 10+ pages, and it would be difficult to fit in the appendices, so I have attached that file as a separate submission alongside with the STAR report.

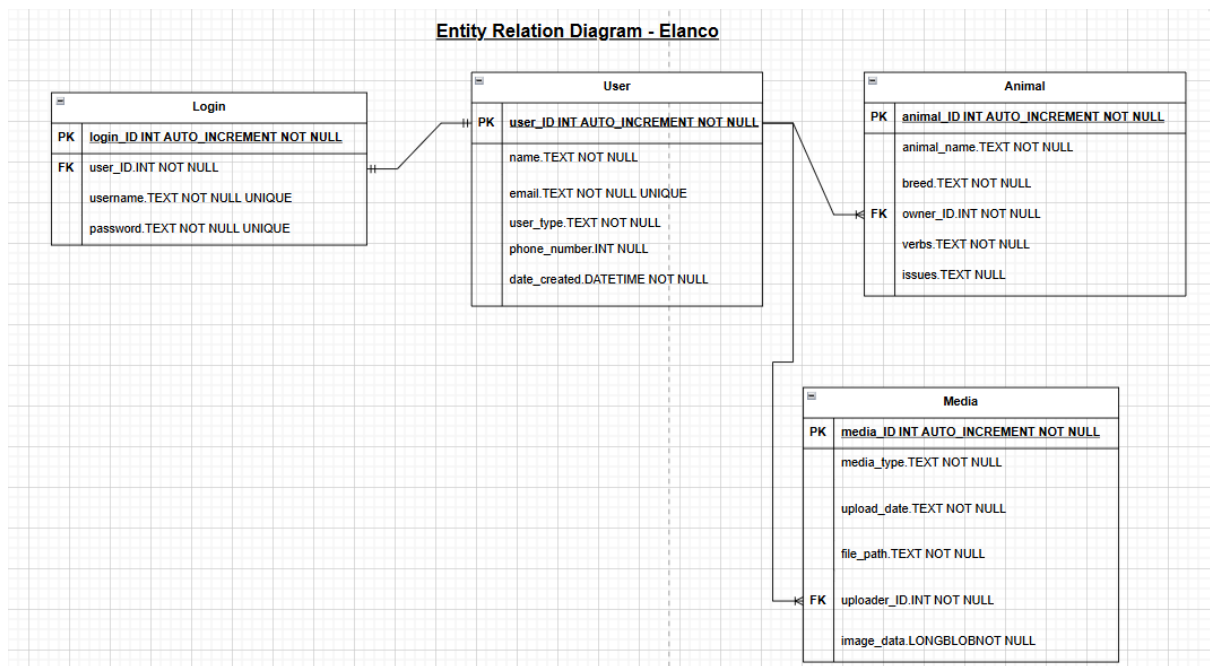
Below is the initial ERD that was created for the database implementation. This version included all the required entities and relationships based on the project specification.



After receiving feedback from our academic consultant, some adjustments were made to simplify the database structure, which were:

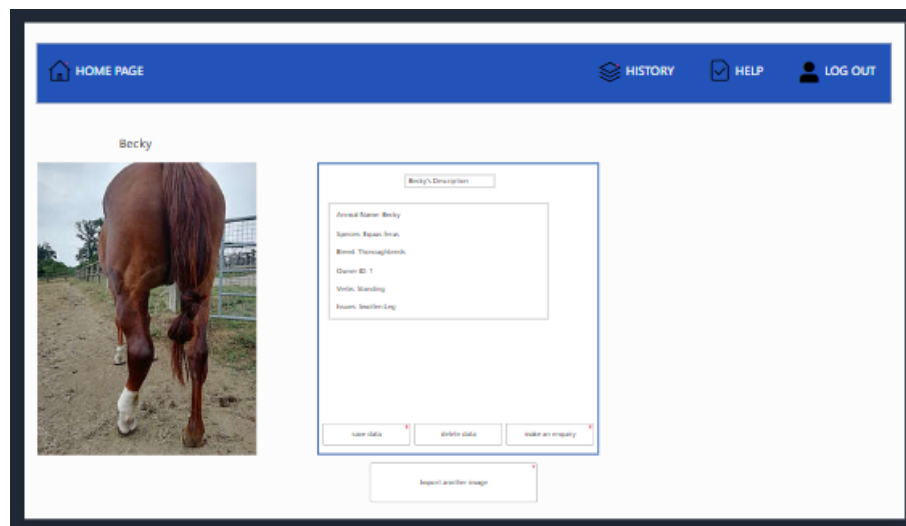
- Removed unnecessary attributes, such as making the animal's name nullable, since not every farmer names their animals.
- Adjusted relationships to ensure smoother implementation.
- Focused on only the essential tables required for Sprint 1, with further improvements planned for Sprint 2.

Below is the **finalized ERD** after including these changes:

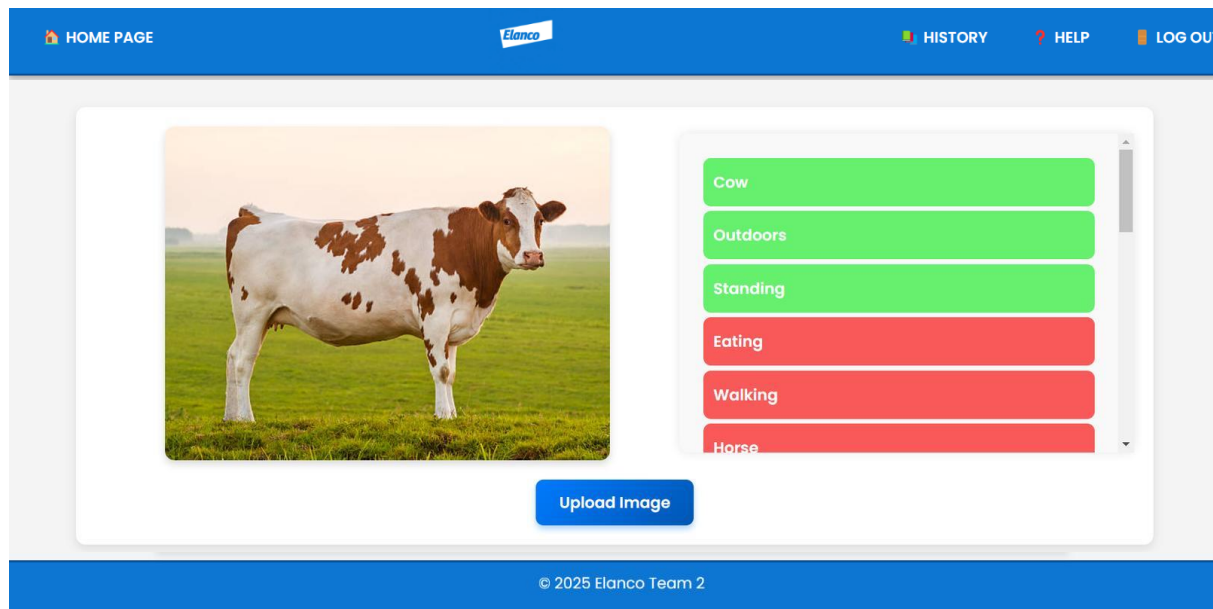


These changes ensured that the database design remained efficient and aligned with Elanco's given project.

This is an example of one of the pages I made for the wireframe with the navbar etc. on it and the description of the animal. Some changes were made such as adding footers to the actual front end and not naming the animal etc., but it was a good idea of what we are set out to create for the front end.



This is the front end “Analyze Image” page which was made with the image nicely displayed and the tags made for that specific image which is a cow in this example. The scroll bar was successfully made and goes down with the tags to review them. There is an upload image button for the users as well to upload the image. The navbar and footer been made and made to stick there with the Elanco logo and matching the color of the logo.



This is a feature in the navbar where if for example you hover the history label it makes a transition where it stands out for the user with the dark blue background. The transition effect is achieved using CSS properties like transition, hover, and box-shadow to create a responsive and interactive experience.



This screen recording shows the slideshow effect implemented on the welcome page. It demonstrates the smooth transition between images, using CSS keyframes and JavaScript event listeners to improve user experience.

To watch this screen recording tap left on this and there'll be a "Activate Contents" button, press that to watch the recording of the slideshow effect implemented into the Elanco project. (It might take a few minutes to run and load).



Screen Recording 2025-03-05 141713.mp4