Goldsmiths
UNIVERSITY OF LONDON

User Experience and the Web

Module Code: IS51041B

Interactive Website (100%)

Team Formation: Teams of 2-4 students [From the same lab slot]

Total Marks: 100

Hand-in Date: TBC, Tentative, 2nd week of January

Project Description: The final interactive website student submission should reflect the knowledge and skills gained throughout the course. The website should be designed for a specific user group. The list of user groups is provided for ready reference.

Here's a breakdown of what your final interactive website should include based on the course content:

1. *Introduction to Web Development and UX:*
   - Your website should demonstrate an understanding of web development principles and the importance of user-centered design (UX).
   - Consider having a clear introduction section or homepage that explains the purpose and objectives of your website.
2. *HTML Basics:*
   - Apply the fundamentals of HTML to structure your web content.
   - Use appropriate HTML tags for headings, paragraphs, lists, and links.
   - Implement the Document Object Model (DOM) correctly to organize your content.
3. *CSS Basics:*
   - Apply CSS styling to your website to enhance its visual appeal.
   - Use CSS selectors and properties to style text, backgrounds, and elements.
   - Ensure your CSS classes and IDs are used effectively.
4. *Working with Images and Understanding Colour:*
   - Incorporate images into your website and choose appropriate image formats.
   - Include alt tags for accessibility.
   - Apply an understanding of colour representations in your website's design.
5. *Working with Typography and Simple Menus:*
   - Pay attention to typography in your design, including font types, styling, kerning, and leading.
   - Create and style menus for navigation, considering various types of menus (e.g., navigation bars, drop-down menus).
6. *Wireframing and Prototyping:*
   - Consider using wireframing and prototyping techniques to plan and design your web interface.
   - Utilize wireframing tools and software if applicable.
7. *Layout with CSS Grid Layout and Implementation:*
   - Use CSS Grid Layout for your web page design if appropriate.
   - Apply CSS Grid properties and syntax effectively to create responsive layouts.
8. *Enhancing Web Accessibility and Usability:*
   - Ensure your website adheres to web accessibility guidelines (e.g., WCAG).
   - Validate website accessibility and usability through manual testing and user testing.

Submission:

Though it's a team project, <u>everyone must upload their submission on the VLE</u>, THAT IS YOU SUBMIT INDIVIDUALLY ON THE VLE

- **Step 1:** Use GitHub Pages to host your interactive website for live checking
- **Step 2:** zip file to be uploaded on VLE which has the code and Two-Page summary document in .pdf format which includes the GitHub Pages URL.

Here's a **step-by-step guide on how to set up and use GitHub Pages** for hosting your interactive website:

1. *Create a GitHub Repository:*
   If you haven't already, create a GitHub repository for your website project. Make sure to include all the necessary files, including HTML, CSS, JavaScript, and any other assets.
2. *Commit and Push Your Code:*
   Commit and push your website project files to your GitHub repository. Ensure that the repository contains everything needed for your website to run correctly.
3. *Enable GitHub Pages:*
   In your GitHub repository, navigate to the "Settings" tab.
4. *Scroll Down to GitHub Pages:*
   Scroll down to the "GitHub Pages" section in the settings.
5. *Choose a Source Branch:*
   Under the "Source" section, select the branch you want to use for GitHub Pages. You can choose the "main" branch or another branch where your website code resides.
6. *Save the Settings:*
   After selecting the source branch, click the "Save" button. GitHub Pages will generate a URL for your website based on your username and repository name.
7. *Access Your Website:*
   Once GitHub Pages is enabled, you'll see a message indicating that your site is published. It will provide a URL where your website is live. It typically looks like this: https://username.github.io/repository-name/.
8. *Test Your Website:*
   Click on the provided URL to access your live website. Test all the interactive features to ensure they work as expected.
9. *Share the GitHub Pages URL:*
   Share the GitHub Pages URL for live checking and assessment.
10. *Updates and Changes:*
    Any updates or changes you make to your GitHub repository will automatically reflect on your GitHub Pages-hosted website. Simply commit and push your changes to update the live site.

Summary document for a GitHub-hosted interactive website should include:

1. *Title and Project Details:* Begin with the title of your project. Include any relevant project or assignment details, such as the course name, course code, and instructor's name.
2. *Website URL:* Provide the GitHub Pages URL where your interactive website is hosted.
3. *Introduction:* Start with a brief introduction that outlines the objectives and goals of your interactive website.
4. *Key Features:* List and describe the primary features and functionalities of your website. Highlight any unique or innovative aspects of your project. Include details about the interactive elements, such as forms, animations, or user interfaces.
5. *Technologies Used:* Mention the technologies and tools you employed to develop the website. This could include programming languages (HTML, CSS), libraries, frameworks etc.
6. *Lessons Learned:* Reflect on what you learned while working on this project. This could include insights into web development, user experience, or project management.
7. *Future Enhancements:* Suggest potential improvements or additional features you would like to implement in the future to enhance your website.

Evaluation Rubrics

Peer Evaluation: (Total Marks: 10)

Each team member is peer evaluated by the other three for contributions.

Project Implementation (Total Marks: 70)

i. ***Understanding of web development principles and UX****: First Impression* ***(8 marks)***
ii. ***HTML Basics (15 marks)***
- Correct use of HTML tags for content structure: 10 marks
- Proper implementation of the Document Object Model (DOM): 5 marks

iii. ***CSS Basics (12 marks)***
- Effective use of CSS for styling: 4 marks
- Proper use of CSS selectors and properties: 4 marks
- Effective use of CSS classes and IDs: 4 marks

iv. ***Working with Images and Understanding Colour (10 marks)***
- Proper incorporation of images and image formats: 4 marks
- Inclusion of alt tags for accessibility: 4 marks
- Appropriate use of colour representations: 2 marks

v. ***Working with Typography and Simple Menus (10 marks)***
- Attention to typography in design: 4 marks
- Creation and styling of menus for navigation: 6 marks

vi. ***Effective use of Wireframing (5 marks)***
vii. ***Enhancing Web Accessibility and Usability (10 marks)***
- Adherence to web accessibility guidelines (e.g., WCAG): 10 marks

Submission (Total Marks: 20)

- Submission of website for live checking: 10 marks
- Summary document: 10 marks

Total Marks: 100

User Groups for Website

The user experience (UX) and website will differ for each of the target groups due to the varied needs, preferences, and expectations of each audience. Here a comprehensive list of expected website features and UX elements is provide for 20 user groups. You may choose to target any one user group.

1. **Parents with young children**:

UX Elements

- **Typography:** Fun, larger fonts that are easy to read.
- **Colours:** Bright, playful palettes.
- **Image Quality:** High-resolution images, with safety filters if for children's view.
- **Accessibility:** Voice-over features for stories or information; easy navigation buttons.

2. **Travelers**:

UX Elements

- **Typography:** Clear, legible fonts for quick info scanning.
- **Colours:** Neutral with pops of colour representing cultural elements or destination themes.
- **Image Quality:** High-resolution imagery showcasing destinations.
- **Accessibility:** Language translation features; mobile-friendly design.

3. **Pet owners**:

UX Elements

- **Typography:** Friendly, welcoming fonts.
- **Colours:** Warm, neutral colours reflecting pets' calming nature.
- **Image Quality:** Crisp images showcasing pets and products.
- **Accessibility:** Voice search for quick inquiries; clear labels for sections.

4. **Freelancers/Remote workers**:

UX Elements

- **Typography:** Modern, clean fonts for professional appeal.
- **Colours:** Muted, productivity-inducing palettes.
- **Image Quality:** Clear, professional images or icons.
- **Accessibility:** Dark mode to reduce eye strain; keyboard shortcuts.

5. **Food enthusiasts**:

UX Elements

- **Typography:** Elegant, readable fonts.
- **Colours:** Warm, appetizing colour schemes.
- **Image Quality:** High-resolution images showcasing dishes in detail.
- **Accessibility:** Voice commands for recipe navigation; text alternatives for ingredients.

6. **Fitness enthusiasts**:

UX Elements

- **Typography:** Bold, motivating fonts.
- **Colours:** Energizing colours or muted tones reflecting gym aesthetics.
- **Image Quality:** High-res images showing exercises correctly.
- **Accessibility:** Closed captions for video workouts; adjustable text sizes.

7. **Artists**:

UX Elements

- **Typography:** Creative, unique fonts that match the art style.
- **Colours:** Palettes reflecting various art mediums and moods.
- **Image Quality:** High-quality gallery images.
- **Accessibility:** Screen reader descriptions for art pieces; high contrast for text.

8. **Book lovers**:

UX Elements

- **Typography:** Serif fonts reflecting printed book aesthetic.
- **Colours:** Neutral, calming colours.
- **Image Quality:** Clear images of book covers.
- **Accessibility:** Adjustable text sizes; text-to-speech for book summaries.

9. **People with specific dietary needs**:

UX Elements

- **Typography:** Clear, easily distinguishable fonts for ingredient lists.
- **Colours:** Fresh, appetizing colours reflecting health.
- **Image Quality:** Crisp images showcasing dishes and ingredients.
- **Accessibility:** Allergen filter options; text alternatives for recipe steps.

10. **Gardeners**:

UX Elements

- **Typography:** Earthy, organic fonts.
- **Colours:** Green and earth-toned palettes.
- **Image Quality:** Vibrant images showing plants in detail.
- **Accessibility:** Voice search for plant care tips; clear navigation.

11. **Senior citizens**:

UX Elements

- **Typography:** Larger, clear fonts.
- **Colours:** Contrasting colours for better visibility.
- **Image Quality:** Straightforward imagery without excessive detail.
- **Accessibility:** Voice commands; easy-to-click buttons; screen magnification.

12. **Students**:

UX Elements

- **Typography:** Legible, academic-feeling fonts.
- **Colours:** Engaging but not distracting colours.
- **Image Quality:** Relevant academic imagery or icons.
- **Accessibility:** Focus modes; annotations for important info.

13. **DIY enthusiasts**:

UX Elements

- **Typography:** Clear, instructional fonts.
- **Colours:** Creative but easy-on-eyes colours.
- **Image Quality:** Step-by-step images in high resolution.
- **Accessibility:** Voice instructions; text alternatives for each step.

14. **Musicians and music lovers**:

UX Elements

- **Typography:** Dynamic, rhythmic fonts.
- **Colours:** Rich, deep palettes reflecting genres.
- **Image Quality:** Album covers or artist imagery in high quality.
- **Accessibility:** Lyrics display; volume control.

15. **Sports enthusiasts**:

UX Elements

- **Typography:** Bold, impactful fonts.

- **Colours:** Team colours or neutral palettes for multiple sports.
- **Image Quality:** Action-packed, high-res imagery.
- **Accessibility:** Live commentary; clear score displays.

16. **Fashion enthusiasts**:
UX Elements
    - **Typography:** Trendy, chic fonts.
    - **Colours:** Seasonal palettes; neutrals for text.
    - **Image Quality:** Detailed imagery showcasing outfits.
    - **Accessibility:** Alt text for fashion items; easy navigation.

17. **History buffs**:
UX Elements
    - **Typography:** Classic, serif fonts reflecting historical documents.
    - **Colours:** Aged, muted palettes.
    - **Image Quality:** Archival quality or artifact imagery.
    - **Accessibility:** Time period filters; voice narration for events.

18. **Vehicle enthusiasts**:
UX Elements
    - **Typography:** Sleek, modern fonts.
    - **Colours:** Metallic or brand-specific palettes.
    - **Image Quality:** High-definition vehicle images.
    - **Accessibility:** Specification filters; voice commands for search.

19. **Tech enthusiasts**:
UX Elements
    - **Typography**: Modern, tech-savvy fonts.
    - **Colours**: Futuristic palettes; high contrast for clarity.
    - **Image Quality**: Clear product shots or infographics.
    - **Accessibility**: Tech specs display; keyboard navigation.

20. **Gamers**:
UX Elements
    - **Typography**: Dynamic, game-themed fonts.
    - **Colours**: Game-inspired palettes or darker themes for immersion.
    - **Image Quality**: High-res game graphics or character renders.
    - **Accessibility**: Subtitles; controller-compatible navigation.

For any user group, considering accessibility, typography, colours, and image quality is essential to ensure the product or website caters to the users' specific needs, preferences, and challenges.