

## Task 2: Website Design

### Description

Suppose a start-up company, who develops some new product, want to hire you to design and implement a website to disseminate its product, and to attract potential customers.

This part of the coursework requires you to plan and design a website in terms of content and design whilst preparing a 4000-word report on the website and the design process.

The product from this virtual company can be but not limited to the following.

- New electronic product
- New book
- New clothes
- New car
- New service (online shopping, online bank, online course, ticket booking, hotel booking, room sharing)

You are free to choose one from the list. You can also propose a new category that is most related to your major.

You are expected to find multiple resources for your background research and your website design.

You need to conduct research on the web in order to get an understanding of the properties of the similar websites, as well as your audience and potential users' backgrounds, motivations, and activities.

The points you need to consider are:

- **Goals:** What is the purpose for the website? E.g., is it for providing news? For a marketing campaign? Is this a website for selling a product directly to your target users?
- **The Audience:** Before you begin your website design, you should consider the potential users - the age, gender etc. and the reason they are at your website.
- **Site Structure:** You should plan and organise the site structure. Careful consideration of the site's structure will save you time and potential problems when it comes to updating and maintaining the site.
- **Paper-based prototyping:** Before you start developing the website, you should play around with ideas first. Mock your designs up on paper (or using your preferred image editing package) before you start the actual development. Consider issues such as readability, colour scheme, typography, layout etc.

You will need to iteratively design a website to support the key requirements of the site. You will need to brainstorm possible conceptual designs and solutions, develop examples of use (e.g. storyboards, paper prototypes etc.), follow **at least two different ideas** and consider the benefits of each. Your designs should provide possible solutions to support the potential users in their activities.

## Deliverable

This is delivered and assessed as a written document.

1) Your document should describe the requirements and design for your website.

- Explain the goals of the website (is it to provide information, part of a marketing campaign etc.)
- Give an overview of the client and the target audience for the website: Descriptions of users, their backgrounds, tasks, motivations, experience, and so on.
- Provide description of how you went about collecting your requirements e.g. what techniques and additional sources you used.
- Compare the website to competitors' websites.
- Provide description and critique of functions and interactivity of existing websites similar to your website idea. The critique should be with respect to the users you identified.

2) You should detail how you developed your two designs, how your designs were informed by the requirements capture stage, how you used the design guidelines and principles, and your rationale for design decisions. You will need to discuss the entire design process from the planning stage through to design including colour swatches, mock-ups, logos etc.

You should deliver two sets of website designs to support the potential users in the activities you identified. Your two designs should cover the following:

- Site structure
- Details of the design choices such as conceptual design, colour and layout etc.
- Screen layouts showing which (interactive) elements are on each page, and detailing what each element does
- Exemplary test scenarios of use (at least two) - detailing how users interact with the website through example scenarios of use, i.e., motives, what the user will be asked to do, the state of the site when a task is initiated, readouts of displays and printouts that the test users will see while performing the task.

Each design should support at least 3-5 key activities and tasks identified during your background research.

Submit electronically as a single pdf file via QMPlus by **midnight Friday 10th November 2017**.

Feel free to include scans or photos of hand-drawn sketches and paper-prototypes.

You can add the contribution percentage of each group member. By default the effort will be considered equally distributed (e.g., 25% each in a group of 4).

**Word limit: 4000 words**

## Marking Scheme

This part of the coursework is marked in terms of the following percentages of the marks allocated for the requirements and design part.

	None	Made up	Trivially from web	From web demonstrating analysis	From web, books and other sources, showing analysis
<b>Descriptions of users, their background, activities experience, and etc</b>	0	5	10	15	20
	None	Purely descriptive with only a few examples	Purely descriptive, several examples	Several examples with simple critique	Several examples with in depth analysis and critique
<b>Description and critique of existing websites</b>	0	5	10	15	20
	None	Some tasks	All tasks, or good design	All tasks and clear or good design	All tasks, clear and excellent design
<b>Screen layouts (2 sets)</b>	0	10	15	20	30
	None	Some design choices	All design choices explained	All design choices explained or motivated	All design choices clearly explained and well motivated
<b>Descriptions of design choices, including conceptual design, site structure, colour scheme and layout (2 sets)</b>	0	3	5	7	10
	None	Basic descr. of motives / tasks or state of the site	Some descr. of motives, tasks and state of the site	Clear & detailed description of motives, tasks & state of the site	All motives, tasks and state of the site clearly explained & well motivated & well designed
<b>Test scenarios of use (2 sets)</b>	0	5	10	15	20