

# Planning Document

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# Brainstorming Ideas For a website

## First Step:

Given 1 minute, 5 ideas were drafted.

- Axolotl biographical website
- Minions history
- Rabbids history
- A informational campaign to ban people from under ages of 13 and iq of under 100 from playing games
- Red panda bio - jaiden

## Second Step:

Pick two ideas.

## Third Step:

Get a third party's input on the best idea, use this input to make an informed decision to decide on the best website idea.

## Idea Chosen: Red Pandas

### Who am I making the website for?

I want this website to be accessible by a wide audience but especially appeal to younger children.

### What am I making the website about?

The subject of the website will be information about red pandas and images of them.

### Why am I making this website?

To give people a way to learn about red pandas (habitat, diet, life span, behavior etc.) and to see cute images of them.

### How will the user obtain that goal?

By reading the information on the different pages of the website where the information is divided.

# Statement of intent:

## **I intend to make a website...**

I intend to make a website detailing information about red pandas. The details will not go in-depth but let any reader gain a surface level understanding of red pandas and link sources to those who want a deeper understanding. The website is intended to be accessible for young children who like red pandas but could also be used for any other person. The website will double in informing people about the declining red panda population.

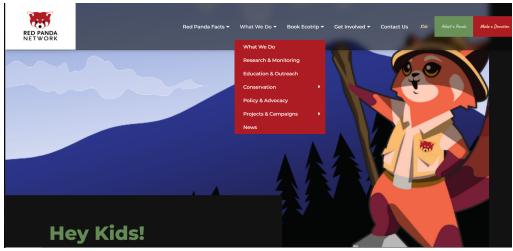
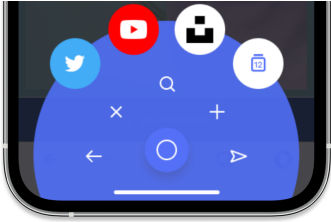
## **My website will include.... Because...**

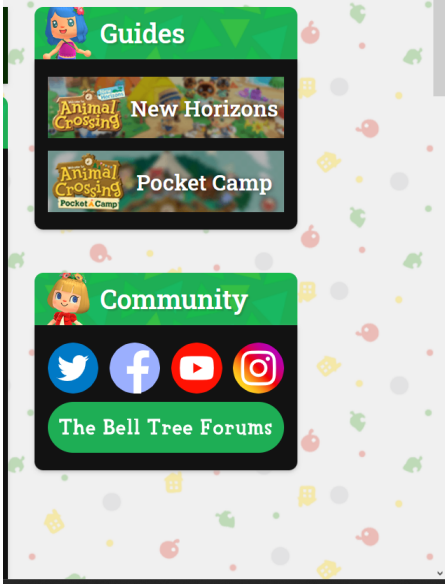
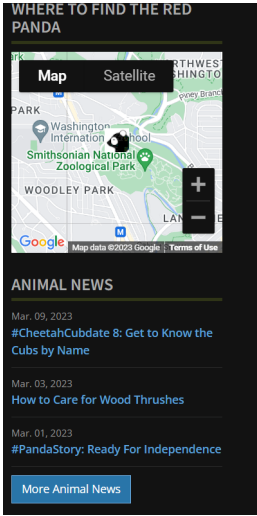
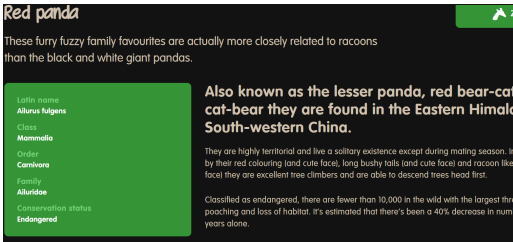
My website will include a 'cutesy' aesthetic to appeal to children, a smooth and concise design will help let the children navigate easily. Pictures will also be included showing red pandas in their best light. A single button in the shape of a red panda's head will open up a menu on the left of the screen containing buttons that lead to different pages. One of the pages will have a feed of multiple instagram accounts dedicated to posting red panda pictures. The website will have a 'pastel pink, white and green color scheme for children to feel more visually pleased. A page on the website will be dedicated to showing viewers how they can donate and support the protection of red panda populations.

## **From visiting my website ...**

I want children, and those who are even slightly interested in red pandas, to come out satisfied with the amount of red panda knowledge gained and the cuteness of pictures they look at. Those who are willing to donate and make a difference will also have the right means to do so through my website.

# Research 5 Websites/Apps

Link/Name	Image	<ol style="list-style-type: none"> <li>1. What design features (look feel/ button style etc do you like/not like?</li> <li>2. What functional features do you like/not like</li> <li>3. How will this impact your website</li> </ol>
<a href="https://redpandanetwork.org">https://redpandanetwork.org</a>		<ol style="list-style-type: none"> <li>1. A page dedicated to kids with a child friendly image lets the website have a really wide demographic.</li> <li>2. The drop down menu is an effect I'd like to reproduce due to its simplicity. Everytime someone donates, a notification pops up on the bottom left of the screen with their name and amount of money donated.</li> <li>3. I will use the kid's page of the website as a guide on the aesthetic I'll produce on my website.</li> </ol>
OperaGx Mobile App		<ol style="list-style-type: none"> <li>1. Simple solid coloring and minimalist icons.</li> <li>2. The single button to open a menu that can take you to a range of pages and menus is extremely well done. It is intuitive but not overly-complex.</li> <li>3. This single-button feature's smooth feel will be the goal of my website's navigation menu.</li> </ol>

<p><a href="https://animalcrossingworld.com">https://animalcrossingworld.com</a></p>		<ol style="list-style-type: none"> <li>1. The website background and overall theme is done really well and produces a warm, 'cutesy' feeling.</li> <li>2. The panels leading to links for sharing the website and guides are very accessible and useful.</li> <li>3. The panel feature can be implemented directly into my website to link to a sharing and donation page feature.</li> </ol>
<p><a href="https://nationalzoo.si.edu/animals/red-panda">https://nationalzoo.si.edu/animals/red-panda</a></p>		<ol style="list-style-type: none"> <li>1. The website's design is bland, with nothing providing an experience after your scroll down from the banner image.</li> <li>2. The addition of a search bar is a nice feature to avoid looking through all the subcategories to get the one that interests you.</li> <li>3. A search bar will be implemented into my website.</li> </ol>
<p><a href="https://www.folly-farm.co.uk/zoo/more-the-zoo-animals/red-panda/">https://www.folly-farm.co.uk/zoo/more-the-zoo-animals/red-panda/</a></p>		<ol style="list-style-type: none"> <li>1. The text font would resonate with a young audience.</li> <li>2. What features do you like/not like The formatting of the text feels lacking, it probably wouldn't retain engagement.</li> <li>3. It gives me an idea on how not to format the text on my website but also to use a 'soft', rounded text font.</li> </ol>

# UX Persona

As a user/who

I want to action/what

So that purpose/why

1.

As a child who has just completed their in-class work

I want to view red panda images

So that I feel happy and can appreciate red pandas

2.

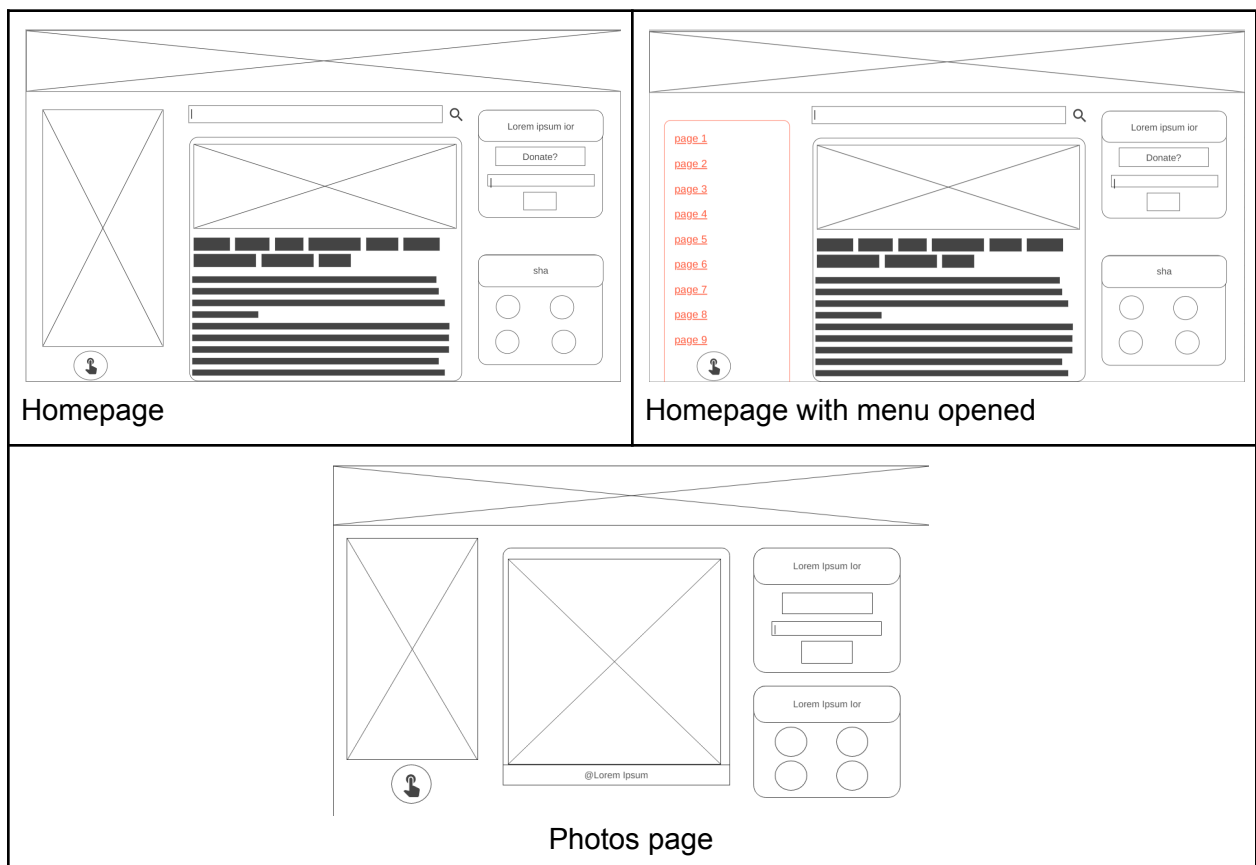
As a high school student with an interest in endangered animals

I want to search for information on red pandas and ways to assist them

So that I can make a positive impact on red panda population



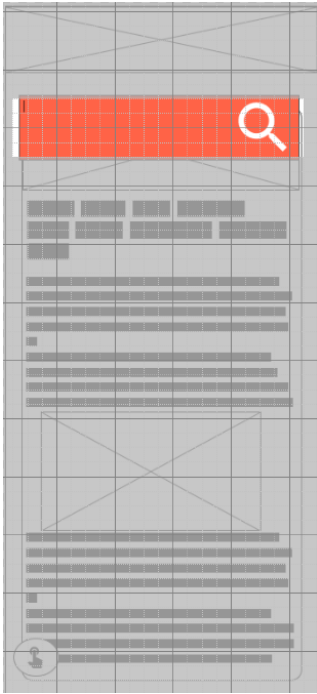
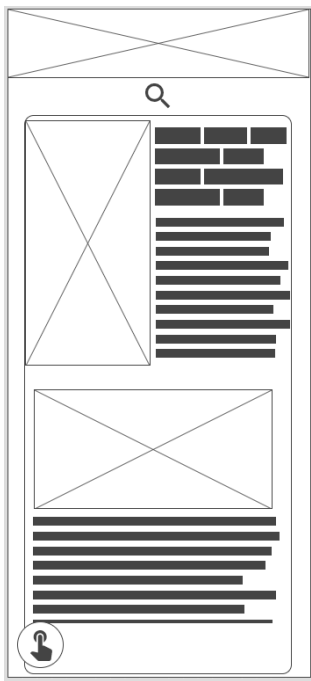
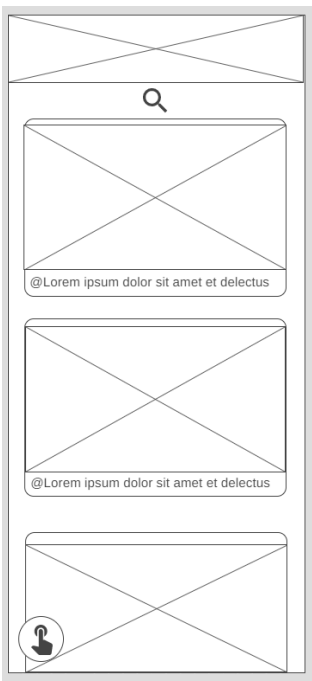
# Layout Wireframe

## Desktop

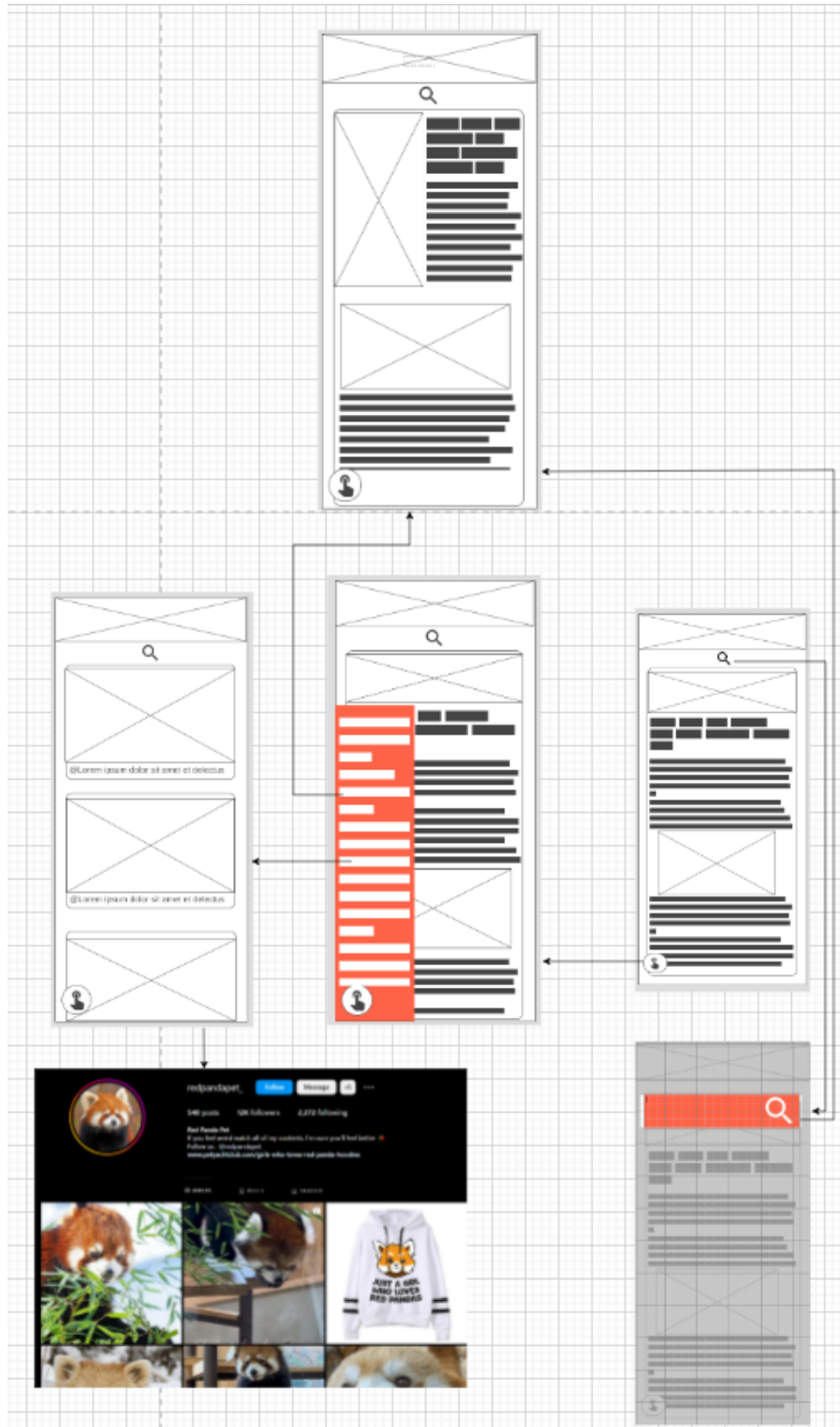




# Mobile

 <p>A mobile app homepage wireframe. It features a top navigation bar with a search icon. Below the bar is a large header area with a placeholder image and text. The main content area consists of several horizontal blocks of text and images. At the bottom is a circular profile icon.</p>	 <p>A mobile app homepage wireframe with a red sidebar menu open on the left side. The menu contains several white text items. The main content area is partially obscured by the menu.</p>	 <p>A mobile app wireframe showing the search bar open at the top. The search bar is red with a white search icon. The rest of the page is faded out.</p>
 <p>A mobile app information page wireframe. It features a top navigation bar with a search icon. The main content area is divided into two columns: a left column with a large placeholder image and a right column with text. At the bottom is a circular profile icon.</p>	 <p>A mobile app photos page wireframe. It features a top navigation bar with a search icon. The main content area displays three placeholder images, each with a caption below it: "@Lorem ipsum dolor sit amet et delectus". At the bottom is a circular profile icon.</p>	

# UX Mobile Navigation Wireframe

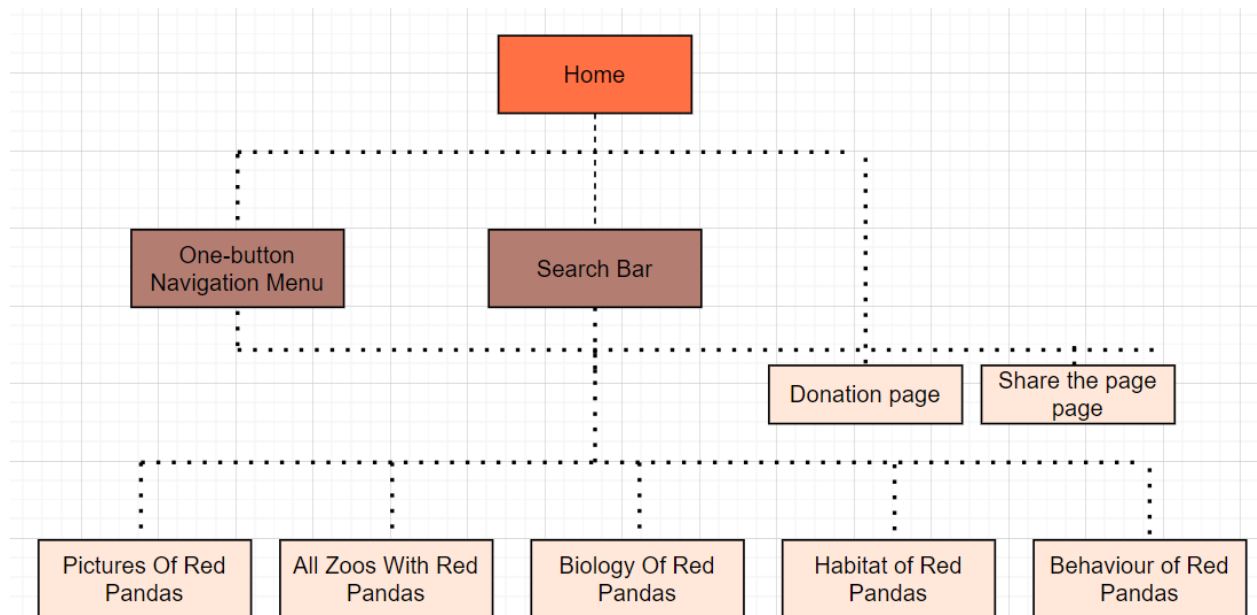


Left path for UX persona

1

Right path for UX  
persona 2

# Sitemap



## Logo

Draft 1	Draft 2	Draft 3	Draft 4

Draft 3 was chosen due to its simplicity and more recognisable silhouette. The text's font was changed to be more simplistic.

<https://fonts.google.com/specimen/Wix+Made+for+Text?category=Serif,Sans+Serif>

Unset

```
<link rel="apple-touch-icon" sizes="180x180"
href="/apple-touch-icon.png">
<link rel="icon" type="image/png" sizes="32x32"
href="/favicon-32x32.png">
<link rel="icon" type="image/png" sizes="16x16"
href="/favicon-16x16.png">
<link rel="manifest" href="/site.webmanifest">
<link rel="mask-icon" href="/safari-pinned-tab.svg"
color="#5bbad5">
<meta name="msapplication-TileColor" content="#da532c">
<meta name="theme-color" content="#ffffff">
```

Favicon code

