

DMT Final Project



The Triple N Beer Website

Digital Media Tools (DMT)
VIA University College
Teacher: Allan Henriksen
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André Alves
Enrique Navarro
Nuno Santos

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1. Subject

A beer company selling a new beer called Triple N.

2. Mission

To promote the recently created Triple N beer in the market, with the goal of increasing sales therefore increasing the company's profit too.

3. Target Group

The target group considered for this website is **young people (around 18-30 years old) that drink beer.**

We say "mainly young people", because we want to focus on this segment of the market, instead of all the market, therefore increasing our rate of success. We also assume, that the users are going to have a relatively fast internet connection, since one can say that young people normally have easier access to telecommunications, when compared to older people for instance.

Because of this target, we made various design and usability decisions, namely:

- used relatively informal language, as young people normally do
- used bright and appealing colours instead of more dark and not so appealing ones, in order to captivate user's attention and because young people are more sensible to fanciness.
- used many and big pictures with styled text, for the same purpose and to show some dynamism.
- used a flash animation in the main page, so that the page feels more dynamic and lively.

4. Requirements

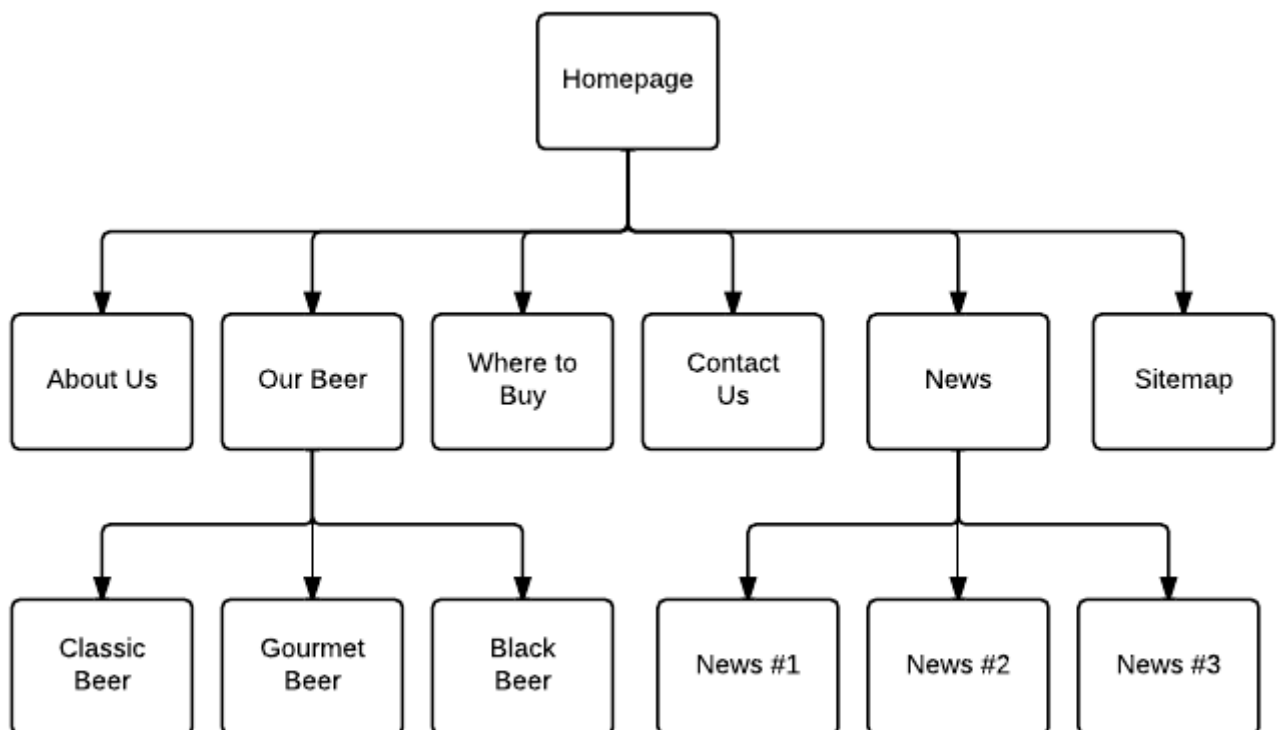
- Make the site available in many languages (English, Spanish and Portuguese).
- Make the site easy to navigate (usable).
- Make the site fun to visit.
- The users should be able to provide some feedback to the webmasters about the webpage and its content.
- The site should have age verification at the beginning so that only people over 18 years old can actually enter the website.

5. Information architecture and navigation

As can be seen, we didn't go for a narrow hierarchy, precisely because we wanted to make the site easy to navigate. Therefore, it's possible for the users to get to any page with two clicks of the mouse at the most.

However, we can't consider this navigation a broad one, since, if we leave out the pages *News*, *Sitemap*, *Facebook* and *Twitter* - which are basically just small convenient hyperlinks for the user, almost like *shortcuts* - we have only four pages.

This said, the navigation structure used tries to have the best of both worlds, keeping both an hierarchical structure (narrow feature) and being just two levels deep at the same time (broad feature). Concluding, even though the site it's not very big in dimension, we can say that it uses a topical navigation, considering the topic of both *Beer* with three subpages and the topic of *News* with also three subpages.



6. Usability

In what matters usability we have chosen a clear and quite straightforward design. Due to the simplicity of the contents exposed, the amount of pages into the site is short, so we have chosen to create some internal links to the most important parts of the site.

In the header of all pages in this site, there's an horizontal menu with white over dark brown links for a higher contrast, therefore making it usable for color blind people as well.

Also, those links have big and clear text for everyone to be able to read them, even those with some degree of reduced vision.

In addition, we also added a sitemap to the footer of the page so that a user can find him or herself on the site if he/she loses track of where he/she is.

Furthermore, in the contact page, we make sure to provide the user with either a confirmation message if the email is successfully sent or an error message if the fields (either name and/or message) are left blank.

Lastly, we made sure to add the *alt* tag to every image, in compliance of the Transitional XHTML 1.0 standards, in order to blind people, for instance, could have them read out loud when using an adapted browser.

7. Implementation

For implementing some of the requirements of the website, it was necessary to use some C# code, namely for the globalization and for sending the email.

Regarding the globalization, the code used was adapted from the code provided by the teacher during the classes.

For sending the email, we googled it up and used this reference:

<http://www.codeproject.com/Tips/371417/Send-Mail-Contact-Form-using-ASP-NET-and-Csharp>

About the technologies used, we used:

- HTML
- CSS
- Javascript
- ASP.NET
- C#
- jQuery and jQuery UI

Tools used:

- Microsoft Visual Web Developer 2010 Express
- Adobe Photoshop CS5 - for image editing
- Adobe Flash CS5.5 - for the slideshow on the homepage
- Git - for versioning control
- Google Docs - for the report writing
- LucidChart.com - for the sitemap diagram

8. Testing

Once the design was set up, we stated different sections to test separately. Namely the language changing, internal and external links, sub-sections (map, news, beers), and javascript.

For each of these sections some basic functionalities or keys on the aspect were established, and after each change the correct integration of the new content was tested.

This resulted in some changes due to browser differences in order to create a cross-browser site. On the other hand, the behaviour of the site not being related with heavy data feedback and having no sensible data to risk, security issues were not surveilled from too close. The only input is the message sending in contact section, and is stands no danger as it's just being sent to the webmaster's address through some safe C# code - any unsafe input would at most make this code crash, getting only the message not to be sent.