

N I

T E

Niteryse Digital Technology

Internal

Standards:

3.3

3.4

3.8

Design Brief



## Year 13 Digital Technology Assessment: Designing a database driven site.

The context of this assessment is to create a database driven site that runs functionally without error, it needs to be up to standard with the usability heuristics and the design conventions.

The purpose of the Niteryse site:

The purpose of this site is to advertise a small start-up business that sells skateboard lights, they wanted a clean minimal site that they can advertise their product and allow potential customers to find more out about the product.

The requirements they had were:

- Clean and minimal site that kept to their colour scheme
- Clearly displays the product and its features
- Allows users to leave reviews or comments
- Has an admin section that can be used to control comments
- Easy navigation

Relevant Implications for my website:

Here are some of the relevant implications I chose to focus on for my site.

**Legal:** Being a small start-up business they must be careful with the content they use as copy right issues in small companies can lead them having to close. Because of this the site will only use non-copyright and company content on the site, this will help them any copyright claims. If I do decide to use someone's content, I must seek their permission and can only use it if they agree. All of this is so that their site doesn't break any copyright laws.

**Aesthetics:** Aesthetics is a major part in the modern web design and business industries, with company's opting for cleaner simpler sites and marketing strategies. Its important for the site to look good as its supposed to attract customers and persuade them to look at buying the product. Its important for me to follow a consistent design with the site to maintain the clean smooth look of the site.

#### Functionality:

The site that ive designed must be functional so that it doesn't come across as amateur to the user. The site has to be up to date and relevant to the current times.

On my site this means being able to add and delete content from an admin panel, which in the case of my site is the different reviews that users can post. This can be achieved by retrieving and adding to the database that is connected to the website. The reviews are being pulled and displayed from the database and the admin can remove them at any time, they can do this by using an admin page that allows the admins to review the reviews and remove them if required, this saves them having to have access and understand how to use PHPmyadmin.

#### Usability:

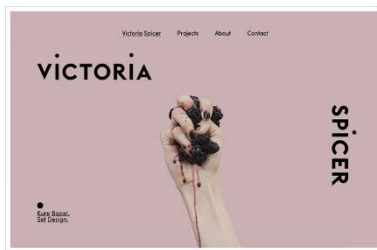
Seeing as this is a public accessible site it needs to be easy for the users to navigate and find their way around the site, in the site ive done this by using minimalist designs that keep the site simple and allows it to flow easily. If I were not to do this the user could get confused by the design or struggle to navigate around the site.

#### Stakeholders:

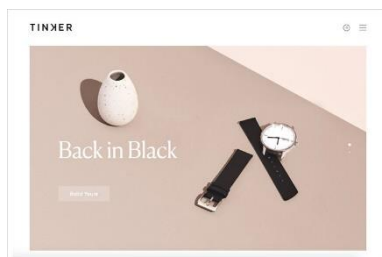
The main site stakeholders are the Niteryse Company who are the owners of the business advertised on the site. However another stakeholder is the general public as anyone is able to access the side and view its content.

## Research:

The customer wants a clean minimal site, because of this we will do some research and try find some design ideas that would suit the style of site.

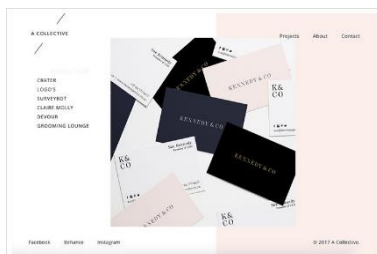


All of these sites are great examples of how good clean minimalism can look, these sites all feature a large centrepiece of a photo showing off their product or something related to their company, this is a design I could implement into my site, its quite effective as there's nothing else for your eyes to look to.

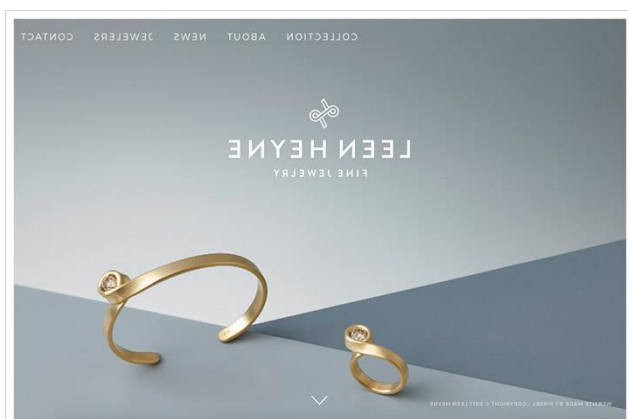


All of the sites contain quite a mute colour scheme that doesn't attract attention away from the rest of the site.

All of the sites contain a simple or hidden navbar that is easy for the user to find and use.



All of the sites have a modern clean look that the users are looking for in their site, it contains a striking colour scheme with a modern design that is consistent throughout their sites.



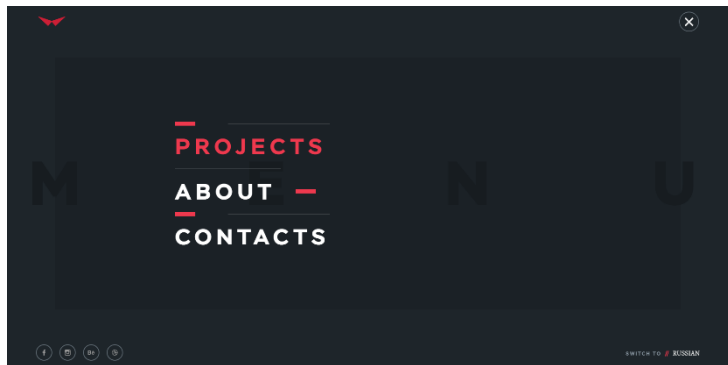
Colour schemes:

There are many modern colour schemes on the internet, the colours that the client have asked for are:

- Reds
- Greys
- Whites
- Blacks

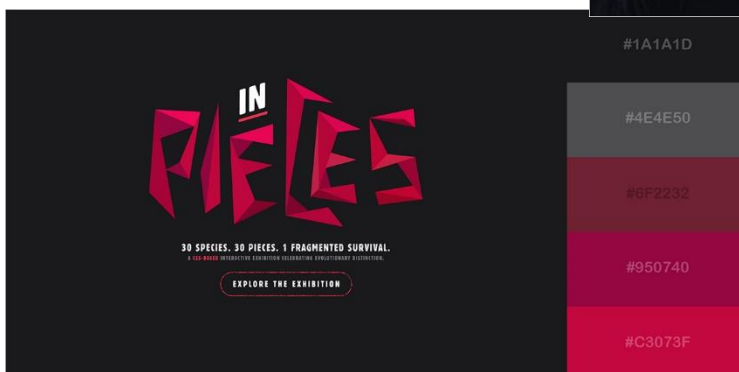
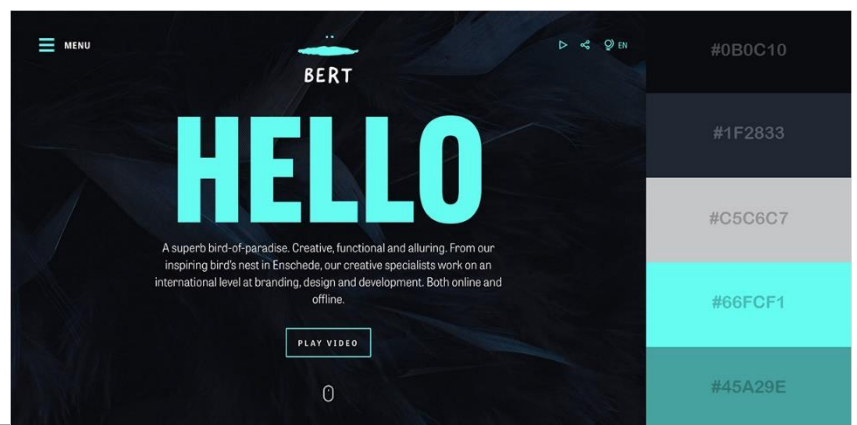
However I will look at other colour schemes and pitch them to the clients if I think that they would fit their site and design schemes.

Here are some of the colour schemes I have found:



This colour scheme fits their specifications as it's a simple clean design that uses their requested colours, however its quite dark and users may struggle to navigate the site due to this.

This design isn't following their colour schemes; however it implements the colour blue, this lightens the site and could be easier to navigate and see text. Perhaps I could use this with whites or greys instead of the blue.



This is another site that fits their colours, I think this is a good scheme due to its use of multiple reds, this can be used to highlight certain parts of the site and draw the eyes

of the viewer towards certain parts of the site.

Fonts:

A good font is the key to a clean site, it makes the site flow and can make it feel less cluttered, it also can set the style and theme of the site from the main page.

Here are some of the fonts that I have found that could work.

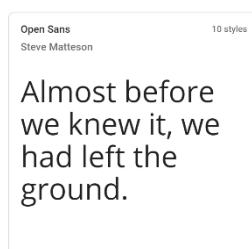
Nexa:

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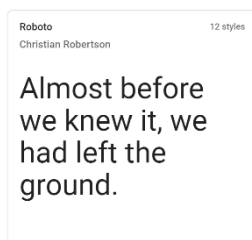
Roboto Mono:



Open Sans:



Roboto:



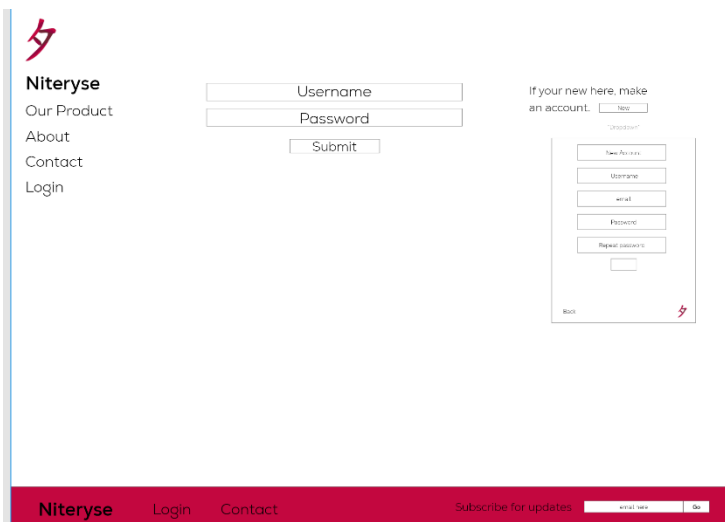
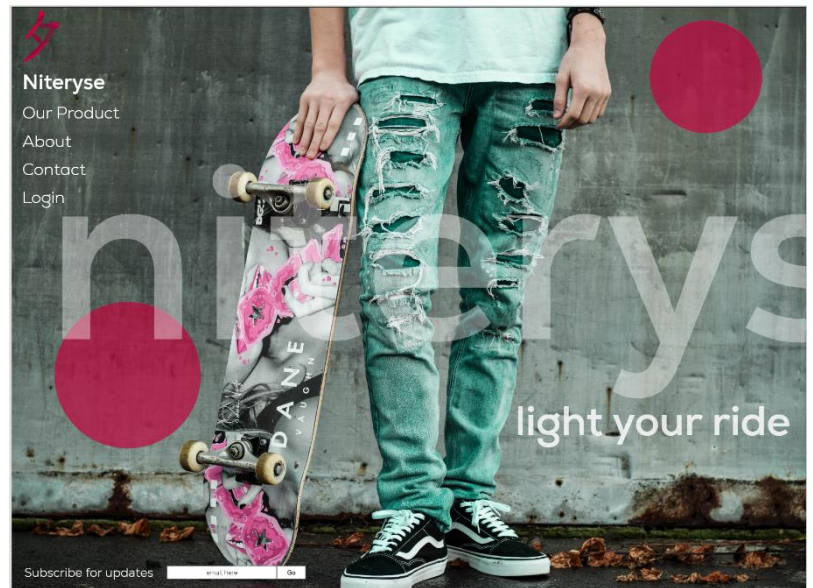


## Initial Designs:

The initial designs for the site was to have a large main page with a single artistic photo (second photo down) this would attract the customers attention. From there would be a simple navbar to the left and a footer at the bottom.

The primary site pages would follow a grey and black colour scheme that wouldn't take away from the content being displayed on the site. The navbar would be a grey bar with quick links to other pages and the navbar would remain consistent thorough the site.

The home page would be a large artistic styled image of a person with their board, the nav would be to the left and easily accessible. The footer would only contain a email subscription bar.



This would be the login page, its to be the only page that would be different from the others as its sole purpose is for customers and admins to login and change the site or leave reviews, it is to have a dropdown menu where customers can set up a site account.

### Initial design feedback:

Its important for me to get feedback on my designs so that way I can make changes based of what a “customer” could think, its also important for me to talk to the client and get their thoughts and feedback on the designs I have come up with.

Like the overall colour scheme, it fits our brand and is simple and minimalistic, the home page is perfect, however it would be nice to see some more content in the footer, the content pages could be changed up a bit, we don't like the opaque background and the chalkboard style background, it feels more disruptive to the site and takes away from the simple design. The login page needs to be changed as its completely different from the rest of the site, this doesn't suit the flow of the site.

- Niteryse group

I like the simplicity of the home page, however the cut off word Niteryse doesn't make much sense, wouldn't you have that as your main site title. (also said the name of the company didn't make sense and would be confusing to users of the site, this is a valid point however it's not something I'm able to change)

- Nick Robins

The product page is quite distracting as tis quite broken up by the styling of the content and background, it could be changed up to be a bit simpler, also the opaque background makes viewing the page difficult. The footer is quite difficult to read due to the grey and white colours.

- Carter

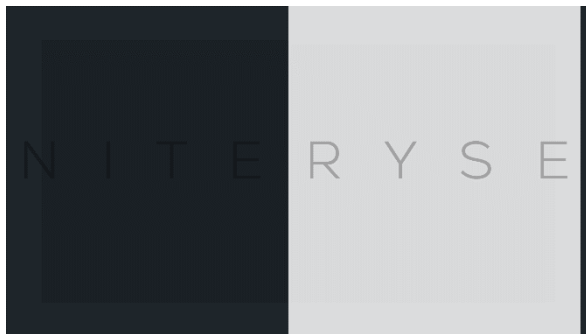
The site looks good, the colours are simple and vibrant, however the login page is quite different, coming from pages that are very different on the rest of the site, could be changed up to match the site better.

- Liam

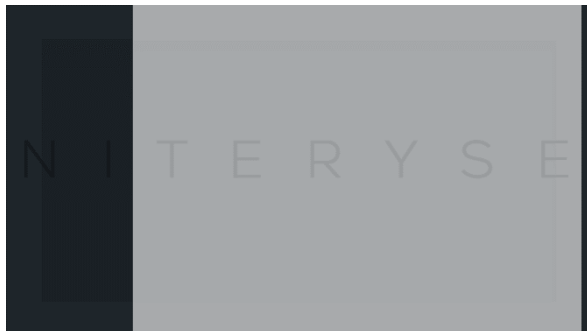


## Design 2, Based on feedback:

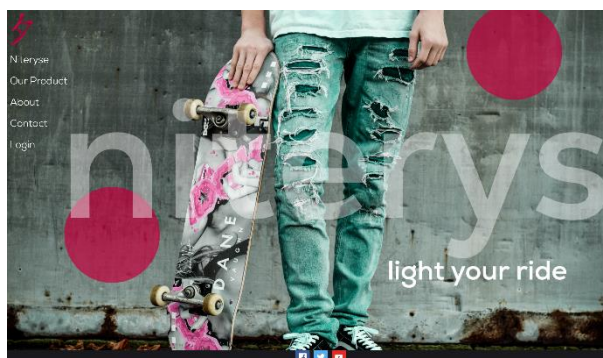
The first thing I did with the feedback was work on the content pages as they were the pages that got the most comments about changing them.



I took some inspiration from some of the other designs that I've seen and played around with this style of design, it fits the minimalistic design and keeps the simple feel.



This is one of the other designs I came up with while playing around, however I think it's a bit too dark and the effect is lost due to this.



This is the second design for the home page, the clients said that they liked it however I changed up the footer, it now has their social medias instead of a subscribe box, they asked me to change this so that the users could find their other pages.

### Feedback on secondary designs:

They are good changes, we like the new content page designs, their a lot simpler and fit the flow of the site, we agree with your comments on the second design, its too dark and wouldn't really be visible, however we like the larger white to black contrast, if you could take that and apply it to the first design we think that would work well. Also, the footer is much better now.

- Niteryse Group

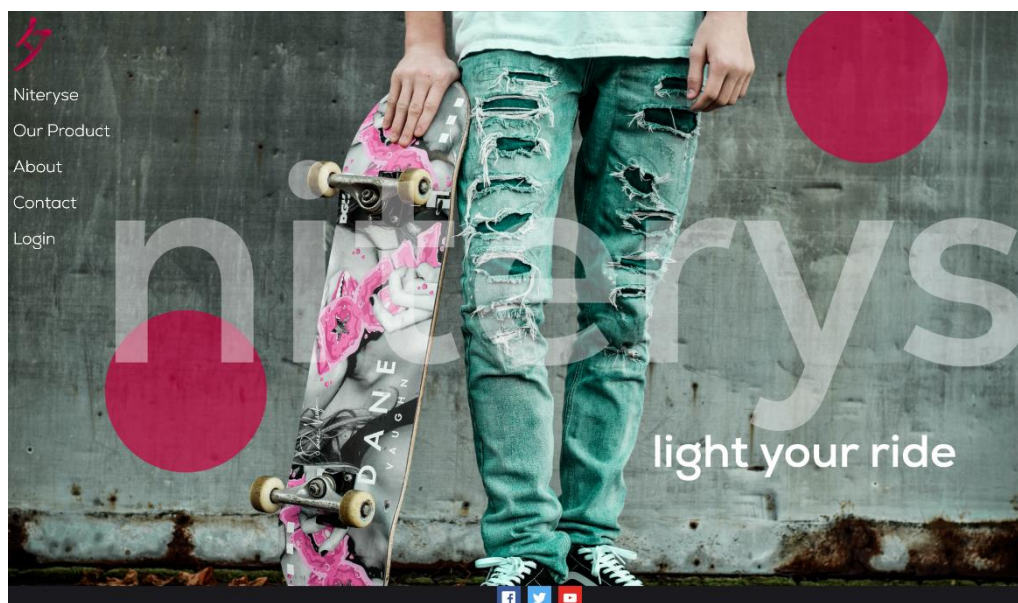
The new content page designs are cool however the second ones too dark, and again it doesn't make sense that you can't see the whole word on the page, as a use it could be confusing.

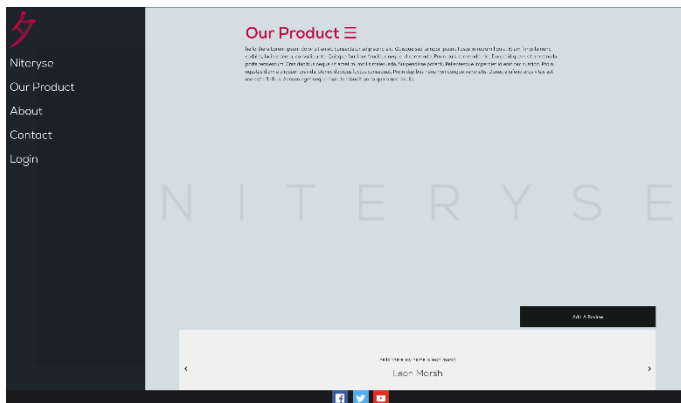
- Nick

The designs are really cool, I like the new black and white colour scheme, its suits better than the old design.

- Carter

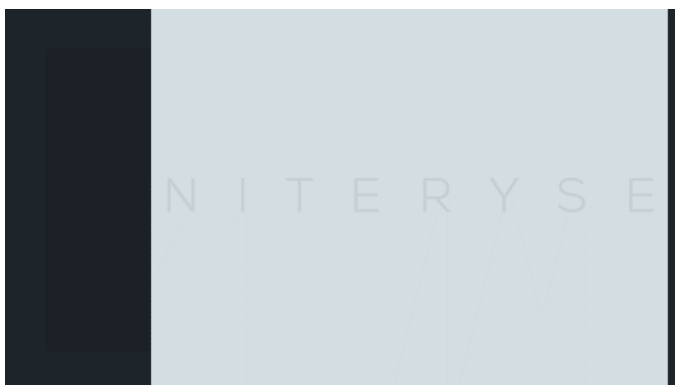
### Final designs:



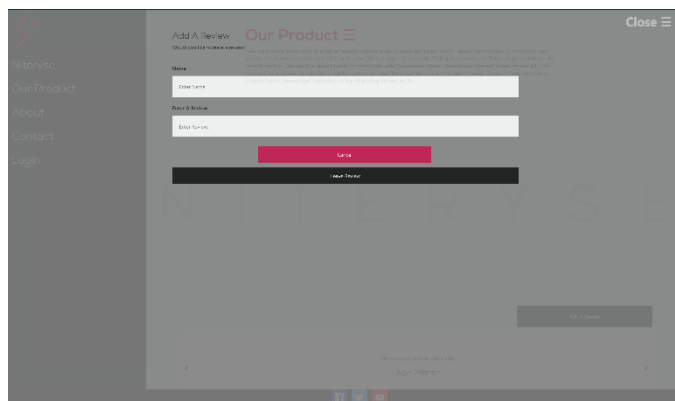


For the final designs I have gone over all the feedback and have come up with something that fits the client's specifications while also being appealing to potential users of the site.

For the home page I've stuck with the design I've had from the beginning but with the new added footer.

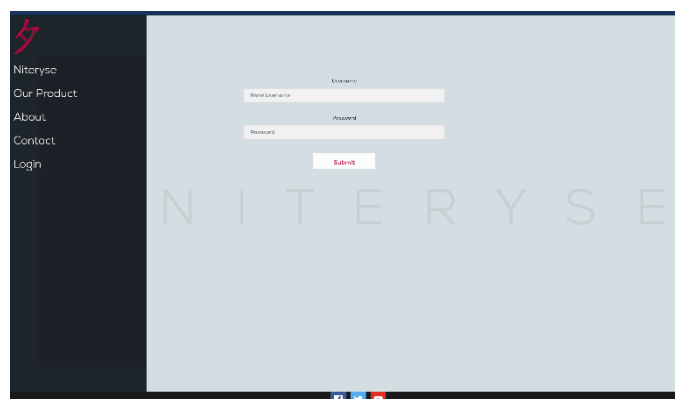


For the content pages, I've gone through multiple designs and have finally gotten one that keeps the minimalistic tones while still being striking and clean, I changed the design so you can see the whole Niteryse word on the site.



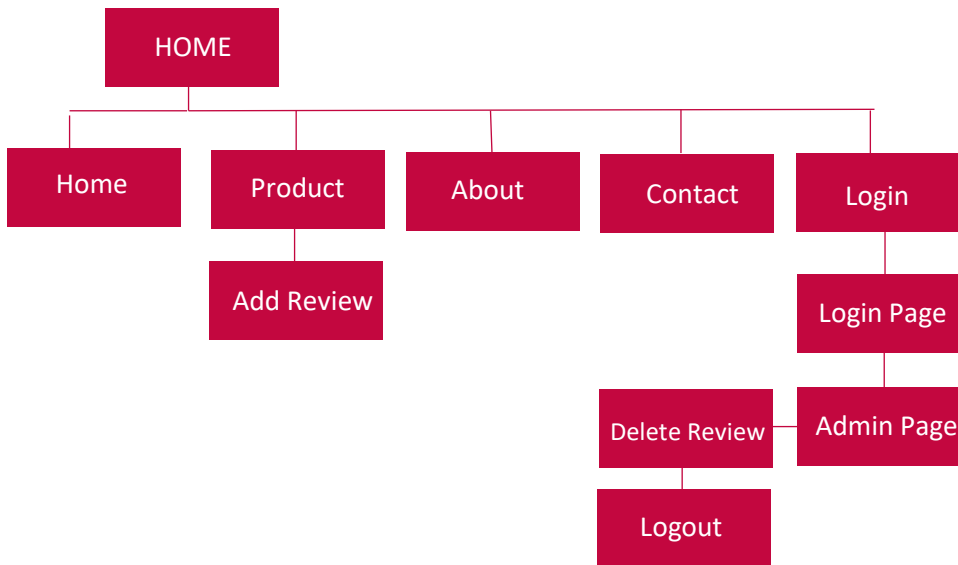
On the product page it displays the reviews and allows the users to add their own reviews or comments, I've displayed these in a slider so they can be flicked through without taking up a large amount of space on the page.

For the review page it pops up over the product page when the button is pressed it's a simple form that is easy for a user to find and fill out.



For the login page I kept the content style background but added the login over the top of it, currently this page is only useful to admins so they can enter and delete any reviews if necessary, however this page also could be added onto if I was to put this site live, it could have the functionality for a user to create an account, log in and purchase the product through the site. However, this is not currently available as the client isn't ready to sell online yet.

## Sitemap:



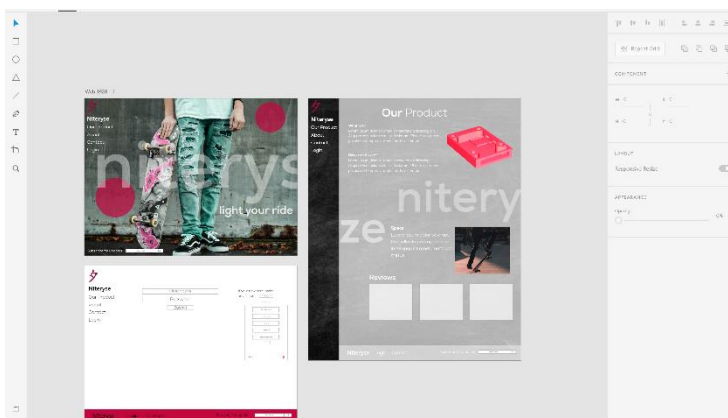
## Conclusion:

In conclusion I'm very happy with the outcome of my site, it was good to use my skills to retrieve and insert items in the database using sql, the final site that I have produced has changed quite a bit from the initial design, the only thing that hasn't been changed is the main home page, the rest of the site has changed significantly. The one thing I like about the site is the navbar as it came out really nice and isn't a common design. I have also managed to use a one-page format where everything is called through the index page.

In conclusion I am very happy with the outcome of the site and so are the rest of the Niteryse Group.

## Other tools I used:

For the design of the site I used adobe XD Which was an ideal program to use as it Allowed me to move things around and Change things with ease. It allowed Me to play around with the designs before I did them in illustrator and photoshop



Trello was a site that I used that allowed me to manage what I was doing and what I needed to get done using Trello I was able Keep track of what I need to do.



User testing:

10<sup>th</sup> June:

Name: Nick Robins

Sites good, dont like how the home page doesn't have the whole word on it, like the design of the rest of the site and its good that everything works. It's a good site for customers to learn about the company's product and review it.

10<sup>th</sup> June:

Name: Ben Greenwood

I tested Leon's site, I thought it looked good, it looks quite professional and its easy to navigate around. Everything that he has so far works and doesn't fail.

15<sup>th</sup> June:

Name: Liam

I think the sites good; it has a good aesthetic and a good colour scheme. I quite like the navbar as you don't see many like them. The only problem I found was with the login page where the button had stopped working, he did fix it though. Other than that, I think it's a pretty good site.

## Final evaluations of the site:

The designs of my site meet the user heuristics, here are some examples of what I have done to do this:

### User control and freedom:

This is an important aspect of a site that helps with the users navigation of the site, this aspect ensures that the user is able to navigate the site with ease and can access or get back to where they were at all times, this means including back and cancel buttons on forms, having the navbar or a way to get back to the home page accessible at all times and many other things, a good way to explain this aspect is to not corner the user with no way of getting out, you want them to be able to roam your site and not feel trapped on a certain page. In my site I have made sure to do things to improve this aspect, I have done this by: Including the navbar and logo link on every page so the user can get to other pages, added back and cancel buttons to the reviews form and added logout buttons to the admin pages so they can logout safely.

### Consistency and standards:

This is another important part of the heuristics, this is important because it keeps a good flow within the site, consistency means that each page of the site keeps the same sort of style, whereas standards is keeping consistency between other sites and with the internet, this is important because it means that the user isn't confused by the site, by keeping some consistency with the site it means that the user is able to navigate the site easier and doesn't feel like they are on a different site due to a inconsistent change in the site design, and the standards of the site could mean that they already know what certain things mean, for example the trash can is a universal symbol for trash or delete, by following unwritten rules like this the user could already know what parts of the site do just based on previous knowledge of your site or another one. Within my site design I have made sure to keep the design of my site consistent and with a good flow, I have also used universal things like a clickable logo that takes you back to the site home.

### Relevant Implications:

The relevant implications are an important part of any site as they help maintain a good site image, here some things I did to maintain this.

## Legal:

Legal was an important part of this site as I was designing it for a start-up business that couldn't afford to deal with copyright strikes or things of that kind. Because of this I made sure that all the content on the site was either theirs or was non-copyright. In the designed site I have made sure that all the content is within these category's, all photos on the site were either provided by Niteryse or were found on copyright free sites, all of the artwork and graphics on the site were designed by me using illustrator and photoshop. My site also abides by the disability laws around websites.

## Aesthetics:

For my site I went with a simple design that flowed well, its easy for users to navigate around the site and they can easily find what their looking for, I stuck with a white, grey and red colour scheme as suggested by the Niteryse company and they agreed that it's a nice looking site.

## Functionality:

For my site ive made sure that its functional, this meant that everything worked properly, and no errors were given, the site that ive made does all this as the user can complete their task without the site breaking on them.

Overall the site I have produced fits the specifications that I had set and lives up to them, the site I have designed is usable by anyone and doesn't require technical skill to navigate. The site doesn't break any laws as all content was either provided by the Niteryse company or produced by me and has full functionality with users being able to view all content on the site and leave reviews on the product. If the user is an admin, they are able to securely log into the admin panel and access and delete any reviews if needed. In general, im really glad with how the site came out as it meets all the relevant implications and im glad I was able to try out a few new skills in the build of this site.

All of the feedback I was given along the way was taken into consideration and for the most part was acted upon, the final design and outcome of the sight is much better than the initial designs I had. The feedback I got on my site was also good as I had a range of different people test and give feedback and they were all able to comprehensively navigate and find their way around the site.

To finish id like to say that ive enjoyed working on this site, its tested my in parts but id never learn anything new if it didn't, it also allowed my to try my hand at a few new skills that I wouldn't usually try. Im very glad that I was able to address the implications and act apon user feedback and I believe that the final site meets the design and goals of the Niteryse company, giving them a professional platform to advertise their business.

Site login details:

User: admin

Password: password