

# A-TEAM DESIGN DOCUMENT

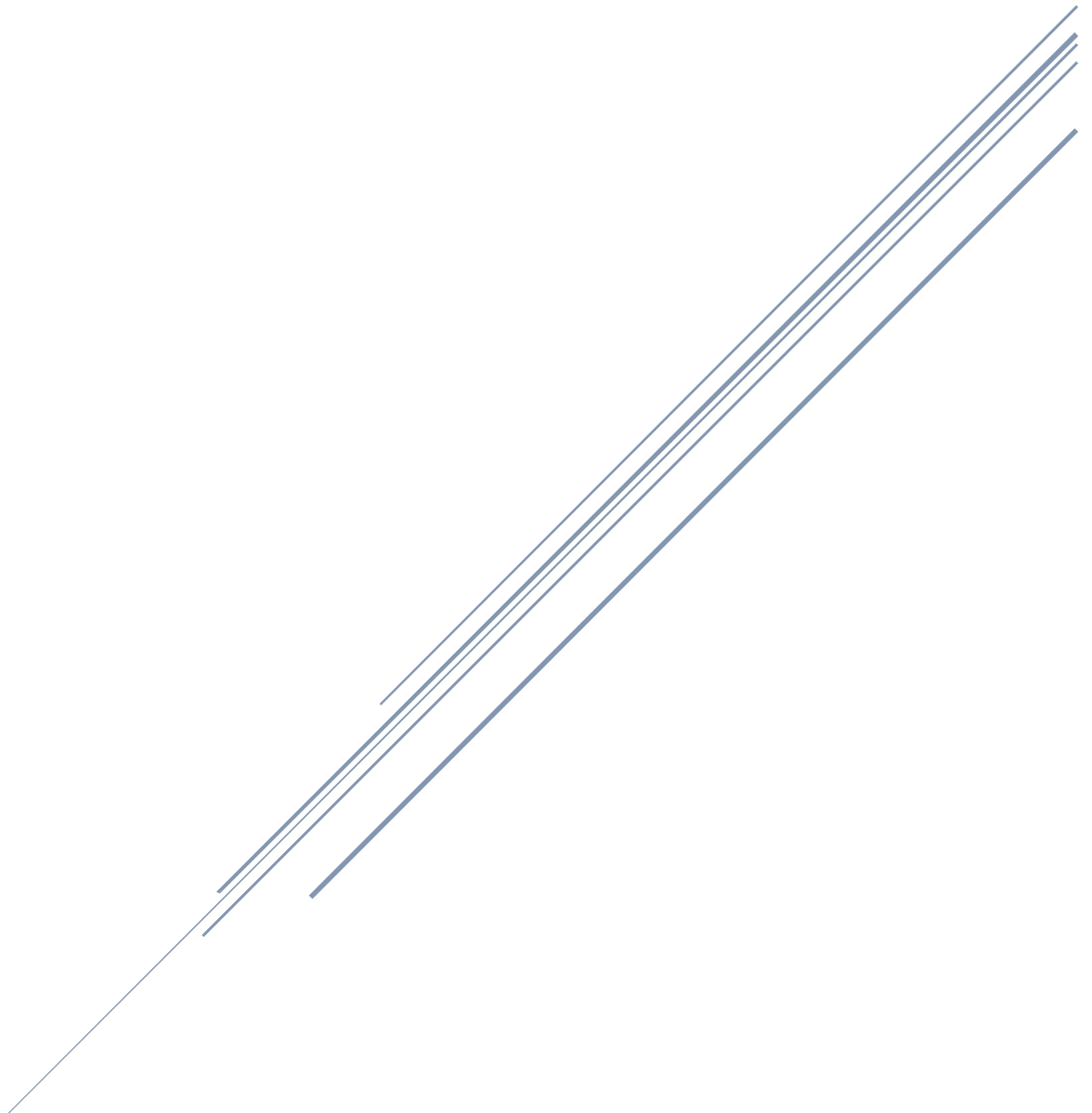
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Course: Web Programming Studio  
RMIT University Vietnam – Hanoi Cohort

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# **“A-TEAM” DESIGN DOCUMENT**

## **“PawPals” Website**

### **A. Product Idea**

#### **I. Product Purpose**

- The website offers a comprehensive platform for pet owners, including a medical forum for pet health advice, a space for sharing memorable moments, and a pet adoption platform. It provides resources, community engagement, and opportunities for responsible pet ownership, fostering a sense of community and promoting animal welfare.

#### **II. Target Market**

##### **1. General Users**

- a. Characteristics: Pet owners or caretakers
- b. Customer Profile:
  - Jobs:
    - Access resources, connect with other pet owners, share experiences, and seek advice on pet healthcare.
    - Gather information about pet ownership, learn from experiences, explore adoptable pets, and make informed decisions.
    - Learn about pet care, enjoy content, and connect with other pet-loving community members.
    - Promote pet adoption, display adoptable animals, share educational content, and connect with potential adopters and volunteers.
  - Pains:
    - Difficulty in finding a centralized hub for pet-related content and community interaction.
    - Users can miss the opportunity to engage in a specialized community centered around their passion for pets.
    - Users may struggle to find a convenient platform for browsing and accessing pet adoption information, resulting in a disjointed adoption process.
  - Gains:
    - Community and Support: Connect with other pet owners for advice, stories, and support.
    - Entertainment and Enjoyment: Provides a constant stream of pet-themed content.
    - Education and Information: Access resources on pet care, training, health, and nutrition.
  - Goals:
    - Connecting with Like-minded Individuals: Users can connect with other pet owners who share similar interests.
    - Sharing Content: Users can show their pets through photos, videos, stories, and anecdotes.
    - Receiving Support and Advice: Users can seek advice from fellow pet owners and experts.
- c. Value Proposition
  - Products & Services:
    - Medical Forum for Pets: Provides a dedicated forum for pet owners to seek advice and learn about pet healthcare.

- Memorable Moments Sharing: Users can create profiles for their pets and share photos, videos, and stories.
- Pet Adoption Platform: Users can browse listings of adoptable pets from shelters and rescue organizations.
- Pain Relievers:
  - Limited Access to Reliable Information: Provides a reliable source of information for pet healthcare.
  - Isolation and Lack of Community: Fosters a vibrant community for pet owners.
  - Difficulty in Finding Adoptable Pets: Streamlines the adoption process by providing access to a diverse range of adoptable pets.
- Gain Creators:
  - Access to Expert Advice and Support: Empowers users to make informed decisions about their pets' well-being.
  - Connection and Community: Provides a sense of camaraderie with other pet owners.
  - Opportunity to Make a Difference: Users can adopt pets in need of homes, supporting animal welfare initiatives and reducing pet homelessness.

## 2. Administrators

a. Characteristics: Web developers and platform administrators

b. Customer Profile:

- Jobs:
  - Content Moderation: Ensures user-generated content aligns with community guidelines and standards.
  - User Support: Addresses user inquiries, feedback, and concerns.
  - Enforcement of Policies: Enforces platform policies and terms of service to maintain a safe environment.
  - Platform Maintenance: Monitoring technical issues, implements updates, and ensures platform's security and stability.
- Pains:
  - Community Management: Managing user-generated content. Filter out spam, offensive material, and policy violations.
  - User Privacy and Data Security: Protecting user privacy and securing sensitive data.
- Gains:
  - Provides data-driven insights for informed decisions and optimization of strategies.
  - Easier to moderate content and flags potential policy violations, enhancing platform safety and integrity.
- Goals:
  - Efficiency: By easing administrative tasks, admin tools help administrators carry out their duties more effectively.
  - Admin tools facilitate effective content moderation, enabling administrators to swiftly identify and remove harmful content, thereby ensuring a safe and positive platform environment.

c. Value Proposition

- Products & Services:

- Comprehensive Platform Management Tools: Intuitive tools for streamlined administration tasks.
- Robust Content Moderation Capabilities: Advanced features for efficient monitoring and moderation of user-generated content.
- Dedicated Technical Support: Prompt assistance for platform-related issues.
- Pain Relievers:
  - Simplified Platform Administration: Reduces burden of complex administration tasks.
  - Effective Content Management: Ease content moderation processes and ensure content compliance with community guidelines.
- Gain Creators:
  - Increased Efficiency and Productivity: Allows focus on strategic initiatives and community-building efforts.
  - Enhanced User Experience: Contributes to increased user satisfaction, retention, and community growth.
  - Opportunity for Impact and Growth: Fosters a supportive online environment, promotes pet welfare initiatives, and facilitates user connections.

### **III. Competitive Advantage**

- Comprehensive Pet Care Ecosystem: Offers a one-stop solution for pet owners, including a medical forum for pet healthcare advice, a platform for sharing memorable moments with pets, and a pet adoption platform.
- Community-Centric Approach: Fosters a supportive community of pet owners, enhancing user engagement and loyalty.
- Expert-Driven Content: Provides access to expert advice and insights on pet healthcare through its medical forum.
- Pet Adoption Platform: Facilitates pet adoptions from shelters and rescue organizations, promoting responsible pet ownership and animal welfare initiatives.
- User-Friendly Interface: Enhances user experience by offering an intuitive and easy-to-navigate interface.

## **B. Site Structure & Navigation**

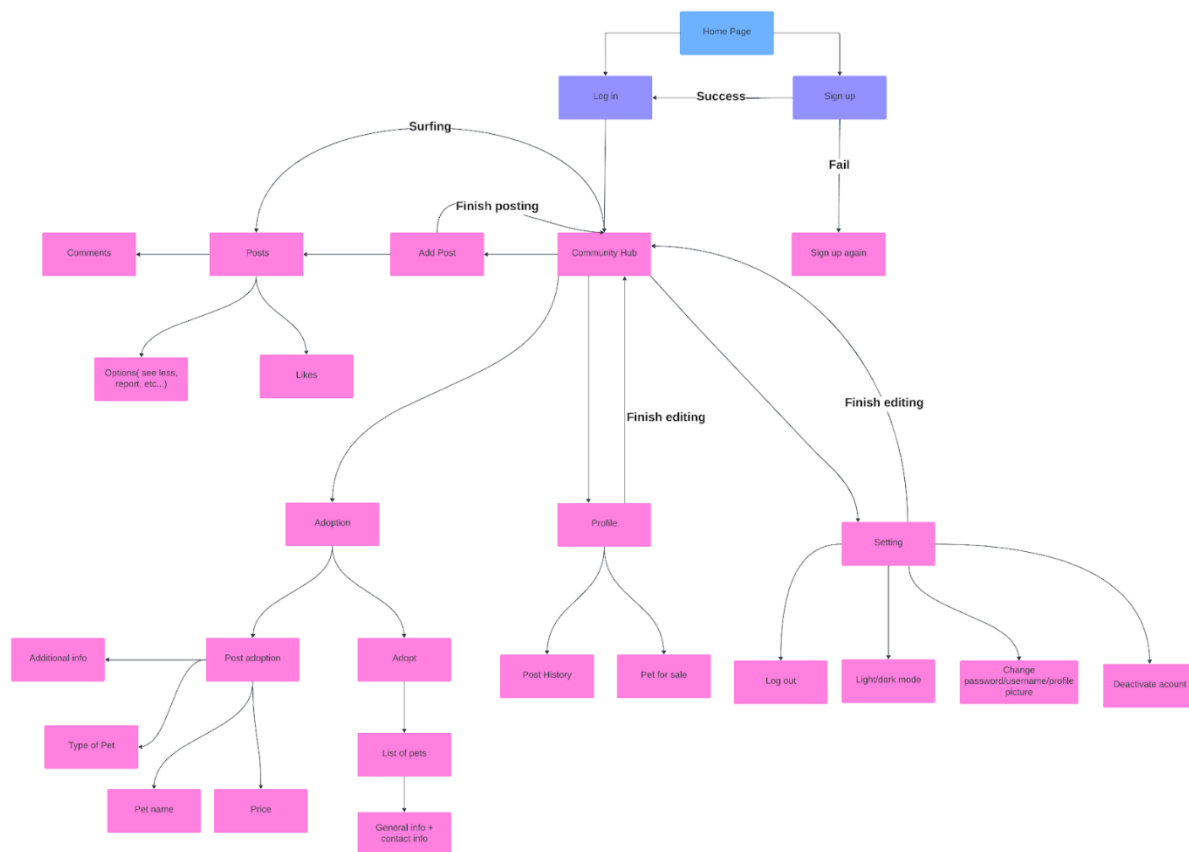
### **I. Product Features & Functionality**

- For the normal user, the website consistently displays friendly interfaces that feature images and illustrations of pets, pet-related puns, and harmonious color schemes to indicate the main purpose of the website, regardless of devices. To begin with, the website features fundamental functionalities such as account login/registration with spam-protecting CAPTCHA forms and profile and account settings modification. Users are also allowed to switch between light mode and dark mode to fit preferences.
- The website was designed to ease navigation within the website structures, with a navigation bar on the left of the interface. This bar contains all the hyperlinks that redirect to fundamental and frequently visited compartments of the platform.
- One major feature of the platform is that it hosts a dynamic discussion forum where users can initiate threads, create and respond to posts, which supports many types of media, and

filter discussions based on various criteria on post attributes. Users can also delete their own posts; however, they are permanently archived on the database and can be then accessed by administrators.

- With specially authorized accounts, administrators can also access an administration module to manage user accounts or moderate user content.

## II. Sitemap Diagram



## III. Navigation

- Our navigation bar is thoughtfully placed on the left side of the screen for desktop users, optimizing accessibility to key features. Meanwhile, for mobile users, it dynamically shifts to the bottom of the screen, enhancing usability on smaller devices. The navigation options are carefully curated to include "Community," a newsfeed to connect with fellow pet lovers, followed by "Adoption," which leads to a page dedicated to adopting pets or facilitating pet transactions. Notably, when users navigate to the adoption section, the "Create Post" button is converted into "Sell Pet," to fit the general purpose of the section. Additionally, users can access their profile details via the "Profile" link and personalize their experience through the "Settings" option. This deliberate design ensures a seamless and intuitive navigation experience across different devices, catering to the diverse needs of our users.

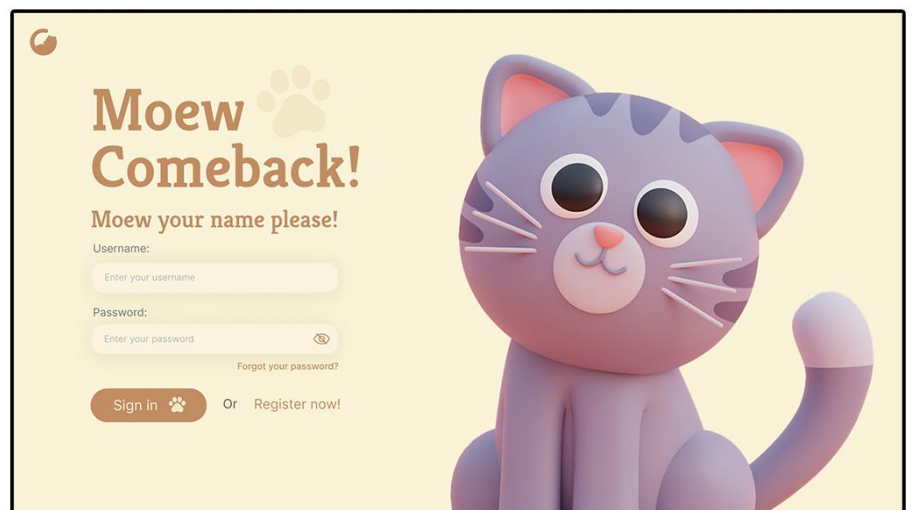
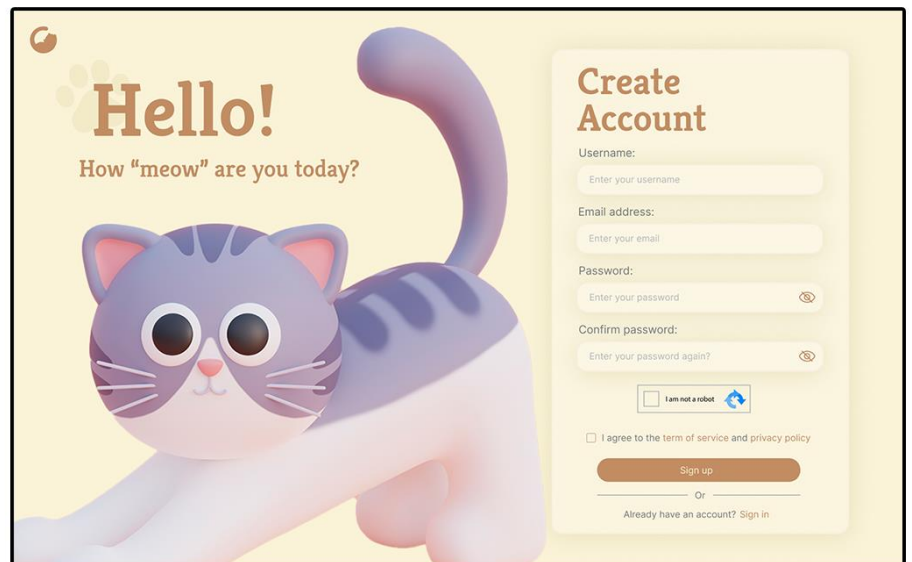
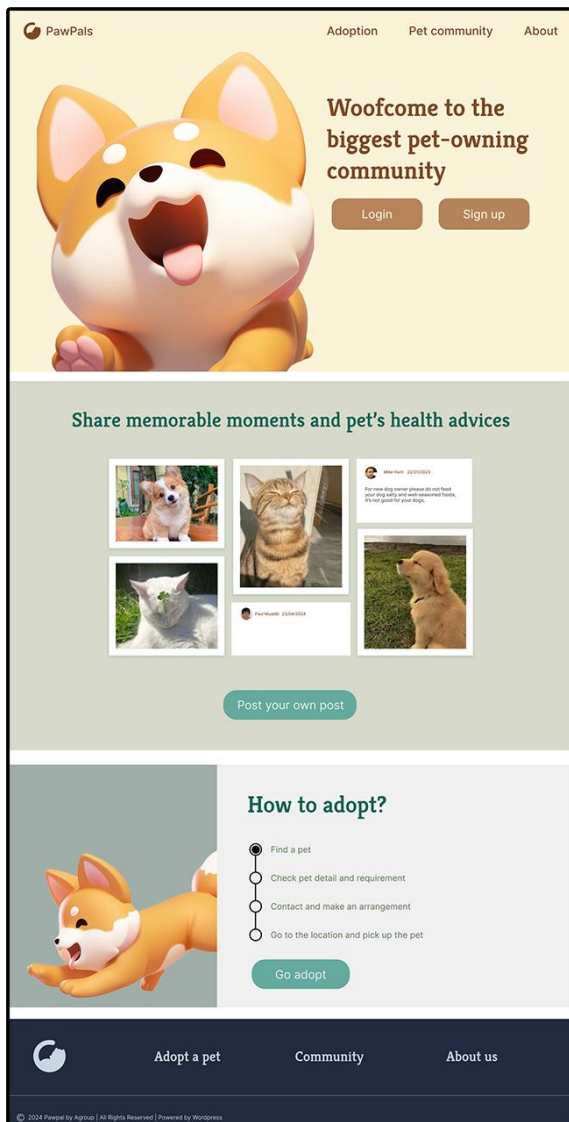
## IV. Layout Patterns

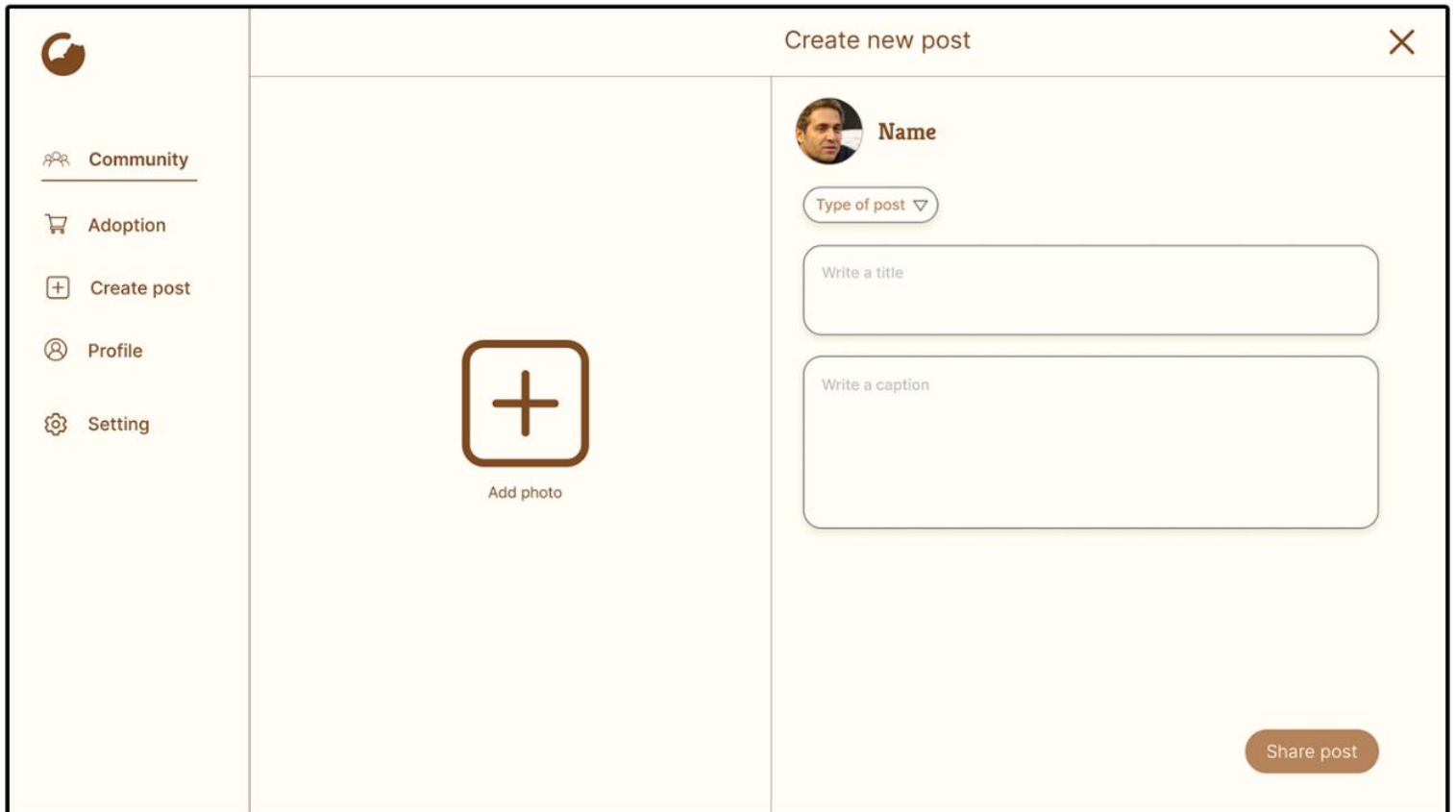
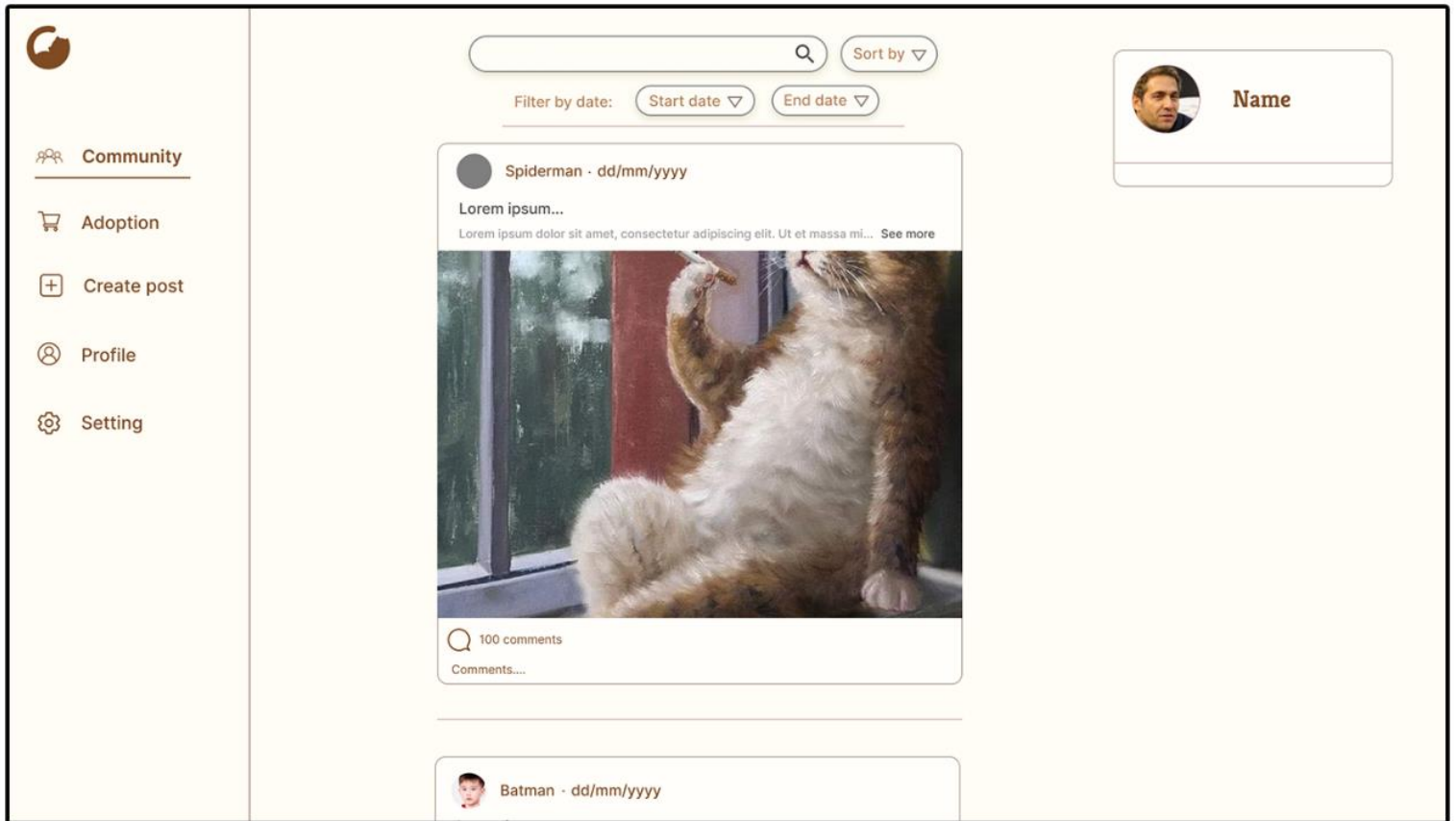
- The community page layout is designed to enhance visual appeal and user interaction. A vertical navigation bar on the left side of the page allows easy access to key features like creating posts, exploring the adoption section, managing settings, and accessing user profiles.

- The center stage layout of community posts is presented in a visually striking card format, surrounded by whitespace to draw attention and create a focal point. This placement emphasizes the importance of community content to the PawPals platform and thus the need for its visual uniqueness. The card-based layout enhances visual hierarchy, readability, and content organization, allowing users to quickly browse and discover relevant content.
- The adoption page combines card and grid layouts, displaying three cards per row, each highlighting a pet with an enticing image as thumbnail, concise title, and details regarding adoption price. This setup allows for efficient comparison and swift browsing, simplifying exploration process.

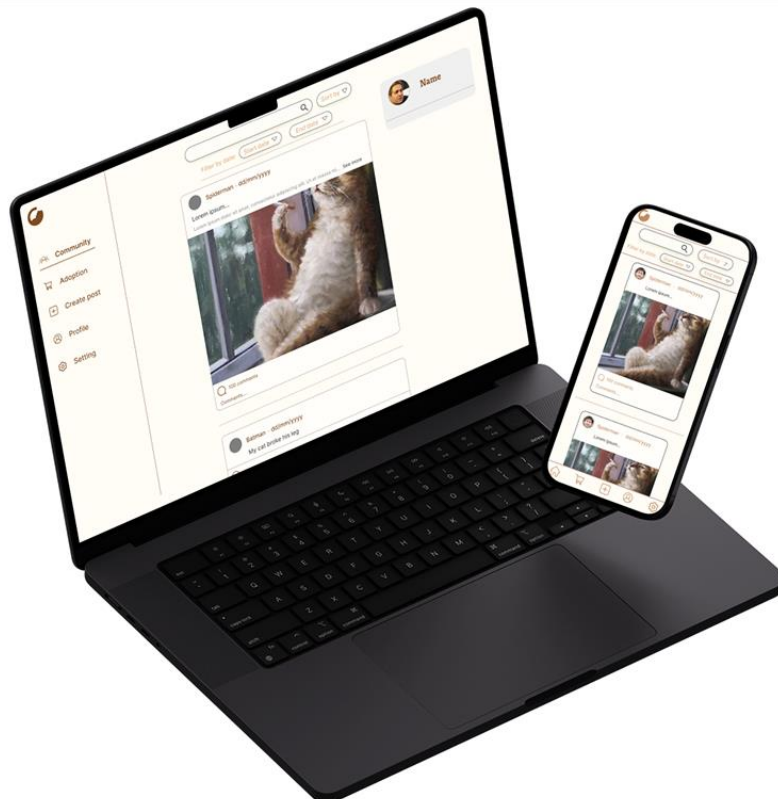
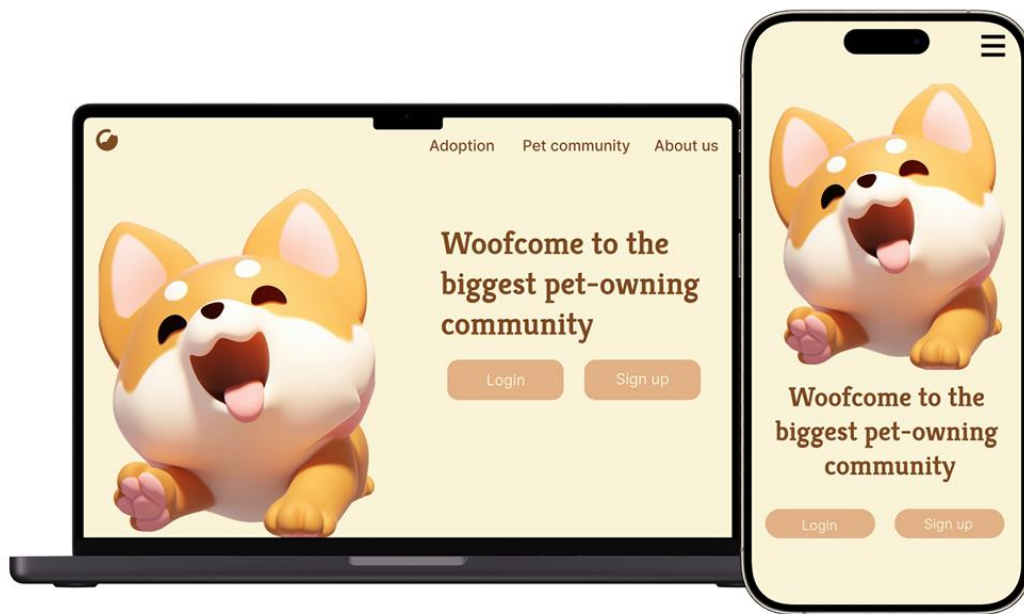
## C. Wireframes & Mockups

(<https://www.figma.com/file/3vUPAmdpGkjDqRHUrXVdh/A-Team-Wireframe>)





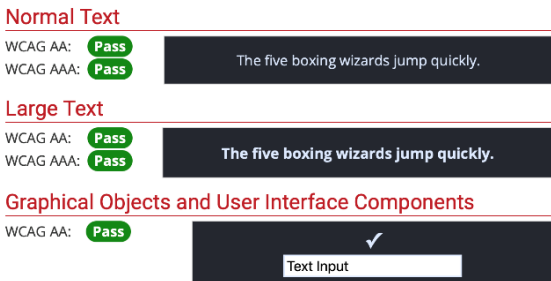
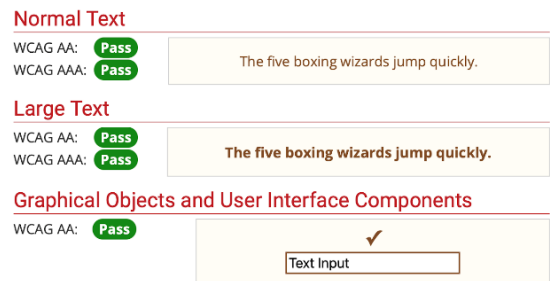




## D. Design Elements

### I. Color Palette

- The website's light theme features a color scheme of #FFFDF5 for the background and #7F4B23 for the font, ensuring high accessibility with a high contrast ratio (7.03:1) compliant with WCAG standards. These colors were carefully chosen to maximize readability and legibility, particularly for users with visual impairments or color vision deficiencies, aligning closely with WCAG guidelines for text contrast ratios. Similarly, the dark theme adopts a #232830 background and #DEE9FF font color, providing optimal readability in low-light environments while also adhering to WCAG standards for contrast.



### II. Typography

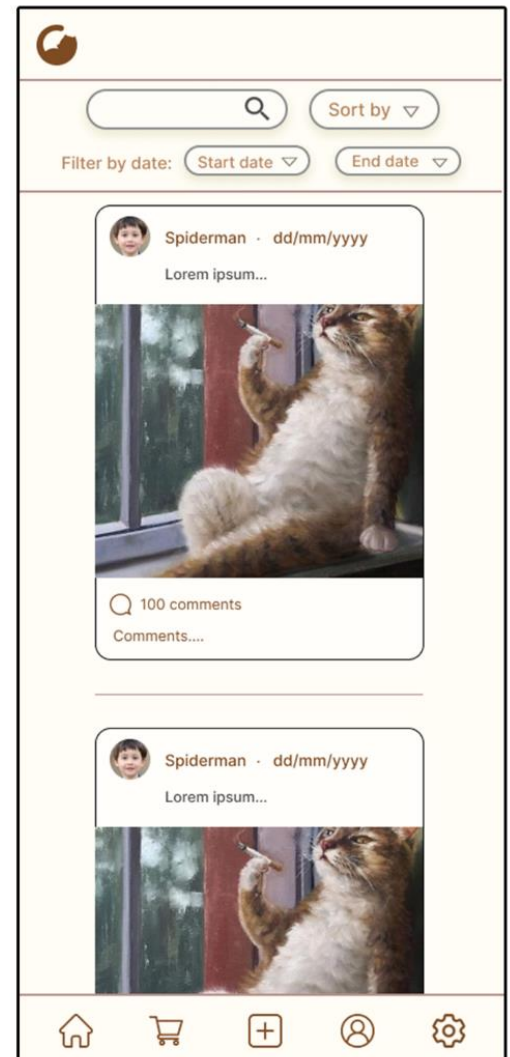
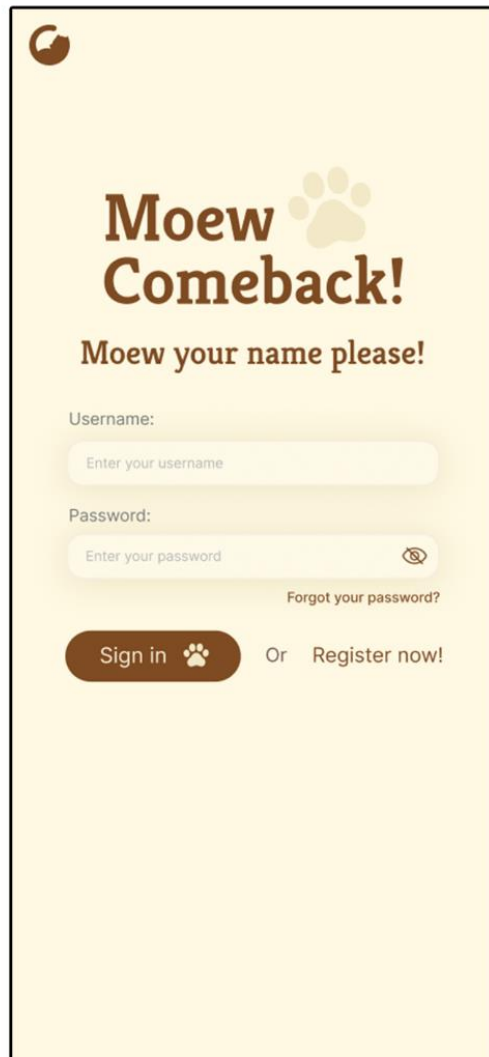
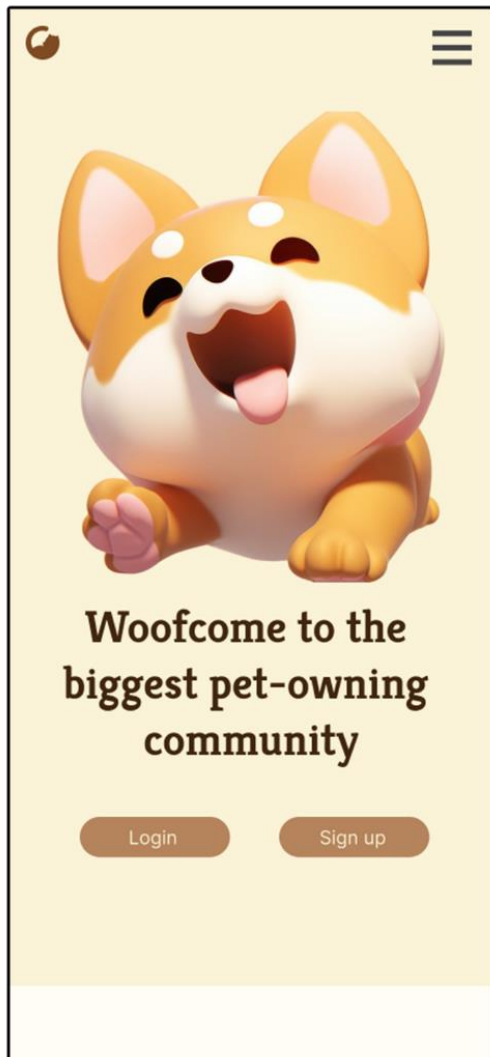
- The website features the serif Kreon typeface for headers, while using the sans-serif Inter typeface for the remaining texts on display. The combination of a serif and a sans-serif typeface harmonizes text elements on a webpage, as it indicates the importance of certain texts and outlines the visual hierarchy of such elements within the display.

### III. Imagery & Media

- Our website is committed to ensuring accessibility for all users, including those with disabilities. To accommodate individuals with visual impairments or low vision, images are carefully arranged and described with alternative text descriptions. These descriptions provide essential context and content understanding for users relying on assistive technologies. Moreover, our platform employs responsive design techniques to optimize image presentation across different screen sizes, ensuring clarity and readability for all users. By prioritizing accessibility features, we aim to remove any barriers met by our users in accessing our platform so that everyone can easily engage with our content.

## E. Responsiveness

- Our social media platform is responsive across all devices, ensuring a seamless experience from desktop to mobile. The layout adjusts dynamically to provide optimal viewing and interaction, prioritizing readability and ease of navigation. For example, the navigation bar covers the left side of the webpage on its desktop version, and moves to the bottom side of the screen on a mobile device.



## F. Interactive Elements

- For our login and sign-up form, we have applied the Nielsen Heuristic of Help Users Recognize, Diagnose, and Recover from Errors, this informs the users the mistake that they made during the process of filling the login and sign-up form. For instance, we can see on the image that if the user doesn't type in their username in the sign-up form, a red border will appear on the username input, and a red text saying "Please enter a username" will also display. Additionally, every field will be clearly labelled, and the password and password confirmation field will be obscured for protection.
- Our buttons also applied the Nielsen Heuristic of Visibility of system status making sure the users know that their cursor is hovering on the button or clicking by having different shades of colours when user hover or click on.
- Our navigation bar provides users with links to help user navigate through different web pages more conveniently.



## G. User Testing & Feedback

- Define Objectives: Outline comprehensive testing goals for all app features.
- Identify Test Scenarios: Develop scenarios covering user interactions. Include tasks such as creating posts, browsing community content, exploring adoption listings, and accessing profile settings.
- Recruit Testers: Recruit participants within RMIT University.
- Conduct Testing Sessions: Schedule sessions with participants, providing clear instructions.
- Collect Feedback: Gather usability, functionality, and user satisfaction feedback.
- Analyze Results: Identify usability issues, feature limitations, and areas for improvement based on priority and severity.
- Iterate and Improve: Implement necessary changes and updates.
- Repeat Testing: Conduct additional sessions to validate changes.
- Documentation and Reporting: Document results for future evaluation and app iterations.

## H. Legal Compliance

- Our product takes inspiration from the user experience found on platforms like Instagram. We are committed to developing all aspects of our app with originality or proper licensing

for design, code, and content. Any third-party resources or assets we use are obtained through appropriate channels, respecting copyright laws and licenses.

- All data within our app, including user profiles and content, is created using dummy data specifically made for testing purposes with AI. We prioritize user privacy and security by ensuring that no real user data or content from social media platforms is used in our app.