

ISAD260 CW-2: Initial Design of Website Prototype

1. Introduction

This documentation will explain the initial design of the website for the hypothetical business referred to as *Competition Right*; alongside with relevant diagrams to display how they link to the concepts of HCI (Human-Computer Interaction). This report will also state how these designs are constructed in order to meet the requirements of the *Gestalt Principles* and *Shneiderman's rules* for good UI Design.

2. Scenario

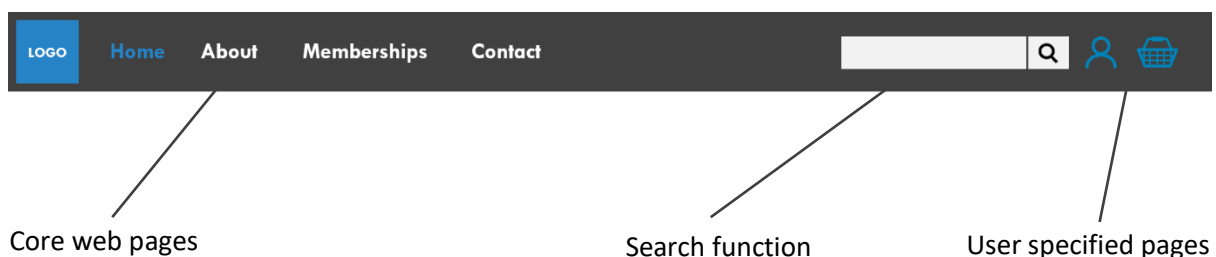
Prior to creating the prototype of the website, there needs to be a scenario that depicts the overall theme and properties of the website. In order to achieve this, the hypothetical business *Competition Right* has been created. Competition Right is a university system that allows students to take part in university competitions throughout Europe. The cost of membership will grant the student access to facilities of different sports clubs and or societies within a university that is registered under Competition Right's programme.

By registering with Competition Right, it allows one to compete in different competitions and events hosted within the EU by a governing university body. As a result, students have the potential to achieve more whilst spending time at university.

3. Initial Designs

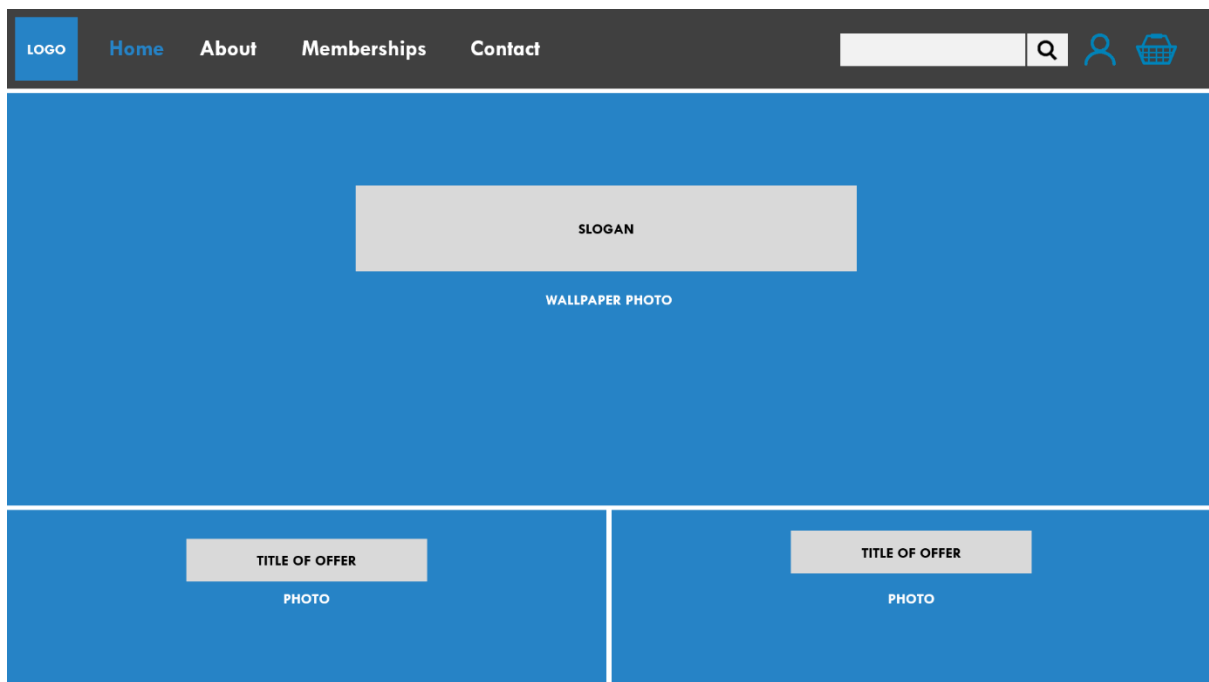
[NOTE: The website has been designed for laptop/desktop use and therefore devices with small screens, such as mobile phones or tablets, will be affected on how each page is compiled.]

These designs were created before proceeding to program the system. The software that was used to create them was Microsoft PowerPoint. Due to its simplistic yet elegant approach of creating professional presentations, it allows the user to easily drag and drop relevant items of their choosing with very specified properties. This therefore made it easy to structure each web page in the intended manor.



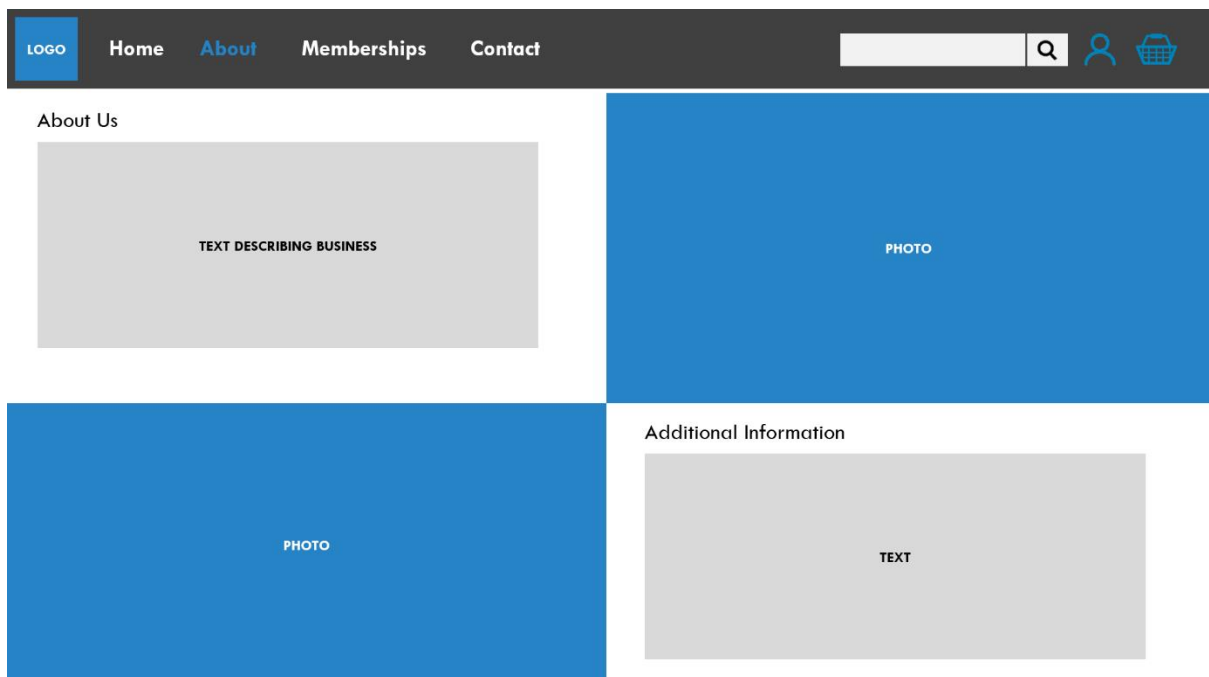
The navigation bar will be displayed at the top of each page, and the desired information on this navigation bar will be split into three separate parts, based on similarity. They are: core pages, search function, and user specified pages. The links to the core pages is displayed at the left side with the Competition Right logo; whilst the search box and user specified icons are displayed at the right side. This is done to separate each section distinctly, and thus also ensures the user doesn't mis-click each button.

Landing page



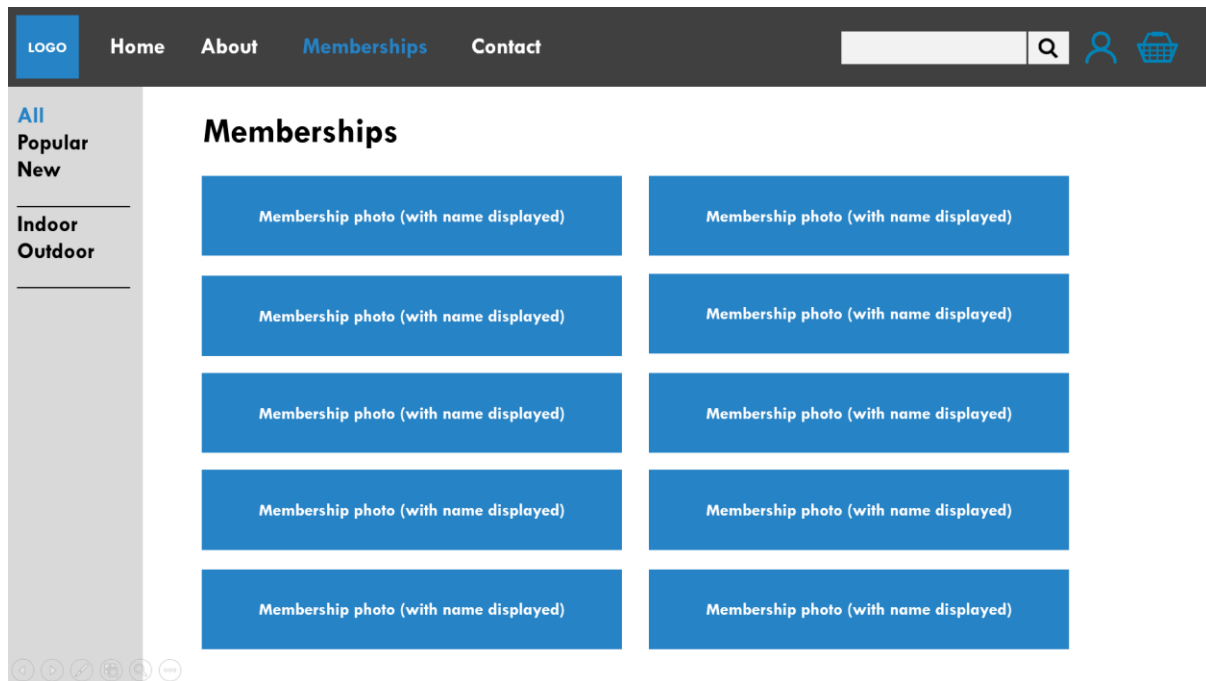
The landing page is '*Home*' and its primary objective is to capture the attention of the user and display relevant information about the service in order to influence them to purchase items from the online store. This therefore means that it will require a lot of graphics outlining the advantages of Competition Right's memberships. This page has been made modern to fit the style of the business.

About page



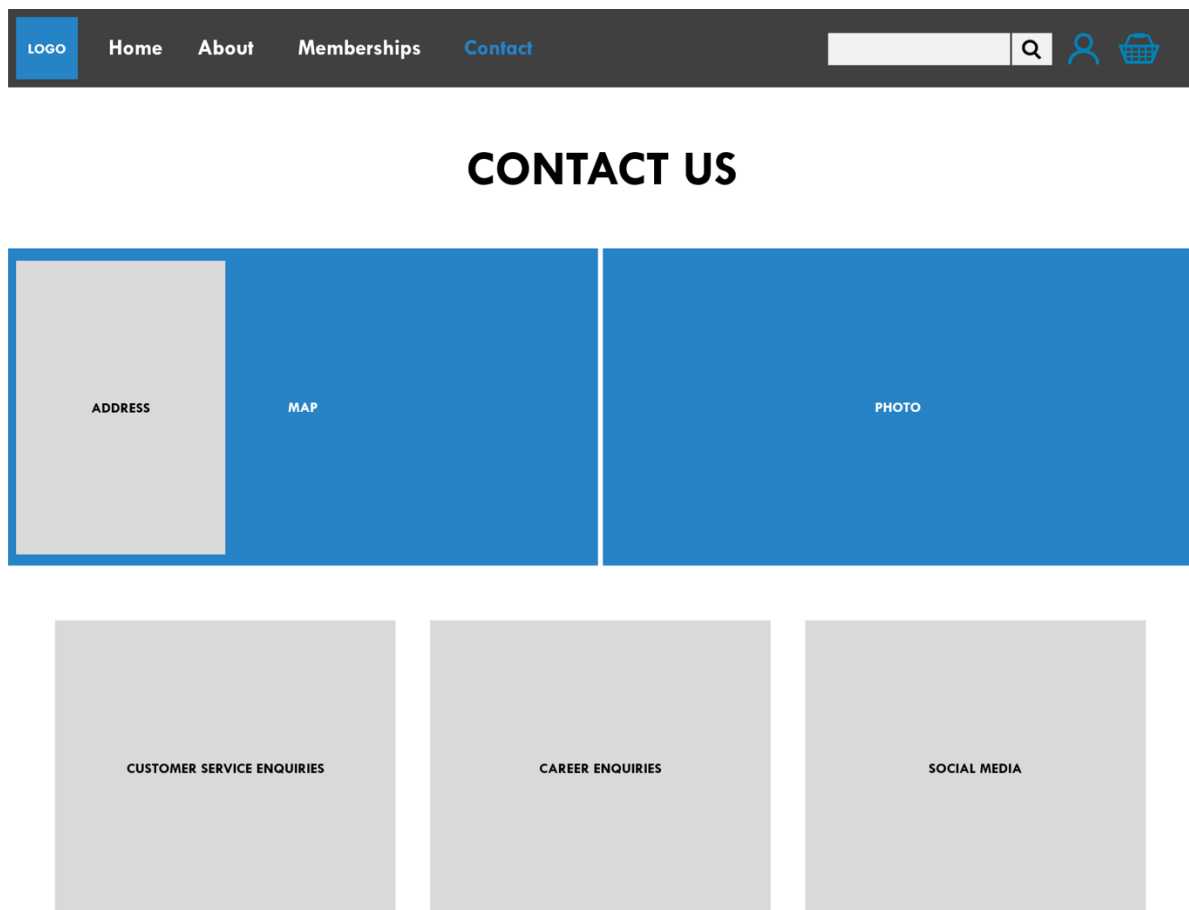
The 'About' page displays relevant documentation of the contents of the business and any general information that customers may be looking for. This will therefore be structure in such a manor that the user is easily capable of finding key information of the business, such as: what the business is, and how the user may benefit from purchasing memberships. Inspiration has been taken from the business Gymshark [<https://uk.gymshark.com/>], and how their 'about' page has been structured.

Memberships page



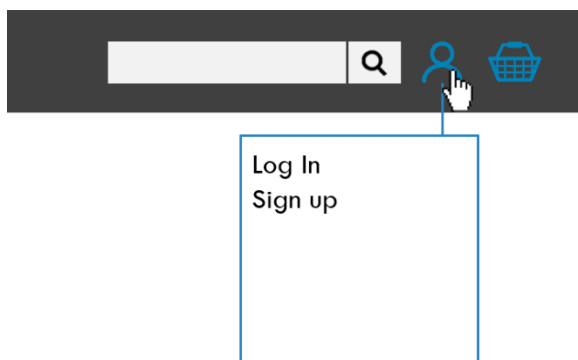
The 'memberships' page will be a form of an online store, and thus will display all the memberships that Competition Right currently has to offer. However; it will act more of a responsive program, as the side bar will filter which memberships are displayed in the body of the page. One additional feature that this page will contain, is by making the top navigation bar and side bar fixed. As a result, the memberships will be the only items that will scroll when the user navigates down the web page. This will prevent from deterring the user away from vital sections of the website that will in their benefit.

Contact page



The 'contact' page will contain information for users to get into contact with the business, and therefore it will be vital that the information displayed on this page is well organised. In order to do this, the separate contact details have been allocated their designated column which will also contain a different colour. As a result, this links to Gestalt principles: proximity and closure, as the information provided contains margins that distinctly separate them from one another and are enclosed within borders, eliminating any possibilities of confusion for the user.

Login interface



The user icon will act as a dropdown menu, displaying relevant information to a user's account. Prior to signing in, this dropdown menu will only display 'Log in' and 'Sign up'. The icon used is very generic and was used deliberately as users will understand what it means and therefore what it will entail.



Welcome back

Username:

Password:

☐ Remember me [Forgot your password?](#)

[Log In](#)

Don't have an account? [Create One](#)



Nice to have you with us

First name: Last name:

Username: Confirm Username:

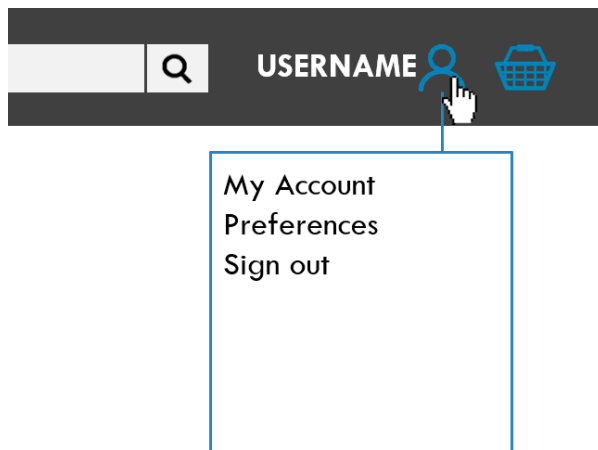
Email: Confirm Email:

Password: Confirm Password:

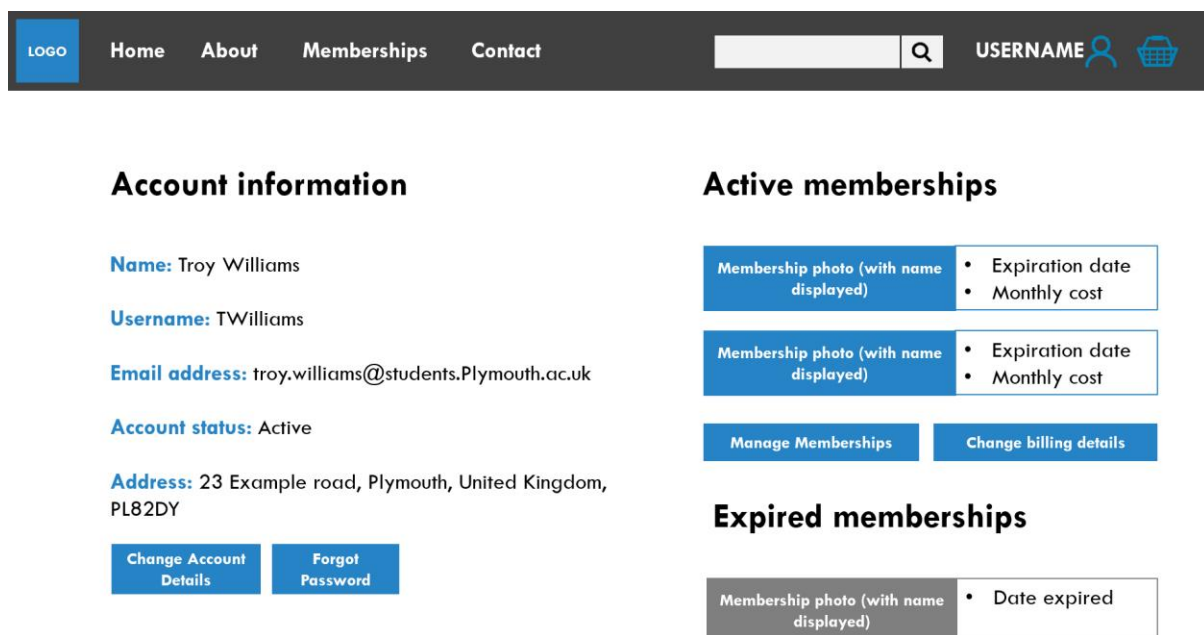
[Create Account](#)

There will be designated pages for the user to login and sign up for a Competition Right account. It was initially planned for this to be a pop up alert; however, there was a possibility that by doing so it would somewhat clutter the page. By allocating these function there own web pages, it would allow the design to be modern and minimilistic. The forms have been contained within a container and thus shows the user that the information has been grouped together. This therefore relates to the gestalt principles for closure.

Secure page



Once the user has logged in, the top navigation bar will be altered to display information relevant to the user's account. This includes: 'My Account', 'Preferences', and 'Sign out'. Their username will also be displayed alongside the user icon to clearly indicate that they have been logged into the system. This will prevent any confusion from the user as it will not be identical to the public version of the website. Additionally, this will prevent the top navigation bar from completely changing, and therefore compiles to the Shneiderman rule for consistency.



Once the user has logged into their account, they will automatically be brought to this page. The contents of this page are: the user's account information, their active memberships, and any memberships that have expired, alongside with relevant buttons that allows the user to alter their information. The user's account information will be stored as variables, and thus will change depending on what the variables entail. This therefore means that if a public user is capable of accessing this page, sensitive information will not be displayed, thus improving the security of the site. The active memberships will display which memberships the user is currently engage in, along the side of the membership's expiration date and its monthly cost. Finally, the expired memberships section displays any memberships that the user has previously engaged in the past. This acts as the user's history, which may potentially be beneficial in some instances. The expired memberships will also be in greyscale to show that it is different to the active memberships section, as well as giving it a weathered look.

Error handling



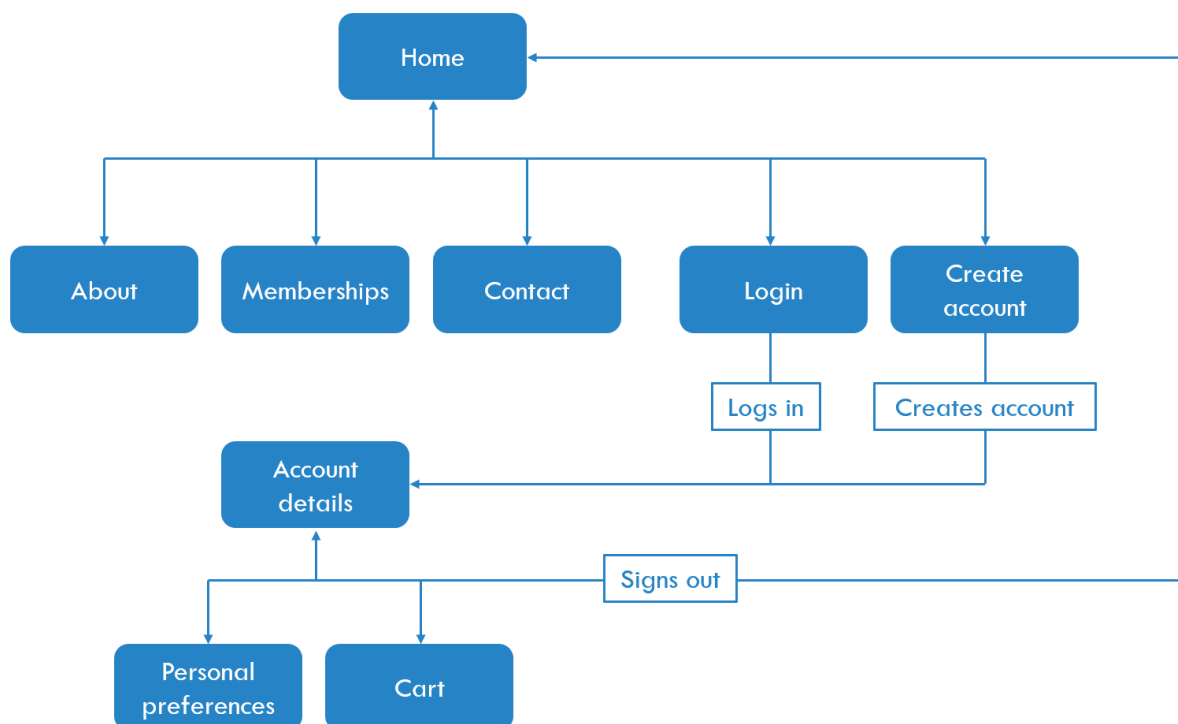
404 - Not Found

The requested URL /search/example search was not found on this server.

Additionally, a 404 Not Found error was encountered while trying to use an ErrorDocument to handle the request.

This page will be displayed when there has been a fault in the system, particularly when the user has requested a page that does not seem to exist. Additionally, this page can also be displayed if specific pages are still in development; although, it must be stated that these pages will be fully operation soon, to prevent the customer from discarding them in the future. It is important to keep the user informed of the situation in order to prevent any distress. According to the fifth rule of the Shneiderman rules, these simple error handling procedures will help the users understand the situation more thoroughly.

4. Page relation



This diagram has been created to display the sequence of movements that may take place from a user when on the website. This excludes additional functions; such as adding an item to the cart or purchasing any memberships. It strictly displays movements from one web page to another.

5. Legal and ethical issues

When creating a website, it is crucial that the developers take necessary caution in order to prevent any copyright claims. As a result, graphics and code must not be used for the development of a website without the legal consent of the original creator. This therefore requires the images or videos to be bought for marketing purposes or created by the developers. However; not all governing bodies implement these legal acts, which therefore creates issues as the internet is an international medium.

Alongside with the legal implications, it is deemed unethical to illegally obtain items for one's desired benefit. Organisation policies must be respected as they outline actions that members must take, depending on the structure and type of business.

Source of reference

Soegaard, M. (2018). Laws of Proximity, Uniform Connectedness, and Continuation – Gestalt Principles (2). [online] Available at <https://www.interaction-design.org/literature/article/laws-of-proximity-uniform-connectedness-and-continuation-gestalt-principles-2> [Accessed 09 January 2019].

Wong, E. (2018). Shneiderman's Eight Golden Rules Will Help You Design Better Interfaces. [online] Available at <https://www.interaction-design.org/literature/article/shneiderman-s-eight-golden-rules-will-help-you-design-better-interfaces> [Accessed 09 January 2019].

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