

**LEATHER GOODS**

# MT EDEN LEATHER GOODS WEBSITE

CONTENT MANAGEMENT SYSTEMS SUMMATIVE 4

RYAN BAKKER

# CONTENTS

---

## PROJECT OVERVIEW

---

The aim for this project is to create a WordPress website for Mt Eden Leather Goods. The website will showcase the various services and products they sell. Potential clients will be able to use contact forms to get quotes and buy ready made leather goods straight from the website. Ryan will be responsible for the research, design, content creation and development of the website. As well as making the site live on a hosting platform. If a problem arises the client will be contacted with a selection of solutions they can choose.

## PROJECT TIMELINE

---

03 June – Proposal and contract ready to sign

06 June – Competitor analysis and style tile

07 June – UML Diagrams and use cases

08 June – Stake Holders and typography principles

09 June – LoFi Design

11 June – HiFi Design

12 June – Website mockup and user testing completion

13 June – Research and install plugins

15 June – Header, Footer, & functions developed

17 June – Add content to pages on Gutenberg

20 June – Sass and media queries

23 June – Website developed, client feedback & user testing

24 June – Refinement and website goes live

## CLIENT OVERVIEW

---

Opened in 2019 in Mt Eden, by Aaron Piers. Mt Eden Leather Goods has grown steadily since opening their doors. Even through the 'lock downs' due to COVID, as Aaron was able to continue work at home. The store has five members of staff and have a relaxed and enjoyable atmosphere. The store opening stems from Aaron's long-time hobby for hand making and crafting leather goods. Their goal is to make premium items that are more cost friendly and of better quality than international online stores.

## TARGET AUDIENCE

---

*This data is sourced from the client and online market research resources.*

Due to an increase in popularity, men have become a more substantial size of the customer base. Therefore the target audience leans more toward men as potential customers.

The target age group is 19 - 39 years old, as this is the group that mostly buy leather goods.

One aim of Mt Eden Leather Goods is to make leather products more affordable. So the target income is from low - mid to high income people.

# COMPETITOR ANALYSIS

Baron leather goods – <https://www.leathergoods.co.nz>



- The Baron leather goods website allows users to sign up with email. As well as purchase products offered by the company.
- Their website is under the domain leathergoods.co.nz. Meaning there will need to be an alternative more my client.
- Their website has an old-fashioned look, however consists of some modern features.
- I found the websites break point for tablets and mobile is too small. The sites content gets really scrunched up before snapping to the mobile version.
- The product pages are quite poor. Because of bad quality images and bad contrast between the background colour and text colour.

The Italian Leather Co – <https://www.italianleather.co.nz>



- Their website is very responsive. All of the pages fit well on devices from mobile to desktop. The hamburger menu looks nice and modern, however the links can be hard to press on small screens.
- All images have been optimised for web, helping to create a very fast load speed for the site.
- Content is readable when the screen size is shrunk down. But the white space is a little hit and miss. With un-balanced gaps and padding between headings, paragraphs and images.
- I found that the sites scroll behaviour was an unnecessary feature. It made scrolling through the pages too fast and it was hard to scroll while reading content.

# PERSONAS

---



## JASON KELLY

29

Glenfield, Auckland

Carpenter

\$58,695 salary

Lives with partner and kid

### Personality

- Hard-working
- Family man
- Trusting
- Energetic

### Goals

- Learn about the company
- Get a quote for a custom made leather wallet.
- See if there are any similar items already for sale

### Frustrations

- Long purchase processes.
- Little information about listed products for sale.
- Buying products online and finding them to be poor quality.



## JO MATTHEWS

34

Posonby, Auckland

Social Media Manager

\$81,118 salary

Lives with partner

### Personality

- Sociable
- Caring
- Adventurous
- Extrovert

### Goals

- Make an enquiry for a bulk purchase for her company.
- To see if they would like to become a client
- Sign up to their newsletter

### Frustrations

- Long reply times to form enquiries.
- Hard-to-find information on websites.

# STAKE HOLDERS

---

## The Client

Aaron Piers, the founder and director of Mt Eden Leather Goods. As the client, Aaron has the most influence to the project. The client will sign off on the website before making it live. As well as make changes to the site after being developed, with admin access.

## The Developer

I am the developer for this project. Therefore are responsible for website research, design and development; and communication with the client. It is important I meet the clients requirements.

## The End-User

One of the most important stakeholders is of course the end-user. As they are the people that will be using the website. Therefore I will be conducting user testing.

## The Client's Employees

Finally, another important stakeholder are the clients employees. They will have access to certain website components to edit.

# TYPOGRAPHY PRINCIPLES

---

The sites design is to be modern, contrasty and robust. I have used Google fonts to search fonts, assessed them against the sites design characteristics, and used an online tool to see what they would look like as headings, paragraphs etc. Three typefaces have been selected for primary, secondary and accent fonts. This will ensure for a balanced look that is easy-to-read for users. The body text will also be set at 14px for readability.

## Primary Typeface (paragraphs, buttons)

**Overpass**

Overpass

Overpass

## Secondary Typeface (headings, list items)

**Alumini Sans**

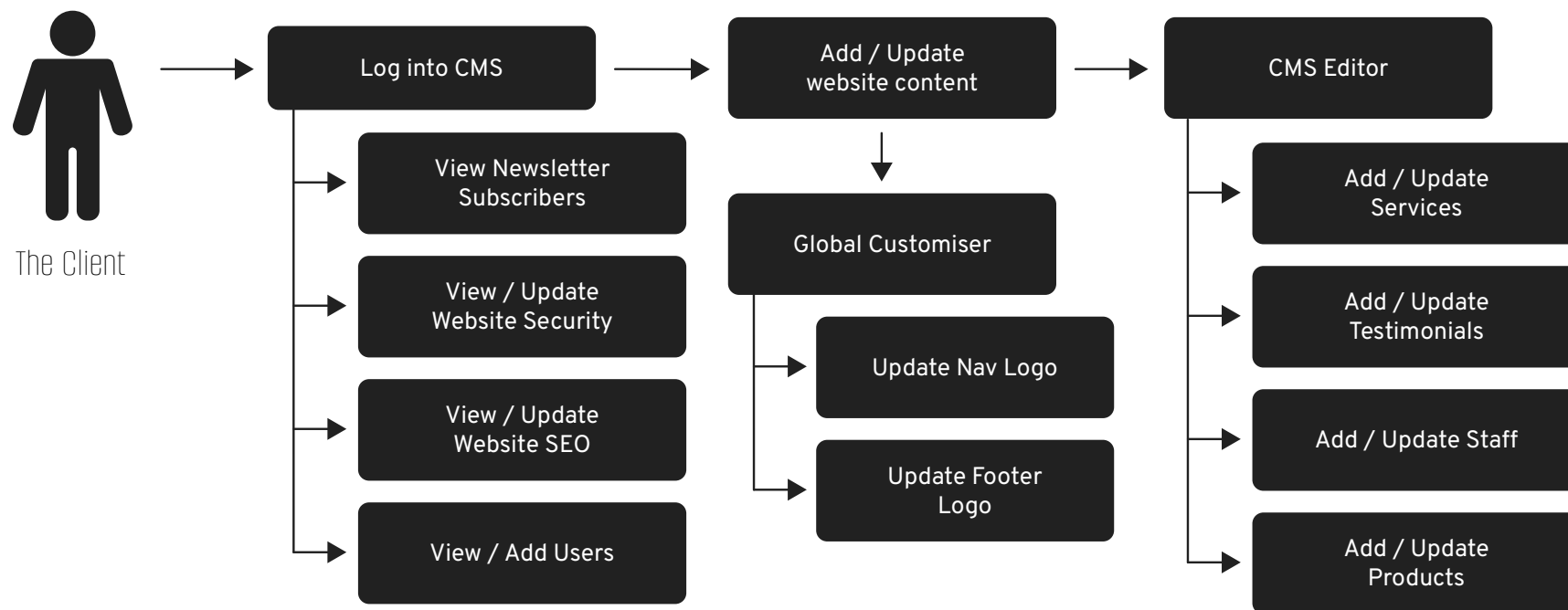
Alumini Sans

Alumini Sans

## Accent Typeface (logo, graphics text)

**Alumni Sans Inline**

# UML DIAGRAMS & USE CASES



## The Client

Name: Add/update a staff member

Aim: Find the staff members page and add/update a staff member for the website.

Basic Flow:

1. Client logs into website dashboard.
2. Client clicks on staff members link on dashboard menu.

3. Client views the list of the company's staff members.

- A. Client can create a new staff member.
- B. Client can edit an existing staff member.
- C. Client can delete a staff member.

4. Client clicks add new staff member.

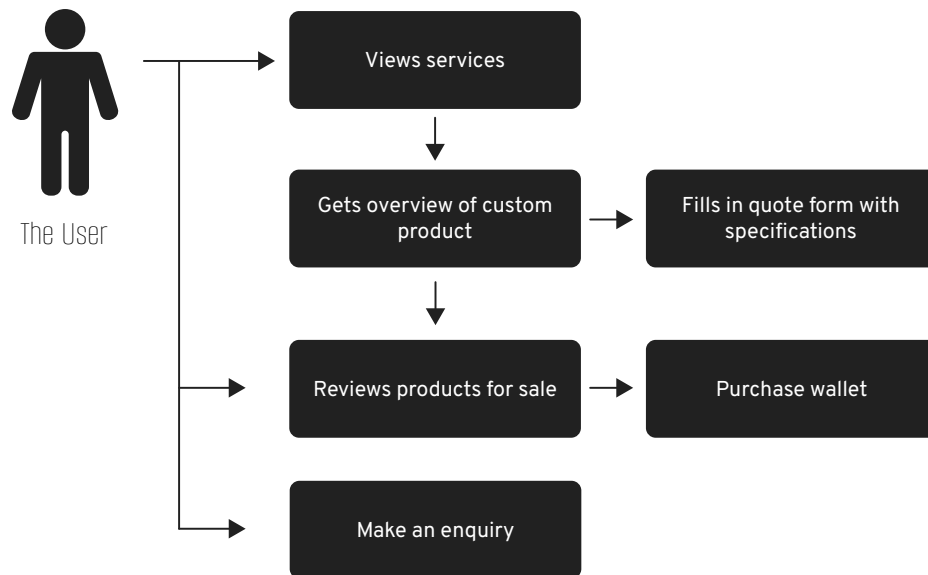
5. Client fills in name, position, description, uploads photo.

6. Client clicks submit.

7. Client goes to website to view the new staff member.



# UML DIAGRAMS & USE CASES



## The Client

**Name:** Enquire a custom product

**Aim:** Enquire about a custom leather product to be made and ordered.

**Basic Flow:**

1. Client logs into website dashboard.
2. Client clicks on staff members link on dashboard menu.
3. Client views the list of the company's staff members.

Alternatively, the user can click on 'view wallets' to view wallets for sale.

# CUSTOMISATION AGREEMENT

Customisation options agreed on by the client and developer:

## Main page text

Ability to update text on main pages.

## Products

Create, edit and delete products.

## Services

Create edit, and delete services.

## Subscribers

Edit and remove subscribers to the mailing list.

## SEO

Edit and change any SEO settings and content.

## STYLE TILE

Mt Eden

# LEATHER GOODS

est. 2019

#191919

#FFFFFF

#FF1200

### HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

MORE INFO

MORE INFO

# LEATHER GOODS

## ALUMNI SANS INLINE

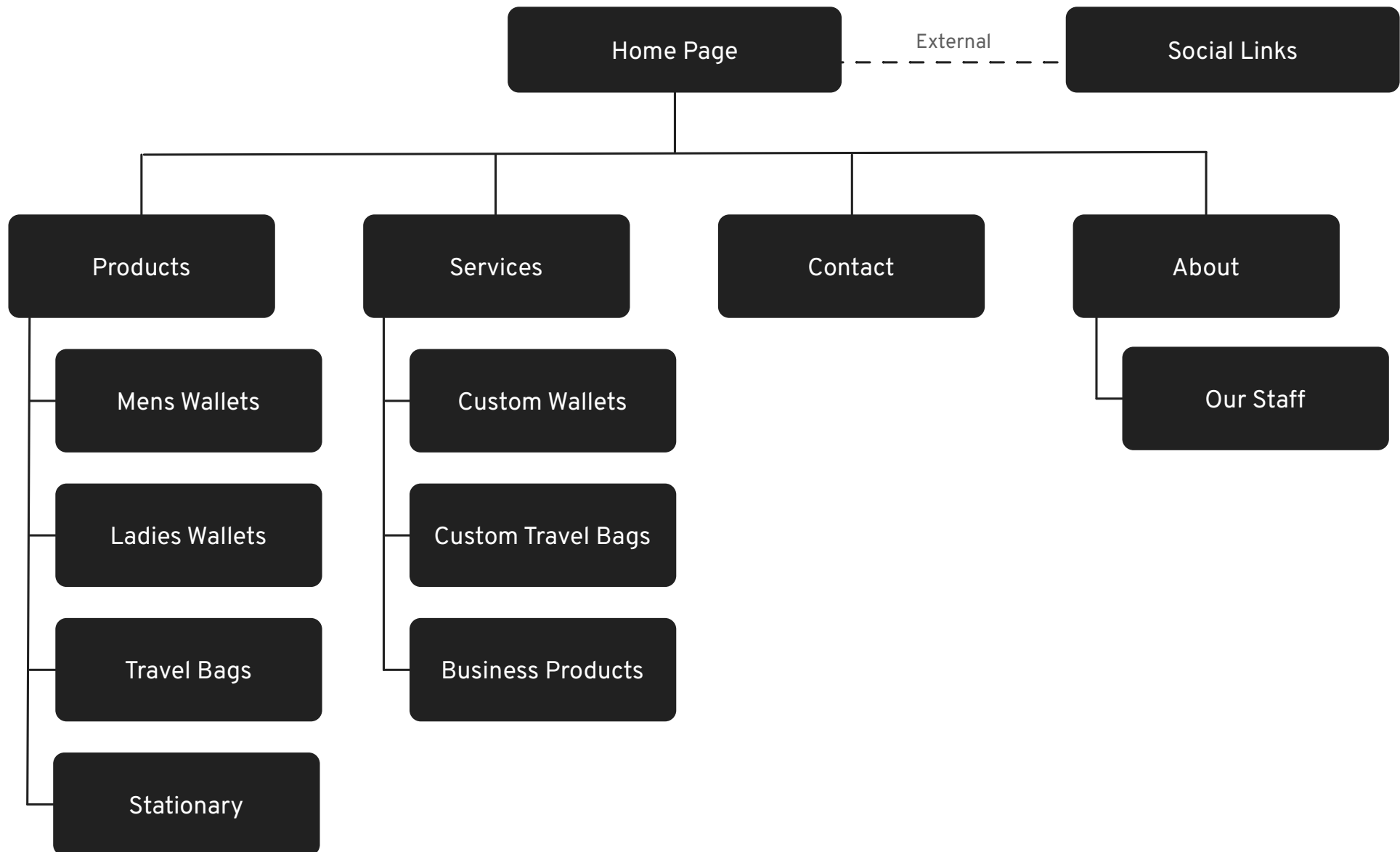
## ALUMNI SANS

## OVERPASS



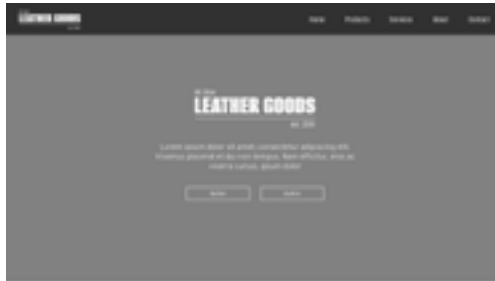
# SITEMAP

---

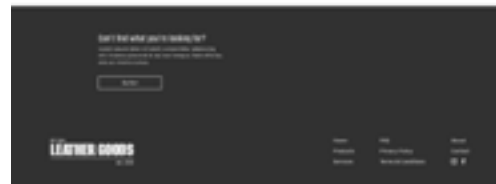
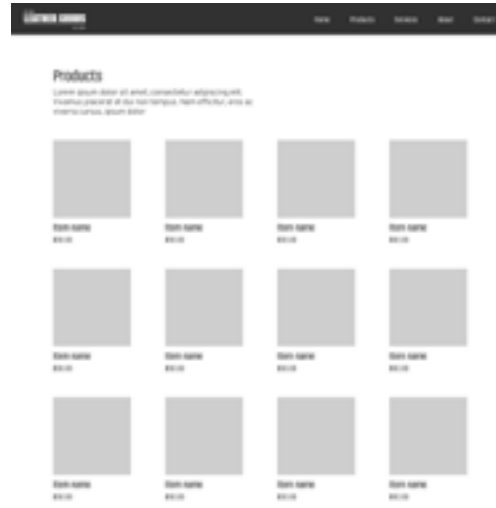


# LO-FI DESIGN

## Home Page



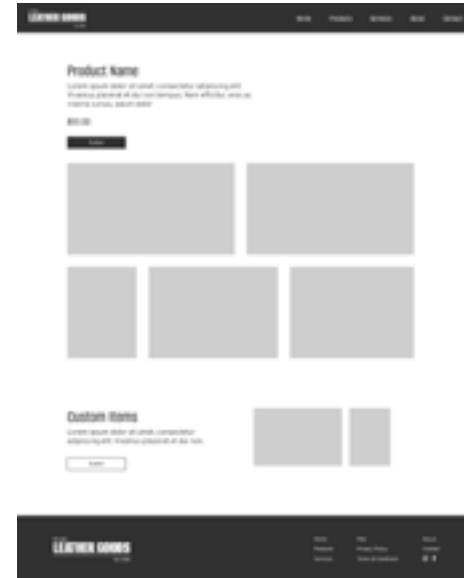
## Products Page



## Newsletter Popup



## Single Product Page



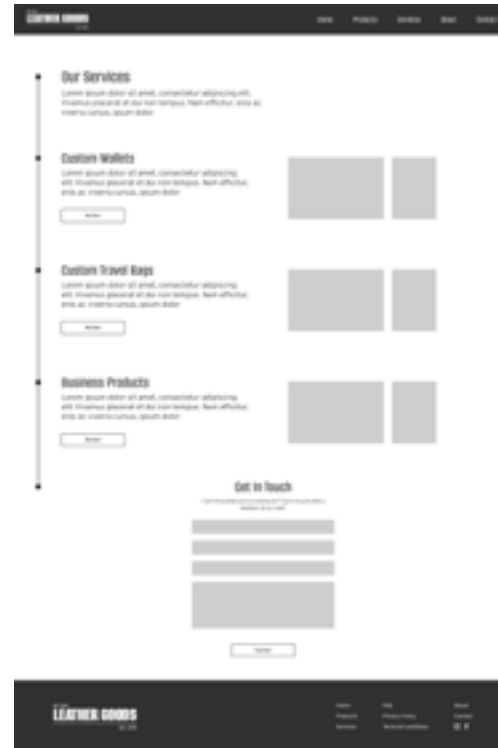
## Contact Page



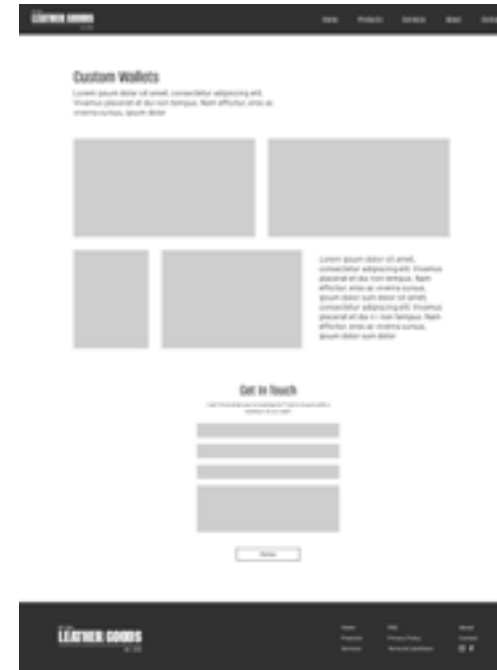
## About Page



## Services Page



## Single Service Page



## Feedback & User Testing

### User One

The design is well balanced and has a good layout. The use of dark grey and white has good contrast. Something to consider is the alignment for the pages. Some things are aligned left while some are centered.

- Find custom wallets form: ✓
- Find the location of the store: ✓
- Submit an enquiry: ✓
- Find the store hours: ✓

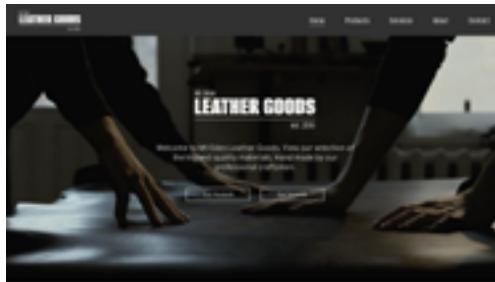
### User Two

Something to consider is adding the scrolling bar from the services page onto other pages. As this is a nice feature. The text could be better positioned on the single service page. However it may look better with images in place.

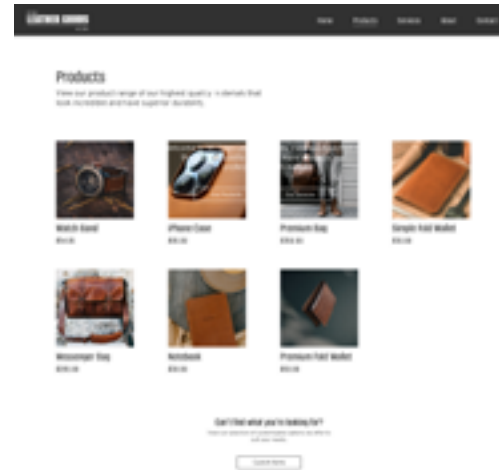
- Find custom wallets form: ✓
- Find the location of the store: ✓
- Submit an enquiry: ✓
- Find the store hours: ✓

# HI-FI DESIGN

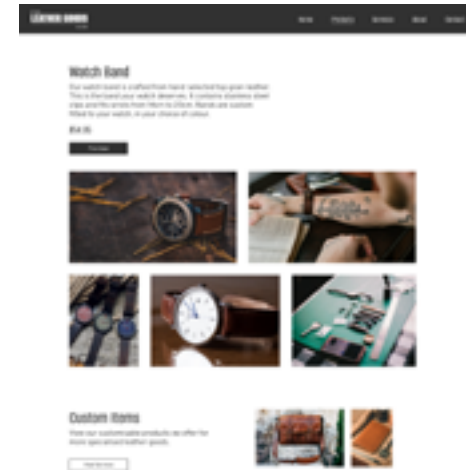
## Home Page



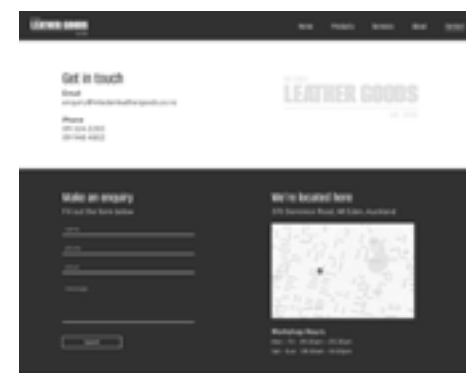
## Products Page



## Single Product Page



## Contact Page



## Newsletter Popup



## About Page



## Services Page



## Single Service Page



## Feedback & User Testing

### User One

The images really pop with the simple white background. I especially like the newsletter and watch pages. They look modern and are well layed out. A couple of the pages such as the services page could use some extra work. Because the background looks really plain.

- Find custom wallets form:
- Find the location of the store:
- Submit an enquiry:
- Find the store hours:



### User Two

I think the design has really transformed with the images. The website looks really modern and well styled to the theme. It functioned really well too. I was able to find all the pages and content quite easily.

- Find custom wallets form:
- Find the location of the store:
- Submit an enquiry:
- Find the store hours:



# CULTURAL & SOCIOLOGICAL CONSIDERATIONS

---

## Language Selector

One consideration I have made is also a bonus accessibility feature. Allowing users to select from a variety of languages, the one they would like to view content in.

## Social Impact

It has been proven how bad the conditions are for people supplying and processing leather for some companies. Including the use of heavy chemicals, violation of human and labour rights, and working / living conditions. To help users have a clearer picture of what the leather has been through. The website has a statement, ensuring potential customers the leather is sustainably and humanely.

## Treaty of Waitangi

I have researched the treaty followed by analysing my design against breaches. It is evident that it is not breaching the Treaty of Waitangi, and will not have any conflicts.

# PLUGINS

---

I have conducted research to determine the best plugins to use for the website. In terms of it serving my requirements, the public plugin rating and whether it is compatible for the current WordPress.

## All in One Security and Firewall

This plugin is compatible and has great reviews. It also has a wide range of features to the website. Finally I will be using this plugin as I am familiar with it.

## Yoast SEO

This plugin is the number one choice for WordPress SEO. It is compatible and well rated. Also it will allow me to put in place basic SEO functionality for the client.

## Contact Form 7

This plugin is also compatible and well rated. As well as I am familiar with it. Also, this plugin is very customisable to suit use in my website.

## WP Mobile Menu

I will be using this plugin as it will be a faster and easier way to implement a mobile menu into the website. It is compatible and has good ratings. Plus I've used it before.



# FINAL DESIGN

---

The plugins used for the website and their purpose:

## **All in One Security and Firewall**

Website and login security against bots.

## **Yoast SEO**

SEO performance improvements and adjustments. With this plugin, I was able to hide certain pages from search engines, which telling them to focus on others. Such as the home and products page.

## **WP Forms**

The contact forms on the site. I switched to this plugin from contact form 7 as I found it was faster to customise.

## **WP Mobile Menu**

A faster way to create a hamburger menu for smaller screens. At a breakpoint, the plugin hides the original navigation bar and replaces it with a mobile menu.

## **Advanced Custom Fields**

This plugin was used to place the product prices on the single product pages.

## **Envira Gallery Lite**

Was used to create easy-to-use photo galleries with more advanced layouts than WordPress has by default. I also believe it will be easy for the client to use, when they add or edit a product.

## **Jetpack Boost**

Was used to speed up the website. Optimising CSS loading, deferring non-essential Javascript, and implements lazy image loading.

## **Login Press**

This was simply used to customise the login page to tailor it for the client's company.

## **WP Fastest Cache**

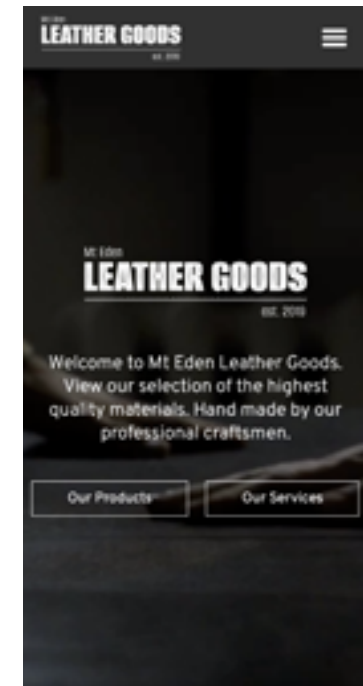
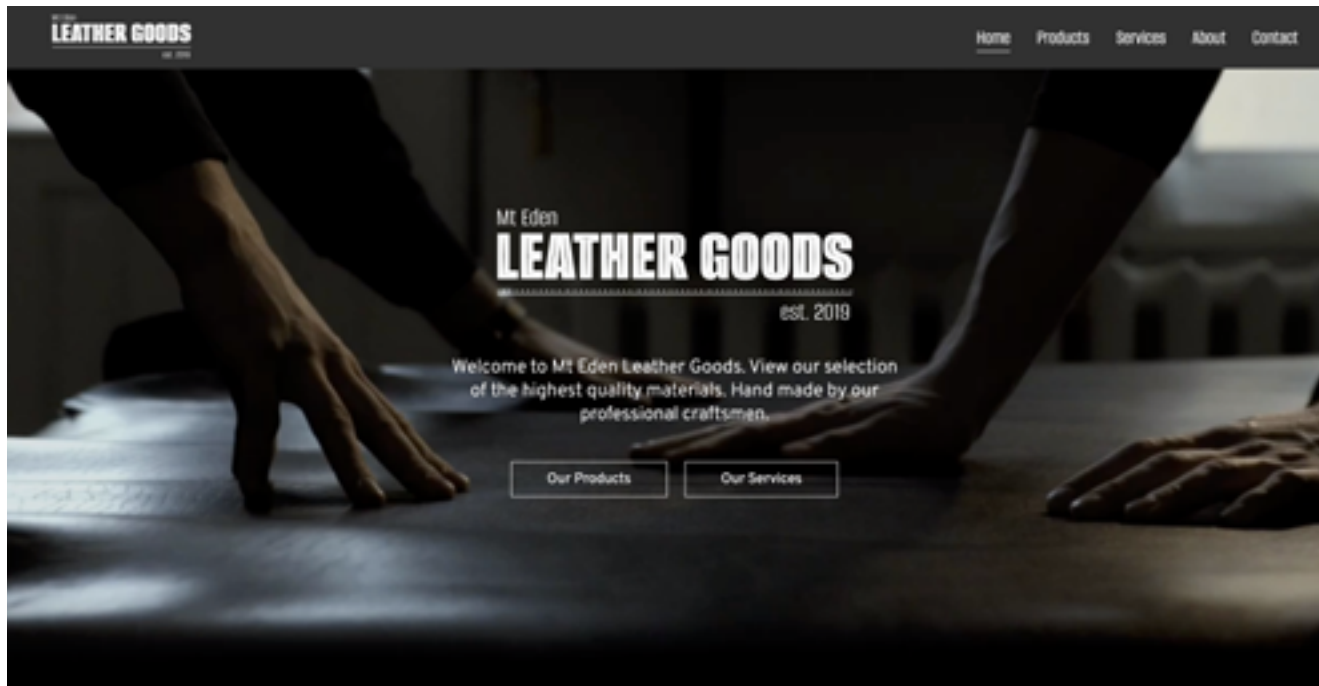
Was also used to improve site performance. It clears the website cache to help browsers load the site.

## **Show Current Template**

Used for development purposes

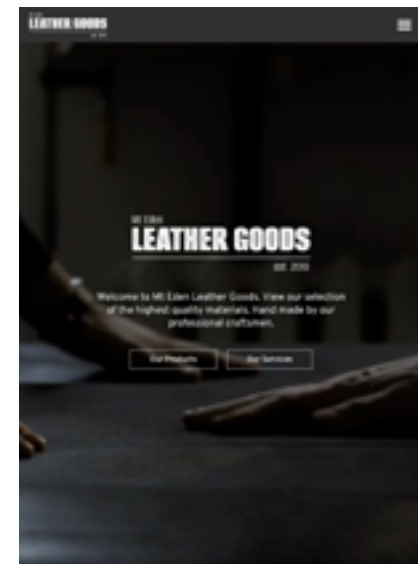
# VIEWPORT COMPATIBILITY

---

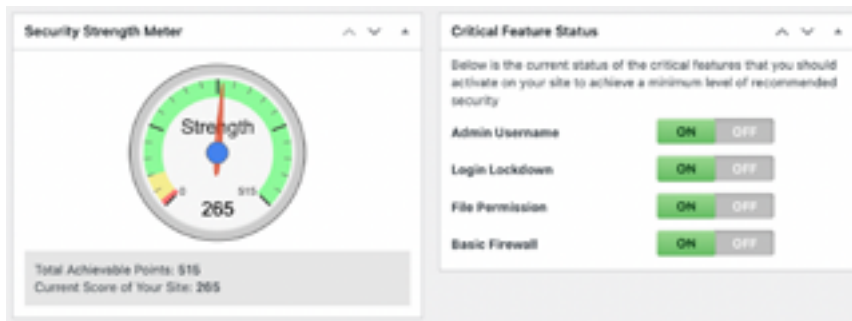


Through google developer tools, I was able to test the website accross multiple device types. As shown above in screenshots of the website for desktop, tablet and phone. I found it works well on various viewport sizes.

The site was also tested on google chrome and firefox developer edition. Both browsers ran the site correctly. Because I used Sass CSS my styling was automatically formatted to support safari and firefox.



# WEBSITE OPTIMISATION – SECURITY



All in one security and firewall was used to improve this websites security. As shown above the plugin gave a security rating of 265. 200 to 300 is a good result, as the more security restrictions put in place can break the website and/or have a negative effect on the user experience. Security features include:

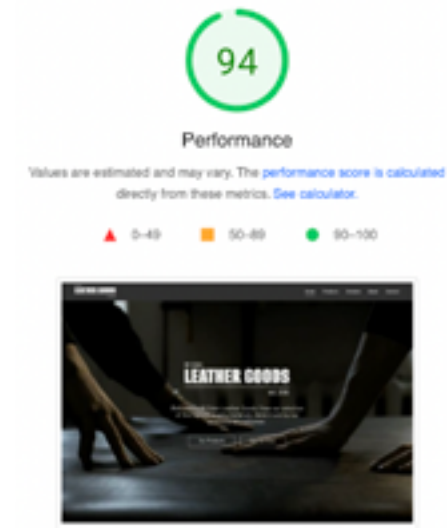
- Assigning the login page a different URL from the default “wp-admin” to “leathergoods-login”. This makes a big difference as the most target page by hackers and bots is “wp-admin”. Only admins will know the new URL.
- Implementing an invisible form input field on the login page, which only bots can see and will fill in. As soon as the input is filled in, the bot will immediately be blocked and bounced back to it's own sever.

- The ability for people to edit the sites PHP files through the admin dashboard has been disabled.
- Basic firewall protection including limiting the maximum file upload size, denying access to htaccess as well as wp-config.php.
- All users are automatically logged out from the dashboard after two hours. This will make the website more secure for admins working in shared areas.
- Firewall to block comments made by spambots.

# WEBSITE OPTIMISATION - SPEED

Today, website speed is crucial for conversion rates. As stated by Jetpack Boost, pages that take 3 seconds to load have a 4 times higher bounce rather than that of 2 second load times. And just a 1 second delay can reduce a websites conversion rate by 20%. Some speed improvements I made are as follows:

- Added the plugin “WP fastest cache”. This plugin clears all cache and also deletes cache and minified CSS/JS. To help the browser load the website faster.
- The other plugin I installed is JetPack Boost. This plugin contains 3 features. Optimise CSS loading, defer non-essential javascript, and enable lazy image loading.
- Finally, I adjusted image sizes and exported them as WebP files to optimise file sizes. Images have a big effect on load times. By doing this, I increased the speed test result by nearly 20%.





# WEBSITE OPTIMISATION - SEO

Search engine optimisation is another crucial aspect of websites. Websites that have good SEO rank higher on the google search pages. As shown in the screenshot, the website got a 100% mark from google lighthouse. Although this mark isn't extensive for SEO performance. It's a good starting point to check off the basics.. I used Yoast SEO to improve the websites SEO. Through this plugin, I was able to:

- Give each page a key focus phrase.
- Add an SEO title.
- Refine the meta description is reference to Yoast's SEO rating.
- And get other feedback to determine how to improve the sites rating. Including; refining image alt text to better reflect page content and adding outbound links.

<input type="checkbox"/> Title				
<input type="checkbox"/> About <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a>   <a href="#">Clear Cache</a>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	0	1
<input type="checkbox"/> Contact	<div><div></div><div></div></div>	<div><div></div><div></div></div>	0	0
<input type="checkbox"/> Home — Front Page	<div><div></div><div></div></div>	<div><div></div><div></div></div>	3	0
<input type="checkbox"/> Privacy Policy — Privacy Policy Page	<div><div></div><div></div></div>	<div><div></div><div></div></div>	0	0
<input type="checkbox"/> Products	<div><div></div><div></div></div>	<div><div></div><div></div></div>	1	1
<input type="checkbox"/> Purchase	<div><div></div><div></div></div>	<div><div></div><div></div></div>	1	4
<input type="checkbox"/> Services	<div><div></div><div></div></div>	<div><div></div><div></div></div>	0	2

 <https://leathergoods.ryanbakker.site/> 

100

SEO

These checks ensure that your page is following basic search engine optimization advice. There are many additional factors

Lighthouse does not score here that may affect your search ranking, including performance on [Core Web Vitals](#). [Learn more](#).

# ACCEPTANCE TESTING

---

## User One

- |  |     |
|--|-----|
| • View the leather iPhone case for sale. | yes |
| • Find the address of the business.      | yes |
| • Make an enquiry for a custom bag.      | yes |
| • Find the email to make an enquiry.     | yes |
| • View a list of the staff members.      | yes |
| • Find the company's privacy policy.     | yes |
| • Find the company's YouTube page.       | yes |

## User Two

- |  |     |
|--|-----|
| • View the leather iPhone case for sale. | yes |
| • Find the address of the business.      | yes |
| • Make an enquiry for a custom bag.      | yes |
| • Find the email to make an enquiry.     | yes |
| • View a list of the staff members.      | yes |
| • Find the company's privacy policy.     | yes |
| • Find the company's YouTube page.       | yes |

## Overview

For both user one and two, and in both desktop and mobile. They were able to perform the tasks. Links and information were easily found. Which shows there is no evidence for changes that need to be made. Therefore i will not make any changes to the current design and development of the website. Overall, I have no negative design or functionality feedback for the site. So I believe it is ready to go live.

# LINKS

---

The Website: <https://leathergoods.ryanbakker.site/>

The Portfolio: <https://www.ryanbakker.site/>

The Portfolio Showcase: <https://www.ryanbakker.site/leather-goods.html>