

DESN6410 Assignment 1 – Written Report

Give consideration to your major practical project proposal (assignment 3).

This will require you to produce a functional web site that is viewable on a tablet and/or a desktop and will be a platform to demonstrate industry standards in usability, interactivity and accessibility. To help ensure a responsive web design, you will be able to use Bootstrap. The final site will have a homepage and at least 5 content pages (ie 6 pages in total). It will be based on this report, in conjunction with the design blue print which you will submit for assignment 2.

Scenario:

- A client has asked you to create a website for their boutique wine cellar in the Hunter Valley, known as “The Cellar Door”.
- The business sells 4 types of wines: a Shiraz, a Roselle, a Chardonnay, and a Semillon.
- They also sell a chocolate port (their speciality).
- They are a small vineyard that has a good, picturesque location within Pokolbin and has regular tourist trade.
- In addition to their wine sales, they also offer a range of handmade chocolates and cheeses to complement their wines.
- Once per month, they also host a small local band as an opportunity to expand their customer base.
- The client has owned the cellar for a number of years, however has no website.
- The client has provided an image of wine barrels (pexels.com, n.d) that they include on their invoices, however they do not have a trademarked logo.
- A general architecture has been identified (see sample wireframe on last page), which they would like you to follow as a guide.
- Beyond this, they are open-minded, and keen for you to use your imagination to create a functional and unique website for them.

Reference:

pexels.com (n.d.) Wine Barrels [image]. Retrieved 28 January 2019 from <https://www.pexels.com/photo/barrels-on-trailers-1267359/>

Report Brief:

This report will outline your proposed website and how this relates to your idea and targeted audience.

Your report will include the following aspects/headings (you may add to this list):

- Cover sheet (does not need to be signed)
- Table of Contents (TOC)
- Introduction to report
- Website background
 - is a domain available, what is the cost and what is your recommendation for the domain (e.g. .au, .com, .net etc)

- Competitor sites or existing sites that are similar (suggest 2 you think are relevant to a small vineyard with a brief description and images for clarification)
- What social networks do you recommend and why (keep it brief)
- Website objectives
 - Use the SMART website goals as a basis for your objectives (keep it brief) -
See: <https://www.intechinc.com/blog/how-to-set-smart-business-goals-for-a-business-website/>
- What is the target audience/s?
 - Details of user profiles
 - Mental models
- Overall perspective of usability, interaction design and accessibility (UIA) concepts.
- Conclusion and Recommendations
- References
 - Include at least two journal or book references
 - All references that are not from a journal or book must include the retrieved date

This report will form the basis of your proposed website (ass3) and will guide the development of your design blue print (ass2). So in essence you are researching the linkage between websites objectives and the potential users of your site. What profile of users will you be targeting and how will you ensure that their needs and expectations are being met by your design? Describe a profile of users, and from your own experience, your research and readings, outline the needs and expectations as you perceive them. At this early stage you will be thinking about UIA in regards to your target audience.

Please be mindful of the presentation of your report. The word count does not include, TOC, tables and figures, reference list (references of citations), nor a bibliography or an appendix, if you choose to include them.

- Submission: approx. 1500 words submitted as Word or PDF format to Turnitin via the link in the Blackboard Assessment menu, titled Assignment 1 Upload.
- File Name: lastName_studentNumber_ass1
- Due Date: Sunday 3 March by 11.59pm, (End of Week 4).
- Weighting: 15%

General marking Criteria:

- Layout conforms to report brief, as requested.
- Level of structure; to what degree does the submission comply with report standards?
- Level of Argument; to what degree does the student articulate the issue?
- Understanding of Issues; to what degree does the student demonstrate understanding of the issues?
- References – correct citation and referencing as per the APA referencing method.
- General – presentation, spelling, grammar, appropriate use of visual material, originality.

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