

Client-Side Web Development Group Project

The Team:

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Description of Site Design

The website design was from the start chosen to be minimal. Many advertising, and/or e-commerce websites nowadays have a pretty loud design with too much information thrown to the user at once. We decided to go simple, user-friendly design. Our main purpose was Apple's iPhone 6S and SE.

We opted for a simple top-navigation menu with an Apple logo on the left. To signify that the website really is about Apple products. The rest of the website has a completely different font apart from the navigation and footer. To really signify their difference. We opted for a two-tone coloured footer, the palette chosen was 'Space Grey'.



We initially decided to vertically align the elements, but it looked too out of place in responsive design, so we opted to reduce the font-size a bit and horizontally align the elements, along with social icons. Below is an image of the footer on screens smaller than the iPad.

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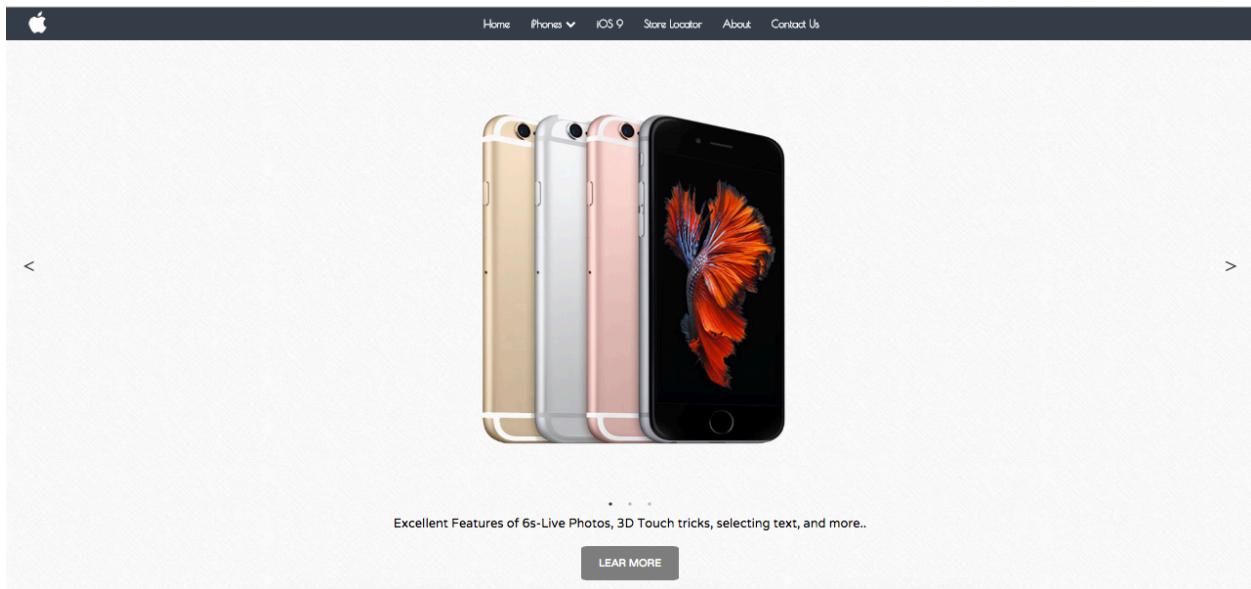
[About Developers](#)

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We also decided to go for a subtle background-image instead of solid colours because it looked too loud.

Home Page:

The homepage, in our minds was just to be a starting point. It was intended to provide only a bit of information. As a starting point, to get users to move on to pages such as iPhone 6S or iPhone SE. We took design inspiration from Apple's own website and made a slick carousel with 3 items, i.e; iPhone 6S, iPhone SE and iOS 9.



With that we provided a little bit of explanation on both devices and embedded some videos to get the users interested. Again, providing just about enough information. Not too much.

Introducing iPhone 6s and iPhone 6s Plus with 3D Touch

The moment you use iPhone 6s, you know you've never felt anything like it. With just a single press, 3D Touch lets you do more than ever before. Live Photos bring your memories to life in a powerfully vivid way. And that's just the beginning. Take a deeper look at iPhone 6s, and you'll find innovation on every level.

Apple iPhone SE commercial

Get To Know The All New iPhone SE

iPhone SE takes an incredibly popular design and refines it even further. Crafted from bead-blasted aluminum for a satin-like finish, this light and compact phone is designed to fit comfortably in your hand. A brilliant 4-inch Retina display makes everything look vibrant and sharp. And matte-chamfered edges and a color-matched stainless steel logo finish the look.

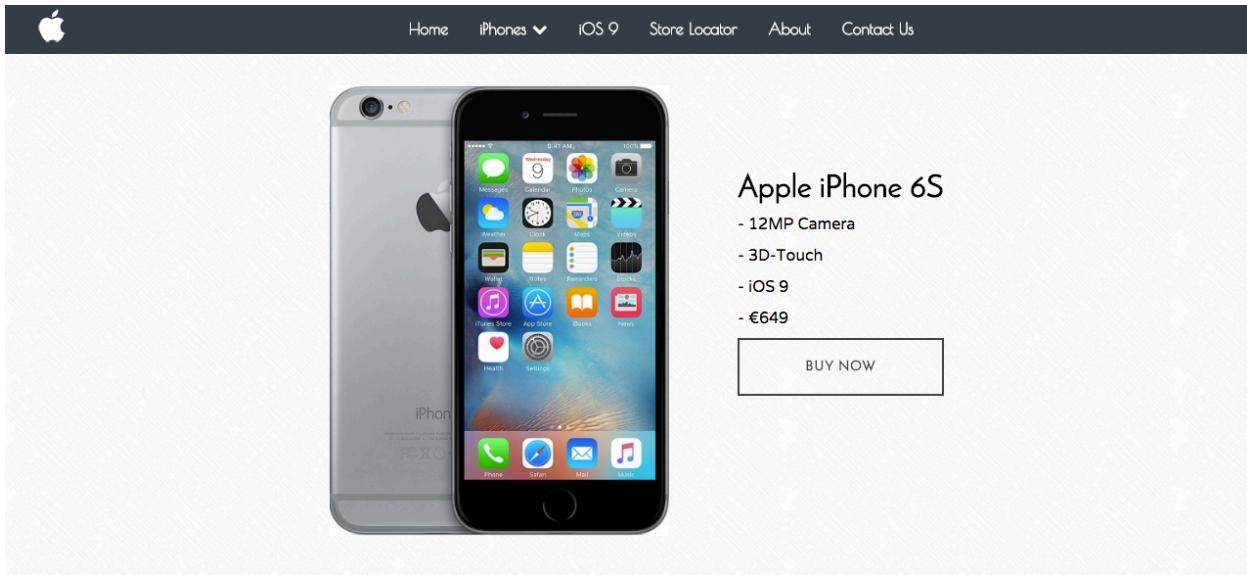
With the power of the Apple's own A9 SoC, iPhone SE rivals all the popular flagships in power and performance, but in a smaller and more elegant frame.

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iPhone 6S and iPhone SE Page:

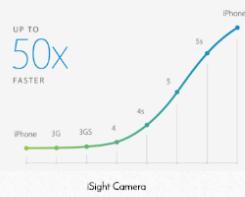
We made the decision list key-features of each device on their respective pages, along with the option to buy the first thing a user sees. This got rid of the clutter and made life easy because often there is too much irrelevant information and we can't find the button to buy the thing.



We made the decision to display information below. Initially it was a tabled-layout design but it did not look good, so we made decided to generically put important and note-worthy things about each device and explain them a little bit.

A9
MP

Embedded directly into the A9 chip, the M9 motion coprocessor connects to the accelerometer, compass, and gyroscope for a range of fitness tracking capabilities, such as measuring your steps and distance. It also makes it easy to activate Siri by simply saying "Hey Siri," without having to pick up your iPhone.



The world's most popular camera is more advanced than ever. The 12-megapixel iSight camera captures sharp, detailed photos. It takes brilliant 4K video, up to four times the resolution of 1080p HD video. iPhone 6s also takes selfies worthy of a self-portrait with the new 5-megapixel FaceTime HD camera. And it introduces Live Photos, a new way to relive your favourite memories. It captures the moments just before and after your picture and sets it in motion with just the press of a finger.

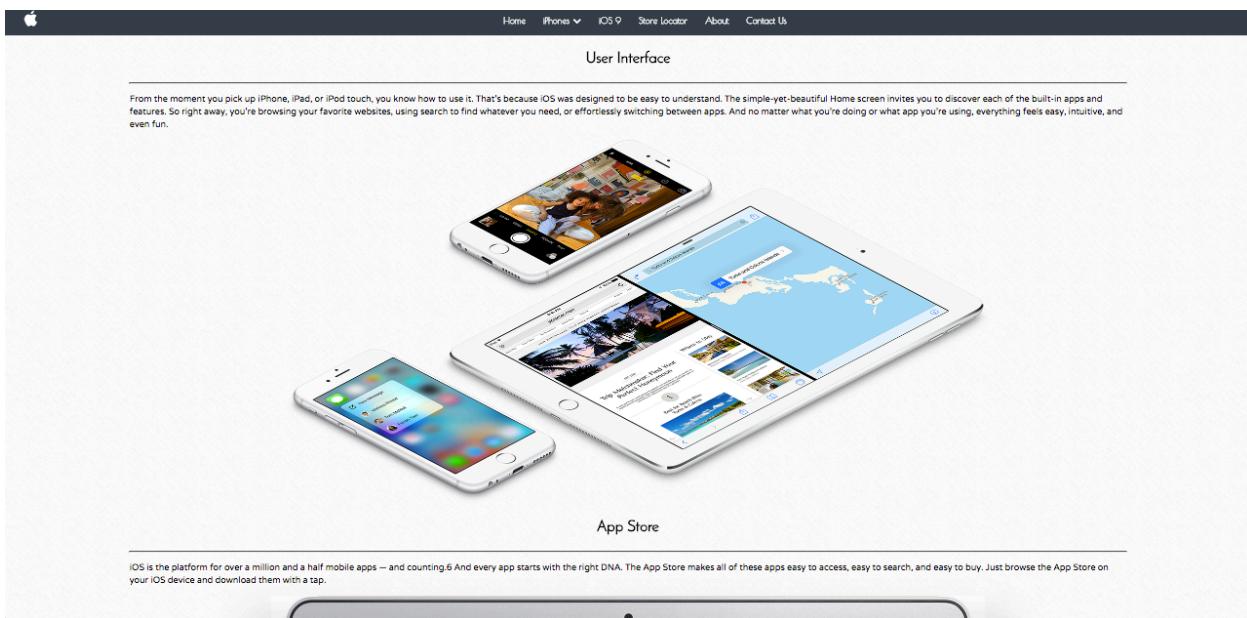


3D Touch

The original iPhone introduced the world to Multi-Touch, forever changing the way people experience technology. With 3D Touch, you can do things that were never possible before. It senses how deeply you press the display, letting you do all kinds of essential things more quickly and simply. And it gives you real-time feedback in the form of subtle taps from the all-new Taptic Engine.

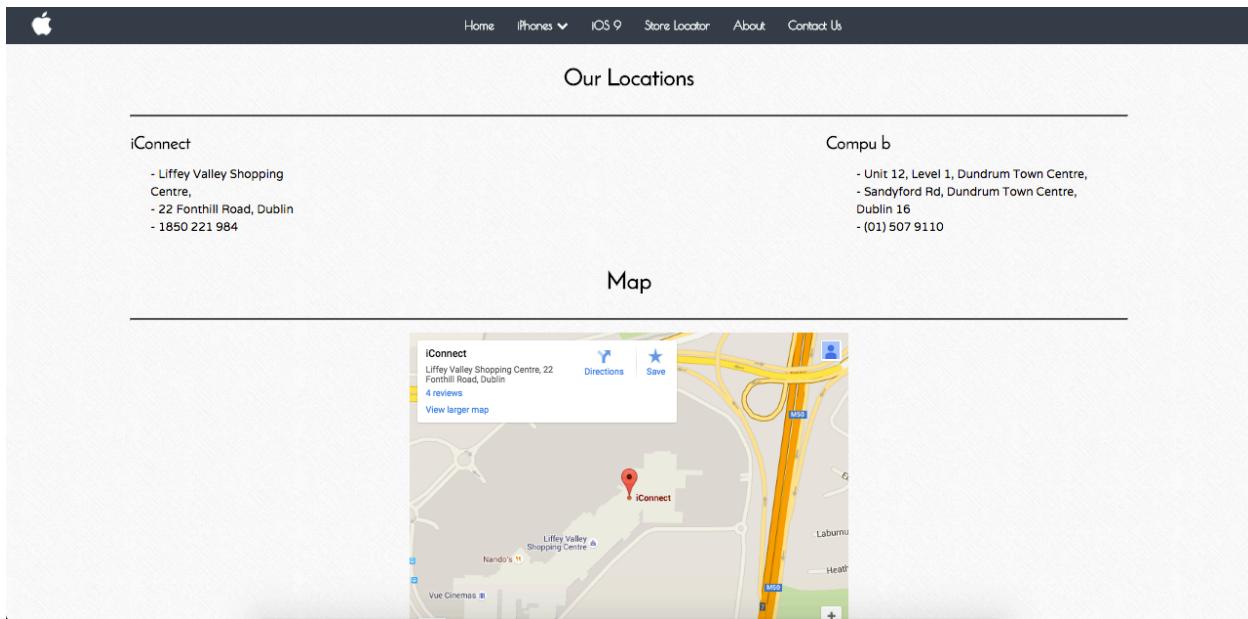
iOS 9 Page:

Although we were advertising only tangible things. iOS 9 is a huge part of what makes Apple different. It has a huge feature list and we decided to give users a good-bit of information on iOS 9. Mostly related to user interface, app store and some other new features Apple built-in to it. The design is fairly simple, minimalism was our goal from the get-go so we found appropriate images that blended in with out design.



Store Locator & Contact Us Page:

Store locator and contact us page share more or less the same design. In both pages the top container displays our personal information in the case of contact us and store's details in the case of store locator.



While initially they were supposed to be different because we were thinking of displaying the store's details vertically and then floating the 'Google Map' on the right. It didn't look good. So we took inspiration from our already completed contact us page. We displayed our and the store details in the top container with the bottom container displaying the map and contact us form respectively.



Contact

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CONTACT US

MY NAME IS _____ MY E-MAIL IS _____

MY CONTACT NUMBER IS _____

I'D LIKE TO TALK ABOUT _____

SEND

☆ ☆ ☆ ☆ ☆

About Us & About Dev Page:

The About Us page is fairly simple and generic. Putting images there looked to out of place so we just decided to add text. Fairly simple.

While, we made two grid items and put our individual details and pictures there. It was inspired by ‘The Team’ grid layout on CodePen.



Norman Sanaullah
Web Developer

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Danish Ali
Web Developer

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Research:

The basic structure and layout was inspired by Apple's own website, but since we were 'not-official', so we took some design cues from www.awwwards.com, and some of the websites they listed:

A screenshot of a Google Chrome browser window. The address bar shows the URL www.awwwards.com/20-of-the-very-best-e-commerce-web-sites.html. The page itself displays the AWWARDS website, which features a navigation bar with links to HOME, WINNERS, NOMINEES, DIRECTORY, SHOP, JOBS, BLOG, ABOUT US, SUBMIT YOUR SITE, and a search icon. Below the navigation is a grid of award-winning e-commerce websites. The first site in the grid is wineshop.hunters.co.nz, which has a dark background and displays three bottles of wine. The second site is www.stellamccartney.com, featuring a product page for "Golden Olive Oil" with a large image of the oil bottle and some text. The third site is luhsetea.com, which has a dark background and a stylized illustration at the bottom. The fourth site is xdoria.com, showing a collection of iPhone cases. On the right side of the AWWARDS page, there is a vertical sidebar with the text "Recognition and prestige for Web Designers and Agencies".

Mac iPad iPhone Watch TV Music Support

WATCH

You. At a glance.

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Indoor Run
10:09
120 BPM
Heart Rate

Nick Jones
MESSAGES

• • •

The Team

		
Aaron Rossi CEO & Co-Founder	Marco Gomez Co-Founder, Creative Director	Brad Joe Office Manager
		
Mitch Petty Lead Developer	Philip Satemburgo Community Manager	George Petty Lead Designer

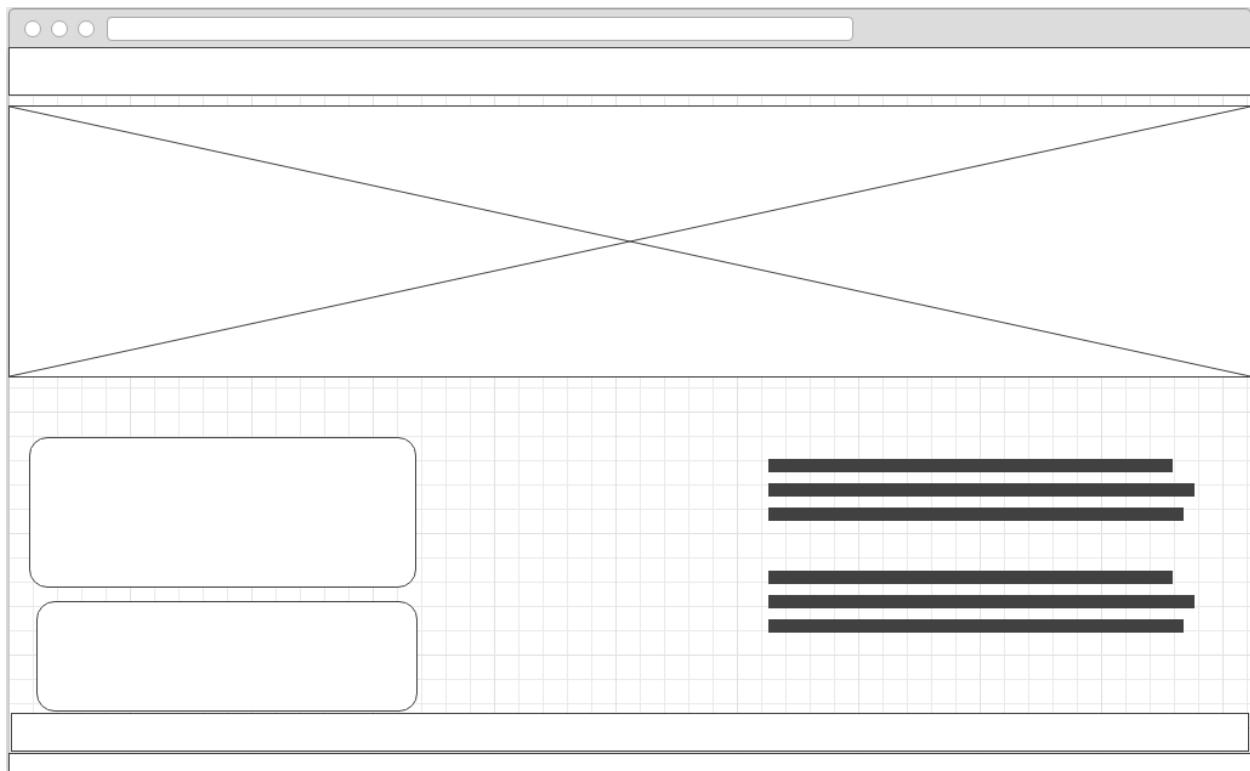
The responsive menu was inspired by Facebook's mobile app.



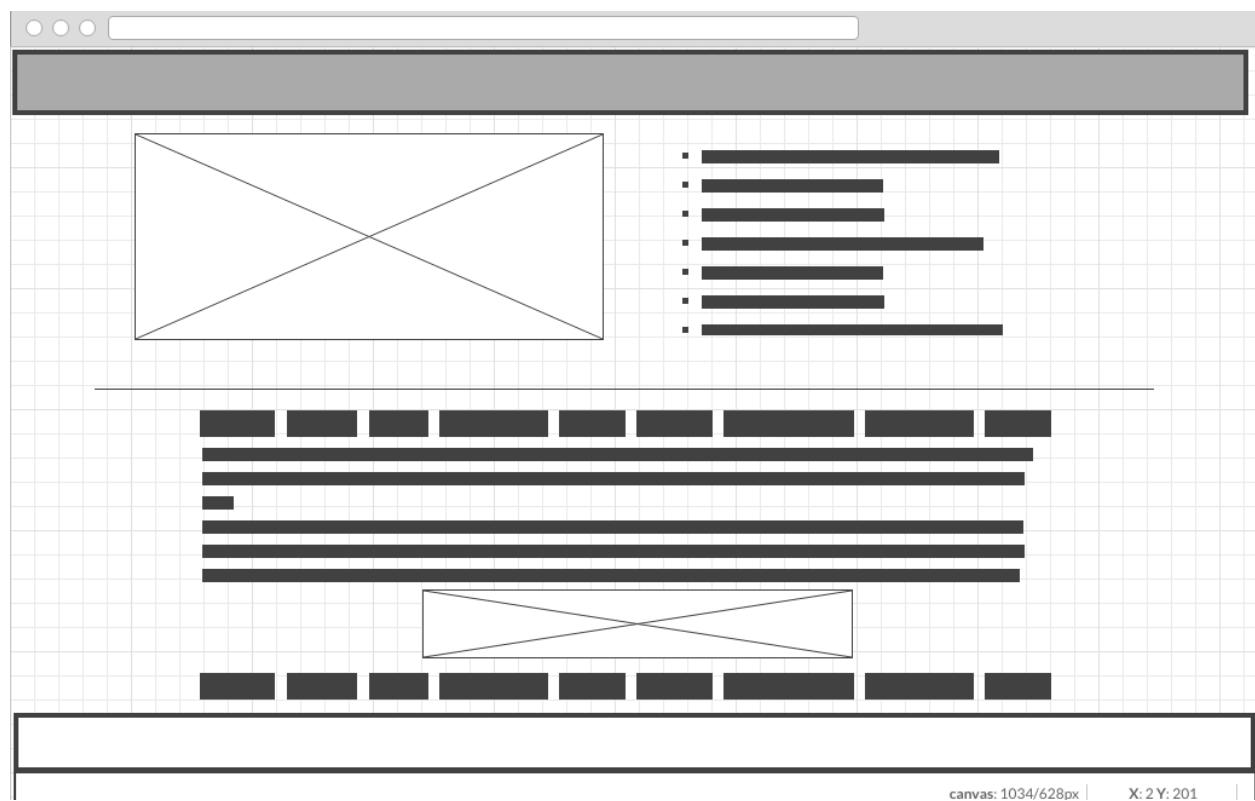
We tweaked our responsive menu a bit to include an Apple logo on the left, current page in the middle, and an animated hamburger menu on the right.

Wireframes:

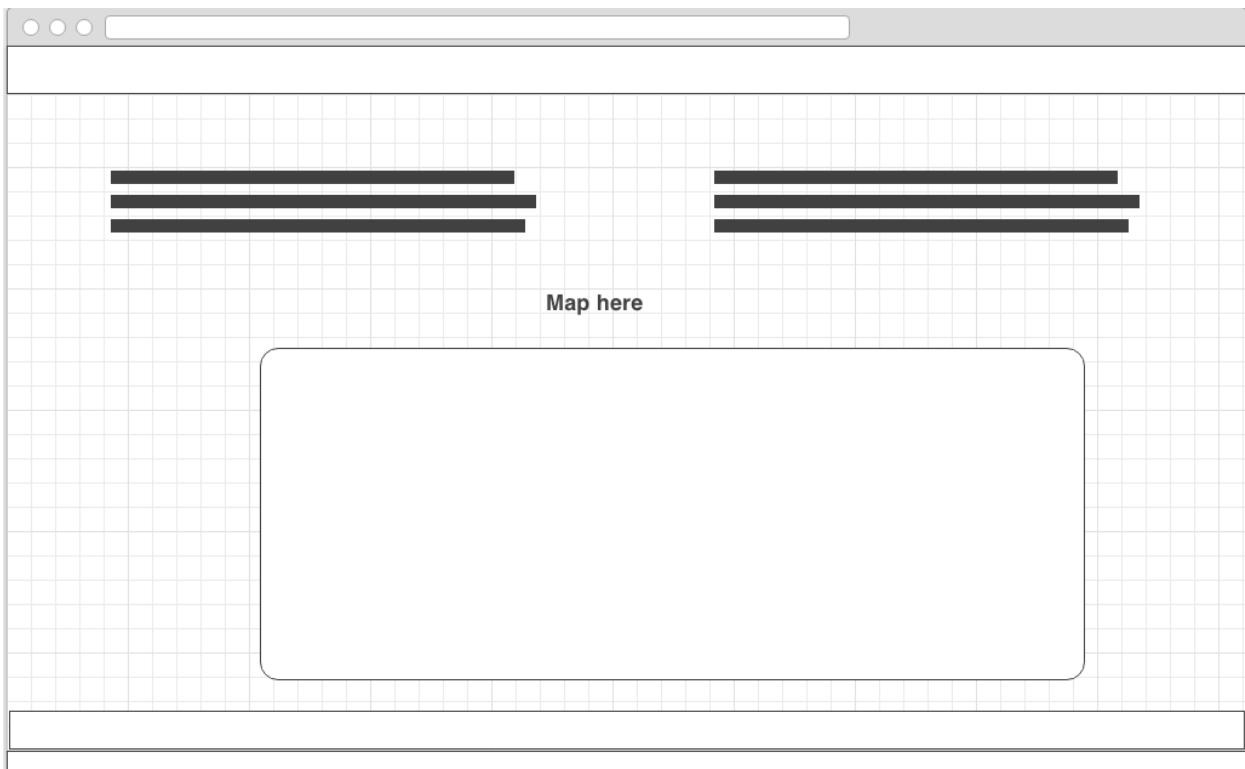
Home:



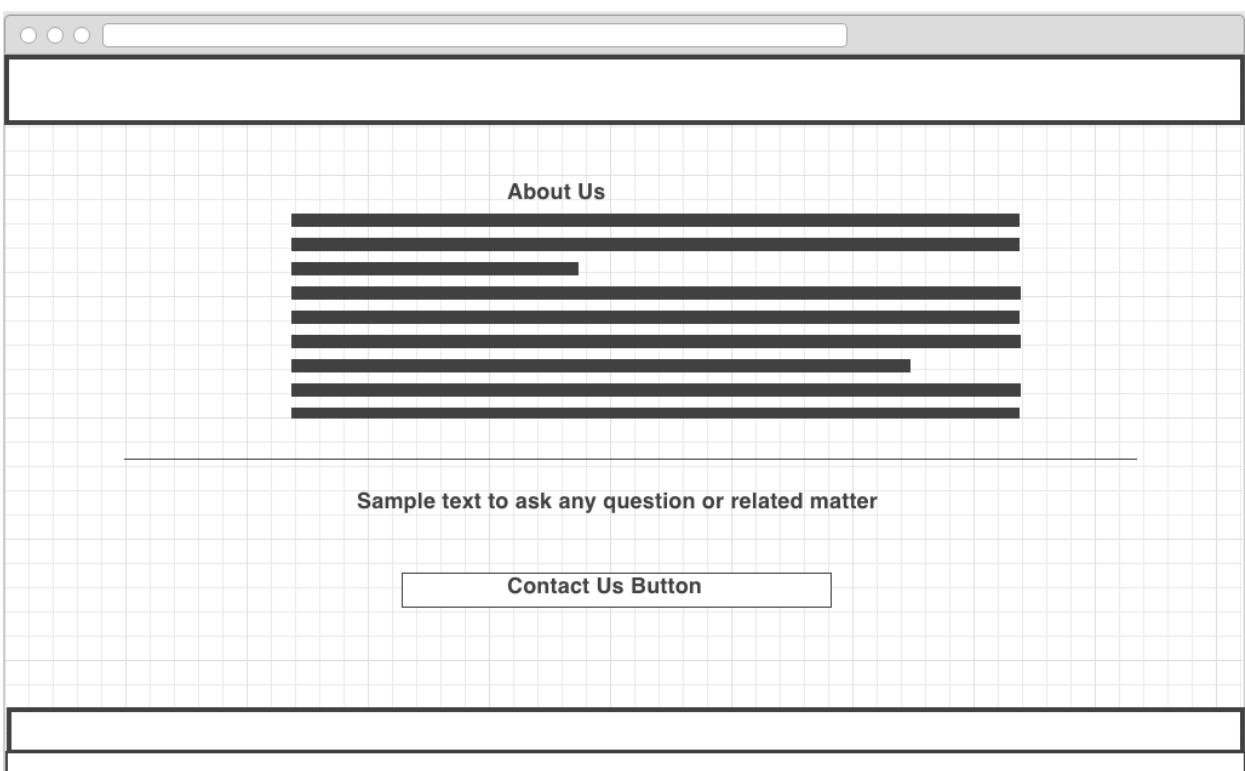
iPhone 6S & SE



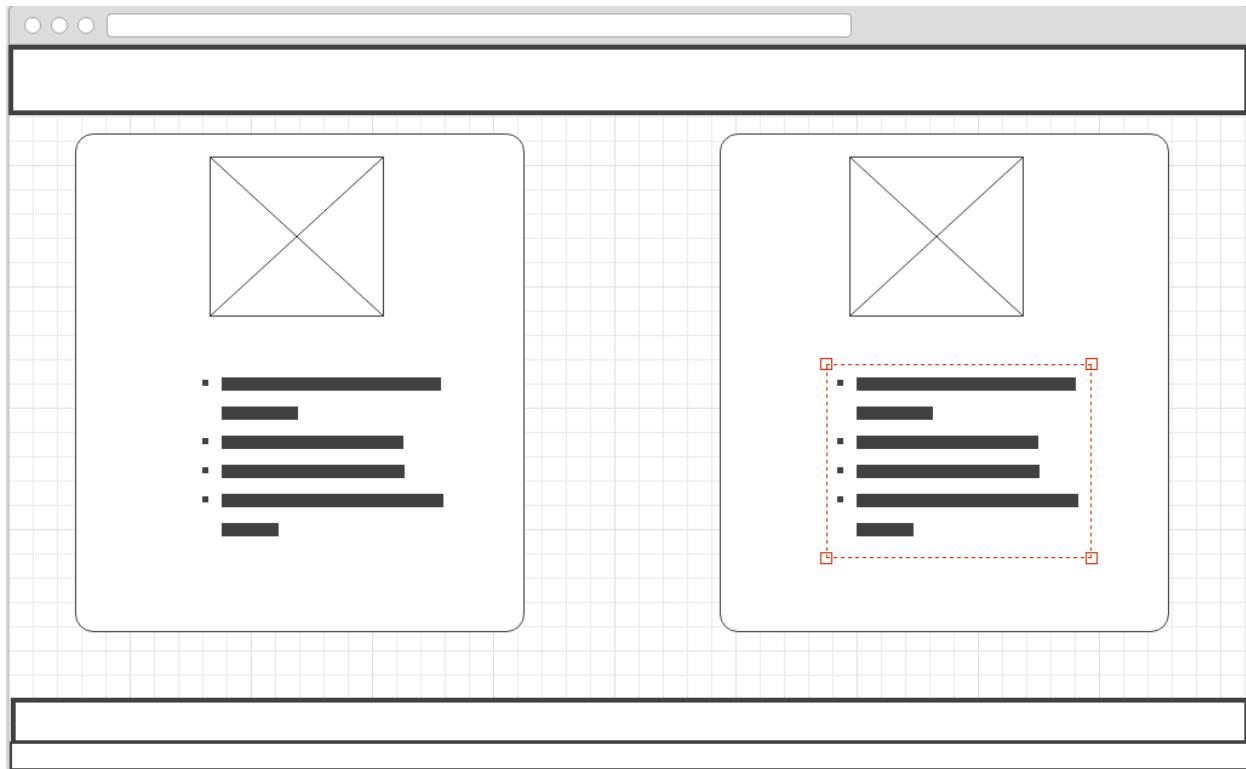
Store



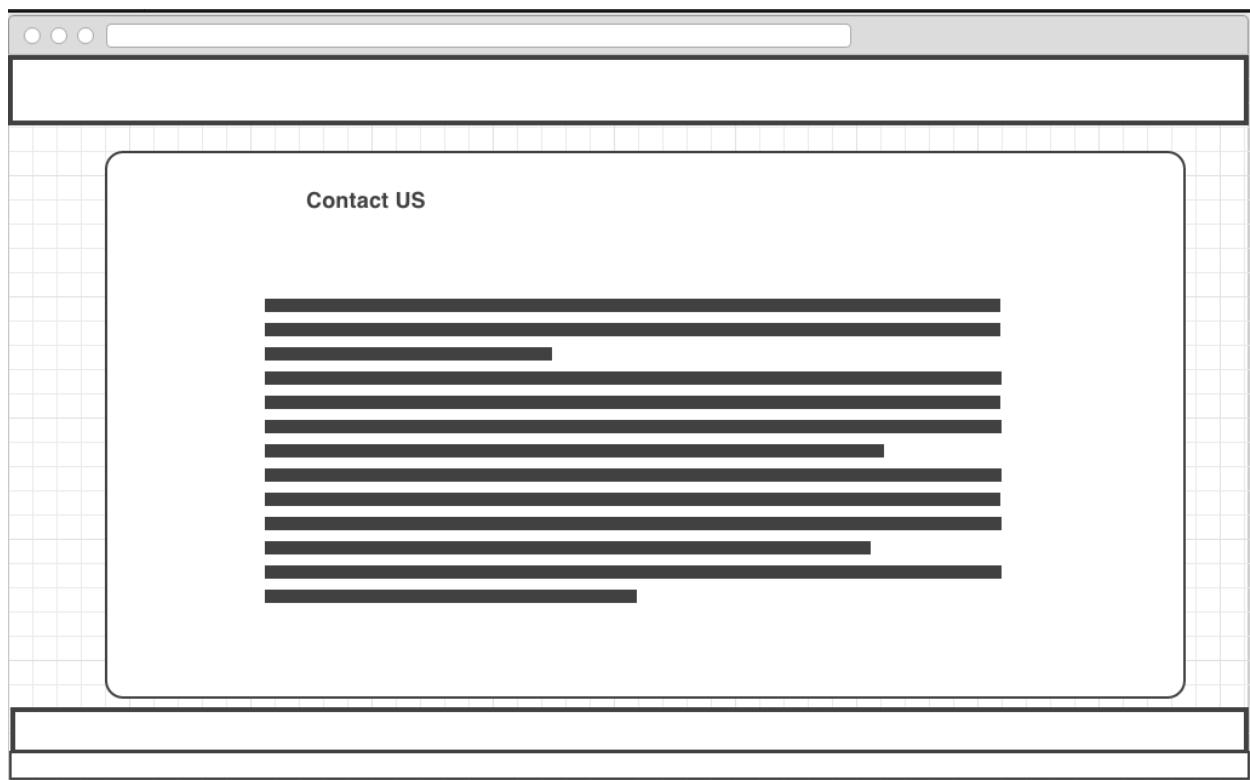
About us



About dev



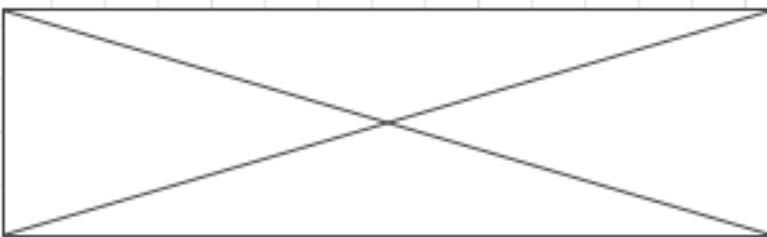
Contact us:



Responsive Wireframe:

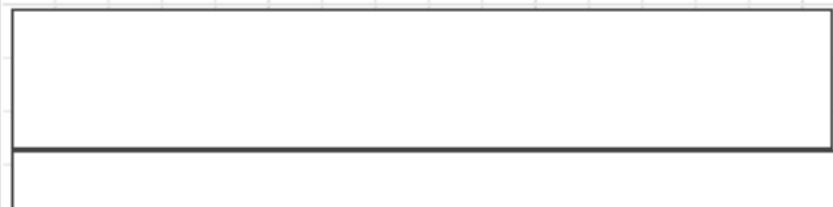
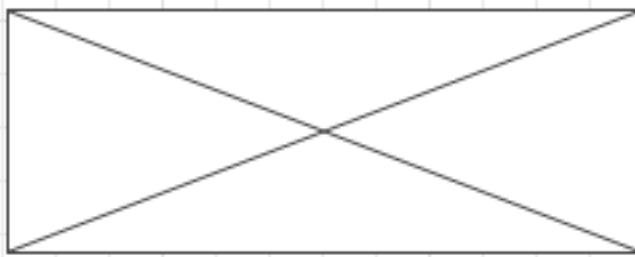


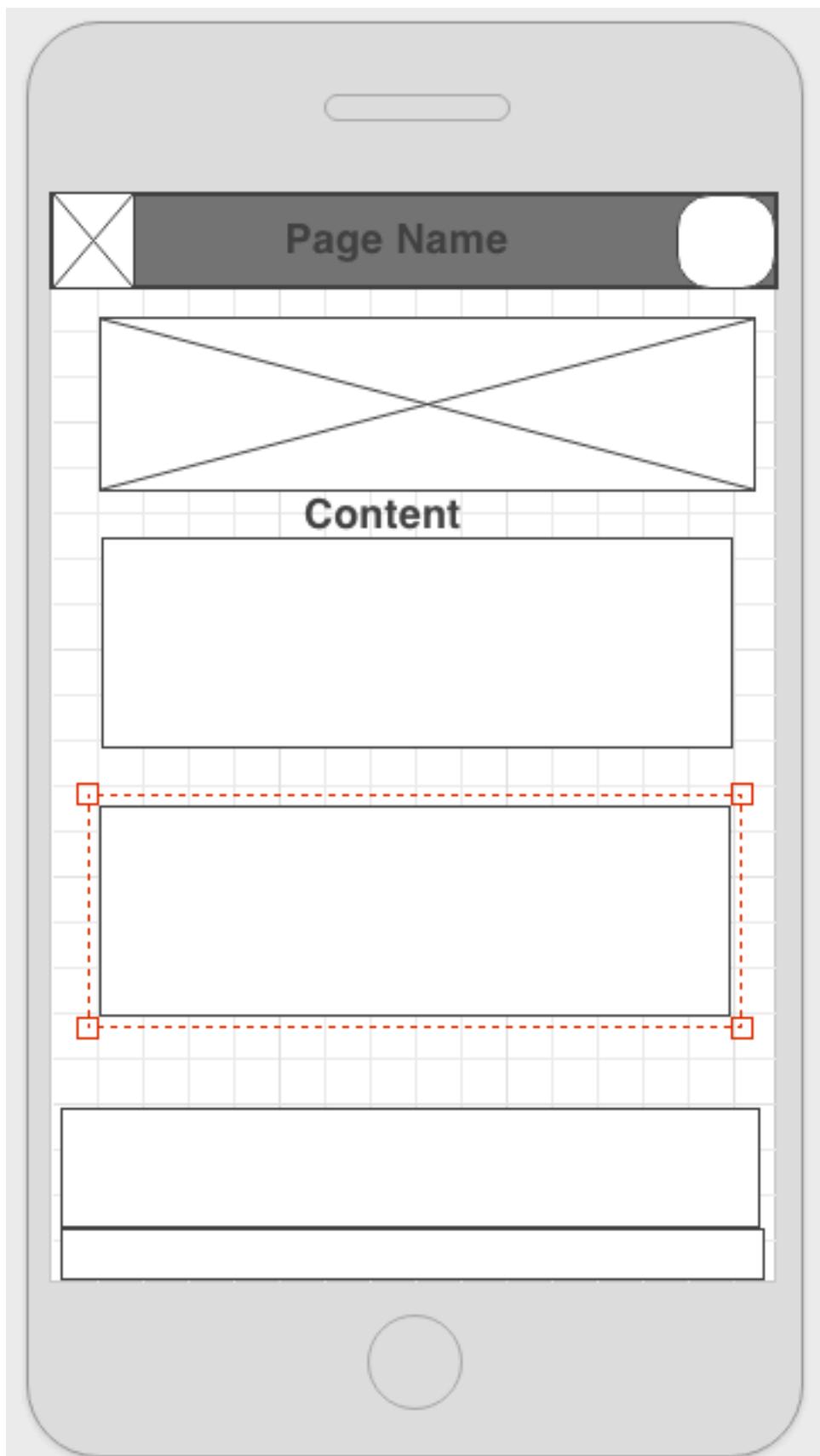
Page Name



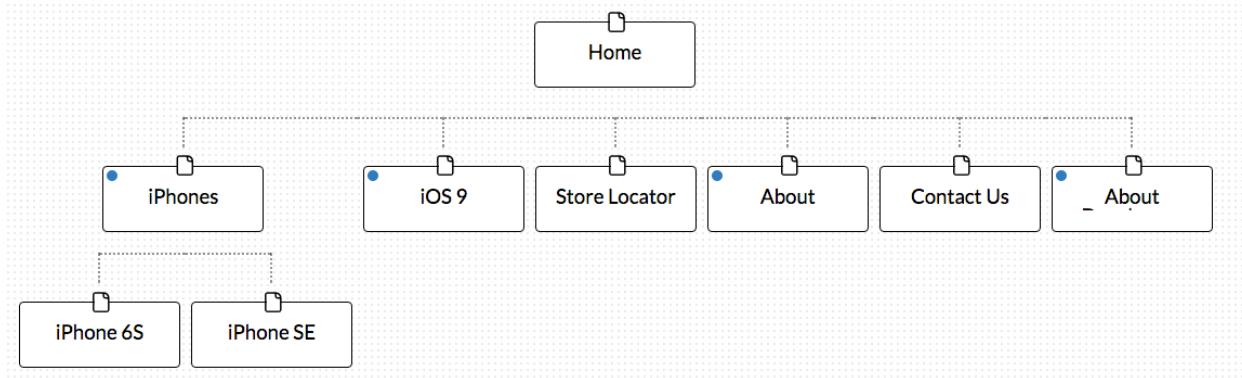
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Headings and paragraphs





Site-Map Diagram:



Review:

We each covered our weaknesses in some areas and did equal amounts of work. There is some redundancy in our code, but it was the best we could do given time and resources.