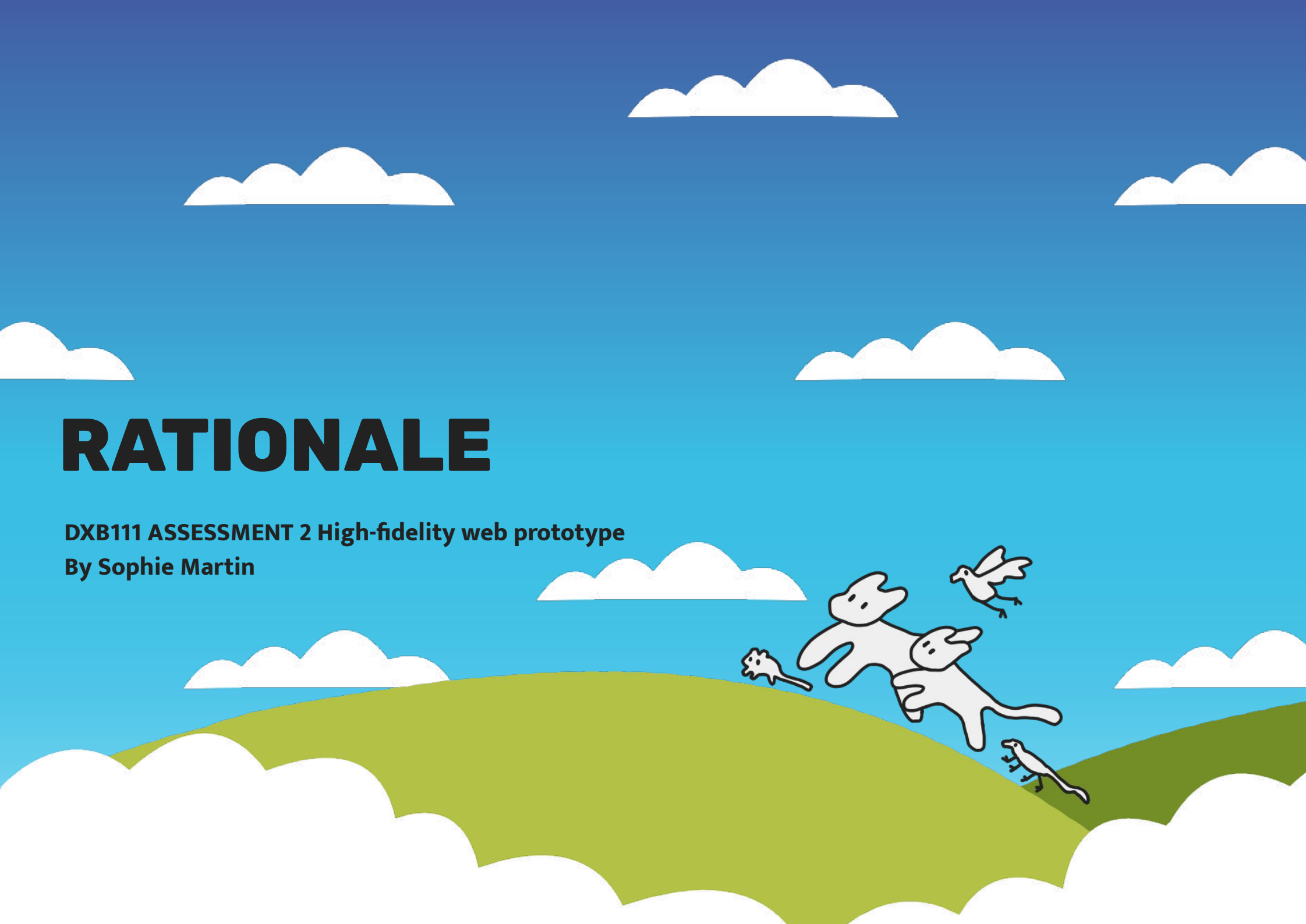


# RATIONALE

**DXB111 ASSESSMENT 2 High-fidelity web prototype**

**By Sophie Martin**



## STATEMENT

The target audience of this website are children of any gender around 10 years old, give or take a couple of years, who live close by around Calamvale and Algester and other nearby suburbs. They have an interest in animals and either own a pet, want a pet, or just simply love animals.

## OTHER THINGS THAT NEED TO BE CONSIDERED

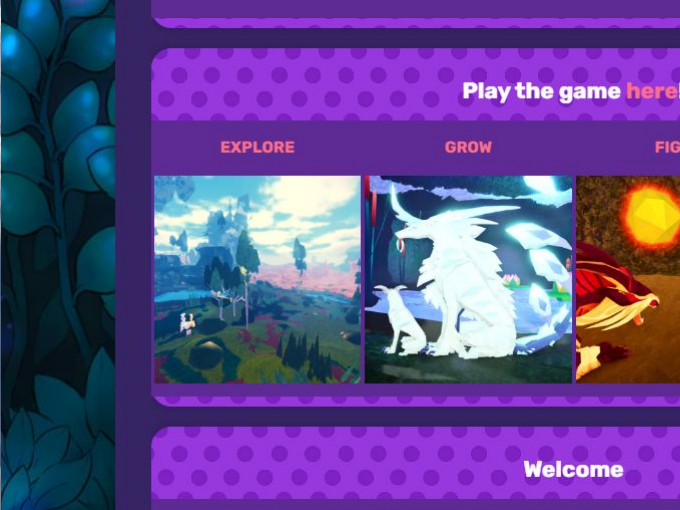
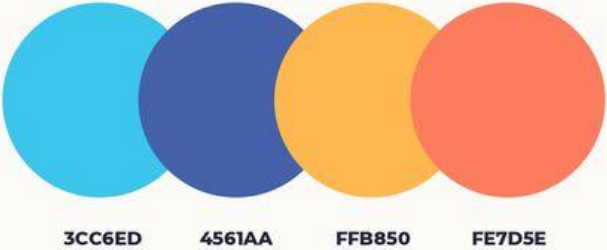
From this, we know that they are young and still developing and learning. We also know that they're likely still very dependent on their parents and require guidance and supervision from them. This information will likely influence the design of the website.

Since they're still learning words and phrases, the content should be less wordy and include more supporting pictures and graphics. Large, round text should be used for the headers and other textual features to clearly indicate hierarchy and the different sections within the content.

The website should also include some lovely and bright colours to catch their attention and also to keep it light and fun. The colours can also be used in the website to create contrast and separate the different sections; that way kids won't have to heavily rely on looking at the headers to see when a section of content starts and ends.



MOODBOARD



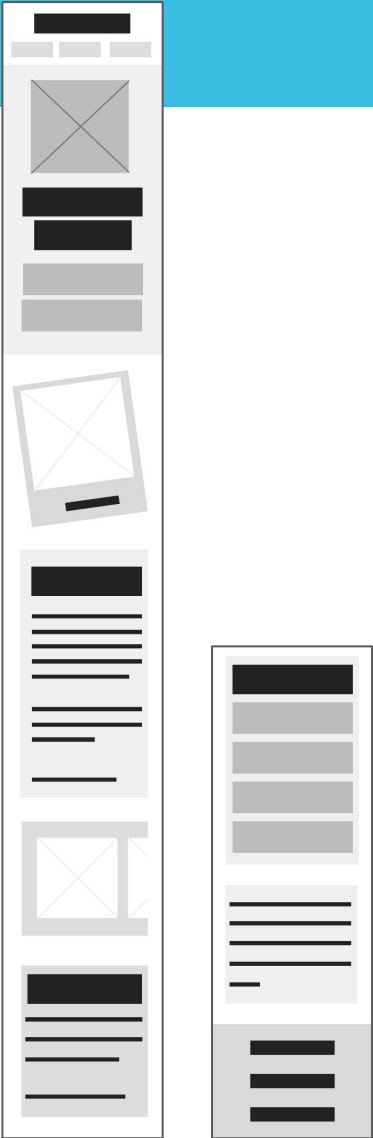
# WIREFRAMES



DESKTOP



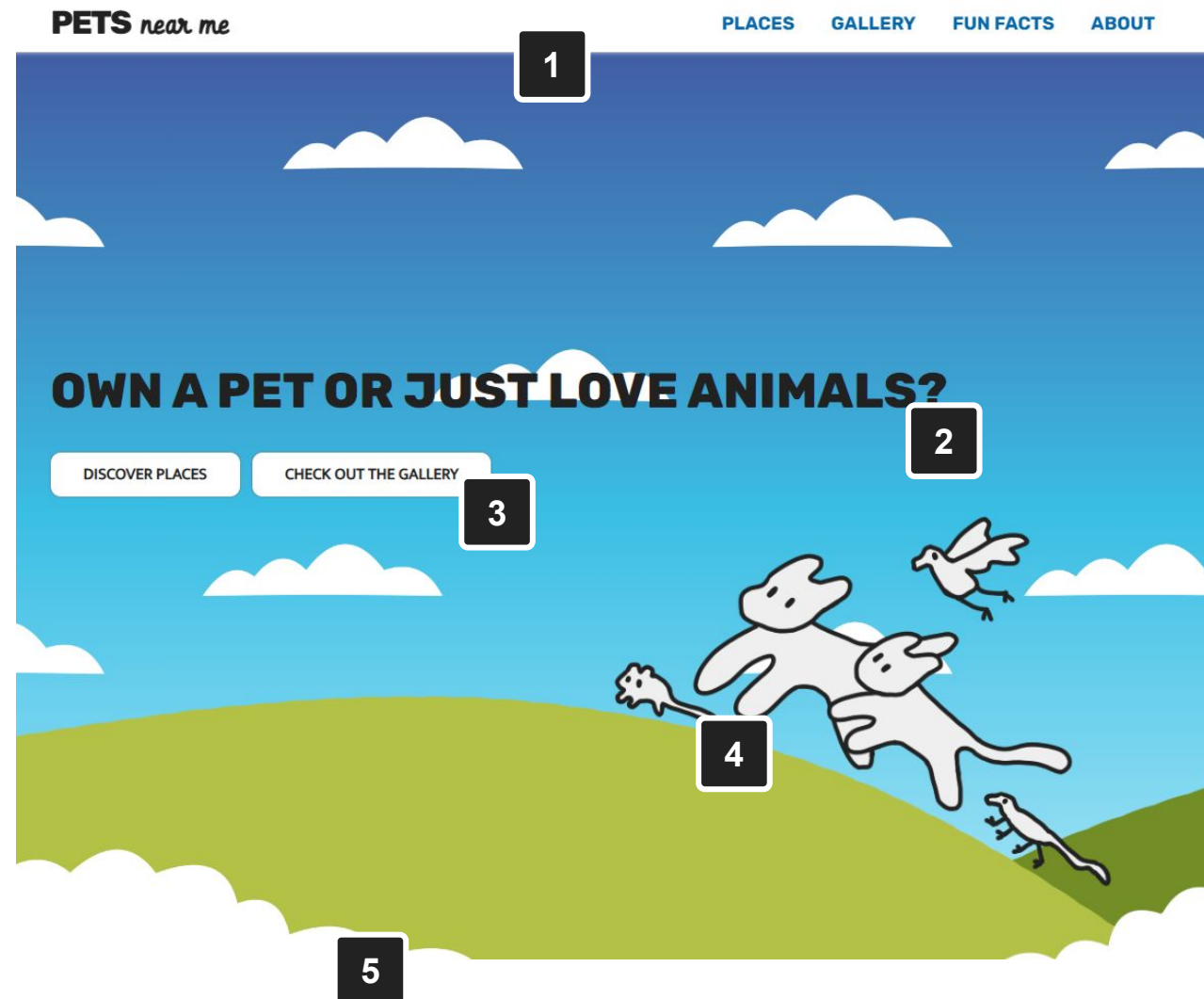
TABLET



MOBILE

## SCREENSHOTS #1

1. Colour and slight shadow of the header separates it from the content.
2. Homepage call to action in big bold header text.
3. Box shape and colour used to indicate buttons.
4. Light, fun and colourful graphics aimed towards the target audience.
5. Cloud graphics in the bottom corners break up the two sections much nicer by creating contrast.



## SCREENSHOTS #2

1. Colour and text underline used to represent links.
2. Box shapes and contrasting colours used to create separation between sections.
3. Larger font weights and sizes for headers create hierarchy and break up each section.
4. The photo of a cat creates visual interest for the target audience.
5. Icons used alongside text provides easier and more visually readable information.
6. Colour contrasts against the rest of the page to show the footer.
7. Box shape and colour used to indicate buttons.

