GIRL CODE AUSTRALIA

OVERVIEW

Girl Code Australia aims to inspire female secondary students to pursue a career in computer science, information technology and software engineering. Girl Code Australia seeks to educate and empower females with the essential skills, knowledge and confidence to thrive in technology-related industries.

As the Founder of Girl Code Australia, I am passionate about empowering and supporting females in technology. Girl Code Australia currently has an active LinkedIn and Instagram and so naturally the next step was designing a website.

AUDIENCES

Girl Code Australia has a primary target audience of female secondary students who may be interested in pursuing a career in technology.

Girl Code Australia has a secondary target audience of parents and teachers of female secondary students, who may be interested in career pathways within technology on behalf of their daughters and students, respectively.

Girl Code Australia has a tertiary target audience of institutions, professional organisations and companies who may be interested in collaborating or sponsoring the initiative, as well as graduates of computer science, information technology and software engineering, who may be interested in mentoring or volunteering with the initiative

STRUCTURE

Girl Code Australia features a relatively flat hierarchal structure for the website, consisting of five pages.

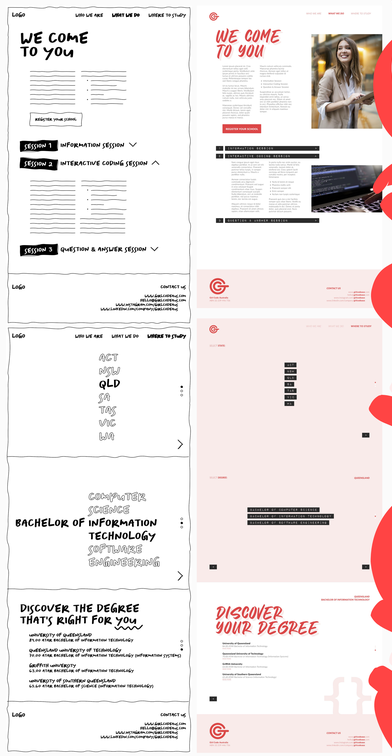
Home serves as the primary landing page for the website. At the top of every page is the Girl Code Australia logo (linking directly to Home), as well as intuitive navigation to the three secondary pages of the website.

Who We Are, What We Do and Where to Study together create a narrative, particularly for first-time users, telling the story of the who, what and where of Girl Code Australia, respectively. Who We Are simply summaries Our Mission and Our Founder. What We Do outlines the available sessions offered by Girl Code Australia. Where to Study summarises university courses for computer science, information technology and software engineering.

At the base of every page is the Girl Code Australia logo (linking directly to Home), as well as navigation to Contact Us and other social media links externally. Contact Us serves as an avenue for all communication from the website.

PROTOTYPES

Girl Code Australia was digitally sketched as a low-fidelity prototype, before a high-fidelity prototype was developed using Figma to serve as a more realistic representation of the design and functionality of the website.



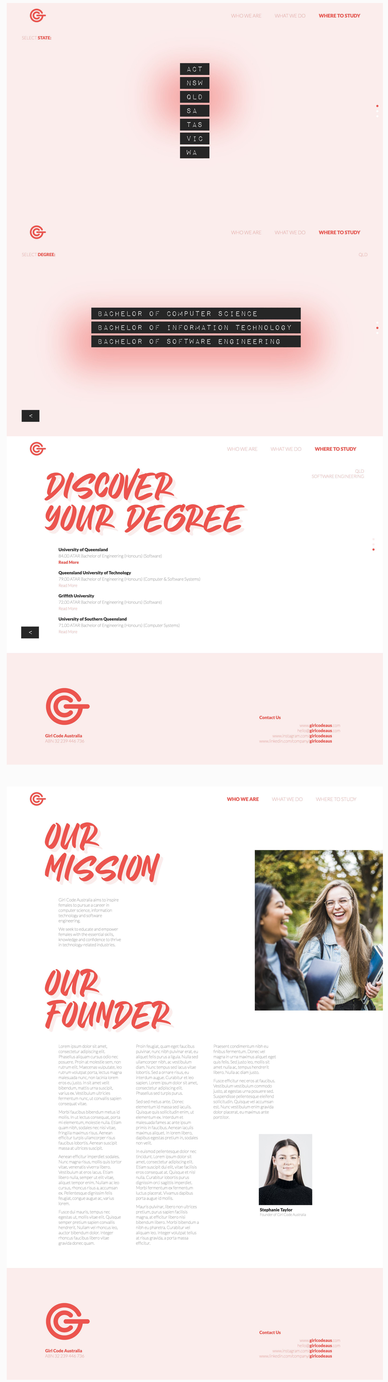
IMPLEMENTATION

Girl Code Australia was implemented using HTML, CSS and JavaScript, closely resembling the high-fidelity prototype with only minor changes to aesthetics and formatting for simplicity, e.g. margins, pictures etc.

INTERACTIVITY

Girl Code Australia was meaningfully designed with a series of interactive elements and features using JavaScript, specifically,

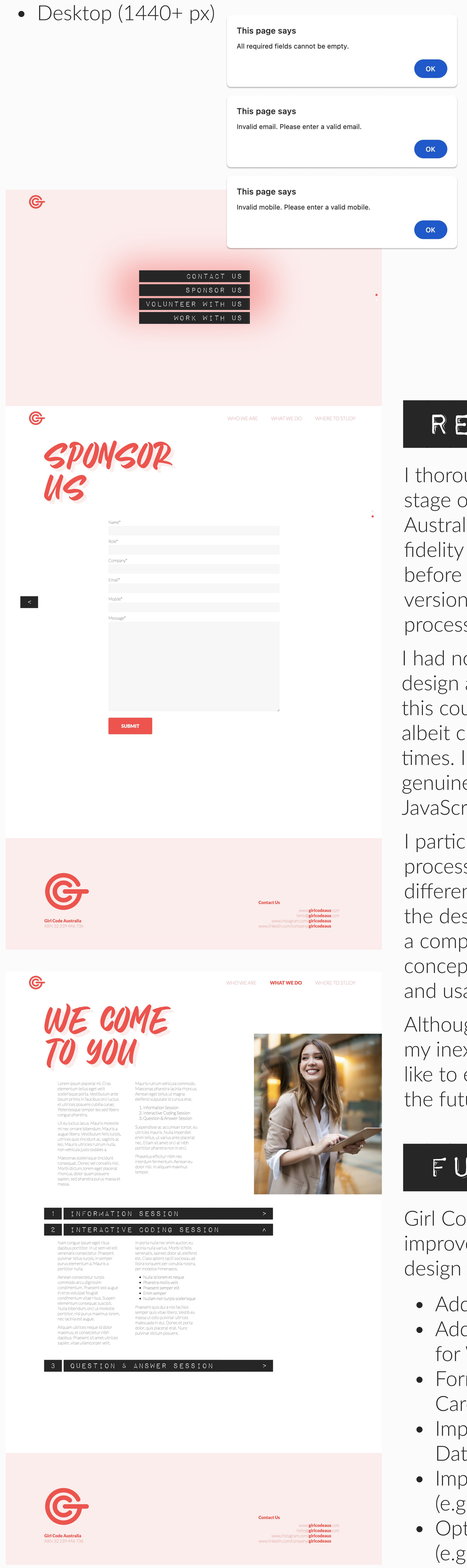
- Accordion Menu for Explore Careers,
- Accordion Menu for Sessions,
- Carousel for Hear It From Her,
- Where to Study (States, Degrees & Discover Your Degree)
- Contact Us (Intentions & Form)
- Form Personalisation (Contact Us)
- Form Validation (Contact Us)

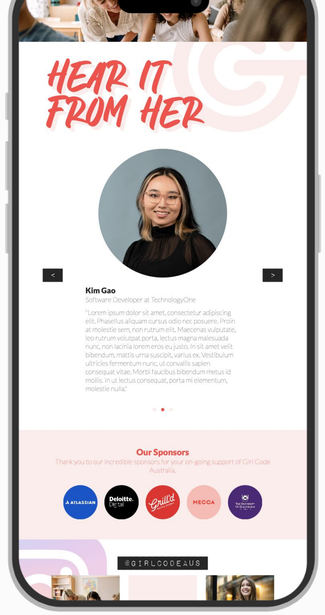


RESPONSIVENESS

Girl Code Australia was designed to be responsive and suitable for various devices, specifically,

- Mobile (375 to 767 px)
- Tablet (768 to 1023 px)
- Laptop (1024 to 1439 px)
- Desktop (1440+ px)





REFLECTION

I thoroughly enjoyed engaging in every stage of the design life cycle for Girl Code Australia, from paper sketches to low-fidelity and high-fidelity prototypes, before ultimately seeing a functioning version of the website. I found the process immensely rewarding.

I had no previous experience with website design and front-end development before this course. I enjoyed the learning curve, albeit challenging and time consuming at times. I appreciated finally gaining genuine exposure to HTML, CSS and JavaScript.

I particularly enjoyed the iterative design process, gathering data and insights from different parties to improve elements of the design. I believe this course provided a comprehensive introduction to the concepts and principles website design and usability heuristics.

Although I didn't use any plugins, due to my inexperience and limited time, I would like to explore implementing these tolls in the future.

FUTURE WORK

Girl Code Australia could contemplate improvements in the future, enhancing design and user experience, specifically,

- Addition of Events Page,
- Addition of a Questionnaire (or Quiz) for Where to Study,
- Formalisation of Content (e.g. Explore Careers, Our Founder, What We Do),
- Implementation of Back-End & Database for Where to Study,
- Implementation of JavaScript Plugins (e.g. Dynamic Scrolling),
- Optimisation of Responsive Design (e.g. Collapsible Menu for Mobile).