**Bachelor of Science (Honours) in Computing**

**Semester 3**

**Module:**

**Web Design and Development 1**

**CA2 Group Report**

**Report Writing**

**‘Plan, Design and Develop**

**a Dynamic Website’**



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**Declaration**

The above-named students declare that the content of this Continuous Assessment project is solely the work of the individuals whose name appears on this cover sheet. The work of any other authors has been cited and referenced in full.

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# Project Overview / Contributions

For the purpose of this assignment we were asked to plan, design and develop a website which included a dynamic element. An example of this it would be a product page that can view, add, update and delete products or users, etc. Each of our team members contributed to this assignment and you will find the breakdown of this below:

X00119766 Stephen Kelly:

* Index.Html
* About.Html
* Membership.Html
* Site Structure
* Storyboard : index, about, membership, products
* Report: Introduction, conclusion
* Play Framework: Transferring html, css etc into the play framework

X00126748 Aidan Dunne:

* SignUp.html
* login.html
* Products.Html(Main page)
* Storyboard : logIn, signIn
* Report: The User, Site Structure and Design
* Play Framework: Transferring html, css etc into the play framework

X00126750 Jordan Gardner:

* Equipment.html
* Supplements.html
* Clothing.html
* Play Framework: Transferring html, css etc into the play framework

# Introduction

The goal of this report is to document the process of planning, designing and developing a dynamic website. This project is a part of our Web design and development 1 module for semester 3, the CA is split into part 1 and part 2. Part 1 is further spilt into 1a and 1b.

1a involved the design of a website that meets the requirements of its intended users, defining the different user types, deciding what pages will be needed for the site and how the user should navigate them. Then using the information found to create a site structure that shows the links between the pages.

When the site structure was completed we could begin the page design, which involved creating layouts for the pages, defining the content that should be on each page and specifying the media that will be included. At this stage we have not made the pages in html, we are simply creating the layout.

Part 1b was building the site in HTML5 and CSS using the navigation, pages and page designs created in 1a. What we were building was a static version of the site, as we are going to add dynamic elements to the site in part 2. We included elements such as forms and tables that for the moment are static but will later be dynamic. At this stage we have built a site that can now be put into a Play Framework application. We use common page elements such as the navbar and footer to create a page template in the play framework.

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# The User

## Target Audience & User Types

While designing our website, the target audience that we had in-mind was ages sixteen and above. The reason we chose this age group as our target audience was, because in order to gain access to a gym here in Ireland you must be at least sixteen years old. We felt that by designing a gym website then we would appeal to a larger audience and a diverse number of users. Some examples of the users we intend to target with our website are:

* Sports Athletes
* People looking to maintain fitness and healthy lifestyle
* People looking to try new things
* Trainers
* People looking to lose weight

The User type that will access the website will be either be a Customer, a Joe’s Online Member or an Admin.

## Requirements of User

We as a group felt that meeting our user’s requirements was a very important part of our website, since they would be the people using the website. We feel that certain requirements are crucial to the user such as:

* User’s should be able to open our website in any browser.
* They should also be able to sign up or sign into their account.
* User’s should be able to navigate through our website with ease.
* Visitors to the website should also be able to purchase products.
* User’s should also be able to view our website on a mobile device.

These are only a few of the crucial user requirements we intend our website to achieve.

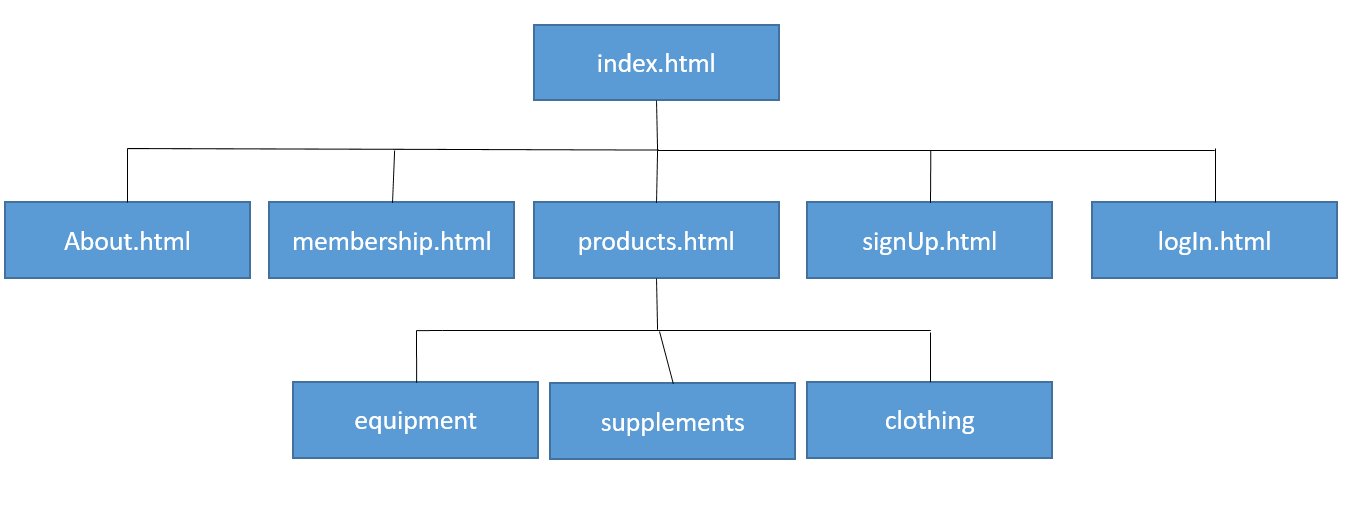
## Competitors, Strengths & Weaknesses

We have designed our website to be in direct competition if not two steps ahead our main competitor who we feel are; FLYE Fit Gyms. We feel we are in direct competition with this gym because their website is exactly what we aimed our website to replicate but only better. Some of the strengths of FLYE Fit Gym websites are as follows: 1) Functionality, 2) Navigation and, 3) Accessibility for users.

Although we feel that FLYE Fit Gyms website has a lot of great features there are also a few weaknesses to their website. One main weakness we feel that can be seen whilst using their website is the colour scheme and how dark it is on some pages but yet so vibrant on others. This can cause some users to find their website quite hard on the eyes therefore causing them to lose focus and leave the website. We see this as an opportunity to tune into what their website lacks and develop it on ours furthermore drawing the attention of users who may have left their site and seen the improvement in ours.

# Site Structure and Design

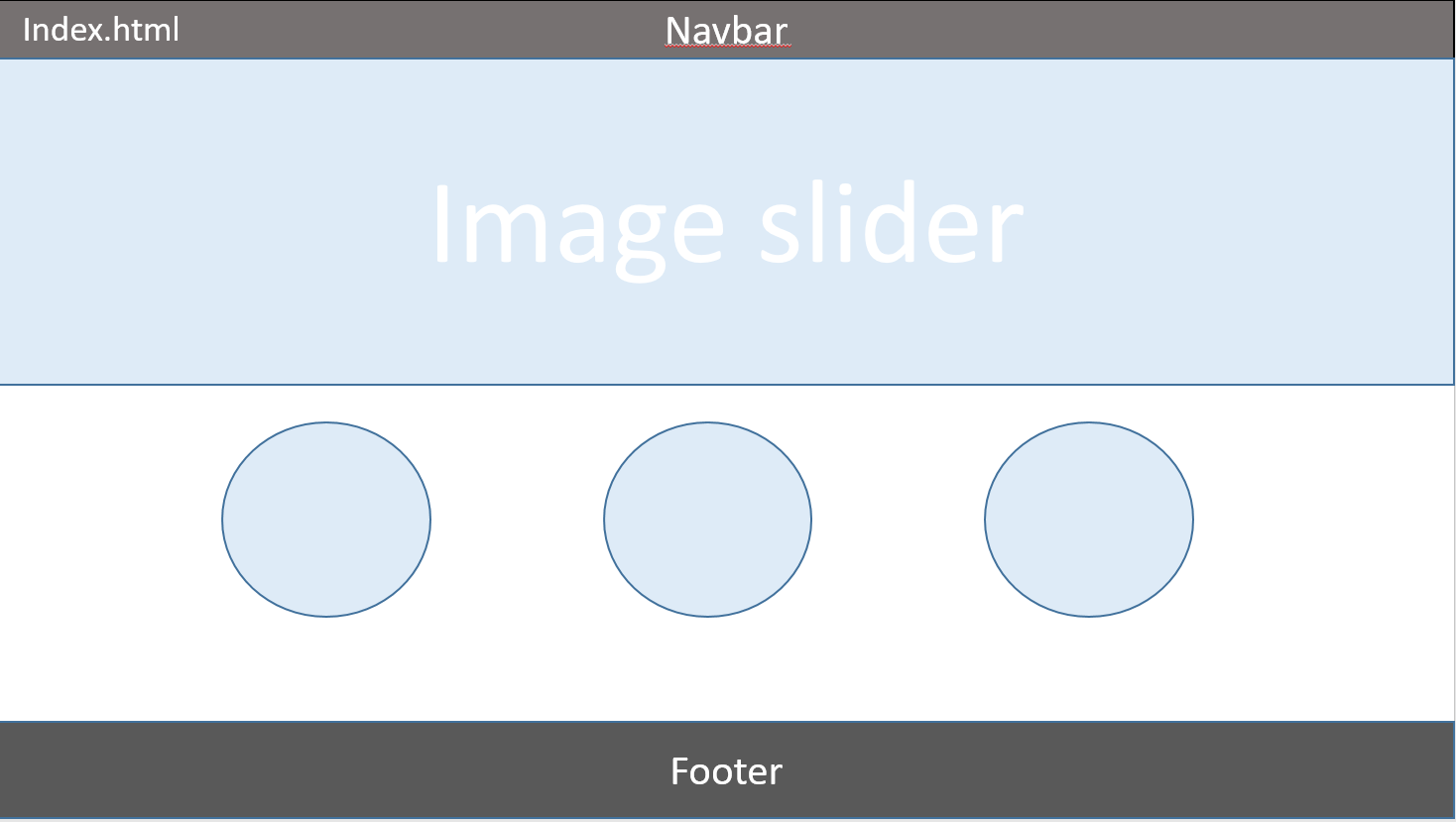
## NavigatioN



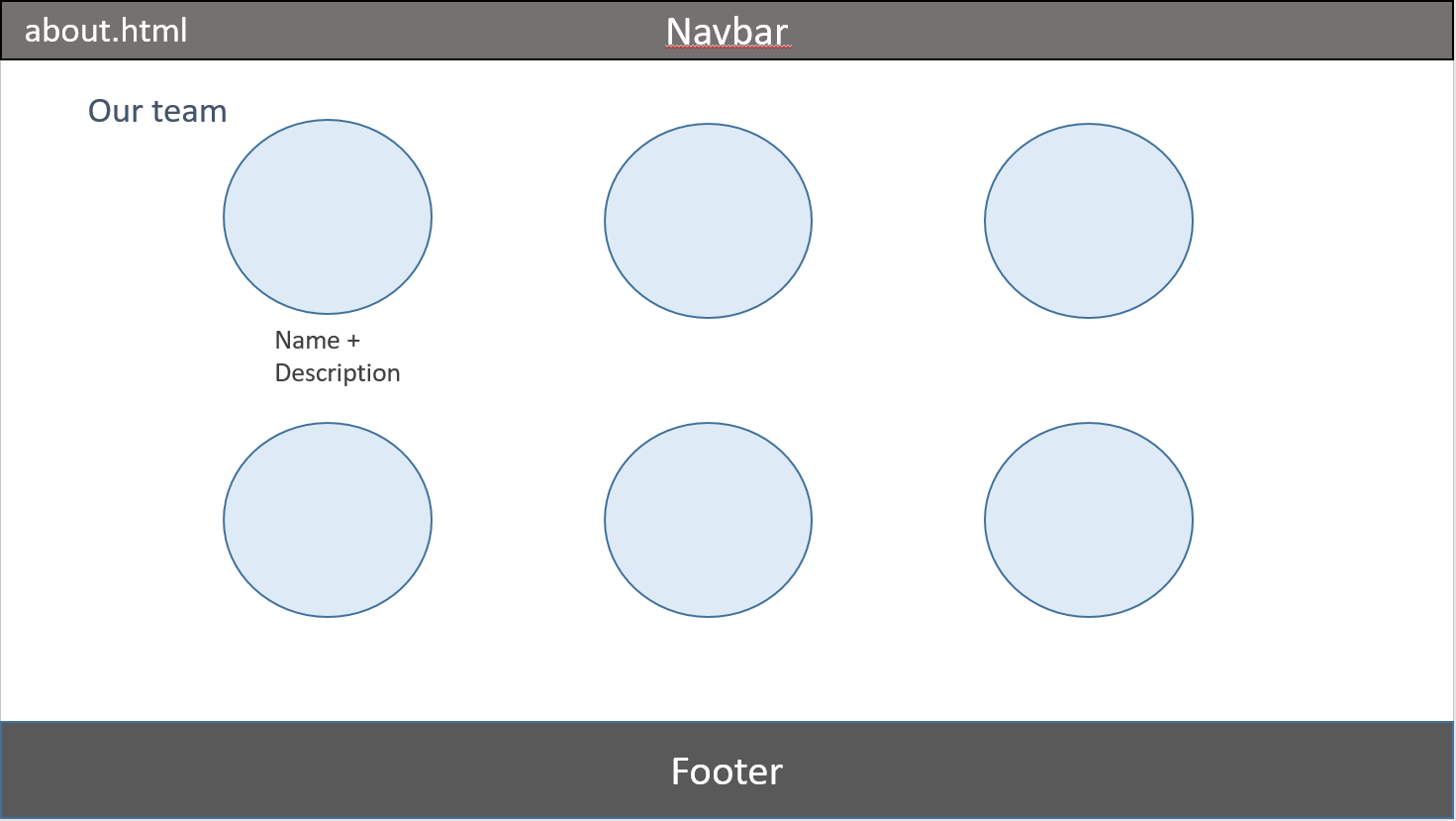
As a team we had studied other websites that related to ours and we decided to go with a similar structure to most because we felt that they suited what we as a team were aiming for. We also felt that we had the best navigation through our website which due to the fact we made it as easy as possible for the user to navigate through the website. This makes for a happier user overall.

## Page Design

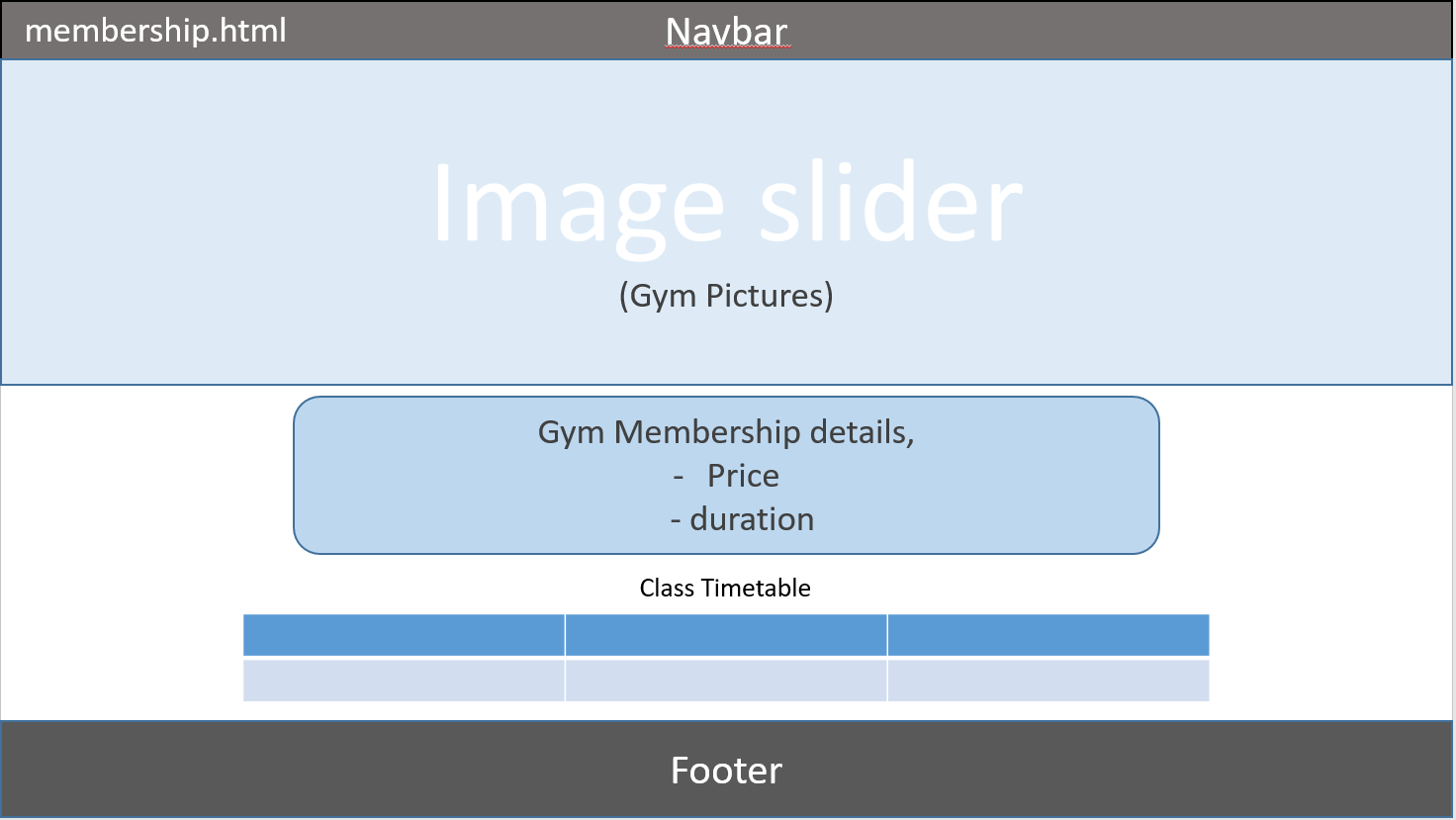
### INDEX.HTML



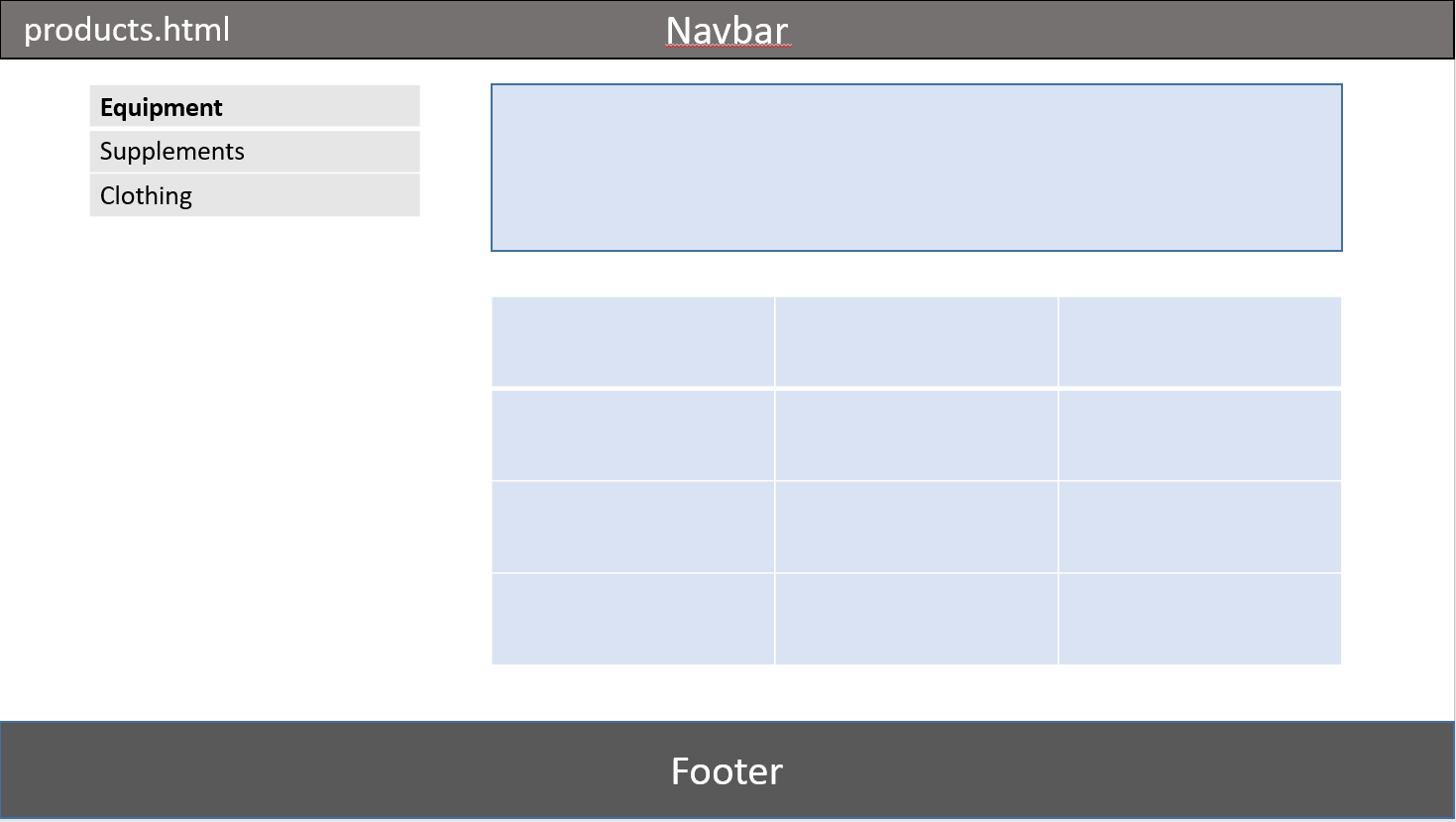
### ABOUT.HTML



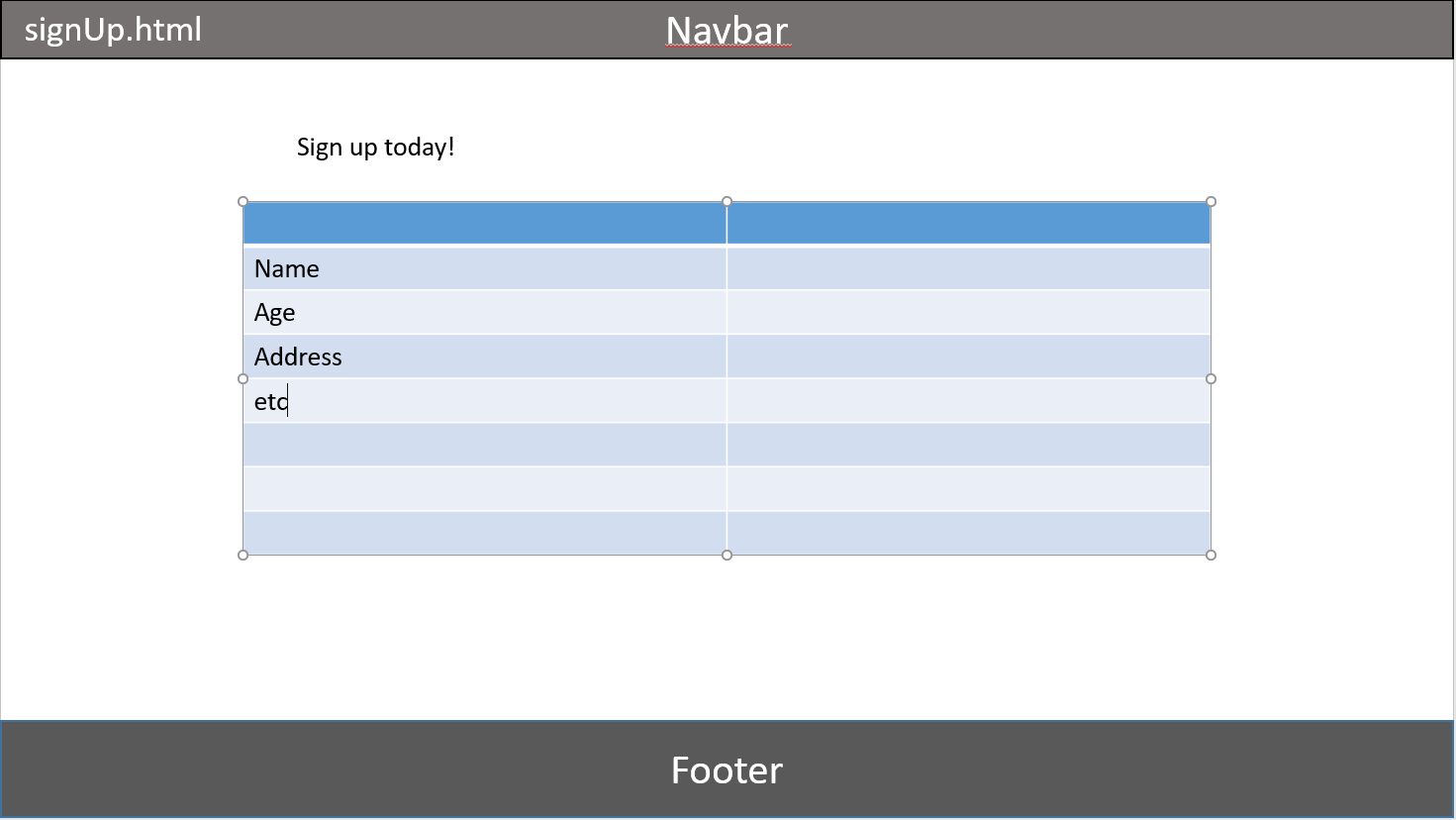
### MEMBERSHIP.HTML



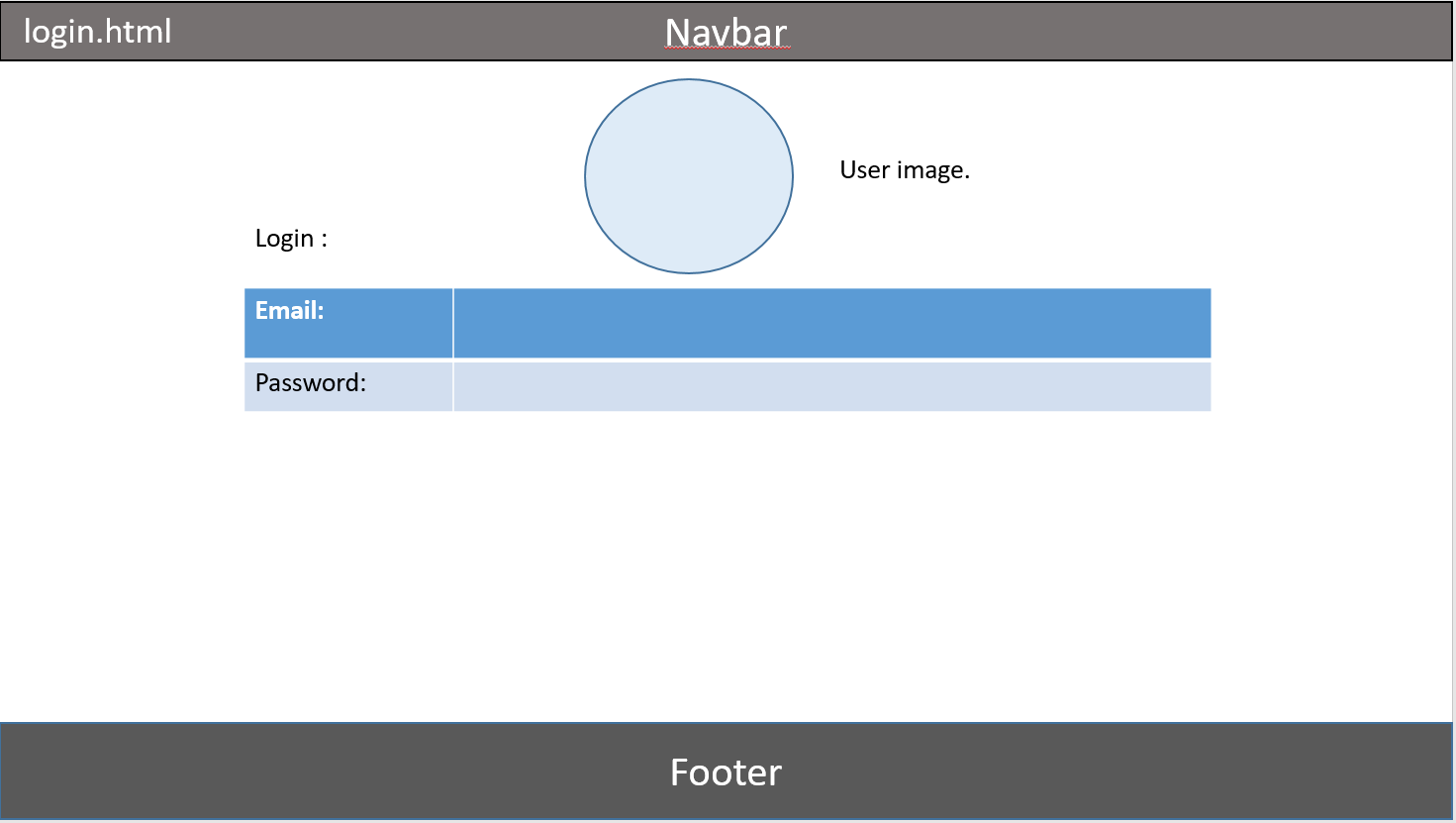
### PRODUCTS.HTML



### SIGNUP.HTML



### LOGIN.HTML



## Color scheme

As a team we knew that the colour scheme of our website was going to be a huge factor when trying to draw users to it. We looked at our competitors when trying to decided what colours we were going to implement on our website. We feel that our competitors may have lost users due to their colour scheme being quite hard on the eyes and in some cases difficult to make out.

We finally came to the conclusion that we were going to use different aspects of our competitors websites to make our website the ‘perfect website’. Our colour scheme includes a lot of black and white to make it very easy to view, we also chose this colour scheme because it gives the website a very clean cut look. We used several images throughout the website to add colour and in fact add our company’s colours(Burgundy & Yellow) but not to vibrant so the user will still be able to see everything on the page with ease.

We feel that we have chosen the perfect colour scheme for our website through studying our competitors and taking from them what works and ditching what doesn’t. We feel in terms of user friendliness we would be up there with the best out there due to the website being so easy on the eyes and easy to find your way through.

# **Conclusions**

After planning, designing and developing in part 1 of this project we have built the foundations for a dynamic website. We have formed storyboards, site structures, page designs and created a static website in the Play Framework.

We look to further build on our site in part 2, adding the dynamic elements to our forms, tables and products. Giving the ability to add, update and delete from the tables and products and allowing the different user types to log in to the site and have different privileges. We are also open to changing the site structure if the dynamic elements require it, We will add the appropriate pages to make these elements work.

We as a group have learnt a lot from part 1, and feel the whole experience has furthered our understanding of the web design and development process.