

The Treasure Chest

Open Source Web Design

Q5114161 (3877words)

RUDDOCK, THOMAS
2017

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Report

Introduction

This report will outline the development of the 2 websites the treasure chest requested, I used Wordpress and Joomla. The report will consist of information that I used to create the 2 websites, the websites that have been developed will follow very specific requirements that were provided to me.

Analysis

Statement of Purpose

The purpose of the 2 websites I am building is to attract a target audience of antique buyers or collectors. My target audience are the older demographic from 40 years old plus (**Mason, 2001**). Even though they are the audience that are more likely to buy antiques in my experience, from visiting antiques shops, and TV shows about antiques are mostly populated by the older demographic, but because I am doing an online shop on the website, with, forums and news sections I hope to pull in the new generation, because it is online. The location of the physical shop is in Frosterley which does not have a large population so having the website will improve sales on products. The sites will be viewable on multiple different devices like mobile and desktop. The design of the websites will be pleasing to the eyes for longer use of the user.

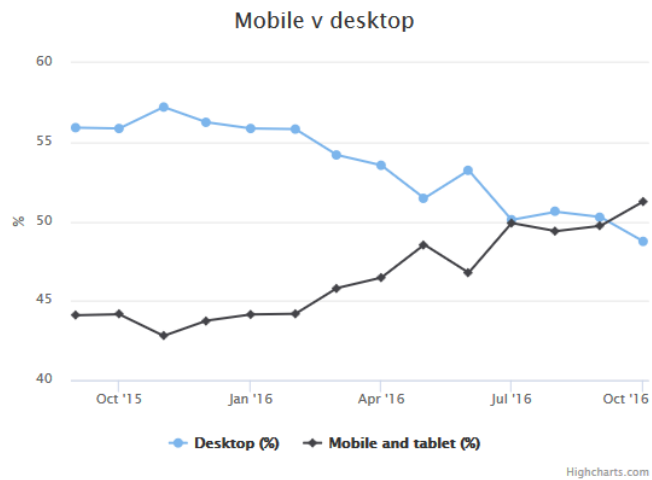
The purpose of building the website is to make the antiques that are on sale in Frosterley, more available to a bigger audience across the UK. By doing so it attracts more business to the building owner and sellers within the antique shop.

The purpose of the website is to make an easy interface for the target audience to navigate around and find what they are looking for, it will be easy for the dealers, and admins to be navigate the shop, forums and the other features.

User Analysis

The user analysis

I have done some research, hard to find the demographic in reports of papers but found one paper by Kate Mason saying the age from buy or collecting antiques are 40 years old plus, on average they're the mature section of their age range, but the Hoffman observed that in recent years the market has seen 30 years olds join in the collecting of antiques (**Mason, 2001**). So the people we are targeting are the older group as they normally have more money than the younger groups and are retired with money but since we are targeting the older demographic and trying to appeal to the young age range by having the website be developed for mobile friendly then to the desktop view. Another reason to develop for mobile first is that mobile web usage has overtaken desktop for the time (**Titcomb, 2016**).




Mobile v Desktop Photograph (Titcomb, 2016)


The users I have implemented into the websites are the three admins that are given to me, they are admin April Schauer, admin Mike Raffone and admin Tamara Knight. Each one of these admins will have different roles and permissions for the website for example not allowed to mess with template, install plugins, edit and delete articles etc. Then I have put three dealers into the website where they can make, comment in forums, and news articles. They also have products in the online store with description, price and images.

The people that will be using the website I will be putting two user persona's showing the average or not so average antique collector.

User Persona 1

Image	 <p>(N/A [1], 2017)</p>
Name	Richard Williams
Age	67
Job Occupations	Retired, President and Chief Executive Officer
Antique interests	Religious and Furniture antiques
Environment	Will use the internet to make the purchases

User Persona 2

Image	 (Barnard, 2016)
Name	Diane Sawyer
Age	50
Job Occupations	Social Worker
Antiques Interest	Oriental and Glass ware
Environment	She lives near the shop in the village so she will check the website to see if there is anything to buy then walk to the shop and save money on delivery.

The two personas above are what the target base is for the antique markets, but there will be lots of other types of people that buy antiques, just pointing these are the two that you will find one with a budget and one with endless money.

Primary Audience that this website is aiming for are the 50-year-old plus as they are more mature and want to collect history or turn their hobby in to collecting full time, if they are retired.

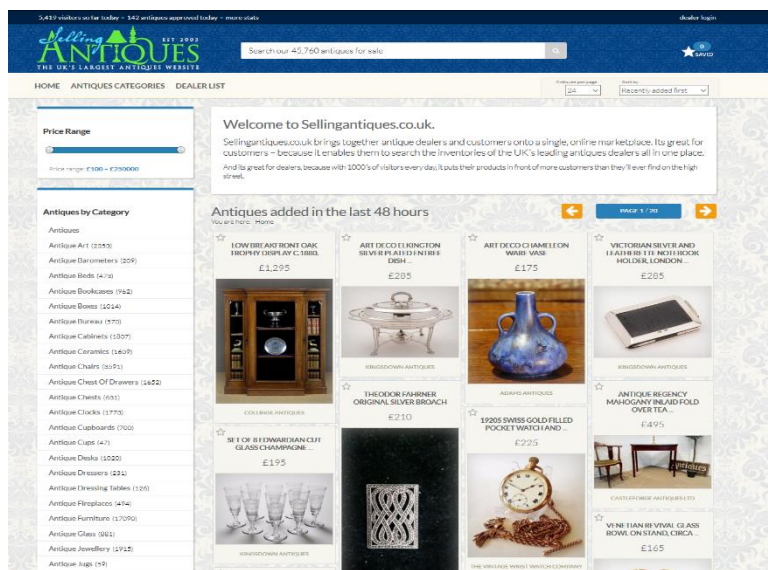
Secondary Audience will include the people who are interested in collecting antiques, but is a hobby, but would be inclined to visit the store or other antiques store, but they can use the internet for as the age range of the secondary audience is the middle age or late 30's.

A summary of primary and secondary audience shows that there are all kinds of people that buy antiques to collect or a hobby.

Market/ Competitive analysis

I will be searching the internet and using Firefox, to find online antiques store with a shop based system implemented.

The First website that is developed are the shop sellingantiques (www.sellingantiques.co.uk/) as that is the only thing the website shows is the products, dealers list and the categories for the antiques. The website is a well laid out website, with thousands of products for sale, so it must have a very good system it is running of. Very user friendly and easy to navigate. Out of 10 points I would give it an 8.5 out of 10, only because the only thing the website does is sell it has no other features and which could make it one of the best antiques selling website on the market.



(N/A [2], 2003)

Online Galleries

by Interiors Company


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[CLOCKS](#)
[COLLECTIBLES](#)
[ALL ANTIQUES](#)

DEALER DIRECTORY




SMALL GEORGE III PINNELBACK MAHOGANY BACHELORS CHEST

ANTIQUE FURNITURE




NIEMÖLLER PORCELAIN ANTIQUE MAROON SILK CHAISE LONGUE

ANTIQUE CERAMICS & PORCELAIN



ANTIQUE VICTORIAN STERLING SILVER COFFEE POT, LOUIS XV STYLE

ANTIQUE SILVER




OIL PORTRAIT OF DAVID & PUA VAHIA, A QUARTER-CIRCLE OF THE JOSHUA REYNOLDS

FINE ART

ART & ANTIQUES FOR SALE

SILVER



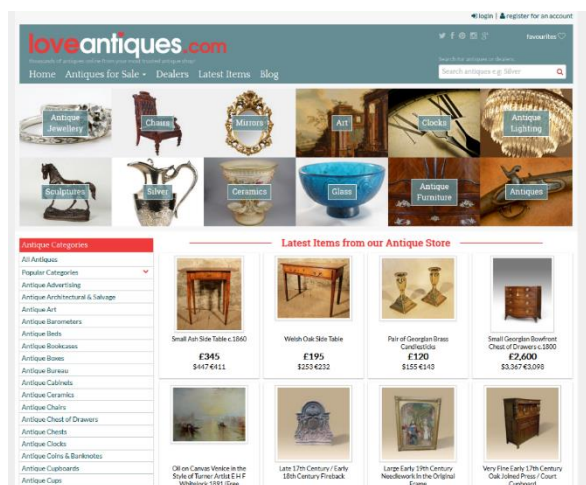
FEATURED DEALERS

[Celia Jennings](#)
[Dagmar Weintraub](#)
[Elizabeth](#)

[Elber Gatarie](#)
[Garnier](#)
[Antique Silver](#)

[Frank Portledge](#)
[Rosen](#)

Finally the last website that was looked at was Love antiques (<https://www.loveantiques.com/>) this websites is similar to the selling antiques websites, the colours don't match and feel warm with each other in my opinion, it has different currency displayed which the other two do not, so people from America and euro can buy from here without converting the currency. Over all it is a nice website just needs the colour to match better but it could be better for people to don't live in the UK as it shows it will deliver to any of the countries provided. This is a total of 8 points as it can be laid out better, with matching colours and a better navigation/ categories bar.

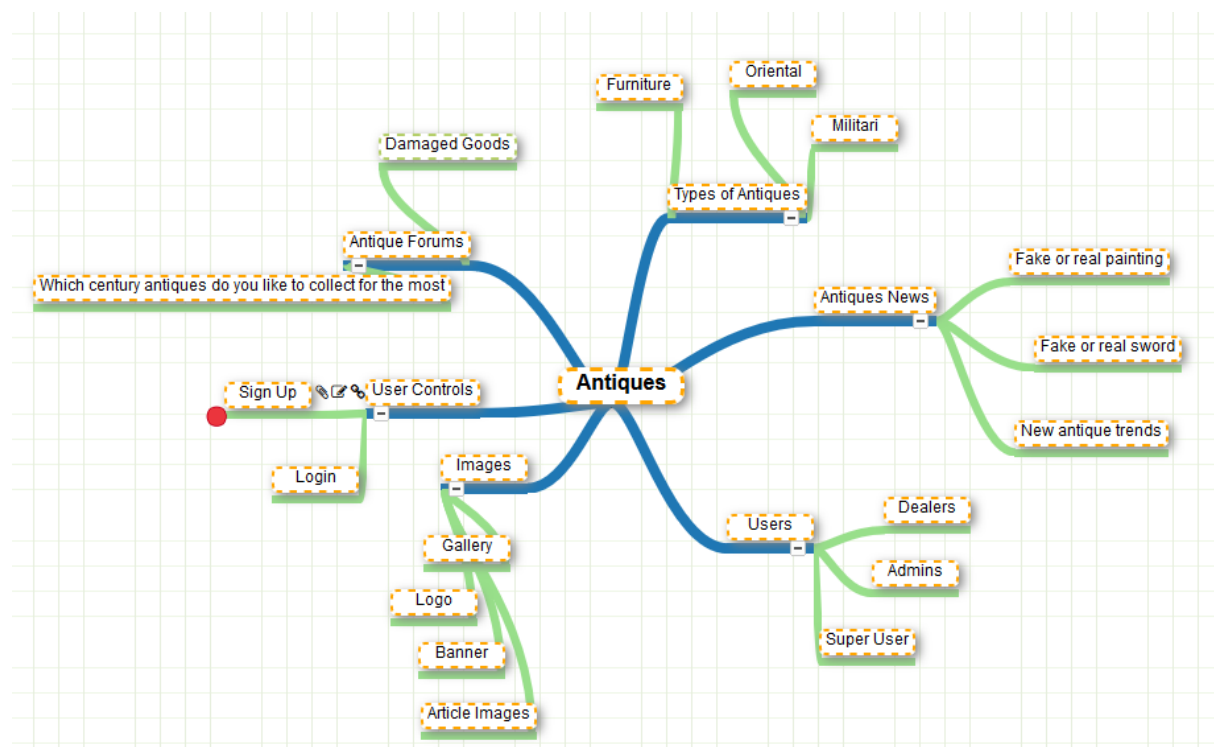


(N/A [4], 1992)

Conclusion

The three websites that are displayed above are the same type except one, they only want to sell antiques and the online galleries site only has upcoming events that change them from other two. So the two websites I have developed on Joomla and Wordpress have additional content that will make it stand out from the rest of the online antiques selling sites. The extra features which have been implemented are a news page, forums and a gallery of all the product not just the store. But overall they are the best sites for selling antiques as you can see they have thousands up on thousands of products for sale and any one time.

Content Map



The content map above shows and represents the bulk of the data that is included in the WordPress and Joomla websites. The sections that have been listed in the blue line are the main headlines for the data. Which are types of antiques, antiques news, users, user controls, images and antique forums, they are the head before the content is accessed and showed with the green lines.

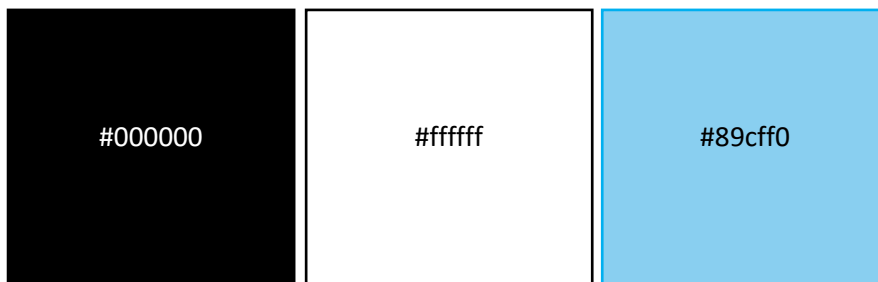
Design

Visual style ideas

This section will show the logo that has been chosen to be used on the two websites. The inspiration that was used to make this logo is the word antiques, old paper and treasures come to mind so I used an old scroll with the website name inside (The Treasure Chest), the banner next to the logo with a diamond with its own slogan (own a masterpiece if now... when?). To me this shows that the website is a place for all price ranges meaning you can buy any type of antique if you have the or lack of money.



The colour scheme is based off the logo and banner on the Wordpress website the colour code is shown below. The background was black, the text was white and had the links in blue. The scheme that was chosen for the WordPress site was a dark panel layout, the text was white which is pleasant on the eyes and the blue draws you to another page with the link. Font size used is 14px and the font is sans-serif.



For Joomla the colour scheme has changed it has a dark brown pattern background and a white background for the main text body, the text is black this time with the links been grey to be pleasing to the eyes and draw you to another page or content. The layout is different to the WordPress as this site is a light theme to pop out from the dark background. The font that was used is Arial and the font size is 12px. Which suites the size and layout of the website.



Moodboards

The Moodboards will show you the inspiration that was used to create the websites. There will be two Moodboards one for WordPress and One Joomla, only because the two websites are different to each other's, I developed a dark theme and a light theme.



The Moodboard above is all the colours, designs and style that I believe this helped me complete the WordPress site.

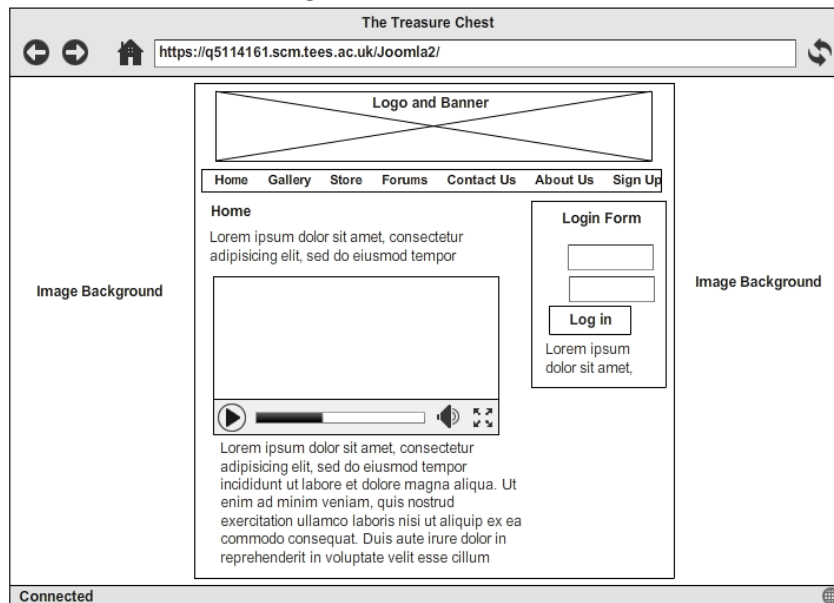


This Moodboard is a little different in the colours used and shows that the two website will look different but similar.

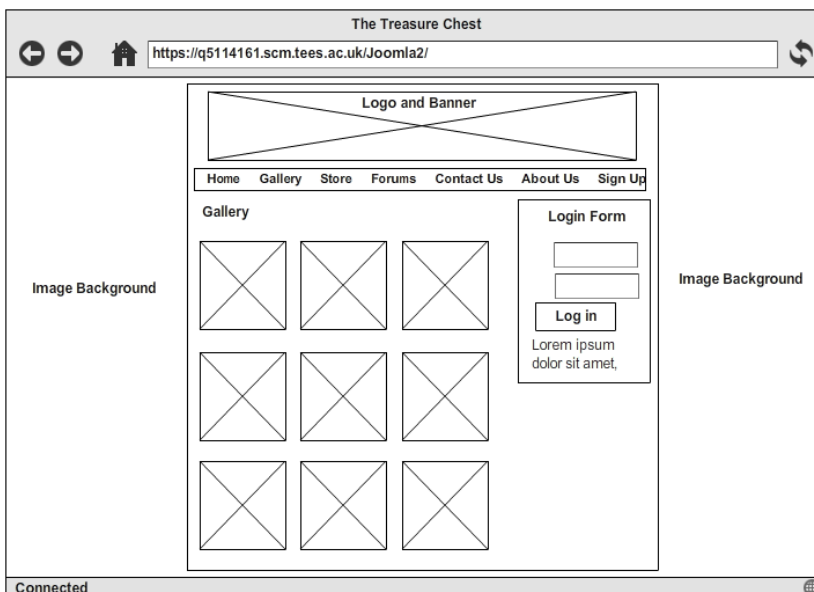
Wireframes

This section of the report will show the designs before they were developed and implemented, the program which was used is mock flow, and the design is in low quality.

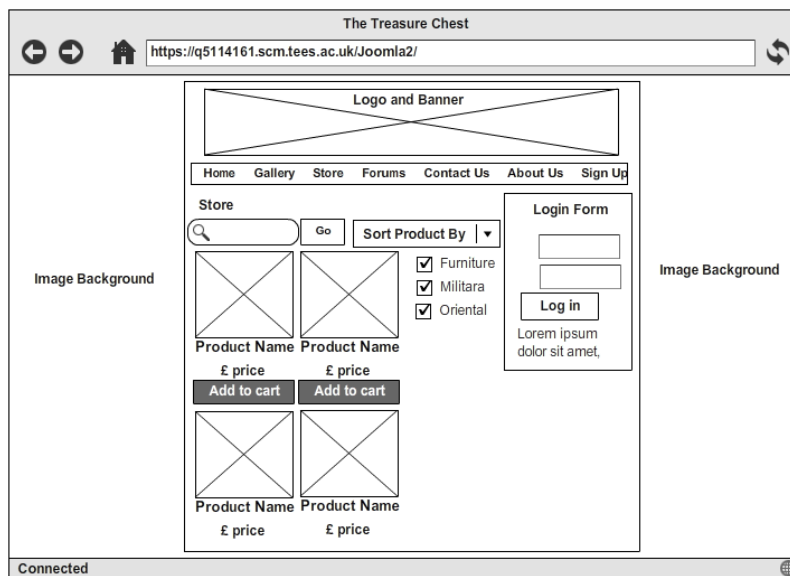
Wireframe 1. Home Page



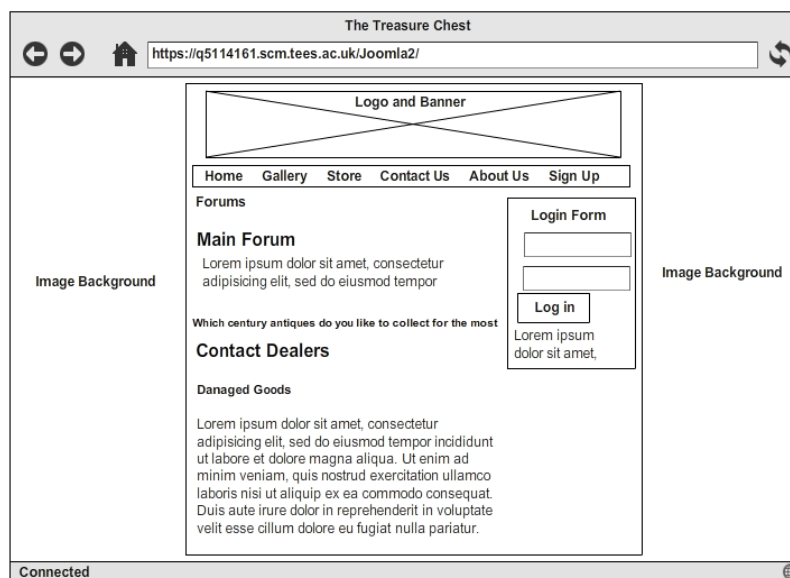
Wireframe 2. Gallery Page



Wireframe 3. Store Page



Wireframe 4. Forums Page



Wireframe 5. Contact Us Page

The wireframe shows a web browser window titled "The Treasure Chest" with the URL "https://q5114161.scm.tees.ac.uk/Joomla2/". The page layout includes a "Logo and Banner" placeholder at the top, followed by a navigation menu with links: Home, Gallery, Store, Contact Us, About Us, and Sign Up. The main content area is divided into two columns. The left column, labeled "Image Background", contains a "Contact Us" form with the heading "feel free to contact us if you have a questions". The form fields include "Name *", "Email *", "Country *" (with a "Select Country" dropdown), "How did you find us? *" (with radio buttons for "Social Networks", "Web Search", and "Recommended by a"), and "Message *". A "Send" button is at the bottom right of the form. The right column, also labeled "Image Background", contains a "Login Form" with two input fields, a "Log in" button, and the text "Lorem ipsum dolor sit amet,". The browser's status bar at the bottom shows "Connected".

Wireframe 6. About Us Page

The wireframe shows a web browser window titled "The Treasure Chest" with the URL "https://q5114161.scm.tees.ac.uk/Joomla2/". The page layout is similar to Wireframe 5, with a "Logo and Banner" placeholder and a navigation menu: Home, Gallery, Store, Contact Us, About Us, and Sign Up. The main content area is divided into two columns. The left column, labeled "Image Background", contains an "About Us" section with the heading "About Us" and a paragraph of Lorem Ipsum text. Below the text is a "Map Location" placeholder showing a street layout with "1st Street" and "2nd Street" labels. The right column, also labeled "Image Background", contains a "Login Form" with two input fields, a "Log in" button, and the text "Lorem ipsum dolor sit amet,". The browser's status bar at the bottom shows "Connected".

Wireframe 7. Sign Up Page

The Treasure Chest

https://q5114161.scm.tees.ac.uk/Joomla2/

Logo and Banner

Home Gallery Store Contact Us About Us Sign Up

User Registration
 * Required Field
 Name *
 Username *
 Password *
 Confirm Password *
 Email Address *
 Confirm Email Address *
 Register Cancel

Login Form

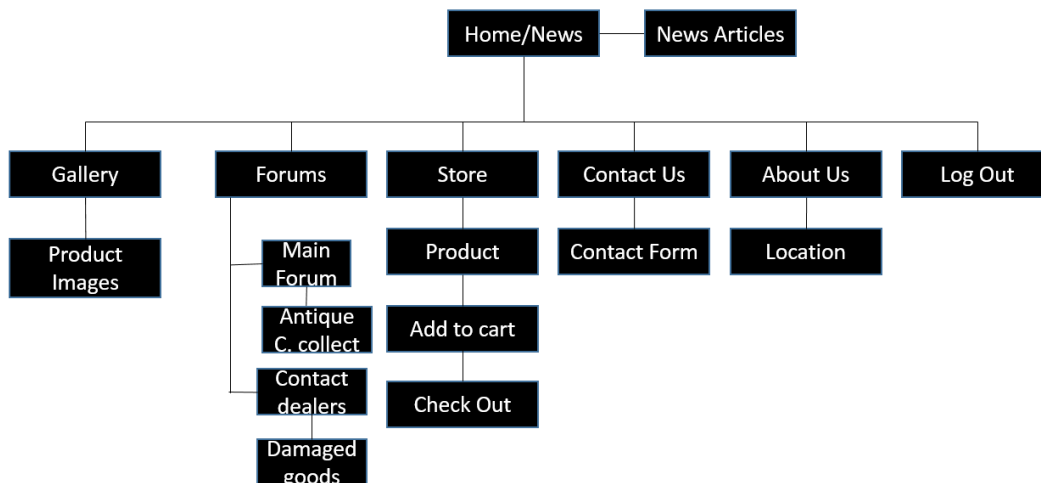
 Log in
 Lorem ipsum dolor sit amet,

Image Background

Image Background

Connected

Navigation maps / structure charts



The navigation map shows how the website for Joomla and WordPress has been set out, it shows you how it operates and shows where the content is located.

Joomla Site Development

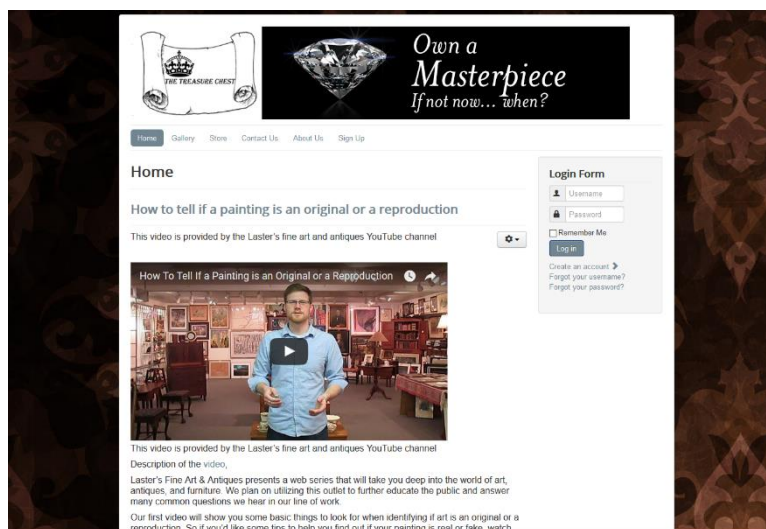
The Joomla site was demoed to the tutor on the 5th May 2017. All of the images used in this section of the report has been uploaded to Thomas Ruddock's personal journal area.

Description of the site and functionality

This section will talk that is on the page and what the functionality is like. The colour scheme for all pages are dark brown, white body, black text and grey links.

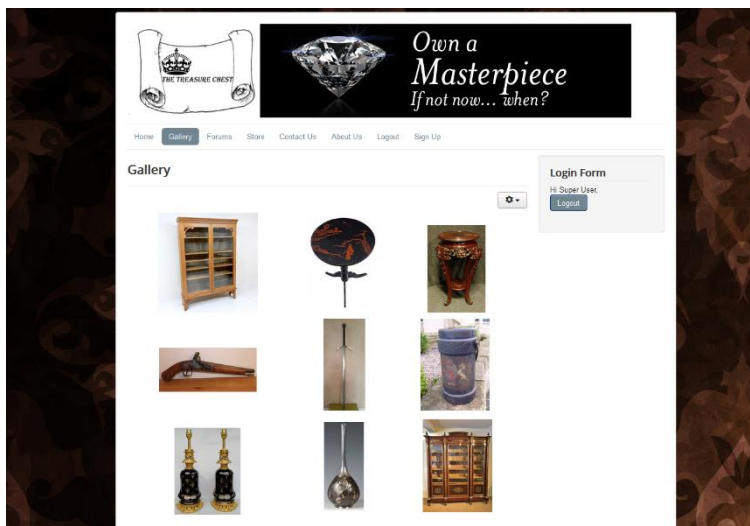
Home Page

The home page starts with the logo and banner spanning across the top of the page, under that is the navigation bar. After that is the news articles or posts. The page will show the most recent post in full view and the rest in columns, but just clicking the post will open it for the user. On the right of the page is the login form for the user to log in and log out quick.



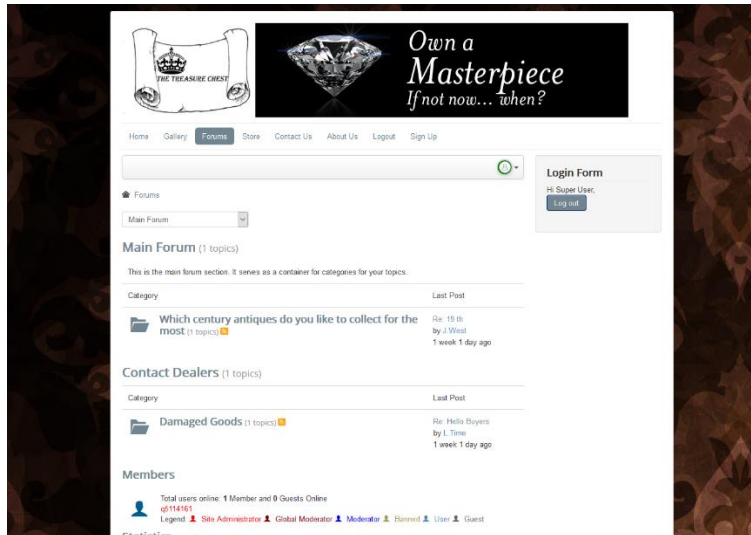
Gallery Page

The gallery page again starts with the log and banner across the page, then the navigation bar, then the images of the products and displayed in the body of the text, only have nine images in row and columns of three. If you hover over the image and tag will show telling you the product name, if the image is clicked it will bring you to the product in the store.



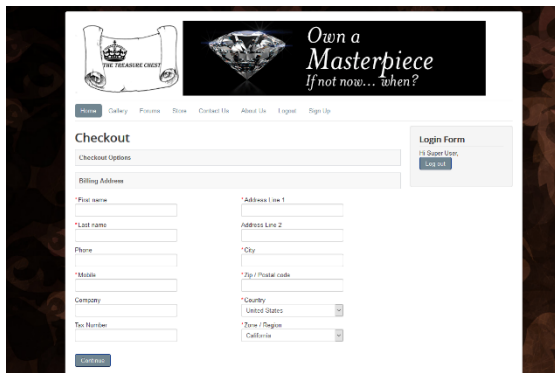
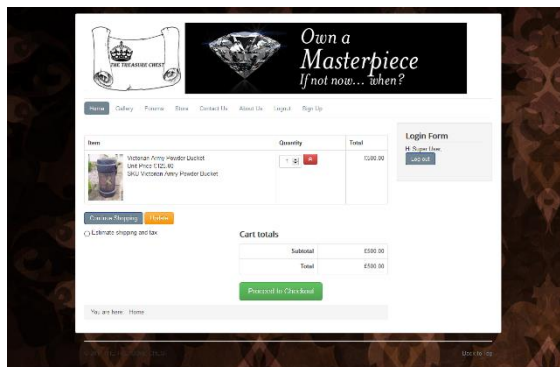
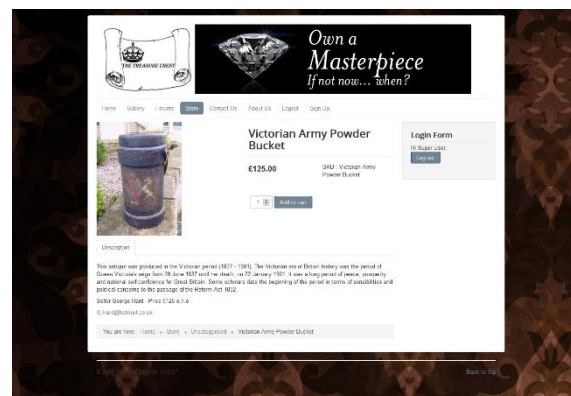
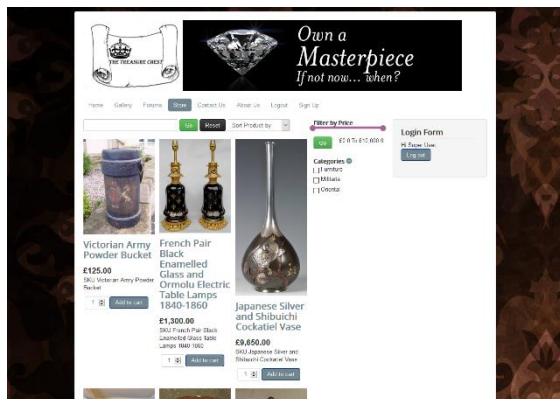
Forums Page

The forums page starts with the log and banner, then to the navigation bar. Then the forums are on the main body there are two main forms, one for collectors to talk and one for damaged good when the product is shipped. When the user opens the forums they can see the comment and replies from other people.



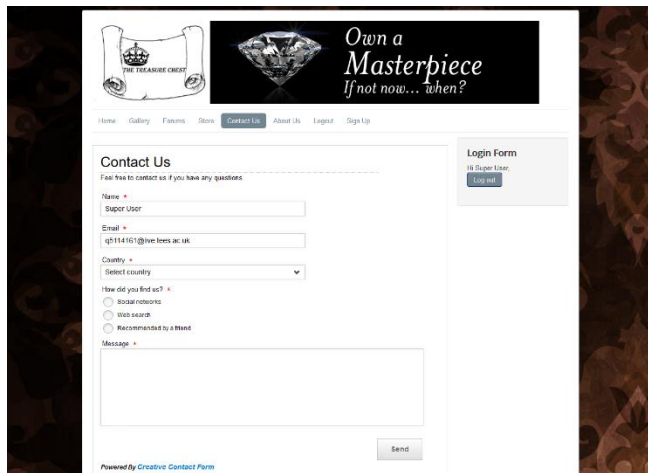
Store Page

The store page is the online shop and it starts with the log and banner along the top of the page then the navigation bar. Then it shows the products for sale in columns of three. It has a search bar to search the products description to see if the products have that in them, next to that is the filter by price slider, still helps the user decided on how they are willing to spend on an antique. Then it has three categories each products is sorted into one of these categories furniture, Militaria and oriental. Once the user has clicked on an item to buy it will bring them to the description of the item, with images, price and add to cart option. Once added to cart, it will bring the buyer to another page, with three buttons continue shopping, update and proceed to checkout. It will then ask the buyer for the details to buy and deliver the item.



Contact Us Page

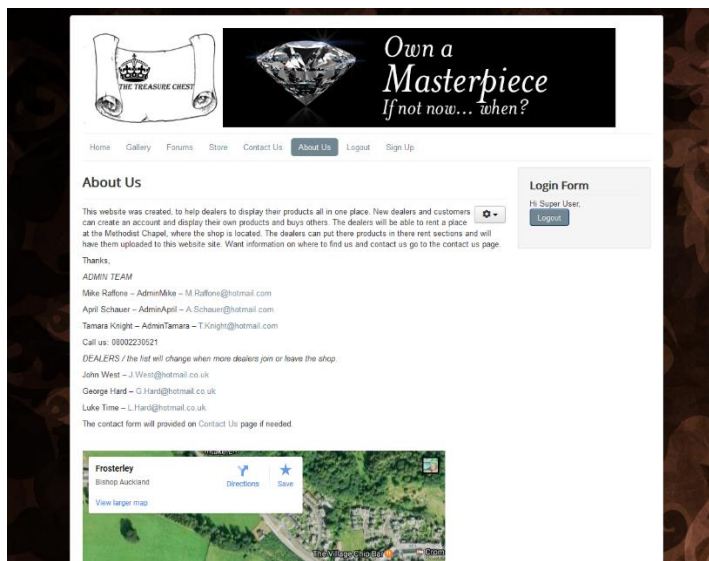
The contact us page is very simple start with the log and banner then navigation. Then has a plug-in which is a contact form, the field it is asking for are name, email, country, how did you find us? And message with a send button.



The screenshot shows the 'Contact Us' page of 'The Treasure Chest' website. At the top, there is a banner with a crown logo and the text 'Own a Masterpiece If not now... when?'. Below the banner is a navigation bar with links: Home, Gallery, Forums, Store, **Contact Us**, About Us, Logout, and Sign Up. The main content area is divided into two columns. The left column contains the 'Contact Us' form with the following fields: Name (with a dropdown arrow), Email (with a dropdown arrow), Country (with a dropdown arrow), How did you find us? (with radio buttons for Social networks, Web search, and Recommended by a friend), and a large text area for the Message. A 'Send' button is at the bottom right of the form. The right column contains a 'Login Form' with the text 'Hi Super User.' and a 'Logout' button. At the bottom left of the page, it says 'Powered By Creative Contact Form'.

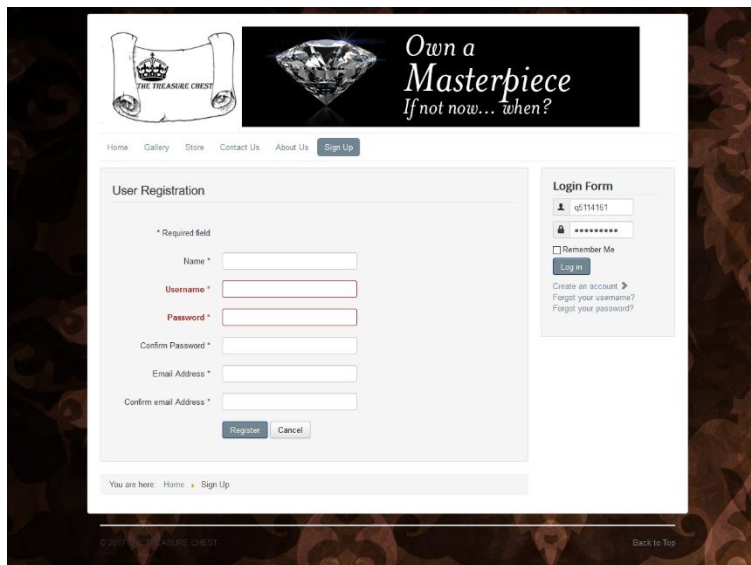
About Us Page

The about us page starts with log and banner, then navigation bar. On the main body has a description about The Treasure Chest, then the admin team and dealer with emails, then an embedded map to the physical shore with opening times under that.



Sign Up Page

Finally the sign up page has the logo and banner across the top with the navigation under that, then in the body it has the user registration form with the fields name, username, password, confirm password, email address and confirm email address. It then has register and cancel as buttons.



The screenshot shows the 'Sign Up' page of a website. At the top, there is a logo for 'THE TREASURE CHEST' and a banner with a diamond and the text 'Own a Masterpiece If not now... when?'. Below the banner is a navigation bar with links: Home, Gallery, Store, Contact Us, About Us, and Sign Up. The main content area is divided into two sections. On the left is the 'User Registration' form, which includes fields for Name, Username, Password, Confirm Password, Email Address, and Confirm email Address. Each field has a red asterisk indicating it is required. Below the fields are 'Register' and 'Cancel' buttons. On the right is the 'Login Form', which includes fields for Username and Password, a 'Remember Me' checkbox, and a 'Log in' button. Below the login form are links for 'Create an account', 'Forgot your username?', and 'Forgot your password?'. At the bottom of the page, there is a breadcrumb trail 'You are here: Home > Sign Up' and a 'Back to Top' link.

Meeting the requirements

Home Page

The home page displays the articles, with news, how to spot fake antiques and antique fashion. These were required for The Treasure Chest that was set in the brief. The posts are visually pleasing to the website and can be viewed in mobile form too.

Gallery

The requirements were met on this page too, the page had images with tags when hovered over and took you to the store when clicked.

Forums

The requirements set for the forums page have been achieved as well, where only registered users can comment on the forums and only people who are logged in can see the forums page on the navigation bar.

Store

The requirements that were requested were to have a store with products in three categories and a checkout page where you can buy the item. The plug-in that helped me to complete the requirement was J2store.

Contact Us

The requirements from the brief have been met by having a contact form which was a plug-in by creative contact form.

About Us

The about us requirement was to have information about the treasure chest and an embedded map.

Logo

The logo is a black and white scroll with the store name written in it, with an inspirational quote next to it. A logo was required by the brief.

Responsiveness

The website is very responsive from the desktop to mobile, half screen then mobile. Which was asked for from the brief.

Implemented Specific Functionality

Store / Online Shop

The shop lets the user see the products displayed, see their description, add to cart, remove from cart and fill their data in the checkout form to confirm their purchase. The plug-in that was implemented on this site is the J2Store.

Contact Us Form

The contact form will allow the user to contact the admin team by filling in the fields. The plugin that was used is the creative contact form.

News / Articles

The content used for this was provided and easily found on the internet, but some have videos and hyperlinks to the original article, the videos used iframe code to display the videos.

Website Felling

The look and feel of the site are in their Beta stages, the site used a child of twenty sixteen theme. The colour scheme are dark brown, white, black and grey.

Responsiveness

The website responded to the size of the internet window and works on mobile.

Site Administrators

Admins

There are three admins all with different levels of roles they can do, this was asked for in the brief. So once admin can do a certain role on the site.

Needs of end users

Users

The users are able to do what the brief wants or does not want them to do, like buy items, comment on forums, respond with the contact form and sign up.

How problems were overcome

The difficulties came from the learning of the site and how to use and where the features are and how to use them. Once that was figured out it was easy to finish the website on what the brief needed for the treasure chest site on Joomla.

WordPress Site Development

The WordPress site was demoed to the tutor on the 10th March 2017. All of the screen shots used in this section have been uploaded to Thomas Ruddock's personal journal. All the colour scheme used in this site is dark, to make it easy on the eyes for extended use, using black background, white text and blue links, but the store has a white background and black text.

Description of the site and functionality

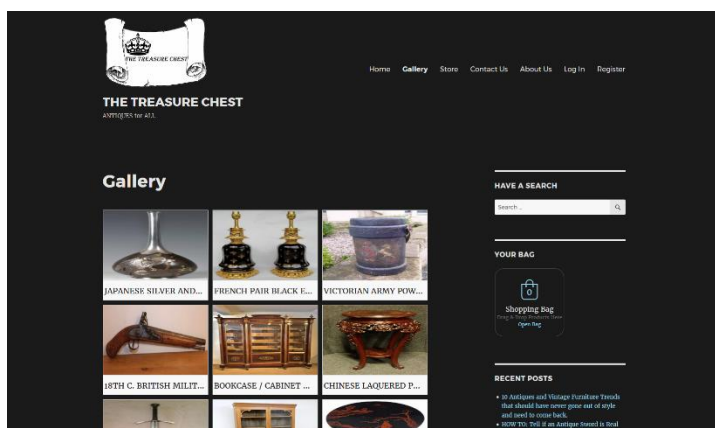
Home Page

The Home page has the logo in the top left of the page to the right is the navigation bar, then the content displayed below this page has the news articles and post on, include images, hyperlinks and videos. To the right side of the page is the quick links.



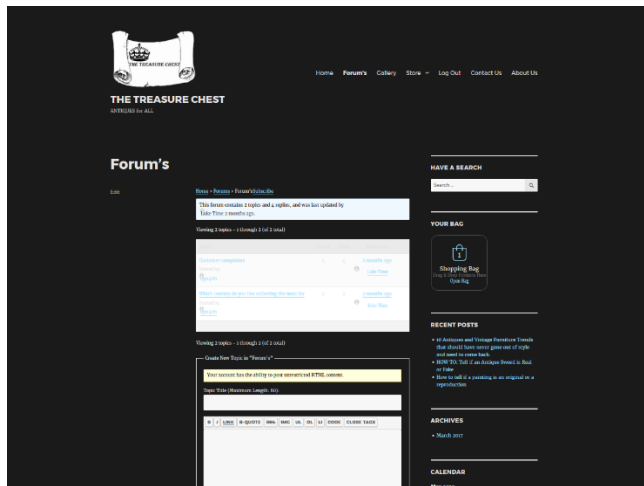
Gallery Page

This page has the logo in the top left, navigation bar to the right and the images of the products displayed below in columns and rows of three. Clicking the image brings a pop up with info and a load more button going to the item in the store. The quick links are to the right again. The plug-in used is photo gallery WP.



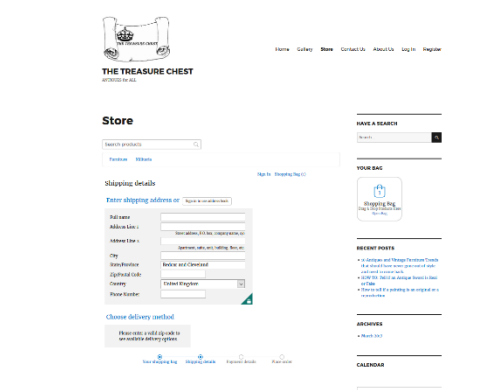
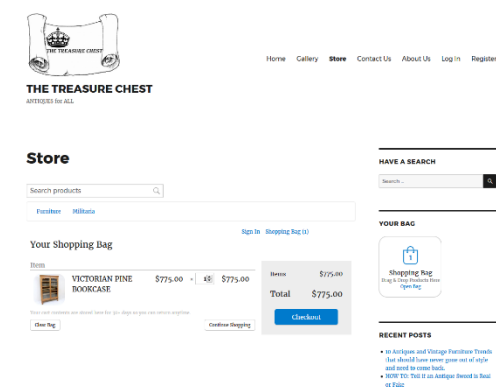
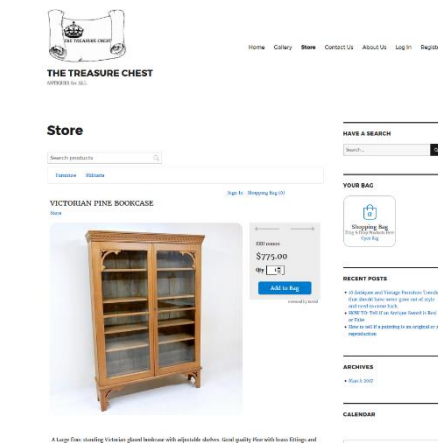
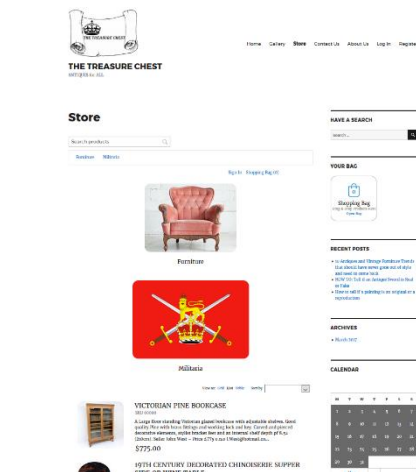
Forums Page

The forums page starts with logo and navigation at top of page, then the forums plug-in on the body with two forums, where the registered user can use to comment and reply and gives you the option to create another forum of topic. The plugin used are bbPress.



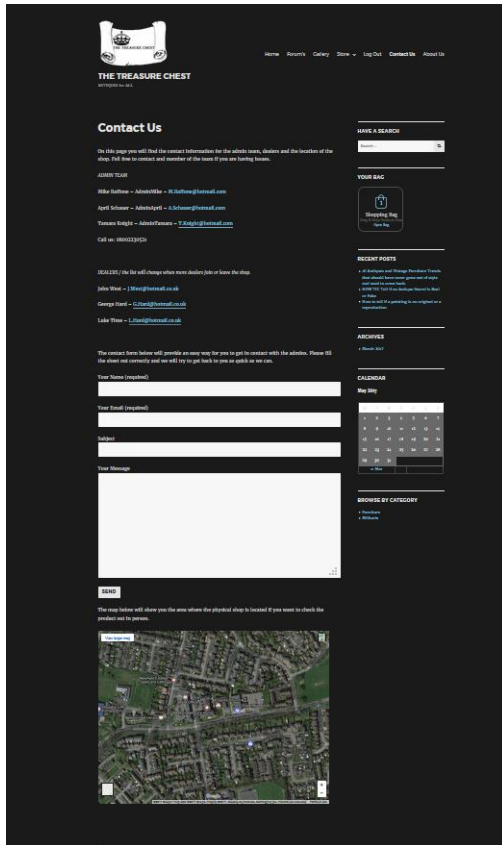
Store Page

The store page has the logo and navigation at the top of the page. Then the store is in the main body displaying the products and category the products are in. The user choses the product they want, it brings them to another page with the description, dealers name and add to bag. Once added it goes to your shopping bag and displays what is in side with price the click checkout, and shows the shipping details that the user put in to purchase. The plug in used is Ecwid Shopping Cart.



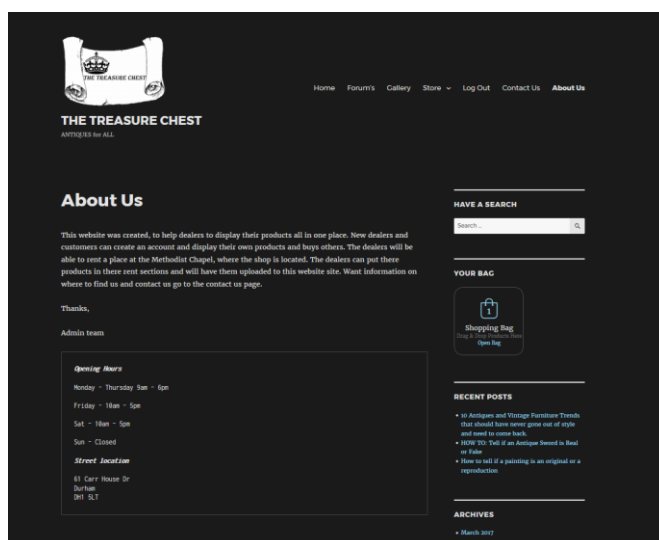
Contact Us Page

The contact us page has the log and navigation bar at the top of site. Then it has the contact info for the admin team and dealers. Then under that is the contact form needs field to fill out to contact the team which are your name, your email, subject and your message with a send button. Then under that is the embedded map for the physical store.



About Us Page

It starts with the log and banner along the top then the body is the about us text for The Treasure Chest, then the opening hours after that.



Meeting the requirements

Home Page

The home page has met the requirements for the brief by being the new page as well, by having spot fake antiques, fashion etc.

Gallery

This page has also met the requirement on the brief by having the images in a light box, with tags and link to the items store page.

Forums

It has also met the brief because of the access to the forums, comment and replying plus a no logged in person can't see the forums page. The plug-in used is bbPress.

Store

The requirements that were requested were to have a store with products in three categories and a checkout page where you can buy the item the plug-in that helped me to complete the requirement the plug-in is Ecwid Shopping Cart.

Contact Us

It has the requirements with the contact form and the embedded map. The plug-ins used are Contact form 7.

About Us

Met requirements has description of The Treasure Chest.

Logo

The logo is a black and white scroll with the store name written in it, with an inspirational quote next to it. A logo was required by the brief.

Responsiveness

The website is very responsive from the desktop to mobile, half screen then mobile. Which was asked for from the brief.

Site Administrators

Admins

There are three admins all with different levels of roles they can do, this was asked for in the brief. So once admin can do a certain role on the site. The plug-in used was Custom Access Roles.

Needs of end users

Users

The users are able to do what the brief wants or does not want them to do, like buy items, comment on forums, respond with the contact form and sign up. The plug-in used was Custom Access Roles.

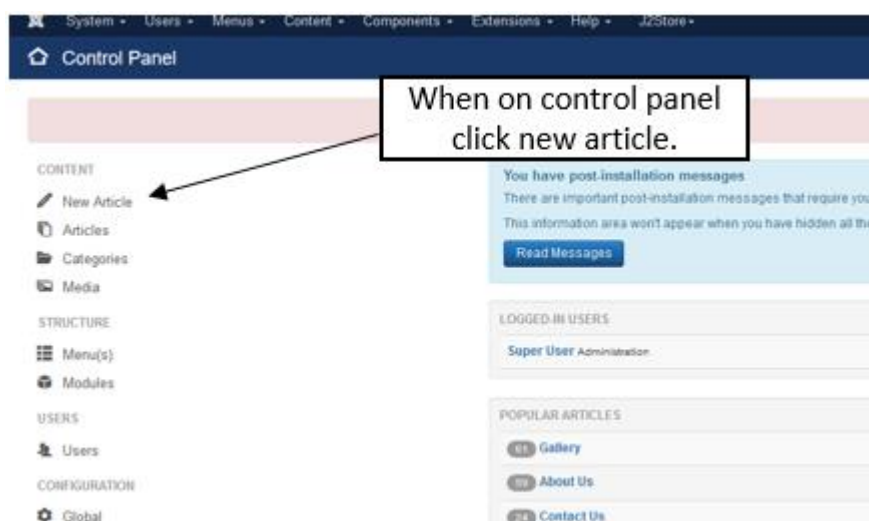
How problems were overcome

The problems which were encountered during the development, and getting used to the placement of the features and how the plug-ins work, run and manage them. I had issue with getting iframe code to work and embedded google maps to work as well, but just a goog search help me complete this.

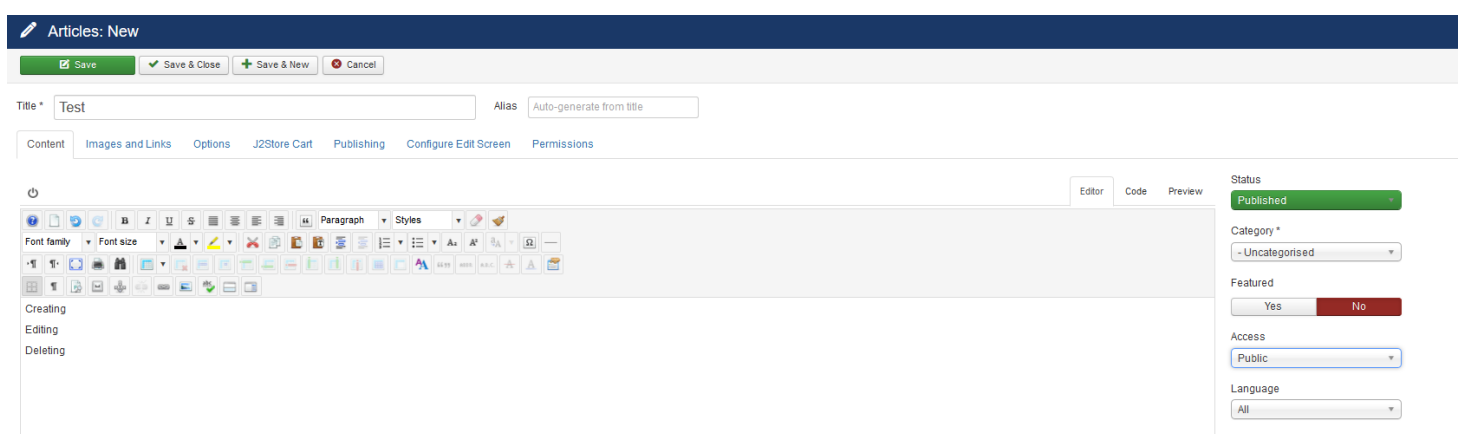
Site Maintenance / User Guide

This section there will be a guide to you how to create, edit and delete an article on Joomla.

Step 1.



Step 2.

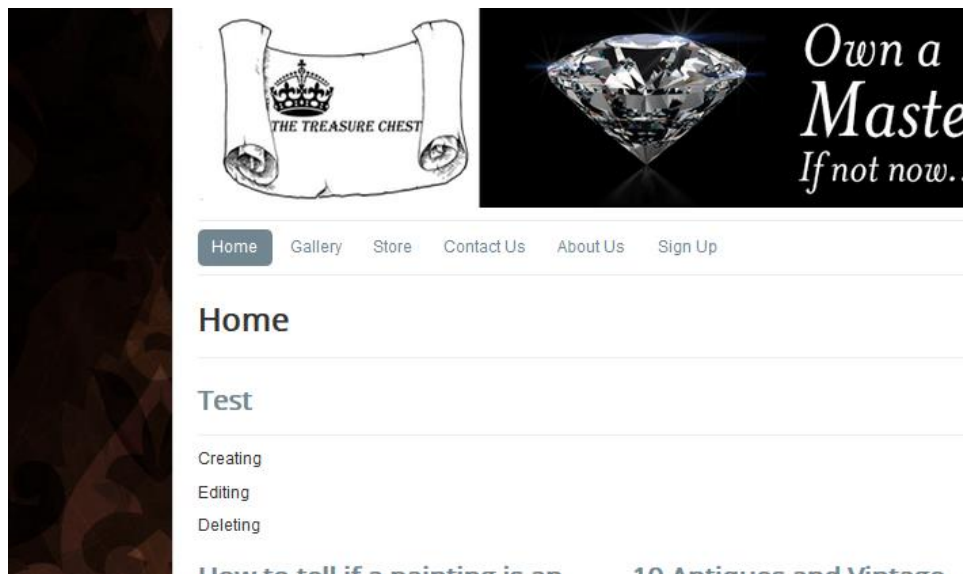


Title is the article title, then put text in the body, choose the category and who can access it.

Step 3.

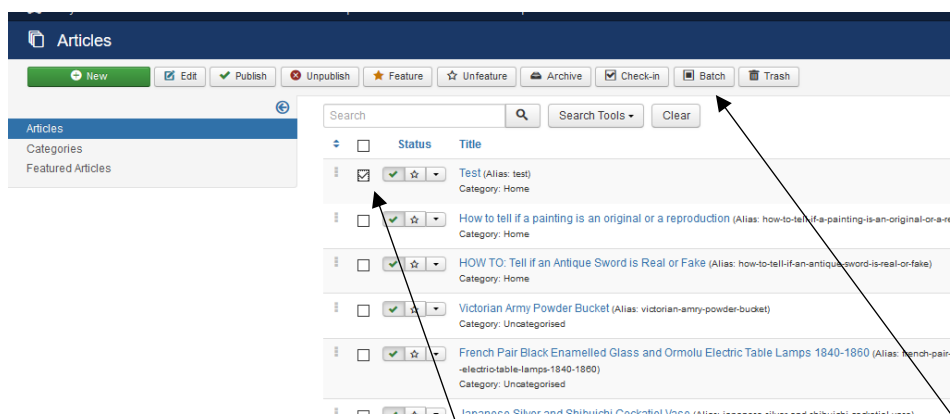


Step 4.



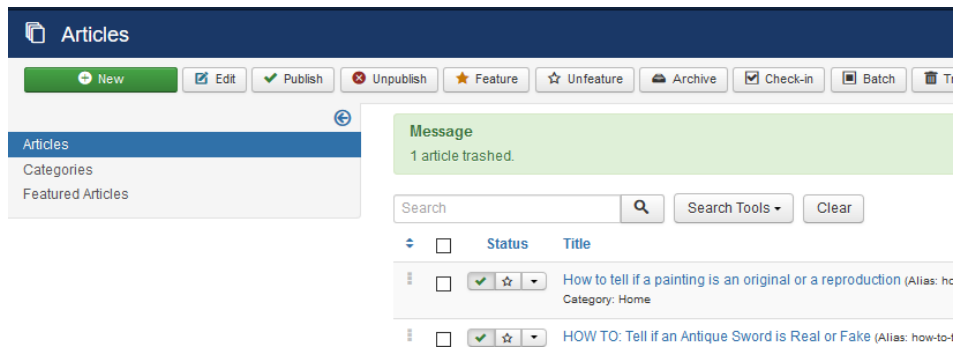
Go to the website and check it has showed up on the home page.

Step 5.



You go back to the article list then tick the article that you want to delete then trash it.

Step6



Once you have done that a message will appear it will disappear from you article list.

Most of the features work this this including plug-ins.

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