

CM 523 Project

Project Proposal

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March 22, 2022
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Purpose

The project's purpose is to create a website that provides biodiversity education in a fun and interactive way. The homepage will be a one-scroll page where users can dive into a deeper sea as they scroll down. Users will interact by clicking pictures of different fish and plants. The website will also have a separate page explaining the importance of biodiversity and a list of animals and plants on the homepage. After users learn about different marine species, there will be a button at the bottom of the page that leads users to a randomized quiz on a separate page. Through the quiz, users will get to test their knowledge.

Audience

Since the primary focus of the website is marine biodiversity education, the target audience will mainly be elementary school children from Grades 1-6 and their parents. With more kids staying home due to COVID and the upcoming summer months, online resources for learning are becoming extremely popular. The website will attempt to address that need in an engaging, interactive, and informative way. Given that the audience is of a younger demographic, the website design and content should be fun, easy to understand, and effortlessly navigable.

Technology

The website will use all HTML, CSS, and Javascript. Mainframe and text will be written using semantic HTML to maximize accessibility, and Bootstrap will be used to make the website responsive. Since the website will require many images in different positions, CSS layout will be critical, especially CSS Flexbox. For Javascript, jQuery will be used for key animation features such as toggle, fade, slide, and more as the team develops the website.

Members and Roles

The team is made up of two people: Subin and Trisha. Both members will work together to form a cohesive design for the website by building a design board listing the colors, fonts, and elements to be used. Subin's will be on streamlining site navigation and tying in together design elements. Trisha will mainly do the research on marine biodiversity and write the copy for the website. Both members will be responsible for writing the code and formatting the website using HTML/CSS and JavaScript.

Challenges and Risks

The project faces two main challenges. The first challenge is finding the appropriate graphics to make the website engaging to children. Especially today where kids can just watch a YouTube video to learn about marine biodiversity, the website has to be interesting enough for kids to choose that over a video. The second challenge is the team's technical ability with JavaScript and HTML/CSS. The project aims to have an interactive interface for the project and will need some advanced technical ability to incorporate that into the website. The team is new to coding and this could pose a challenge to bringing the website to life.

Contingency Plan

In case our initial website project faces trouble, our back up plan is to form a meditation website with an environmental theme, targeted towards those with anxiety and stress. This would have less intensive interactive interfaces and would focus more on design and immersive environments.