## P2/M2 Alternative Design ideas and prototyping

### Wireframe Design 1

This is from PDF”Unit 15 Templates without golden ratio”.

With this template I wanted to explore what the website would look like without the golden ratio, this let me explore my creativity with the principles of website design.

In my opinion the boxes fell out of place on the website because they are all different sizes and the white spacing between each box is not equal.

What website design principles I used in this design and why:

* White spacing- the reason to why I am using the white spacing is because it spaces the boxes from each other, making it easier to identify each box instead of them all being squished together.
* Accessibility- The website has multiple ways for people to access information for example if they are deaf they can access the same information from the video on the information page but if they are blind someone can put on the video for them and they can just listen to the information. What I can do is implement a language button that lets people pick what language to read in so that it is more accessible from other cultures.
* Alignment- the alignment of the popular merchandise box is done like that because people can see that the picture is the picture of the item and the text is the title telling them what it is and what price it is, the buy now button is also aligned that manner so people can identify that the buy now button is for that item.
* Simplicity- The website is simple in its colour scheme and design, all the information is presented in front of the user and if they want more information its one click away in the navigation bar at the top. The colours used are for giving the feeling of nature, peace and have an inviting feel because of the brown-orange for the background.

### Wireframe Design 2

For a clearer look at the design and annotations look for the pdf with the name of “Unit 15 template with golden ratio”

For this design I wanted to follow the principle of the golden ratio which promised the idea of it being visually appealing. This works with my website.

In comparison to design 1, this design is way more visually appealing because everything is so compact and there isn’t much space left untouched. This can attract people in because of the golden ratio or scare them off because of how much information is on the screen because of the way it looks compressed.

Principles used and why:

* Site layout- The website is laid out in that way because I wanted to use the golden ratio to help me make the website more visually aesthetic which helps the website gain more clicks and views which in turn might help use gain more donations.
* Consistency- I kept some of the principles of the last design because there was no reason to remove them, it would save me more time to experiment with the layout.

### Wireframe Design 3

This can be seen more clearly in a pdf file called “Unit 15 template 3”

New additions and why:

-Footer: I added the footer because every website has one to claim their copyrights to the website so that if someone were to copy it they have the law to try and take it down. It is also a place people go to look for the contact us page and for analytics on the organisation as well as information about their shareholders, it’s a place for navigation for those near the bottom.

-Navigation bar update- on the navigation bar there is a box with an arrow in it pointing up, I added this because it lets the visitor customise the webpage, this eliminates the worry of the website being too compact and scaring people away.

-Languages- I put the accessibility principle into action by adding a feature where the visitor can change the language that the website is displayed in, this lets me have a wider audience, this helps with the objective of getting people to donate more, the more people come visit the more of a chance that more people donate because there are a lot of people looking at the website.

What I removed and why:

-Information: the information tab was too vague, and I already had another tab for that, what I was going to put in for information I can put in the about us page where information about the organisation will be, this could be the aims and objects we are planning to achieve.

# B.D2 Evaluate the design and optimised website against client requirements

For this evaluation I will be focusing on the design, but I will try and see what type of optimisation I can implement as a way to plan what can suite the website.

I will be referring to my designs of my wireframe throughout this evaluation as well as the mood board and site map. The first design on paper was made to outline what content was going to be on the website, and this was done by looking at the client requirements and ticking them as they were being drawn out, the only thing I couldn’t tick off was all the practical parts like building a community and generating donations and merchandise sales, but to set that up for when the website launches I set up a section on the main page for the recent donations and for social media like twitter, this would hopefully give people a reason to donate as their name will be shown for the public eye to see and people like to let people see how much money they have and this could be a platform for them to gain that satisfaction as well as getting them to donate to the cause. And for the building a community the twitter feed and links to all social media at the top by the heading, there is also a blog that was requested to be implemented which will hopefully help with that as it will show that there is a way to talk to people.

My second design was a copy of my first design based on content which is what is important to get down as the client’s requirements need to be met which are mostly about the content, so it’s up to me to figure out how the page is going to be laid out. The first design had boxes that had the content inside it, this was to make the information not clutter the screen and that would then look nice to the eye because they can just choose a box to pay attention to. Design 2 was testing out how the golden ratio would look like with the content, the problem there is that in that design I tried to fit as much information as I could on the first page, which would work if I did not decide on making it a non-scrolling website but it looks too cramped and it might drive away visitors which does not meet the clients requirements of generating donations and merchandise sales and creating awareness about the organisation.

The way I tried to fix this is by adding drop downs to the navigation bar and all the other tabs, this made it so that the user can pick what information they want to see, this would make it better as the information they seek can be on the first page without driving them away. This would then set it back to the first design with a different layout which is good as I met all of the client’s requirements in the first design but it felt too plain, and this was proven by the survey that I sent out to potential visitors, they mostly picked design 2 and 3 which are the ones with the golden ratio and the drop downs. This helped me decide what design to go for, as I was indecisive about design 2 or 3.

## Website Optimisation

For the optimisation of the website I will try to put these into practice:

* Reducing HTTP requests by using CSS, so that there isn’t much load time for the HTTP to execute everything.
* Compress the web files like the “going green” file, it will be compressed to a rar file to help those who want to download it to download it faster.
* I will be using Dreamweaver over Wix as it’s a WYSIWYG website development tool which can create messy code which then can slow down the website. While in Dreamweaver I can control everything.
* For images I will consider the size of the image to see if it would take a while to load.

I will only have one CSS file that is used for every page of the website as it makes it more efficient as I would have to repeat the CSS for the header if I didn’t, and that’s inefficient.