



Design Report

Website Design & Implementation Assessment

Introduction to Web Design (DEC07140)

Semester 1, 2020

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Part A

Introducing the Design Report

Who and what is this Design Report for?

The report is written for clients planning to build a resort. This report will include how to choose the hotel's location, how to consider special events, how to select the target group and so on in the stage of initial plan. To the implementation stage of the hotel website, including how to consider visual organization, how to consider aesthetics, accessibility, graceful degradation, progressive enhancement, etc. The purpose of these is to enable the target audience to be better attracted by both the website design and the content of the hotel, so as to come to the hotel.

What can the reader expect from the following pages?

The report is divided into two parts, the first part is to consider the content of the hotel, the second part is the design of the website. Specifically, in the first part, readers can understand why the designer chose this location as the location of the hotel, and why the hotel should include these activities and other services contents. In addition, the report also includes consideration of the target user group. In the second part, the reader will learn how I designed such how to appeal the target audience. Specifically, I will explain why I chose this layout, colour to attract target users and so on from a professional perspective. In addition, it also includes how to enhance the accessibility of the website, graceful degradation and progressive enhancement, in order to make different environments of computers can normally browse the content of the website. Finally, the evaluation test for the website, as well as the whole implement process of thinking and summary.

Introducing the Web Designer

Who are you?

I am a graduate student majoring in interaction design. My current skills are to write code using HTML, CSS and simple JavaScript. My interests are mystery things and exploration.

What's your learning strategy through this design process?

As a beginner:

1. Ensure me immerse myself in the content delivered in this course (lectures, practicals and tutorials).
2. Don't feel overwhelmed, we are here to help you break down the course into more easily digestible chunks. Always discuss your progress with your tutors.
3. Focus on producing best practice outcomes, rather than overly ambitious ones.

Responding to the Brief

Introducing the Website Topic

What is your website topic?

The resort I designed was located on an uninhabited island surrounded by sea, far from mainland. Guests will be able to conduct three days of wilderness survival training at a primitive tribes-themed resort on the island. The content of the activity includes how to get food and water in nature, how to build the original house and so on. The requirement is that participants should be between 16 and 50 years of age, and the activity should be accompanied by a coach at all times.

How does your website topic respond to the brief?

The reason why I chose an uninhabited island far away from the mainland is that uninhabited islands are full of many mysterious and unknown plants and animals and unique geographical structures, which are especially suitable for explorers to explore. At the same time, it is especially suitable for adventure lovers, animal and plant lovers, etc. to participate in the wildness survival activities.

I choose this wild survival activity as the main activity of the hotel because it can stimulate and excite adventure lovers and others, because explorers will explore in an unknown environment. However, the explorers don't have to worry too much about safety, as the whole event will be very safe because they will be accompanied by professionals who are good at surviving in the wildness.

The reason I chose the age group of 16 to 50 is because there are some risks involved in this activity. People need strain capacity and hands-on ability. If they are too young, they may not follow the instructions of the coach, which may

cause some safety problems. If they are too old, they may also be unfit to take part in this activity due to physical problems and so on.

How were you inspired by other websites?

For inspiration, the idea comes from the TV show named «Man vs. wild». In the TV show, you can see Bear Grylls is experiencing exciting challenge one by one.

The TV show teaches some basic survival skills. According the data of google users, we can see that 95% of people liked this TV show.

Therefore, in the resort I designed, coaches will lead the people who want to seek for excitement to experience a 3-day jungle adventure under professional and safe instruction, including how to make a fire in the wild, set up a house and how to collect surrounding resources.



Man vs. Wild (荒野求生)

2006 · Adventure · 7 seasons

8.1/10 · IMDb

95% liked this TV show

Google users

Host Bear Grylls tackles extreme challenges and navigates through remote locations around the world, sharing invaluable survival strategies along the way.

First episode date: 10 March 2006
Final episode date: 29 November 2011
Networks: Discovery Channel, Channel 4

Episodes

S07 E06 · Working the Wild
29 Nov 2011

S07 E05 · Land of the Maori

At the same time, I have also imagined some bad ideas, such as wild hunting activities in the pristine island, where you can kill the prey with primitive weapons under the guidance of a professional coach and enjoy the delicious food you catch yourself. Although it sounds exciting, there are many uncertainties involved, such as personal safety. And it would be cruel and inhumane for some people to carry out such an activity to harm animals. So, I decided to cancel the event.



Introducing the Target Audience

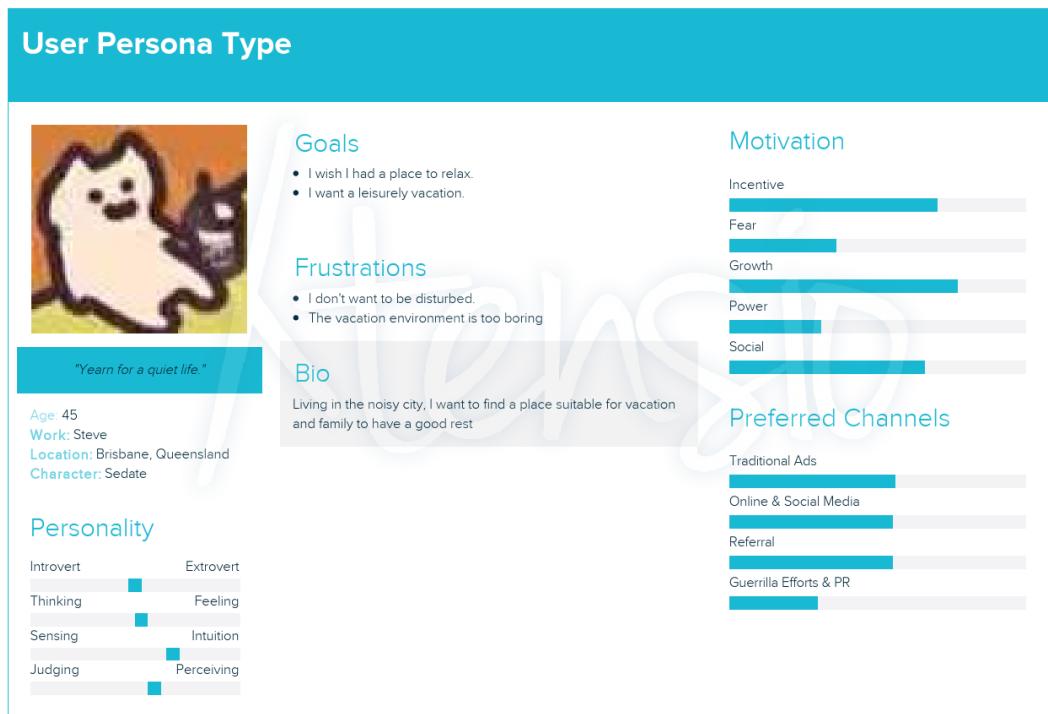
Who is the target audience?

Due to the special activities designed with certain risks and risks, the target audience is more likely to be people who like adventure and exploration, are extroverted and have certain independent ability. In addition, considering that some guests may not be interested in this special activity, the unique location of the hotel can also provide a natural, peaceful, sunny and free place for this part of the guests to have a peaceful vacation and rest. As mentioned in the previous section, the hotel is more suitable for people aged between 16 and 50 considering to safety.

What's some common traits of the target audience?



The first persona is about those who like to explore.



The second character is about those who seek peaceful places to have a good vacation.

What are the implications of the target audience?

Based on the above analysis, the site's expected content should also include the special event named Wilderness survival and other basic services for the hotel.

The first impression of the hotel for people should be to tell them how it feels to be on a peaceful and adventurous island away from the city. The website design of the hotel should be very simple and intuitive in order to enable the target audience to clearly understand the content contained in the hotel.

Navigation & Organisation

Card Sort User Testing

What did you prepare for the Card Sort User Testing design activity?

For card sorting, I used the open card sort method, which doesn't need to set specific group names and lets the user decide how many information items to put in a group. The way of open card sorting method can surprise developers and reveal hidden logical relationships between messages. Apart from that, I prepared several cards according to the function and content of the website, and let participants place the cards freely. The test activities will take place on a website named Mirror.

In particular, I invited a participant, student A, to join me in the card sorting test. First of all, I will prepare some service types, hardware facilities, hotel basic information and other basic interactive actions that may exist in my website and divide them into several cards on the mirror. Next we did a card sorting test together. First, pick out the cards that might fit a group, then name each group after completing picking up cards. Finally, I will analyze the test results.



What feedback did you get from the Card Sort User Testing design activity?

Through this card sorting activity, I had a rough understanding of the information structure of my website. We divided the activities should be put into separate sections. We divided the room should be put into separate sections. We put the food should be put in a separate plate. We put the basic information of the hotel in a separate section. And then the last one, which is less correlated, we put it all in a section. In addition, we also put the basic interaction actions that may exist in each content at the end of each card.

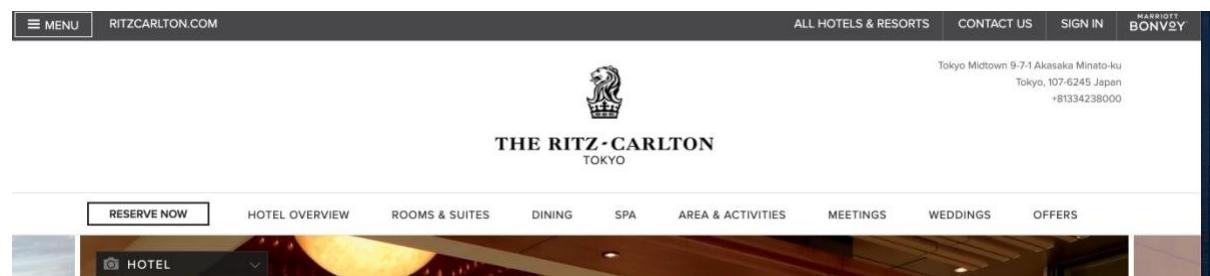
In conclusion, in my opinion, the navigation bar of the website I designed can be equipped with six main functions: homepage, activity, room, catering, services and access. Through the clicking of the navigation bar. The detailed service content can be obtained. The homepage of the website adopts the single-column layout. The purpose is to let each service can be clearly shown with brief texts and pictures. The footer mainly contains the basic information of the hotel, including address, contact information, help and so on.

Opened Card User Test

Navigation & Organisation Systems

Which navigation & organisation systems will you use in your website?

Primary navigation: I have collected some hotel websites and finding that most of the bar will be placed on the top of the first page. When the page scrolls down, the bar will stop at the upper part. The guests can quickly locate the navigation to jump to another interface when visit other content.



There are also displays in the form of menu buttons. When the user clicks the menu button, the associated secondary navigation will pop up on the right. Similarly, when the page scrolls downward, the navigation bar at the top is fixed to the top of the page window. The main navigation of this structure looks clear, but the disadvantage is that the user needs to take an extra step.

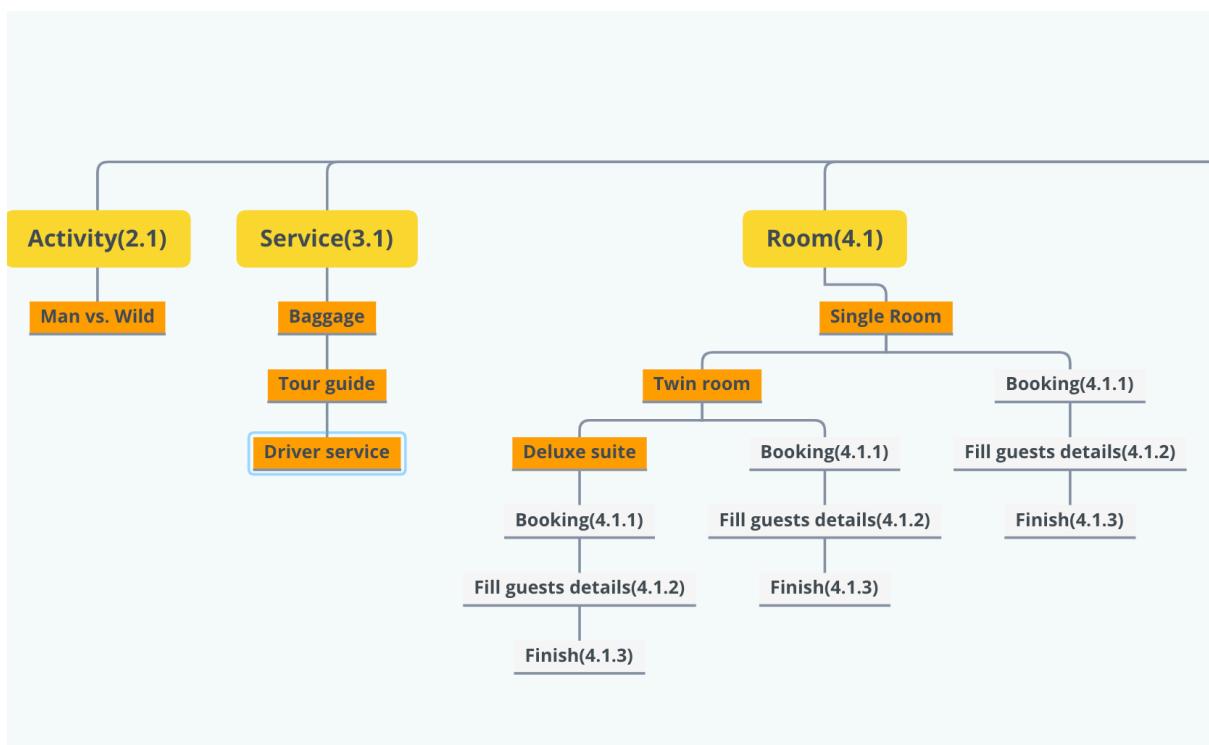
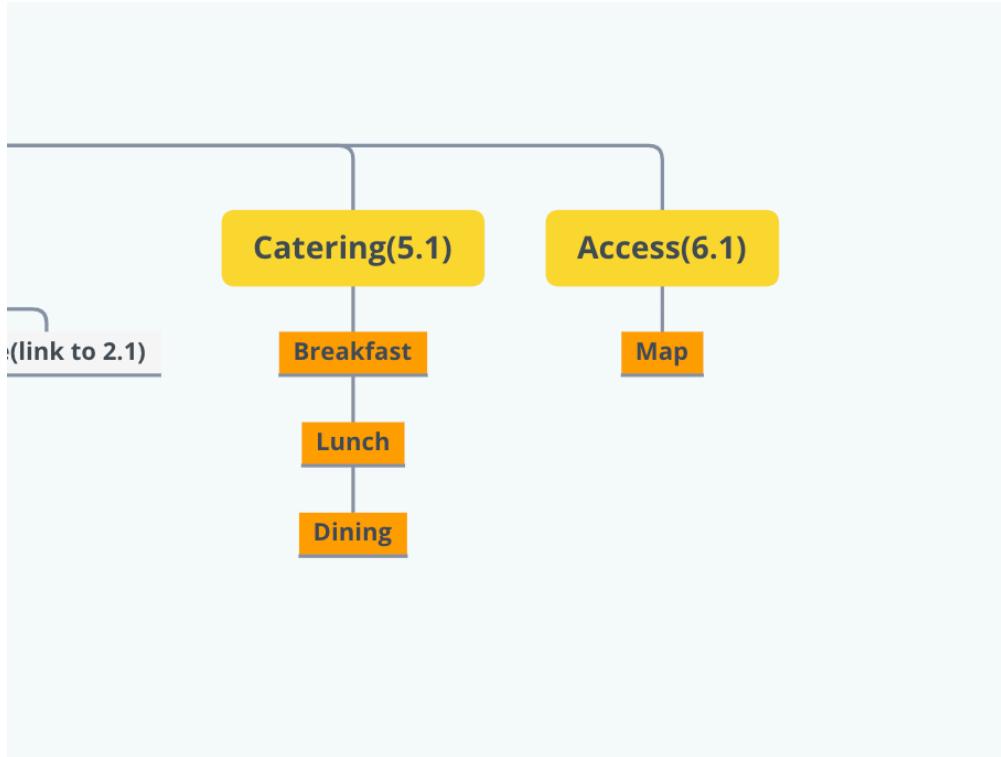


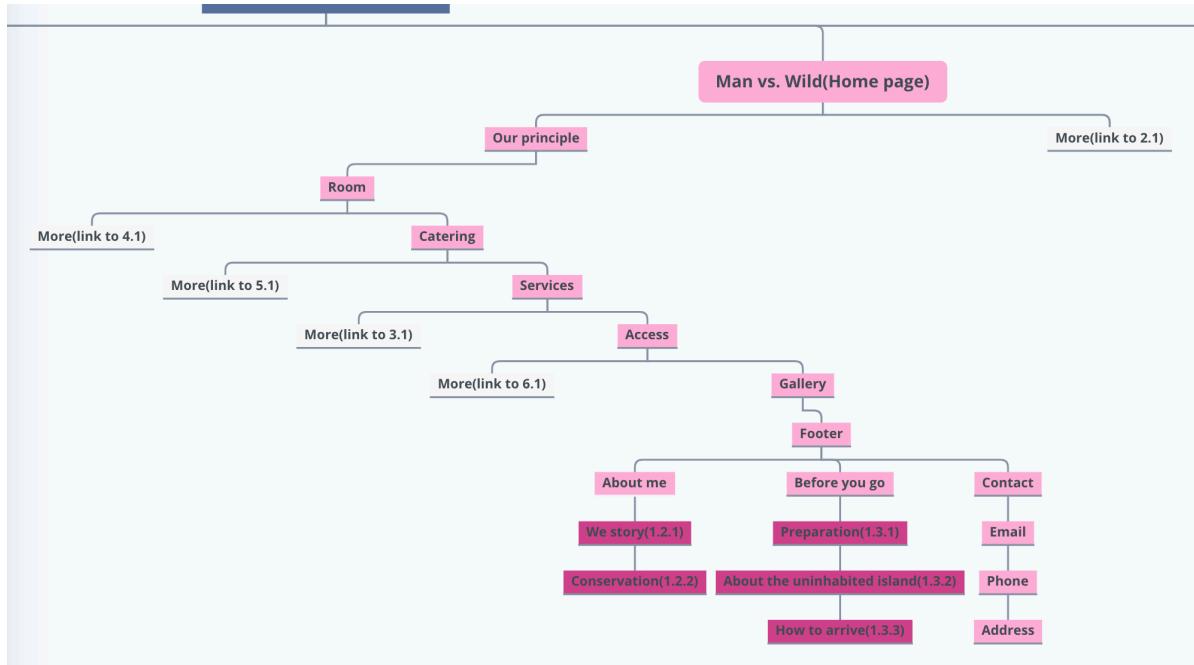
As for the footer, we can see that most websites will put the basic information of the hotel here, including the hotel address, email, share, contact and other buttons. I think we can combine the actual situation of the website, follow the basic principles of gestalt. Specifically, according to Cameron's gestalt article (2018), similar items can be arranged in the same font size, shape and colour. In addition, setting different lists can follow the proximity principle by placing intervals.

The screenshot shows the footer of the Vesper hotel website. On the left, the hotel's name "Vesper" is displayed in a large, bold, black font. Below it, there are two lines of contact information: "info@vesperhotel.com" and "+31 71 800 99 88". Underneath that, the physical address is listed: "Koningin Astrid Boulevard 46, 2202 BE, Noordwijk, Netherlands". To the right of the contact information, there is a grid of links. The first row contains "Rooms" (under "Special experiences"), "Food & Drinks" (under "Noordwijk"), and "Beach Venues" (under "Wellness"). The second row contains "Amenities" (under "Manifesto") and "Meeting rooms" (under "Contact"). On the far right, there is a "Stay in touch" section with a sign-up form for interesting updates. The form includes fields for "Your name" and "Email address", and a "Send" button. To the right of the form are icons for social media platforms: Facebook, Twitter, Instagram, Pinterest, and Tumblr. At the bottom of the footer, there are links for "Terms & Conditions" and "Tripadvisor".

Site Map & Content Architecture

What's your final content architecture?





As shown in the figure, the yellow block is the menu button on the navigation bar. The pink block represents the main content contained on the home page. The orange block is the secondary page of each main content. The white block is the interaction that can jump to other pages when users click. The magenta block is also the link to jump to details. The different numbers in parentheses represent different pages.

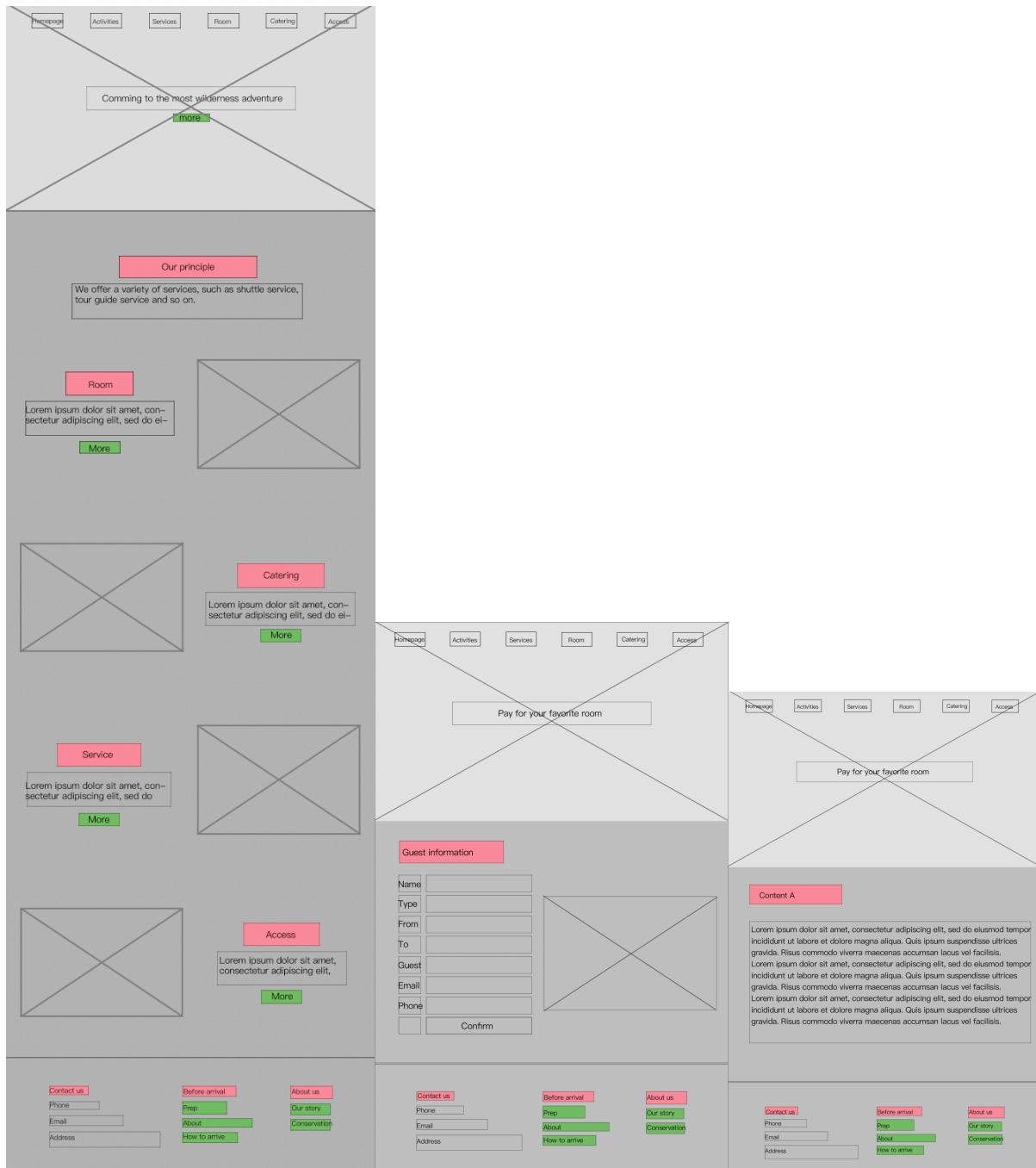
Specifically, on the home page, users can see a large banner with the hotel's featured activities and a resort picture. Below the slogan of the banner is a button that users can click to jump to the details of wilderness survival activities. In addition, the homepage of the hotel also contains other regular contents, such as rooms, meals, visits and services. Users can quickly visit the basic introduction of these items. If they are interested, they can click the details button. In the footer section, the footer contains some basic information of the hotel, such as the hotel's contact number, address, etc. It also includes buttons for basic introductions to the hotel, which users can click to go to another pages.

The primary navigation of the site includes six aspects: home page, activities, services, rooms, catering and access. Users can click one of the six buttons to

go to different product details. Among them, clicking the booking button in the room page will redirect to the payment page, and click the confirm button in the payment page will jump to successful reservation page.

Visual Organisation & Interactivity

How will your content be visually organised?



First, I will explain the meaning of color of wireframes. The red block represents the title of the plate. The green blocks represent buttons that can be clicked. Boxes with crossed lines represent background images. Boxes without crossed lines and containing content represent content areas (except the primary bar). The blank box represents the input box, which can type texts by users.

For the homepage of the left picture, the details of each product can be accessed by clicking buttons named more for those who are interested in that section. For the navigation bar, each text can be clicked to jump to another page. The clickable buttons on the navigation bar contain most of the main content of the hotel service. In addition, each page has a main navigation bar, in order to facilitate users to switch back and forth between the product page. For the visual organization, the banner on the front page of the website enables the target audience to be quickly attracted by the big background of the product. The Z-shaped layout allows the target audience to quickly and easily navigate through the product content on the web page.

For the information page of the center picture, the information section that need to be filled in by the user are arranged in a neat row to facilitate the user to fill in user's details.

For the introduce page of the right picture, due to the little and brief information about the hotel, it basically uses the proximity principle of gestalt.

What did you learn from the Visual Organisation table discussion?

The first is similar content is able to put together. For example, the catering, service, visit, room, activity plate can be grouped together and are shown in brief.

Second, some content of a web page can be aligned. This is not just for the beauty, but also to enhance the readability of the site.

Third, the layout of the site can be as simple as possible, but the content still can be detailed enough and suitable. So that users can quickly find the information they need in the website.

Paper Prototype User Testing

What did you prepare for the Paper Prototype User Testing design activity?

Here are the tasks the user needs to do

1. Look up the phone number
2. Reserve a room
3. Check out the hotel's activities
4. Check how to get to the hotel by train?
5. Get details about what should I prepare before arriving at the hotel?

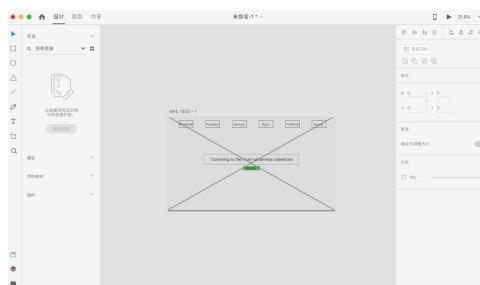
Questionnaire

1. First impression of the site
2. Confusion during the task (anything that slows you down please write down)
3. What improvements do you think the website needs to make?

I prepared four main tasks that tested the accessibility of the main service items and an infrequently used service item task. And I also prepared a questionnaire, the purpose of questions of the questionnaire to get users' attitudes and views on the visual organization and usability of the web pages.

What feedback did you get from the Paper Prototype User Testing design activity?

Due to the impact of coronavirus, I engaged a friend through Adobe XD prototype software to participate in the relevant testing in the internet.



Because the whole test process is relatively simple, the test was completed about 5 minutes. In the test process, the longest time was the last task. Then I asked the participant some questions about the website in the form of a survey.



The feedback shows that the wireframed look of the site is very simple and even a little dull. The second is that when the participant completed the last task, he spent some time looking for it, and he didn't expect it to be at the footer. Finally, the participant thought users will not deliberately complete the last task, if the user is visiting the site for the first time. It is better to see this information clearly in the successful booking interface when the user completes the booking.

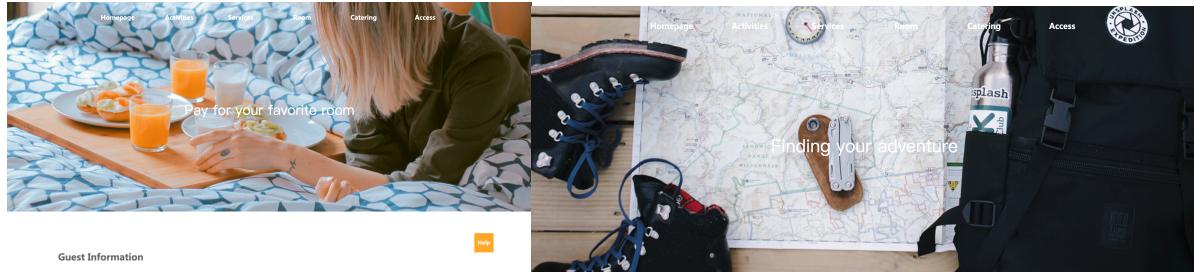
Part B

Aesthetics

What's your general aesthetic?

The collage illustrates a variety of design aesthetics through different sections of a travel website:

- Top Left (Blue Tint):** A landscape image of a rocky coastline under a clear blue sky. Text: "Coming to the most wilderness adventure". Buttons: "click here" (green) and "Buy now" (orange).
- Top Right (Orange Tint):** A woman sitting in bed with a tray of breakfast items (orange juice, fruit, bread). Text: "Choosing your type of room". Button: "Help" (orange).
- Middle Left (Green Tint):** A section titled "Our Principles" with a sub-section "ROOM". Text: "Different types of rooms, including standard rooms, family rooms and deluxe rooms, are available to meet the needs of different people". Buttons: "ROOM" (blue), "Our Principles" (green), and "Help" (orange).
- Middle Center (White Tint):** A section titled "Single Room". Text: "Suitable for people who go to the resort alone to seek excitement, the room is equipped with TV, air conditioning and other daily necessities". Buttons: "Single Room" (blue), "Booking" (blue), and "Help" (orange).
- Middle Right (White Tint):** A photograph of a single bed.
- Bottom Left (Green Tint):** A section titled "Catering". Text: "There is a variety of food for you to choose from, it is also a great place to have a meal with your loved ones". Buttons: "Catering" (green), "Our Principles" (green), and "Help" (orange).
- Bottom Center (White Tint):** A section titled "Double Room". Text: "Suitable for couples, couples, families and other people to come, more indoor space, better travel experience". Buttons: "Double Room" (blue), "Booking" (blue), and "Help" (orange).
- Bottom Right (White Tint):** A photograph of a double bed.
- Bottom Left Column (Green Tint):** Sections for "Service" (text: "We offer a range of services including housekeeping, laundry service and more"), "Access" (text: "Find out the best way to get to our island"), and "Gallery" (two small images of a dandelion and a beach).
- Bottom Center Column (White Tint):** Sections for "Contact us" (text: "Phone: +046085863 Email: info@maldivesnationalpark.com Address: Australia National Park, Foc do Iguassu 85855-750, beautiful island area."), "Before arrival" (text: "Preparation, About Maldives Islands, How to arrive"), and "About us" (text: "Our story, Conservation").



Guest Information

Name:

Type: Single Room

From: / /

To: / /

Guest:

Email:

Phone:

Payment: Pay at hotel

DISCOUNT

Contact staff to get 50% discount!

Preparation

Thank you for coming to this hotel. Before arriving here, you should prepare some things to prevent some unexpected situations, such as band-aids, drinks, umbrellas, mobile phones and so on. Be sure of everything, so that visitors can enjoy themselves in the hotel. If you need help, please contact the hotel staff directly.



My overall intention tends to be to present visual content clearly and intuitively. The content layout should be as clear and brief as possible in order to reduce the reading burden of users.

Details of the site parameters are provided below:

Home page (The picture in the upper left):

Colour: #347720(green) #B1B2B2(grey) #FFFFFF (white)

Font size: Title 36px; Slogan 36px; Content area 12px;

Interaction: Some buttons, such as the bar at the top, turn red when hovering. Some buttons, such as Help, expand when hovering

Product page (The picture in the upper right):

The plan is similar to the home page.

Information page (The Image in the lower left corner):

Color: #000000(black) #FFFFFF (white) #D3414F(red)

Font size: Title 24px; Content area 12px;

Interaction: The confirm button is color-coded to ensure that the user can click well.

Other type of the Information page (The Image in the lower right corner):

The plan is similar to the home page.

There are several other product pages that have not shown at here, but the plan is similar to homepage.

For aesthetics, I chose green as the main color for the website, in line with the natural ecological background of the hotel in an ecological island. At the same time, I chose gray to present the basic introduction of the service, in order not to make the color of the brief introduce too prominent. Secondly, I put a big beautiful picture of the service related to the product page at the top of each product page, in order to let users, know that the hotel has a good quality.

What feedback did you get from the Aesthetics Prototype User Testing design activity?

1. The colour of the hotel website should be consistent with the theme of the hotel
2. Buttons should be shown clearer.
3. Use less obvious colours for minor content and more obvious colours for important messages (make a contrast)

What did you learn from the Aesthetics table discussion?

1. The suitable theme colour of the site can display culture, background and so on of the website. For my website, green colour can better fit my website theme.
2. There should be a certain amount of contrast in colours and the number of colors should be no more than three types because too much colour combination will increase the user reading burden.
3. Text with different contents should have different sizes according to the primary and secondary relationship.

Technical Implementation

How will you implement your interactions?

	Interaction	HTML	CSS	JavaScript
Primary navigation		<i>Basic links menu</i>	<i>Make the button stand out</i>	<i>None</i>
Help submenu		<i>Basic links menu</i>	<i>Make the button stand out</i>	<i>Pull down the submenu</i>
+ and - numbers		<i>A clickable state</i>	<i>Make the buttons look clear</i>	<i>add or subtract numbers</i>
Gallery		<i>A basic box</i>	<i>Set the size of the box</i>	<i>Let the picture inside the box scroll</i>
“More” button		<i>A clickable state</i>	<i>Change the colour of the button</i>	<i>None</i>
Confirm button		<i>A clickable state</i>	<i>Change the colour of the button</i>	<i>None</i>
Tab switch		<i>A clickable state</i>	<i>Change the colour of the button</i>	<i>Users can switch between in the tab bar.</i>

First, for navigation section, “more” buttons and “confirm” buttons, the purpose of these three interactions is to jump to other pages and show more product details.

For the help menu, the menu will always be fixed at the bottom right corner of the page.

When the user needs help, the user can put the mouse over the top and the menu will automatically pull-down options. The user can click these options.

For the interaction of adding and subtracting numbers button, the purpose is to facilitate users to fill in information more conveniently and quickly.

For the gallery, the purpose is to enable users to quickly understand the general environment of the hotel and have a general understanding of the appearance of the hotel.

For tab switching interactions, the place where it exists is on the access page. Through tab bar, users can choose trains, planes or private cars to go to the port according to the actual situation. The purpose is to clearly show the user how to get to the dock according to your mode of transport and then take a boat to the uninhabited island

For progressive enhancements, I add new interactive features to improve the display of content, such as the help menu. The absence of this menu doesn't affect the basic experience, but the absence of this help menu can make users spend more time looking for products and services when they can't find what they want. In addition, there are + and - buttons. If there is no such interaction, the user needs to use the keyboard to operate, otherwise, they just need to click with the mouse. In general, these are additional features designed to enhance the user experience.

About the accessibility of the website, when the user's environment cannot load the page, the picture of the hotel will be in the form of text. In addition, the tagline on each page indicates what product page the user is currently on.

What did you learn from the Accessibility, Graceful Degradation & Progressive Enhancement table discussions?

1. In terms of accessibility, it means that websites need to be able to operate in different environments. For example, if the browser cannot load an image, the title of an image should make sense, and the title should let the user know the general content of that section, even if the image is not displayed. Apart from that, when entering a password, the website can use a green tick to prompt the user for correct input and a red cross to prompt the user for incorrect input.

2. For graceful degradation, its purpose is to fit different viewing environments.

For example, users can still know basic content of the service when they cannot open pictures or videos and so on.

3. Progressive enhancement is the opposite thinking of graceful degradation, but the purpose is same between these two ways. They are both for improve users experience and usability. The principle of progressive enhancement is to meet the content of the site based on the gradual expansion of functionality

Final Feedback

Hi-Fi Prototype User Testing

What did you prepare for the Hi-Fi Prototype User Testing design activity?

Here are the tasks the user needs to do

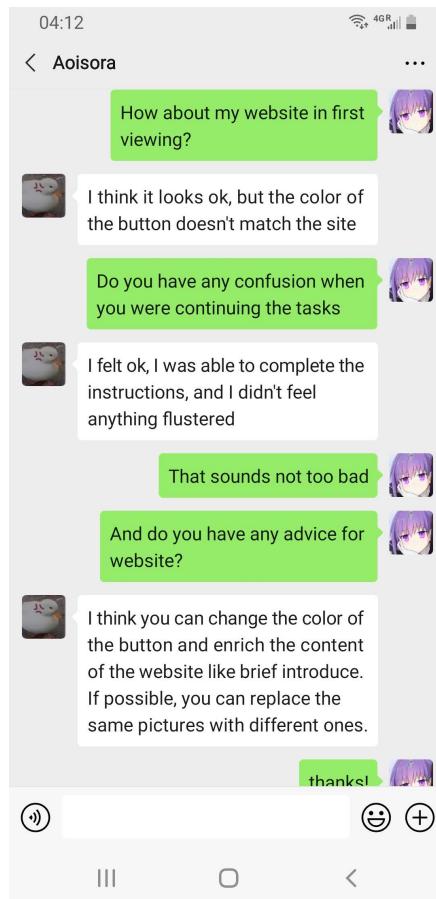
1. Reserve a room
2. Check out the hotel's activities
3. Check how to get to the hotel by airplane?
4. Check out the dinner
5. Check out the official phone number

Questionnaire

1. First impression of the site
2. Confusion during the task (anything that slows you down please write down)
3. What improvements do you think the website needs to make?

I prepared five main tasks that tested the accessibility of the main service items. And I also prepared a questionnaire, the purpose of questions of the questionnaire to get users' attitudes and views on the aesthetic and usability of the web pages.

What feedback did you get from the Hi-Fi Prototype User Testing design activity?



In general, the colour of the buttons on the site does not blend with other colours. Secondly, the content of the website is a little simple and looks a little boring. As for the usability of the website, it basically meets the expected requirements.

Conclusion

Do you consider your final website a success?

I don't think my site was a success. First, the website presents too little project information although the website looks simple and clear. As the result, users will soon lose interest in the website. Secondly, I originally thought I put a dynamic background in the homepage. However, due to the limitation of technology, the large picture cannot be played dynamically, which leads to the boredom of the first impression of the website. Third, the colour of the buttons on the site still needs further consideration. Fourth, consider changing the image of the product content of the site to make it more consistent with the theme of the resort theme.

For possible improvements in the future, I might change the colour of button to relevant green. In addition, the layout will be more varied, such as adding some symmetrical layout. For improvements to font size, the font size in the content area is relatively small now, which should adjust to relatively larger.

How has your learning strategy changed?

In my opinion, after insisting the learning strategies mentioned above, I also need to accumulate and learn more excellent design cases, so as to better design and better match the theme of the website.

References

1.Okinawa

Skaterlunatic, retrieved from <https://unsplash.com/photos/YpiPdCMq8es>

2.Bed

retrieved from <https://unsplash.com/>

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4.Drake Bay

Filip Mroz, retrieved from <https://unsplash.com/photos/zK049OFP4uI>

5.working on web

Yucel Moran, retrieved from <https://unsplash.com/photos/Ky9JHrdvb1o>

6.food and bed

Toa Heftiba, retrieved from <https://unsplash.com/@heftiba>

7.Alice Donovan Rouse

Alicekat, retrieved from https://unsplash.com/photos/z9F_yK4Nmf8

8.Vietnam

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Karim manjra, retrieved from <https://unsplash.com/photos/oNDRCGrqaYc>

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