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IT 502 - Intermediate Web Design
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Group #5

Checkpoint #3

Information Architecture

Our website will feature simple pages with navigation at the top. Website name and Logo will be absolutely positioned at the top left so to stay constant in the window.

The homepage is going to serve as a place to access any content in the site as quickly and painlessly as possible. The homepage will also have a brief description of what the site has to offer and a brief bio about Kris Roller. A more in depth bio will appear in the Kris Bio page.

The Video page will contain content relating to his music videos. This page, like all others, will have the logo, site name and navigation fixed on the screen. The video page though, will have a scrollable collage of his completed videos along with a search feature. There will be links to each relatable page such as promotional videos being linked on the video page, still photography from a video shoot may also be linked on the media pages.

The Photo page will be a similar layout to the video page, complete with navigation, logo, site name and scrollable collages of photos. A link to the Wedding Photography page will appear near the search feature for the photos.

The Kris' Bio Page will contain all important information on Kris so that the clients can get a better feel on what type of person he is. Also, there will be a section that will describe Kris's experiences, abilities, and equipment available.

The Contact info page will contain all the pertinents for getting in contact with Kris Roller, be it for scheduling a consultation appointment, sending an email, submitting testimonials, and the likes. The contact info page will be linked explicitly on the Kris Bio page as well which will describe Kris's experiences, abilities, equipment available etc.

The Marketing Projects page will display marketing projects Kris has completed for organizations/individuals to gain exposure and publicity in order from most recent to least. Information on this page will include a description of the project, capabilities, and known effects/results. Testimonials from the organizations/individuals who have had completed marketing projects can possibly be quoted underneath project description. To be determined.

Labels and Navigation

The main navigation of the web site will be included near the top of the site in the form of a horizontal bar that contains the labels. Media types will be sorted into categories which will comprise the majority of the website's content. Categories will include Video, Photo, Marketing Projects, Contact Info, Kris Bio and Miscellaneous Clickables. The homepage will feature links to all above categories in navigation or clickable icons. The homepage will have a navigation bar absolutely positioned at the top portion of the window as to also stay constantly in the window. There will be a search bar in the navigation which will search the entire site and display results. The labels included in the navigation bar will appear as follows and will include the following information:

Label 1: Video

This is probably the most important page on the site because the majority of Kris' work is film work. It will display the videos that Kris has done so far, as well as additional information about those videos.
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Label 2: Photo

This page will exhibit Kris' digital photography. It will also include captions briefly describing the photos, as well as the type of camera he used, where he took the shots, and other pertinent information. Miniature versions of the images will be shown in a vertical format inside the page and will expand when clicked on.

Label 3: Marketing Projects

This page will display the marketing projects that Kris have done before (excluding video and photo, of course). It is conceptually similar to a "miscellaneous work" section.

Label 4: Contact Info

If someone wants to contact Kris to request his services, this page will give users a variety of options for getting in contact with Kris, such as his e-mail address and mailing address.

Label 5: Kris Bio

This section will contain information about Kris: where he grew up and resides, some of his favorite videos and music, what motivated him to get into the film industry, and how he did it.

Label 6: Miscellaneous Clickables

Miscellaneous clickables can encapsulate any object which can also aid navigation such as clicking on the logo in the top left to return to the homepage, or top of the homepage if the user is already there.

<u>Footer</u>

 A link which brings users from the bottom to the top of the page will also be included.

Web Conventions

The following web conventions will be present:

<u>Website Logo/Website Name</u>:
These two will appear at the top left of every page and will be clickable as to return to the homepage or top of the homepage.

<u>Navigation Bar Icons</u>:
These icons will appear in a horizontal bar anchored at the top of the window and are clickable as to aid quick maneuverability throughout the site.

<u>Clickable Items</u>:
 Clickable items will appear in a few places on the homepage or relatable pages. These will most likely be small image icons which will snap the user to a particular point on a page.

<u>Breadcrumb Navigation</u>:
Our team has discussed the possibility of using breadcrumb navigation on all pages minus the homepage to ease navigation and limit the need for the back button. We will provide a final decision on whether we will or will not use breadcrumb navigation due to our intention of keeping content pages simple with navigation displayed at the top. There will not be many (if any) content pages accessible only through other pages, so breadcrumb navigation may just add to website noise.

<u>Code and Style</u>:
HTML5 and CSS-3 will be the framework of what designs and implements the visible features of the site. HTML5 will construct website structure while CSS-3 will update the style of the structured content.

<u>Search Boxes</u>:
Search boxes may be implemented on pages such as Photo, Video, and Marketing Projects so one can quickly search and display content without scrolling through the entire catalog. A search option will be included on the homepage which will search the catalog of the entire website and will display results in a new tab.

<u>Consistent Layouts</u>:
Consistent layouts throughout the website will allow for improved usability, and the ability to reduce noise. Each page will have website logo, name and navigation at the same position at the top of the window so it is always easy to access a new page.

<u>Consistent Color Coordination</u>:
The option of color coordinating navigation icons and clickables for different categories of media and pages is possible also. This may or may not be relevant or helpful based on

our pending decision of using breadcrumb navigation. Breadcrumb navigation for similar pages could have similarly colored navigation icons so the user will associate like colors.

<u>Other Conventions</u>:
Other conventions to be used include consistent color schemes, background colors (or images --Stakeholder has not quite yet decided) and icon shape/sizes. Clickable items on the homepage may be different sizes than the navigation icons but will be similarly sized to other clickable items of relatable types on the homepage.

<u>Negated Conventions</u>
At this point in our process, we are going to negate using breadcrumb navigation due to the increase in website noise it will bring. We will attempt to set up navigation accessibly on each page where breadcrumb navigation would be useless and redundant.

We are also going to attempt to greatly minimize the amount of clickable items on each page as to not confuse users between how to navigate the website. Some clickable items may still be necessary if the situation arises where we will need to include a page that is less accessible through the homepage or standard navigation. "Clickable items" used for navigation which are not part of the navigation icon bar at the top and do not include the website logo and name, which are necessary and will be used in the site.

Usability:

- For usability testing, we have designed four different tests to conduct over the course of the websites building process to make sure that our website is as debugged as possible and useable to all sorts of people.
  - The first usability test that will be conducted (and actually already was) is to have one person who knows nothing about the website (my roommate) look at our information architecture, labels and navigation and give us his general feelings on the website. Then I will ask him where he thinks certain things would be located and gauge his expectations.
  - The second usability test that will be conducted will be done at the quarter to half way mark of our website to gauge how user friendly our website is so far and if the person selected will be able to tell what type of product we are selling and other minor detailed based off of the home page. The format will be very similar to the first one, except this time I will be watching the subject use the computer and have him/her walk me through what he/she is trying to do and what his/her current thoughts are. While all of this is going on, I will have a voice recorder on so that we can go over as a group how the usability test went.
  - The third usability test will be conducted close to the completion of our website and will focus mostly on navigation between different pages and finding important information from the website. The process will be the same as the last one with the subject doing all of the talking and browsing while I quietly watch and take notes, though this time the focus will be on different aspects then last one and I will add in a few more guiding

    questions.

    ○ The fourth and final usability test will be conducted after our website has been completed. It will encompass all of the aspects of our website and will focus on navigation, the general tone on the website, how each section is seen in relation with the others and if there is anything that the testers wishes was on the sight. The guidelines for testing will be the same as the last few tests.

● The results from the first usability test were great and gave us excellent feedback on how our basic website design looked to someone who had no idea what we were trying to achieve. For this usability test, Dave asked his roommate Mitchell Juno to participate. The reason he asked him was for multiple reasons, the biggest one being that it was extremely convenient as they had similar schedules and finding a time to conduct the usability test was not an issue. The other reason he chose him was because he fits into the college student persona that had been detailed in our previous checkpoint. Since our experiment was being based off of our information architecture and not the website, the design for this experiment was a bit different than what was described in Don't Make Me Think. What Dave chose to do was have Mitch read over our information architecture section of this checkpoint as well as draw him a hierarchy diagram of what the website was expected to look like and then ask him where he would expect certain information about our client to be located based off of what he had just read. Dave did not record this exchange, though we will make sure that for the next usability tests we do. However, while this was going on Dave was taking notes so we will be able to recreate some of the questions he asked him and answers that he received.

Dave: So, after having read over our information architecture, what would you expect to find on the home page?

Mitch: From the impression that I got, I would say the the homepage is more of like an overview on the client and what the website is while all of the important information is located in the other links.

Dave: Okay. Now, imagining that you are starting off on the homepage, where would you go to find more information on the client?

Mitch: I would definitely go to the Bio page.

Dave: Awesome, and where would you go in order to find one of Kris' videos?

Mitch: Uhm, either the Marketing Projects of Videos page, I'm not really sure which. They seem like they would be the same things since his job is making videos for other people.

Dave: Good point. So if you would want to get in contact with Kris and ask about his pricing, where would you go?

Mitch: Probably the contact info page.

Dave: Great. Okay, so last question. What about this site do you think could be done differently or changed to better the usability? What confused you?

Mitch: I think the thing that confused me the most was why there were separate pages for videos and then the marketing projects that he had done since those marketing projects are videos as well. And also that there is a whole separate page for photos. I feel like it would be a lot easier if those were all

located in the same place to simplify things.

● In conclusion, this usability test brought a few potential issues involving the media pages to light and also showed that a lot of the other important information was very clearly labeled. So, as a group we are discussing whether or not to just mold the marketing projects page, photo page and video page together into one larger media page with subsection dividing the three.

Readings:

● Above the Fold - One of the biggest points that we are focusing on from this book is the color section and how to use color to distinguish important features of the website as was already discussed in the previous checkpoint. The client has maintained his original ideas of color scheme of black, white and grey that will allow us to use some more vibrant colors to accent the site and draw the viewers eye to important links and details. However, if he should decide to change his mind we are making sure to design the site so that only a few minutes will be needed to change the overall color scheme.

● Neuro Web Design - A large part of this reading that is very useful to us is the idea to use comments or reviews given by people who have used Kris' services before. Since Kris is providing a pretty unique service, it is important for people to be assured of his quality by someone other than him. In order to get people to trust these testimonials, we will include pictures and detailed bios so that the users can relate to the reviewers as much as possible.

● Don't Make Me Think - The most important aspect of this book is that we are doing is make the user think as little as possible when they are viewing our website. We will cut back on cluttered text and provide easy navigation. Most of all, we will perform the "trunk test" on our page once we feel that it is satisfactory to make sure that it is easy to use and that all parts of it are easily distinguishable. Also, the biggest part that this book will be used for will is to guide our design of our usability tests.

● Bulletproof Web Design - Considering that all of the members on this team have only been writing CSS and HTML for a year or two, this book has become extremely helpful while designing our website. The main aspects that we focused on were the flexibility aspect of the book, most specifically when designing our navigation bar and when setting the font size of our text. Instead of using pixels, we decided it would be best to use the method described in the book by setting the overall text using ems to keep them relative to the body's text.