David Lademan, Marshall Thompson, and
Caleb Miller
12 March, 2015
IT 502 - Intermediate Web Design
University of New Hampshire
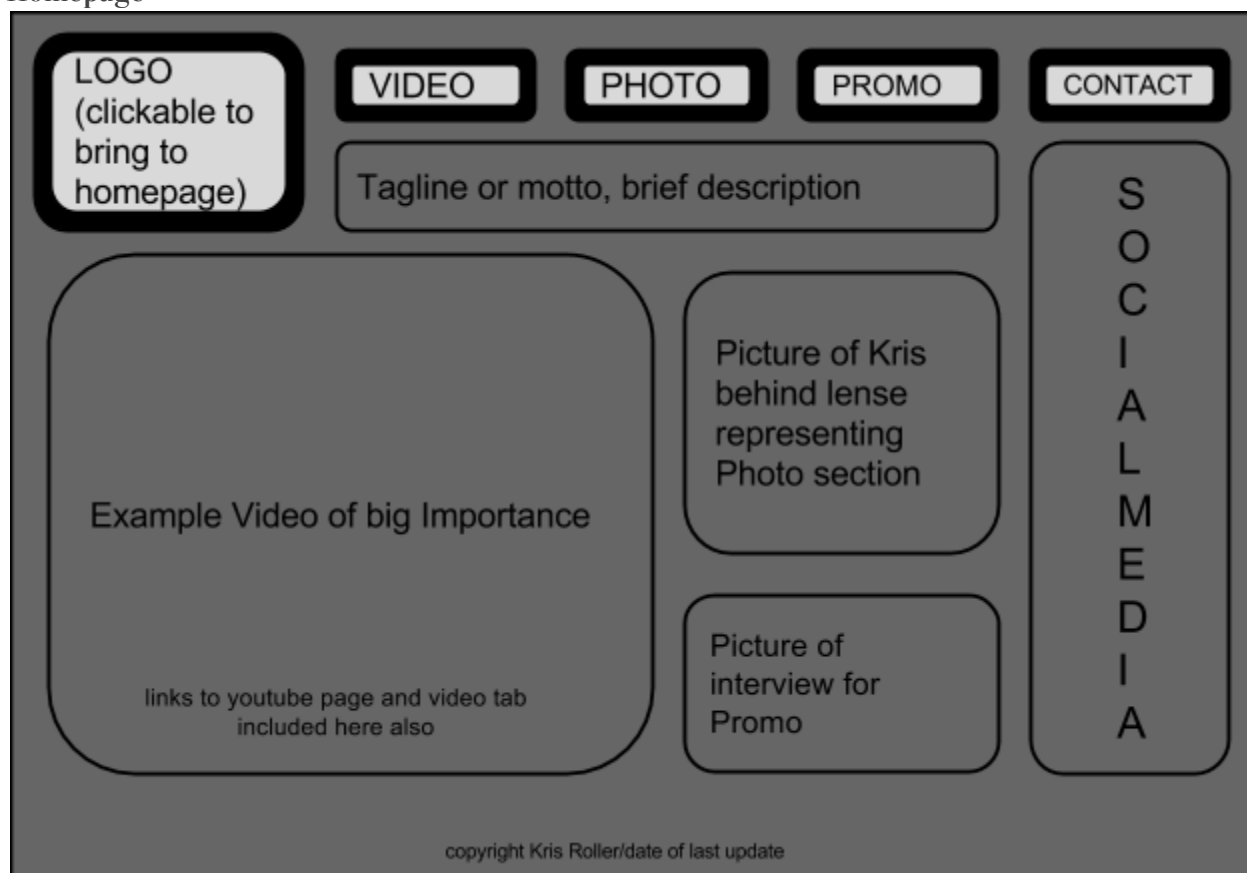Durham, NH 03824

Group #5
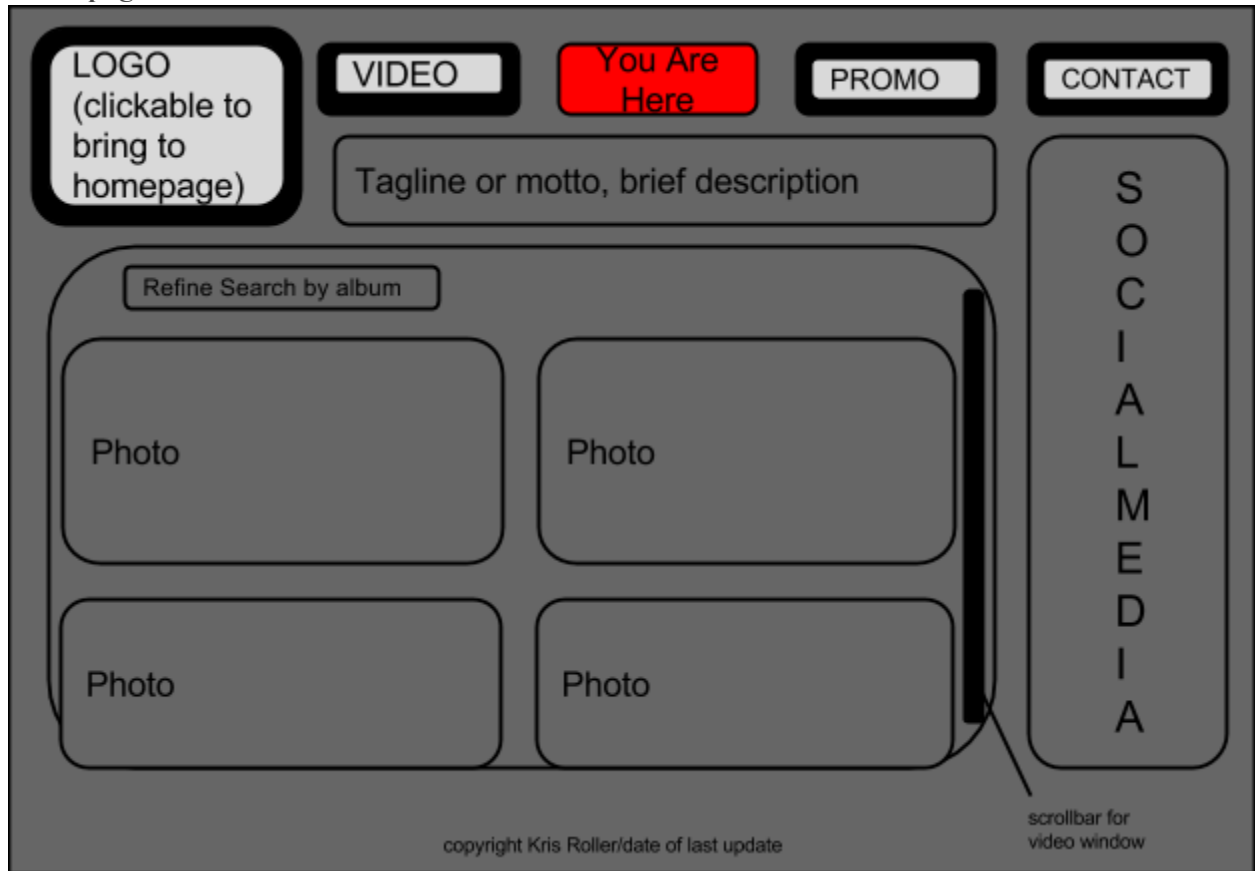
Checkpoint #4

Page Grids:

Homepage

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 contact page.

Video 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. In the video thumbnail subwindow there will be a drop-down menu where you can refine your search by Artist or Genre of video.

Photo page

LOGO (clickable to bring to homepage)

VIDEO

You Are Here

PROMO

CONTACT

Tagline or motto, brief description

S O C I A L M E D I A

Refine Search by album

Photo

Photo

Photo

Photo

scrollbar for video window

copyright Kris Roller/date of last update

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. Photos will appear in the same style as videos do on the videos page but larger. The scrollable subwindow will also have a refined search feature.

Marketing/Promo Page
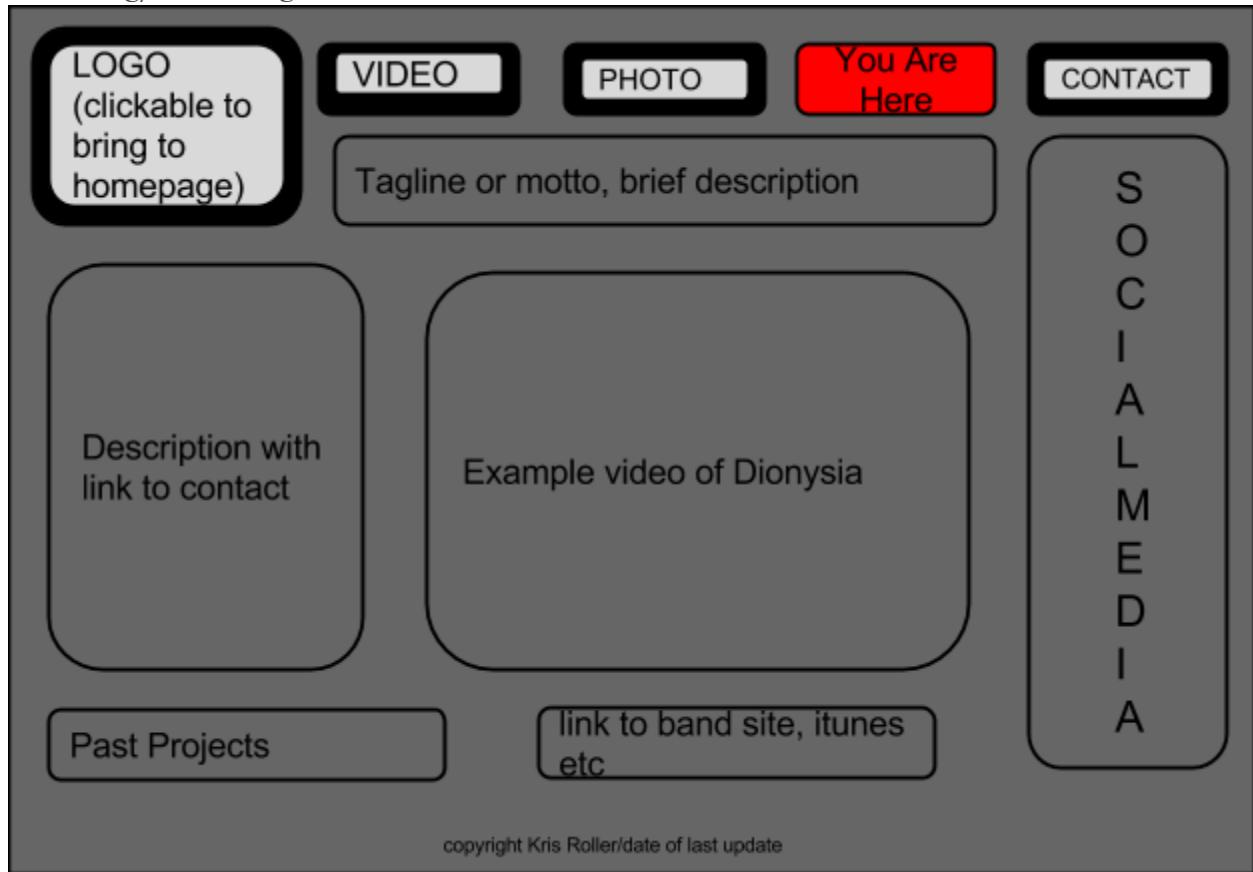
The Marketing Projects page will display marketing projects Kris has completed for organizations/individuals to gain exposure and publicity in order from most recent to least. Information on this page will include a description of the project with a link to the contact page, capabilities, and known effects/results. Testimonials from the organizations/individuals who have had completed marketing projects will be displayed underneath the example video. If an organization opts requests to be an example on the website, links to their itunes, band website or other credentials can be listed underneath the example video area.

Contact page
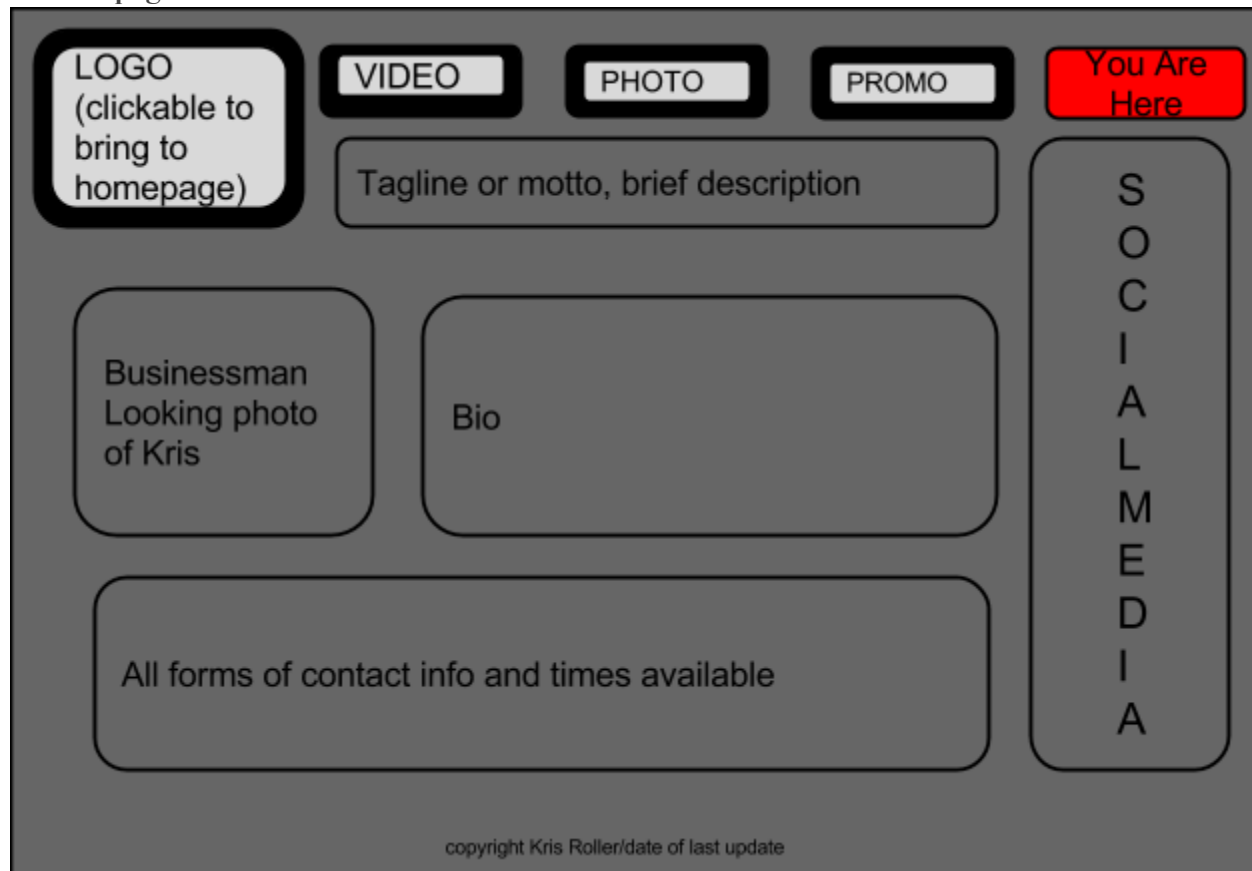
The Contact info page will contain all the pertinents for getting in contact with Kris Roller, be it for scheduling a consultation appointment, sending an email, submitting testimonials, requesting equipment, etc. A headshot of Kris accompanied by a substantial bio will appear above the listed forms of contact.

Color Scheme:

The color scheme for the webpage is going to be a simple but sleek black and dark grey as per the request of our client. We also use this color scheme to our advantage by making the active state of the navigation bar outlined in red so that the location of our users will be extremely evident.

Font:

Keeping with the simple but elegant style of the website we are going to use a serif font though we are still unsure of the specific one.

Multimedia:

There will be a large amount of images and videos used in this website due to the profession of our client, but we are going to keep them in specific areas with scroll bars so that the multimedia doesn't crowd the page. Also, we are going to put in sufficient white space in between all of the parts of the web page to ensure

scannability. We will also use a logo image in the top left corner of every page that doubles as a home button.

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. This time however, due to a change in where we thought we would be in regards to website design at this point, we changed the format on the second usability test to focus on the wireframes instead of the website itself.
  - 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 wireframe and the subsequent pages' wireframes. The format will be very similar to the first one, except this time I will be watching the subject use the wireframes 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 but this time the subject will be using a computer. I will 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. Now, for the second usability test,

Dave was able to get someone who lives down the hall from me in my dorm to be the subject of the usability test. His name is Zach and he is a sophomore here at UNH. He fits into the student persona described in the earlier checkpoint and he is also a magician as a hobby, so he has some interest in finding a filmer who could record some of his tricks. This works well for us as a group because he fits into both groups of people who would interested in using our client's services. The design for this experiment was to work like a combination of the examples provided in "Don't Make Me Think" and with our last one. So instead of watching our subject silently while he goes through our website, I will be sitting watching our subject go through our wireframes for the web page and ask him to navigate them. Dave recorded the interaction and below is the transcribed recording.

Dave: So, looking at the homepage wireframe, what would you guess this is a website for?

Zach: Well, I can see that it says there is a photo of "Kris behind lense" so I would assume that Kris is the subject of this web page and since the navigation has video, photo, promo and contact I would say that this website is for a professional photographer. And the social media definitely shows that it's for one person.

Dave: Good call! You got that right. He also does something else too. Any idea?

Zach: Hm, I would say that he also shoots videos as well.

Dave: Yup, and he also edits them. Any other assumptions you can make from th home page wireframe?

Zach: Not really, the home page is pretty straight forward from what I can tell.

Dave: So if I asked you to try and find one of the videos that he made, you think you would be able to do it?

Zach: Definitely, you would just click on the videos button at the top.

Dave: Okay, so now that you are on the video page I'm going to grab the video page wireframe…[grabs wireframe]….alright, so now that you have that in front of you, what would you do if you wanted to watch a specific one of his videos?

Zach: If I had the name of the one I was trying to look for I would just type it in the search bar, but if I didn't I would just scroll through the videos until I found it.

Dave: Awesome. From here, is there anything that you are confused about?

Zach: Not really, everything is very clearly labeled and I like that the social media bar, the navigation bar and the motto/logo all stay in the same place. I can't imagine myself getting lost on this site. One thing that I'm confused about though is what the promo page is because I thought this whole website was a promo for his stuff anyways?

Dave: Let's go to the promo page and see what you think of it then [grabs the promo wireframe]. So here we have the promo wireframe. What do

you think the purpose of this page is?

Zach: Well to me it just looks like a reformatted version of the video page just with a bigger emphasis on this Dionysia thing. So this whole page is just to promote one band? I guess I'm just kind of confused as to where this page fits in, that's all.

Dave: That's okay, we can just move on to something else for now and then get back to it. So, if you really liked what you saw on the homepage and other websites and wanted to purchase his expertise, what would you do?

Zach: I would click on the contact button.

Dave: [grabs the contact wireframe] Alright, so here is the contact page.

Zach: Oh wow that's cool, you have his whole schedule on here already. So now I would just look at his times available and then use one of the forms of contact and ask to make an appointment then. I also like the personal bio added into this page.

Dave: Great, I think that just about does it then. I just have one more question. What were your likes and dislikes in regards to the website?

Zach: I would say my biggest issue with it would be the promo page because I'm still kind of confused on the purpose of it and how it's different from the video page. Other than that though I really liked the layout, it was very self explanatory. I also really liked that it focused on Kris' content first and then his bio second instead of just being one big advertisement for his personality.

Dave: Great, thanks so much for participating Zach.

- In conclusion, this usability test brought a few potential issues involving the promo page to light and how it may be too much like the video page. Other than that though it confirmed that our navigation was easy and straightforward to use and that the layout was conducive to an easy user experience.

Coding Guidelines

- The website will be coded using a very "ground up" design. There will be a "background" class in the CSS that will define how the background will look (in terms of color and text, if text is placed on the background at all).
  - The background will be done on the "body" section of the HTML
- On top of the background, there will be a series of "boxes", inside which there will be photos, videos, or whatever else the site requires.
  - These will be laid out using padding, margin, and float elements, among others
- There will a very obvious navigation bar which is defined as a "navigation" class
  - On this navigation bar, there will be the "video", "photo", "promo", and "contact" pages.
  - There will be an ID with a name like "active" which will define where the red "you

are here" label goes.

- We will keep the coding structure as similar as possible within the individual pages of the site.
- Individual elements that will change from page to page will be whether videos or images are placed, where labels are put, and links to past and current projects
- The logo will be defined in a certain class, and will be in the top left corner of the page on each page.
- This logo will have a link to the homepage so that the user can get there from every page, anytime.
- As far as we know, no JavaScript or PHP will be necessary. However, if we find a place where it could be useful, we will certainly utilize it!
- We will rely heavily on classes in general. For instance, we will have a class for the navigation bar, a class for videos, a class for photos, a class for links, a class for simple text, and a class for anything else we might need.
- Because the website is very appearance-based and works off of mostly photos and videos, we will use bright colors, and utilize images as graphics (i.e., background images) if it is necessary.
- Overall, we want the site to be visually pleasing above anything else.
- Commonly used video elements will be:
  - autoplay (if we want the videos to play as soon as the client visits the page. Most likely will not be used)
  - preload (will define how we want the video to load)
  - width (if not defined by the containing box)
  - height (if not defined by the containing box)
  - loop (whether or not we want the video to loop)
- Heavily used elements in general will be:
  - float
  - margin
  - border
  - padding
  - color
  - size