# Fizzix Phriday Final Report

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## Design Team:

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## THE PROJECT

The Fizzix Phriday project was chosen by our group at the first official meeting of our group. After weighing the pros and cons of the multiple projects brought to the table, the Fizzix Phriday project seemed like the best one for our group to showcase our skills and to make a positive impact for the communities. The project was brought to the attention of our group by the project manager, and he represented the stakeholder in the group's meetings and brought the group ideas to the stakeholder.

### Stakeholder:

The Fizzix Phriday duo, comprised of Austin Pond and Connor Reed, has the vision to help make Physics and Physic-based learning more appealing and exciting to the masses through interesting blog posts, attention-grabbing podcasts, and mind blowing videos. They hope to cover cool and some not-so-cool topics and make them more exciting in the minds of a normal, not interested in physics person.

The Fizzix Phriday website will be home to the aforemention media and will be mainly focused there and on the Fizzix Phriday's social media pages. All content posted on the social media pages will be centralized to the Fizzix Phriday website so a user does not need to go searching around the web trying to find all of the content posted by the group.

### Initial State of the Project:

The initial state of the project was just a concept. The Fizzix Phriday duo had this vision for a website and our group decided to turn that vision into a reality. This allowed us to have a lot of free reign on the initial design ideas and then we were able to suit those ideas more specifically to the Fizzix Phriday team.

## THE PROCESS

Once the project was assigned, we met as a group to get to know each other with our strengths and our weaknesses. We knew that being part of a team is a huge advantage because we can take the strengths from all of us and use them to complete our goal. We told each other our strengths and from there we assigned roles. We decided to keep loosely to the roles because we knew that we would all be doing a bit of everything and helping out where we could in addition to teaching each other new skills; the assignment of roles were just used as guidelines for us.

**The Approach:**

We were fortunate because we knew pretty early on that we wanted to work with Fizzix Phriday so we did not lose any time.  We set up a to-do schedule with a list of our goals and time frames, which was really helpful to stay on task. Austin Pond, our stakeholder, also knew specifically what he wanted to do with the website so that also helped us to stay ahead of our schedule and have more room for design and function. Although Austin knew what he wanted, we are the experts and we were able to pitch several ideas to him in regards to functionality of the site. We agreed that the website should be completed in CSS3, since Dan's individual project was on that topic and he felt very confident with it. We viewed the existing website (which was very bare) so it was simple for us to decide the right amount of content we would want to have on the site.

**Our Goals:**

Our main goal was to design and develop a working website that Austin can effectively share his knowledge with others though teachings and discoveries in experiments, which are easily accessible, intuitive, and available to all users. We broke our main goal into multiple goals with smaller components to make them more easily achievable. Specifically, we wanted to provide a platform and forum on the topic of physics, provide an easy to use learning tool in the study of physics, use visual design to effectively display the content, integrate all mediums (such as twitter, tumblr, and podcast) successfully and produce results that are up to Austin's standards.

**Obstacles:**

We were lucky as a team that we did not come across many obstacles; there were only two that were a threat to our project. The first is that Austin would think he knew what he wanted, but he was unable to describe it specifically so we would not all be on the same page. In order to solve that, we gave Austin multiple solutions and he usually ended up combining a few of them until he was happy with the result. Another obstacle we came across was getting content from Austin. We are not physics majors so it was difficult for us to get on the same page with Austin

in regards to content. There was not any content on the first website so we did not have anything to compare it to. Austin has a very specific feel for his website and we wanted the content to be perfect. There were times however when we would ask Austin to send us content or point us in the right direction and that process usually took longer than we had anticipated.

## TEAM CONTRIBUTIONS

The advantage to a team project is that each team member brings a unique skill set to the team. The advantage is the team becomes more knowledgeable, capable, and adaptive than any individual. It was advantage and our team's cooperation that allowed us to be successful in this web project. The team and the project were successful due the collaboration of individual contributions; which are understated.

**Dan McGloughlin** – As Project Manager of the group and the link of communication to the stakeholder, Dan's contributions included deliberation of duties in accordance with the overall vision and site direction. He was also assisted on all XHTML and CSS coding, the search feature and quick access menu.

**Nick Turi** – As Technical Lead for the project, Nick was responsible for ensuring that our code was compliant and validated in XHTML-strict. Nick and Dan were pivotal in the coding of the website.
Nick also assisted by combing and formatting all checkpoints and the final report.

**Chelsea Cyester** – Chelsea was Content Director, Graphical and Creative Design Assistant. She was the most versatile member of the team. From her duties of talking to the stake holder to decide what content was needed or could be used to assisting in picking color schemes. She also assisted with content for the checkpoints.

**Max Pikcilingis** – Max was the Team's Creative Director and the Content Assistant. He worked with the stakeholder to choose the overall layout and color scheme of the website. He was reasonable for making mock-ups used in testing as well as making the logo.

## LESSONS LEARNED

One lesson learned during this process was the value of good communication channels, with the stakeholder and with your team. Many times our work would stop, just waiting on input or an "okay" to continue from the stakeholder.

Usability testing was both a blessing and a curse. It was first a curse. Prior to this project we had limited experience with it and did not value it as we should have. After our first test, we saw what an asset it was and planned for it in the design of our website.

We also learned that interim deadlines or checkpoints are a great tool for staying on track.

Please continue to our personal statements for more detail on individual lessons learned.

## THE RESULTS

The creation of the Fizzix Phriday website was successfully completed and most of our goals outlined in our checkpoint submissions were met. The design of Fizzix Phriday is spot on to what we had intended for the website, but we were unable to complete it fully. We were unable to finish the content on the site and also the search bar is currently not working. The content from our stakeholder continues to filter in and we are constantly updating the site as more content is provided. However, we were able to design a website that is user-friendly, easy to use, and aesthetically pleasing to look at. Our main goal was to create a simple site, simply because the content on it may be a little harder to understand, so we wanted to make navigation as easy as possible for our users. Our design team was able to utilize the "Rocket Surgery Made Easy" book in regards to usability testing. Our usability testing was such a vital tool for our project. The information and ideas that were yielded through our usability tests is what made our website it is today. Our testers pointed us in the right direction and helped us discover problems we didn't notice. Thanks to them, we were able to fix over five big flaws in our design.

**Technical Achievements**
- The use of HTML5 and CSS3, with all pages validating in accordance with W3C
- Cross-browser compatibility, testing in IE, Firefox, Safari and Chrome
- Cross-platform compatibility, testing in Mac OS X and Windows
- Optimized for a very fast load time (less pictures, media, content)
- Use of new CSS3 features (transitions, new selectors, box and text shadows)

**Usability Achievements**
- Interactive logo, which is our best way to brand Fizzix Phriday
- Consistent, easy-to-use navigation with five links
- Vertical navigation bar at the top of every page
- Search bar (which is soon to be functional)
- Consistent footer on every page
- Twitter, Tumblr, and RSS links in the top right corner (transitions aid in attracting users)
- Aesthetically pleasing fonts and color scheme
- Utilization of "breadcrumbs" to help user find their direction
- Simple design layout (padding, color scheme, content)
- All images and text coded for accessibility to those with disabilities

**Creative Achievements**
- Search bar feature that will help users find podcasts, topics, and videos
- Consistent green and white color scheme which is simple yet appealing
- Use of transitions on Twitter, Tumblr, RSS links including the search button
- Use of text and box shadows to aid in the visual appearance of the site
- Transitions to let the user know what podcast they are focusing on

- Consistent header, navigation and footer on every page
- The ability for the Fizzix Phriday logo to spin provides a dissimilarity among our competition

## MAINTENANCE

The site will be further developed and maintained by the Stakeholder; Austin Pond. The Fizzix Phriday team was only asked to provide the "design" part of the website for Austin. All along, we knew that after our part was completed that Austin would take responsibility for the up-keep. Plans for continued development include:

- Completion of the "search" bar to allow users to search the site for what they are looking for (short-term goal)
- Completion of more videos and podcasts (short-term goal)
- Daily tweets pushed to the site, also updates to Tumblr on a weekly basis (short-term goal)
- Completion of content on all pages (short-term goal)
- Implement an "Experiment" page where users to view and create their own experiments (long-term goal)
- Create a "discussion board" where users can interact and talk to the stakeholder (long-term goal)

## VOTING

**Save the Pixel – Ben Hunt**

Team 1 – Village Bean

We chose to vote for Village Bean because we believe they emulated the major concepts from Save the Pixel.  This team did a very good job of keeping their page simple. It is the same throughout the site and does not crowd the user. The filler text does not attest to the discipline Save the Pixel requires, but based on the information the team provided, if they follow through with what they said, they will have solid discipline with the content they put on their site. They have room for a lot of writing but they know that it doesn't mean add all the content you can. Based on their presentation, their website is in line with their stakeholder goals, another characteristic of Save the Pixel.

**Neuro Web Design - Susan M. Weinschenk**

Team 3  - Rochester Aviation

Rochester Aviation wins our vote with Neuro Web Design. During their presentation and as we can clearly see from their website, they took advantage of what Neuro Web Design had to offer with its themes of understanding the psychology behind

the navigation, links, clicking, and overall attraction of users. This team made the most out of their user testing and their links- although very different- are effective and interesting- enough to keep a user on the site.

### Bulletproof Web Design – Dan Cederholm

Team 1 – Village Bean

The winner for our vote for the team that practiced Bullet Proof Web Design is Team Village Bean. Their code is lean and we actually ran their pages through a browser renderer and Team Village Bean had faster load times compared to Rochester Aviation. Rochester Aviation took a very long time, and the pictures were very slow when loading.

### Rocket Surgery Made Easy – Steve Krug

Team 3 – Rochester Aviation

Rochester Aviation did the best job with their usability testing. During their presentation they spoke how their usability testing yielded many ideas which they incorporated on their website. Rochester Aviation spoke about how testing with individuals that are familiar with flying helped the group make the best possible website geared towards those interested in flying. Their usability testing found many problems with their site and they were able to fix these problems relatively well.

## PERSONAL STATEMENTS

### Personal Statement: Chelsea Cyester

I thoroughly enjoyed this class. I had little knowledge of all the work that goes into web design before I came into this class but now my horizons have been broadened. I enjoyed learning about all the different aspects of web design and how they all relate to one another; it is very useful information. I did not enjoy reading the books per say, I wish we would have discussed them more as a class because sometimes the material went over my head and I had a difficult time following the information, but other than that, phenomenal class. I am glad to be able to take the skills I learned in this class over in the real world.

The individual project had many great aspects to it. I really like my topic specifically because I love writing and it was neat for me to see the difference for Web Writers. I am a strong believer in presentations; I think they are a good test of knowledge. Presentation skills are also very important in life. You need to be able to get your point across and keep the interest of your audience, so this was another phenomenal opportunity to strengthen my presentation skills. I was not a big fan of the tutorial part because I felt people did not put as much effort into it. I wish we had more time with each individual topic so the person presenting could

give more hands on examples so the class would learn the material better.

Group Project – I am grateful to have had such a great group. We all had our assigned roles but we did not let those bind us; we were all able to help out here and there and we each taught each other new skills. We learned something new every meeting we had. The checkpoint submissions were a fantastic idea, they helped to keep us on track and motivated towards our goal. We had a great relationship with Austin and it was there that I understood the importance of communication and being on the same page as everyone in your team. I am a big fan of team work and I find it so beneficial to work in groups and learn how to utilize everyone's strengths. Nick, Dan, and Max were awesome people to work with and I am proud of our final project due to our combined effort.

What I learned – The most valuable skill I learned during this project is that teamwork has the power to do unbelievable things. We each brought something different to the group and it was astounding how we could all quickly teach each other things here and there in regards to the project. Dan is a pro at CSS3 and he would walk us through the code so we could better understand it. The experience of planning and design was vital. The checkpoints like I said earlier are a must. It really helps to write down what you expect to get accomplished and by when, to keep yourself/your team on track. Flexibility is also another important characteristic to have that I learned with this project because majority of the time things didn't go exactly as we had planned so we had to adjust. The ability to be flexible and adjust is crucial in such a changing world.

I was able to contribute my leadership, organizational, and writing skills to this project in regards to the checkpoints and the final product. I made sure I knew what my task was as well as everyone else's so we could hold each other accountable and deliver the best product possible. We kept a clear vision of the project goals and I am very proud of our team.

**Personal Statement: Dan McGloughlin**

After the initial web design class (CS 403), I spent some of my free time learning more about CSS and HTML and where the coding languages were going. I also learned a lot more about design paradigms and graphic design as well. CS 403 really grabbed my attention into web design and this class pushed my desire to learn as much as I can about web design even further.

The structure of this class is perfect for the goals laid out in the beginning. The starting lectures helped make sure everyone had the same background knowledge, and the books introduced some very helpful things to keep in mind during the design process. The four books we read went together very well with the topics we were covering in lecture. I would not change up the four books the next class reads unless there is a newer version that goes into more detail about current design processes. The idea of removing one of those books and then adding a text book that the class would read in addition might detract from the usefulness of the three

main books the class will be reading. Overall, I think the structure and the books of the class should stay the way it is now.

The individual project prompted me to really focus in on the information I was looking into before this semester started. I learned a tremendous amount about the new features of CSS3 and some interesting ways to utilize them in a page's design. In addition to the web design aspect, the individual project also furthered my confidence in public speaking and the critiques I received on the individual presentation really gave me a lot of insight on what I did well and what I needed to improve on in my public speaking skills. The amount of information I learned about CSS3 definitely helped out in the team project and allowed me to be confident in the coding I was doing on it.

The group project was a great lesson in team work. Out in the design world, since a lot of the work is done in teams, it was very important we learned this lesson while we were in school, and this class taught it to us flawlessly. The project we choose definitely challenged us a bit, but not too much that we couldn't get it accomplished. It definitely was the best decision out of the projects the group brought forth, and being the project manager for it allowed me to work on my client interactions and how to deal with some of the strange requests made by clients (making the design "pop" more, comes to mind).

Even though I took the lead with the CSS coding, everyone was able to learn a lot about it and it was a great experience for me to teach others about the things I learned in my individual project. Everyone in the group had a lot of say in every single design decision and each member brought very interesting and unique ideas to the table from their background knowledge and their individual projects. Each member learned a lot about a variety of different topics, which helped a lot in achieving the goals of this class.

Like I said, this class is set up perfectly and all the goals were accomplished, and then some. The early lectures were great, the individual presentations taught a lot, and the team project made us a lot better designers. This class was by far the most interesting and thought provoking one I have had here in my time at UNH and it really solidified the idea that I was in the correct major.

**Personal Statement – Nick Turi**

I am extremely pleased with the knowledge that I have learned this semester. The first half of the course focused on slideshows and readings. The readings fell in line with the lectures in class and helped to reinforce what was being taught. I enjoyed all four books because they all focused on different aspects of web design, yet were not too complicated to understand. I especially enjoyed the second half of the semester where our focused shifted to the individual and team projects. The presentations enabled me to become a better presenter and also feel more comfortable speaking in front of others. I recommend keeping this structure. It is

refreshing and pushes for knowledge to be retained and utilized. I would like to see discussion groups in class where we are able to talk about the books that we have read.

The individual project had to be the most challenging, but definitely the most rewarding. I got to choose a topic that I have been very interested in for some time; mobile web design. Although research can be a daunting task for many, I enjoyed every second of it. I learned so much about how to make an efficient mobile web page. Not only did the knowledge apply to mobile sites, many conventions I learned can help a person on a desktop website as well. I have never had to present for longer than 10 minutes so needing to present for 20 minutes challenged my teaching skills, as well as my ability to engage my audience. I have had a great deal of experience with PowerPoint's, but I mostly just read off them in the past. I needed to create a PowerPoint that would aid in talking points and this was a new challenge for me. Overall, I learned a great deal about time management and presentation skills from completing the individual project. Not only were our presentation skills challenged, the tutorial challenged our ability to teach our users through writing. The tutorial was like an English paper where we had to focus on spelling and grammar. Finally the tutorial touched on our ability to write effective and validating HTML code.

The group project was the most exciting aspect of this course. I enjoyed meeting, working with, and bonding with my team members. We all worked together magnificently and I enjoyed getting to know them all on a personal level. We had small disagreements, but the knowledge and ideas we all possessed provided for a great environment. We all had different skills and weaknesses, so being able to work with others allowed for me to improve in areas I struggled in like the creative aspect of web design. We had assigned roles, but these roles didn't have much merit as we progressed throughout the project. We all worked together in every aspect and bringing all our skills together produced an excellent website for our stakeholder. This group project has taught me the importance of time-management, leadership and above all communication. Without communication among your group members, then nothing can get done. I took the lead in making sure everyone knew what was going on in regards to the checkpoints and creation of the site.

The best part of this group project was working on my communication skills. My communication skills in the past were sub-par and being forced to take the lead with keeping the group on task was very hard. Over this semester I have seen a great improvement in myself in this class as well as outside of it. I also have been able to effectively lead other groups. I improved on my HTML and CSS coding skills throughout this semester, which was an area I struggled with in the past. Most importantly I was able to improve speaking in front of others. I think this is probably the most rewarding aspect of this class because it challenges us to teach others in more than just a little five minute speech. Finally I have been able to improve my creativity. For someone that is the absolute worst at being creative, I learned some simple tricks that anyone can do to make something looks visually

appealing.

**<u>Personal Statement – Max Pikcilingis</u>**

I really enjoyed this class and the way it was run. I felt it brought an element of real-world working experience in to a classroom setting that was previously unseen in my other technical courses. This made learning more purposeful and exciting. I feel working with a team, especially my team members, is a valuable learning experience; also unseen in my other technical courses. I would keep the structure of this class and continue to bring students from their textbook and into applicable real-world learning experiences.

<u>Individual and Team Projects</u>

I enjoyed doing my individual project. It was fun to investigate and learn a topic with the goal of teaching and sharing it with others. I thought it made my topic more interesting and drove me to make sure I knew as much as possible on said topic.

I thought working in as a team was a great experience. Our team seemed to work together well with everyone willing to do their part.