

# Bachelor of Science (IT Management)

## Semester 3

### Module: **Web and User Experience**

### Group CA1

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Submission Date:

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**Declaration**

The above named students declares that the content of this Continuous Assessment project is solely the work of the individual whose name appears on this cover sheet. The work of any other authors has been cited and referenced in full.

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# **Website development documentation.**

## **1. Analysis of requirements.**

### **1.1 Business objectives:**

The purpose of the website is sales. Our main consumers is a home user of physical equipment and accessories for better performance without visiting public gym. The main idea of website is optimization for sales purpose. This means that we don't just have a website that allows consumers to buy online but a website that maximizes the sales potential for all areas in company. Navigation of the website is moving our users down to the sales funnel which towards the end goal of purchasing demanded products. The primary purpose of our website site is to get the greatest number of visitors to purchase our product which available in our warehouses or potential availability for our logistic partners and create database of potential customers with their purchasing information.

### **1.2 Competitive position:**

By creating website to not only to make a profit but also keep a customers. We believe that our customers should not only visit our website ones but then come back again and bring their friends or business partners. To increase pool of customer's satisfactions we keep our prices at very low and provide multiple delivery options for total cost of product. By measuring our success and showing our passion along with customers support we become more competitive against bigger players is sales.

### **1.3 Areas of success:**

- Selling Direct to Consumers- Home users of gym equipment and accessories.
- Selling to Other Businesses- Private classes or organisations for physical activities.

### **1.4 Usability test or gathering visitor's feedback:**

Google Website Optimazer helps to increase visitor conversion rates and overall visitor satisfaction by continually testing different combinations of website content.

Feedback channels for customers such as an email and contact forms. Online surveys with the goal of generating responses from customers who are active on your website.

Usability test- for example we give to someone for free our product and ask to keep a diary about their experience or create a series of YouTube videos. Seeing the business through a different lens uncovers little things that can make a huge difference.

### **1.5 Usability test.**

For creating a test we choose 20 people and ask them to accomplish several tasks.

Age range was from 18 to 60. Different background education and status.

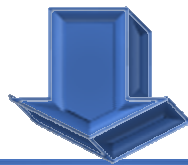
The maximum length of session duration- 90 minutes. Equipment will be using in the test: Desktop, laptop, mobile devices.

## 1.6 UX scenario.

**Sinead** after giving a birth decided to go back in a good shape, while she felt good and really wanted to exercise again, the struggle to balance her babies feeding and sleeping schedules with leaving the house was too much and unfortunately she has had to give up the classes. Work it out at home was a great idea. She choose to work out with aerobics or kick with kickboxing. Here she was able to purchase some accessories and equipment from “Sport Gear Portal”.

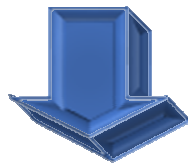
### Research

Identify criteria



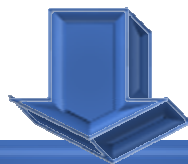
### Choose

Review result



### Payment

Fill out details



### Completed

Order placed

**Subjective metrics:** Questions prior to the session, after scenarios, overall ease, satisfaction and likelihood to use questions when the sessions is completed.

**Quantitative metrics:** successful completion rates, error rates, time on task.

1. Make a purchase within a website prototype "Sports Gear Portal".- successful
2. Search for particular product within a website prototype "Sports Gear Portal".- successful.
3. Scenario of technical support.

All tasks were completed successfully by group.

Successful Task Completion/Error-free rate- 100%

Critical errors- 0%

Non-critical errors- 0%

Average time on task where 100% is 90 minutes- 30%

### **1.7 Goals and Objectives:**

We creating not only website which is purpose of sales but creating environment of fun and friendliness. Becoming an authoritative resource by quality content of website, regular updates. We building brand from promotions and social media programs.

### **1.8 Best practice requirements:**

Website "sports Gear portal" must allow users to search for products, purchase them, to contact support, to leave feedback, to leave reviews.

### **1.9 Prototype**

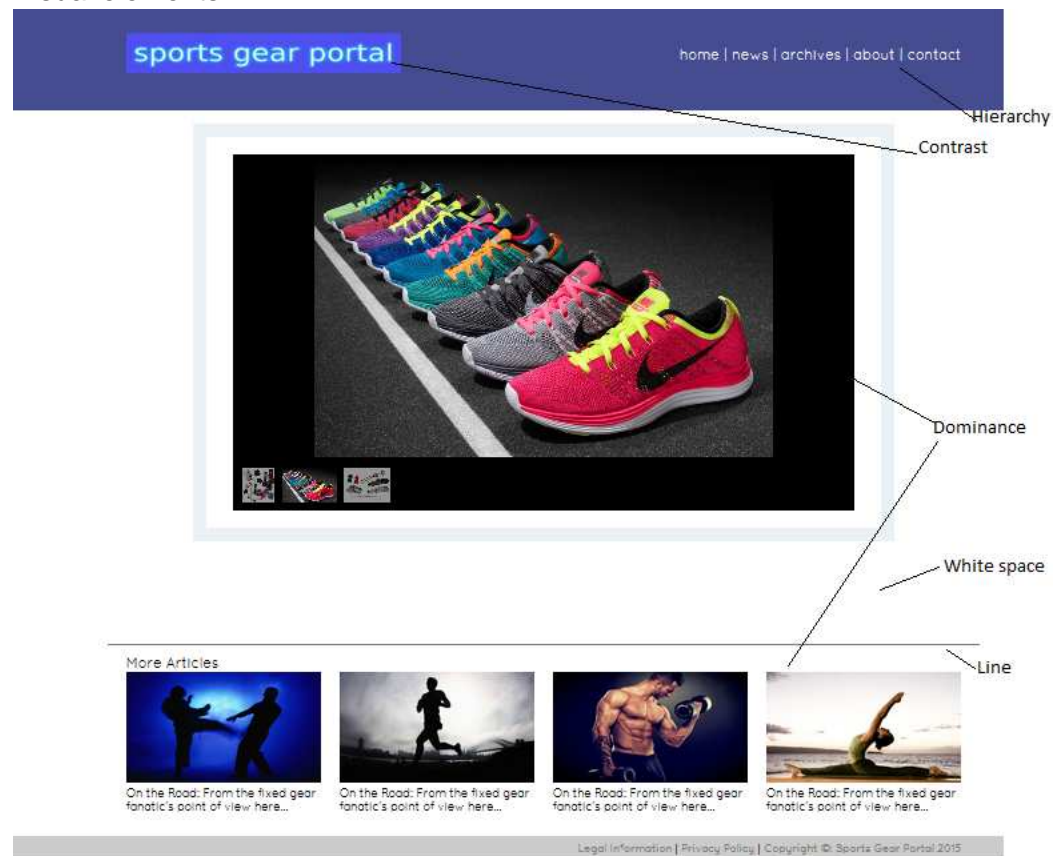
Draft version of "Sports Gear Portal" that allows to explore ideas and show creativity behind of overall concept. Save money and time before development will be proceed. Paper-based prototype help us to quickly identify content and design. Each piece of paper is single website page with information.

## 2.0 Design

Logo: **sports gear portal**

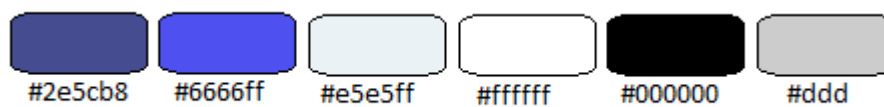


Visual elements:



Colour Scheme:

Hex reference colours

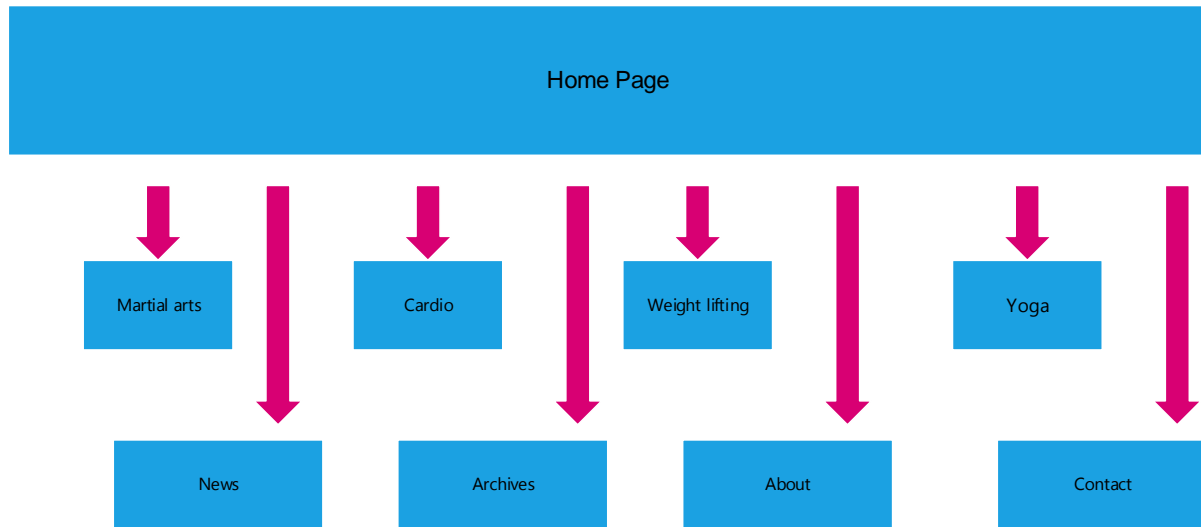


Fonts:

Quicksand- abcdef 1234567890

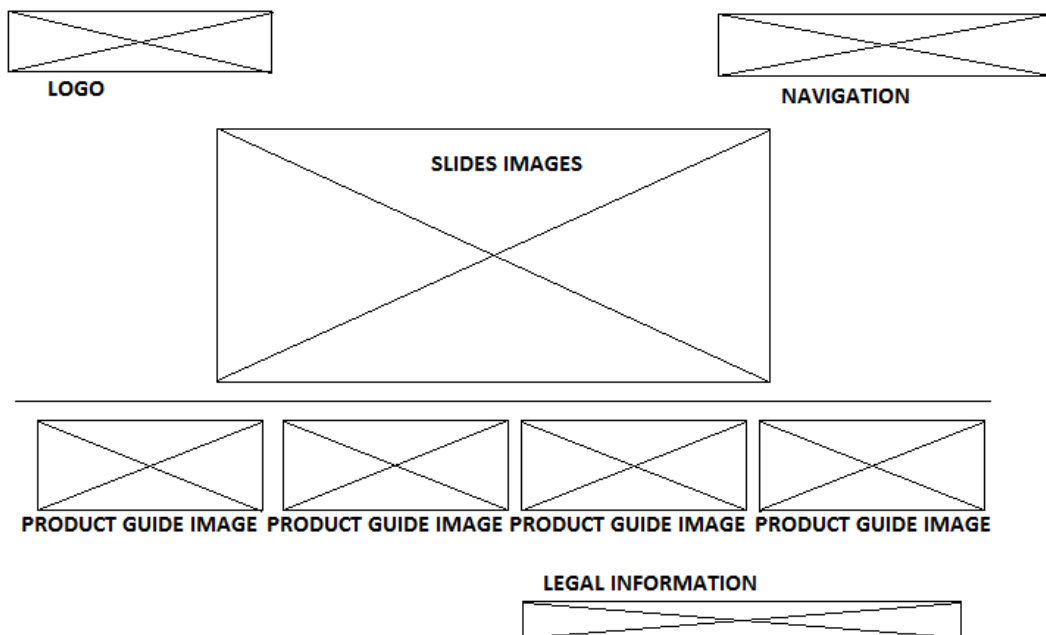
Navigation: **home | news | archives | about | contact**

## 2.1 Sitemap structure.



## 2.2 Wireframe: blocky representation of pages, function, content.

Desktop: Home page.



## 2.3 Technology brief: hardware requirements, apps, database, plug-in, server.

### Technical Recommendation

Our technical development goals include the following:

- Develop on a flexible Open source platform- PHP based framework (Zend or Cake, etc).
- Utilize GIT/Github for code management
- Create a website structure that will be easy to replicate over multiple Pillars.
- Provide multiple user types (Master Admin, Site Manager, Contributor, Member, Visitor).
- Implement a simple CMS for maintenance.
- Use SEO friendly code, such as html5 tags (header, article, footer, h1, h2 and titles and descriptions attributes into tags)
- Potential future API integration with other websites such as, indeed, Linkedin, Oracle 12 database
- Use best practices to properly “comment” code. Comments are usually added with the purpose of making the source code easier to understand.

## 2.4 Hosting Recommendation

Virtual Private Server- cost from 10 to 100 per month. Low cost and flexible solution that can support full functionality. Dedicated server with root access for future needs.

- 3TB monthly bandwidth
- 64GB buffered DDR3 RAM
- Multi- core (HT) Intel Xeon 2.13 GHz
- Fully redundant RAID- 10
- 8x 300GB 10k RPM SAS hard drives
- Battery- backed write cache

Our development process would be to create a “step by step” environment for website development and testing at every stage. Github would be utilized to ensure integrity of code and that backups are available. After we can move it into a live “Production” environment to launch. During development we will employ “agile” development processes in order to tackle the key phase one functionality.

## 2.5 Development Schedule

Phase	Weeks required
Planning	1 weeks
Interface design	3 weeks
Programming	4 weeks
Marketing/SEO	1 weeks
Testing	1 weeks



## 2.6 Proposed Features & Functionality

Proposed Features and Functionality			
F&F Category	Discription/Details	Phase	
General Global	Domain Registration	1	
	General Search	1	
	Social media links (FB, Google, Twitter and Lindln	1	
	Subscrube to news & updates	1	
	Privacy / Terms / Policies	1	
	Member Login	1	
Ecommerce	Shopping Cart (product sales)	2	
	Membership sales	1	
	Web Services ( websites, etc)	1	
Community	Job bidding (posting and responding)	1	
	Employment ( resumes and help wanted)	2	
	Equipment Sales	8	
	Association / Network	1	
Members	Membership / Login	1	
	Member Directory	1	
	Member Testemonials	3	
	Member Ratings	3	
	Member Galleries	2	
	Enhanced Member Pages	3	
Member Tools	Calendars	3	
	Documents / codes / Specs	1	
	Education ( Youtube / Online University)	2	
	Apps	3	
Media / Content	News	1	
	Photo Galleries	3	
	Legal Content	2	
	Press (build)	1	
	Events	2	
	Blog	1	
	About this pillar ( concrete.built, etc.)	1	
Advertising	Banner / Sponsor ads	1	
	Member ads	1	
	Sponsored Content	2	