

AS 91610 v3 (3.3)

Develop a conceptual design considering fitness
for purpose in the broadest sense

GRADE = I

Initial Brief

Key Stakeholder

Mrs Owens

Wider Stakeholders

Year 11, 12 and 13 students interested in gaming

Conceptual Statement

You have been commissioned you to develop a "Virtual Learning Experience" website for senior secondary school students about "The History of Gaming". Secondary school Digital Technologies and Design students will be viewing this website. Because Kuranui College is a BYOD school this website will be viewed on a range of devices from mobile tablets, ipads, smartphones, through to computers with a range of resolutions. This website needs to be hosted so that students can access the site 24/7.

Context

Educational [Responsive](#) website.

Functional Attributes

- must be fully responsive and work seamlessly on multiple devices/browsers
- must comply with WCAG 2.0 for readability
- must have some form of interactivity by the audience (eg a quiz)
- Navigation throughout the site must be possible without having to use the browser' navigation buttons
- The site needs to be accessible (eg. to visually impaired users, ESOL users and Dyslexic users.)
- should be optimised to conserve end user data usage (mobile data, at home data plans)

Physical (aesthetic) Attributes

- must make good use of the design elements and principles
- H1 needs to be attractive
- P needs to be readable
- Wallpaper needs to look good on a range of screen resolutions
- Navigation should be suitable for a fully responsive website, and provide two versions. (full navigation for desktop, hamburger for mobile)

Broadest Sense Key Factors

- Sustainability of Resources
- Maintenance
- Life cycle
- Ultimate disposal
- Practices used in manufacturing (Copyright, WCAG guidelines)
- Cultural appropriateness of trialling procedures
- Ethical nature of testing procedures

- Health and safety

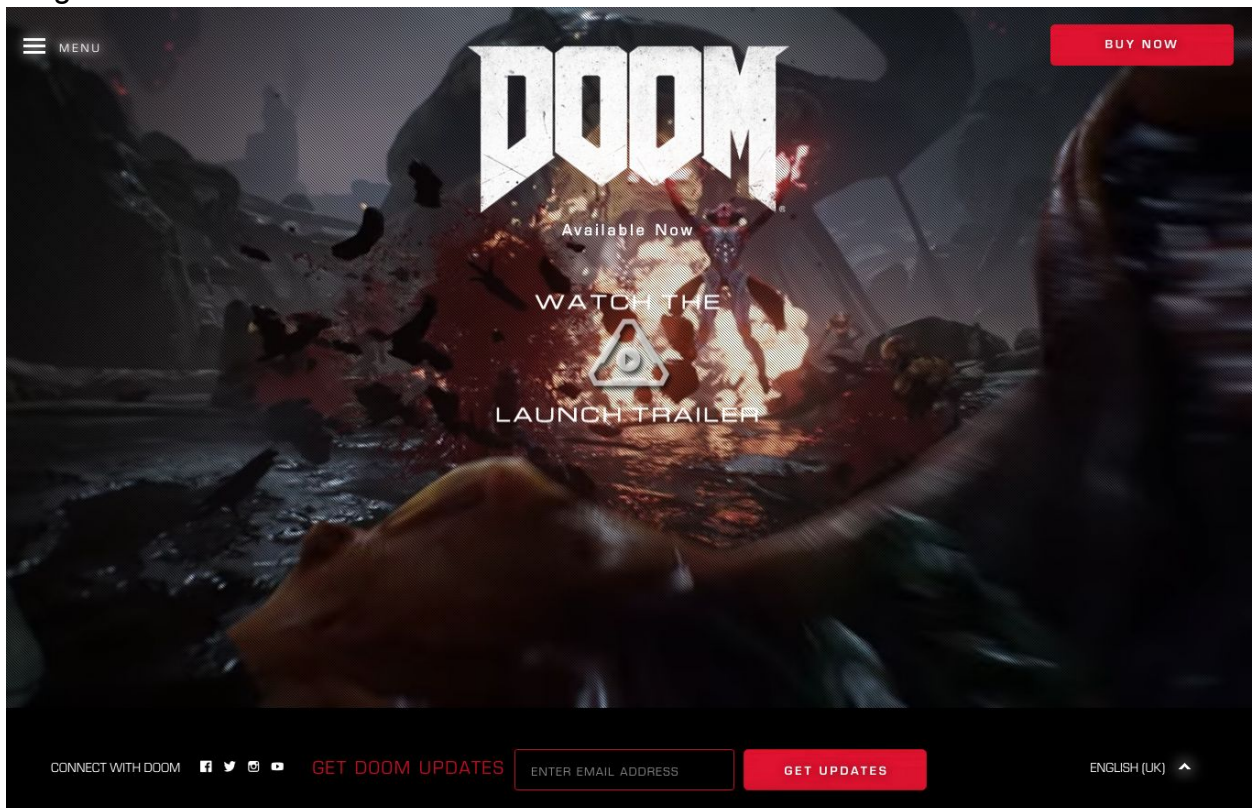
Initial Research

Wallpaper Component

Research

<http://doom.com/en-gb/>

image



Plus: Interactive, Moving Gif, 30-60fps, Phone Compatible, Links to twitter, facebook youtube and instagram

Minus: Use of third party websites to host some of the videos

Interesting: Is a moving gifs which is easy to make and capture and will also be the background of my website

Design Idea Functional Model

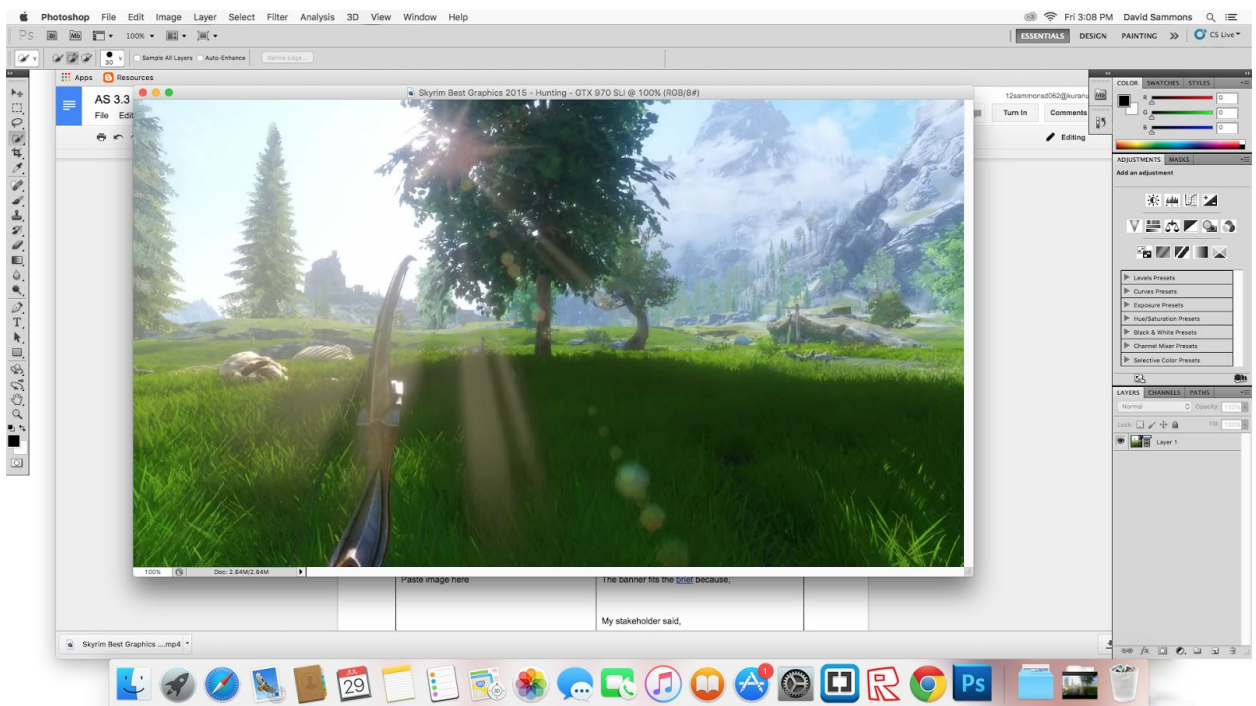


Plus: Very clear, Moving Gif, Funny
Minus: Moving too fast and looks glitchy
Interesting: Is my own gameplay, they look like their dancing

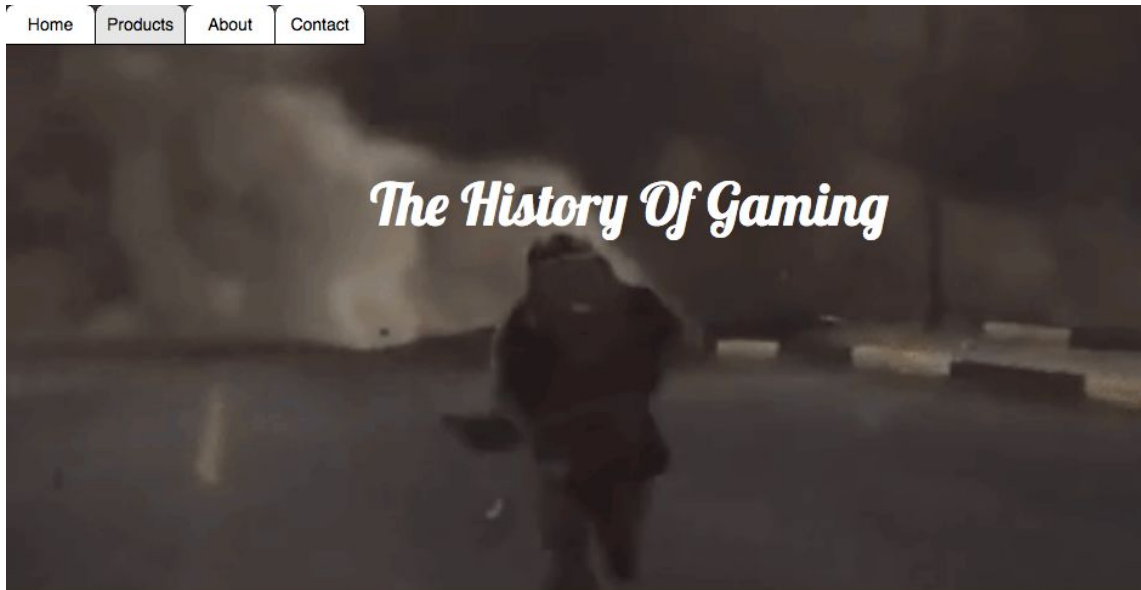
Stakeholder Feedback

I presented the design to the stakeholder and they said: “The animation is too jerky and I am worried about copyright”

Refined Design




[Link to movie clip](#)



Stakeholder Feedback

I presented the design to the stakeholder on ? and they said:

Final Component Evaluation

Wallpaper	Evaluation
	<p>The banner fits the brief because, it fits because it includes an attractive h1 is supported for 1980x1080 monitors</p> <p>My stakeholder said, it looks great and needs a different h1 colour so i changed it to black so it is easier to read</p>
<p>Based on this evidence I have decided to use this wallpaper because it fits the brief and is attractive to my stakeholders and have changed to their liking</p>	

Banner Component

Research



- Plus: Easy to read and great use of colours
- Minus: Background does not stand out and contrast colours
- Interesting: Could be used for a lot of texts



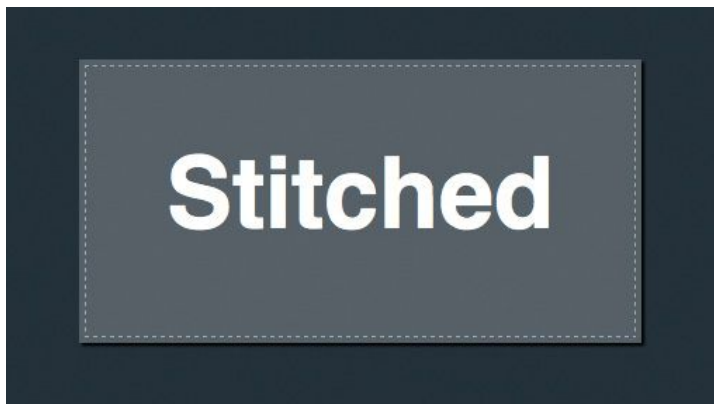
- Plus: Great use of color easy and brush strokes go well bold easy to read letters
- Minus:





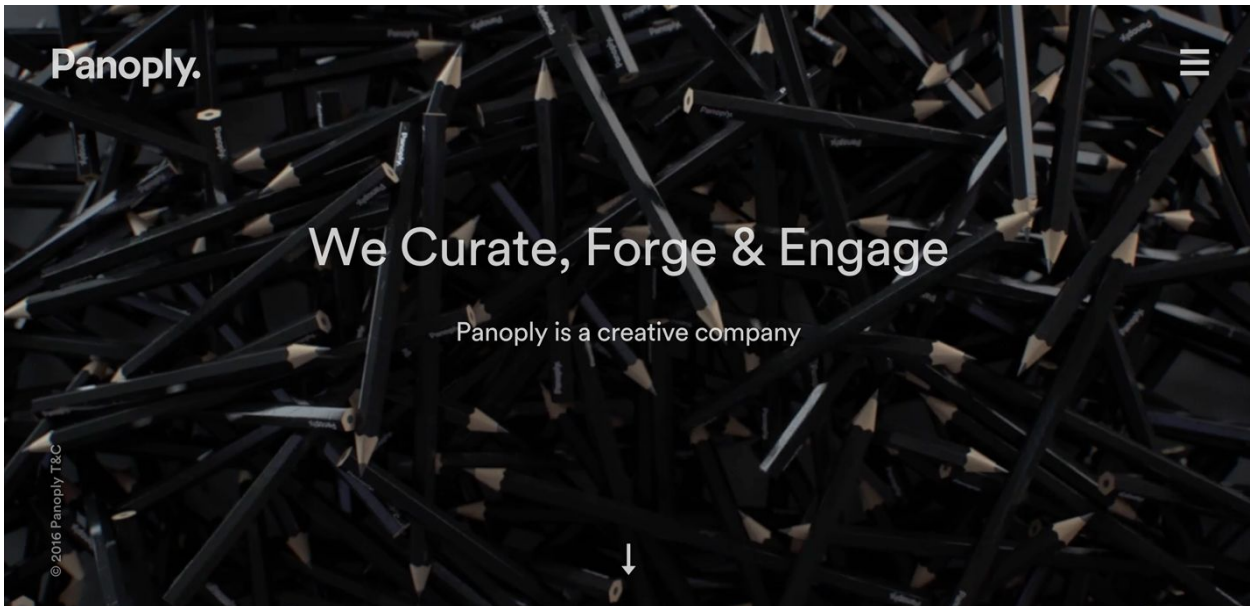
Plus: Use of different colors and bold letters and easy use of sentences

Minus: Banner needs to go well with everything but doesn't in this case



Plus: Great combination of green used by both text and background and added texture to text brings depth and more of a realistic look

Minus: Would work for websites that are for nature but not what i'm looking for



Plus: Contrast works well because of choice of text and choice of colour text nice and simple

Minus: Nothing really pretty nice



Plus: Great Blending in of whites and contrast works well with color

Minus: Too much white and not enough color maybe a black would suffice



Plus: Great use of colours and blur effect from the background brings out the letters simple banner inside the banner to add a great effect

Minus:

Interesting: even without different colour of text banner still looks great and interesting

Design Idea 1

Image



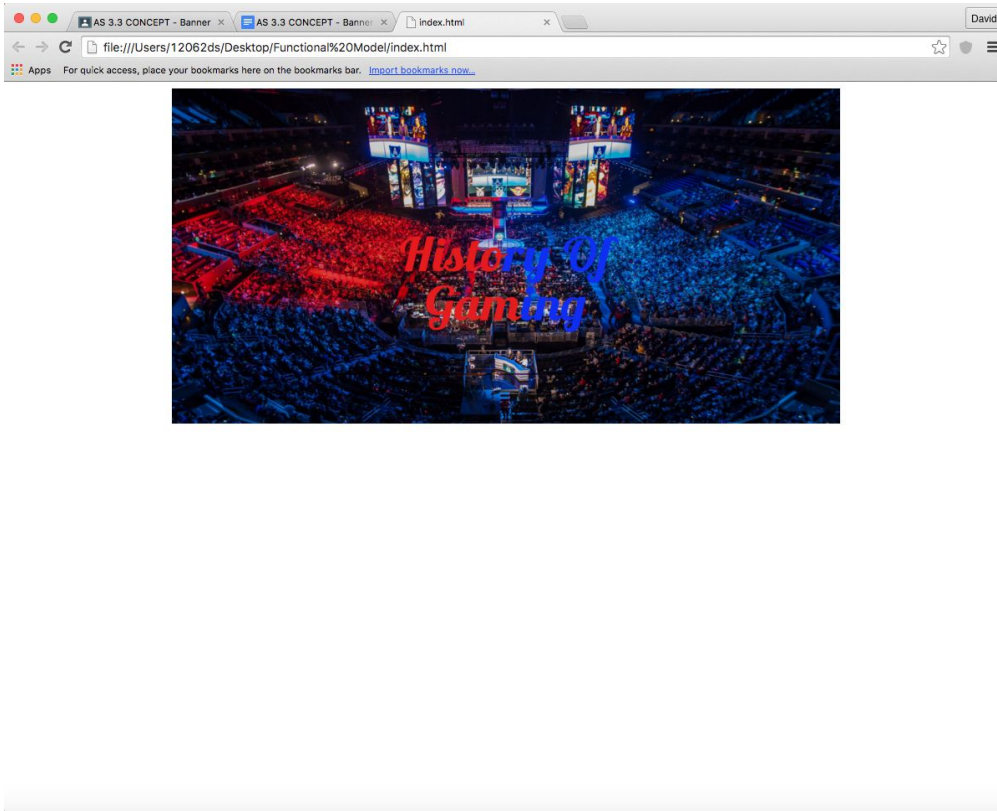
Plus: Great use of color and background works with font

Minus: font could change if needed

Interesting: This image is of a gaming convention in South Korea

Stakeholder Feedback: Colours need to be switched cause cannot be seen the way it is now but apart from that it looks awesome.

Functional Model 1



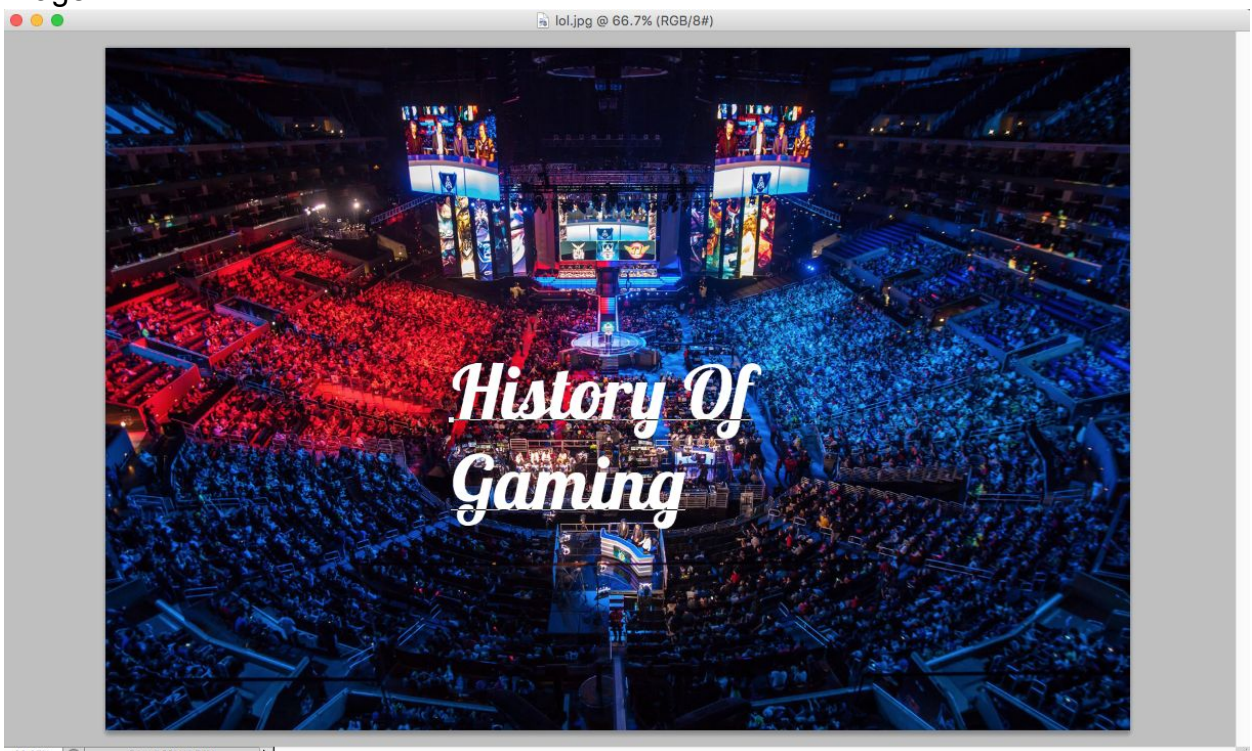
Plus: Fits well into the webpage and is visually appealing

Stakeholder Feedback

I presented the design to the stakeholder on 31 May and they said: I think the text is a bit hard to read against the background, there is not enough contrast. Try a plain color, maybe white or yellow.

Refined Design based on Stakeholder Feedback

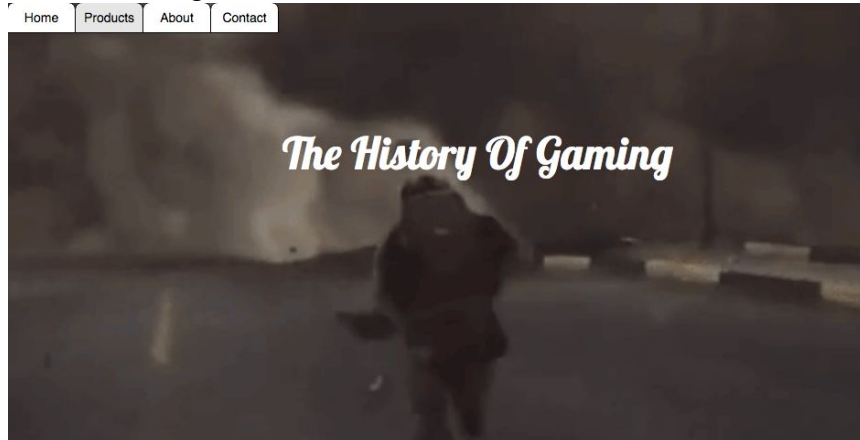
image






Stakeholder Feedback

I presented the refined design to the stakeholder on ? and they said: I like it and I think it looks good



Final Component Evaluation

Banner	Evaluation
	<p>The banner fits the brief because, Because It fits 1920x1080 and works with most screen ratios.</p> <p>My stakeholder said, It's looks good and works well with the contrast</p>
<p>Based on this evidence I have decided to Use Banner because It fits the brief and stakeholders likes the look of the banner</p>	

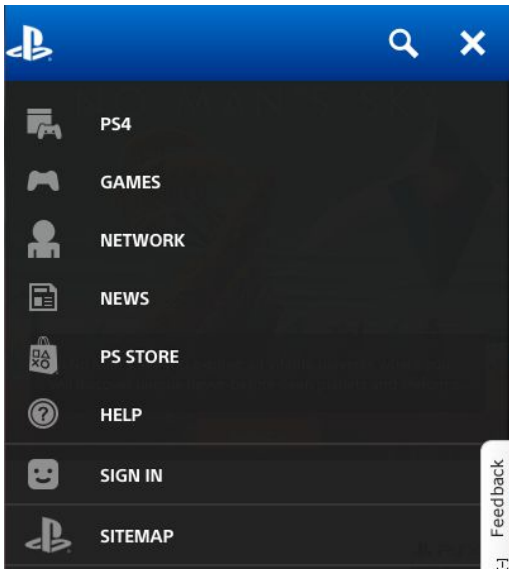
Navigation Component:

Research

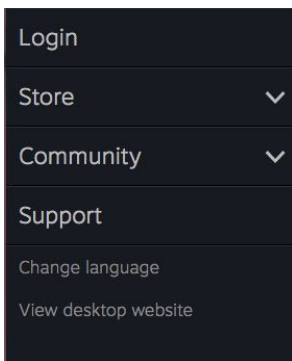
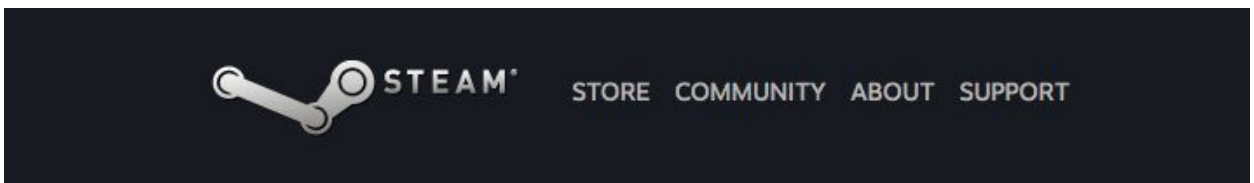
<http://responsive-nav.com/>



- +Colorful and catches your eye is responsive to computers and mobile versions
- Could change font



+Easy to read because of background and mobile version has sandwich navigation
 -Could have more variety in colours



+Easy to read font and colours, logo change to more simple style when swapping into mobile version for faster use of site when visiting the site using mobile data.
 -Very strict colour scheme could use more colour to make site more attractive.



See Full Scoreboard

WED, 26 OCT (3 GAMES)

1:00 PM
Preview

NYK vs CLE

3:00 PM
Preview

UTA vs POR

3:30 PM
Preview

SAS vs GSW

SPORTAL | NBA

NEWS

SCORES

STANDINGS

INDIVIDUAL STATS

LEAGUE LEADERS

NBA STORE

VIDEO

SCHEDULE

TEAMS

TEAM STATS

PLAYERS

3:30 PM
Preview

- +Light colour scheme brings diversity and contrast to the black and white live feed of nba scores on site gives site viewers reason to stay and explore the site.
- Menu could be more alluring by adding brighter colours(mobile version)

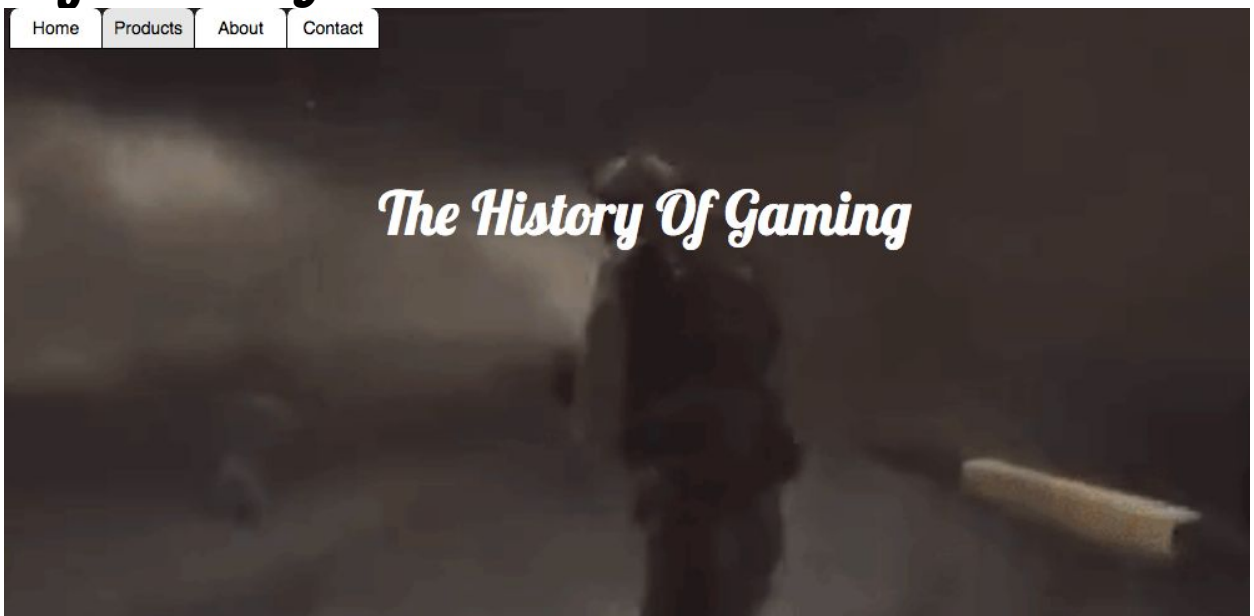
Functional Models



Stakeholder Feedback

I presented the design to the stakeholder on ? and they said: great background needs better way of navigating through websites.

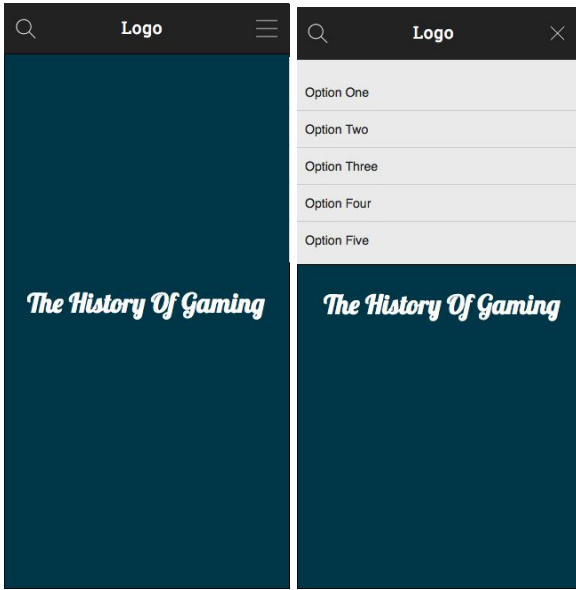
Refined Design based on Stakeholder Feedback



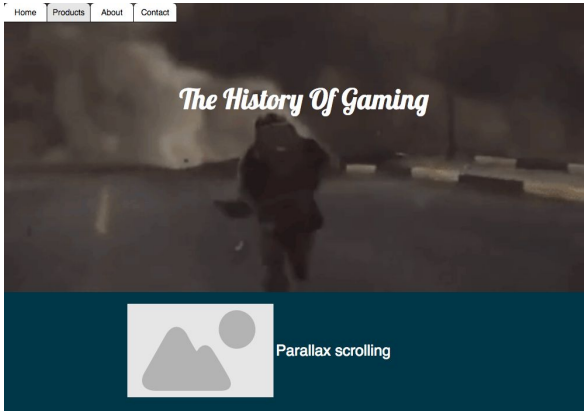
Stakeholder Feedback

I presented the refined design to the stakeholder on ? and they said: need better use of navigation bradley suggested parallax scrolling which is a flawless way of getting to the next page using the scroll wheel

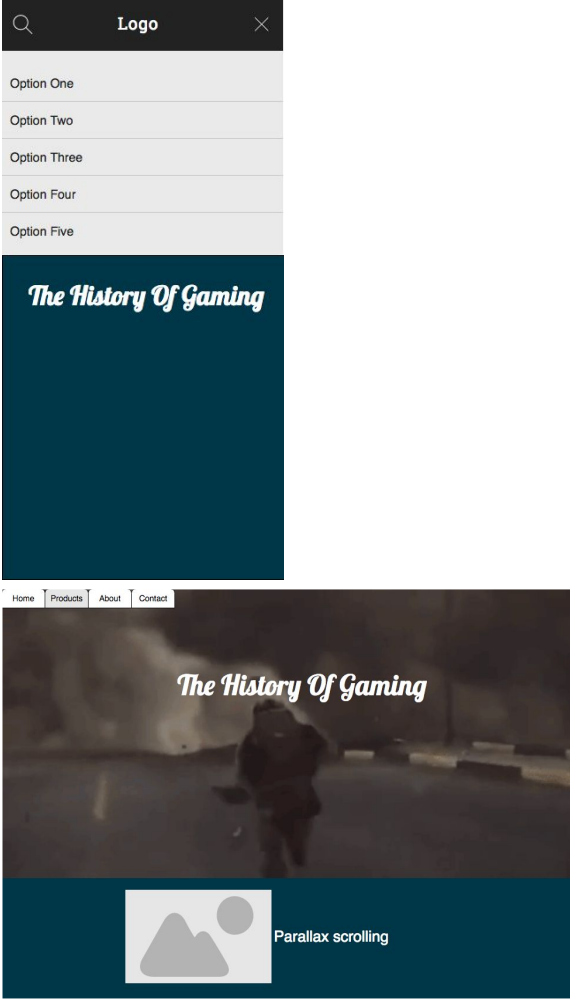
Mobile



Mobile



Final Component Evaluation

Navigation	Evaluation
 The image shows two versions of a navigation component. The top version is a dark grey sidebar with a search icon and 'Logo' at the top, followed by five menu items: 'Option One', 'Option Two', 'Option Three', 'Option Four', and 'Option Five'. Below this is a dark teal banner with the text 'The History Of Gaming' in white. The bottom version shows a navigation bar with 'Home', 'Products', 'About', and 'Contact' links. Below it is a dark image of a person running with the text 'The History Of Gaming' overlaid. At the bottom of this section is a dark teal banner with a landscape icon and the text 'Parallax scrolling'.	<p>The navigation fits the brief because, Because it includes a jquery within the code and navigation is quick and accessible.</p> <p>My stakeholder said, it looks good but he thinks the navigation should go in the middle. And the mobile version looks very easy to use and simple</p>
<p>Based on this evidence I have decided to use this navigation because it is quick and simple and goes with the brief which has been evaluated by the stakeholders</p>	

Font Component

Research

Open Sans
Steve Matteson (10 styles)

Senten... ▼ Regular ... ▼ 40px ●

All their
equipment and
instruments are
alive.

- +Clear font easy to read
- Too plain and can easily mistaken as another font

Droid Sans
Steve Matteson (2 styles)

Senten... ▼ Regular ... ▼ 40px ●

A red flair
silhouetted the
jagged edge of a
wing.

- +Thicker words and closer letter placement
- Less structured

Montserrat
Julieta Ulanovsky (2 styles)

Senten... ▼ Regular ... ▼ 40px ●

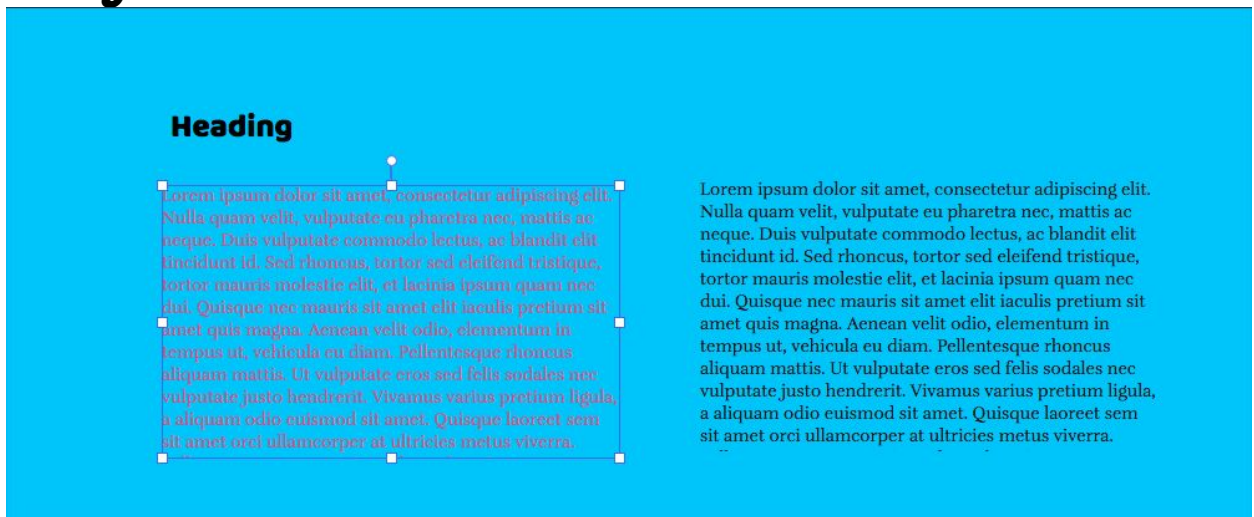
She stared
through the
window at the
stars.

- +Thicker and easier to read fonts
- Looks weird

A red flair
silhouetted the
jagged edge of a
wing.

- +Easy to read because of sans font and thickness of the fonts are easy to read
- Similar to a lot of other fonts

Design Ideas Functional Models



H1=Baloo P=Rufina

Stakeholder Feedback

I presented the design to the stakeholders on ? and they said:

Key Stakeholder = It's pretty good, looks lethal

Wider Stakeholders = It's blue and it's very blue and that's a good thing because.

Refined Design based on Stakeholder Feedback



Foreground color: #29181c lighten | darken

Background color: #00c5fb lighten | darken

Contrast Ratio: 8.36:1

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample: **I am normal text**

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample: **I am large text**

+Improved the font colours to match webaim colour contrast WCAG AA
And changed font of H1

Stakeholder Feedback

I presented the design to the stakeholders on ? and they said:

Key Stakeholder =It's good, the pink is good, it's good enough for me.

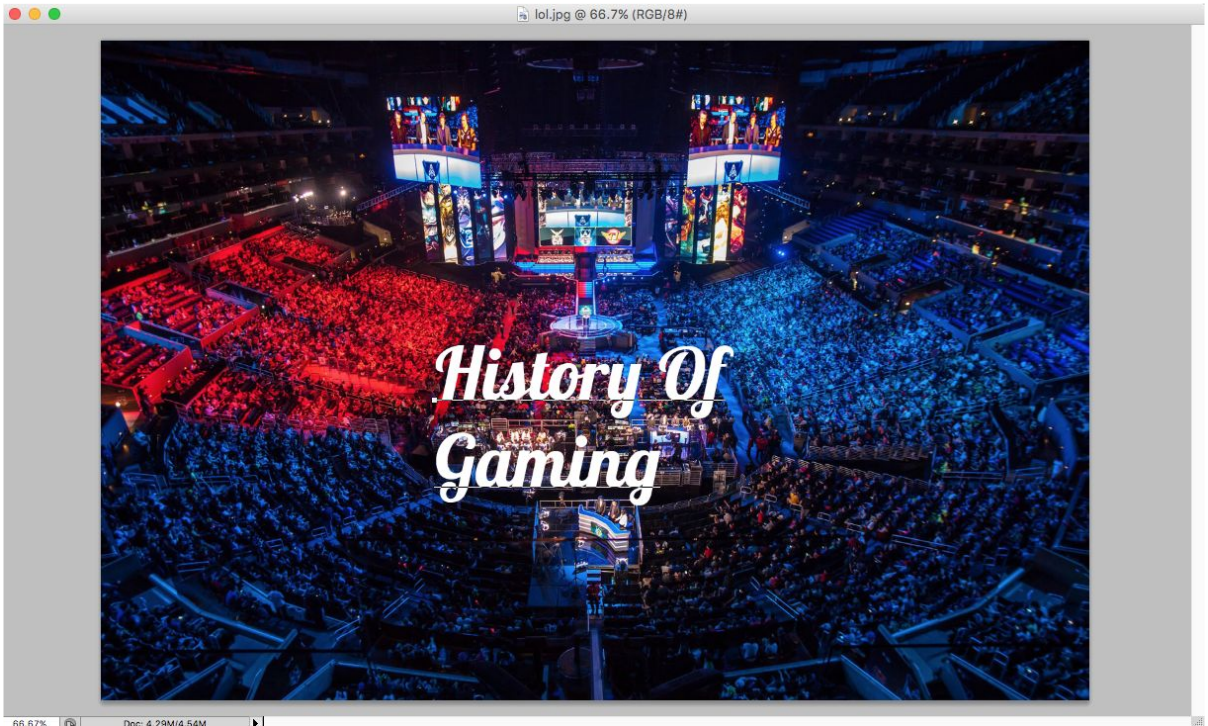
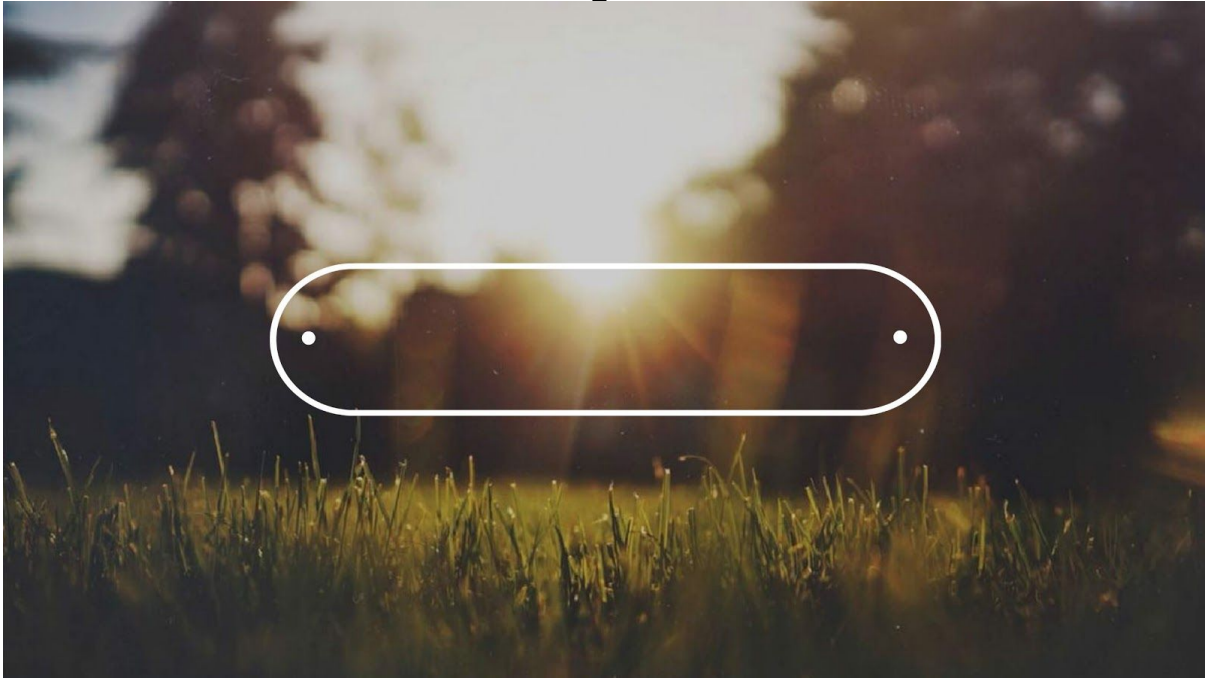
Wider Stakeholders =Still really blue which is a good thing.

Final Component Evaluation

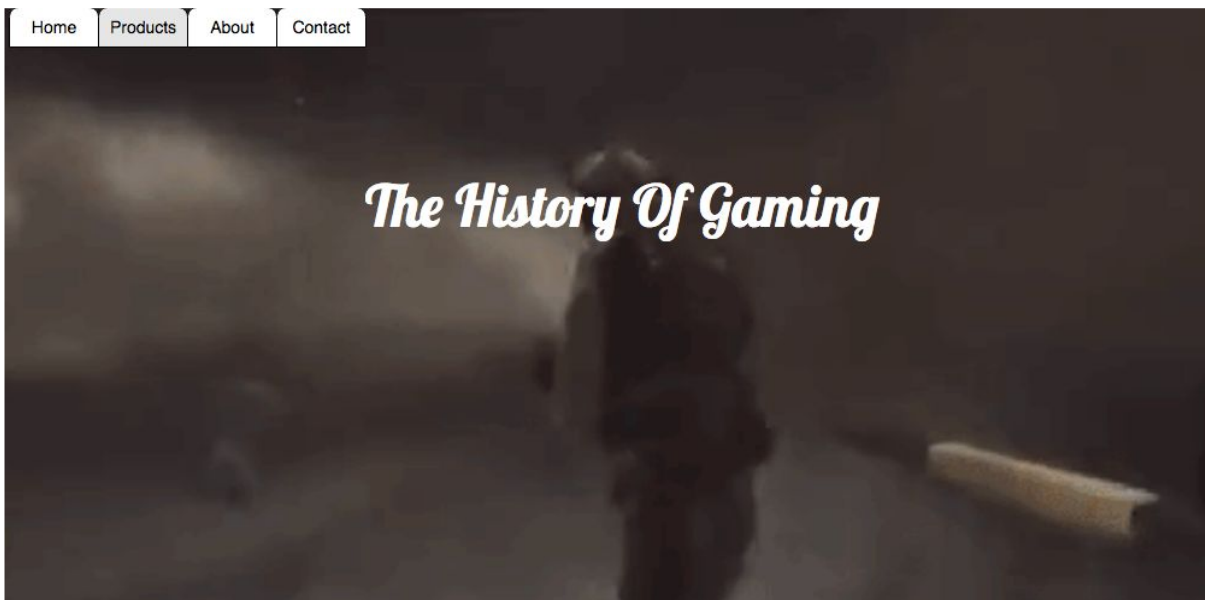
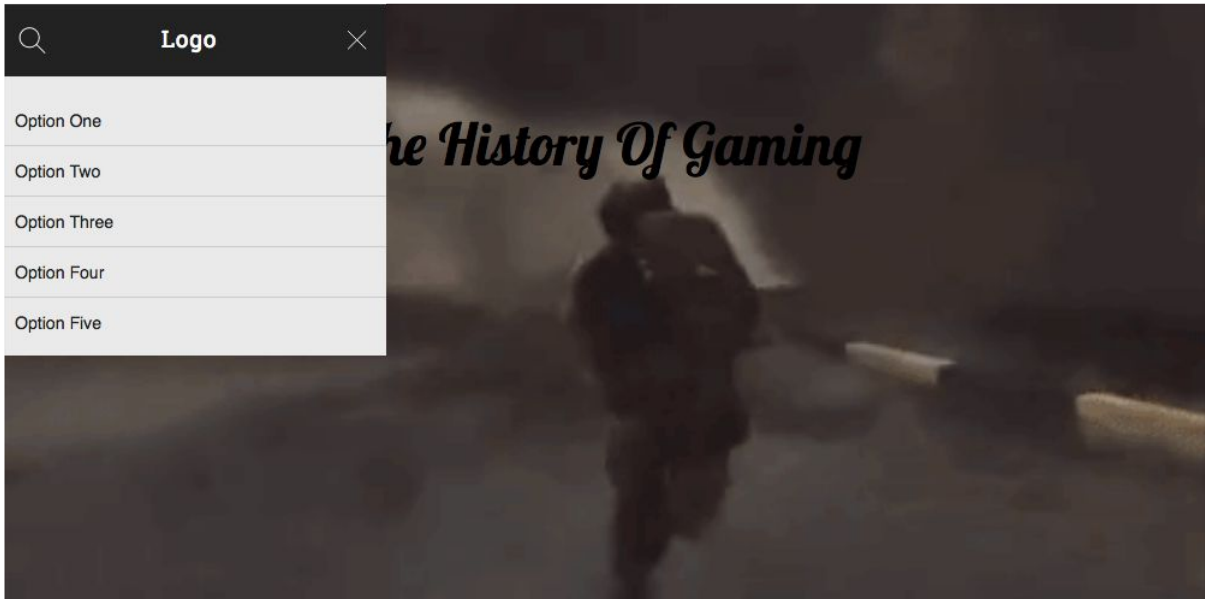
Font Scheme	Evaluation
<p>Heading</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec du. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra.</p> <p> Lorem ipsum dolor: Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor mauris molestie elit, et lacinia ipsum quam nec du. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet orci ullamcorper at ultricies metus viverra.</p>	<p>The Font Scheme fulfills the attributes of brief because, it's readable and fits WebAIM contrast colour</p> <p>Foreground color: #29181c <input type="checkbox"/> lighten <input type="checkbox"/> darken</p> <p>Background color: #00c5fb <input type="checkbox"/> lighten <input type="checkbox"/> darken</p> <p>Contrast Ratio: 8.36:1</p> <p>Normal Text</p> <p>WCAG AA: Pass</p> <p>WCAG AAA: Pass</p> <p>Sample: I am normal text</p> <p>Large Text</p> <p>WCAG AA: Pass</p> <p>WCAG AAA: Pass</p> <p>Sample: I am large text</p> <p>My stakeholder said, It works and it looks great.</p>
<p>Based on this evidence I have decided to use this font scheme because its fits the brief and is usable in webAIM colour contrast as is easy to read and stakeholders accepted and confirmed this was a great</p>	

Concept Design

development

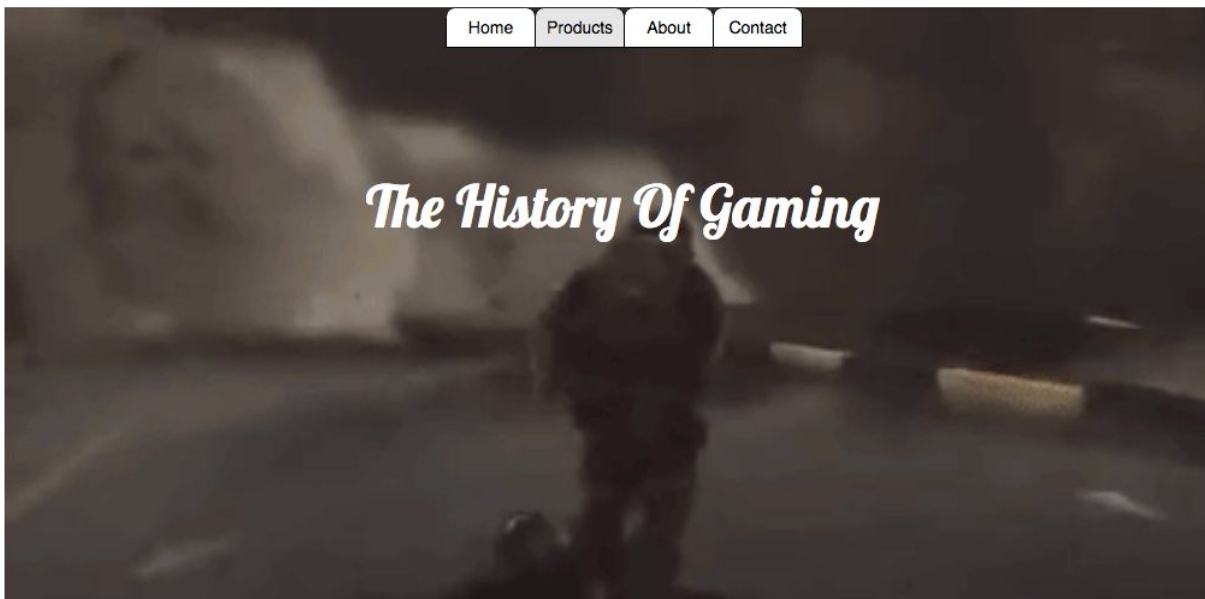






Final Concept Design

Screen

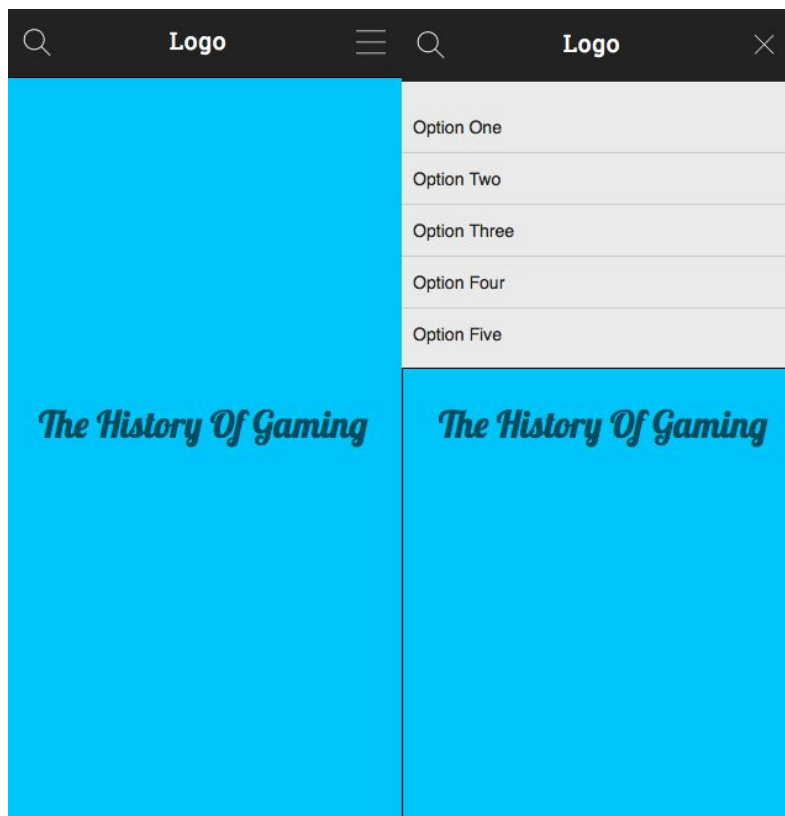


Heading






Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec du. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec du. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra.

Mobile



Colour Scheme

Background:	00c5fb	
H1 Font:	000000	
P Font:	29181c	
Navigation:	ffffff	
Navigation Hover:	e6e6e6	

Font Scheme

H1 Font:	<i>Lobster</i>
P Font:	Rufina
Navigation:	Arial

Final Brief

Key Stakeholder

Mrs Owens

Wider Stakeholders

Senior students interested in gaming.

Conceptual Statement

You have been commissioned you to develop a "Virtual Learning Experience" website for senior secondary school students about "The History of Gaming". Secondary school Digital Technologies and Design students will be viewing this website. Because Kuranui College is a BYOD school this website will be viewed on a range of devices from mobile tablets, ipads, smartphones, through to computers with a range of resolutions. This website needs to be hosted so that students can access the site 24/7.

Context

[Responsive web design](#)

Specifications

- Must be responsive, there will be at least two versions, one for desktop, and one for mobile phone
- Navigation throughout the site must be possible without having to use the browser' navigation buttons
- Must make good use of the design elements and principles
- The website need to be readable (WCAG 1.4.3 compliant)
- The website needs to be accessible to sight impaired users (WCAG 1.1.1)
- **Banner must be animated and non copyrighted**
- **Text Box Background Colour = 00c5fb light blue**
- **H1 Font = Colour = 00000 black**
- **p Font = Colour = 29181c dark black**
- **Wallpaper must be animated and be 1980x1080 and mobile compatible**
- **Must have at least 3 JQuery plugins:**
 - **1 describe parallax scrolling**

- 2 describe Sticky nav
- 3 describe Material design navigation
- Screen Navigation will be 1980x1080 and compatible at different styles
- Mobile Navigation will be supported for mobile and not a animated gif when changed into mobile to fix data use

Broadest Sense Key Factors

- Sustainability of Resources
- Maintenance
- Life cycle
- Ultimate disposal
- Practices used in manufacturing (Copyright, WCAG guidelines)
- Cultural appropriateness of trialling procedures
- Ethical nature of testing procedures
- Health and safety

Evaluation

Specifications	How I met them	How do I know
Must be responsive, there will be at least two versions, one for desktop, and one for mobile phone		
Navigation throughout the site must be possible without having to use the browser' navigation buttons		
Must make good use of the design elements and principles		
The website need to be readable (WCAG 1.4.3 compliant)		
The website needs to be accessible to sight impaired users (WCAG 1.1.1)		
Banner must be	- I have	- Fit my banner brief and fit my colour and font scheme

Text Box Background Colour =	- I have	- none
H1 Font = Colour =	- I have	- Made my h1 colour and font fit my scheme using WCAG website
p Font = Colour =	- I have	- Made my p font and colour scheme fit WCAG contrast requirements
Background must be	- I have	- Animated 1980x1080 and fits brief
Must have at least 3 JQuery plugins: 1 describe 2 describe 3 describe	- I have	- Integrated parallax scrolling - Sticky nav - Material navigation bar
Screen Navigation will be	- I have	- Sticky nav
Mobile Navigation will be	- i have	- Material navigation bar

Fitness of Purpose in its Broadest Sense

Sustainability of Resources	This will be met in the Prototype
Maintenance	This will be met in the Prototype
Life cycle	This will be met in the Prototype
Ultimate disposal	This will be met in the Prototype
Practices used in manufacturing <ul style="list-style-type: none"> ● Copyright ● WCAG 1.4.3 for readability 	

<ul style="list-style-type: none">● WCAG 1.1.1 for accessibility● Responsiveness compliant● Semantically Correct code	
Cultural appropriateness of trialling procedures	
Ethical nature of testing procedures	
Health and safety	