

Robert Burns website design

This is the detailed design process

For the [outline of design process](#) please refer to the [headline](#)

Goals & Objectives

Assume the role of both the client and the designer/developer.

Design and create the Rabbin Burns – A Celebration website.

- **Mission statement**
- **Suggest five ways of numerically measuring the success of website.**
- **Design a navigation map and t an initial *paper based* prototype for the site**
- **Creat web site used and integrated with *HTML, CSS, generic JavaScript and jQuery***
- **Report about website test.**

Mission Statement

We are dedicated to helping companies set up an online advertise or sell services and providing native and overseas client access to unique and valuable information and resources from business service company concern with Robbie Burns or Robbie Burns Day, to expand Robbie Burns' global influence.

Numerical Measurements

- **Information content:** The website provides the most comprehensive information of total relevant industry in terms of Robbie Burns or Robbie Burns Day (e.g. Tourist Information (95%) , souvenir shop (90%) , Celebration Hotel (85%) , Food prices (70%)) compare with the competitor.
- **Twitter and Facebook mention:** The most been mentioned or recommended website in terms of Rabbie Burns on Twitter and Facebook. Being linked more than 2 or 3 times in every friends circle.
- **Reader numbers:** The number of readers who visit the site will above 0.5 million over the first year and will over 1.5 during the second year's Robbie Burns day.
- **Industry coverage :** The website will cover 70% of industry which provide business service concern with Robbie Burns Celebration e.g. Hotel, restaurant, Tourist Attractions.
- **Booking/shopping cart rate:** The number of readers who use the site to **booking and shopping will account for 65% of client who visit this site to look for some information of** Robbie Burns or Robbie Burns Day.

Navigation map

1. Home

- Navigation Tabs
- Sliding pictures
- Sign in/up and like(twitter ,facebook)

2. Biography

- The man
- Family background
- Early years
- Early manhood
- Kilmarnock burns
- Edinburgh
- Travels &music
- Final years
- Legacy

(Some tourist attractions link to place to visit)

3. Works

- A-Z (search forms)
- Themes (friendship, love, religion, poetry, song, farming .etc.)
- Years

4. Burns night

- Events schedule
- The Haggis
- Recipes
- Burns supper poems and toasts(link to Youtube)
- Selkirk grace
- Burns supper dress
- Restaurant and hotel

5. Festival

- Themes
- Events around Scotland (Ticket box)
- Burns night 2011 around the world(Ticket box)
- Media/press releases

6. Burns Shop

- Books
 - Souvenir
- (Pictures link to Ebay and Amazon)

7. Follow in his footsteps

- Scotland Maps and links
- Table(place, price, route, etc.)
- Forms(Tourist Attractions comments)

8. Contact us

Visual Style

- Total web style is simple and using tag style box try to make user easy to identify every function.
- Using Scottish flag color include:
Powder blue, royalblue, deepskyblue, lavender, white (for background and navigation)
Scarlet (for heading)
Black, darkblue (for text)
- Navigation in every page on the top using tags.
- More post style picture will be used to attract the client.
- The text font is Arial 10px, 14px. Some pictures using font like Time New Roman.
- In the Follow in his footsteps, there will be a Scotland map to visualize the footsteps of Robbie Burns.
- Bar graph will be used to visualize not only when did Robbie Burns finish works but also the different number of his works in different years.

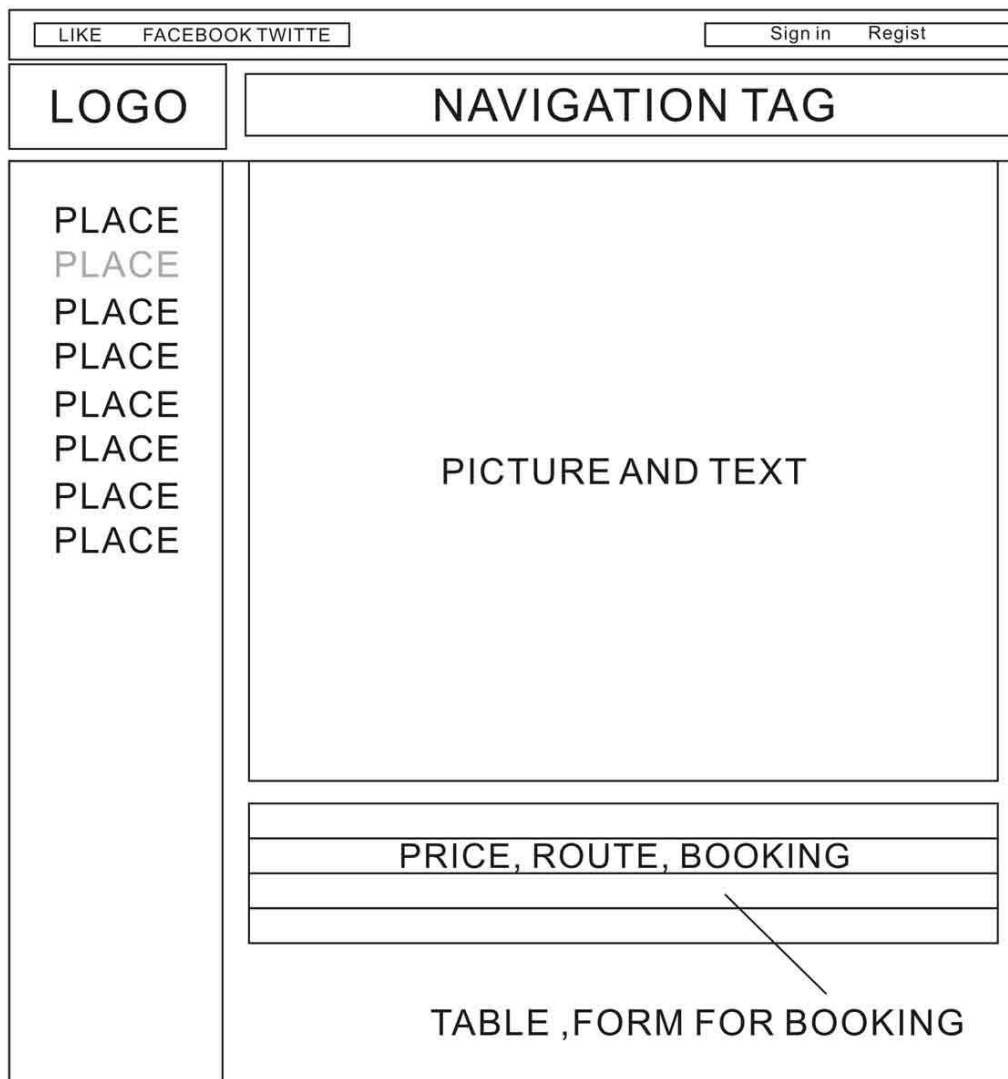
- Some event and pictures are linked to Youtube to make content more clearly.

Data will be stored

Search information, different price, nationality, comment, booking, personal information and so on.

STORYBOARD

FOLLOW IN HIS FOOTSTEPS



RESTAURANT AND HOTEL

<input type="button" value="LIKE"/> <input type="button" value="FACEBOOK"/> <input type="button" value="TWITTE"/>		<input type="button" value="Sign in"/> <input type="button" value="Regist"/>
LOGO	NAVIGATION TAG	
<input type="button" value="PRICE 0---10 10---15"/>	RESTAURANT AND HOTEL DETAIL <input type="button" value="BOOK"/>	
<input type="button" value="NATIVE OR OVERSEAS"/>		
<input type="button" value="EDINBURGH
DUNDEE
GLASGOW
AND SO ON"/>		
FORM FOR FILTERING		
	<input type="button" value="BOOK"/>	
	<input type="button" value="BOOK"/>	
	<input type="button" value="BOOK"/>	
	<input type="button" value="BOOK"/>	

DESIGN AND REALIZATION



FESTIVAL EVENTS

The Burns an' a' that Festival is proud to celebrate its tenth anniversary year in 2011. Ayrshire is of course home to Robert Burns and boasts the brand new state of the art Burns Birthplace Museum

view site

BURNS RESTAURANT

Robert Burns' birthday is a fantastic excuse to eat, drink, this link access to the Robert Burns themed clubhouse facilities, including the restaurants, bars, pubs and clubs and other associated businesses

view site

BURNS TOUR

From his home in Alloway to the 'bricht lichts' of Edinburgh, Burns travelled the country in search of inspiration and, of course, libation! You too can travel around Scotland and follow in his footsteps

view site



Burns Biography

Robert Burns was born into a farming family at Alloway in Ayrshire in 1759. He died in Dumfries at the early age of 37. Yet in that short time he had taken the Scottish literary world by storm, and had secured a place for himself in history and in legend. He is Scotland's best-loved bard and Burns Suppers have been held in his honour for over 200 years. This site gives you the complete guide to Robert Burns the man, his poems, his travels, haggis, whisky and much more.

Family background



William Burnes - the poet's father - was born in Dumnotar near Stonehaven in 1721 and became, like his own father, a gardener. He had to leave his native county in search of work and, after a period spent in Edinburgh, arrived in Ayrshire in 1750. He began to build a cottage in Alloway in 1757, the year in which he married Agnes Brown. It was there that their eldest child, Robert, was born on 25 January 1759.

Final years



Burns spent the final years of his life in Dumfriesshire. From 1788 he attempted to farm at Ellisland, but the ground was so exhausted that this ultimately proved fruitless. In September 1789 he began work for the Excise at Dumfries. Though he performed these duties diligently and compassionately, charges of political disloyalty were raised against him. At the same time failing health, which he sought to remedy by sea-bathing, overshadowed his literary and musical output. Years of hard physical labour working on a series of unproductive farms aggravated his long-standing heart condition. This led to his premature death at the age of 37 on 21 July 1796. On the day of his funeral, his wife gave birth to their youngest son, Maxwell.

Burns Biography More Information

The website is not responsible for the content of external websites.

- Links to external information: The man, Family background, Early years, Early manhood, Kilmarnock burns, Edinburgh, Travels & music, Final years, Legacy.



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Burns Footsteps

- > [Burns Cottage and Museum, Alloway](#)
- > [Burns Monument and Gardens, Alloway](#)
- > [Tam o'Shanter Experience, Alloway](#)
- > [Alloway Old Kirk, Alloway](#)
- > [Burns House Museum, Mauchline](#)
- > [Highland Mary's Monument, Mauchline](#)
- > [Brig o' Doon, Alloway](#)
- > [Poosie Nansie's Tavern, Mauchline](#)
- > [National Burns Memorial Tower, Mauchline](#)
- > [Mauchline Castle, Mauchline](#)
- > [Burns House, Dumfries](#)
- > [Burns Mausoleum, Dumfries](#)
- > [Robert Burns Centre, Dumfries](#)
- > [Broughton House and Garden, Kirkcudbright](#)
- > [Craigieburn House and Garden, Moffat](#)
- > [Ellisland, Dumfries & Galloway](#)
- > [Cessnock Castle, Ayrshire](#)
- > [Brow Well, Ruthwell](#)
- > [Dean Castle, Kilmarnock](#)

Poosie Nansie's Tavern, Mauchline



The Burns an' a' that Festival is proud to celebrate its tenth anniversary year in Ayrshire in 2011. Ayrshire is of course home to Robert Burns and boasts the brand new state of the art Robert Burns Birthplace Museum as well as many other attractions from world class golf courses to historic castles, a stunning coastline and so much more. The Burns an' a' that Festival is at the core of an annual events and festivals programme that also includes Alloway 1759, a unique commemoration of the birthplace and life of Robert Burns, that takes place around his birthday in January each year. It has also encouraged and developed a fringe programme of events from comedy to culture, food & drink to fun and games, visual and performance arts plus many more activities for adults and children alike. The festival also created the prestigious Robert Burns Humanitarian Award, presented annually to a group or individual who has helped to improve or enrich the lives of others.

Wife of George Gibson, and the owner of a Mauchline tavern much frequented by beggars and 'gangrel bodies'. It was this Inn in the Cowgate which Burns visited, and where the revels which inspired 'The Jolly Beggars' took place. Agnes Wilson was employed as a servant by them. They had a son, Jock, and a half-witted daughter, known as 'Racer Jesse', because of her speed in running errands. Poosie Nansie's is still an Inn.

Burns Restaurant and hotel



Old Waverley Hotel

Order by Date added yesterday Date available 01/01/11
£210/pw Central Edinburgh : 2 bedroom, 2 bathroom
The property offers wireless internet access. Event facilities include banquet facilities.

[READ MORE](#)

Burns Restaurant and hotel



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[READ MORE](#)

REPORT

1. A COHERENT SET OF REQUIREMENTS

Target users:

- Scotland native,
- Scotland visitor
- Burns fans overseas

User requirement:

1. Robbie Burns information
2. Burns Night information

Market:

1. Burns Culture relative
2. Festival location

Market partner:

Ebay, Amazon,
hotel, restaurant

Web visual style:

Scotland blue, white, gray.
Simple and Neat.

Market and valuable information integrated together.

2. A DISCUSSION OF THE WEB PAGES

(for technologies detail please refer to the source file which been noted)

The main organizational navigation on the right of logo at all the page.

(CSS HTML PHP)

Elegant homepage sliding picture to attract user to click.

(Photoshop and filter)

Three sliding picture which have link to three most important part.

(jQuery Photoshop javascript CSS)

Three text box include three useful information on the bottom of the home page.

(CSS HTML)

RSS FACEBOOK TWITTER and login on the top of every page.

(Photoshop javascript CSS)

User get feedback about their input timely when register and login.

(PHP javascript CSS)

Structure be broad and shallow, User click 3 times then they find the information

they want. (CSS HTML PHP)

Short and easy-to-remember introduction and heading, to accommodate for human memory

(CSS HTML)

3. SUCCESSFUL AND HAVE NOT ACHIEVE

After user Usability testing the feedback are:

Visual element is good, webpage is fair price.

And people is easy to find information they want rather than be distracting from other element.

Easy to link to FACEBOOK TWITTER AND YOUTUBE.

Information is not overload easy to remember headline.

The text have a clear typeface and content is readable

Things to be improved are as follows:

Need a search function to find information quickly.

Festival page is too dull.

Together bagpipe and kilts barley-bree is a better way to expand Robbie Burns' global influence.