Napier Management Training (NMT) website design

This is the detailed design process
**For the outline of design process please refer to the headline**

Goals & Objectives

As a teamwork member，collaborate with student from UK, France, Germany, Russia ，Zimbabwe and Slovenia to manage and the Napier Management Training (NMT) website design project and deliver the following management products ：

- **Project Brief，**
- **Business case ，**
- **Gantt chart**
- **Product Breakdown Structure (PBS)**
- **Product Flow Diagram (PFD)**
- **Product Descriptions**
- **Issue Register ,Risk Register，Quality Register**
- **Highlight Report**
- **Individual timesheets**

Responsible for

- Set a usability standard and criteria
- Guide the develop team to conform to these standards
- Quiz and query the client about the client's requirements
- Visual design,
- Assisting team finish the Gantt chart, Risk register, Quality register. Product Flow Diagram (PFD) and Project Plan

VISUAL DESIGN CONCEPT FOR (NMT) website

NMT

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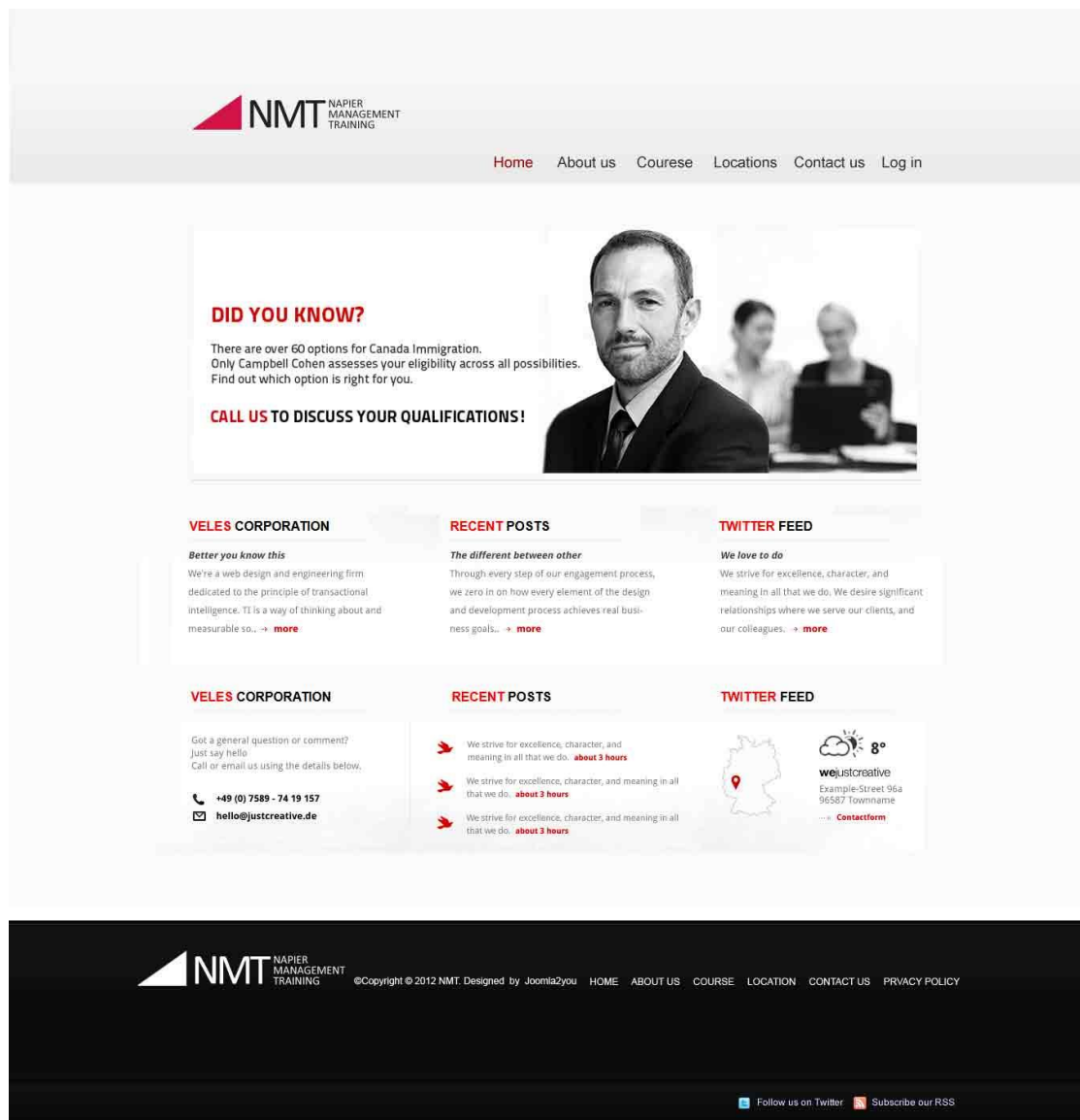
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06 FEB   **Kurs i økonomi og ledelse**   2700,-
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Address: 1458 Sample Road, Greenvalley, 12
Telephone: +123-1234-5678
FAX: +458-4578
Others: +301 - 0125 – 01258
E-mail: mail@yoursitename.com

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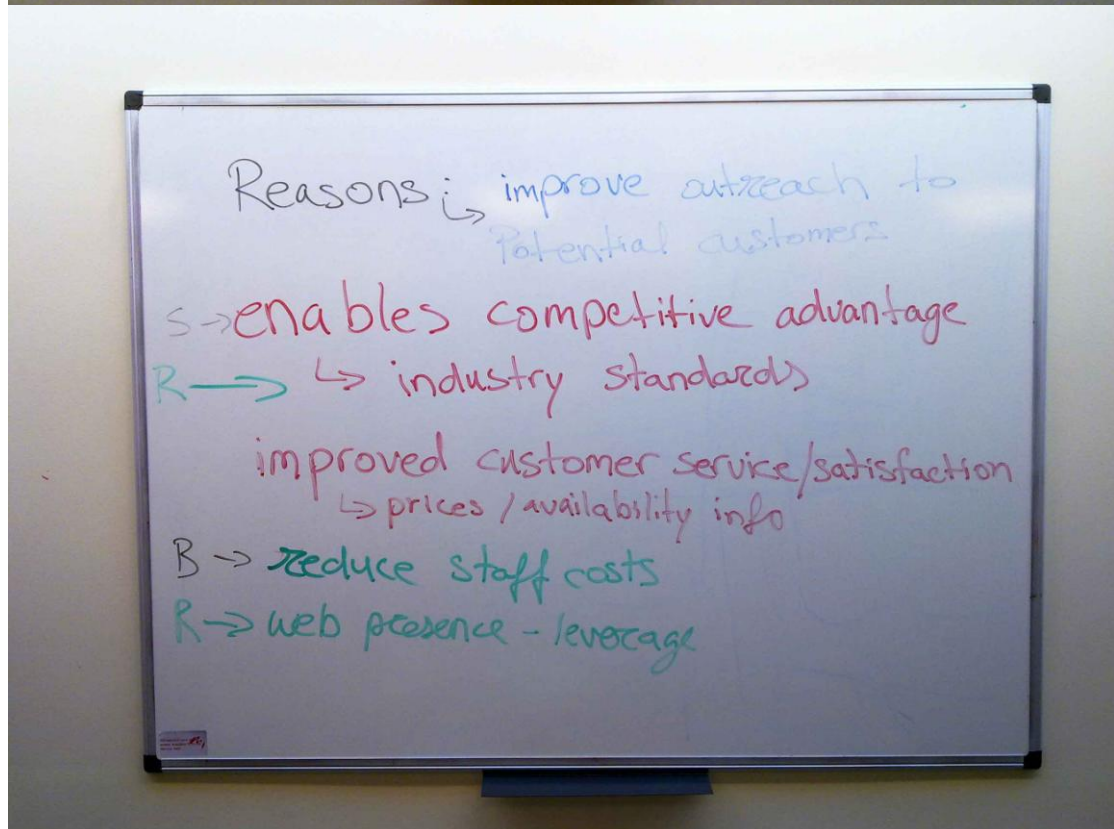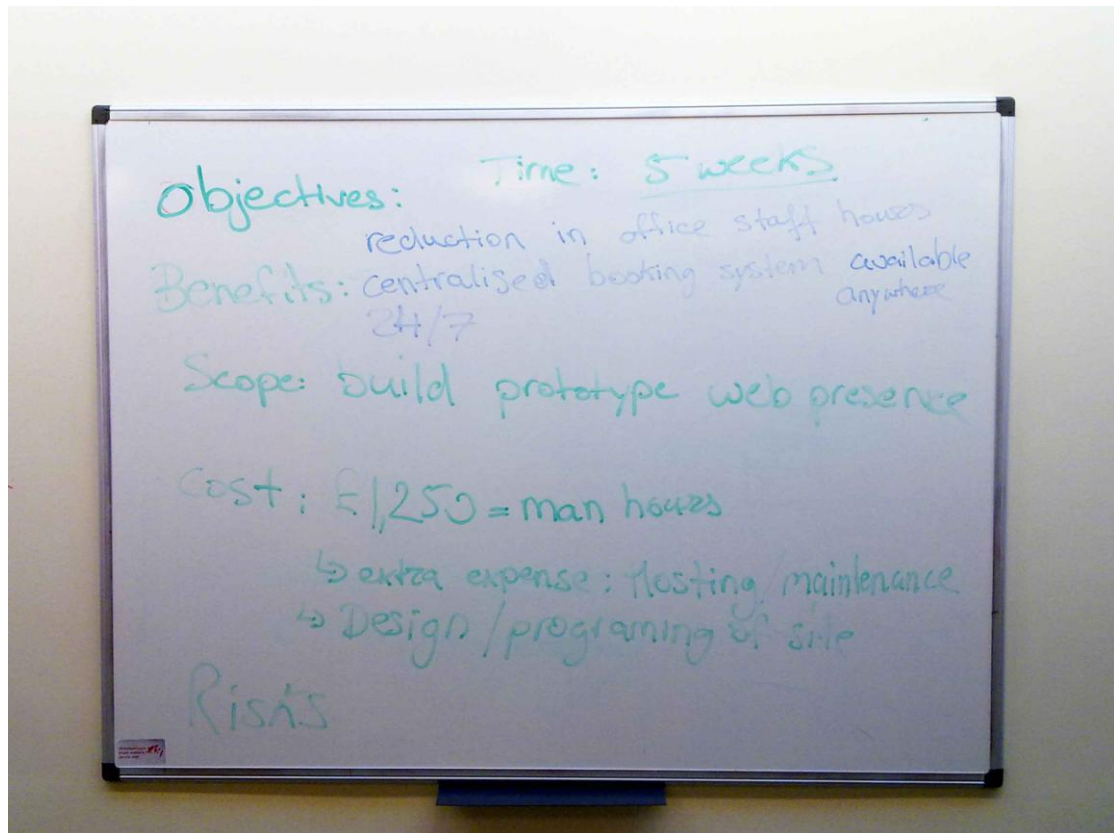**E-mail:**   mail@yoursitename.com

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Team meeting for Project Brief and Business case

Objectives:
Time: 5 weeks
reduction in office staff hours
Benefits: centralised booking system available anywhere 24/7
Scope: build prototype web presence

Cost: £1,250 = man hours
↳ extra expense: Hosting/maintenance
↳ Design/programing of site

Risks

Reasons ↳ improve outreach to Potential customers
S→ enables competitive advantage
R → ↳ industry standards
improved customer service/satisfaction
↳ prices/availability info
B → reduce staff costs
R → web presence - leverage

NMT Website Usability Criteria

Executive summary

The main purpose of this report is to set a usability standard for the NMT Website, to guide the develop team to conform to these standards, which make the final website have full conformance with all common website usability criteria.

Introduction

The original definition of usability is that website should be easy to use, easy to learn, flexible and should engender a good attitude in people (Shackel, 1990). For example, accessibility is now a key design aim, as is sustainability. The goals of usability are now primarily seen as concerned with efficiency and effectiveness of website systems. [1]

Accessibility

Principles of universal design

- Equitable Use: The design does not disadvantage or stigmatize any group of users.

- Flexibility in Use: The design accommodates a wide range of individual preferences
and abilities.

- Simple, Intuitive Use: Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

- Perceptible Information: The design communicates necessary information effectively

to the user, regardless of ambient conditions or the user's sensory abilities.

- Tolerance for Error: The design minimizes hazards and the adverse consequences
  of accidental or unintended actions.

- Low Physical Effort: The design can be used efficiently and comfortably, and with a
  minimum of fatigue.

- Size and Space for Approach and Use: Appropriate size and space are provided for
  approach, reach, manipulation, and use, regardless of the user's body size, posture,

  or mobility.

Usability

Access, Ease of Learning and Remembering [1]

1. **Visibility** – Try to ensure that things are visible so that people can see functions of website.

2. **Consistency** – Be consistent in web design features and be consistent with similar website and standard ways of working.

3. **Familiarity** – Use language and symbols that the intended audience will be familiar with.

4. **Affordance** – Design things so it is clear what they are for; for example, make buttons look like buttons so people will press them.

Ease of Use

5. **Navigation** – Provide support to enable people to move around the parts of the web: maps, directional signs and information signs.

6. **Control** – Make it clear who or what is in control and allow people to take control.

7. **Feedback** – Rapidly feedback information from the website to people so that they know what effect their actions have had.

Safety

8. **Recovery** – Enable recovery from actions, particularly mistakes and errors, quickly and effectively.

9. **Constraints** – Provide constraints so that people do not try to do things that are inappropriate.

Accommodating Differences Between People

10. **Flexibility** – Allow multiple ways of doing things so as to accommodate people with different levels of experience and interest in the website. Provide people with the opportunity to change the way things look or behave so that they can personalize the personal webpage.

11. **Style** – Website should be stylish and attractive.

12. **Conviviality** –Website should be polite, friendly, and generally pleasant. Website design for politeness.

How the Proposed Website will Conform to Usability Criteria

[2] [3] [4]

Content

- Use the active voice when writing and address users by "You".
- Number each instruction step.
- Choose words users know. Minimize jargon ("instead of Online Community" say "Communicate with People Online").
- Information should be broken into very short sections. Paragraphs and sentences should be short and express one main idea.
- Phone number and/or email on how to contact someone with questions should be included on each page.
- Content readability should be geared to a 6th or 7th grade reading level
- Clear, consistent naming conventions
- Locate logos consistently
- Reduce load-time for prospective users
- Reduce the user's technology burden
- Use same image on multiple pages
- Consistent page design
- Clarity on content priorities
- Avoid spelling and grammatical errors
- Logo in top left, linked to home with 3-7 word slogan
- Plain wording: Avoid waste valuable space with words that will never get read, such as a "mission statement

Navigation

- Site should use a broad and shallow site hierarchy and navigation structure. Structure navigation so the fewest number of clicks are needed to accomplish a specific task.
- Use breadcrumbs, and provide clear information on how to find out more information or return to previously visited pages.
- Include a link to a site map on every page.
- Incorporate buttons such as "Previous Page" and "Next Page" for ease of navigation between related web pages.
- Offer multiple navigation approaches
- Write good text links
- Design navigation icons wisely

Page Layout

- Use consistent templates and keep navigation items, headers, etc., in the

same place on all pages
- Locate most important information at the top of the page.
- Page should include sufficient white space to ensure an uncluttered look.
- Paragraphs should have space between them.
- Allow enough space between clickable targets such as links and buttons so that each one is easy to target and hit separately.
- Avoid features that might distract such as pop ups and visuals that are not directly related to the task.
- Use subheads for effect
- Lay out type in a narrow column
- Avoid nesting and long vertical tables
- Avoid scrolling text
- Use white space
- Search on all pages, with box and button
- **Conservative quantity of colors:** Two main colors and an accent color is common
- **Graphics file size doesn't slow navigation**

Page design

- Create a grid layer for page design
- Create interesting pages
- Keep vital elements above the fold
- Blur backgrounds for clearer text

Typeface

- Use Consistent typeface and use a typeface that is not condensed.
- Use 12- or 14- point type size for body text.
- Make it easy for people to change the text size directly from the screen
- Use left justification

Backgrounds/Contrast

- Use high contrast color combinations such as black type against a white background. Avoid layering shades of the same color, such as dark blue type on a light blue background.
- Avoid Yellow and blue and green in close proximity. The differences in these colors are difficult for many older people to see

Menus

If pull-down or fly-out menus are used, they should open and close on a click. Do not use menus that require users to slide the mouse and click all in one movement.

Links

- Links should be descriptive and help people predict what will happen next. Instead of "My Account" use "Go to My Account".
- Make links obviously clickable through color and underlining. Do not underline anything else on the site that is not a link. Visited links should change color.

Icons and Buttons

- Icons and buttons should be large, bright and in a color that contrasts with the background. Buttons should be obviously clickable.
- Use large buttons that do not require precise movements to activate

Mouse/Scrolling

- Use single mouse clicks to access information.
- Do not use automatically scrolling text.

Additional media

- Animation, video and audio: use short segments to reduce download time on older computers and dial-up connections.
- Provide transcripts of video and audio for accessibility
- Put alt-text tags with meaningful descriptions on images so that screen-readers can be effective.
- Provide a speech function that lets users hear text read aloud.

User Input

- No time limits on completing forms
- Limit required fields and amount of information gathered

A usability test will be carried out after the website been created.

REFERENCES

1.David Benyon (2010). Designing Interactive Systems. Edinburgh: Pearson Education Limited Citation in text: (David Benyon 2010 P81,89,90)

2.Neil Hokanson (2002). Checklist of Web Usability Criteria Available from http://www.holycross.edu/departments/physics/website/index.html[accessed 20/02/12] Citation in text: (Neil Hokanson 2002)

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