

## Website Proposal Report Template

**Name**

**Email**

**Date**

**1. Website proposal outline** [marks included in **Presentation of design rationale** below]

- Briefly, what is the topic of the website, what is the target user group and why did you choose this group?

[you may summarise and develop points already made in your Powerpoint presentation]

**2. Review of published research & demographic data** [25 marks]

- What do you initially consider to be the key design issues for your proposed website in relation to the target user group? How do you know?
- What existing *evidence* is there about visual design features (e.g. the choice of colours and fonts) that is relevant to your target user group:
  - a. from published academic and professional sources?
  - b. from comparable websites and other material targeted at your user group?
- What existing demographic data is available on your target user group:
  - a. from published data (e.g. National Readership Survey for magazines)?
  - b. from websites and other material targeted at your user group?

[Present this data in as much detail as possible, illustrated as effectively as you can with colour screenshots, barcharts and so on, and properly sourced to the most reliable sources you can find. Marks include your list of References and Websites at the end]

**3. Evidence of fieldwork/feedback** [25 marks]

Explain how you selected representatives of your chosen target user group, how many you chose, and how you solicited their views. It may be useful to one sample with another (e.g. m vs. f).

- Illustrate how they reacted to specific design features (such as colours, shapes, fonts and layout):
  - a. in existing websites on the same theme that are *not* targeted at them;
  - b. in websites on related themes that *are* targeted at them;
  - c. in your own first prototype;
  - d. in your final prototype.

[Establish this by using tools such as surveys, interviews, focus groups, the Semantic Differential and the commutation test. Present this data in as much detail as possible, illustrated as effectively as you can with colour screenshots, barcharts and so on. Raw data, blank questionnaire forms and the like can be included as **Appendix 4**]

**4. Presentation of design rationale** [25 marks]

You must include a colour printout of your Powerpoint slides (as **Appendix 1**) and you should summarise your rationale here in this section of your report. Your rationale summarises the *evidence-based* reasons *why* the prototype is designed in the way that it is. You may (and generally should) make additional points in this section that you did not make in your class presentation. You may also include your Powerpoint slides on an accompanying disk. [Marks include the Website proposal outline listed as section 1 here]

**5. Visualisation or implementation** [25 marks]

You must include (as **Appendix 2**) a colour printout of the final prototype for your proposed website (at least the Home Page). You may also include the graphics and/or a working prototype website on an accompanying disk. In this section of your report you may also provide a short explanatory commentary on your prototype.

**6. References** [marks included in **Review of published research** above]

List all published academic references at the end in the specified format. If your sources have no named author or date then they are not suitable.

**7. Websites** [marks included in **Review of published research** above]

List titles and URLs of websites you refer to, together with the date when you accessed each one.

**8. Approval email** Include (as **Appendix 3**) a printout of the dated email approving your topic.

**9. Disk** [marks included in **Visualisation or implementation** above]

Optionally, on an accompanying disk labelled with your name and email address, you may include either:

- a graphical representation or screenshot for the proposed website's Home Page and/or
- a working prototype website.