

Design Document

Purpose and Audience

The primary purpose of the HorizonFest website is to encourage people to attend events and purchase tickets where necessary. A secondary purpose is to inform visitors about Horizon@Hunter's Bar.

The site is a necessary source of information about the festival and its events, enabling people to respond by attending and purchasing tickets if necessary.

Events at the festival cover a wide range of activities that will appeal to a varied audience. The following have been identified so far:

1. Gardeners – likely to be middle aged and elderly, men and women. Cannot assume computer literacy.
2. People who appreciate arts, poetry and music. This group is likely to be similar in demographic to (1) but with different interests.
3. Local people – attracted to events around the Sharrow Vale Market. Probably similar to (1) and (2) although maybe younger. Many are likely to be traders and self-employed, so they may be more computer literate.
4. Young people – some events will be aimed towards younger people. These are more likely to use PDAs.
5. A few events may be of interest to Methodists and other church people, who are likely to be natural supporters of the festival.

In summary, a good basic site for easy use by people not very computer literate. The content must be accessible on PDAs but need not be specifically designed for them. It may be possible to design a page to appeal to each of these groups.

Once on the site visitors will be invited to:

1. Find out about the events during HorizonFest and attend them.
2. Find out about the location of the premises and copy details from the site.
3. Purchase tickets for some events.
4. Find out about the plans for Horizon including the purpose of the fundraising.

Web Page Content

The primary requirement is details about each of the events, as follows:

- Event name
- Names of performers or participants and some biographical information.
- Link to a relevant website if appropriate
- A description of the event that should encourage the reader to attend.
- Date of the event
- Start and finish time of the event
- Charge for the event (linked to ticketing site where appropriate)
- At least one relevant graphic (photo, drawing, cartoon, etc)

In addition there will need to be copy:

- Most pages will need a short introduction that encourages exploration of the events and contains keywords for search engines.
- A brief account of Horizon and explanation of the purpose of fundraising at the events.
- An invitation to make contact via the site if there are any questions, etc.
- Details about the location and how to get there

The site shall be coded in HTML and CSS with some dynamic content using JavaScript (Dynamic HTML).

Graphics will be provided by performers / participants in the events and they will be asked for copyright information and permission to use their images on the site. Most images will need to be modified, eg addition of text, creation of thumbnails and cropping to fit spaces in headings, etc. This will be a part of the design process.

Members of Horizon will provide copy, which may need to be edited for the site.

John Bailey will be responsible for providing and approving all content; ensuring it is made available in a timely manner.

Horizon undertakes to:

1. Encourage other websites to include a link to Horizon. This can be done with a simple link as soon as the HorizonFest domain name is in use. A more elaborate link may be a possibility if there is time. Possible sources of links include Sheffield District, Sheffield circuit, churches in other traditions, Whirlow, local traders and community associations.
2. Place links to What's On in Sheffield sites.

Project Plan Requirements

Style Guide

1. Headings shall be in Arial and paragraphs in Times New Roman.
2. Five colours – as in the Horizon logo.
3. Page names: HorizonFest | <Keyword, eg About Horizon or Gardeners>
4. Links will be conventional blue links in the text. Spry drop-down menu in the site colours.
5. Header will contain the logo the word HorizonFest and a suitable photo.
6. Footer will contain copyright info, link to designers' site and other technical information.
7. One column page.
8. Events organised using spry datasets.

Project Requirements

Definition

A website detailing HorizonFest events and enabling purchase of tickets, location of venue, etc. Some background information about the reasons for the festival.

Scope

Care needs to be taken to ensure the above definition is followed and the site doesn't accumulate additional pages without good reason. John Bailey will be responsible for making the final decisions about new content. It is not anticipated that additional material will warrant additional costs unless it requires major changes to the site.

It is anticipated that the site content will change regularly and John will pass requests for changes to Chris.

Horizon Methodist Church is the project sponsor and will pay the website expenses. John Bailey is project manager. Chris Sissons will be the site designer. Judith Simms will assist with marketing the event. Julia Fletcher will also provide marketing support.

This team will communicate by email and occasional face to face meetings. Whilst the site is in the cjsissons domain, the team members will have access to it and be able to comment on it.

The site will be developed as follows:

1. Development on cjsissons domain name until everything is in place. Requires most of the copy but not necessary to include all the events.
2. The ticketing service will be brought online as soon as at least one event requires it.
3. Once the site is satisfactory it will be transferred to the Horizon domain name.
4. Work will continue to refine the site and add, remove and edit events.

Horizon is responsible for providing copy and graphics for the site. Graphics must have copyright information attached and permission must be obtained for use on the website. (If possible, obtain permission for the afterlife of the site on the cjsissons domain.)

No flash or videos are planned for the site. Chris will prepare any other document types required.

Costs

The HorizonFest domain name has already been purchased.

Ticketing costs will depend upon the provider selected.

There may be a need for specialist assistance although this seems unlikely at the time of writing.

Chris' time will be paid for as follows:

On transfer of the website to the HorizonFest domain name:	£500.00
Four months April – July (approx.) for site maintenance £100/month	<u>£400.00</u>
	£900.00

In addition Chris will have link to his business site in the footer and a link from his landing site to the website. A brief reference for the business site will also be helpful.

Deliverables

The site delivered to the HorizonFest domain will comprise the following pages:

1. Home page – instant access to all the events, with link to Genesis exhibition page.
2. Alternative home page – Genesis exhibition page with link to all-events page.
3. Five pages optimised for search engines – comprising details of selected events: (1) Market (creativity), (2) Gardens, (3) Arts, (4) Young People, (5) Spirituality. (These still need to be firmed up.)
4. About Horizon@Hunter's Bar – information about the project and the appeal
5. Location – maps, bus routes, parking, etc
6. Contact – invitation to contact Horizon via email form.

Specific features:

- (all pages) header image based on a relevant photo possibly of Genesis exhibition or of Hunter's Bar
- (all pages) animated menu bar
- (1 and 3) database of events, including images and thumbnails.
- (1 and 3) ticketing site registered and running
- (2) may be a sort of splash page. Large image of Genesis exhibition with text added.
- (4) images relevant to Horizon – suggest some people as well as the building.
- (5) Link to Google maps? Or a home grown map.
- (6) Form with link to Horizon email address

Timescales

Site moved to HorizonFest domain by end of March 2013 at latest.

Further work to complete site design during April

Maintenance of site, adding and removing event information April to July.

Wireframes

Follows numbered points under deliverables above:

1. This one includes details common to all pages. It shows the all-events page as the home page.
2. This shows the alternative home page with details of the exhibition. If someone types the domain into their browser they will arrive at the home page. So the first thing they will see will be all-events or the exhibition. We can decide which later.

3. The main purpose of these pages is access via search engines. They may also help visitors who have a particular interest. Nothing on these pages is unique to the page although I may include a relevant image (top right).
4. This page needs to be personalised and explain why people might wish to support Horizon. Probably best to think about local people for this page.
5. Straightforward.
6. Straightforward.

Site Design

See diagram showing how pages relate to each other.

The pages will be absolute positioned which means the site will be consistent across most browsers. Will check rendering on PDAs and Tablets. Aim will be to keep PDAs and Tablets as simple as possible, so long as the site is readable and navigable.

The most advanced technology used on the site will be spry for the horizontal menu and dataset. Hopefully this will render on PDAs.

The Spry Dataset will render a database about the events. This will be maintained in a html table. This means only the table will need to be updated to add, remove or amend an event.

The site will be W3C compliant, and meet WAI conformance standards for accessibility to at least the A standard.

Risks

The site is low technology and so should be low risk. The issues we need to be aware of are as follows:

- Failure to market the site. It is important that the site is featured on other websites to increase search engine optimisation. Lack of clarity about keywords that might lead searchers to the site could mean that it is not found.
- Care needs to be taken to ensure that copy maximises the numbers of visitors to the site who commit to attending an event.
- Failure of the ticketing service. This will be difficult to test until someone actually purchases a ticket.

Testing

The site will be tested on all the main browsers. It will also be compatible with PDAs and Tablets.

The site will be tested by the team (identified above) who will check that it meets their requirements.

It will also be tested by a group of 5 people for usability. These will represent a sample of likely users in terms of age and background.

Documentation

Once the site is closed down it will be maintained in the domain cjsissons in part as a part of Chris' landing site. It will also act as a record should the festival be repeated in future years. The url will be available but the site will not be promoted.

Code will be properly structured and commented so that if someone else takes over web design they will be able to build on what has gone before.

Horizon will keep copies of any other documentation, such as this paper.