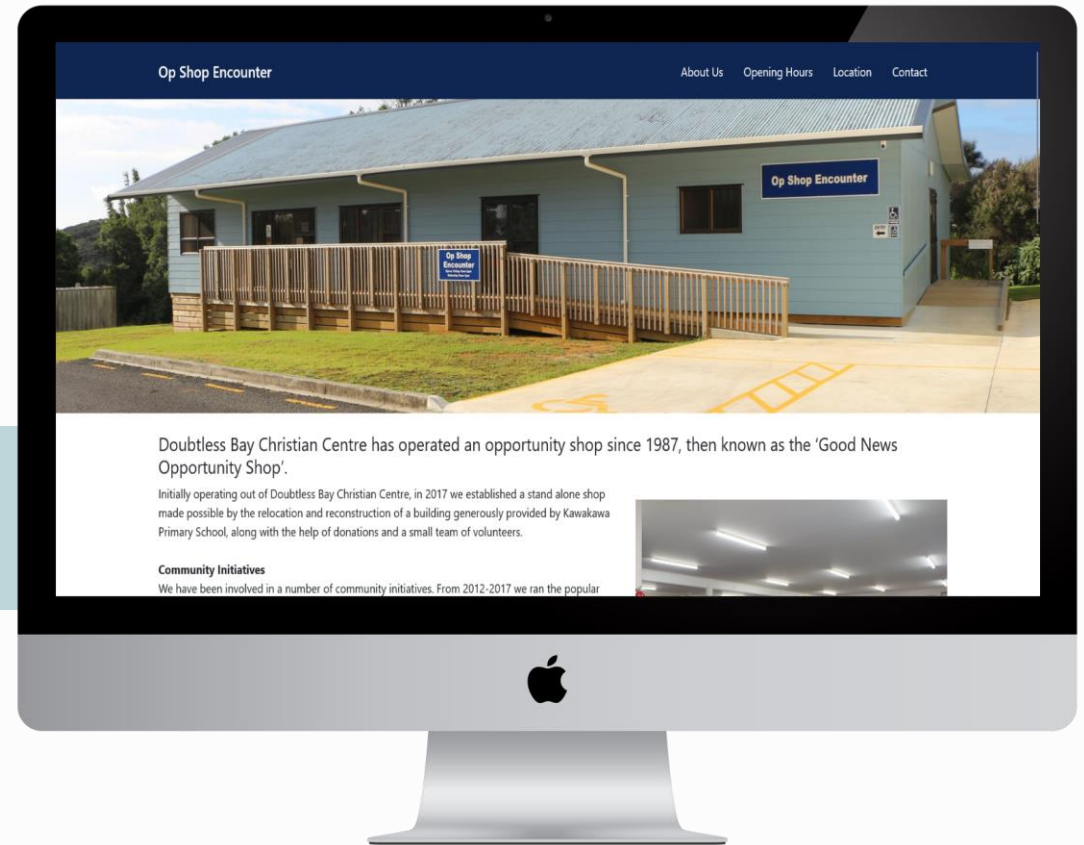


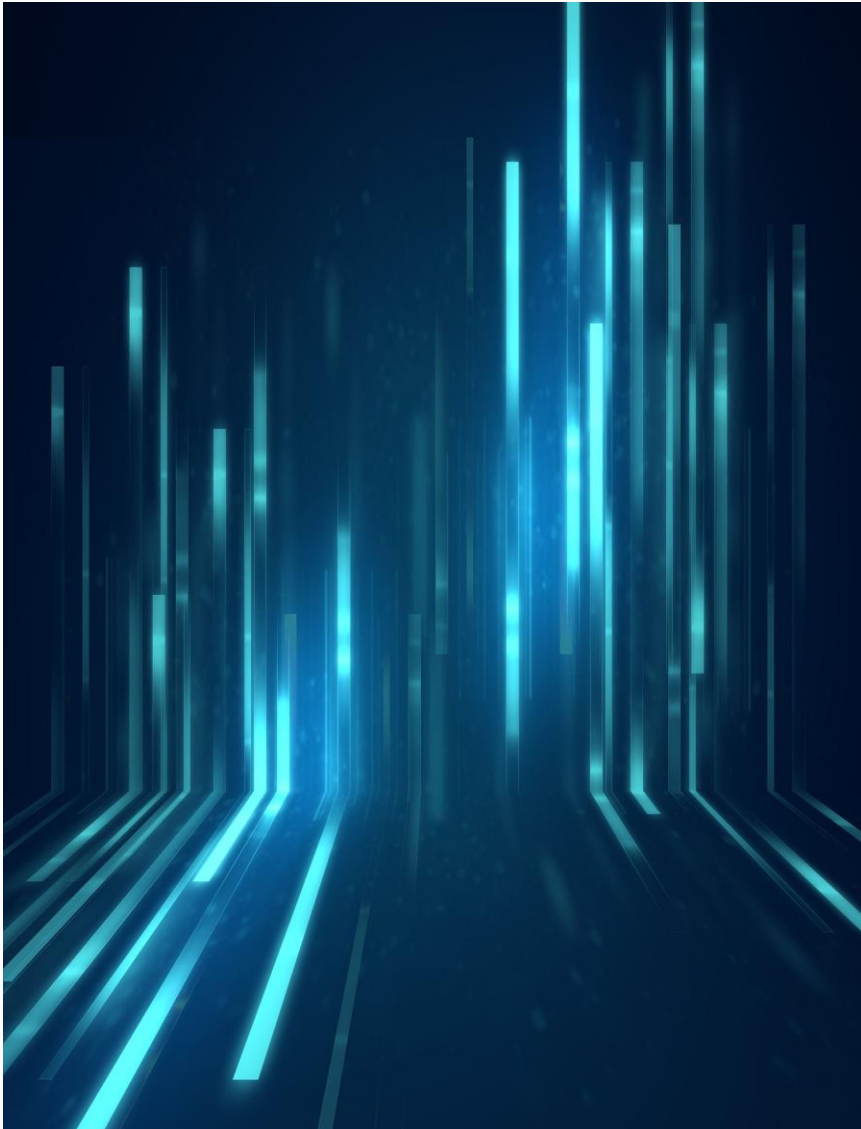
# WEBSITE DESIGN

## OP SHOP ENCOUNTER

Yoobee Web Design Summative

Anjileen Daji





# BRIEF

Generating interest through the creation of a website is a great way to attract more customers, create engagement and generate more interest. You may choose to complete this assessment as either a hand coded website or using a CMS. Choose one of the following topics and create a website that informs visitors and generates interest.

- An existing restaurant, takeaway or cafe.
- An existing community club or group.
- An existing product or services.

The site will need to include at least three of the following:

- A menu with prices
- A map showing the location(s)
- Information about the restaurant, product or Service (history, mission statement)
- Photos of key staff or members with bios
- A form intended for contact or ordering (doesn't have to function)
- A list of activities, benefits, features or services offered or available
- Photos with descriptions

## Chosen Website

### Op Shop Encounter

<https://www.dbcc.org.nz/op-shop-ecounter>

# STAKEHOLDERS

## Core:

Owner

Employees

## Direct:

Customers

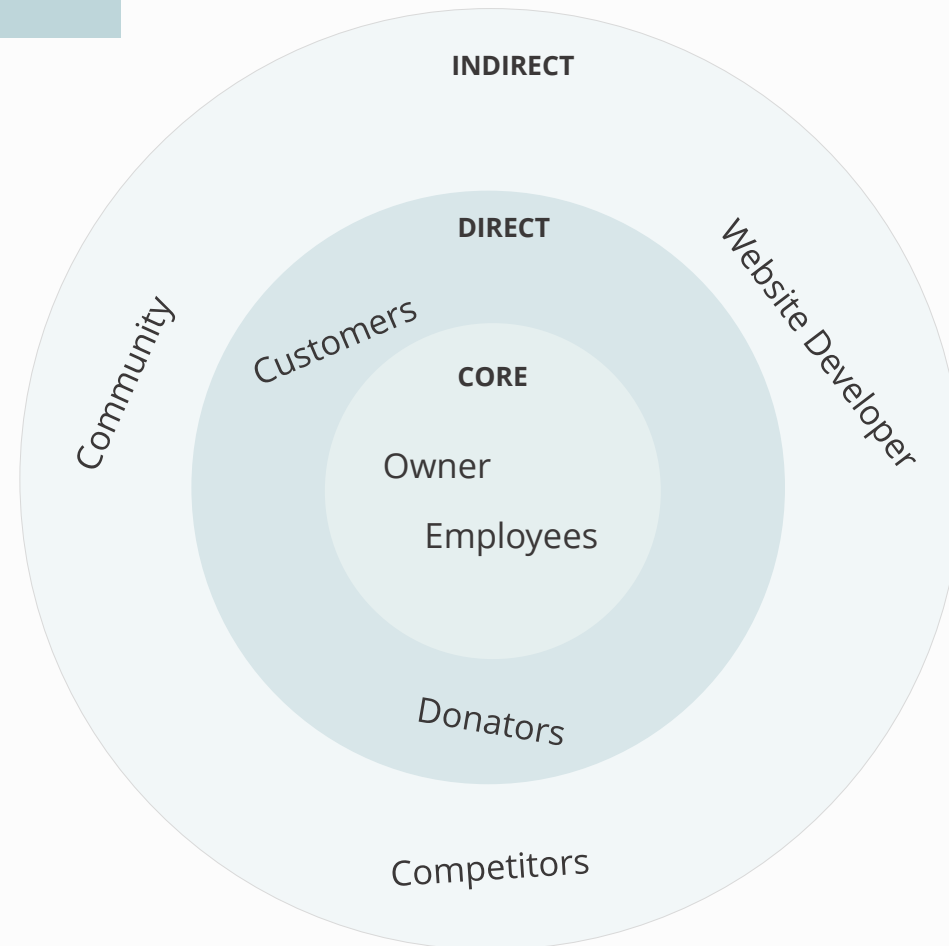
Donators

## Indirect:

Community

Competitors

Website Developer



# PRIMARY PURPOSE

Op Shop Encounter is an op shop located in Northland, Mangonui.

The primary purpose of the website is to advertise Op Shop Encounter, list its opening hours, location and contact information. It is for providing information for both potential shop customers as well as potential donators of goods.

Currently, the Op Shop does not have its own website, and is instead a part of the church website who it is run by. The goal is to establish a stand-alone webpage for the Op Shop that will act as an information hub for the store and give it its own online presence.

# TARGET AUDIENCE

## Primary

- Females
- Live in Mangonui
- Low income shoppers
- High school or tertiary graduates
- They are looking for low priced goods to save money

## Secondary

- Females
- Live in Mangonui or visitors
- Middle or high income shoppers
- Tertiary graduates
- They are looking for a special/unique item

# USE CASES

User: Primary or Secondary

Use Case	Find information about the company	Find location	Find opening hours	Find contact information	Submit contact form enquiry
Steps	1. Enters the website  2. Clicks on About Us menu link  3. Reads information about the company	1. Enters the website  2. Clicks on Location menu link  3. Views the location	1. Enters the website  2. Clicks on Opening Hours menu link  3. Views the opening hours	1. Enters the website  2. Clicks on Contact Us menu link  3. Views the phone and email	1. Enters the website  2. Clicks on Contact Us menu link  3. Finds the form and fills in name, email and message  4. Clicks submit button  5. Receives confirmation message on screen

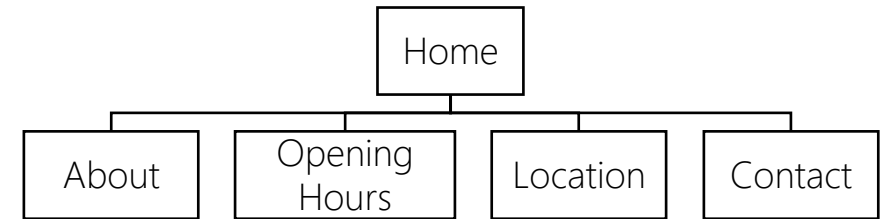
User: Website Developer

Use Case	Update the website content
Steps	1. Logs in to the website file management system  2. Clicks the .html page which needs updating  3. Clicks on edit  4. Updates the content  5. Saves the file  6. Checks it is updated

User: Owner

Use Case	Wants the website content updated
Steps	1. Contacts the website developer  2. Send the website developer the content to be updated  3. Visits the website to check it has been updated

# NAVIGATION REQUIREMENTS



The website will be a one-page website with the navigation being 'jump to' links, that jump to specific sections of the webpage. As the website doesn't have a huge amount of information, a one-page site will be sufficient.

For the main navigation, logo will be on the left and navigation links on the right. This is a common pattern for website navigation and is intuitive for users. The logo will link to the website homepage (or in the case of our one-page site, the top of the page) which is a web convention that users expect when clicking the logo.

The naming of the navigation links is effective as it clearly directs users to specific parts of the webpage that they are looking for and aligns with the purpose of the site.

Home: This will have a cover image showing the shop building.

About: This will have information about the shop and where the proceeds go to.

Opening Hours: This will have the opening hours.

Location: This will have the location and map.

Contact: This will have the shop phone number, email address, Facebook link and contact form.

The appearance of the menu links will change when a user hovers over a link, and when they have clicked a link which will show the current page they are on, in line with web conventions best practice.

The menu will be fixed, which means it will stay easily accessible at the top of the page as the user scrolls down.

On mobile screens, the layout of the navigation will adjust to a vertical format, with a hamburger icon to open/close the main menu and the navigation links one under the other, rather than side by side as on the desktop. This aligns with common web conventions and provides a clean and intuitive navigation for the user.

Op Shop Encounter
About Us
Opening Hours
Location
Contact

### About Us

Quidam alii sunt, et non est in nostra potestate. Quae omnia in nostra sententia, pursuit, cupiditatem, aversatio, ex quibus in Verbo, quicquid non suis actibus nostris. Non sunt in nostra potestate corpore bona fama imperii, denique quod non sunt actus.

Et omnia in potestate nostra esse natura liber, libera, libere valeant; sed illis non est in nostra potestate sunt infirmi, servilis, licet, lex pertinet.

Tenete ergo quod si servitus quae natura liber, et aliena tua tunc impeditur. Dolebis, et turbabuntur, et inveniatis, cum culpa tam dis hominibusque. Quod si tibi tantum sit propria et aliena quale sit, nemo unquam vel invitum te continebis.

### Opening Hours

**Saturday:** 9am-3pm  
**Sunday:** 9am-1pm

### Location

7 Mill Bay Road  
Mangonui 0420

### Contact Us

Quidam alii sunt, et non est in nostra potestate. Quae omnia in nostra sententia, pursuit, cupiditatem, aversatio, ex quibus in Verbo, quicquid non suis actibus nostris. Non sunt in

**Phone:** 021 123 4567  
**Email:** company@email.com

Name:   
Email:   
Message:

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# WIREFRAMES

## Feedback:

- Layout looks very organised and tidy
- Could add a bit more space between the top menu links

Op Shop Encounter

About UsOpening HoursLocationContact

**Op Shop Encounter, formerly The Good News Opportunity Shop, has been operating since 1987.**

Initially operating out of Doubtless Bay Christian Centre, in 2017 we established a stand alone shop made possible by the relocation and reconstruction of a building generously provided by Kawakawa Primary School, along with the help of donations and a small team of volunteers.

We have been involved in a number of community initiatives. From 2012-2017 we ran the popular 'Shine' programme for girls offered free to schools, where the shop funded a significant portion of salary and running costs for the programme. From 2018-2021, much of the shop's profits were invested into the new shop building project. Over the summer of 2021/22 shop profits funded shade sails to be installed over the children's play area behind our church building, which is used by both children from our church as well as by children in the wider community from other community groups who hire our facilities.

Going forward, we are planning new children and youth programmes with support from the Op Shop profits. Our heart is for the families in our community. To provide support when and where it is needed. A 'hand-up, not a hand-out'.

We welcome donations of good quality clothing, linen, kitchenware, ornaments, books and furniture which are gratefully received.

We extend our deepest gratitude to all who support this endeavor, whether through donations, shopping at Op Shop Encounter, or the dedication of our incredible team of volunteers. Your contributions enable us to make a meaningful difference in the lives of those we serve. Thank you for being a part of our journey.

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Contact Us

For any enquiries feel free to phone or email us at the details below.

Alternatively, fill in our contact form and we'll be in touch within 24 hours.

**Phone:** 021 034 0909

**Email:** [doubtlessbaychristiancentre@outlook.com](mailto:doubtlessbaychristiancentre@outlook.com)

Name:

Email:

Message:

Submit

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# MOCK-UPS

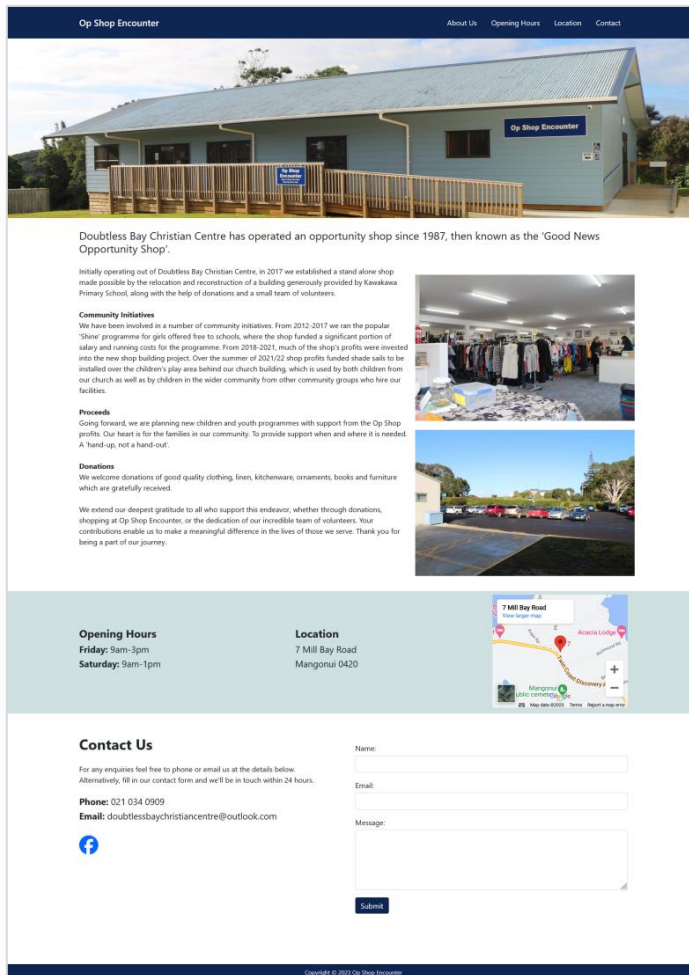
## Changes from wireframes

- Added more space between the navigation menu links as suggested

## Feedback on Mockups

- Clean design with even spacing
- Consider adding another image in the about section for visual interest, as there's a lot of text
- Maybe add a bit of margin underneath form field labels

9



# CODED DESIGN

## Changes from mockup


- Added an additional image to the about section
- Added margin underneath the form field labels

# RESPONSIVENESS

## Desktop

Op Shop Encounter

About UsOpening HoursLocationContact



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## Tablet

Op Shop Encounter

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## Mobile

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# USER TESTING

## Tasks

**Scenario:** You have been looking for op shops and you found Op Shop Encounter's website.

1. You want to know about where the proceeds from the shop go to. Find this information.
2. You are interested in visiting the store. Find out where it is located.
3. You want to find out if the store is open on Saturdays. Find the open hours.
4. You want to ask the store a question. Send a message through the contact form.

User testing was conducted using in-person testing. Users were asked to complete a set of tasks, and to identify any difficulties, as well as give overall feedback on the user experience.

All users were able to complete the tasks successfully with no issues. For the first task, one user did suggest that maybe headings can be used such as 'Proceeds', to find this information even more easily. Another user suggested that upon submitting the contact form, the form fields should be cleared after the message has been submitted. Users suggestions were valid and were taken on board in the final design.

THANK YOU FOR VIEWING