

# UX Design Document

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# Project Approach

## AIM

The Golden Plains Stories hopes to create an interactive website that predominantly engages Australian Highschool students with the history of the Golden Plains Shire. It is also in our team's interest to present history in an innovative and engaging method. The drive for the project to be innovative and contemporary has opened many ideas of interactive avenues for the team. It is in our interest to **reinvent the communication of history**.

## PROJECT

This Milestone presentation will demonstrate our attempts and plans to include our proposed interactive content. In terms of content, the website will feature the overall history of the Golden Plains Shire, historical background from the 16 townships - with a particular focus on the feature town of Bannockburn. The website will feature an Interactive map of the Golden Plains Shire as a central hub for users to access information about towns. The team also hopes to embed a parallax animation timeline, an interactive gallery, a section for civilians to share their story and a social media face filter. All these functions are designed to in tandem reach out to the target audience, whilst rewrapping historical information in a creative method.

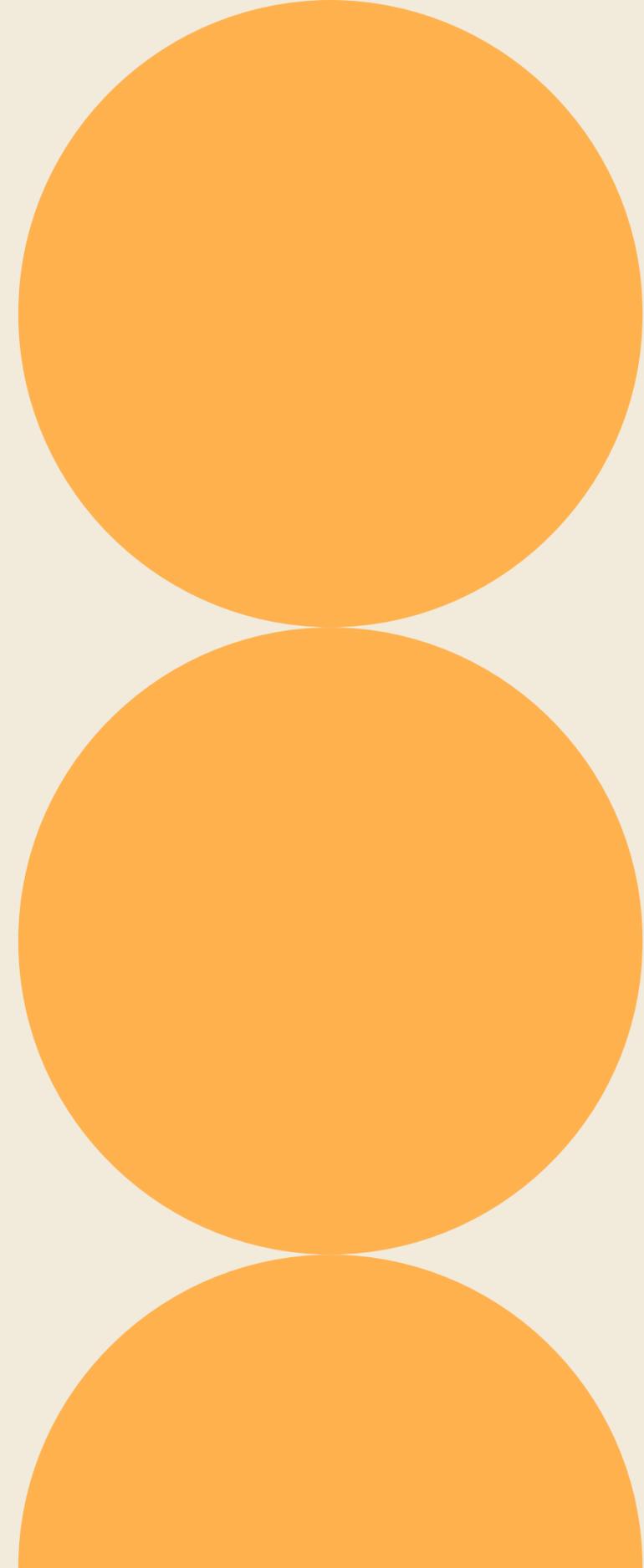
## APPROACH

Firstly, our team has delineated the target audience paired with deep research into their behaviours, patterns, interests and proficiency with media.

By first understanding the target audience, the team is able to commence wireframing and designing the UX of the site. Due to the increasing popularity of mobile phone web browsing, the team has decided to start designing the wireframe for mobile browsers, only later moving onto desktop wireframing.

The team also has a general direction for the UI and style of the project.

All design choices have been implemented with the primary target audience in mind.



# Research Findings

Since our initial four case studies we have found what we'll take as inspiration, what works and what doesn't. The case study about The Royal Consultations website is a data visualization of the royal family trees - featuring the family histories of today's current royals presented with categorisation and lines connecting the dots, initially this was inspiration we'd found for our Bannockburn timeline however conducting further research we'd found the site to be rather sophisticated and intimidating to users considering its complex look and confusing instructions also its not cohesive with our site design.

Although when it came to Histography, a interactive website that allowed users to scroll along a timeline of major events across world history from the last 14 billion years up to the year 2015, we found that the site was quite intuitive being a inspiration as we want users to find our feature the BannockBurn timeline to be simple to use and user friendly another thing we've decided to use since that case study is the use of sounds in our timeline, UI earcons as it adds a sense of immersion to our timeline keeping users engaged and interested with what the timeline is showcasing- although differently to Histography we found that having the option to turn sound off is helpful for users who may be more sensitive to sensory overload, all of which will be considered when accounting for accessibility needs in our website.

Furthermore Petite Galerie - Louvre and OldNYC : Mapping Historical photos from the NYPL case studies we'd decided to have a interactive gallery page in our website, a main driving force with making this decision was with the way the digital world is very visual-heavy for example instagram, tik tok etc, we'd like to appeal to this aspect by allowing the user to explore and view the history.

Technically we have found the use of a parallax animation for our bannockburn timeline. The parallax animation will be used to attract users to know more about the history of Bannockburn to keep their engagement for a longer period of time. We came up with the idea of using a parallax animation by analyzing Apple's Iphone 13 website which uses a parallax animation to help advertise their products to its users, more detail is talked about this in the Bannockburn timeline slide

Another key finding we found was not adding too much useless information. For example our key interactive experience our interactive map was originally going to be embedding a google map iframe. However,as a team agreed that google maps gave too much unnecessary information. Furthermore, the visual aesthetic of this map would not be cohesive with the rest of the Project.

We researched our overall look of our website by creating a moodboard in Miro. By creating a moodboard it was a valuable resource to help keep the style and aesthetic of our project but it was also an helpful way to refine our project's style before making a start into the actual design process. We came up with many different colourways and UX designs, many being inspirations from Pinterest, Behance, and Adobe Colour.

# The Users

## Primary Persona

### SCENARIO

Sarah heard about the website regarding her hometown. It sparked her interest when she heard from her friends that the website had an interesting feature: a social media filter custom to the Golden Plains. To see how the website would present her hometown and to access the filter, Sarah visits this website. She is a regular tech-user and is proficient at navigating the internet; therefore, she has no issues visiting the website.

To find out the details of her hometown, Bannockburn, she goes to the page called 'Explore Our Shire map' to find Bannockburn. Then, she taps on the Bannockburn preview image to go to the Bannockburn page. In this page, she can find the information about her hometown and the its historic landmarks.. The most interesting thing she finds in this page is the timeline. She is curious about what it contains. Would it be similar to Wikipedia, which just records the history more detailed and boring. So, she taps on the button to visit the timeline. She finds it is interesting that there are some parallax animations with some sound effect and there are some introductions of each parallax animation which describes the background of Bannockburn in different period. It is convenient to visit the timeline because she can just tap on the timeline at the left hand side, the website would scroll down the selected time automatically. She closes the timeline to go back the Bannockburn page and starts to find the filter.

To get the Instagram filter, she tries to find it out, but she does not know where it is. Therefore, she takes some time to find out where the filter is. Finally, she finds it at the homepage and taps the Instagram icon to try the filter.



Sarah Walker

**Age:** 15

**Location:** Bannockburn

**Education:** High School

**Occupation:** Works casually at local vineyard

**Status:** Single

Born in Bannockburn, Family are locals

### Personality & Interests

- Interested in social media and creating trendy content on Instagram and Tik Tok
- Outgoing and Curious

### Motivations

- Approval from friends
- Influenced by social media
- Close knit family

### Goals

- Make enough money to move out of Bannockburn to go university in Melbourne when she's 18
- Get more followers on IG + Tik Tok

### Frustrations

- Wants to live in Geelong or Melbourne
- Feels that Bannockburn is boring
- Studies - is not thriving in all her subjects due to her disinterest

### Tech literacy

Internet



Social network



Interactive media



# The Users

## Secondary Persona

### SCENARIO

Tim wants to get to know his new hometown, Bannockburn, faster. He believes that learning about Bannockburn's historical background and finding ways to join their community will help him to adapt to the new change. He has a friend who helps him to find out about these details; he sends Tim a link about Bannockburn to Tim, which contains the history and the main attractions of both the Shire and all the townships. Tim spends minimal time on the internet and only know the basic functions of the computer.

He starts his user journey on the Bannockburn page because he clicks on the direct link his friend sent to him. He looks around the history of Bannockburn. He thinks this website is user friendly because the word size is big enough for him to read. He is amazed by the timeline because of the parallax animation. Tim does not use the timeline buttons because he does not realise it is clickable. Therefore, he scrolls through the page by himself.

Tim not only wants to visit the historic attractions of Bannockburn, but he also wants to know more about what he can do as a part of its community. Therefore, he closes the timeline page and opens the menu and sees a button called 'Visit Us'. In this page, he can find the external link of the upcoming events of Bannockburn and the main attractions of Bannockburn. He is delighted that the website provides resources to current events in the Shire on top of historical content.



**Age:** 55 years

**Location:** Golden Plains Shire  
(new resident of Bannockburn)

**Education:** Bachelor's degree

**Occupation:** Department manager

**Status:** Married, two children

Tim  
Richardson

### Personality & Interests

- Friendly, outgoing
- Hardworking
- Family-oriented
- Loves the outdoors

### Motivations

- Passionate about history and traditions
- Adapting to the Bannockburn community

### Goals

- Getting to know the history and culture of Bannockburn better
- Contributing to the local community
- Spreading appreciation for the family's lineage and connection to the town
- Adapting the new environment

### Frustrations

- Hopes his children can adapt the new environment
- Tech and internet taking too much time in his family's lives - believes more time should be spent outdoors
- A lot of other residents who don't know enough about the town's rich history

### Tech literacy

Internet

Social network

Interactive media



# Content Overview

Our website is organised by six main sections:

1. **History of Golden Plains (homepage)**
2. **Interactive Map**
3. **Interactive Gallery**
4. **Our Stories**
5. **Visit Us**
6. **About Our Project**

The content of these sections, informed by our research as presented in our first presentation, will be established as their own main pages. Located in the site's global navigation, these will be the pages that users will first navigate to after the homepage. Our [site architecture](#) and [user flows](#) will better demonstrate this structure, with a more comprehensive look at the website's sections and subsections.

With a focus on interactive media that will appeal to our young primary users, our website will include a multitude of digital media formats, including video, soundscapes, parallax animations, interactive maps, and galleries that feature 3D objects.

Our team aims to both attract and maintain engagement by implementing these media formats in a meaningful and useful way. Backed by our research findings on the **historical** and the **technical**, the website's content will not only deliver historical information, but will provide our users with an immersive experience.

Our "hero" content will surround our feature town, Bannockburn, through an interactive, vertical-scroll [timeline](#) unique to the township's historical development.

# Featured content

## Social Media AR Filter

### RESEARCH

Upon consideration of our primary target audience, high school adolescence, it is crucial to recognise their major interest and form of community. According to 2020 statistics, Australian Teens use an average of four social media platforms frequently. The top three of these are YouTube, Instagram and Facebook. Research as such informs the current project, reiterating the idea of engaging Social Media within the Golden Plains Stories.

With the introduction of Instagram stories face filters in 2017, these AR functions have become very popular and carry on to be a feature many teens interact with. Other social medias such as Facebook and Snapchat have also adopted the Face Filter function.

### GOALS

Onward thinking, our team hopes to create a Golden Plains Shire inspired filter that Australian teens are able to engage with. This AR filter will essentially be a fusion of history and new media, attempting to create a sense of identity for the adolescent students of the Golden Plains Shire. Considering our secondary audience, we hope to attempt to also transfer this filter into Facebook.

### NEXT STEPS

To achieve this concept and create the function, the team will need to consolidate the subject matter and the visual style. SparkAR is an application that many designers create social media filters on. I have had some experience creating a filter on this platform, however, more technical research will need to be conducted to for more technical proficiency and to inform the 3D designers of our parameters for this project.

### CURRENT IDEAS

The goal is to present the history or identity of the Golden Plains Shire in with contemporary means. Drawing attention to the many different facets of town specialties, perhaps one of their specialties many be a inspiration to the filter made. If this were to be the case, the featurtown Bannockburn could possibly be the central muse, highlighting it's iconic Railway line.

The inclusion of sound could further heighten the immersive experience. Returning to the idea of Bannockburn's railway line, earcon sounds of a train may be an avenue to explore.

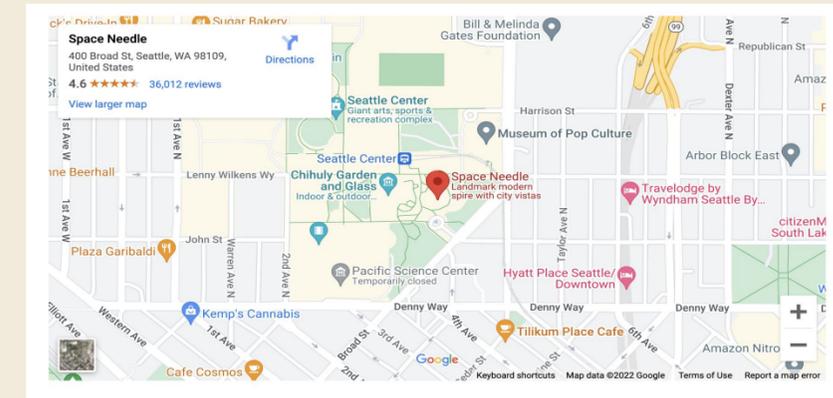


Instagram - Face Filter AR

Snapchat filter - location based

# Featured content

## Interactive Map



Embedded Google Map in website

The Interactive Map is a key feature of the Golden Plains Stories project. As per research in the initial stages of the project, the team has discovered this sort of a map to be a **contemporary visual display** that will **enhance the presentation of history**.

Throughout this process, a range of mapping methods were discussed. Early concepts were the considerations of embedding a google map iframe. This was however dismissed, as the team agreed that google maps gave too much unnecessary information. Furthermore, the visual aesthetic of this map would be misaligned with the rest of the Golden Plains Stories Project. It was crucial to the team to ensure that interactors were not lost with the map function. Google maps, provides zoom in functions along with a drag movement to explore the land. This is not needed for the web page, as the team's intent is to curate a space that showcases the overall shire, the 16 towns, with a brief overview of what the town entails. The goal for this segment is not designed to show site visitors how to travel around the Golden Plains Shire, instead it is made to give initial suggestions and provoke interest in the townships.

The design team has worked out a suitable balance to **effectively prompt interest within users whilst displaying the townships in a visual manner**.

The map will be a vector map, designed within Adobe Illustrator. It will be paired with a carousel with icons of the different townships. When a township is selected, a location pin will appear on the map, highlighting where the rural town is located. The user will then be able to click on the name title, the pin or the icon again to access the town's page. Considering that 16 towns will be on this carousel, a Sort By function will also be added to combat scrolling fatigue.

In this way, only the necessary information is presented, within overcrowding the page and confusing users. The carousel also provides the interactor with a range suggested towns to explore.

A **mobile and desktop iteration of wireframes have been created**, with all these mentioned elements appearing, however it has been curated to ensure the features work with the respective devices.

# Featured content

## Bannockburn Timeline

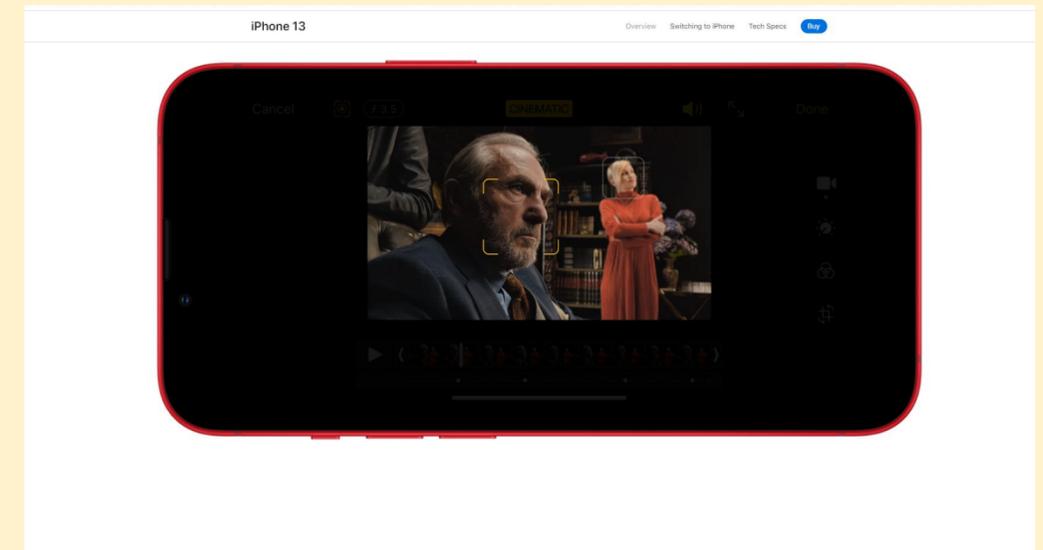
The aim of our website's timeline is to deliver information about Bannockburn's historical development, through innovative interactions. Hence, the use of dynamic features such as a parallax animation will attract users to know more about the history of Bannockburn, and sustain their engagement for a longer period. The parallax animation includes sound effects of the environment, that can help the users feel immersed within the Township's history. Last but not least, each parallax animation has some textual content which both describe and explain the visual content.

### RESEARCH

To present the animation, we have taken inspiration from the layout of Apple's iPhone 13 official website, as their their vertical design is both engaging and, importantly, mobile-phone user friendly. The site features a parallax animation to introduce the features of the products that speaks to Apple's brand and aesthetic, whilst providing all the essential information about the product. This in turn allows visitors to be more inclined to read the textual information.

### CURRENT IDEA

The animation can be vertically scrolled through by the users themselves, or by clicking on the buttons located on the timeline to automatically jump to the specific time period they want to see. The vertical timeline and header are sticky, so that the users can jump to different time and close the page whenever they want. Last but not least, all the parallax animations have their own sound effects. To avoid a situation in which the sounds of the animations are mixed together, the sound would only be on when the animation occupies the large part of users' screen (this will be achieved by CSS media queries). This feature can be comparable to the video players on Instagram in terms of how the sound functions can be controlled. We have considered that some users may find sound effects too noisy, henceforth, we will also provide a button to switch off the sounds while they engage with the animations.



iPhone 13 official website

# Featured content

## Gallery

The gallery is a key section of our website that will allow users to access real sources of history in a digital space. In the digital media age where visual-heavy content platforms such as Instagram are most popular with our primary users, we likewise aim to appeal to this aspect by allowing our users to explore visual evidence of the shire's history. Our visual content will also be equally supported by text content (headings, alt-text, and captions) as well as keyboard shortcuts to ensure that required accessibility needs are met.

Additionally, from a website strategy perspective, providing captions and descriptions for our images and objects will improve our SEO, being displayed in both search results and image searches, and boosting our discoverability.

### CONCEPT

The gallery will feature two subsections for the users to view: Photographs and Artefacts. These will be categorised into tabs on the same page, where users can click on a button to change from one tab to the other. The photographs and artefacts will be presented in circle objects, as users scroll vertically through the gallery—we have made this conscious design decision to maintain a cohesive user interface throughout the entire website.

When the user settles on an object, a title and short description will appear, allowing the user to read more about the object's background history and its significance to the shire. Should the user want to see an overview of all the photographs and artefacts, or find a specific one, they can click on a "View All" button that leads to a lightbox containing previews of all the objects. Similarly, these will also be presented in circles to maintain design consistency. When the user clicks on one of these preview circles, it will take them to that object on the Photograph/Artefact page.

### PHOTOGRAPHS

Featured photographs will be sourced from various online websites and public record libraries. These photographs will span from the early European settlement of the townships to the 21<sup>st</sup> century, and will include portraits, photomaps, landmark photos, and more.

### ARTEFACTS

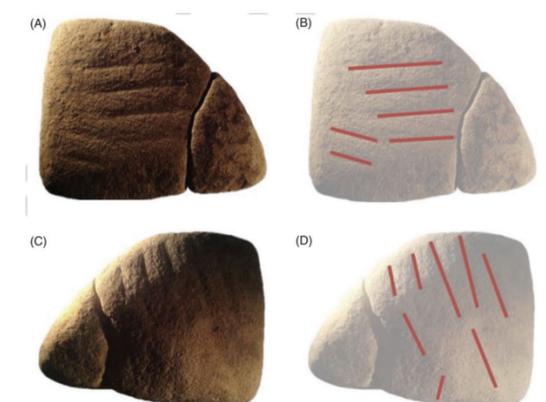
Through our research findings, we aim to present several historically significant artefacts that are unique to the townships of the shire. These will be presented as 3D objects sourced from Sketchfab. Such artefacts will include familiar cultural objects as well as some more unusual and natural discoveries. For example, the gallery will feature an incised stone that was found in an archaeological salvage in Bannockburn.



*Messrs. Rowe & Ferrers Station,  
Woody Yallock*



HJ Collins Trophy for the The  
Mannibadar Gymkhana and Fleece  
Competition



Incised stone discovered by  
archaeologists, in Bannockburn



# Featured content

## Our Stories/share your story

The share your story section of our website will allow users to connect and share stories about the multiple towns. This section fits perfectly into our website considering the social media era we are in today with people constantly being connected to one and other, we'd like to appeal to aspect. Users of our website can simply read other peoples stories of their town in Our Stories or even submit a story of their own, from that users can perhaps connect with distant loved ones, connect with the past or even just curious about the stories of the towns.

### SHARE YOUR STORY

The share story section can be accessed either from the main menu by the user scrolling down to "have a story to share?" and clicking the share your story button, from there users have been directed to the share your story page. Another way users can access share your story is by clicking the our stories icon in the top right corner in the main menu from there users will be directed to the Our Stories page users will need to scroll down to the share your story button and click that to be directed to the share your story page. In the share your story page users will start on step one which is to add their details, " let us to get to know you" their first and last name, email address and their township is required to be filled out. Step two will require the user to create a title in the Your title box and then write there story in the your story box. The final step is optional where users can drag and drop photos into the drag and drop file uploader to compliment their story.

### OUR STORIES

With the Our stories section when users scroll down the first thing they'll see is featured stories. The stories are images boxes with the title and short description on the bottom left of the box, users can click on the boxes and it will take them to that story. Although there is two buttons on top, one being a sort button and the other being a filter button. The sort button will give users to sort by title A-Z, Author A-Z and Date Published. The filter buttons filter by town users can click as many towns as the want.



# Featured content

## Visit Us

The visit us section allows users to see main attractions, upcoming events and has a contact form. The main attractions is presented in circle objects, that scroll vertically. This decision was made to stay cohesive with the site design. As users continue to scroll down they'll come across upcoming events and users can click on the see what's on button and takes you to another page. At the bottom is the contact form, if users want to get in contact with the website developers. They'll need to add their first name, last name, email and a message.

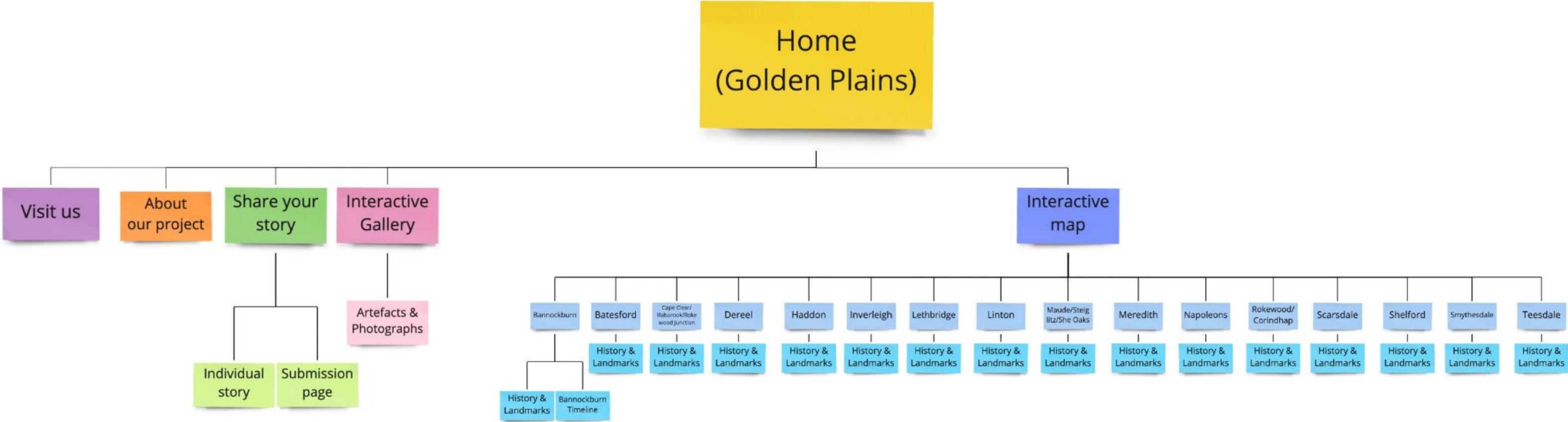
## About our project

The about our project page is a small part of our website. It informs the user about our goals and why we have created this site. If the user continues to scroll down they will come across a drop down box of references, this will not be a big part of our project however is there for users who are curious on where we obtained any information.

# User Journey Map (based on primary users)

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Find the Bannockburn page</b>	<b>Visit Bannockburn page</b>	<b>Interacting with the timeline</b>	<b>Getting the social media filter</b>
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<ol style="list-style-type: none"> <li>1. They are curious how the website describes their hometown.</li> <li>2. They want to get the social media filter.</li> </ol>	<ol style="list-style-type: none"> <li>1. Looking for the page which is possible to have Bannockburn page.</li> <li>2. Interacting with the interactive map.</li> </ol>	<ol style="list-style-type: none"> <li>1. Reading the history background of Bannockburn.</li> <li>2. Looking for the information they do not know, such as the landmarks.</li> </ol>	<ol style="list-style-type: none"> <li>1. Knowing more about the development history of Bannockburn.</li> <li>2. Watching the parallax animations.</li> </ol>	<ol style="list-style-type: none"> <li>1. They want to get the social media filter and interact with it.</li> <li>2. Finding a page that may lead them to get it.</li> </ol>
<b>Needs and Pains</b> What does the customer want to avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	<ol style="list-style-type: none"> <li>1. They are not interested in content about tourist information.</li> </ol>	<ol style="list-style-type: none"> <li>1. They want to find the town faster in the interactive map.</li> </ol>	<ol style="list-style-type: none"> <li>1. They do not want to read the long paragraph.</li> <li>2. It would be much better if there are some pictures for describing the town.</li> </ol>	<ol style="list-style-type: none"> <li>1. There are some introduction of each parallax animation, but they do not expect it would be a long paragraph.</li> <li>2. (Maybe) The sound effects are noisy.</li> </ol>	<ol style="list-style-type: none"> <li>1. They have no idea where the filter is.</li> </ol>
<b>Touchpoint</b> What part of the service do they interact with?	<ol style="list-style-type: none"> <li>1. Scanning the QR code to access the website.</li> <li>2. Clicking on the link that is shared by their friends.</li> <li>3. Searching the website directly in the search engine.</li> </ol>	<ol style="list-style-type: none"> <li>1. Tapping the picture button of the town to access the town page.</li> </ol>	<ol style="list-style-type: none"> <li>1. Tapping the button to go to the timeline.</li> <li>2. Tapping the photos of the landmarks to enlarge and see it.</li> </ol>	<ol style="list-style-type: none"> <li>1. Tapping the timeline or scrolling to reach the specific time of parallax animation.</li> <li>2. (Maybe) Closing the sound effects.</li> <li>3. Tapping the close button to close the timeline page.</li> </ol>	<ol style="list-style-type: none"> <li>1. They open the menu to find the pages which are the possible place the filter is located in.</li> <li>2. They go back to the home page and scroll down to find the filter.</li> </ol>
<b>Customer Feeling</b> What is the customer feeling? Tip: Use the emoji app to express more emotions					
<b>Backstage</b>					
<b>Opportunities</b> What could we improve or introduce?	The names of the buttons would be clear. Users will understand what the page contains with the help of distinct headings and descriptions.	Using the 'sort by' function to help them find the town faster.	We will summarize the history and deliver it in the short paragraph. Moreover, we will use the images to help us explain it.	The introduction of the animation would be as short as possible and we will provide the buttons for the users switch the sound effects on and off.	It is an external feature of our website, so it would be placed in the home page. Additionally, we may choose to promote the filter outside the website, such as starting a promotion campaign on social media platforms.

# Site Architecture



To minimise clutter and the risk of confusing navigation, the site architecture of our website follows a simple structure with clearly defined pages. It was critical that the navigation of the website would be easily accessible and intuitive; hence we made the decision to establish the five main sections (Visit, About, Stories, Gallery, and Map) as individual pages under the homepage. In this way, our main interactive features and content would be organised more effectively, so that a different page would offer the user a different experience.

We combined the homepage with the historical content of Golden Plains for two reasons: to maintain the site's hierarchical system, and to provide users with a sequence in which they would learn about the entire shire first, then have the opportunity to dive into the history of its individual townships via the Interactive Map.

With our primary user in mind, we aimed to cater to the user's high technological proficiencies and quick gratification values by keeping the number of 'clicks' to a maximum of three per section. For example, by combining artefacts and photographs into one subpage under the Interactive Gallery, the user will be able to view both all at once.

The hierarchical system of our site would also lead to a clear structure for our site map, so that when users need to find a specific page, they can easily do so by inspecting the categorised pages. And finally, taking longevity into consideration, our straightforward site architecture will allow the site to grow whilst maintaining an organised structure.

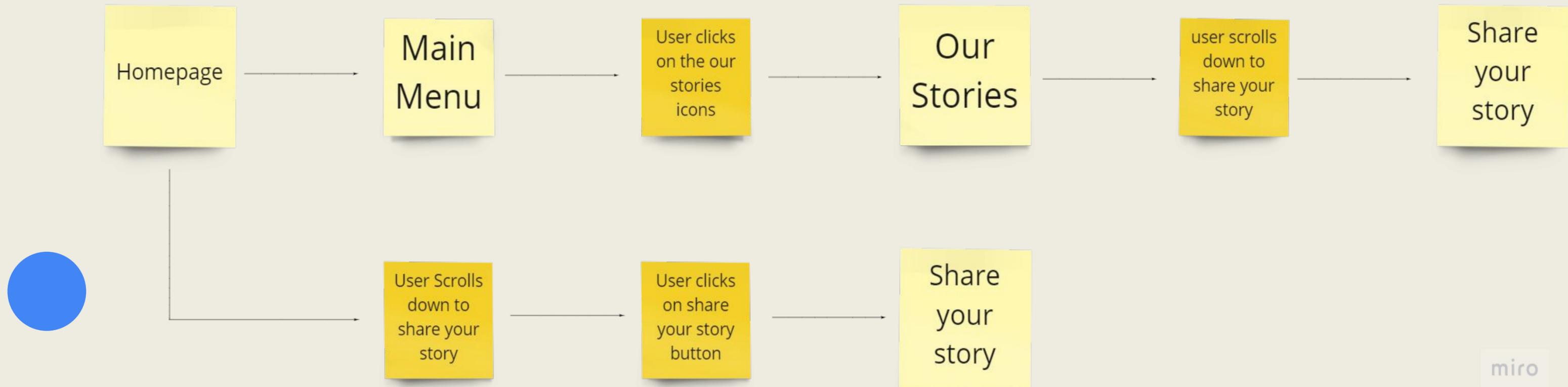
# User Flow

## Sarah Walker GOAL:

To submit her own story about her family's history in Bannockburn

## NOTE:

- All pages can be accessed through the **shortcut** of the sitemap, located in the footer of the mobile version as a separate page, and located in the footer of the desktop version
- Users can find the main sections (gallery, etc.) through the main menu





# UX Design Considerations

Our team aims to create a website that not only provides a solution to the needs and pain points of our target userbase, but is also a platform that is useful, usable, enjoyable, and equitable. All our UX design considerations were implemented with intuitive navigation in mind so that our users can focus on the main purpose of the website: to learn more about the history of Golden Plains Shire. Our considerations are further shaped by our primary project goal of **reinventing the communication of history** through innovative and thoughtful design.

## NAVIGATION

With a clear structure (as indicated in our site architecture), users are presented with sections that are easy to find and clearly organised. This is also supported by the categorisation of these sections into pages with allocated icons. The **hamburger menu** is an intuitive design pattern that is implemented on every page to maintain design consistency. When clicked on, the icons slide out to allow for more navigation options.

However, these icons are positioned differently on the homepage, as a fixed set of buttons positioned above the fold. We made this conscious design decision so that users would be immediately presented with their pictorial navigation options as soon as they visit the site. Consequently, users would be more familiar with the six sections and their corresponding visual icons, enhancing their overall experience as they explore the rest of the website.

**Tabs** are another design pattern we employed in both the Gallery page and the individual township pages. Following suit from our mobile-first design, we decided to include this pattern in both the mobile and desktop versions. Not only does the quick ease of access appeal to our userbase, but users can also easily move back and forth between tabs at a much quicker rate than between two separate pages. Reducing this wait-time and an unnecessary extra number of clicks will make the user's learning experience substantially more enjoyable.

## INPUT/OUTPUT + SOCIAL SHARING

Our website also includes **input forms** in the Contact and Share Your Story pages. The submission form in Contact allows users to draft an immediate message within the website, so that they do not need to copy an email link or a phone number. In the Share Your Story section, the submission form takes users through steps towards sharing their story so that it is broken up into manageable input stages that is more interactive and engaging. A **progress bar** allows the users to see how much of the submission they have completed, and how much is remaining. When the submission is completed, there is a thank you message. In this way, the user **receives feedback both during the submission process and afterwards**, making for a more pleasant experience than a traditional long submission form. Additionally, the Share Your Story section avoids a long scroll that may deter users from completing the form altogether.



# UX Design Considerations

## CONTENT

To minimise a cluttered layout with unnecessary content, we aim to prioritise information with the use of headings and a balance between visual and textual content. It was important to us that the website would solve our main users' needs and provide them with a tailored experience. Hence, a **split-screen** design pattern is used in the Gallery, so that users have the option to choose to look at photographs or artefacts first. In some cases, our primary teenage user may be more drawn towards the 3D objects in the artefacts section, while the photographs may better appeal to our secondary users of an older demographic. Although the two sections are not too different, giving the users that option to choose they would like to see in the Gallery provides the users with a sense of autonomy, making for a more catered experience.

Similarly, the use of **filters and sort-by functions** in the Interactive Map and Our Stories allows users to find more specific content according to their needs. For example, our secondary user who is a new resident in Bannockburn would likely want to find direct historical information about Bannockburn, which they can quickly do so with the help of these patterns.

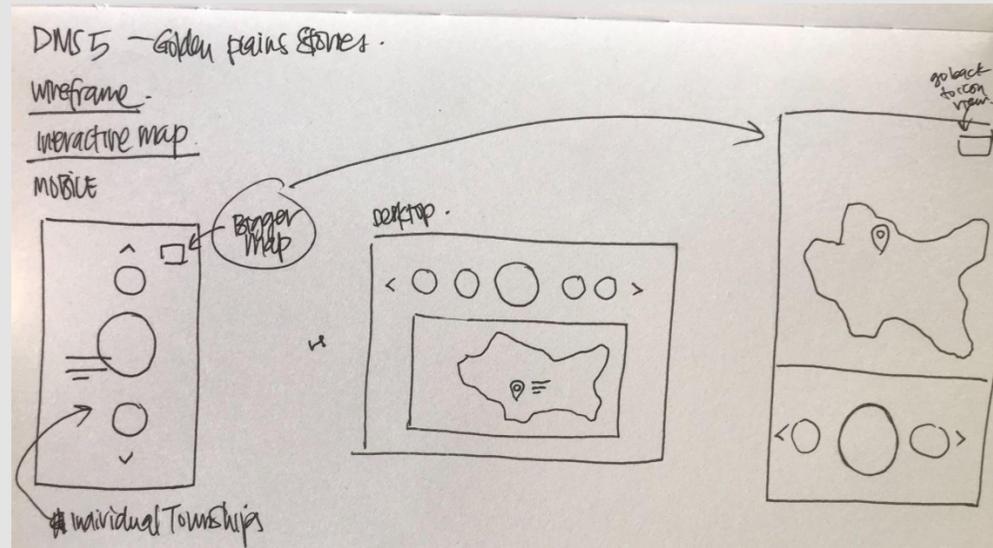
## EQUITABILITY

Our team strives to encompass equitable design by ensuring that every element is an accessible and usable feature on the website. Expected accessible UX considerations include captions and alt-text for every image, keyboard inputs and shortcuts, colour contrast, and text readability (fonts and responsive text-size). Our webpages will be structured with a clear hierarchy of headings, subheadings, paragraphs, etc., to ensure comprehensible text-to-speech. We have also considered **language barriers** by adding a Google Translate button in our webpage, implemented through JavaScript. Although our userbase are primarily English speakers, we know there will be additional users who may prefer or need the translations for ease of use. In regard to **sensory matters**, there will always be a sound off option for all audio features, and videos or animations will not play unless actively initiated by the user.

Taking a **mobile-first** approach for the design of our wireframes, we made sure to account for screen size and differences in interactivity based on device types. For example, the site map will be located as another page (accessible via the footer) to reduce clutter and provide a clear alternative path of navigation for users. Buttons and navigation options will be easy to reach, and the layout will be consistent throughout the interface.

# Mobile Wireframes

## Initial Iterations

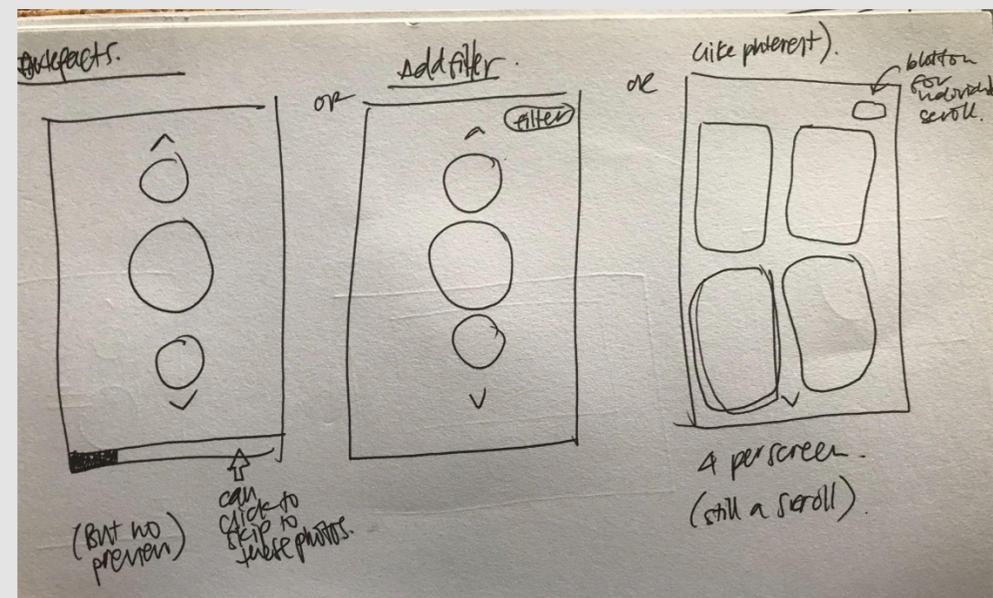
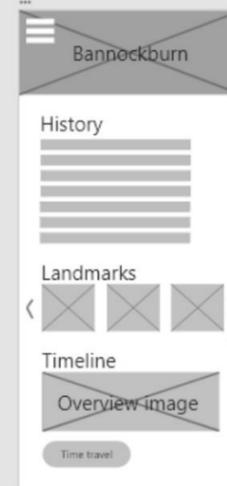


Interactive Map

### INDIVIDUAL TOWNSHIP



### HISTORY OVERVIEW

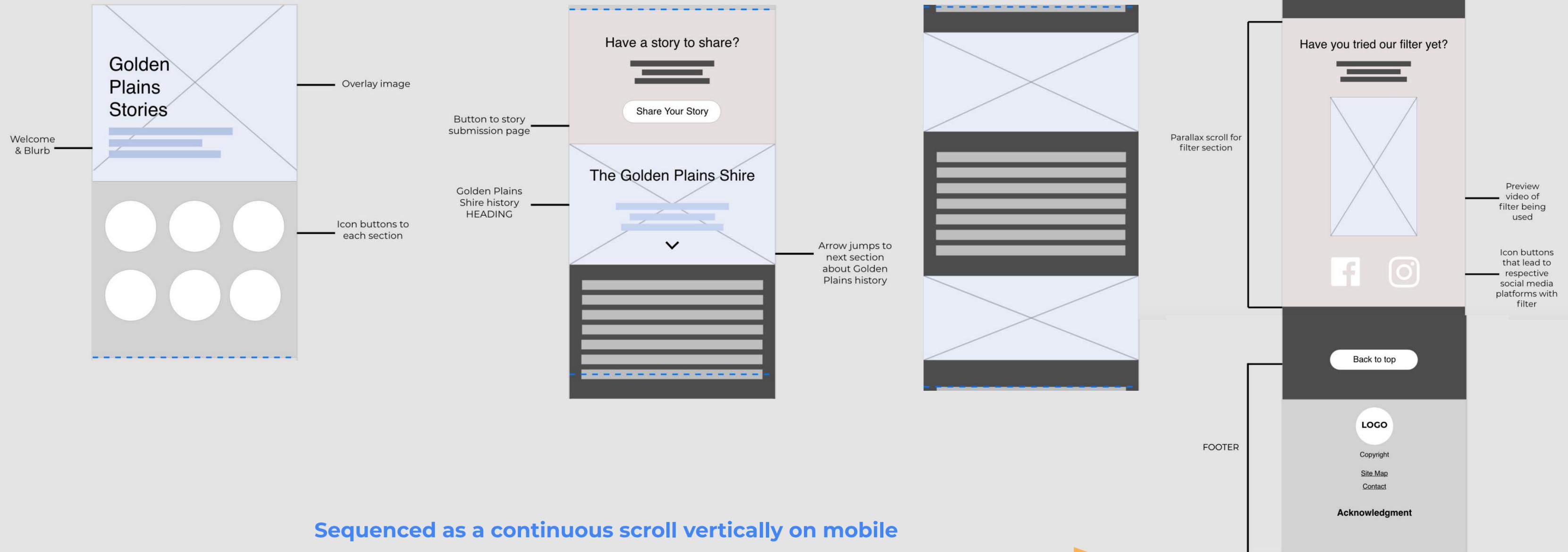


Photo/Artefact Gallery

# Mobile Wireframes

## Homepage

Note: all pages will maintain the same footer, but is only be demonstrated in the homepage wireframe for clarity



# Mobile Wireframes

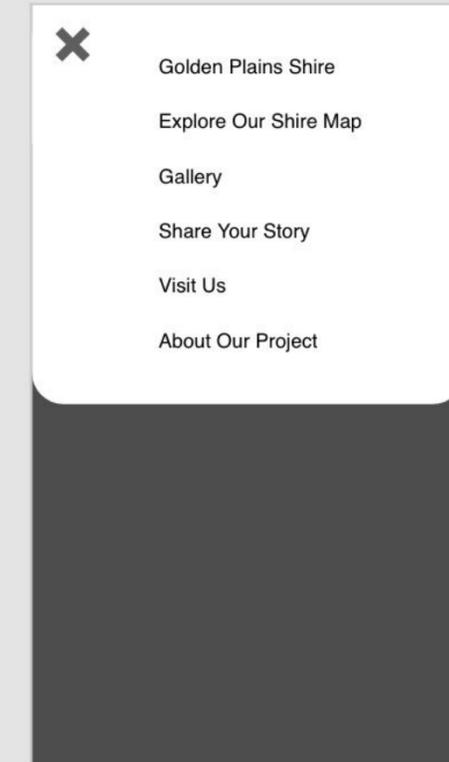
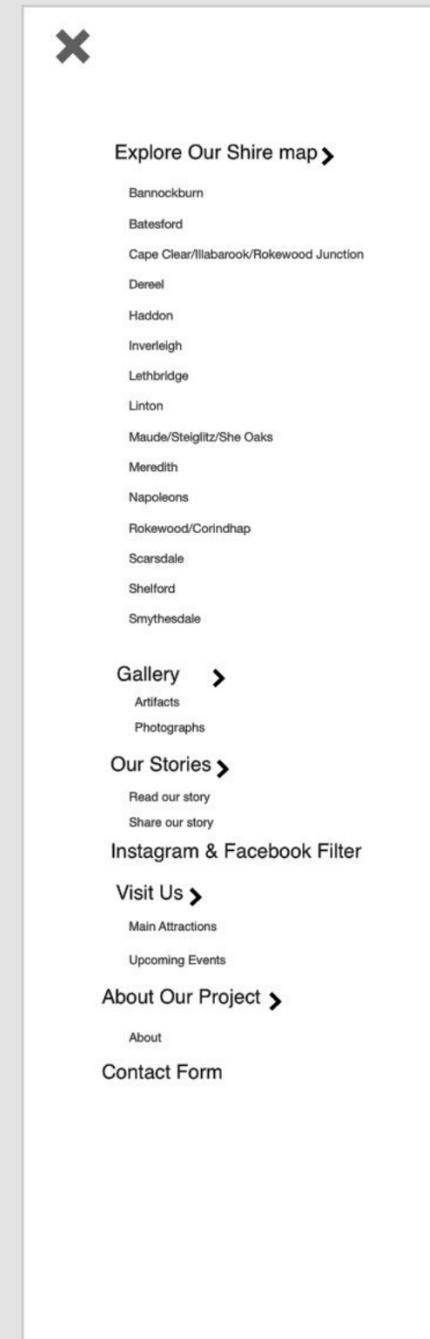
## Additional pages (Homepage)

### ACKNOWLEDGEMENT OF COUNTRY



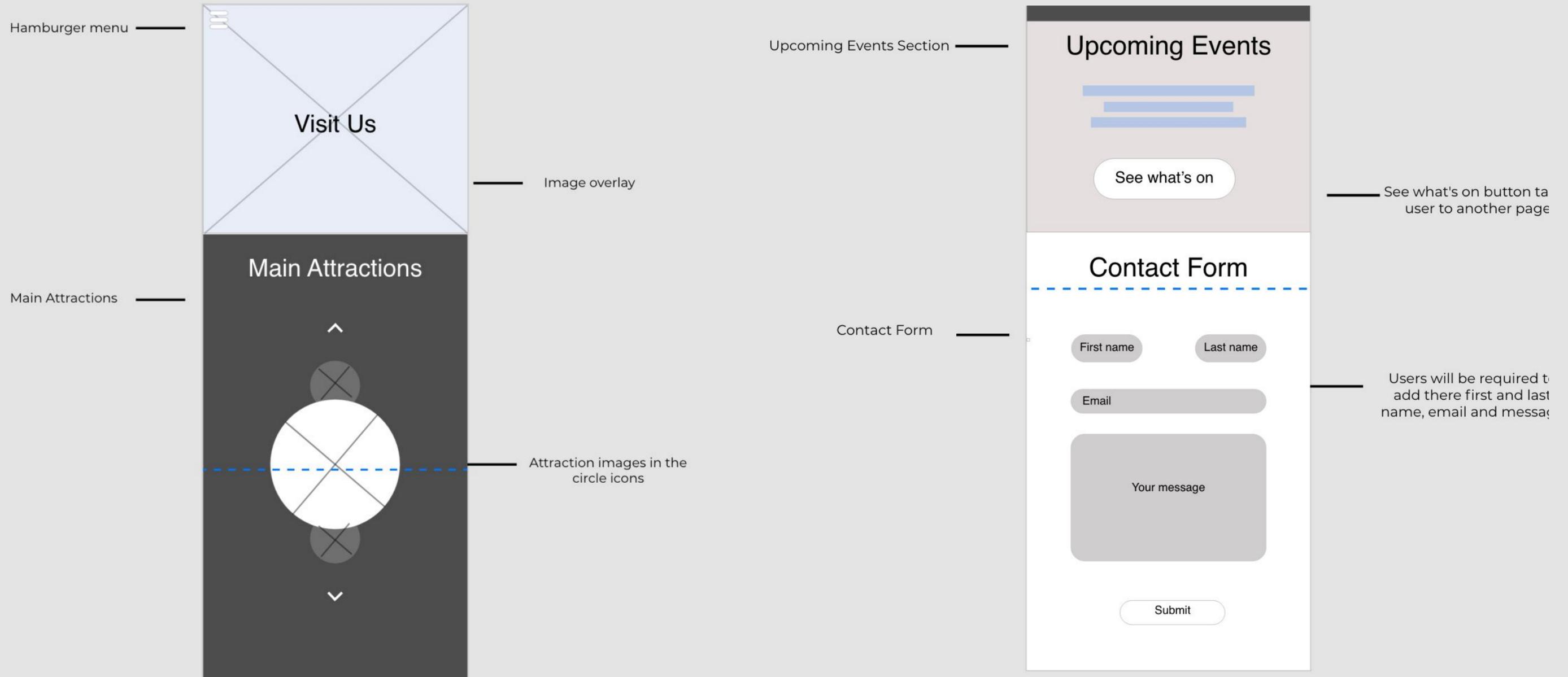
Lightbox:  
Shown upon initial arrival on  
webpage

X icon  
close button



# Mobile Wireframes

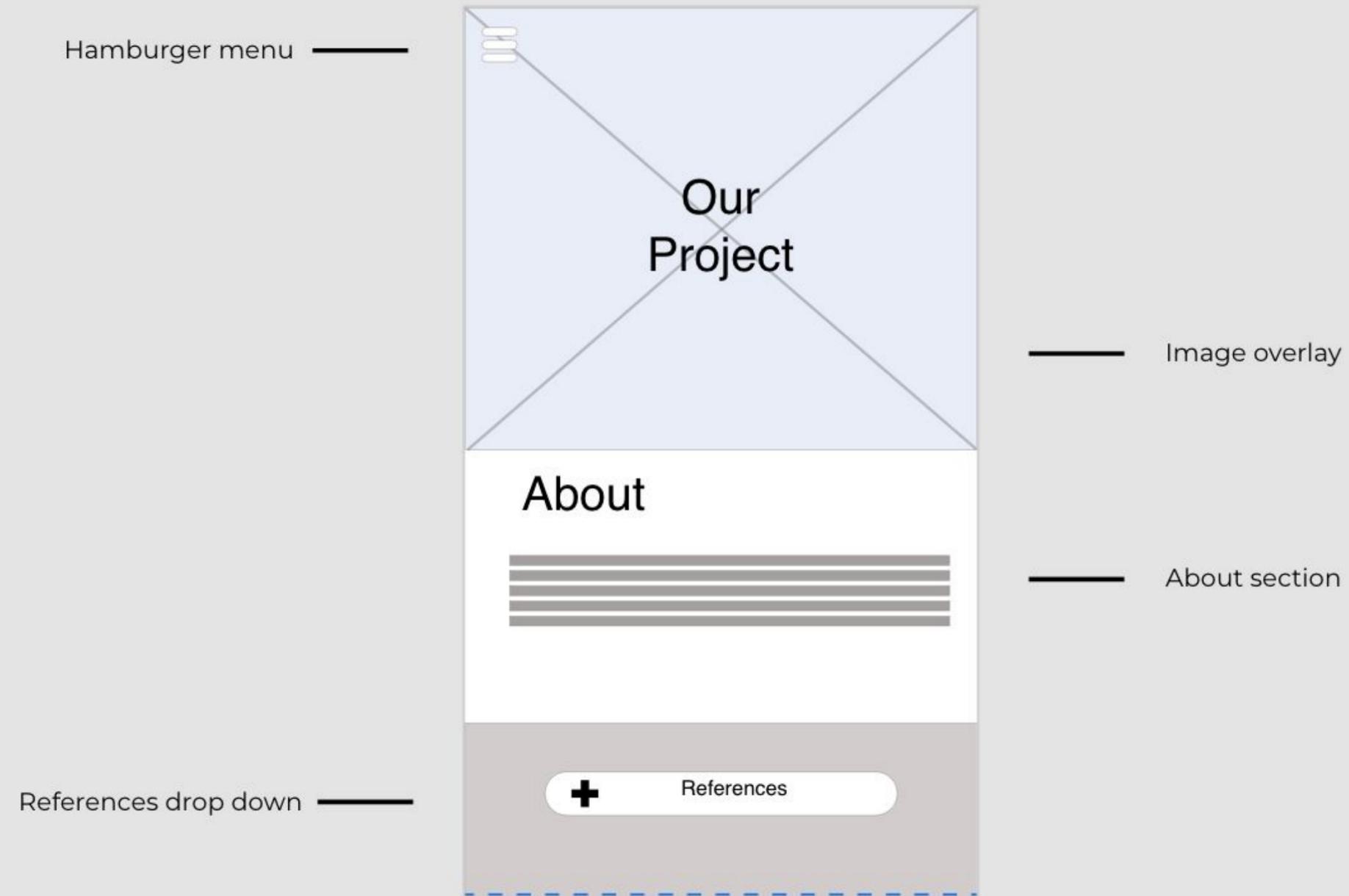
## Visit Us



Sequenced as a continuous scroll vertically on mobile →

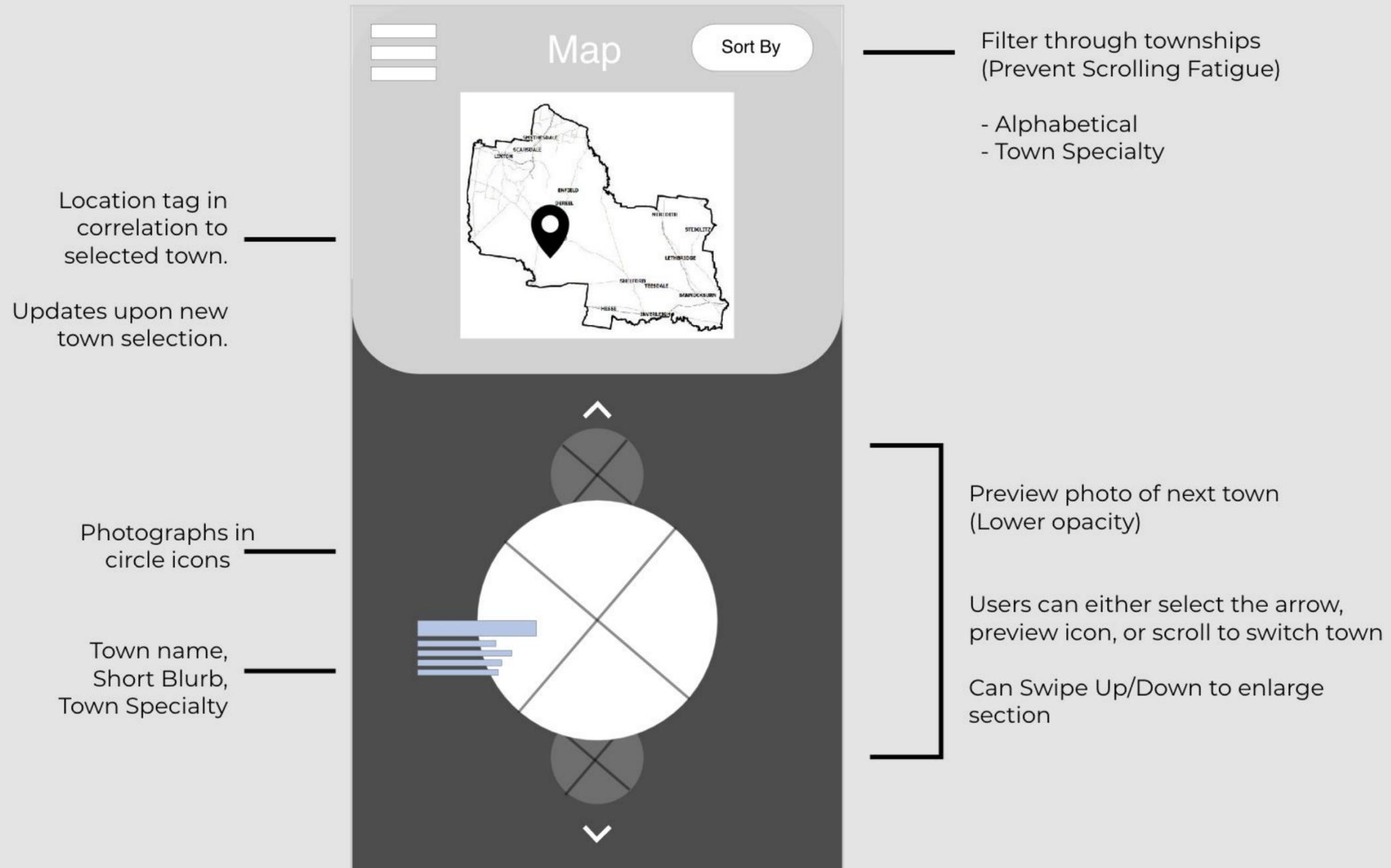
# Mobile Wireframes

## About Our Project



# Mobile Wireframes

## Interactive Map

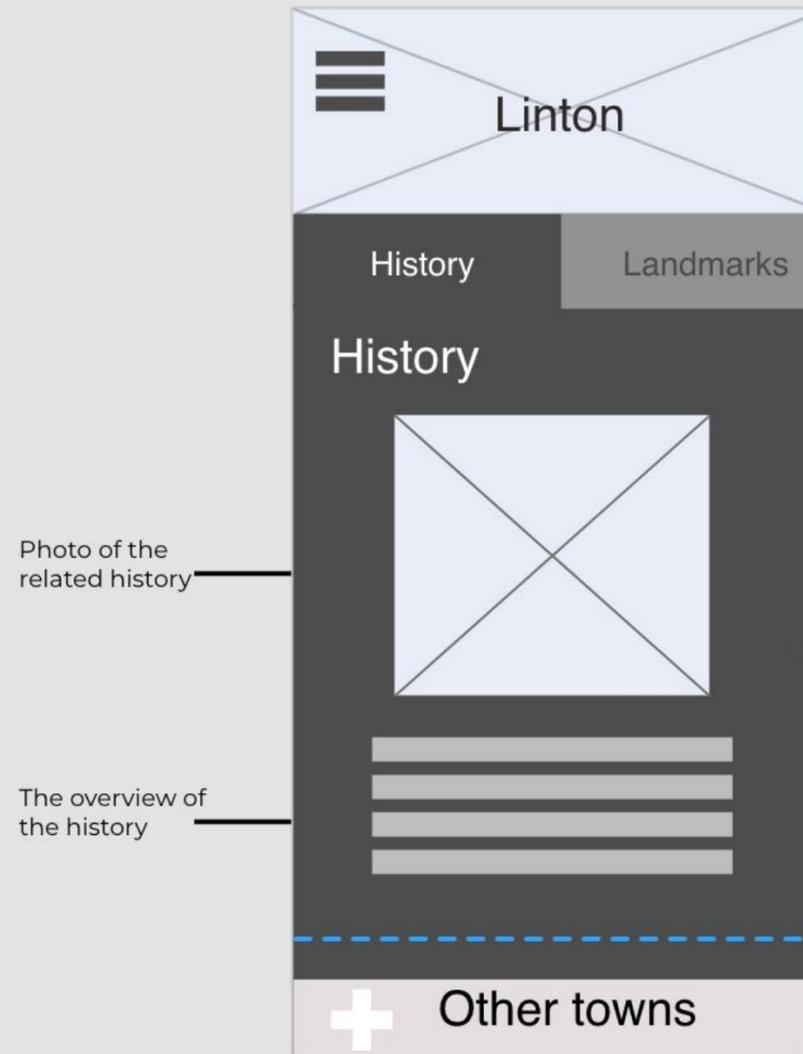


# Mobile Wireframes

## Individual Townships

All other 15 townships will adopt this wireframe (Except for feature town, Bannockburn)

### HISTORY



Tabs to switch the page between History and Landmarks

Tabs to switch the page between History and Landmarks

Photo of the landmark

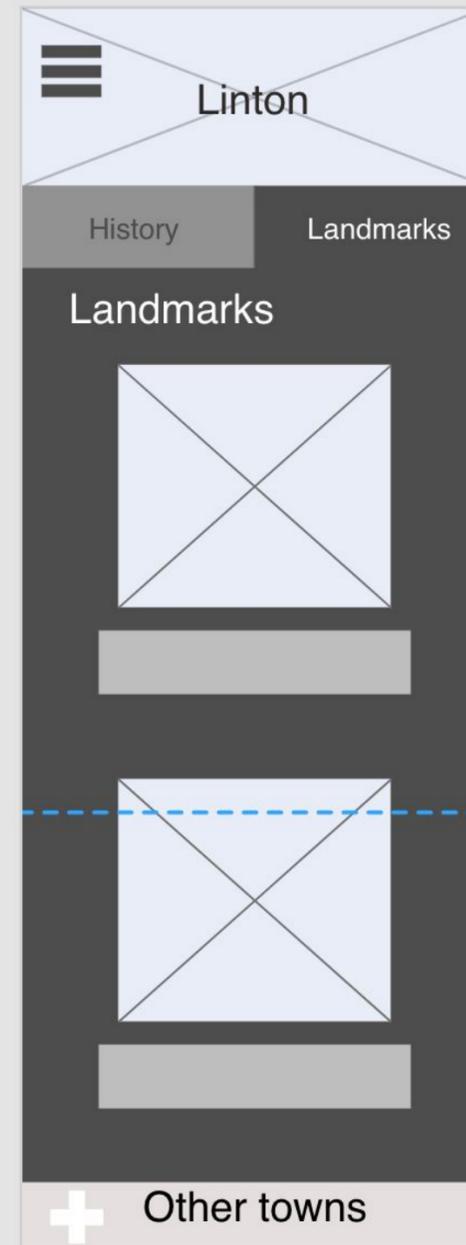
Name of the landmark

Photo of the related history

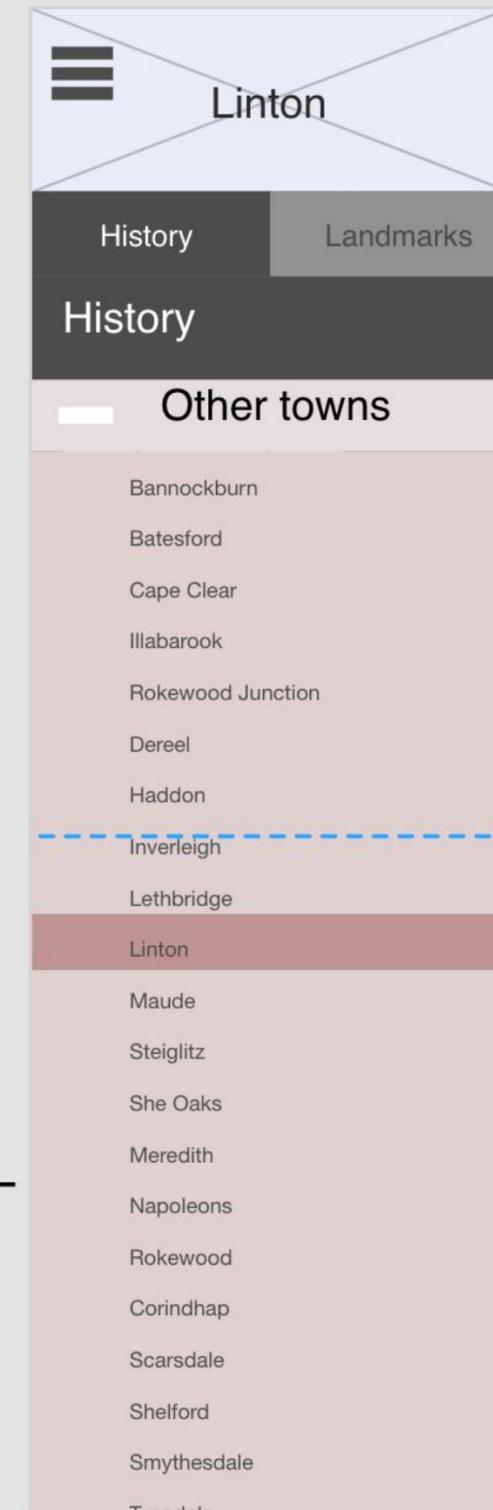
The overview of the history

Extended list of towns (fixed)

### LANDMARKS



### OTHER TOWNS MENU



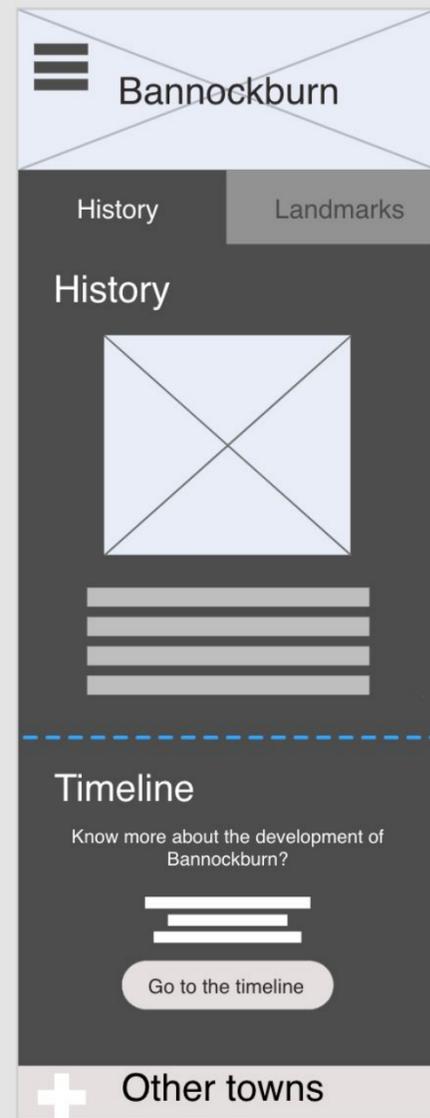
The background colour of the page the user locate in would darker than the others

The list of the towns

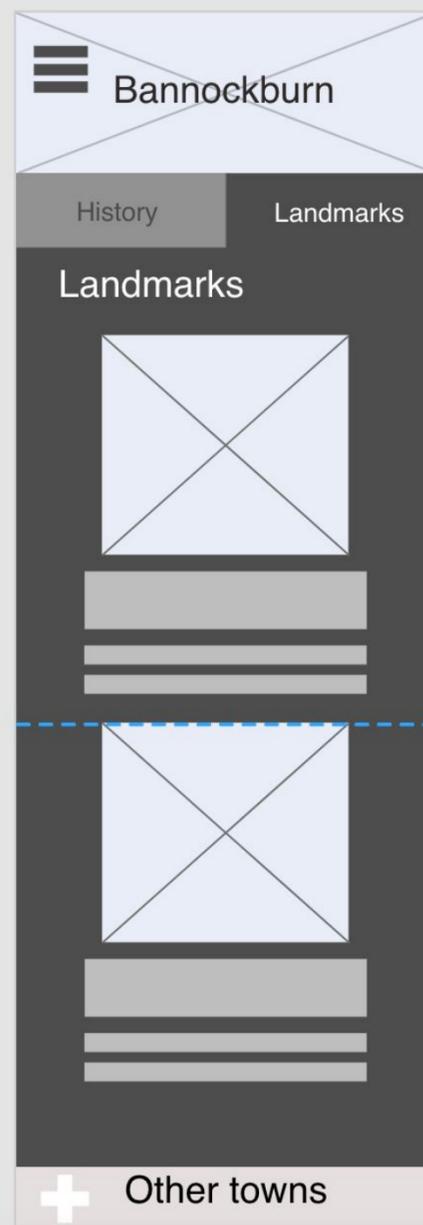
# Mobile Wireframes

## Bannockburn

### HISTORY + LANDMARKS

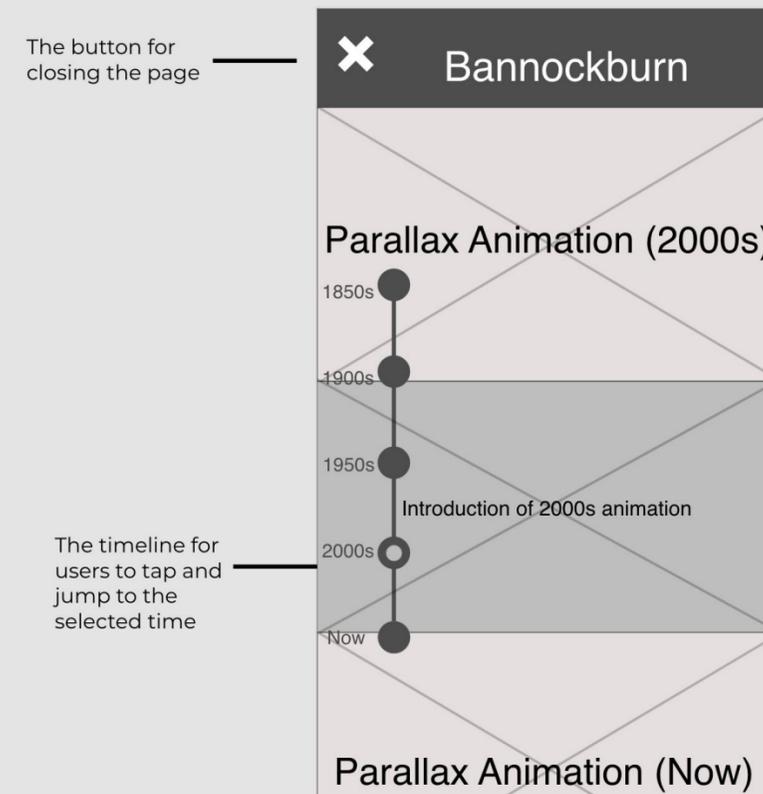


The timeline to let visitors know more about the history



Name of the landmark, some introduction and the location

### TIMELINE



# Mobile Wireframes

## Interactive Gallery

### GALLERY

### PHOTOGRAPHS + ARTEFACTS

### VIEW ALL

Button to change tab between view of photographs & artefacts

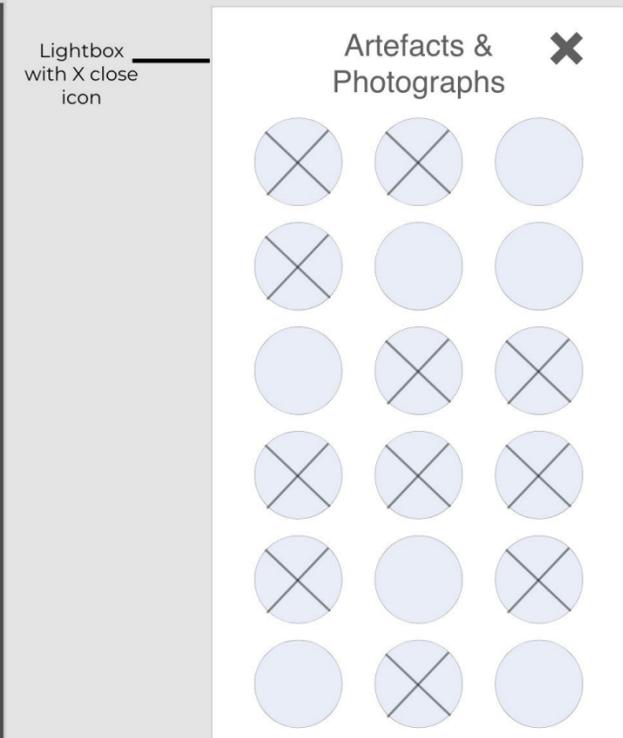
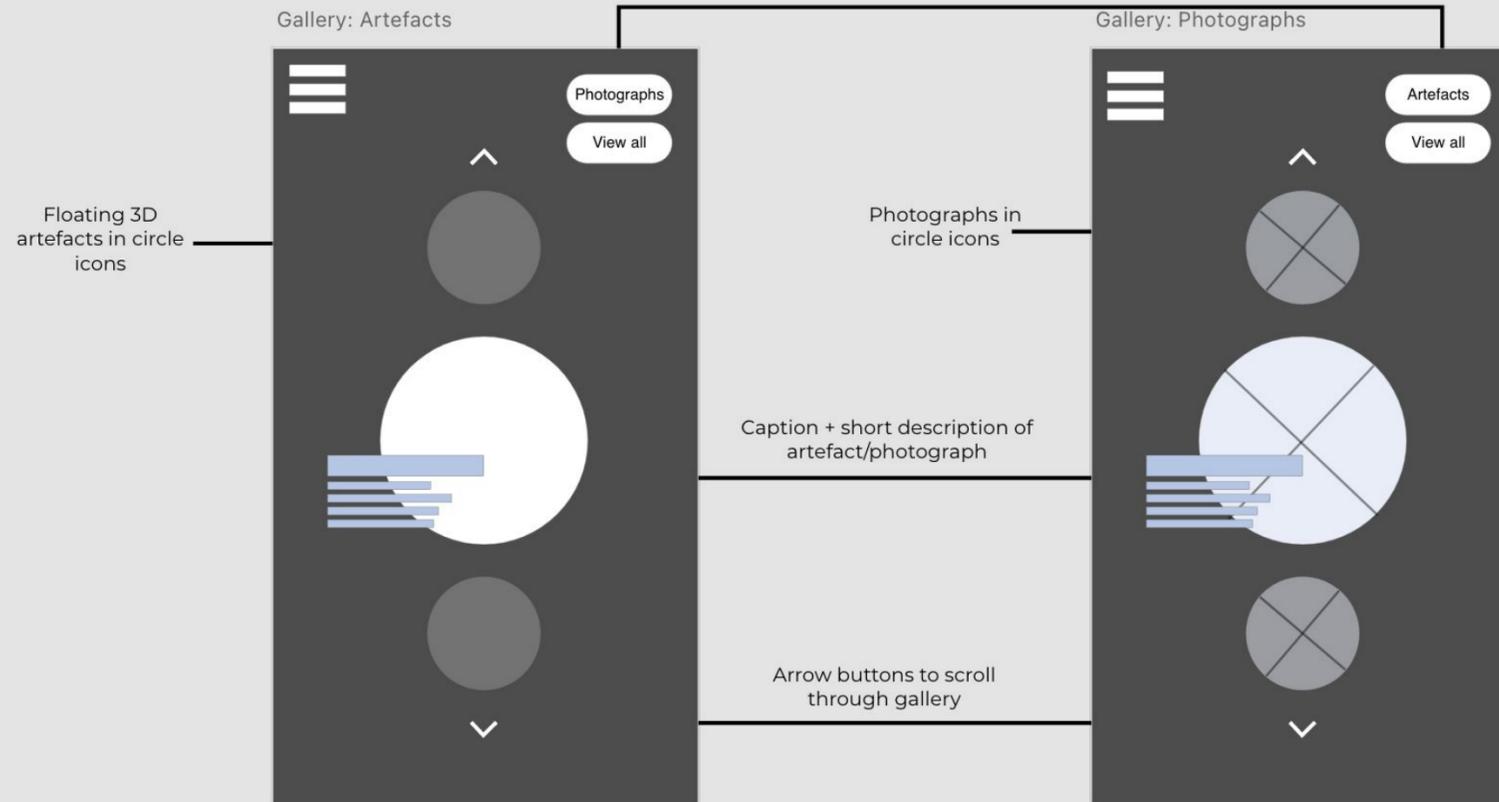
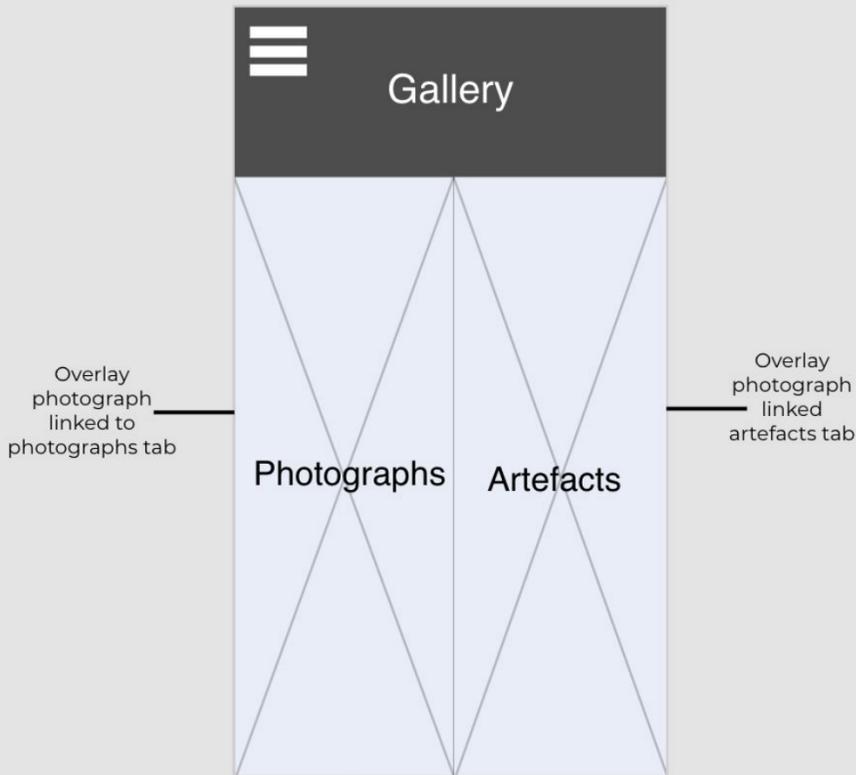
Gallery: Artefacts

Gallery: Photographs

Lightbox with X close icon

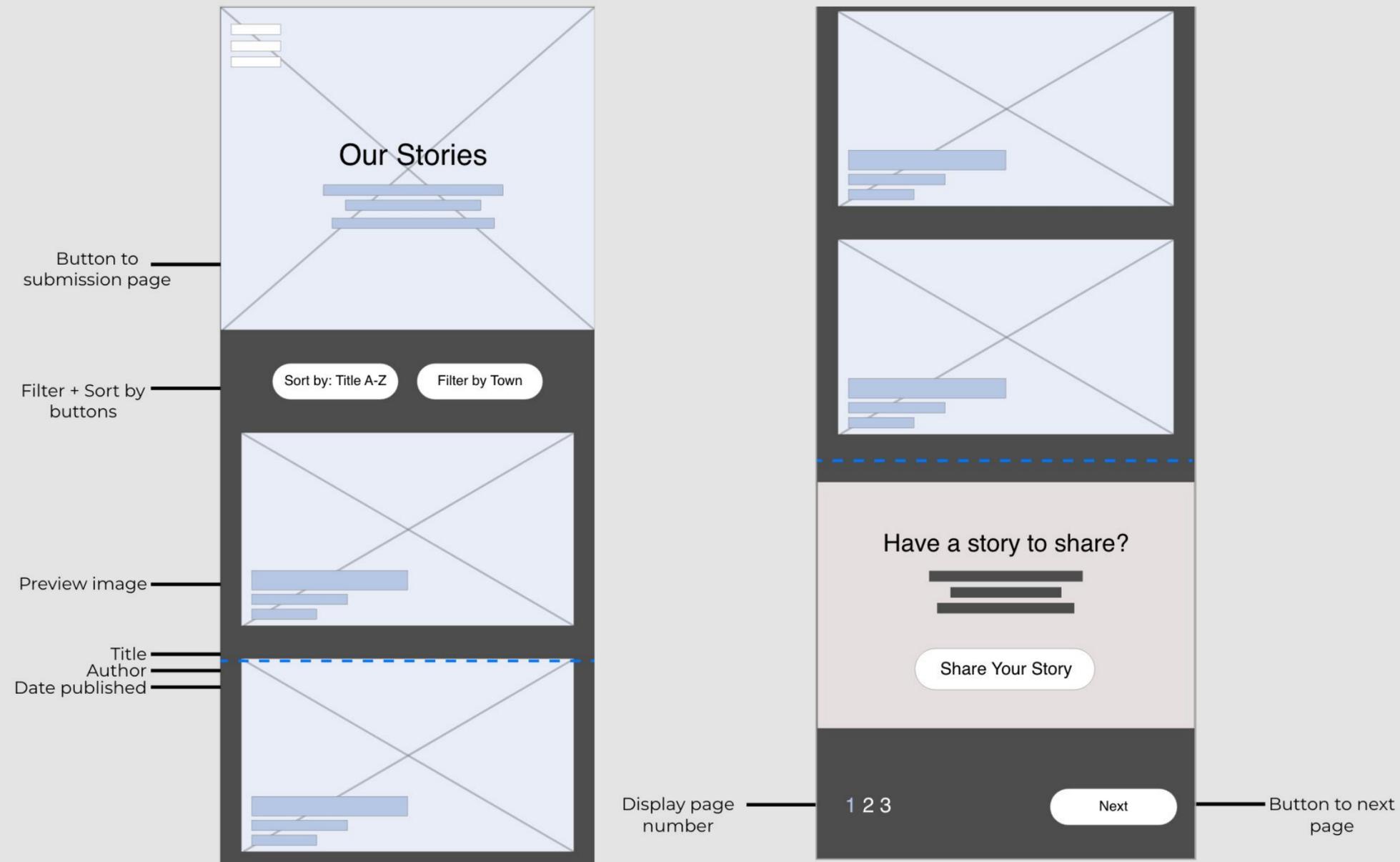
Circle previews of all artefacts and photographs

Icons can be clicked which jumps to its main description



# Mobile Wireframes

## Our Stories

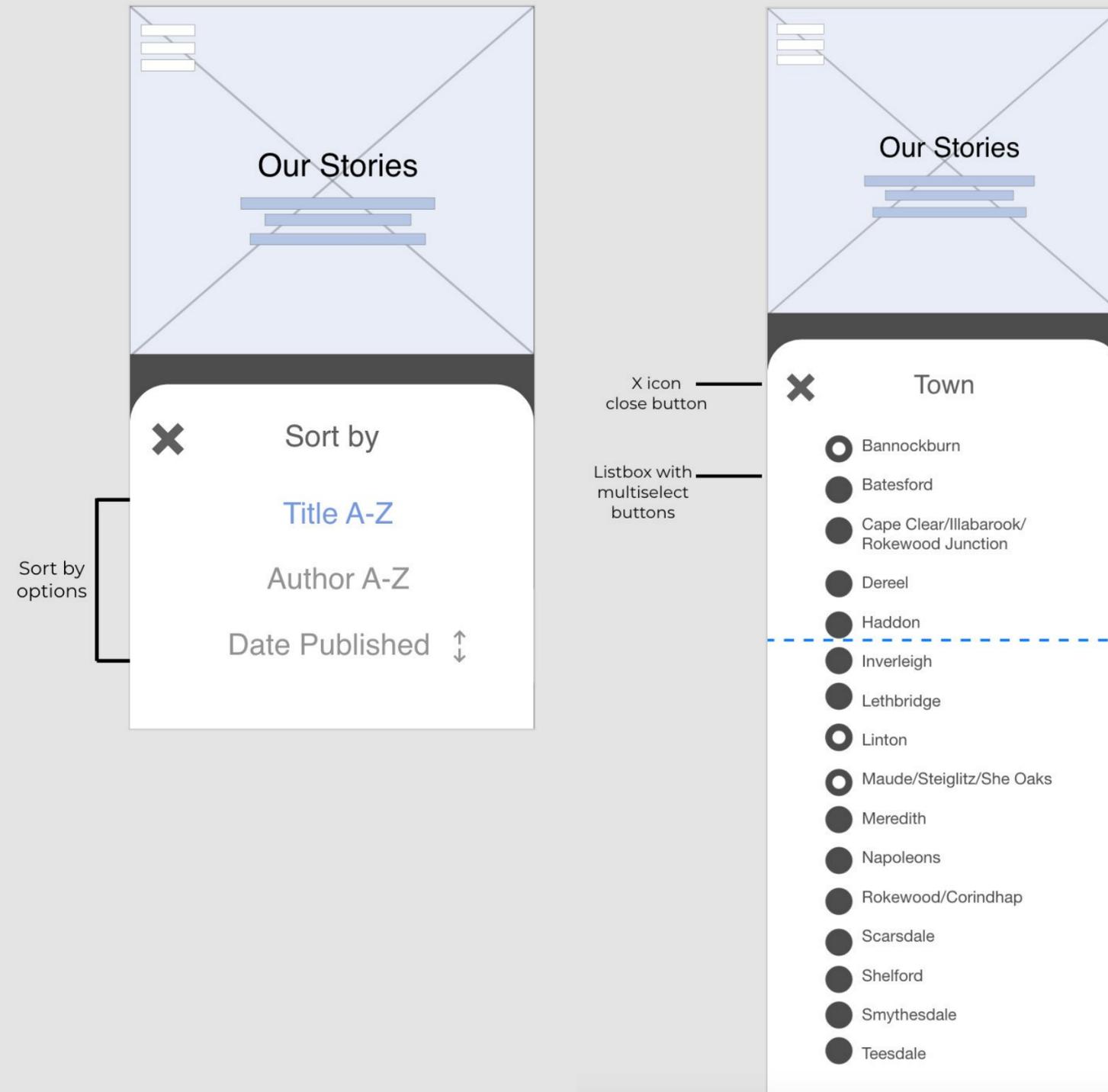


Sequenced as a continuous scroll vertically on mobile



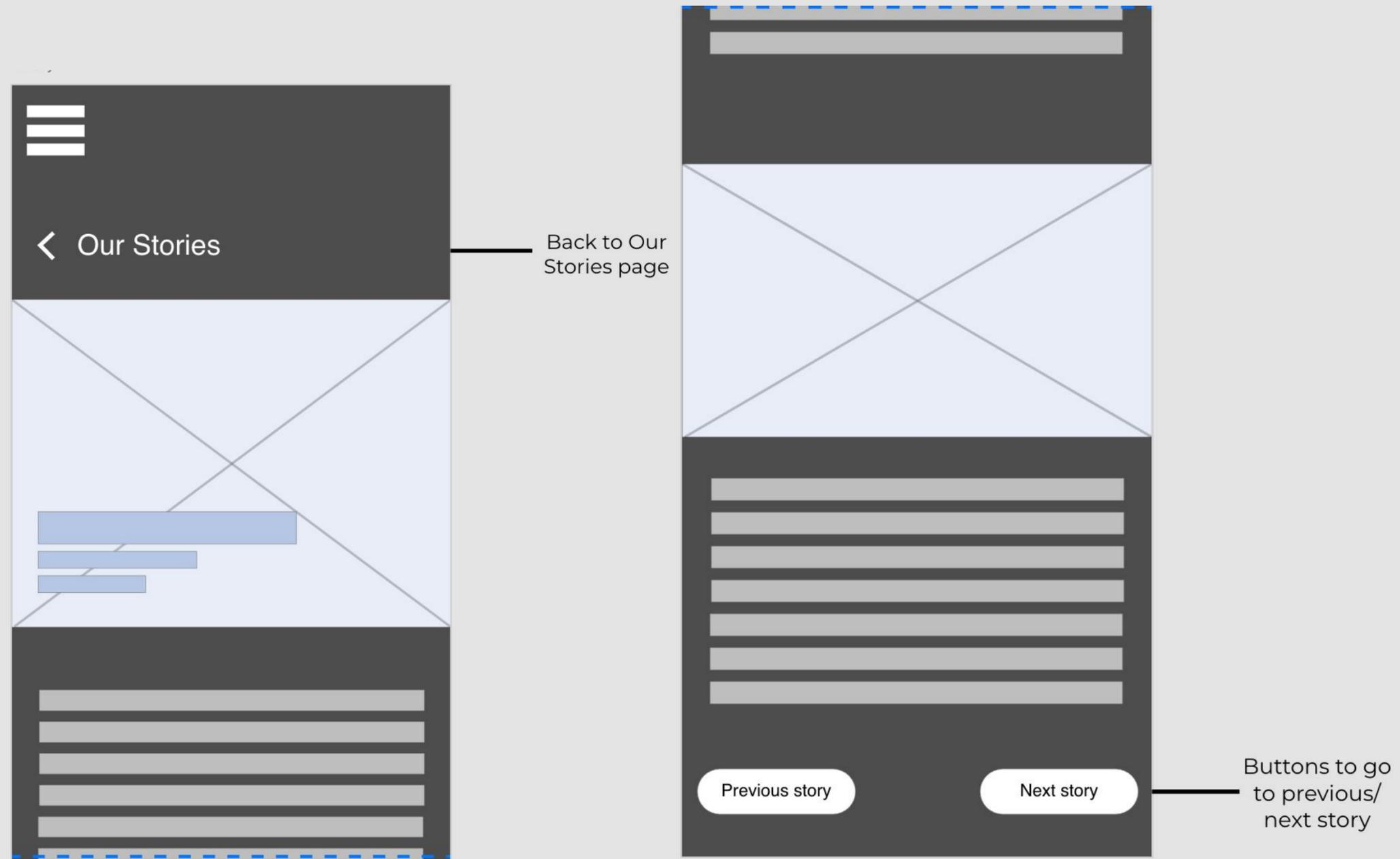
# Mobile Wireframes

## Our Stories: Sort by & Filter



# Mobile Wireframes

## Our Stories: Individual story

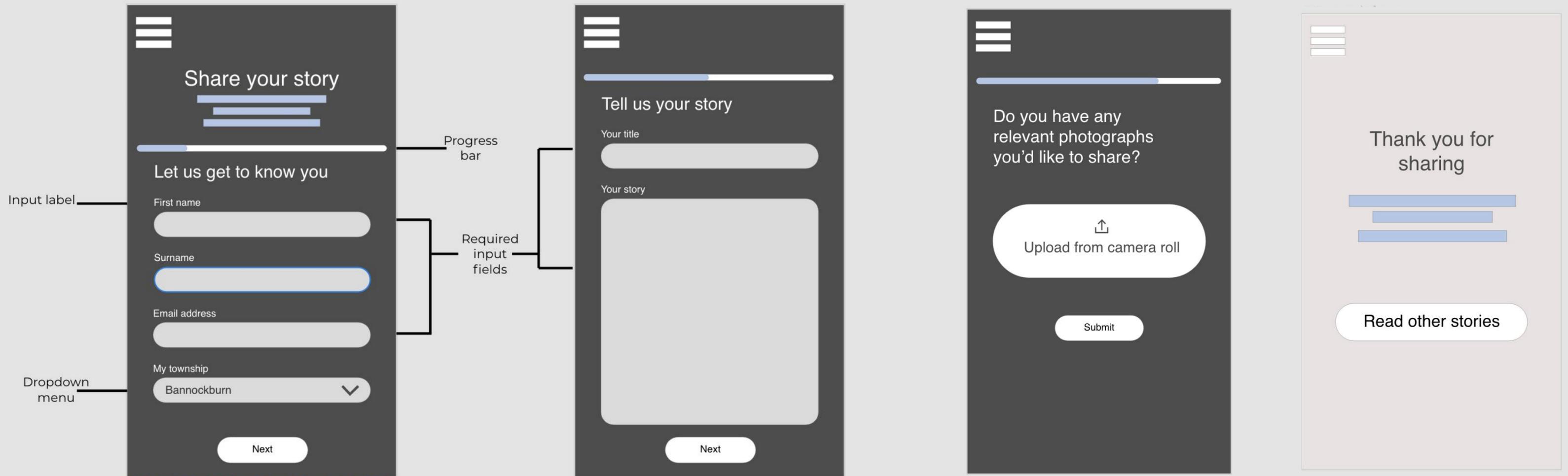


Sequenced as a continuous scroll vertically on mobile



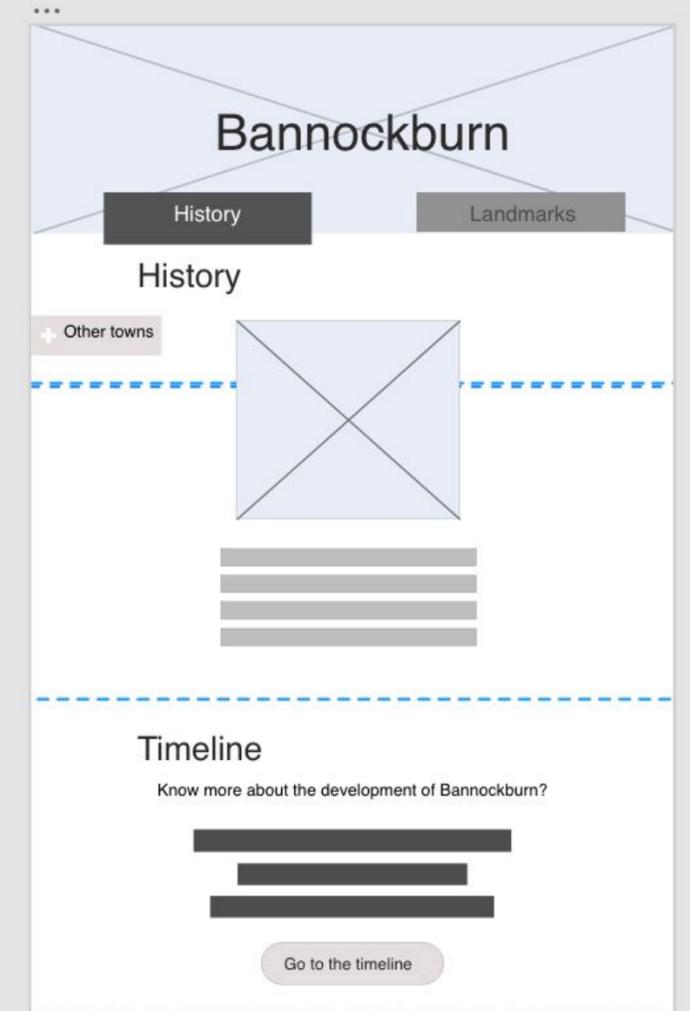
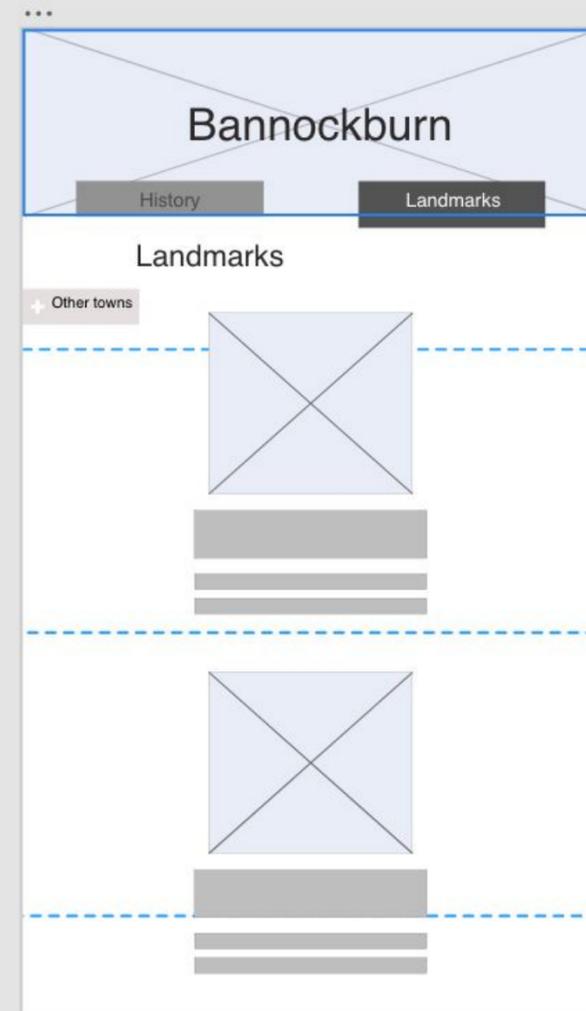
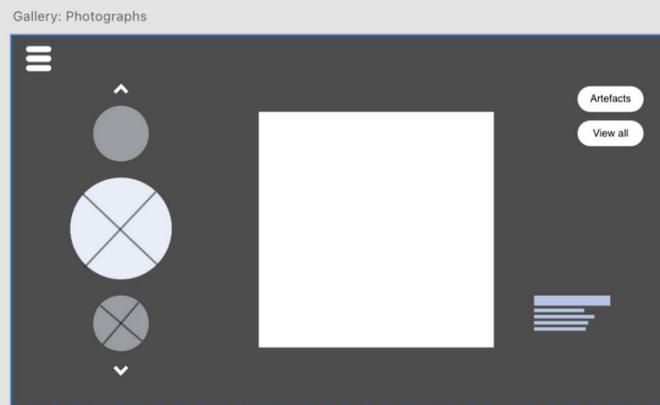
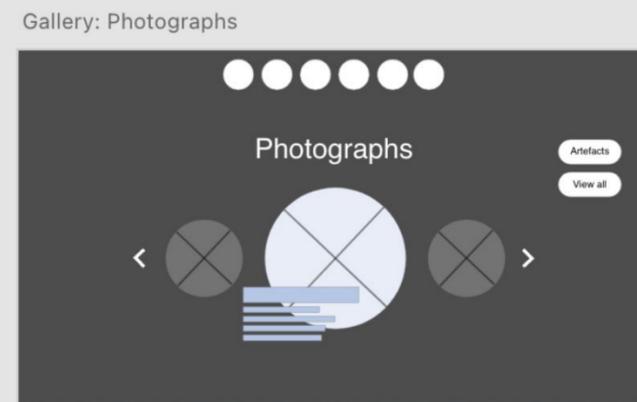
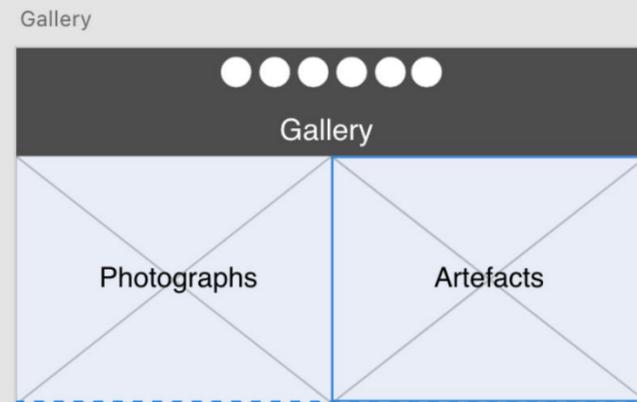
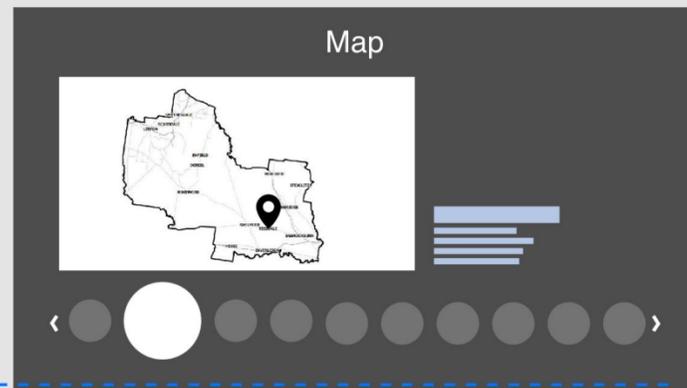
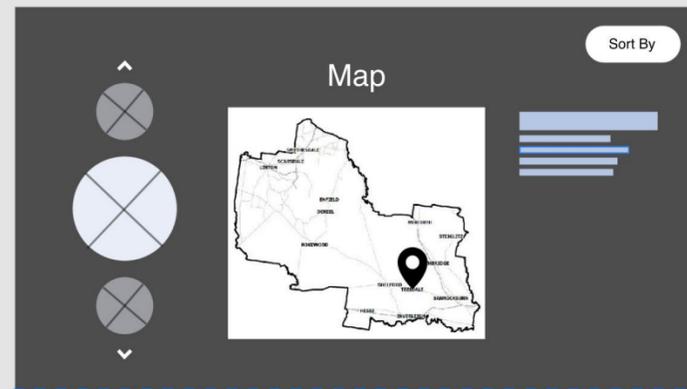
# Mobile Wireframes

## Our Stories: Share your story (submission form)



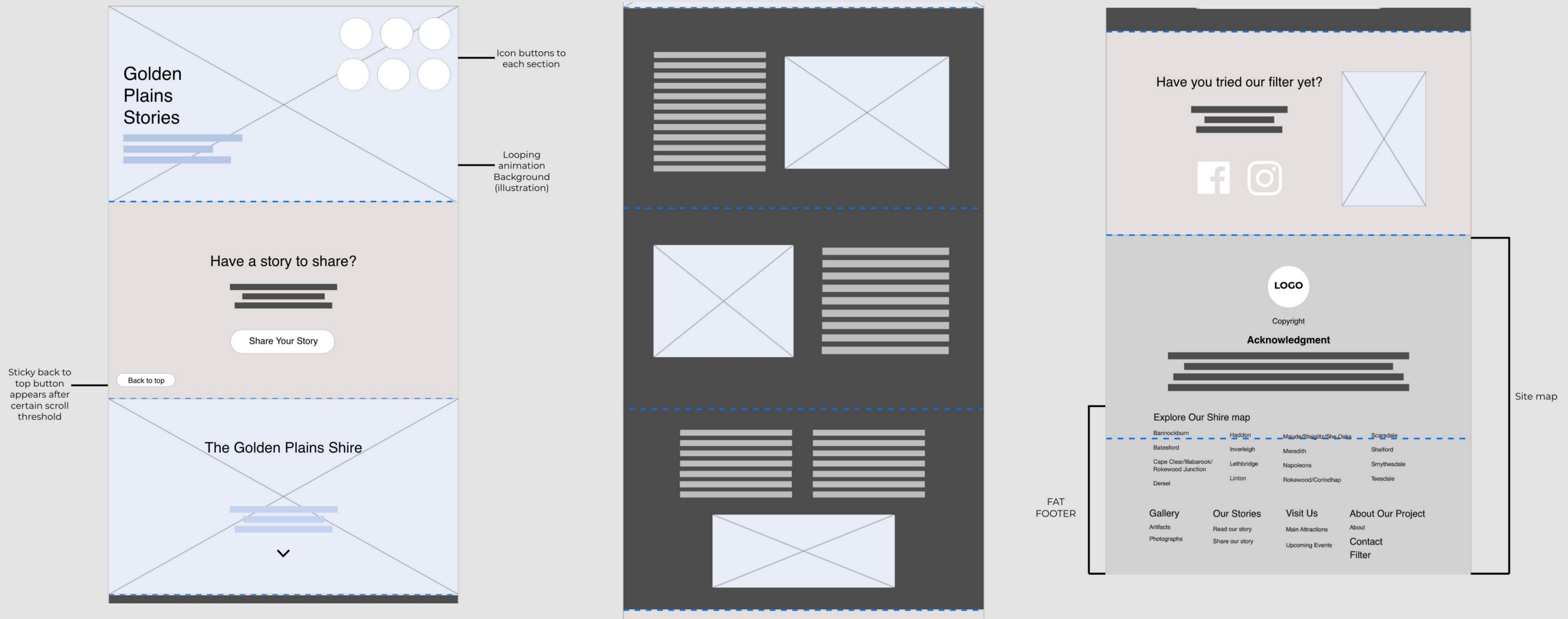
# Desktop Wireframes

## Initial Iterations



# Desktop Wireframes

## Homepage

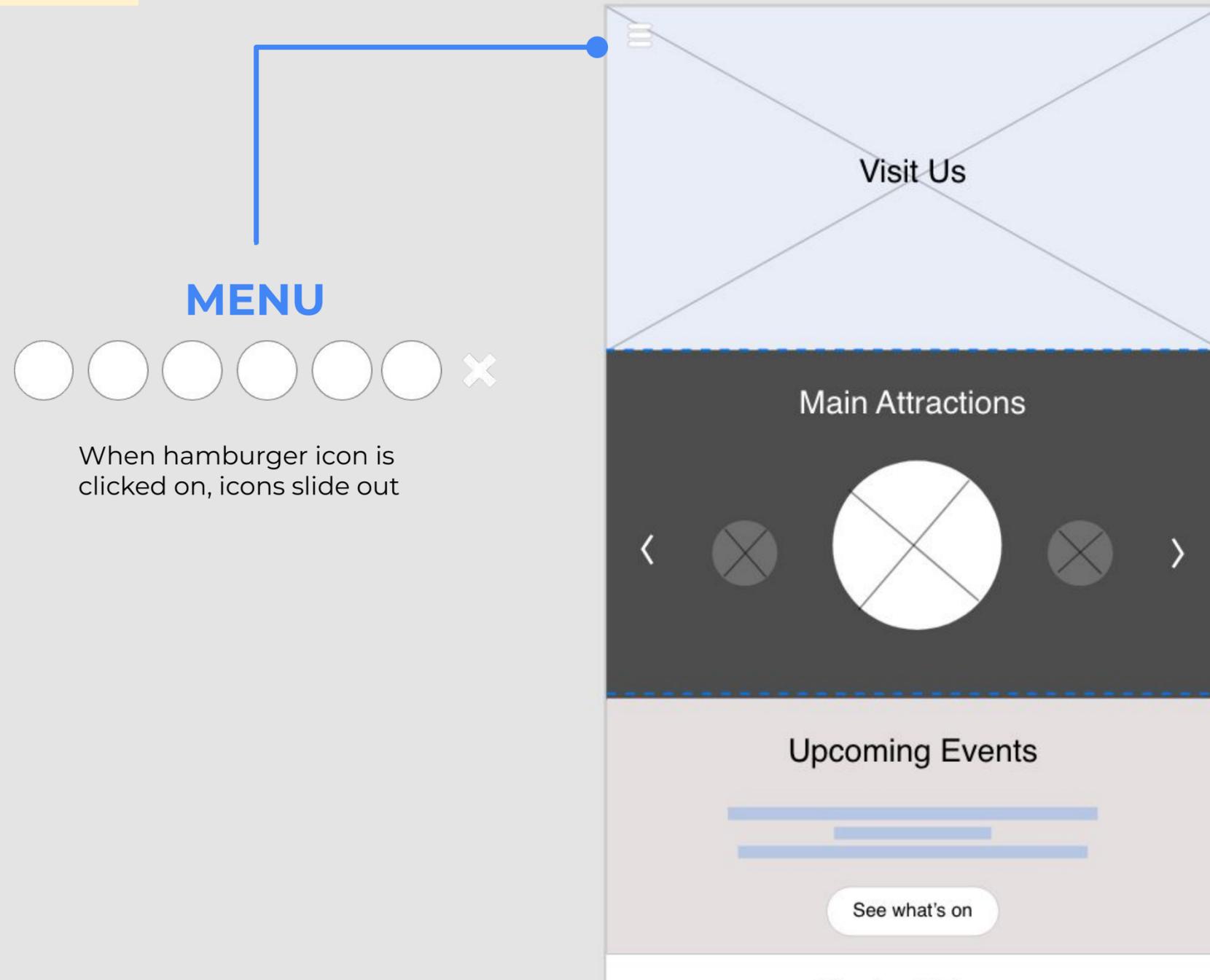


Sequenced as a continuous scroll vertically on desktop

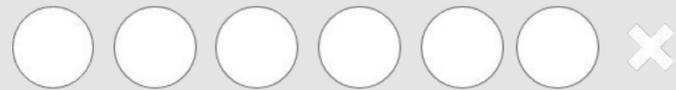


# Desktop Wireframes

## Visit Us



### MENU



When hamburger icon is clicked on, icons slide out

The contact form is titled 'Contact Form' and is enclosed in a dashed blue border. It contains the following elements from top to bottom: two input fields for 'First name' and 'Last name', an input field for 'Email', a large rounded rectangular text area for 'Your message', and a 'Submit' button at the bottom.

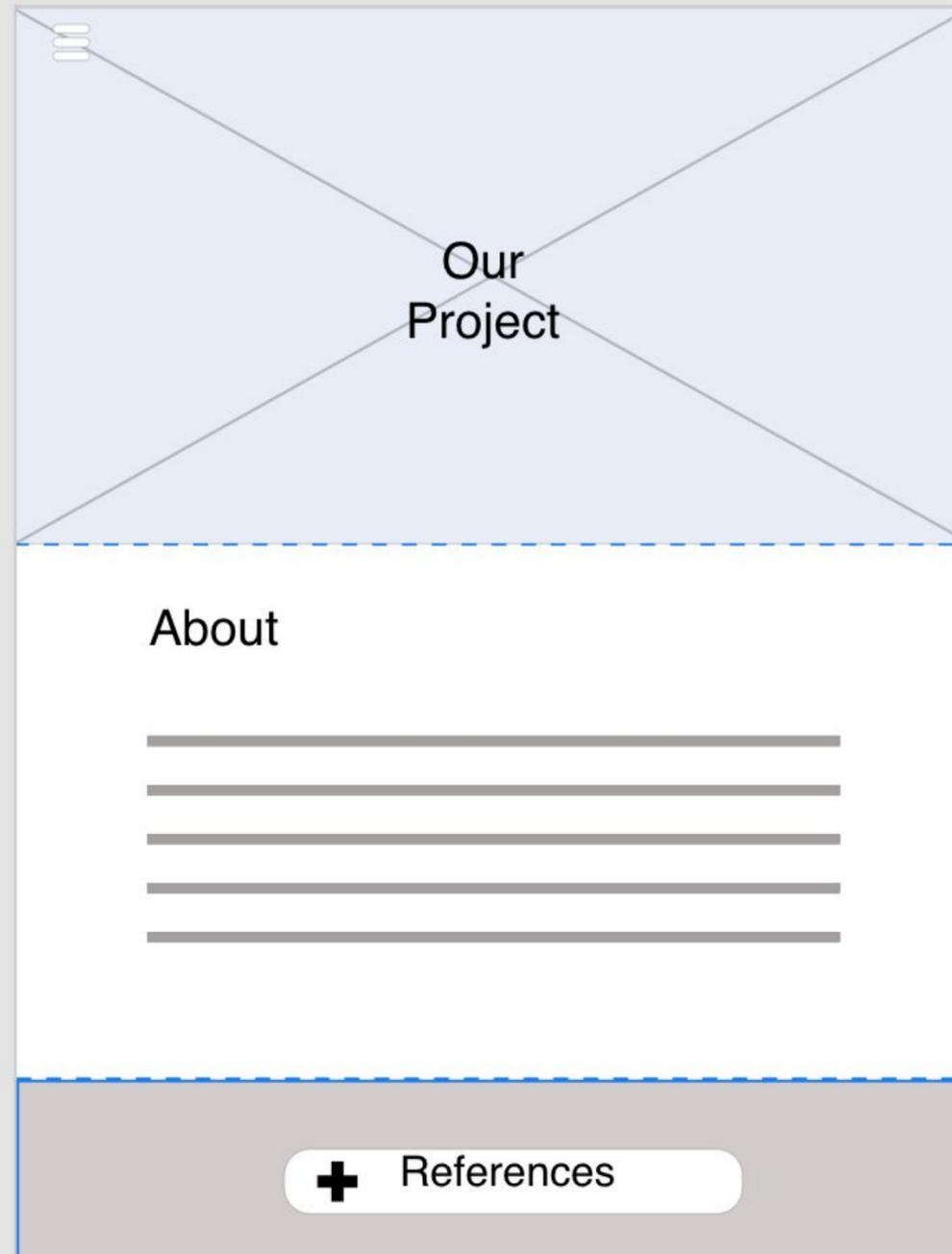
Attraction images in the circle icons (horizontal on desktop)

Sequenced as a continuous scroll vertically on desktop



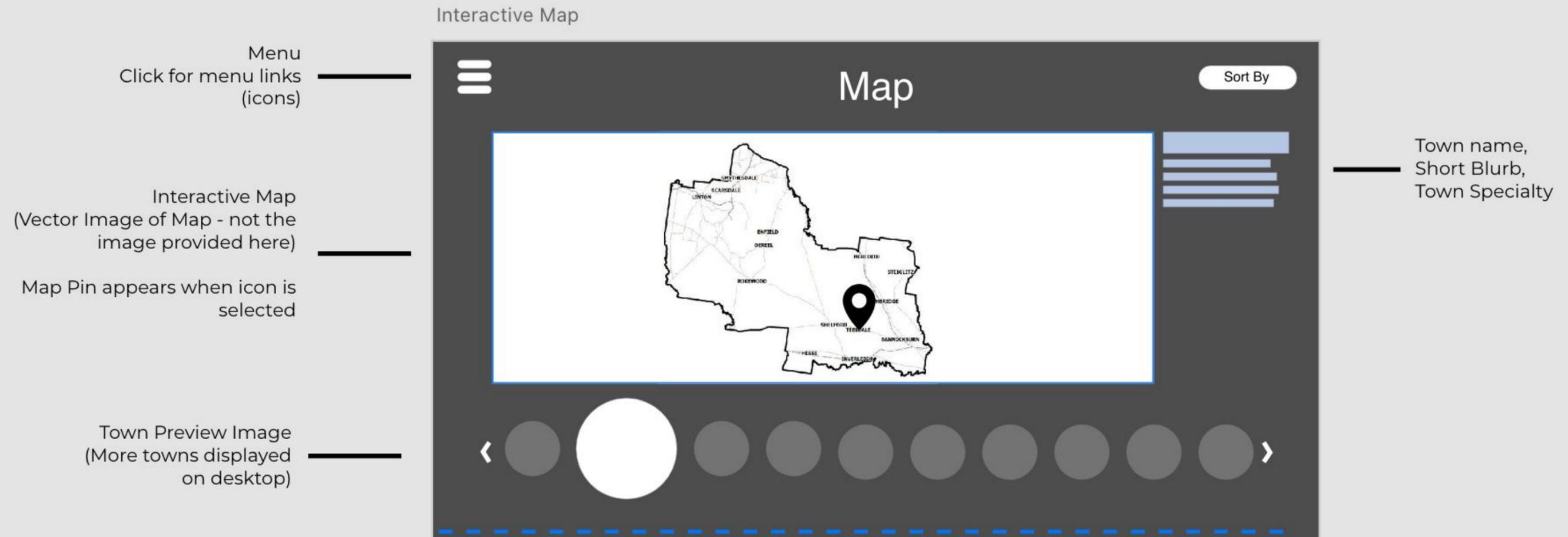
# Desktop Wireframes

## About Our Project



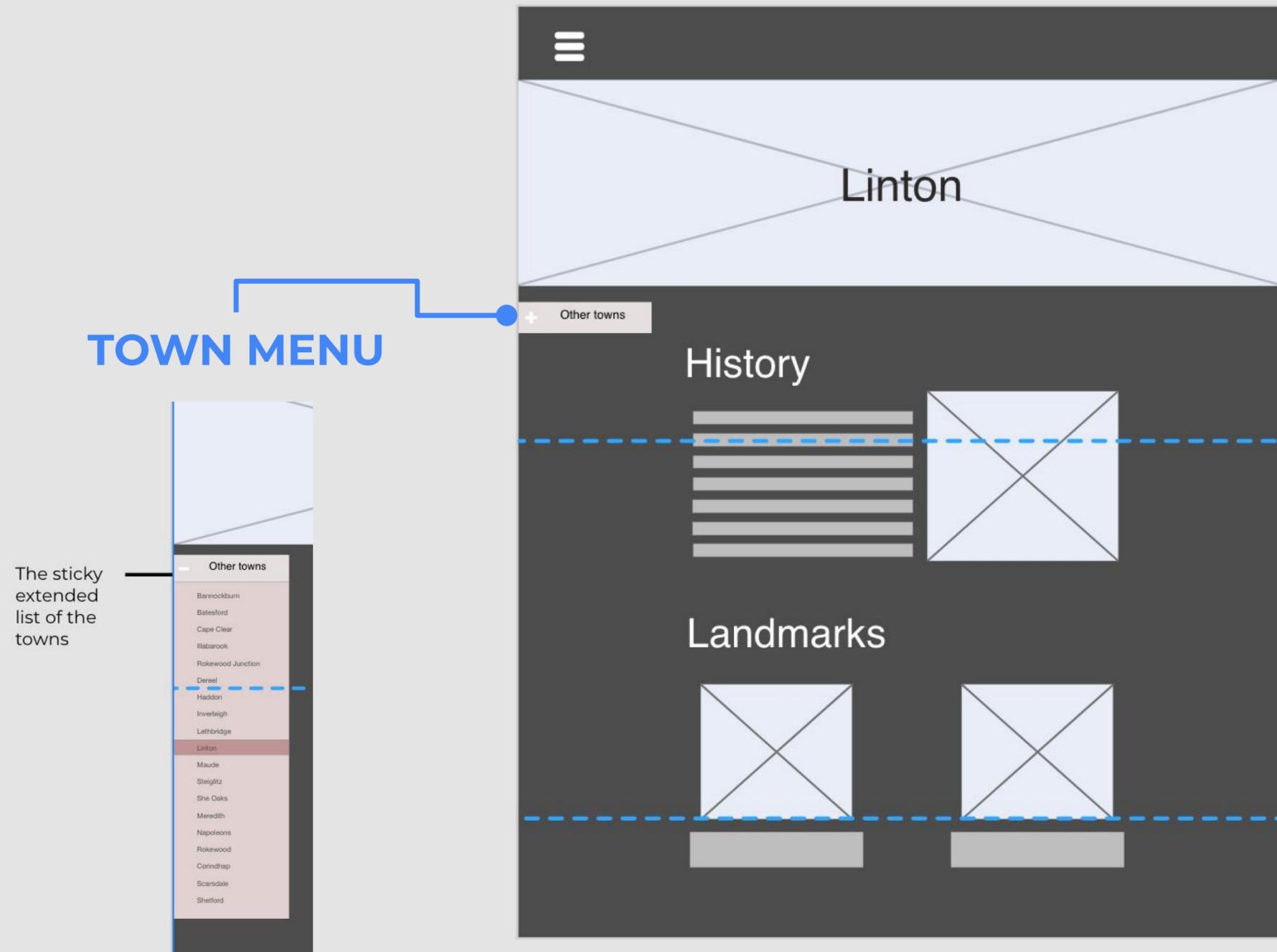
# Desktop Wireframes

## Interactive Map



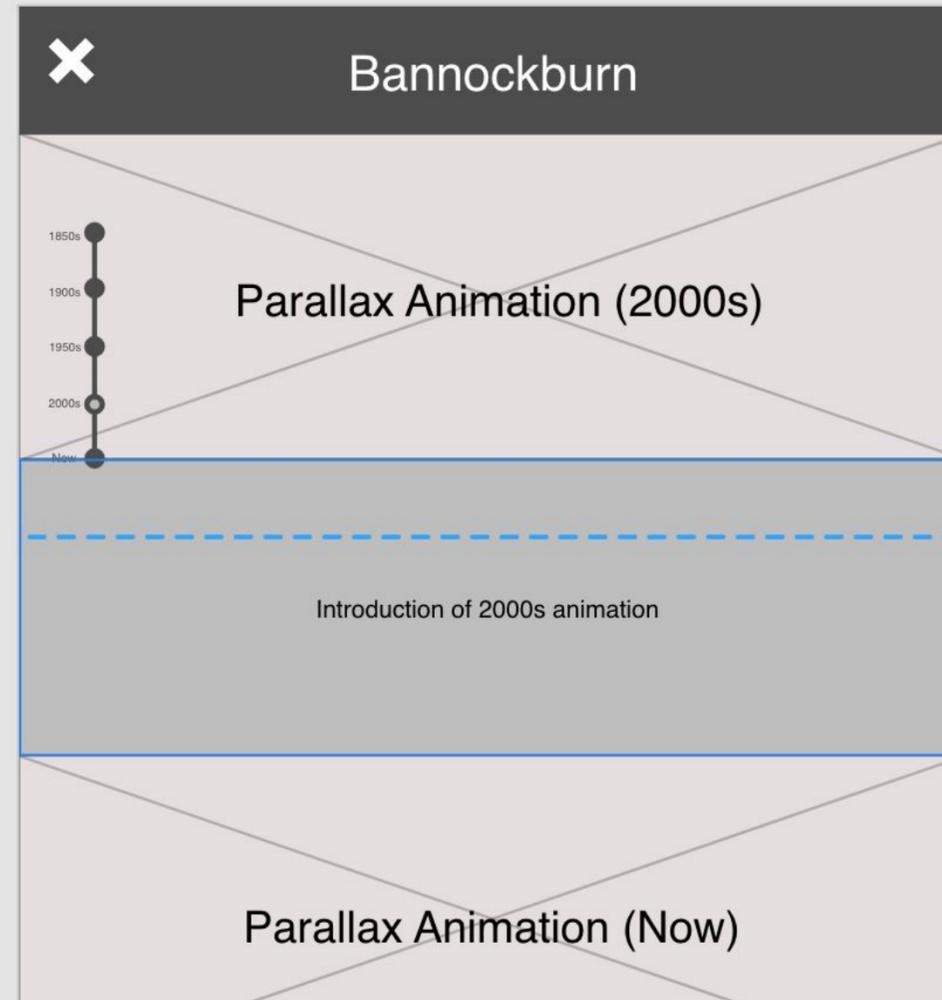
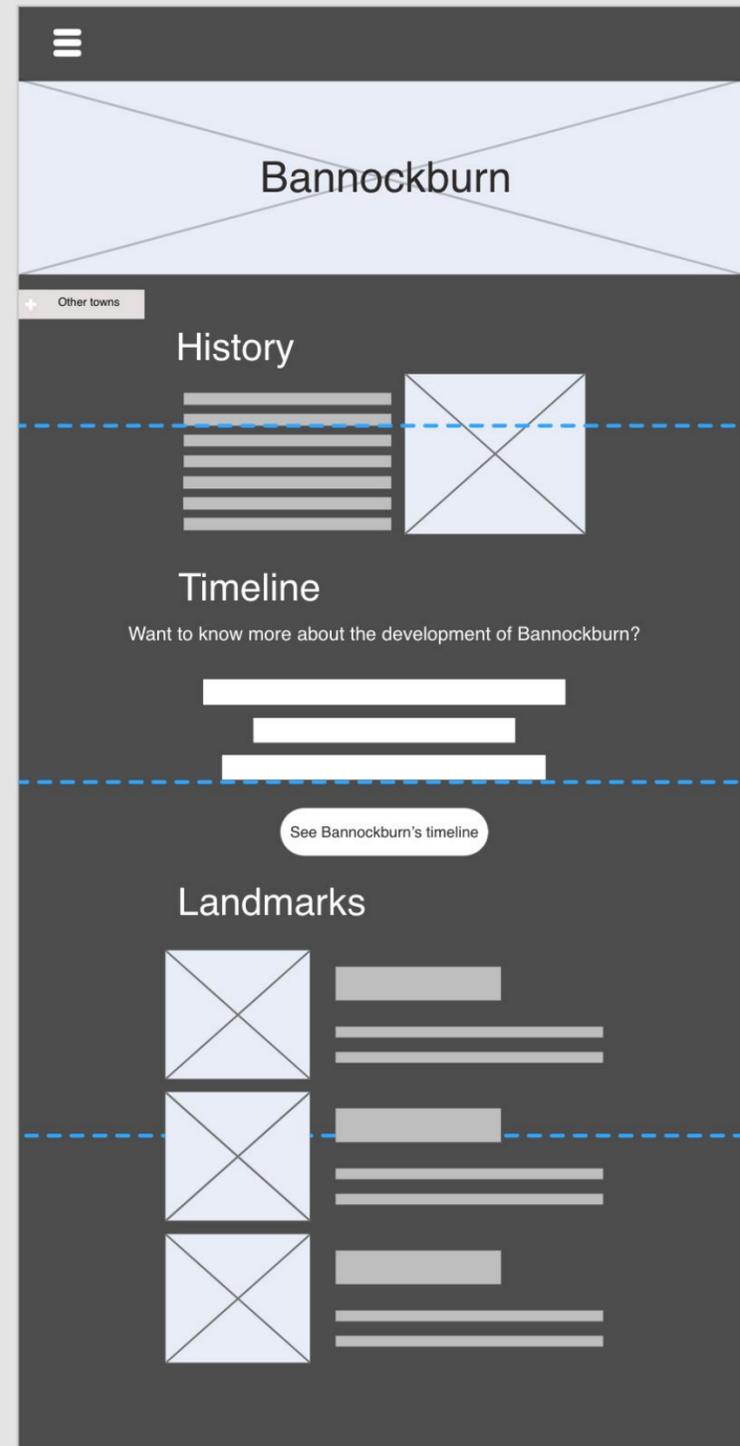
# Desktop Wireframes

## Individual Townships



# Desktop Wireframes

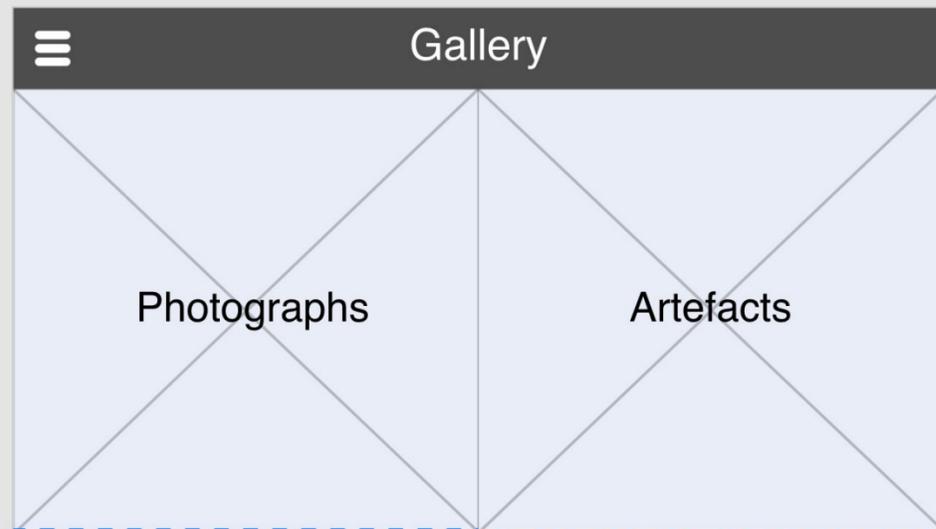
## Bannockburn



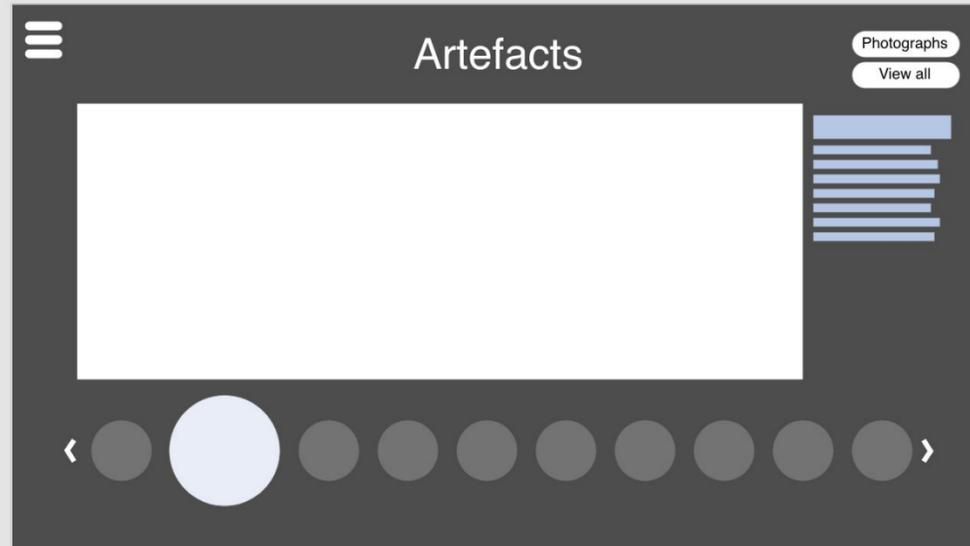
# Desktop Wireframes

## Interactive Gallery

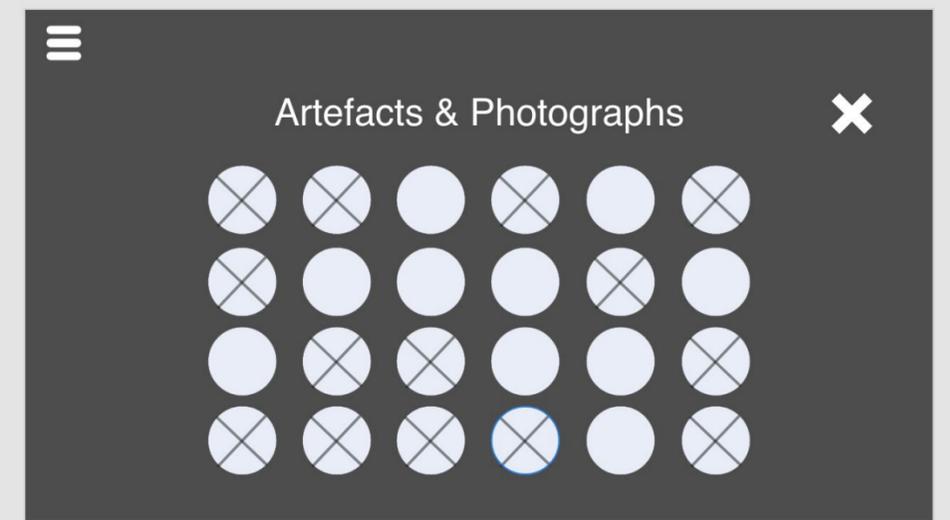
### GALLERY



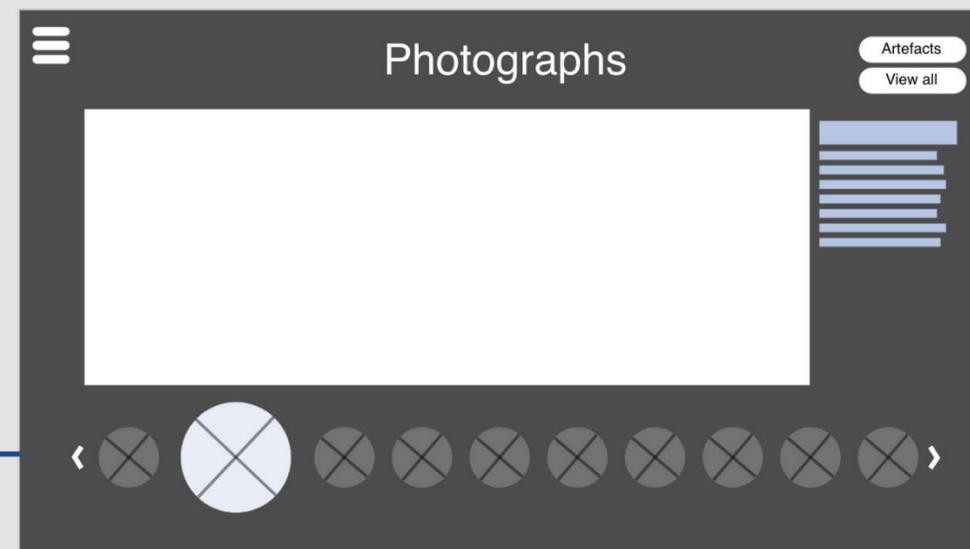
### PHOTOGRAPHS + ARTEFACTS



### VIEW ALL

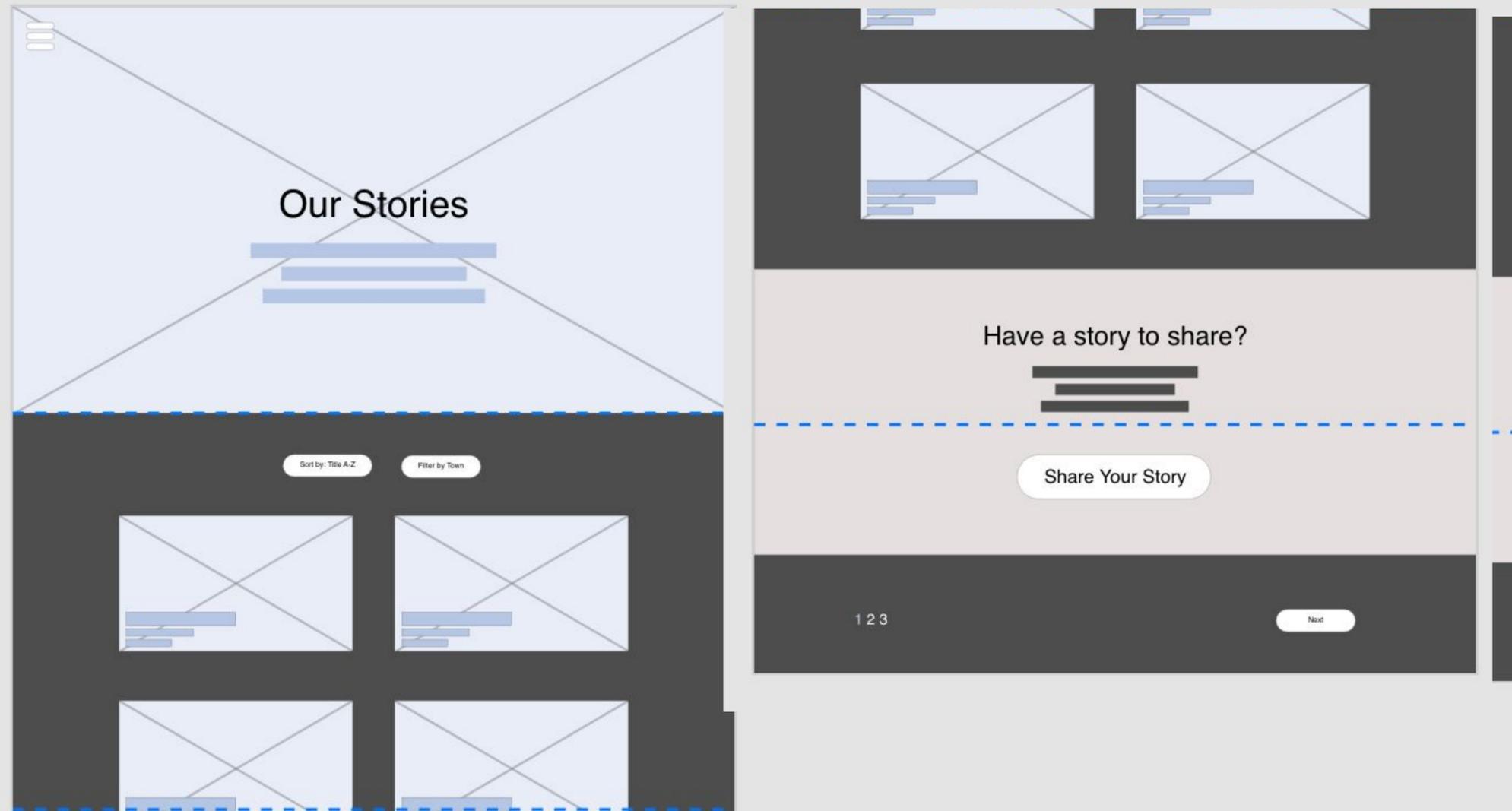


Horizontal preview gallery



# Desktop Wireframes

## Our Stories



Sequenced as a continuous scroll vertically on desktop



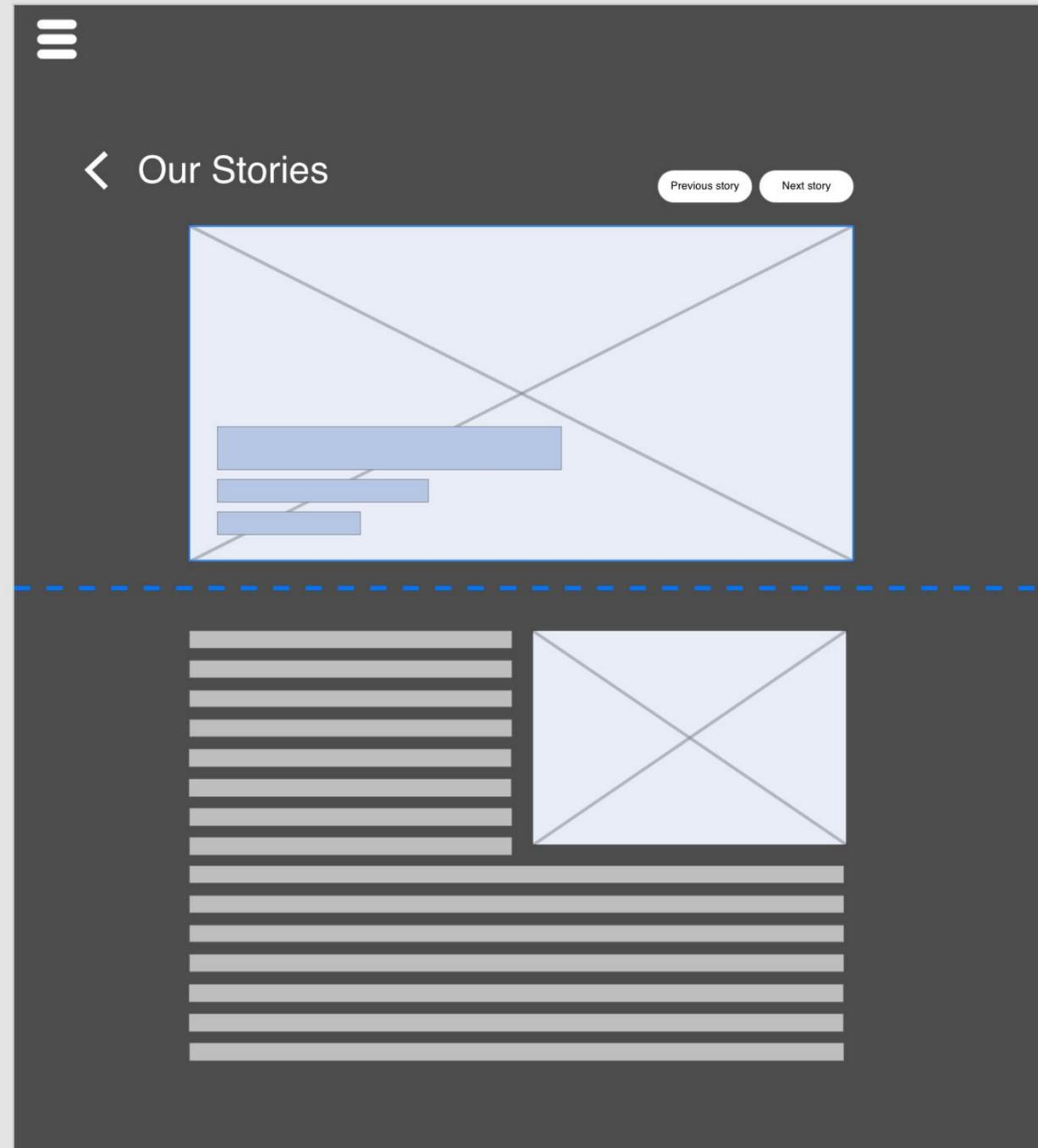
# Desktop Wireframes

## Our Stories: Sort by & Filter



# Desktop Wireframes

## Our Stories: Individual story



# Desktop Wireframes

## Our Stories: Share your story (submission form)

Share your story

Let us get to know you

First name

Surname

Email address

My township  
Bannockburn

Tell us your story

Your title

Your story

Do you have any relevant photographs you'd like to share?

Thank you for sharing

# Moodboard

The style that we will be planning to adopt is vintage-inspired, with a mix of contemporary graphic styles and line detailing that both speaks to the rich history of the Golden Plains Shire and appeals to our primarily younger target user base.



Let them eat cake



Hipster Fresh

## COLOUR

The colours we plan to use will be inspired by these two palettes: Let them eat cake and Hipster Fresh. We've chosen these colours as we believe that they present the vintage yet young, energetic tone that we want our website to embody. A more muted pastel palette will add that modern twist for our young audience.



Soria



Agatho

## TYPE

Regarding font-families in our website, we'd like to use a heading font similar to Soria, which is an Art Nouveau serif typeface. This font is more reminiscent of the Victorian colonial styles that much of the Shire's architecture still holds. With its narrow but strong stroke and dramatic flair, this typeface is the perfect choice for our headings.

Most of the website's remaining text will be in a font similar to Agatho- which still features a serif, but is a lighter, more contemporary font that feels fresh and has a readability that will be greatly suited to paragraph texts.



Landscape illustrations

## GRAPHIC STYLES

The graphic style of the parallax animations and our overall website is flat-design; a simple and classic style that is easily digestible and will not be too overwhelming for both our primary and secondary users. Our aim is to make the users feel comfortable when interacting with the website, especially with the parallax animation. The scenes in the animations will simply use various shapes, lines, and the contrast of colour to effectively deliver its message.



# Other considerations

Majority of our project's direction has been consolidated - especially those in the UX sector of the website.

The team is still however still advancing on the UI elements of this project. As per the mood board demonstrated earlier, our team is highly inspired by our colour palette. A different option to the UI of our proposed wireframe, would be to replace the images behind the headings with bright illustrations - inspired by the landscape of the Golden Plains Shire. We envision the buildings to be revamped with bright colours to shed a different light onto the history of these landmarks and to give it a contemporary stylisation that will appeal to our main target audience.

Within the first document, the team delved into the case studies. which explored the usage of sound in web design. This is an area our designers hope to explore, particularly on the home page. The team has discussed that it may especially complement the illustrated design, and enhance the user's overall interactive experience.

Currently, the team has chosen to go with a hamburger menu icon, however, we may explore different UI options to represent a menu.

Making the web page more dynamic, will also be the inclusion of hover and click animations on various links, icons and buttons on the site. Coding resources that the team may use are sites like Animista.

Altogether, this project hopes to **reinvent the communication of history** through these innovative and interactive features.

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