

Introduction



The London Vocal Project jazz and groove choir are holding a concert and have built a webpage to advertise their event. They will be sending an email to all their fans on their mailing list with a link to the web page to encourage them to book tickets for the event.

They have built some basic HTML and are seeking creative help to make some improvements. You work for a software design agency who have been asked to help.

Please note the email address included is a test email address only.

Activity 1 – individual activity

Make the improvements listed below:

1. Change the logo to be smaller and aligned to the top left.
2. Find and add an additional photo that you feel represents the event and place it somewhere suitable on the page.
3. Separate the 'time' information into its own column in the table.
4. Update the table to use <div> tags instead of <table> (your company's best practice is to use <div> tag solutions for tabular information for better flexibility across devices).
5. Check the code against the W3C validator at <https://validator.w3.org/> to see if anything needs addressing.
6. Separate the CSS to work from a local file rather than in the <head> section.

Solution files provided for comparison.

Activity 2 – pair activity

The website has been live for one month, and an email was sent to the London Vocal Project mailing list. However, ticket sales are slow, conversion rate is less than 1%, and you have been asked to improve the webpage to help drive more ticket sales.

Each of you should investigate three potential UX improvements:

- Document them, including a sketch of how they might look.

Once you have your three design improvements:

- Present them to your pair partner and discuss the potential benefits of each.
- Agree between you which change may have the highest impact.
- Implement the highest impact change.

This activity focuses on the importance of collaboration and considering the perspectives of others to avoid subjective design decisions etc.

Think big! Ideas could include but are not limited to: additional text, additional imagery, colours and styles, additional functionality, video content, device compatibility, animation, personalisation, different marketing approaches.

When you and your partner have completed the final version of the web page, you will be expected to demonstrate it to your class for constructive criticism.