



Site for local community

CPHBUSINESS 2014/15 | 3RD SEMESTER 3RD TEST

Report contents

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Gilleleje

COMMUNITY

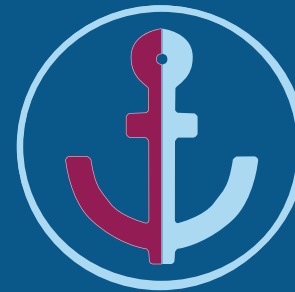


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INITIATION

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Gilleleje

COMMUNITY



Project formulation

INITIATION

Introduction

The report is a product of the 3rd semester examination 2014 of Multi-media Design and Communication Academy Profession Programme at Copenhagen Business Academy.

Overview

We are asked to develop a complex digital product for a community as a solution that should help to connect neighborhood together, provide information about what is happening in their local area and take active part in debates, social work etc. The Site Community project is based on a methodological approach where we must construct a digital product with the purpose of interaction between different target groups located on the same geographical location. The project must contain marketing material as well as a report to support the communication of the digital prototype, documentation of the development of the product and give an overview of the whole process from idea to the final project.

Community choice:
Chosen city: Gilleleje

Project purpose

The project purpose is to demonstrate as a student the knowledge, skills and competences within the following areas:
Design and Visualization
Communication and Presentation
Interaction Development
The Company
Video production
Mobile

Project definition:

Problem statement

There is a gap between people in the local community. People do not have a sense of community that would unite them and connect the neighborhood together. They are often disconnected from what is happening in the local area.

It is a challenge to get people living in the same community on the same geographic location to participate



in the common events, provide and give to the community and get something back.

Project goal

The goal of the project is to create a local community website that will connect the neighborhood.

Background

Gilleleje is located in the northern part of Zealand with approximately 6500 citizens.

The city's history can be traced back to the 1300's. In 1488 the city Gilleleje was founded. Since then the city has been used mostly for fishermen. The town is known for the fishing industry that can be traced to old days. Today though there are only few fishermen left.

Besides being a fishermen town the city also posses beautiful beaches which is full of tourists and locals in the summertime.

Gilleleje also have a society of artists who have been attracted to

the peacefulness and beauty of the area.

Furthermore the city has a number of summerhouses that attracts tourists, the middle as well as the upper class.

Problem formulation

How can we awake the sense of community between local folks that will unite everyone together and provide information of what is happening in the local area?

- How can we connect locals together?
- Who are the local citizens living in Gilleleje?
- How to make sure to deliver the message to the target audience?
- What communication language and communication channels should we use?
- What design approach will fit the target audience?
- How to promote the site to the locals?



Project definition

INITIATION

Project objectives

Limitations

Resource limitation:

Since we are only 2 team members we have a limitation of how much work we can produce in three weeks.

Consequences of limitation:

We will not be able to produce as much work as we would like to consider the workforce.

Time limitations:

We have very short time to do a huge project this means that we should consider our project management.

Consequences of limitations:

As stated above we should consider how to manage our time, since we are only 2 team member this could cause us troubles e.g. if one of us gets ill.

Project objectives

The site should provide information about what is happening in the local community.

We should be able to independently handle analysis, concept development, design and planning as well as implementing different database oriented solutions to a website. This should be handled within professional workflow and solutions.

The aim of the website is to handle project objectives achieved through knowledge, competences and skills using various theories and methodologies within:

- Planning
- Idea generation
- Analysis of target groups and marketing
- Concept development
- Communication
- Design including typography, colours and imageprocessing
- Design navigation and user interfaces
- Applying different media means
- Realisation
- Management of multimedia tasks
- Database construction
- Implementation
- Management and management



- tools
- Maintenance of multimedia production
- Documentation
- Understanding of interdisciplinary issues
- Team-based project work.

Method and theory

Project management

To manage the project we will use Gantt chart, WBS, PBS, Risk Management for the project to succeed. First of all the Gantt chart will manage the estimated time of the project. Second of all the WBS and PBS gives an overall idea of the projects work and product tasks. Finally the Risk management establish potential risks.

Communication

The communication plan approaches the target group in best possible form. The communication plan will discuss the purpose of the product, the sender, the target audience, the message, the choice of media plus the conditional communication

environment.

Usability

Within usability testing the different approaches will be discussed based on different usability cases. In this way the test results will show a direction of best possible user friendly interface.

Interaction development

Using different interaction development methods we are able to create a product through a website using techniques supporting a website including a database solution

Design and visualisation

In order to attract the target audience we will use different visual design approaches throughout the website, video and app.



Stakeholder analysis

THE PROCESS

Techniques and tools. Stakeholder analysis.

Techniques and tools

We are expecting to use the following methods and techniques:

- Use cases
- Activity diagram
- SEO
- ER model

The company

- Gantt chart
- WBS
- PBS
- Risk matrix
- Stakeholder model

Communication

- Communication model
- Communication planning
- Target audience

Usability tests

- Gangster test
- User test
- Logo test
- Quick n' dirty

Interaction development

- HTML5
- CSS3
- Object oriented PHP
- JavaScript
- jQuery mobile

Design and visualisation

- Design principles
- CRAP
- Gestalt theories
- Golden section
- Typography
- Color
- Image
- IA
- UX and UI
- Video and sound
- Visual identity
- Design manual
- Idea generation
- Brainstorm
- Walk and talk

Stakeholder analysis

Our stakeholder analysis show us our primary, secondary and key stakeholders.

Primary stakeholders



Our primary stakeholder is the firebrand - an enthusiastic resident of the community who has asked us to develop the website in order to bring people in the community together.

Another primary stakeholder is the Gilleleje Community whose needs is to connect with the people in the community.

Secondary stakeholders

Secondary stakeholders include businesses, institutions and journalists. The need of the businesses is growing their business and awairness of their business, while institutions and journalists needs are strictly informationla.

Key stakeholders

Local authority is the key stakeholder. They need transparency and open communication. Investors are interested in brand value.

Please see appendix 1 for the Stakeholder Table.



Appendix 1 *Stakeholder analysis. Please see the appendix 1 for further details.*



Project management

INITIATION

Risk management

Risk Management is an important part of this project. Risk management covers development of risk management plans for projects, identification of risks over the entire project life cycle and use of risk matrix.

Risks

Green:

- A - Members non-cooperation
- B - Domain server is temporary unavailable
- C - Internet problems
- D - Cloud storage failure

Yellow:

- E - Unforeseen changes to the project scope
- F - Member illness, family emergency or general absence
- G - Staff member not skilled enough to complete task
- H - Laptop /equipment failure

Red

- I - Wrong time estimation
- J - Failure to identify complex functionalities and time required

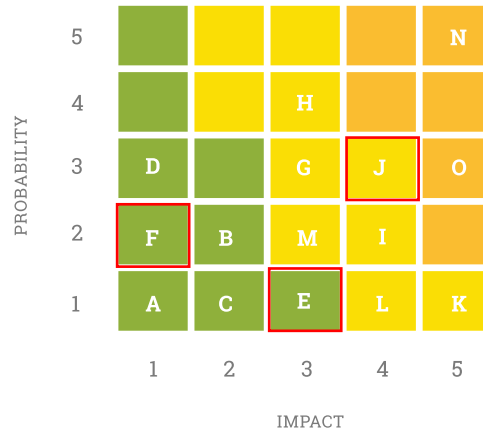


Figure 1 This is the Risk Matrix that shows all the risks associated with the project and the probability of them happening.

The squares in red are the incidents that has come true during the project. The member illness took 3 days out of the working process in the last week of the project cycle. Since we are a two-man-group it have had heavy consequences that we had to face tracking unforeseen changes to the project scope as a result. Time required for PHP has also been wrongly estimated. We met difficul-



ties implementing php and creating the website forum. Our expectations had been that we would use absolute maximum 5 days on php, but the illness and failure in time estimation has changed the entire project flow. We had to work extremely hard and leave some of original ambitions for the project result in order to reach the estimated level of production and get back on the track.

Project planning

Project Planning is a part of our project management, which we use for schedules such as Gantt Chart and Risk Management as described above to plan and subsequently report progress within the project environment.

We use theories and models to analyze the target audience and research the Gilleleje Community. On the background of the gained information we will be able to develop a concept that should help us to create a digital solution that solves the project problem and focusing on

For the project management details please see the appendix.

Appendix 2 Contract

Appendix 3 WBS

Appendix 4 PBS

Appendix 5 Gantt chart

communicating the Gilleleje Community's needs and values to the target audience.

The analysis will result in the clear communication plan and the visual identity that will help to reach the target audience.

The next step is to create the IA, UI and UX for the website prototype at the same time developing the supplementary materials such as video and mobile application to make sure that the message will reach the target audience through different the channels.

When we have the products ready we will do a series of usability testing in order to test the functionality and usability of our product. The testings will be hold after the delivery of the project.

The conclusion will describe our working process and whether we have achieved the project goals and solved the project problem.



Design brief

INITIATION

Guided outline for the project

The Design Brief is a guided outline for the project. It will cover everything necessary to our project that follows the timeline throughout the project.

Project name:

Site for a local community

Client:

An enthusiastic person who lives in Gilleleje

Designers:

We as Multimedia Designers are asked to develop a website where a local community can get informed of what is happening in the area. Furthermore it should be possible to take an active part in debates, social work etc. In addition to the project we should write a report with documentation of the developed work.

The community:

Gilleleje is a small town in the Northern part of Zealand, Denmark, with approximately 6,500 inhabitants. The town was founded in 1488 and has a long tradition of fishing indus-

try. Although the industry today is decreasing there are still a few fishermen left. Artists also find their way to Gilleleje's beautiful and inspiring nature. Furthermore the upperclass, middle and low income-families lives in Gilleleje.

The community wishes:

- To take an active part in the local community
- Participate in debates, social work or other happenings
- Be informed of local events
- Get news about the community

Target Audience:

Our target audience are the artists, fishermen, the upperclass, the middleclass and lowincome-families who have residents in Gilleleje.

Scope of the project:

1st of December - 22nd of December

Needed Material:

- Prototype of a website
- 2 proposal products for an information campaign



Style and preferences:

The fonts should be modern and easy to read
The colors should be cheerful and have an association with the old fishermen town
The campaign should consist of bluish colors

Images and graphics:

The graphics should represent the functions of the community website. The photos should show what the community can offer.

Usability preferences:

The user of the site should feel welcome and find it easy to navigate on the site.

The user should be able to communicate with others via the site and find informative information of how to be an active part of the local society.





Communication plan

ANALYSIS

Who	Says what	In which channel	To whom	With what effect?
An enthusiastic resident in Gilleleje	wants to inform about gatherings, news and activities in Gilleleje	through an online website, launching it with a video and app	to reach the inhabitants of Gilleleje	with the effect of bringing the local community closer

Figure 2 Laswell's communication model

Target audience

Who are local citizens of Gilleleje?

- Residents
- Upper class with high income
- Owners of small businesses
- Fisherman
- Ordinary families who lived there from generation to generation
- Artists

What are they concerned with?

- Well being
- Secure environment
- Safety for the family
- Good school system
- Good elderly system
- Environment

What are they looking for?

- Safe environment
- Good infrastructure
- Good local schools
- Good local elderly homes
- Jobs in local area
- Possibility to buy/sell stuff in local area
- Local parties and giveaways
- Culture: museums, exhibitions
- Entertainment: parties, theaters, singing, church
- Events for elderly people
- Sport centers
- People with disabilities
- Shopping
- Courses and interest clubs
- Courses for children
- Fisherman union

Initiatives in the community

- Sustainability
- Environment
- Social
- Economic

- Infrastructure

Communication language

Since the target audience is wide and we need to communicate with all the layers of the community the language should be easy understandable and easy to read.

Demographics

Age: Children, Teens, Young adults, Adults, Older adults
Geography: Gilleleje district
Gender: 50% male / 50% female

Communication plan

Sender

An enthusiastic resident of Gilleleje who have donated a sum to develop a website connect people and

inform about happenings in the community.

Message

Connect with your community

Effect

Intended effect on the target audience

To connect the neighborhood together.

Purpose of the intended effect

To use the community site as a communication channel to unite residents together.

See the figure 2 above for the Laswell's model that we used to define the communication plan.

Medium

- Website
- Video ad
- Mobile app



Concept development

PROCESS

Concept

Geographically based community:

Gilleleje. Covers Gilleleje and surrounding areas.

Website

The concerns of the community is that the neighborhood is disconnected from what is happening in the local area and residents do not have a sense of community that is suppose to unite them together. The website addresses those concerns and implement a solution to connect the neighborhood together and inform residents of the local news and events.

The website is sponsored by an enthusiastic resident of the community and independent of Gilleleje council. The online community website includes discussion forums, local news and events, cultural places and sport clubs.

Focus

Focusing on local news and events, activities and programs, sport clubs, blogs and discussions is a way to connect the community.

Benefits of the community website:

- Residents' involvement in the community affects their professional practices and student learning.
- The community provides values for the sponsors
- Collaborative activities for all residents
- Members are engaged in productive, ongoing interactions
- Knowledge is shared among the residents

Community site identity

Community identity

Values of your business and how those values are demonstrated/promoted

Name

Gilleleje Community Site.
Community site is a nonprofit organisation.

Mission

Connect neighborhood together,



provide a communication channel and information about what is happening in the community.

Slogan

Think local

Vision

- We want to be the main connecting point for the local community regarding connecting residents together.
- A welcoming community where everyone is invited and encouraged to participate
- A community where parents and families are connected and empowered
- A community where children and youth have support and confidence to become positive, contributing members of the community
- A community where older adults independent, inspired and connected
- A community where residents together promote a healthy lifestyle

Goals

- Connect neighborhood together
- Awake the sense of community
- Inform of what is happening in the local community
- Make residents participate in the local events
- Make residents invest in the local business
- Gather residents together

Values

- Fairness - Be impartial and objective when considering the perspective and needs of others.
- Caring- Be kind, compassionate, and understanding toward every member of our community.
- Community - Recognize that the contributions of every individual build a strong connected community.
- Trust Make ethical decisions and never compromise on integrity.
- Respect - Treat every individual with dignity and honor and without disparagement.
- Responsibility - Make a commitment to accountability and diligently fulfill each obligation.



Information architecture

IA

Sketching, wireframing and usability testing

Information architecture

Organizing content

In this part of the project we came to an important part where we have to make decisions on how to structure the information on the website. Information architecture is an essential part of the digital solution and focuses on organizing and structuring content in an effective way. The goal is to help users to find information and complete tasks.

All the parts of the website are related to each other within the system. When creating an intelligence site structure we help users understand where they are, what is around and what to expect.

Sketching

Every website design starts with a simple sketch to generate the different ideas for the website structure.

See our first sketches in appendix 6 and 7 where we have created all the page templates.

The sketches demonstrate the site flow from one page to another and relationship between them.

Wireframing

After the sketches we created wireframes with user interface design and interaction design in mind.

See the website wireframes in appendix 8.

Testing the prototype

In order to find out whether the user can navigate around the site and find information we created a prototype on a very early stage of the project cycle.

The prototype was created in Axure RP Pro 7.0 program and allows us to test the website information architecture without needing to code.

See the screen shots of the early prototype with the navigation menu in appendix 9.



User test

We used the User test to analyze the usability of the website.

Usability issue and focus

We wanted to find out whether the user can find the information and complete the tasks as intended on the site. We were focusing on the site's menu navigation.

What are we trying to achieve?

We will use the test to understand where the user experience issues when using the website, identify what causes the problems and make a better solution as a result.

Test process

We have created test tasks and asked 6 users to participate in the test. For measuring the result we created a timeframe for each task and the amount of clicks a user must make to solve each task.

Results

During the test all the test participants could easily find the infor-

mation asked and did not have any troubles with navigating around the site. There was one user who didn't understand the name of one of the menu items. Keeping this in mind we renamed the item to be more understandable to everyone.

See the appendix 10 for the details on user test on early prototype.

Conclusion

The navigation is well structured since everyone could find the information.

With the help of IA we are ready to create the content strategy by identifying word choice as well as informing user interface design and interaction design through playing a role in the wireframing and prototyping processes.

Alongside the wireframes using the feedback from the user test we created the site map for the main and secondary navigation on the website.

Please see appendix 11 for the site map.



Product design

UI

Visual identity, mock up and graphics

Visual identity

When having a clear picture of the website structure we approached the visual identity phase in the project cycle. The Gilleleje Community is a lively tourist, commercial and fishing town with its heart is the fishing port. The visual identity that we created represents the fresh look of a warm at summer and cold and windy at winter fisherman town.

Please see appendix 12 for the detailed description in the design manual.

Color

Establishing Gilleleje Community image color is one of the most important tools as it affects us subliminally and instinctively, without our even being aware of it. In order to attract Gilleleje neighborhood residents and, more importantly, to make them create a habit to visit the website on daily basis for finding the information about what is happening in the local community we will reach the target audience with the mixture of modern and

fresh and at the same time deep and reliable colors. The green and blue colors are two main colors of the Gilleleje community site identity. The main colors to represent the harbor is blue and green, and the secondary color would be dark magenta that represents the typical summer flowers in Gilleleje and gives a warm feeling.

Typography

Roboto Slap

Roboto has a dual nature. It has largely geometric forms and at the same time, the font features friendly and open curves. Roboto allows letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types. The font is great to use the website heading since it emphasizes the text and make a great contrast to the body text that we use for the website. Moreover the Robot font looks amazing with the primary identity colors and attracts attention when needed by giving it magenta color



and using in a large scale in contest to Raleway body text.

Raleway

Raleway is an elegant sans-serif typeface family. It is a display face and the download features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces. Raleway is the perfect match to Roboto font and is easy to read even on a little screen thanks to its many weights.

Both fonts are available in Google fonts library which makes it easy to implement and use on the website.

Mock up

When we have defined the visual identity of the website the next step was to create a mock up of the website. The mock up tells the developer how to create the website. It is a visual guideline with the colors,

fonts and information structured as expected on the final product.

For the mock up please see appendix 17.





Database

PRODUCT LOGICAL

Database construction, ER-model and attributes table

One of the site's objectives is to awake the sense of community people would get from visiting the website where residents would have possibility to share information with each other, discuss the local events and happenings and place a message on the site's wall. All these functionalities are a part of the Gillelej Forum. The forum needs a database in order to implement it into the website.

ER-model

Please see appendix 13 for the ER-Model in 3rd normal form.

Database

For the database we need 3 tables, with different entities and primary keys. Foreign keys connects the tables together in the following way, first the message and the comment table both include the user id as a foreign key. While the message table has the comment id as a foreign key, the comment table has the message id as a foreign key.

Tables

User table represents the table with the user information that we will use for the registration system to support the functionality of the website.

The message table includes all the entities needed to record the message and supports the functionality of asking a question on the forum page.

The comment table serves the message as a comment field where users can leave an answer to a question or keep the discussion to one particular topic/message.

3rd normal form

The Entity user id, message id and comment id meets the demand of 3.NF, because there are no attributes that can be identified by other attributes than the once mentioned above. With other words the attributes that are not keys within the user, message and comment tables do not rely on any other attribute that is not a key.

E.g. it is not necessary to know the primary key for identifying the



comment - it is enough to know the message id.

CRUD diagram

CRUD Diagram identifies the processes that create, read, update, and/or delete data entities for an order-entry system.

For details on Attributes table and CRUD matrix please see appendix 14 and 15.

We used data entities identified on an Entity-Relationship Diagram and functions identified in Use Case Models.

See the next page for the use cases detailed description.





Use cases

PRODUCT LOGICAL

Use cases

REGISTER NEW USER:

- 1. Name:** Register new user
- 2. Identifier:** RNU001-01
- 3. Description:** To register a new user into the database.
- 4. Preconditions**
The database must be open
The user should have access to the database
- 5. Frequency:** 50 times a day
- 6. Basic Course**
Use case begins when user goes to the website: gilleleje-community-site/sign_up.php
User inserts data into a registration form
System validates data
Use case ends successfully when the system display that the user is registered.
- 7. Alternate Course A:** Description of the alternate course

Condition: Indicate what happened
A.6 List the steps
7.1 If in step 2 the user inserts information with an incorrect validation
1. The system display which information is invalid.
2. The user returns to step 2.

Post conditions

- 1. The database is updated with information from new user
- 2. A login is created for the user
- 3. The user must log in to use the system

Actors

- 1. User
- 2. System

Included Use Cases

No use cases included

See appendix 16 for the use case model and activity diagram.

LOG IN/ LOG OUT

- 1. Name:** Log in/ log out use case
- 2. Identifier:** RNU001-02/RNU001-

03

3. Description: The user must log in to the system in order to upload or delete a message.

4. Preconditions

The database must be open
The user should have access to the databaseat

5. Frequency: Approximately 500 times a day

6. Basic Course

Use case begins when the user inserts login information with his/hers email address and password and click login.
System display the user is logged in to the system
Use case ends when the user is logged out of the system

7. Alternate Course A: Description of the alternate course
Condition:

- 7.1 If in step 2 the user inserts information with an incorrect validation
1. System display an error message

Gilleleje
COMMUNITY

2. User returns to step 1

8. Post conditions

- 1. The user must be logged out of the system

9. Actors

- 1. User
- 2. System

10. Included Use Cases

This use case includes two use cases – Log in use case and log out use case.

See appendix 16 for the activity diagram.

UPLOAD MESSAGE

- 1. Name:** Upload new message
- 2. Identifier:** M001-01
- 3. Description:** The user should be able to upload a new message into the database
- 4. Preconditions**
The database must be open



Use cases

PRODUCT LOGICAL

Use cases

The user should have access to the database

5. Frequency: 50 times a day

6. Basic Course

Use case begins when user goes to the message form on the website
User inserts data into the message form and click submit
System validates data
Use case ends successfully when the system returns the user to the uploaded message.

7. Alternate Course A:

7.1 If in step 1 the user is not logged in to the system
1. The system display an error message if the user has not typed any information.
2. The user returns to step 1.

8. Post conditions

1. The database is updated
2. The user must log out

9. Actors

1. User
2. System

10. Included Use Cases

Log in use case

See appendix 16 for the activity diagram.

REMOVE MESSAGE

1. Name: Remove message

2. Identifier: M001-02

3. Description: The user should be able to remove a message

4. Preconditions

The database must be open
The user should have access to the database

5. Frequency: 500 times a day

6. Basic Course

Use case begins when user goes to the website.
User click on delete button
System deletes data and returns to same page



Volunteer

7. Post conditions

1. The database is updated
2. The user must log out

8. Actors

1. User
2. System

9. Included Use Cases

Log in use case

10. Extended Use Case

The extended Use Case begins if the user is given a superuser role.
1. Superuser goes to messages and should be able to delete any messages.
2. System deletes data and returns to same page

Post conditions

1. The database is updated
2. The Superuser must log out

See appendix 16 for the activity diagram.

UPLOAD COMMENT

1. Name: Upload new comment

2. Identifier: C001-01

3. Description: The user should be able to upload a new comment into the database

4. Preconditions

The database must be open
The user should have access to the database
The user must log in

5. Frequency: 500 times a day

6. Basic Course

Use case begins when user is logged in and goes to the comment form on the website
User inserts data into the comment form and click submit
System validates data
Use case ends successfully when the system shows the comment.

7. Alternate Course A:

7.1 If in step 1 the user is not has not inserted information in to the form
1. The system displays an error message if the user has not typed any



Use cases

PRODUCT LOGICAL

Use cases and PHP implementation

information.

2. The user returns to step 1.

8. Post conditions

1. The database is updated
2. The user must log out

9. Actors

1. User
2. System

10. Included Use Cases

Log in use case

See appendix 16 for the activity diagram.

REMOVE COMMENT

1. Name: Remove comment

2. Identifier: C001-02

3. Description: The user should be able to remove a comment

4. Preconditions

The database must be open
The user should have access to the

database

5. Frequency: 500 times a day

6. Basic Course

Use case begins when user goes to the website.

User click on delete button
System deletes data and returns to same page

7. Post conditions

1. The database is updated
2. The user must log out

8. Actors

1. User
2. System

9. Included Use Cases

Log in use case

10. Extended Use Case

The extended Use Case begins if the user is given a superuser role.

1. Superuser goes to comments and should be able to delete any messages.
2. System deletes data and returns to same page



Post conditions

1. The database is updated
2. The Superuser must log out

See appendix 16 for the activity diagram.

PHP process

It was a challenge to develop the PHP codes. We had troubles with the time because of unexpected difficulties.

We did several testings and found errors in the codes. This meant that we had to spent an unexpected amount of time on the coding.

This became a disadvantage concerning the time estimation. Because of the time spent on the coding we had to postpone the start of the app and cancel a planned film production.

We tried to work on the codes separately, however, we ended up working on it together and helped each other understand what issues

we had and worked on a solution together. At the same time this was time that could have been spend differently and we would have achieved much more.

Finally we had a break through and had success with the php coding. With the implementation we had a functioning forum with a fully working database connected to it.

See appendix 17 for the PHP code relevant screen shots that follows the above mentioned use cases and provides the forum's functionality.



Development

PRODUCT PHYSICAL

SEO, and website construction

SEO

With the implementation of different keywords we have made the site SEO-friendly by using the keywords in various places making the text sound as natural as possible.

Keywords:

Gilleleje, community, local community

Search phrases:

Gilleleje community site
What can I do in Gilleleje?
What happens in Gilleleje this weekend?

Every page title is constructed with a keyword, which make it a unique title-tag for search optimization. This leads to a better SEO.

Politics | News | Gilleleje Community Site

All img has a alt attribute containing a keyword. However, it is important that the keywords are not the same

for every alt tag.

alt="Gilleleje Community Center - Music school"

Headings

For better SEO we have given out headings in a <h1></h1> tag a unique title. By doing this the search engines will be aware that this part is important.

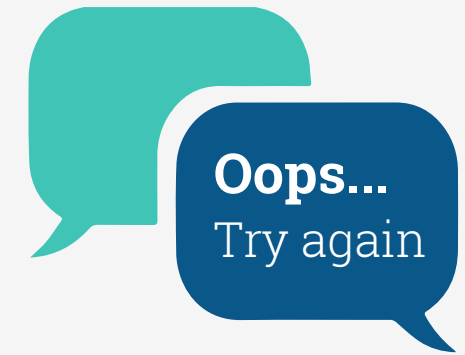
Meta tag

We are aware that the meta tag description isn't recognized by google's search engines, however, the meta tag description will appear in google's search page. By using a spot on description we increase the changes for our website to be clicked on.

<meta name="The Gilleleje Community Site includes discussion forums, local news and events, cultural places and sport clubs, providing a communication channel and information about what is happening in the community."

Google Analytics

With Google analytics we can detect the traffic on our website. We have implemented a tracking code given by Google analytics on every page. This means that every time a visitor have a session on our site Google analytics will collect this person's' specific information and store it. This is an advantage for further campaign strategies. In Google analytics we will have stored information such as the total number of visitors, unique visitors, page views, average time per visit, new and returning visitors. Google analytics will find statistics of the demographic plus geographic statistics, which helps us defining if we have reach our target audience. Furthermore we will see if the search optimization is matching the keywords, which helps us optimizing our keywords. In addition Google analytics gives us an idea of what media is used in order to use the website. We get an overview of mobiles and tablets being used.



Website construction

To improve our knowledge throughout the whole education and be completely flexible regarding design and website structure we decided to code the whole website from sketch using the simple developer program Komodo. The whole process started from creating the basic wireframes and structure for the website on the background of the mock up and continued deeper into advanced html and css coding using transitions and transformations techniques in the new HTML5. The mock up provides the full view of the design and site architecture. In the CSS file the main styling was created with the main headings, paragraph styles, table and lists styles, images and forms style and finally the wireframes styles. The containers that hold the chunking pieces of information together were also defined for the whole website.

Please see appendix 18 for screenshots of website construction phase.



Supplementary material

PRODUCT

Video production and app development

Video

Media: Video ad

Campaign concept

The campaign for the community website should consist of a video. The campaign element should be informative.

Campaign identity

The campaign should consist of both graphic elements and recorded footage. The same colors from the website should be repeated throughout the campaign.

Storyboard:

We will use animation that will show the user of the community site how to interact with the different elements on the site.

Please see appendix 19 for story board.

The animation will show how the user can communicate with other locals via a forum, and find different

information on programs, activities and events in the local area.

Please see appendix 20 for postproduction screen shots.

App development

As an extra bonus we decided to create a Gilleleje Community Site app. The app would be very simple and will include the usefull information easily accessible by anyone on the go.

The app includes Events, Programs, Sports, Volunteer and About page. The functionality is to inform people of the happenings in the local community.

Time management in app development

Unfortunately because of the illness of the group member and unexpected problems with implementation of php we were delayed with the whole project. The app development started two days before the deadline and as a result had a major

App URL

<http://mikhanosha.com/projects/gilleleje-site-community/app/index.html>



Events

consequences in the quality of the product. The good news are that we are going to develop the app during the next weeks and hope to present the final result in January.

jQuery

We used jQuery mobile for developing the app.

The jQuery mobile development is a great way to create a good looking app using simple css classes that are predefined in the jQuery library.

The method is called mobile based application development. Even though we only spent a limited amount of time developing the app the result is a well functioning app with good usability and informational content.

Please see appendix 21 for the development process.



Conclusion

CONCLUSION

Conclusion

The 3rd semester exam project was a professional teamwork based project that involved development of an online website and campaign proposals within the functionality of connecting a community together.

During the project we as students must demonstrate the knowledge, skills and competences within different areas represented throughout the education.

Time management was created for the project scope using Gantt chart, WBS, PBS and Risk management. With this approach unexpected time issues could be detected early in the process.

Using brainstorm and 'walk and talk' helped the idea generation to take a certain direction and was leading towards a concept development approaching the target audience. The choice of a community was Gilleleje, which has an interesting target group and has a potential attractive area.

The target audience was discov-

ered after research of the chosen community. This gave the project a direction when choosing the design. It was important to choose modern colors and typography as well as using an easy and understandable language considering a wide target audience.

Using a simple and easy navigation system helps the user with easy interaction of the website.

We have applied an informative video for a launching campaign and an app with a simple, clean and understandable interface.

In addition we have constructed a functional database with its purpose of making the different target audience interact online.

The user of the website should be able to login to the website, upload and delete messages and comments. Furthermore we have created a super user that has the privilege of administer all messages and comments.

Testing our sitemap gave us an indication of how to make an understandable interface for the user.

After handing in the project we expect to do more testings using a prototype approach.

Throughout the project the areas within design and visualization, communication and presentation, interaction development, marketing approaches, video production and mobile app has been covered within a professional approach.

Evaluation of the project

To achieve the projects goals we decided to use Gantt chart as our time management tool since we have good experience using this chart. We have met approximately 3 times a week for decision making, group work and idea solutions. Besides planned meetings we have had an ongoing online communication.

We have divided the tasks according to the team member's skills and competences.

It was important to delegate the tasks fast to achieve the projects goals in time. Time has been a challenge for the



project. Although the estimated time was planned the time was reduced because of illness in the team.

Moreover the planned time for constructing a forum took longer time than what was expected. This caused an overload of working hours.

The result of the time reduction caused a reorganization of the planned tasks. See Gantt chart. Planned work tasks had to be reestimated or totally removed from the project in order to finish for the given deadline. Expected film production had to be left out, the start of the app development had to be postpone as well as different tests of the website.

We have worked professionally as a team and have achieved the expected goals of the project and have understood the importance of time estimation as well as work achievements.



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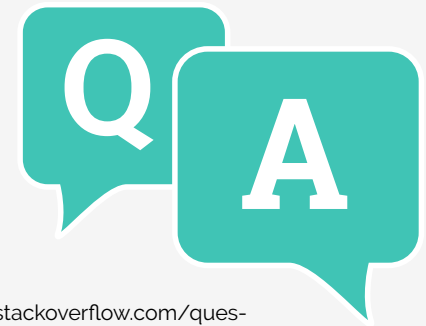
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Appendix 1

Stakeholder analysis

Type of stakeholder	Stake holder	Needs	Stake in the project	What do we need from them?	Perceived attitude/risk	Risk if they are not engaged
Primary stakeholders	Firebrand	Bring people in the community closer	Money/resources	Co-orporation/ direction/ vision	Connecting the local community in Gilleleje	Cancellation of the project
	Community	Connecting with people from the community	Time/money	Engagement/ participation/ feed back/ trust	Meet people from the community/use information received from the website	No use of the website
Secondary stakeholders	Businesses	Profits	Reputation/ branding	Investment/ cooperation	Concerned with the brand value	Website loses is value
	Institutions	Information	Reputation/ branding	Coorporation	Concerned with the spread of information	Website loses its value
	Journalists	Information	Reputation/ information	Coorporation/ articles	Concerned with the spread of news	Website loses its value
Key stakeholders	Local authority	Transparency	Open communication/ transparency	Coorporation/ Transparency	Concerned with the adherence of the law	Could shot down website
	Investors	Brand value	Brand value	Coorporation/ Financial support	Concerned with the website's success	Could lose interest and invest elsewhere



TEAM CONTRACT

Team: Olena Mikhanosha, Louise Lindberg
Start date: 01-12-2014
End date: 22-12-2014
3rd Semester 2nd Test – First-year Test: Community site

Team Members:

No.	Name	Email	Mobile
1	Olena Mikhanosha	mikhanosha@gmail.com	20 78 57 55
2	Louise Lindberg	loulse.m.lindberg@gmail.com	42 40 66 50

1. Team Procedures

- Regular team meetings will take place every week in general minimum 3 times per week. Any changes in the team meeting schedule will be informed through the below listed communication channels.
- Preferred method of communication in order to inform each other of team meetings: announcements, updates, reminders, problems etc. will take place through the digital systems. Facebook group is the main source of communication. E-mail for more detailed communication. Drop box for sharing common files. Cell phones for emergency messages.
- Decision-making policy is based on the principle of voting by each member of the group.
- Method for setting and following meeting agendas. Olena Mikhanosha will arrange meeting agendas for each meeting. Team members will be notified through Google calendar. Olena Mikhanosha will be responsible for that the team will follow the agenda during a team meeting. Time limitations for each paragraph in the meeting agenda will be set in order to keep the team on track during a meeting.

2. Team Expectations

a. Work Quality

- Project standards for team presentations will be set individually by each member through individual research, preparation of drafts, preparation of the presentation of each team member on their individual tasks, collaborative writings etc.
- The strategies to fulfill these standards include good time management, responsibility and personal involvement in the project in order to obtain good result and to improve professional qualifications.

b. Team Participation

- It is important that the responsibility for each person is specified and all members have a clear understanding of their responsibilities in order to ensure cooperation and equal distribution of tasks.
- In order to encourage ideas from all team members it is important that all members have been involved in deciding each persons' responsibility and they are dedicated to the task they have been giving. It is also important that all members are involved during each meeting.
- Clear deadlines must be specified from the beginning. Strategies for keeping on task include regular meetings in order to ensure that deadlines are met. Strategies also cover updating your work on Facebook group.

c. Personal Accountability

- Individual attendance, punctuality, and participation at all team meetings are expected from all team members.
- Responsibility for fulfilling team assignments, timelines, and deadlines are expected from all team members.
- Communication with other team members is expected from all team members.
- Commitment to team decisions and tasks are expected from all team members.

3. Consequences for Failing to Follow Procedures and Fulfill Expectations

- Infractions of any of the obligations of this team contract will be discussed on weekly team meetings where the issues and problems would be considered and the consequences for failing would be discussed. All team members will have to decide what procedures to follow in order to secure that it would not happen again. Under extreme circumstances a member could be excluded from the group but only with the agreement of ~~Lützen, Merete Geldermann~~.

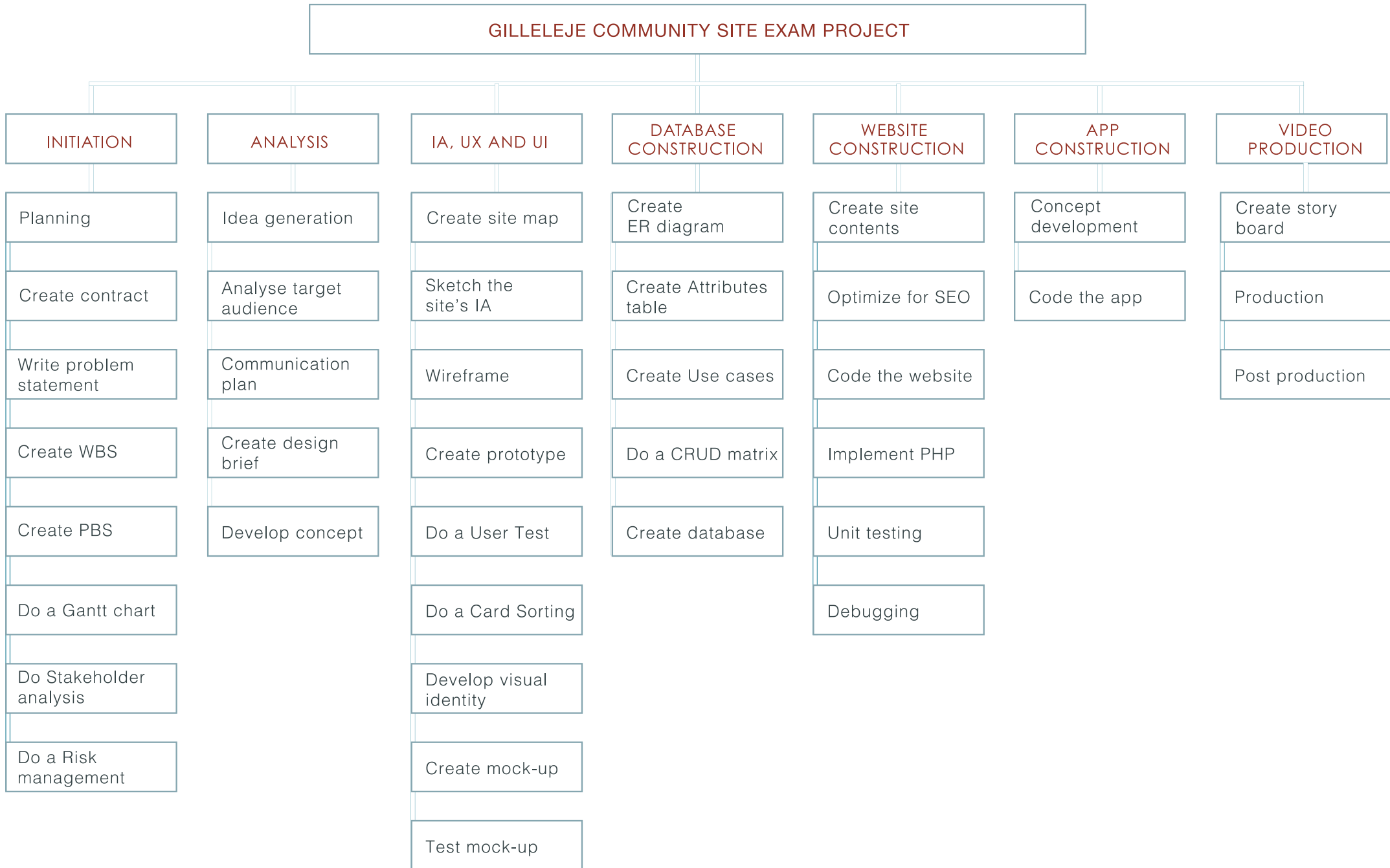
- I participated in formulating the standards, roles, and procedures as stated in this contract.
- I understand that I am obligated to abide by these terms and conditions.
- I understand that if I do not abide by these terms and conditions, I will suffer the consequences as stated in this contract.

1	Olena Mikhanosha	Date 01-11-2014	Yes, I agree
2	Louise Lindberg	Date 01-12-2014	Yes, I agree



Appendix 3

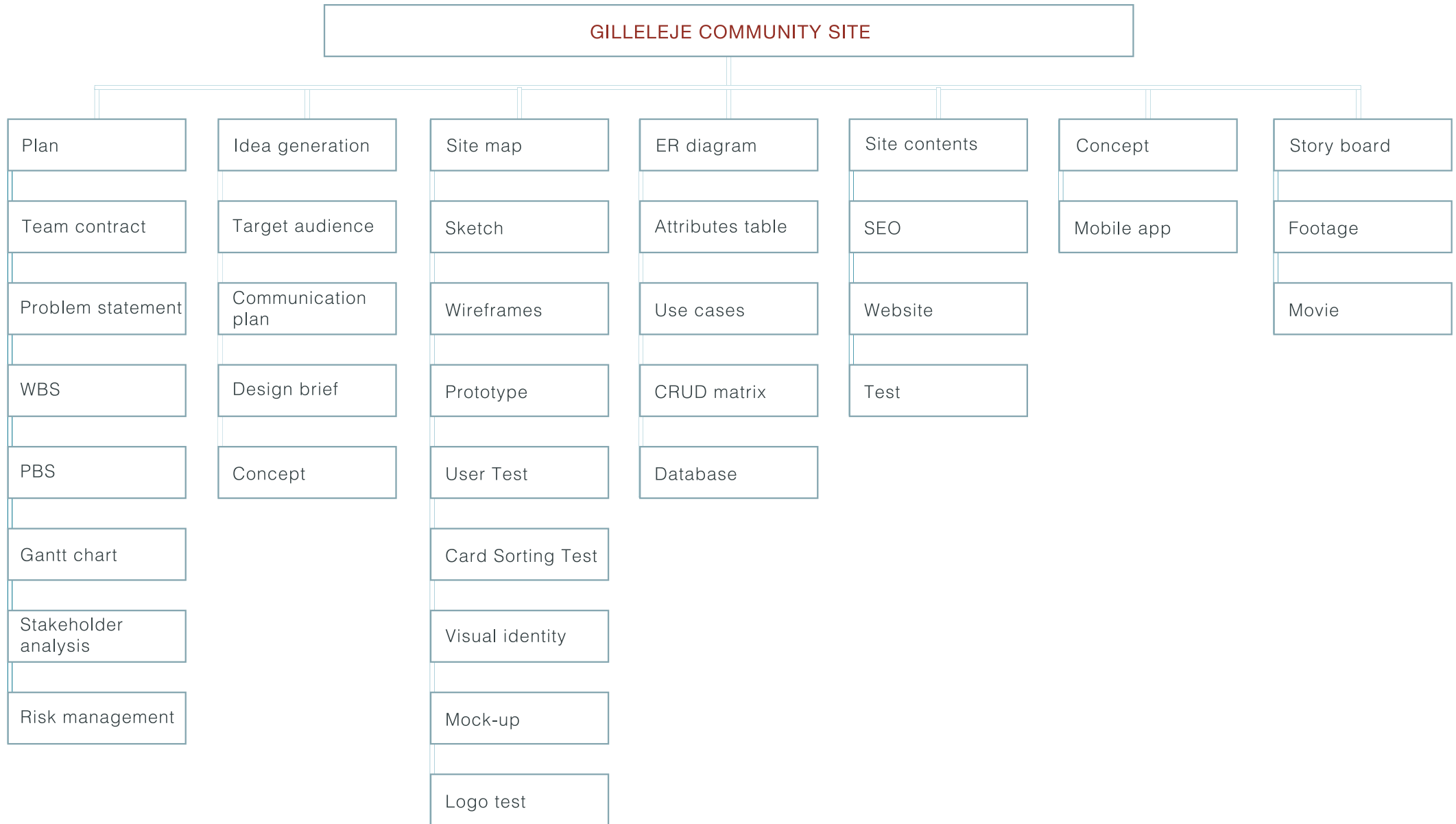
Work Breakdown Structure





Appendix 4

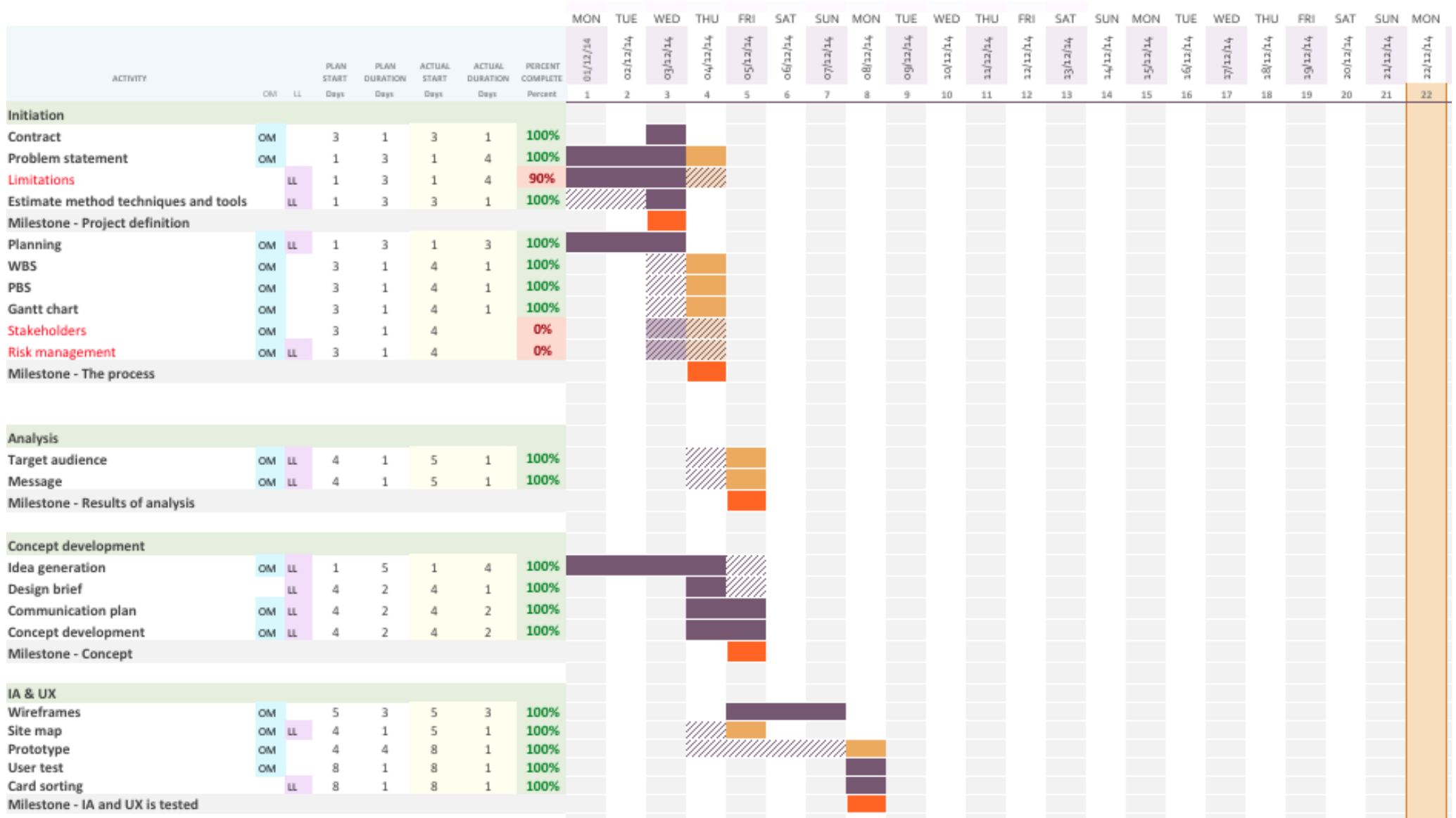
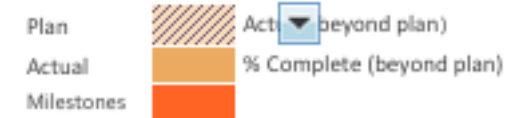
Product Breakdown Structure





Appendix 5

Gantt chart - part 1

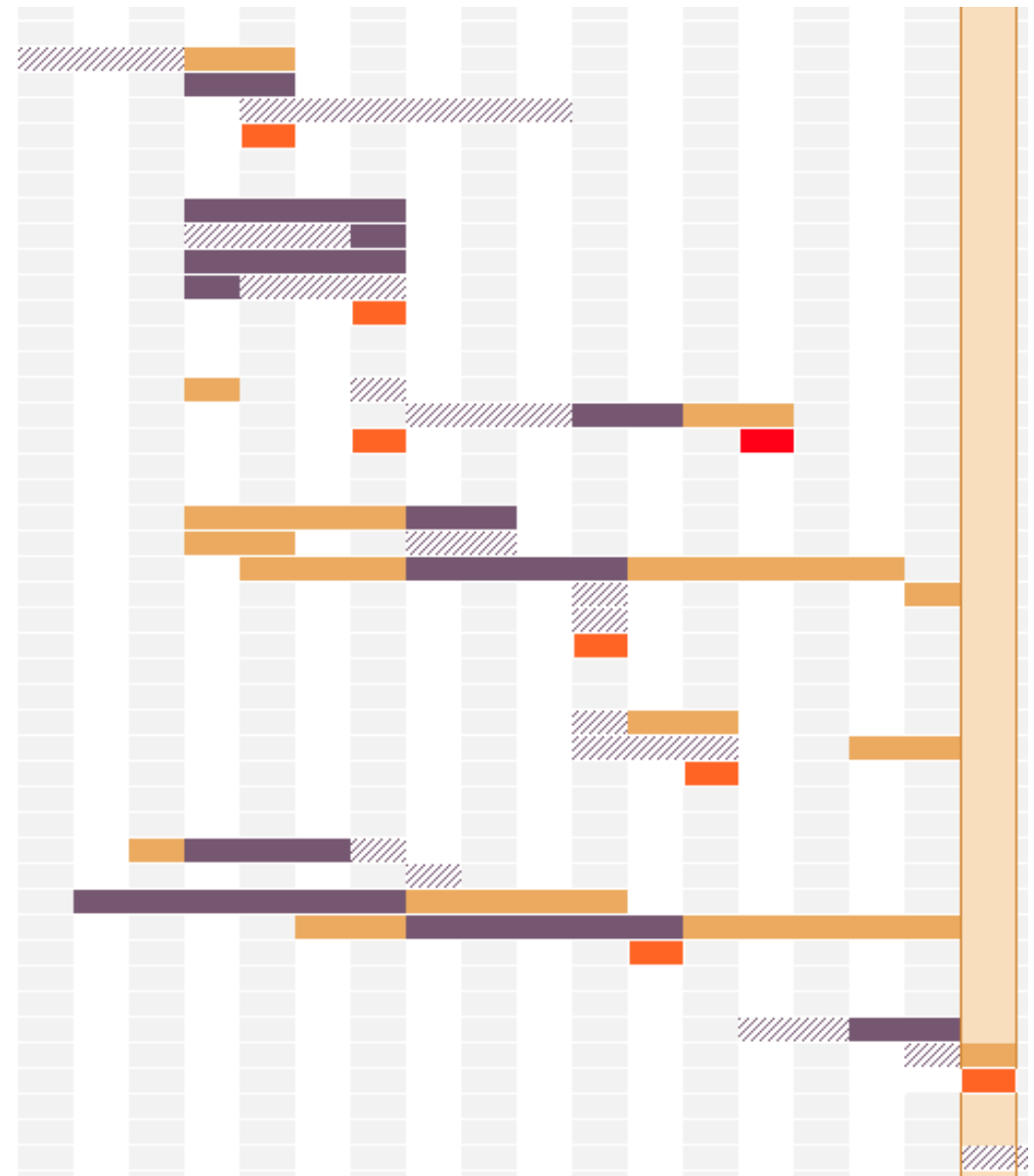
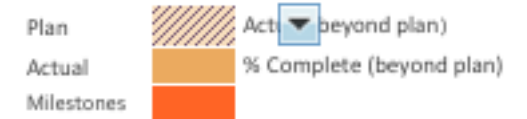




Appendix 5

Gantt chart - part 3

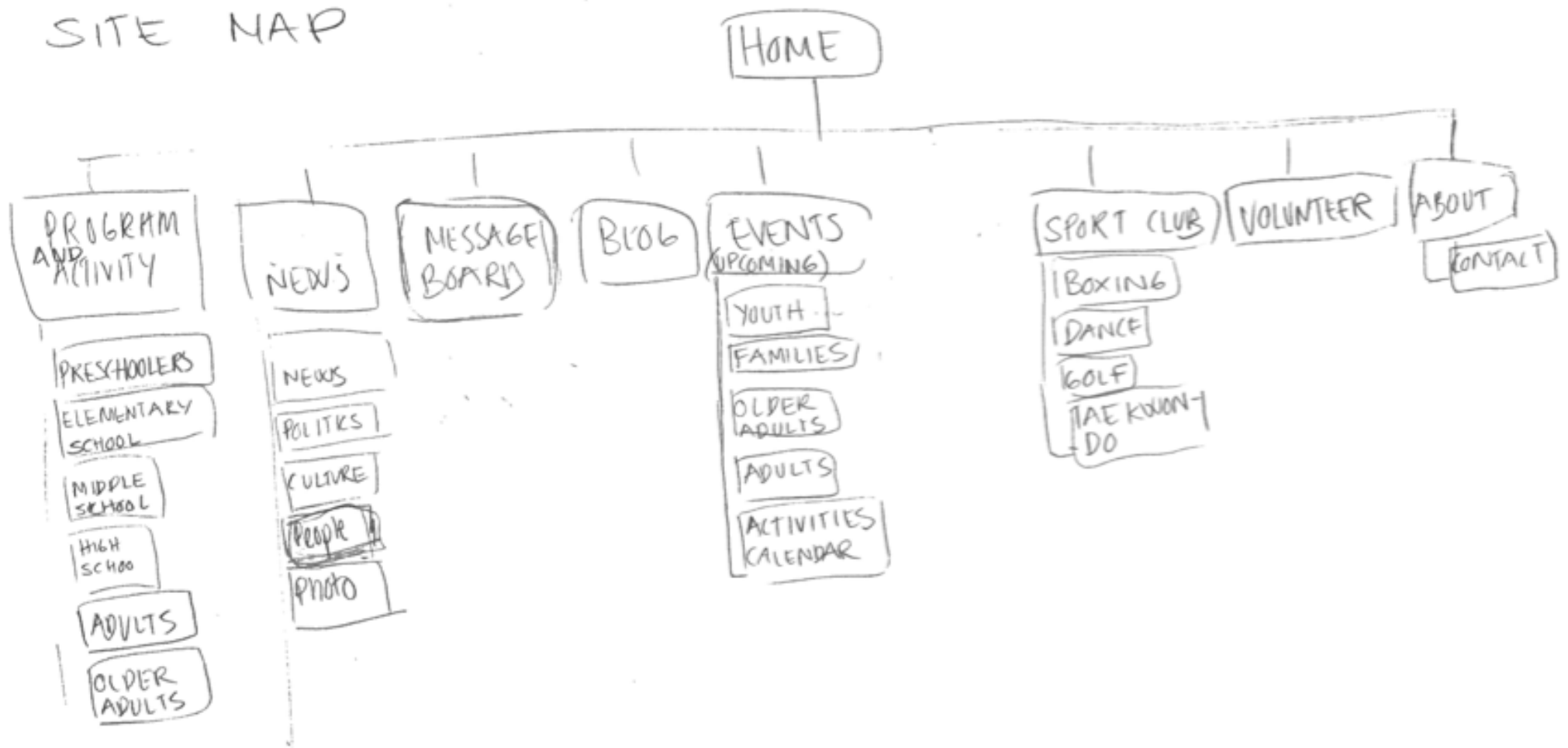
Product design - UI							
Visual identity	OM	LL	5	3	8	2	100%
Mock-up	OM		8	2	8	2	100%
Animation		LL	9	6			0%
Milestone - Product design							
Product logical: Database construction							
ER diagram	OM	LL	8	4	8	4	100%
Attributes table		LL	8	4	11	1	100%
Use cases	OM	LL	8	4	8	4	100%
CRUD matrix	OM		8	4	8	1	100%
Milestone - Logical database							
Product physical: Database							
Creation of database and tables	OM		11	1	8	1	100%
PHP	OM	LL	12	5	15	4	100%
Milestone - Physical database							
Website construction							
Site contents	OM	LL	12	2	8	6	100%
SEO	OM	LL	12	2	8	2	100%
Website construction	OM		12	4	9	12	100%
Site launching	OM	LL	15	1	21	1	100%
User testing	OM	LL	15	1			0%
Milestone - Website							
App construction							
Concept, IA, UI and UX	OM		15	1	16	2	100%
App development	OM		15	3	20	2	100%
Milestone - App							
Video production							
Story board		LL	8	4	7	4	100%
Production	OM	LL	12	1			0%
Graphics		LL	6	6	6	10	100%
Post production		LL	12	5	10	12	100%
Milestone - Video ad							
Report and hand in							
Report	OM	LL	18	4	20	2	100%
Hand in	OM	LL	21	1	22	1	100%
Milestone - Report and hand in							
User test							
User test	OM	LL	22	5			0%





Appendix 6

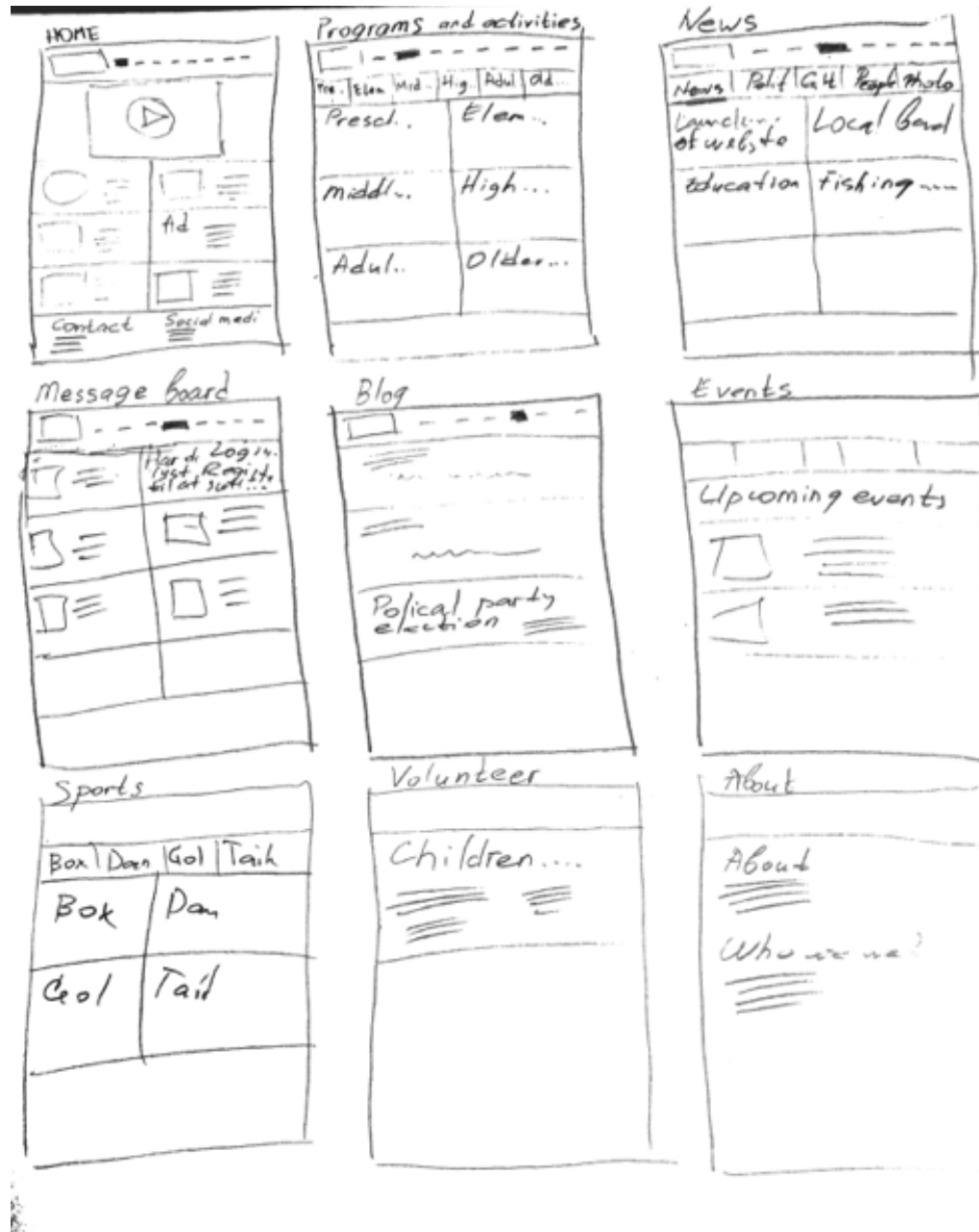
Sketch of site map





Appendix 7

Sketch of information architecture of the website

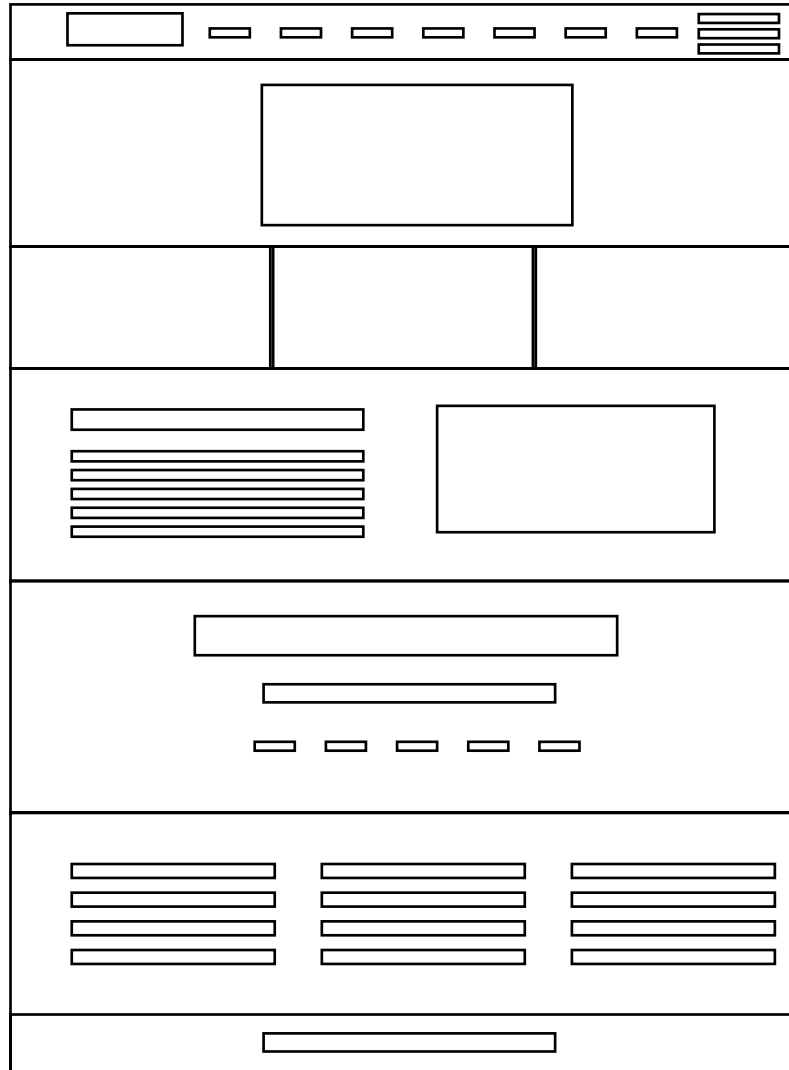




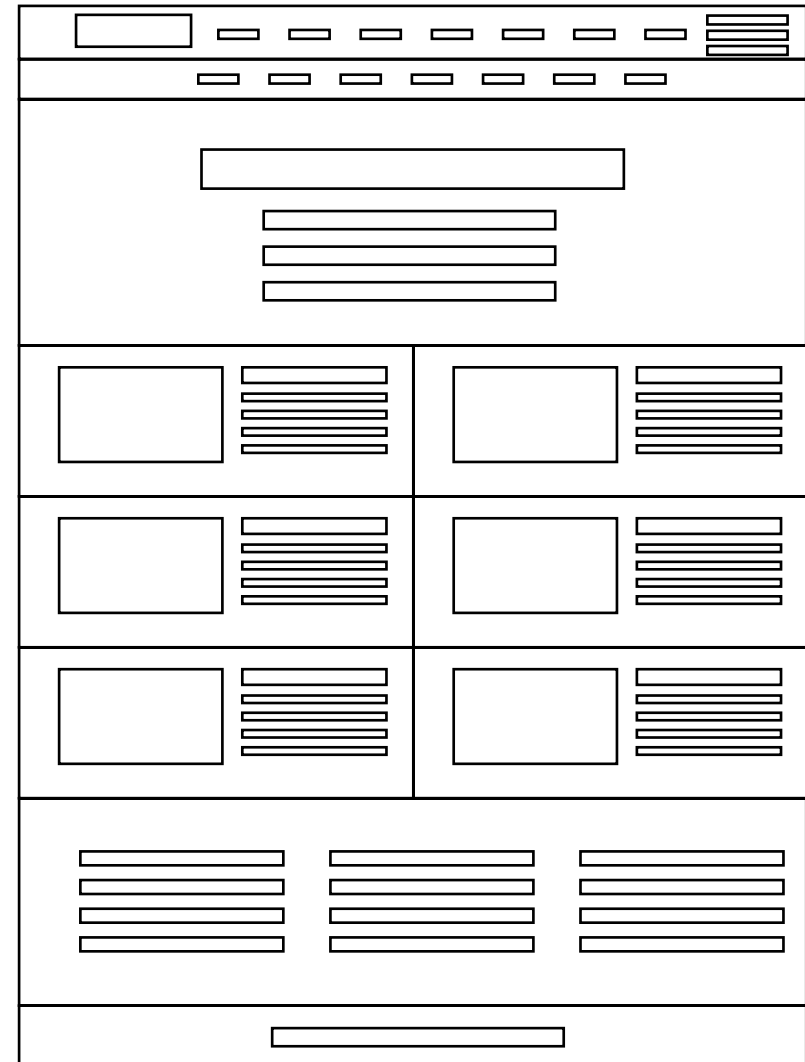
Appendix 8

Wireframe - No 1

index.php



programs.php

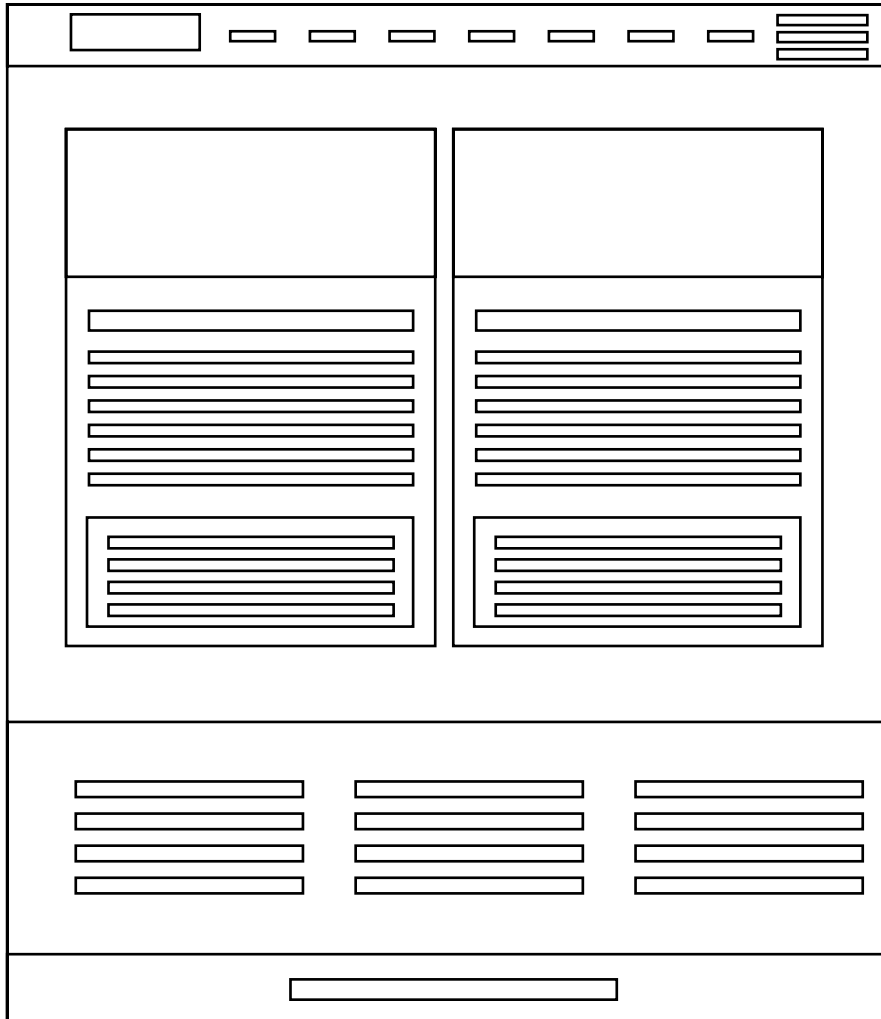




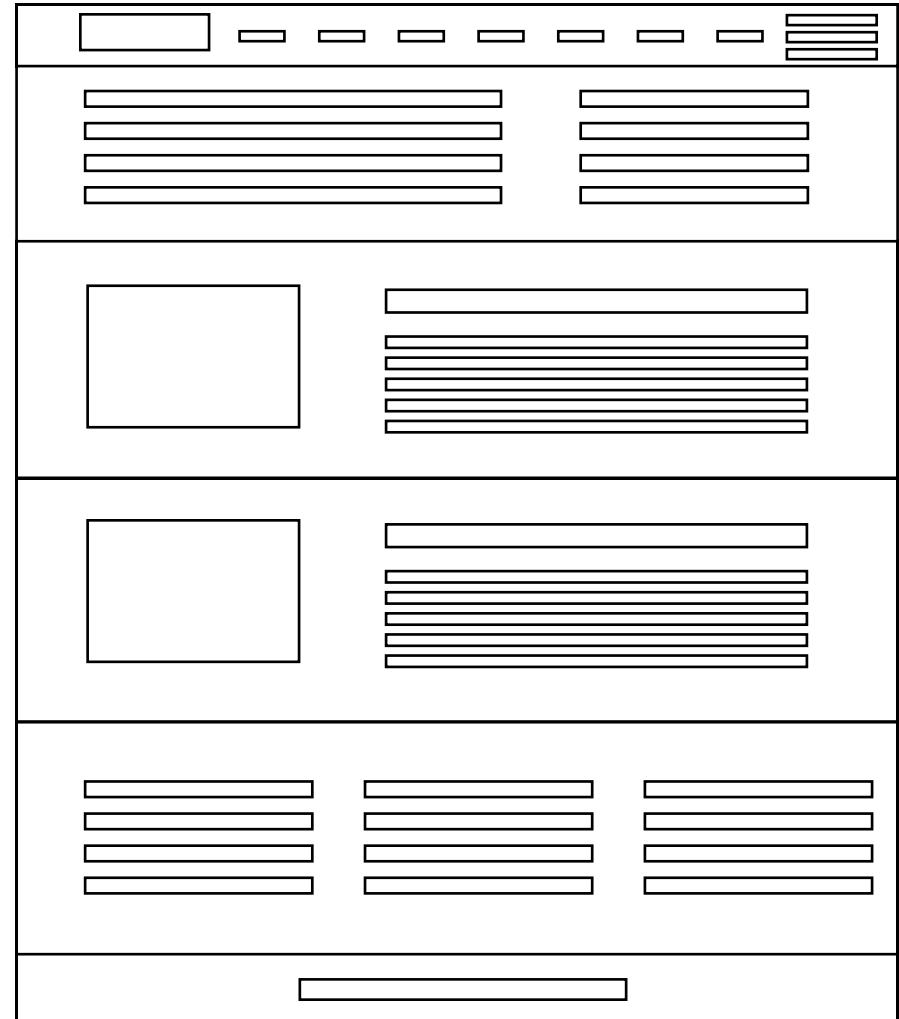
Appendix 8

Wireframe - No 1

sports.php



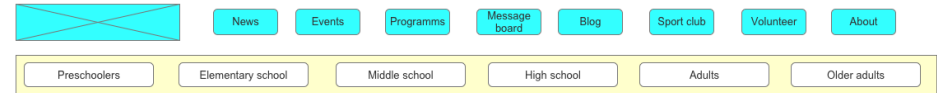
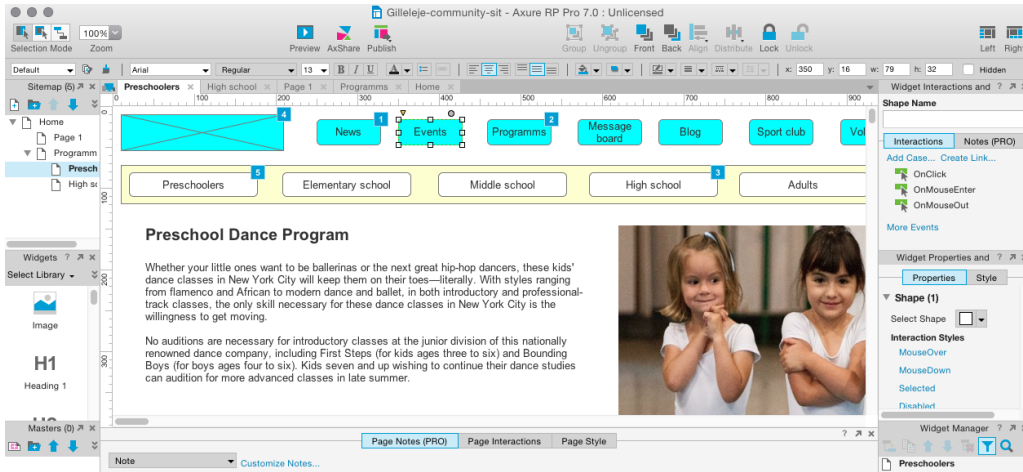
events.php





Appendix

An early prototype of the website.



Preschoolers

How will you prepare your little ones for success in school, sports and life ahead? Enroll them in the Goodman Community Center's Early Childhood Education programs. Our facility is a dream come true, with special areas designed for young children, indoors and out.



High school

Gilleleje community offers a variety of different options for high school teens, from gender-specific programming, employment education to digital media workshops. We're always excited for new teens to join, so please browse our offerings, listed below.



Elementary school

We've always offered a home-away-from-home for kids in our After-school program, but with our new facility there's a lot more to explore. Our programs and activities enhance how well kids do in school and give them skills and opportunities to make friends and have fun.



Adults

Gilleleje community sponsors a variety of programs for adults, including some for parents and some for the whole family to attend. Here you'll find workshops and ongoing classes to help you live well and explore your interests. We also provide space for other community activities.



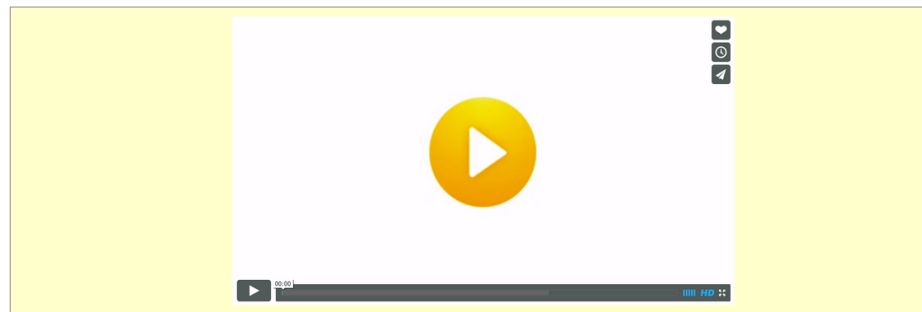
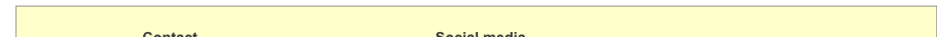
Middle school

Gilleleje community offers programs for middle and high school youth designed to enhance their success at school, at home and in the community. We offer opportunities for exercise, relaxation, study and community service.



Older adults

Gilleleje community serves older adults (60+) with a regular calendar of activities and resources for living well. See old friends and make new ones while you enjoy gentle exercise, delicious meals, favorite games and other programs.



Preschool Dance Program

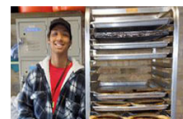
Whether your little ones want to be ballerinas or the next great hip-hop dancers, these kids' dance classes in New York City will keep them on their toes—literally. With styles ranging from flamenco and African to modern dance and ballet, in both introductory and professional-track classes, the only skill necessary for these dance classes in New York City is the willingness to get moving.

No auditions are necessary for introductory classes at the junior division of this nationally renowned dance company, including First Steps (for kids ages three to six) and Bounding Boys (for boys ages four to six). Kids seven and up wishing to continue their dance studies can audition for more advanced classes in late summer.



Site launching festival

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



Eliminating food waste to feed more people

Gilleleje community was featured in Madison Magazine this month for its Seed to Table teen program. Our staff partners with coalitions to make sure ingredients are distributed to families.



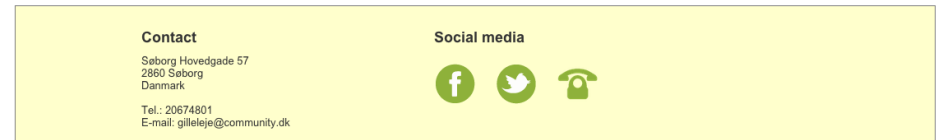
Site launching festival

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



Site launching festival

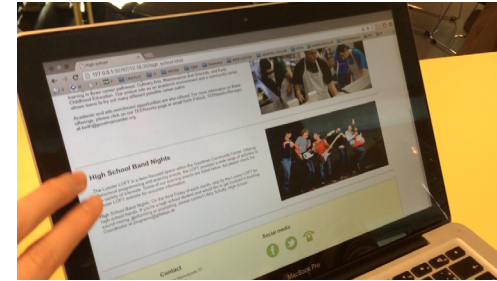
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.





Appendix 10

user test of prototype



Test Task

The core functionality of the website is to find a specific activity for different age groups.

Usability issue and focus

1. Navigation
2. Information architecture

Task description:

1. You are studying in a high school and a big fan of music. You especially love mixing the music together. You have heard that your community has a new website where you can find different activities for students your age. Try to navigate on a site to find the music band program and whom to contact.
2. Your little sister is 5 years old and your mom asked you to research if there are any activities for the small children in the local community as well?

Task steps

1. Steps I would expect the user to go through in order to solve the task:
 - Click on Programs
 - Click on High school
 - Scroll down and press read Music band info
2.
 - Click on Preschoolers
 - Read info about Dance class

The timeframe

The time a standard user would spend completing the task:

Minimum 3 clicks / max 1 min.

Home > Programs > High school > Preschoolers

Note

Please note that finding the Prechoolers without leaving High school page is particularly important feature to evaluate.

Documentation

The average amount of time spent completing the task by test participants is 1 minute, errors made are 0, clicks made are 3, and help given is 0.

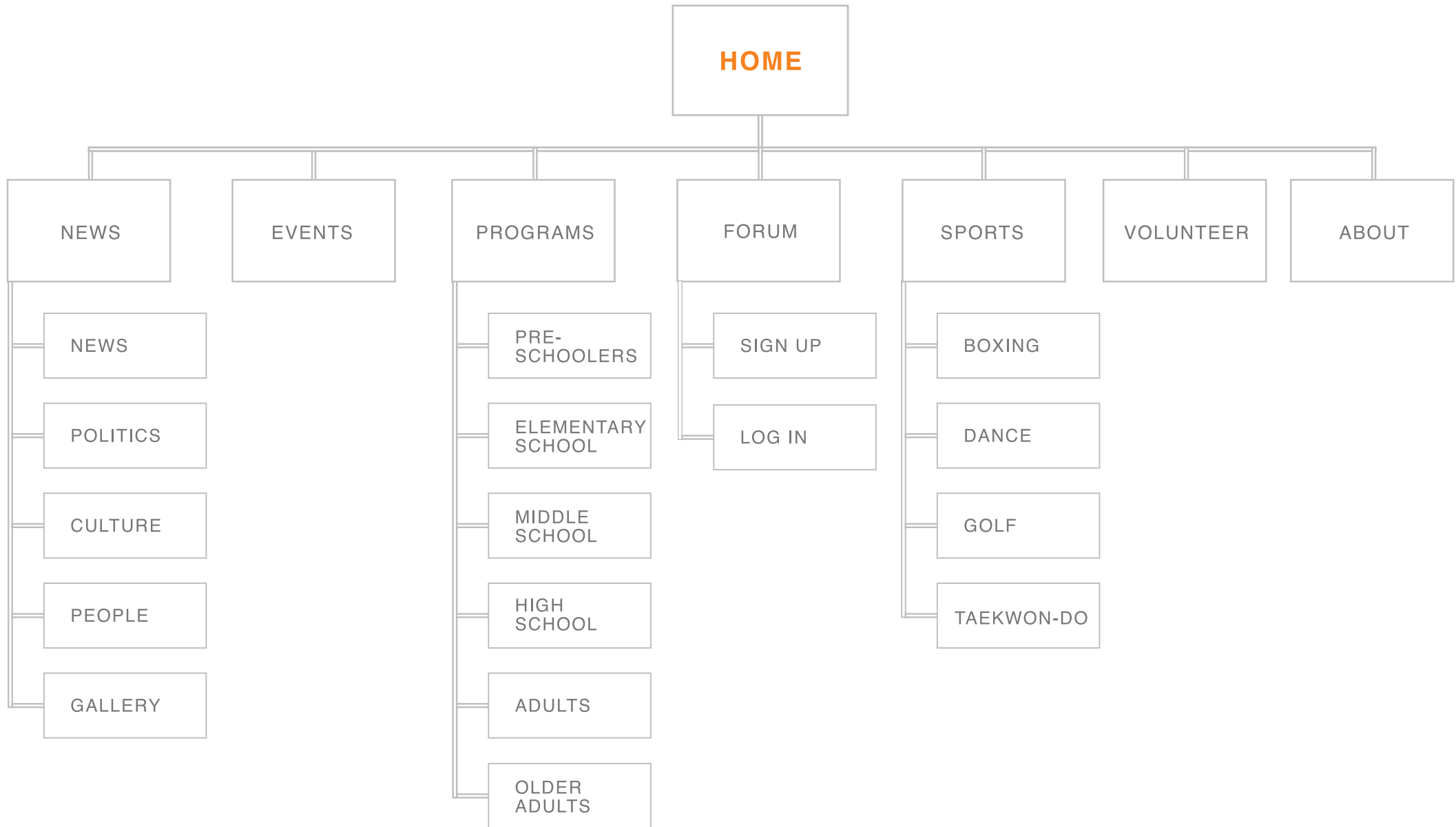
The Average Amount Of

Time spent – 1m.	Expected – 1m.
Errors made – 0	Expected – 0
Clicks made – 3	Expected – 3
Help given – 0	Expected – 0

During the test all the test participants could easily find the information asked and did not have any troubles with navigating around the site.

Conclusion

The navigation is well structured since everyone could find the information.





Visual Identity

Gilleleje Community

Think local



Index

Introduction	3
Logo	4
Colors	6
Typografy	8
Icons	9
Layout	10

Introduction

The visual identity will contain information that will make it easy to identify Gilleleje Community's visual appearance.

By using the visual identity Gilleleje Community will have a consistent visual look e.g. for future campaigns created for Gilleleje Community Site.

This manual will contain information about a description of primary and secondary colors, typography, design choices of website and mobile app.

Logo



The logo should never be changed. The font colors, and distances should always be consistent

Logo



Using a white surface this logo is used



On a dark surface this logo is used

Colors • Primary colors



RGB: 141 - 202 - 232

CMYK 37 - 3 - 3 - 0



RGB: 14 - 75 - 123

CMYK 95 - 63 - 22 - 7



RGB: 122 - 14 - 74

CMYK 31 - 97 - 31 - 24

Colors • Secondary colors



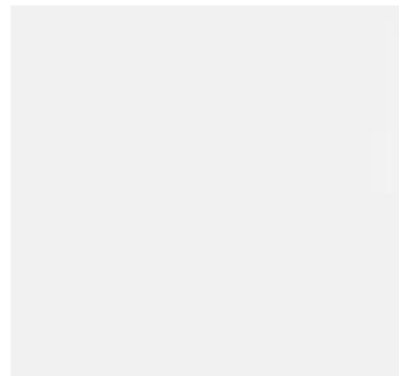
RGB: 44 - 94 - 107

CMYK: 78 - 38 - 37 - 20



RGB: 68 - 180 - 161

CMYK: 66 - 0 - 38 - 0



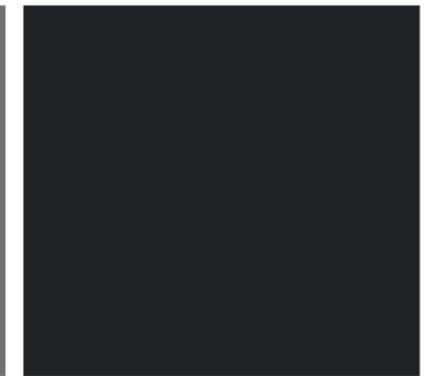
RGB: 235 - 233 - 233

CMYK: 5 - 4 - 4 - 0



RGB: 93 - 96 - 97

CMYK: 51 - 41 - 40 - 23



RGB: 24 - 26 - 29

CMYK: 72 - 63 - 58 - 73

The secondary colors are used for highlights or shadow areas where as the primary colors are used in the logo, and are bright clear colors which is repeated through every media.

CMYK is used for printing
RGB colors are used for web

Typography

Roboto Slab Regular

A a
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"

Roboto Slab Bold

A a
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"

Roboto is used for headings on the website, video and app.

Roboto has a natural reading rhythm and has a mechanical skeleton plus largely forms. The font features friendly and open curves. The Roboto Slab typography comes from the Roboto family.

Raleway Regular

A a
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"

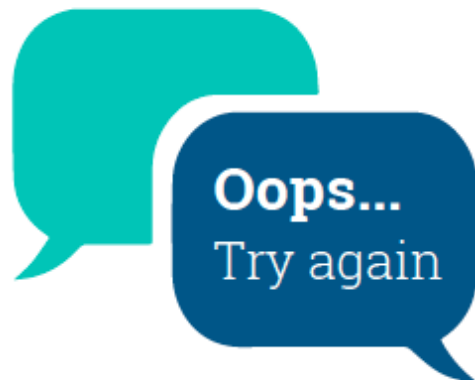
Raleway Bold

A a
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:"

Raleway is used for the body text on the website and app. In the video it is used as headings and for our slogan.

Raleway is an elegant sans-serif type. It's sister typography is Raleway Dots. Raleway manage to appear old style lining numerals and has a complete set of diacritics and is inspired by geometric sans-serif typefaces.

Icons



Icons are a part of the visual design and are used for the website and app. They are made in a nice and clean design to draw attention and increases the readability. The icons play a vital role to the design and bring essential content to the point.

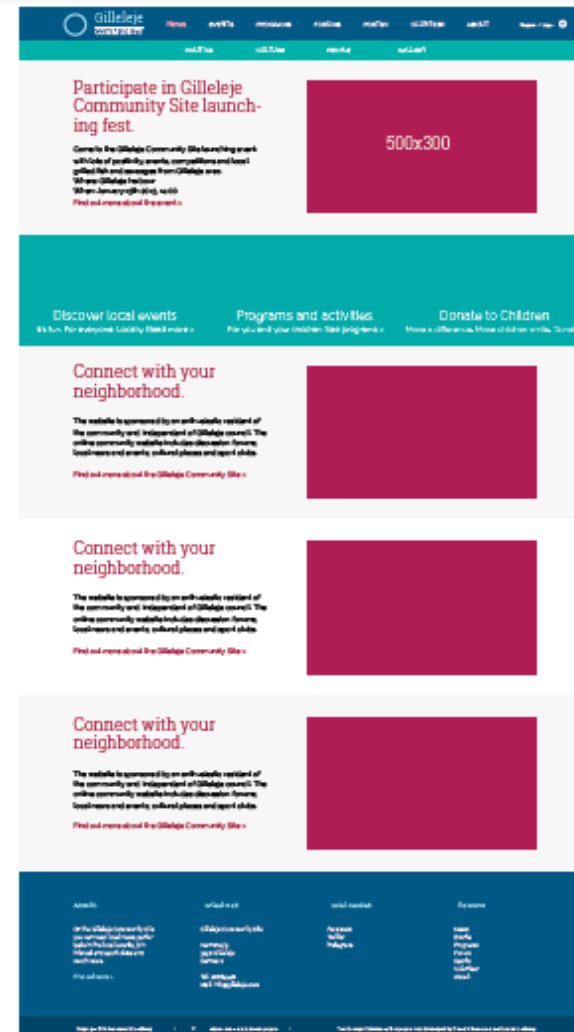
Layout



The layout is easy and simple. It varies from page to page according to the content of the page.

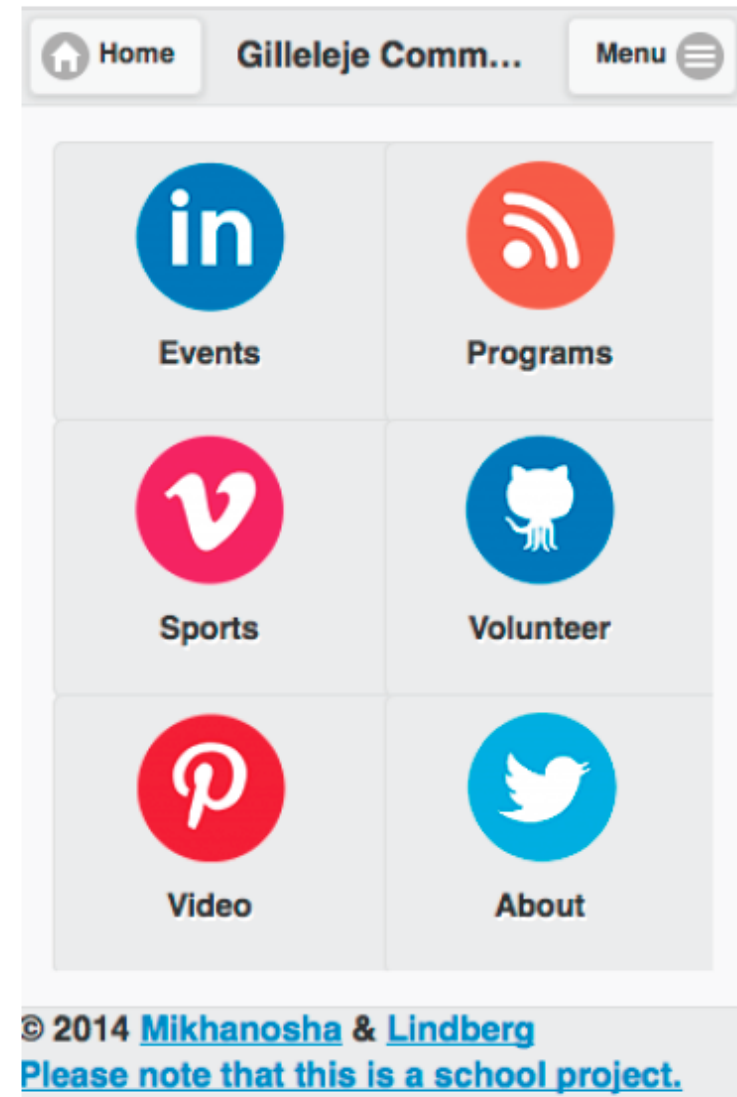
It gives a beautiful overview of the page content.

The green line in the top of the website is used for highlighting the menubar.



Layout

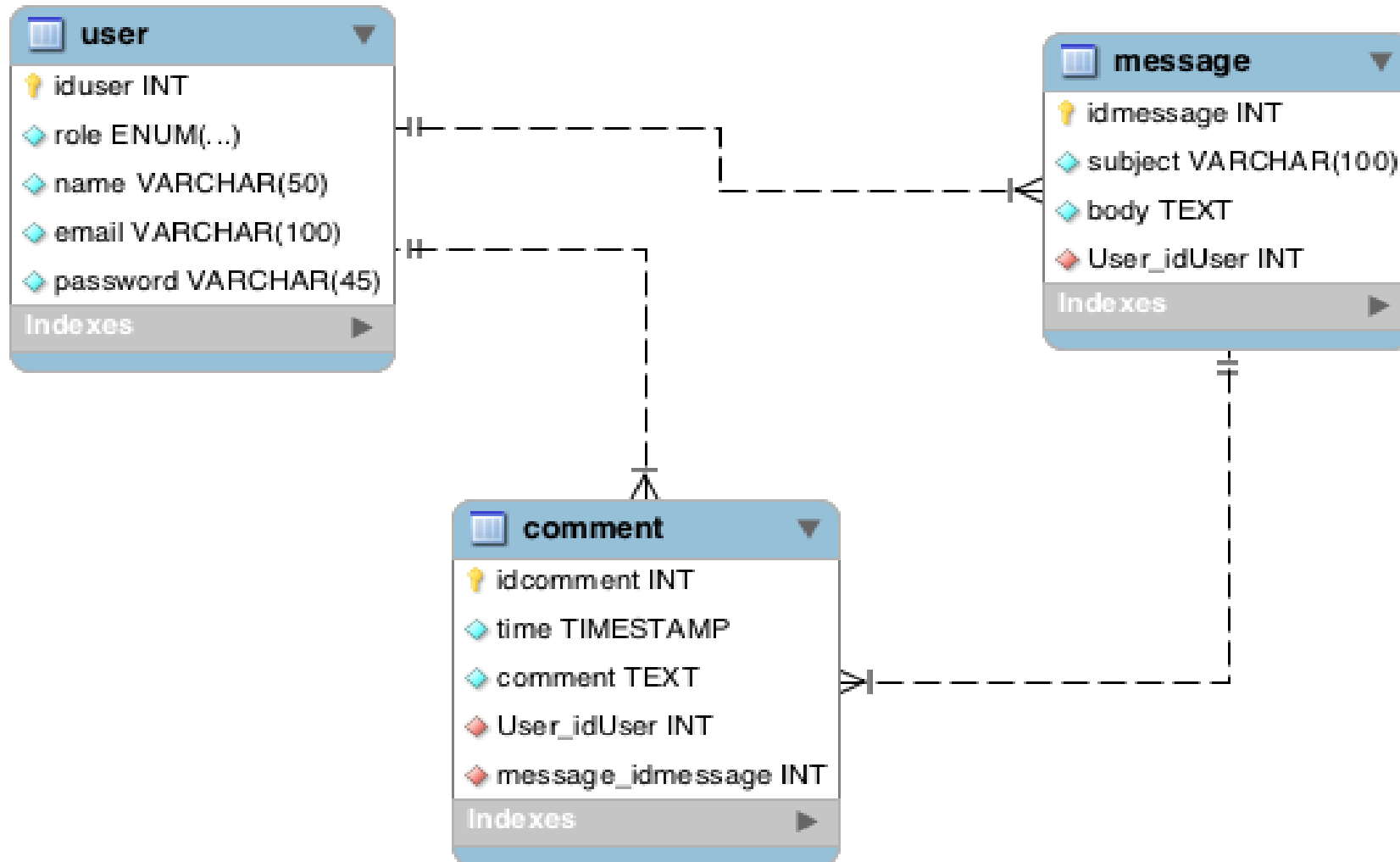
The app is made with a grid system which makes it easy to navigate and get an overview of the different subjects.





Appendix 13

ER model





Appendix 14

Attributes table

ENTITY	ATTRIBUTES	VALUE	NOTES	NUM./ALANUM.
USER	iduser	1 - X	Unique no.	N
	role	user, superuser		AN
	name	a-å	Max character (50)	AN
	email	All characters	Max character (100)	AN
	password	All characters	Max character (45)	AN
MESSAGE				
MESSAGE	idmessage	1 - X	Unique no.	N
	subject	All characters	Max character (100)	AN
	body	All characters		AN
	user_iduser	1 - X	Unique no.	N
COMMENT				
COMMENT	idcomment	1 - X	Unique no.	N
	time	1 - X	Timestamp	N
	comment	All characters		AN
	user_iduser	1 - X	Unique no.	N
	message_idmessage	1 - X	Unique no.	N



CRUD MATRIX

USE CASE	ENTITIES		
	USER	MESSAGE	COMMENT
Registration	C		
Login	R		
Logout	R		
Upload message	C	C	
Remove message	D	D	
Upload comment	C		C
Remove comment	D		D

CRUD

Create

C

Read

R

Update

U

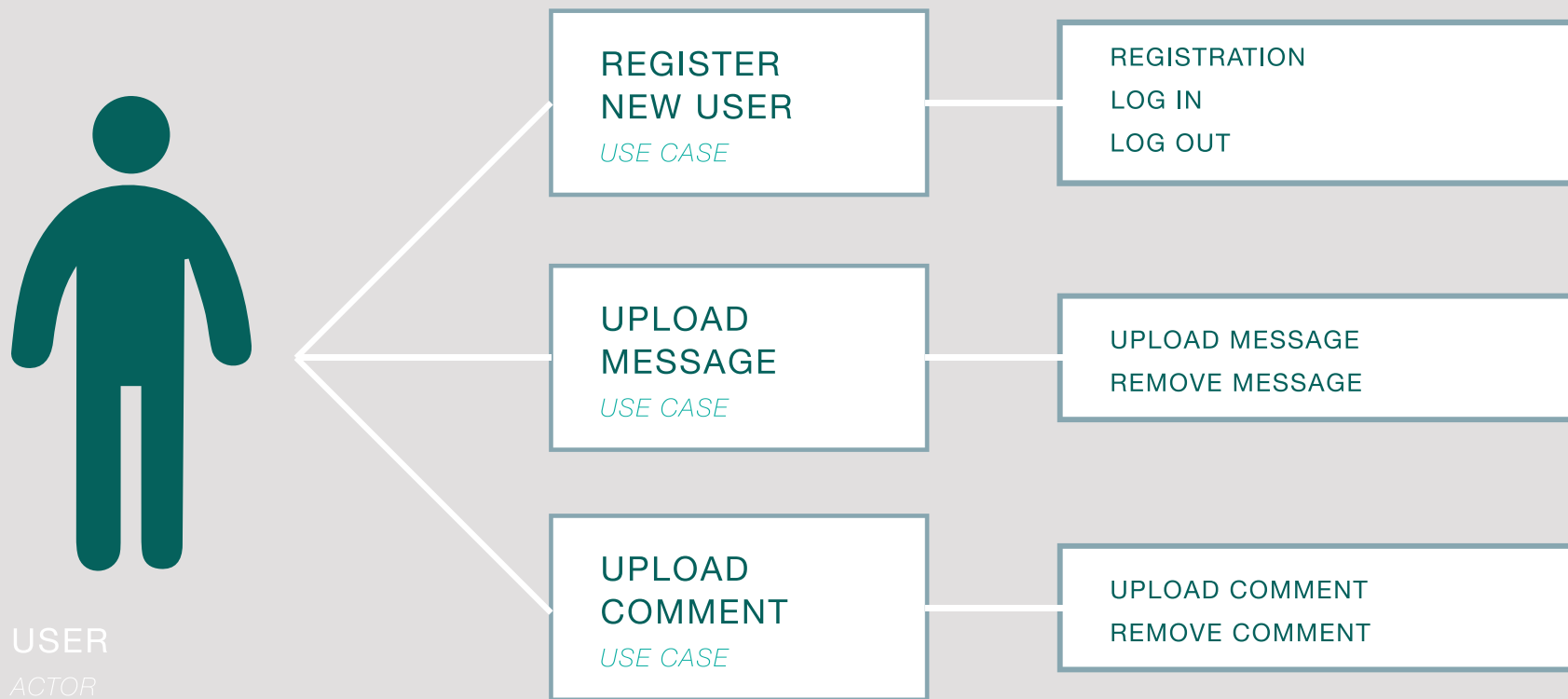
Delete

D



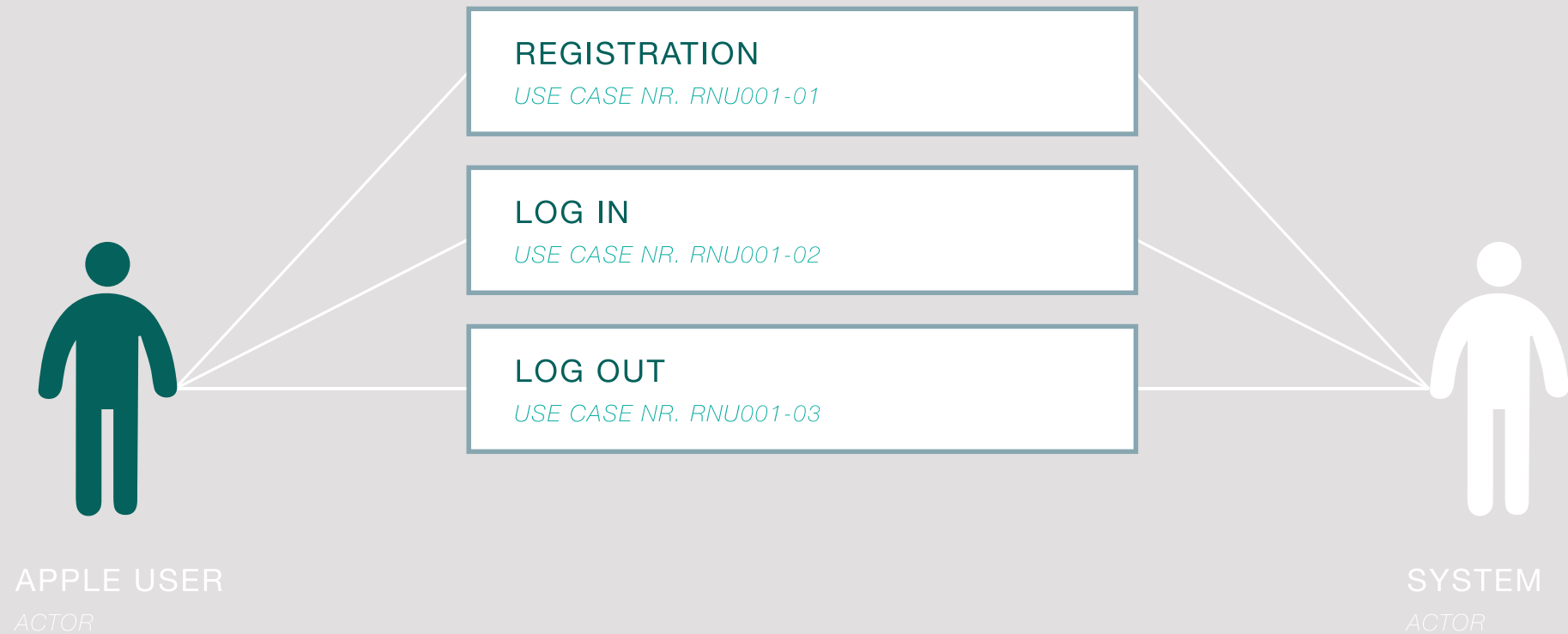
Use Case Diagram

Gilleleje Community Site





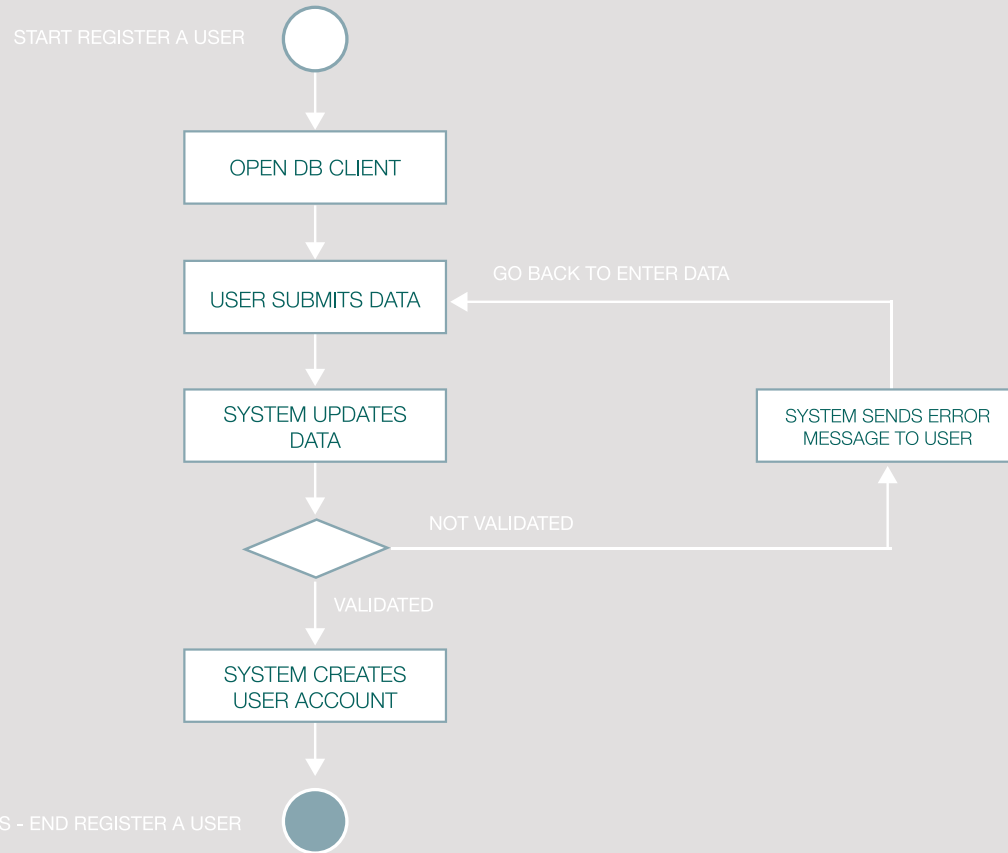
Use Case Diagram for “Register New User”





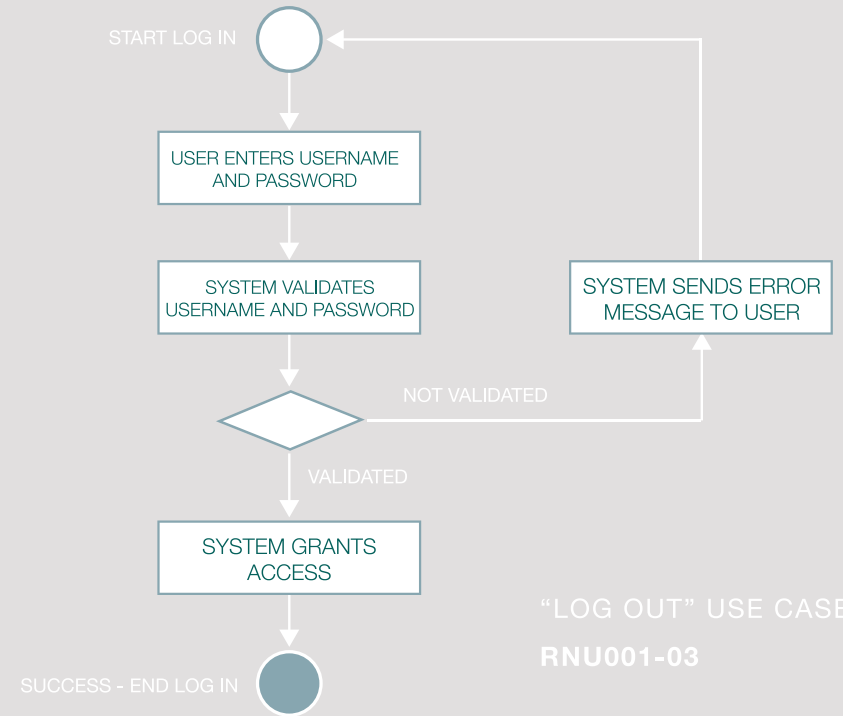
“REGISTRATION” USE CASE

RNU001-01



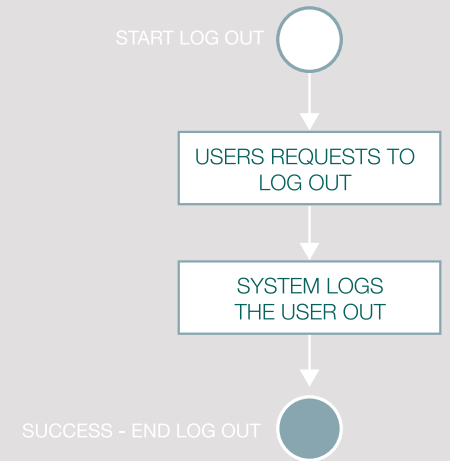
“LOG IN” USE CASE

RNU001-02



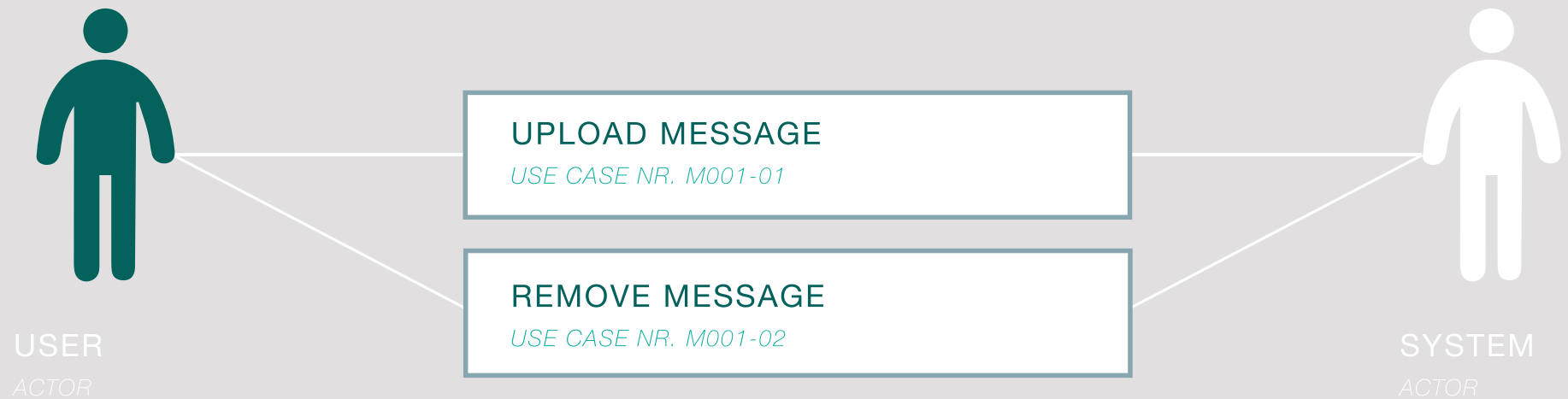
“LOG OUT” USE CASE

RNU001-03





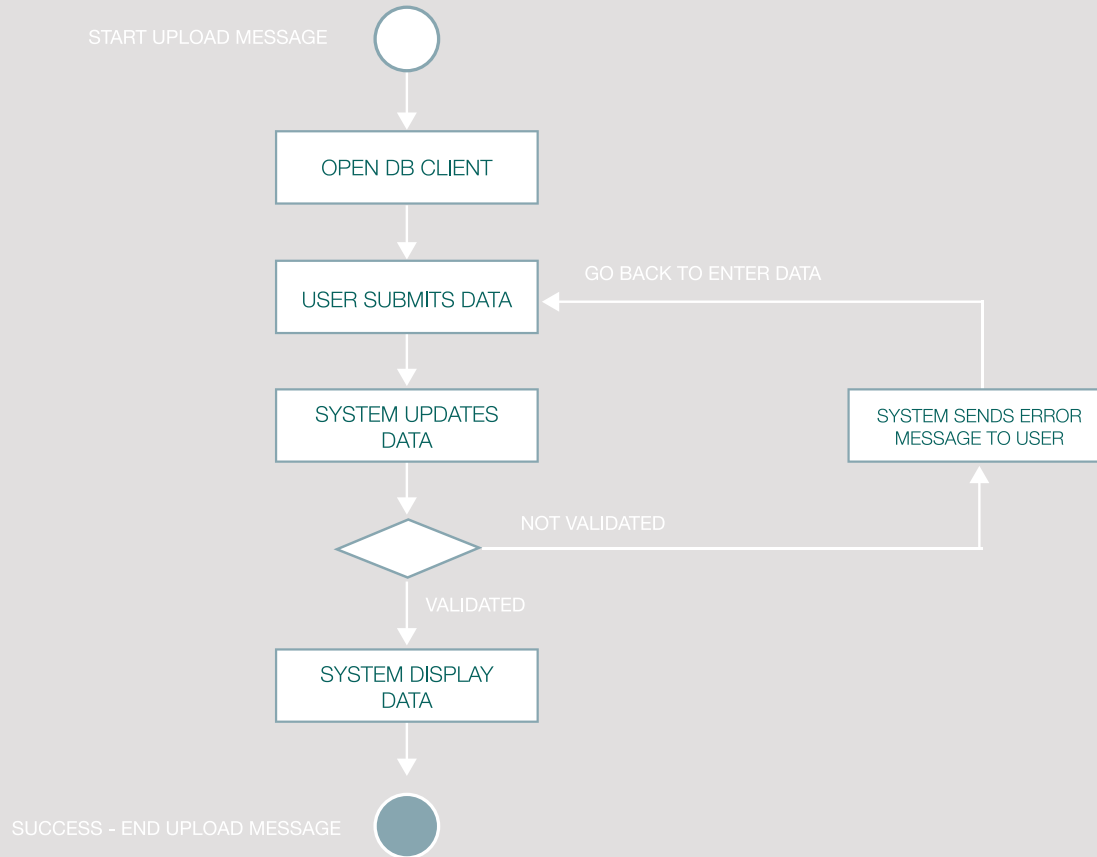
Use Case Diagram for "Upload message"





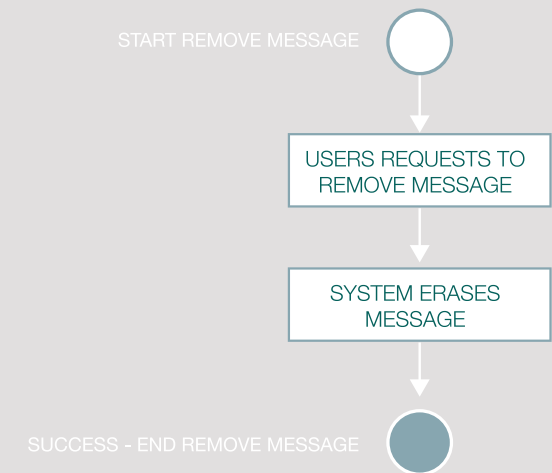
“UPLOAD MESSAGE” USE CASE

M001-01



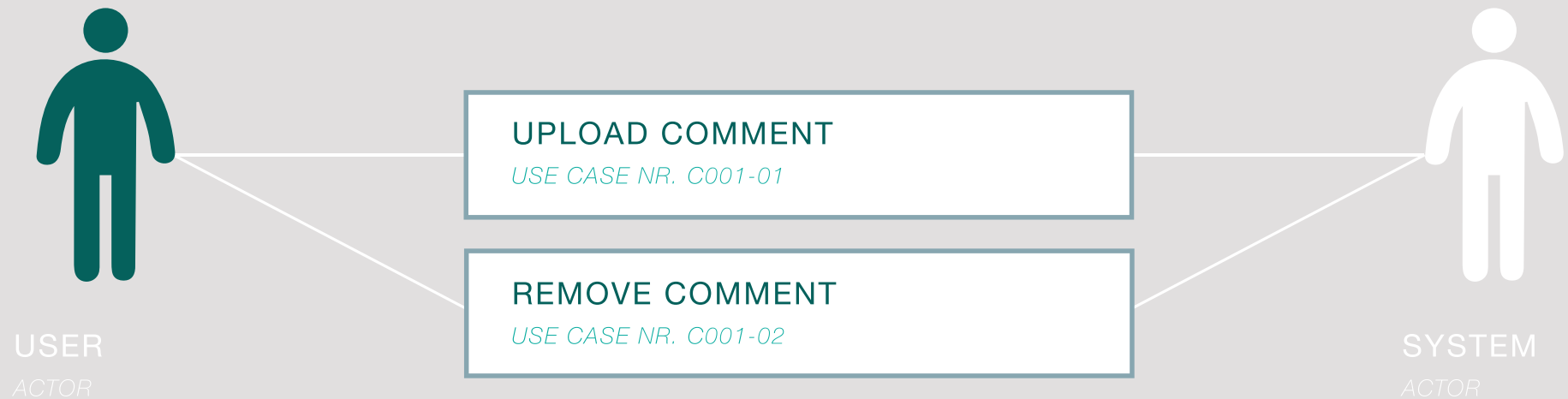
“REMOVE MESSAGE” USE CASE

M001-02





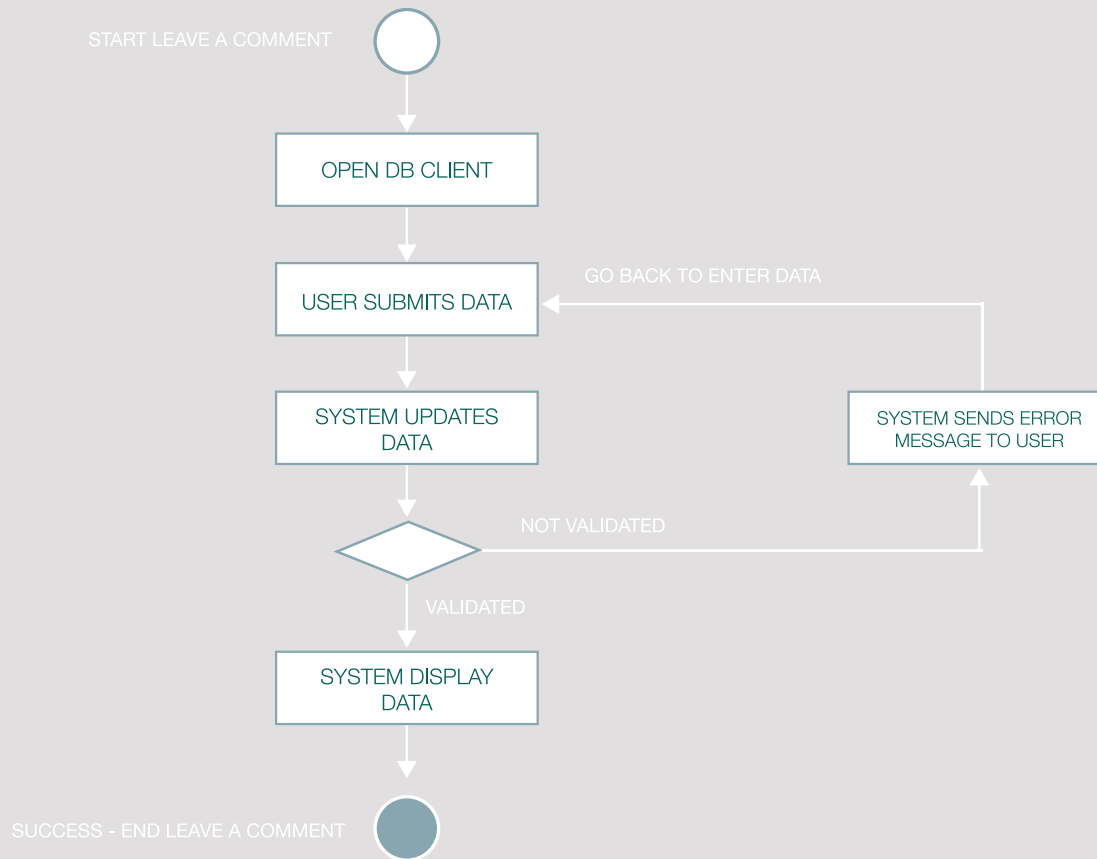
Use Case Diagram for “Comment”





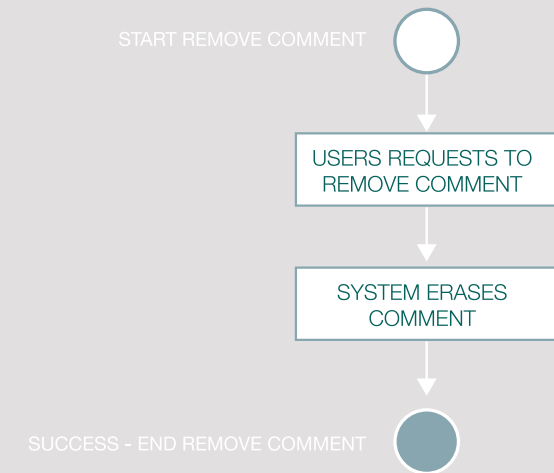
“COMMENT” USE CASE

C001-01



“REMOVE COMMENT” USE CASE

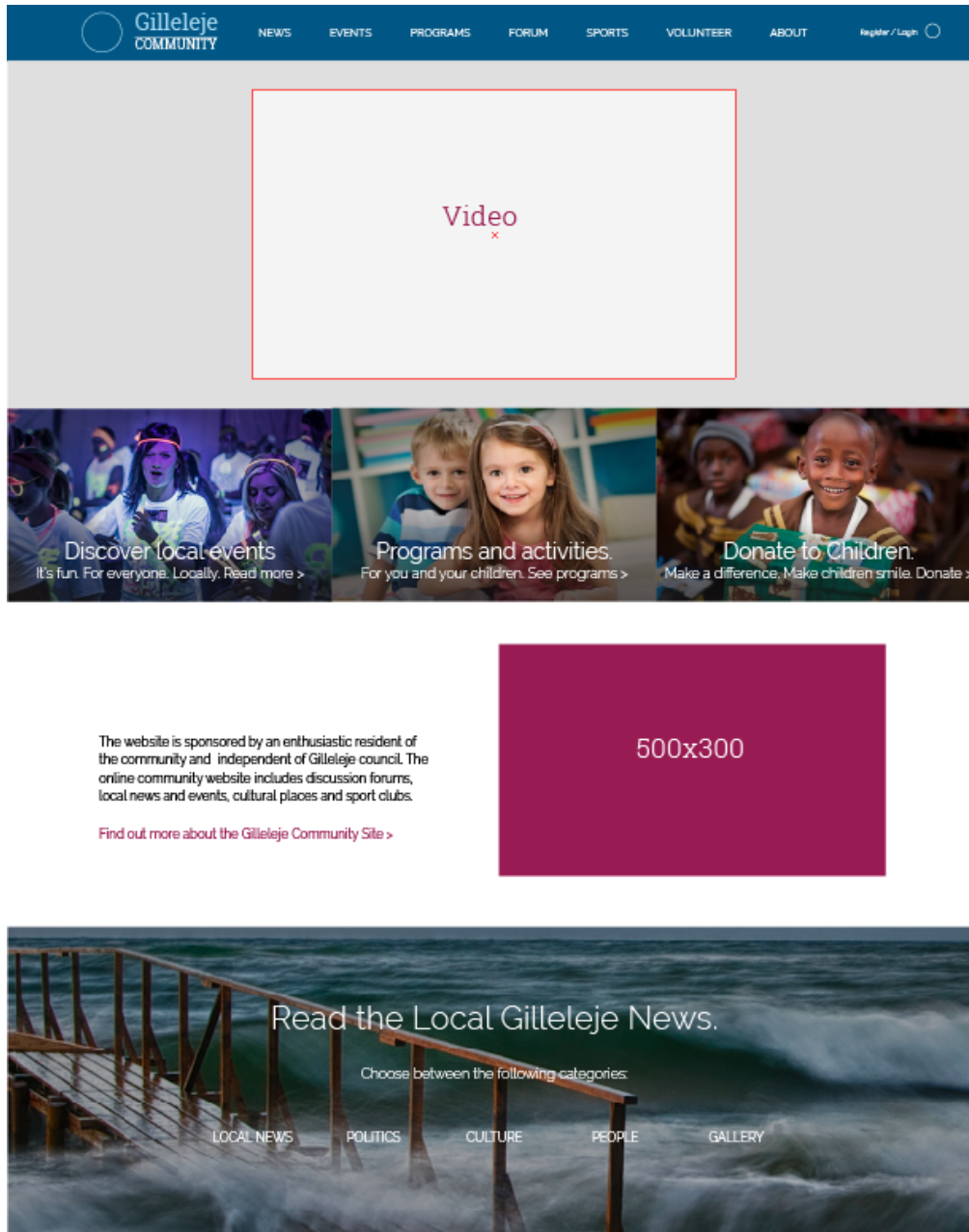
C001-02





Appendix 17

Mock up





Appendix 17

Mock up

Gilleleje COMMUNITY NEWS EVENTS PROGRAMS FORUM SPORTS VOLUNTEER ABOUT Register / Login

POLITICS CULTURE PEOPLE GALLERY

Participate in Gilleleje Community Site launching fest.

Come to the Gilleleje Community Site launching event with lots of positivity, events, competitions and local grilled fish and sausages from Gilleleje area.
Where: Gilleleje harbour
When: January 15th 2015, 14:00
[Find out more about the event >](#)

500x300

Discover local events
It's fun. For everyone. Locally. [Read more >](#)

Programs and activities.
For you and your children. [See programs >](#)

Donate to Children.
Make a difference. Make children smile. [Donate >](#)

Connect with your neighborhood.

The website is sponsored by an enthusiastic resident of the community and independent of Gilleleje council. The online community website includes discussion forums, local news and events, cultural places and sport clubs.

[Find out more about the Gilleleje Community Site >](#)

Connect with your neighborhood.

The website is sponsored by an enthusiastic resident of the community and independent of Gilleleje council. The online community website includes discussion forums, local news and events, cultural places and sport clubs.

[Find out more about the Gilleleje Community Site >](#)

Gilleleje COMMUNITY NEWS EVENTS PROGRAMS FORUM SPORTS VOLUNTEER ABOUT Register / Login

Preschoolers Elementary school Middle school High school Adults Older adults

Join programs, courses and activities.

On this page you can find the programs and activities that interest you. Look around! Explore this website. Check out our Activities Calendar, or come by the Center to see what's going on.

In this area of the site you'll find our programs organized by age group. Elsewhere on the site, you'll find descriptions of many happenings and community resources. If it happens here, we'll help you find it.

Read about different age categories below. Or, Choose your age category above.

Preschoolers

How will you prepare your little ones for success in school, sports and life ahead? enroll them in the Gilleleje Community Center's early Childhood education programs. our facility is a dream come true, with special areas designed for young children, indoors and outdoors.
[See the programs for preschoolers >](#)

High school

Gilleleje community offers a variety of different options for high school learners, from gender-specific programming, employment education to digital media workshops. We're always excited for new teens to join, so please browse our offerings. [Listed below. See the programs for high school students >](#)

Elementary school

We've always offered a home-away-from-home for kids in our after-school program, but with our new facility there's a lot more to explore. our programs and activities enhance how well kids do in school and give them skills and opportunities to make friends and have fun.
[See the programs for preschoolers >](#)

Adults

Gilleleje community sponsors a variety of programs for adults, including some for parents and some for the whole family to attend. Here you'll find workshops and ongoing classes to help you live well and explore your interests. We also provide space for other community activities.
[See the programs for high school students >](#)

Middle school

Gilleleje community offers programs for middle and high school youth designed to enhance their success at school, at home and in the community. We offer opportunities for exercise, relaxation, study and community service.
[See the programs for preschoolers >](#)

Older adults

Gilleleje community serves older adults (60+) with a regular calendar of activities and resources for living well. See old friends and make new ones while you enjoy gentle exercise, delicious meals, favorite games and other programs.
[See the programs for high school students >](#)

About

on the Gilleleje Community site you can read local news, participate in the local events, join interest and sport clubs and much more.

[Find out more >](#)

Contact us

Gilleleje Community site

Havnvej 5
3850 Gilleleje
Denmark

Tel: 20669605
Mail: info@gilleleje.com

Social media

Facebook
Twitter
Instagram

Site menu

News
Events
Programs
Forum
Sports
Volunteer
About

Copyright © Mikhaela & Louise | Please note this is a school project | The Gilleleje Community site project was developed by Olina Mikhaela and Louise Lindberg



Appendix 18

Website coding

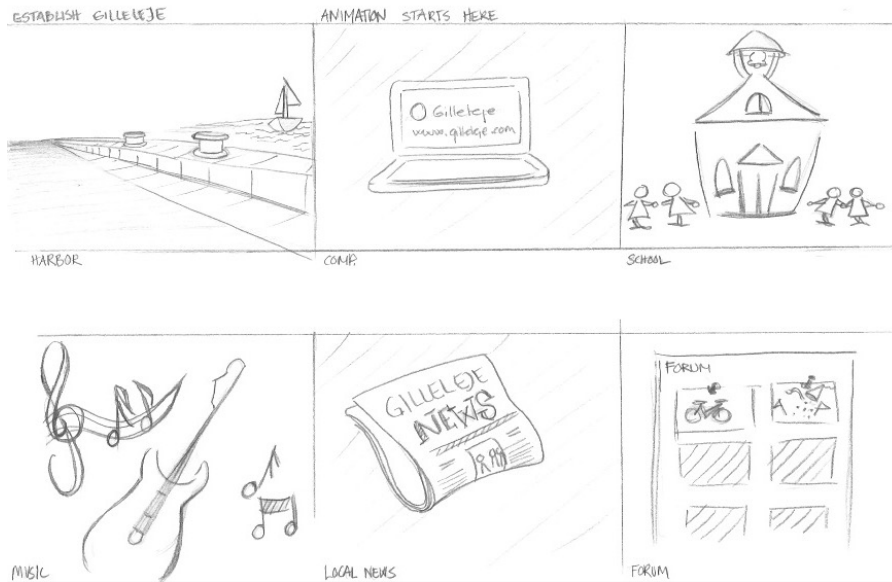




Appendix 19

Story board

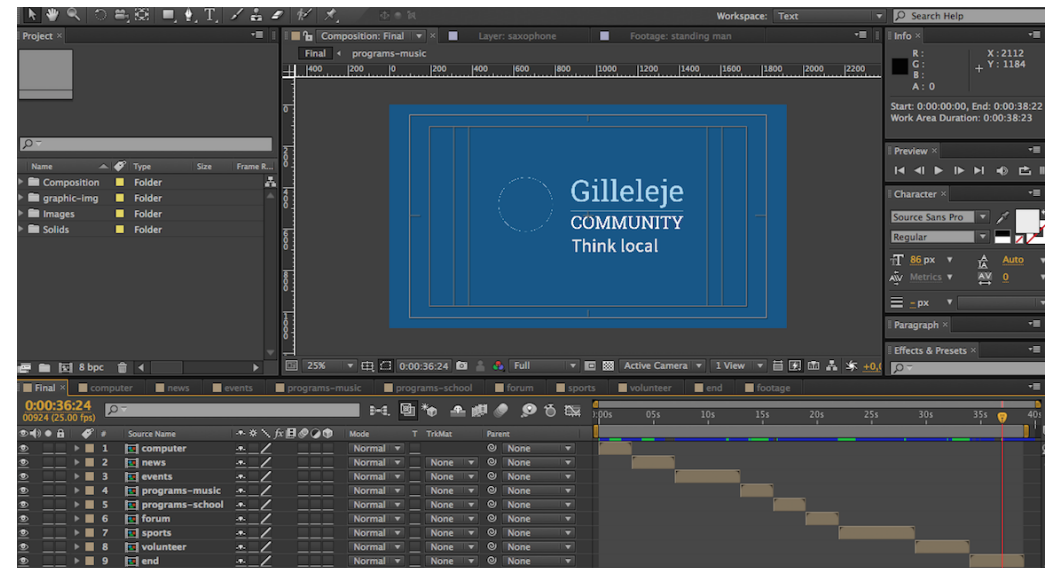
STORYBOARD PART 1



STORYBOARD PART 2.



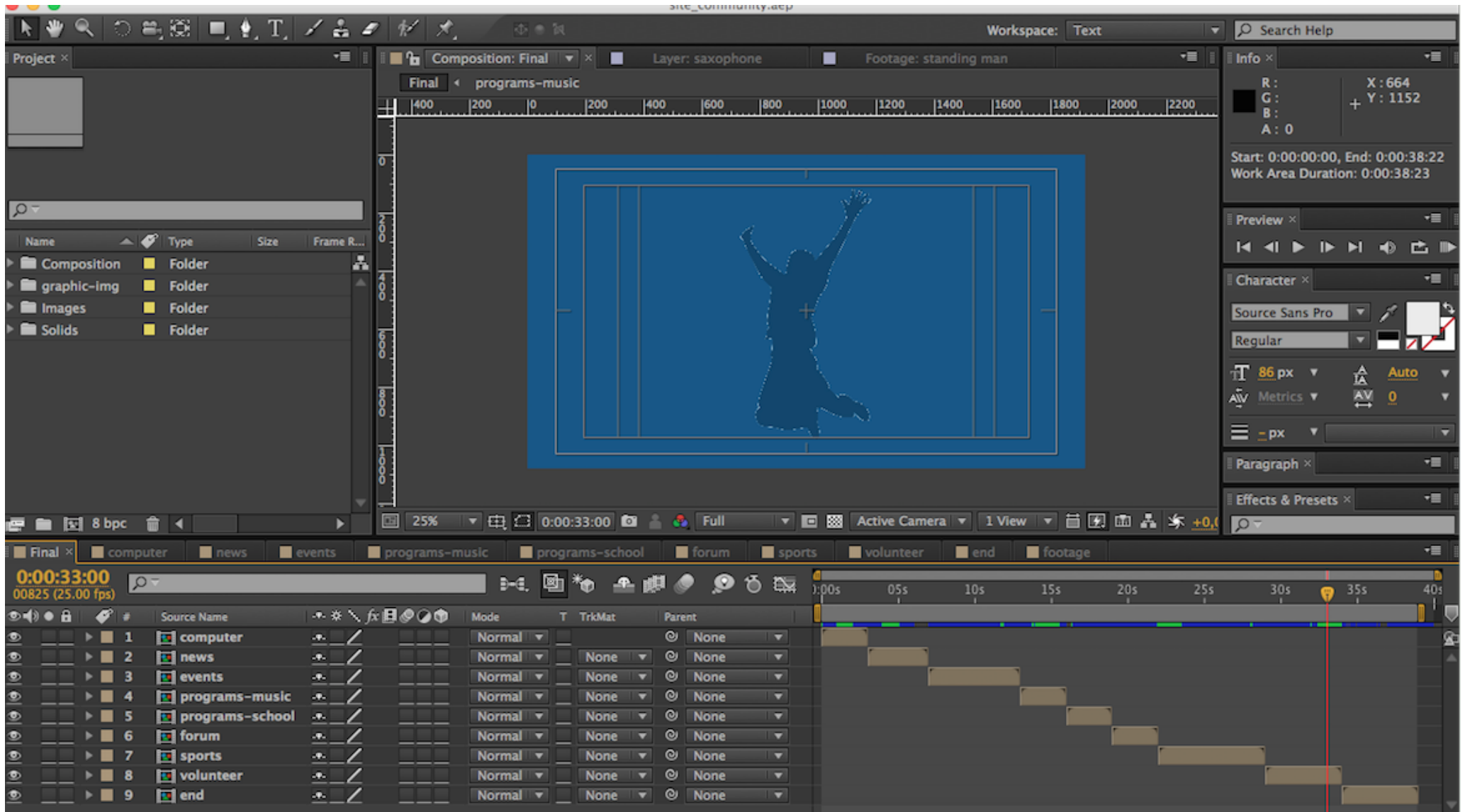
STORYBOARD PART 3





Appendix 20

Video production





Appendix 21

App development

```
index.html x
1 <!DOCTYPE html>
2 <html>
3 <head>
4 <meta charset="utf-8">
5 <title>My first jQuery Mobile code</title>
6 <link rel="stylesheet" type="text/css" href="mainstyle.css">
7 <meta name="viewport" content="width=device-width, initial-scale=1">
8 <link rel="stylesheet" href="http://code.jquery.com/mobile/1.4.5/jquery.mobile-1.4.5.min.css">
9 <script src="http://code.jquery.com/jquery-1.11.1.min.js"></script>
10 <script src="http://code.jquery.com/mobile/1.4.5/jquery.mobile-1.4.5.min.js"></script>
11 <style>
12 th {
13     border-bottom: 1px solid #d6d6d6;
14 }
15
16 tr:nth-child(even) {
17     background: #e9e9e9;
18 }
19 </style>
20 </head>
21 <body>
22
23 <!-- -----
24 HOME PAGE
25 ----- -->
26 <div data-role="page" id="homepage">
27 <!-- SLIDING MENU -->
28 <div data-role="panel" id="myPanel" data-position="right">
29 <h2>Panel Header</h2>
30 <ul data-role="controlgroup" data-type="vertical">
31 <li><a href="#homepage" class="ui-btn">Home</a></li>
32 <li><a href="#events" class="ui-btn">Events</a></li>
33 <li><a href="#programs" class="ui-btn">Programs</a></li>
34 <li><a href="#sports" class="ui-btn">Sports</a></li>
35 <li><a href="#volunteer" class="ui-btn">Volunteer</a></li>
36 <li><a href="#video" class="ui-btn">Video</a></li>
37 <li><a href="#about" class="ui-btn">About</a></li>
38 <li><a href="" class="ui-btn">Go to full website</a></li>
39 </ul>
40 </div>
41 <!-- End SLIDING MENU -->
42 <!-- HEADER -->
43 <div data-role="header">
44 <a href="#homepage" class="ui-btn ui-corner-all ui-shadow ui-icon-home ui-btn-icon-left">Home</a>
45 <h1>Gilleleje Community</h1>
46 <a href="#myPanel" class="ui-btn ui-corner-all ui-shadow ui-icon-bars ui-btn-icon-right">Menu</a>
47 </div>
48 <!-- END HEADER -->
49 <!-- CONTENT -->
50 <div data-role="main" class="ui-content">
51 <!-- MENU CONTAINER -->
52 <div class="ui-grid-a">
53 <!-- FIRST ROW -->
54 <!-- 1st elem -->
```



Appendix 22

PHP code

```
<?php
//SESSION ID
if(session_id() == ""){
    session_start();
}

// Connect to databse
require_once 'db_connection.php';

?>
```

```
<?php
// Header
$page_title = 'Login | Gilleleje Community Site';
require 'top.php';

// Menu
$page = 'forum';
include('menu.php');

// Forum menu
$page = 'all-questions';
include('forum-menu.php');

//Connect to user log in menu
require 'user-menu.php';

?>
<form class="form-1" action="validate-login.php" method="post">
  <h3 class="pink form-desc-text">Login</h3>
  <p class="form-desc-text">Log in to participate in the Gilleleje Community Forum and connect with
  <div class="row"><label for="email"></label></div>
  <div class="row"><input type="text" name="un" placeholder="Email" id="email" maxlength="100"/>
  <div class="row"><label for="email"></label></div>
  <div class="row"><input type="password" placeholder="Password" name="pw" id="password" /></div>
  <div class="row"><input type="submit" name="btn" value="Login" id="btn" /></div>
  <p id="errorMsg"></p>
</form>


<?php
// Footer
require 'bottom.php';

?>
```

```
<?php
//SESSION ID
if(session_id() == ""){
    session_start();
}

// SESSION
session_unset(); // remove all session variables
session_destroy(); // destroy the session

// Header
$page_title = 'Log out | Gilleleje Community Site';
require 'top.php';

// Menu
$page = 'forum';
include('menu.php');

?>
<div class="full-background">
<?php
// Forum menu
$page = 'all-questions';
include('forum-menu.php');

?>
<div class="thank-you-for-reg logged-out">
  <h3 class="pink">You are logged out</h3>
  <p>We hope to see you soon again.</p>
  <p>Gilleleje Community Site is here for you.</p>
</div><!-- /.thank-you-for-reg -->

</div><!-- /.full-background -->

<?php
// Footer
require 'bottom.php';

?>

// SHOW COMMENTS
$sql = 'SELECT comment.idcomment, comment.time, comment.comment, comment.user_iduser, comment.message_idmes;
FROM comment, user
WHERE user.iduser = comment.user_iduser
and message_idmessage = ?';
$stmt = $link->prepare($sql);
$stmt->bind_param('i', $article); // "i" is a format string, where "i" means integer
$stmt->execute();
$stmt->bind_result($idcomment, $time, $comment, $user_iduser, $idm, $u_name);
while($stmt->fetch()){
    echo '
        <div class="wide-container white-back">
          <div class="forum-overview-container">
            <div class="c-right-column top-dotted-border">
              <div class="c-column-contents">
                <h2 class="green">Answered by ' . $u_name . '</h2>
                
                <p class="nc-p com_body">' . $comment . '</p>
                <div class="c-info">The comment was posted ' . $time . '</div>
              </div> <!-- /.c-column-contents -->
            </div> <!-- /.c-right-column -->
          </div>
        ';
    if($user_iduser === $_SESSION['uid'] or $_SESSION['role'] === 'superuser'){ ?>
      <form action="delete_comment.php" method="get">
        <input type="hidden" name="idm" value="<?=$idm ?>"/>
        <input type="hidden" name="idcomment" value="<?=$idcomment ?>"/>
        <input type="image" src="delete.jpg" name="submit" id="delete-btn" />
      </form>
    }
  </div><!-- /.forums-overview-container -->
</div> <!-- /.wide-container -->

<?php }
}
```



Appendix 22

PHP code

```
// UPLOAD COMMENT FORM ?>
<?PHP
if(empty($_SESSION['uid'])) { ?>
    <div class="com-out">
        <p>Sorry, you need to log in to participate in Gilleleje Forum.</p>
        <p>Please <a href="sign_up.php">Sign up</a> or <a href="login.php">Login</a> to proceed.</p>
    </div><!-- /.com-out -->
    <form class="form-1 comment-form" action="<?php echo $_SERVER['PHP_SELF']; ?>" method="get">
        <h3 class="pink">Add a comment</h3>
        <input type="hidden" value="<?php echo $user_iduser ?>" name="user_iduser">
        <input type="hidden" value="<?php echo $idm ?>" name="idm">
        <div class="row"><label for="idcomment"></label></div>
        <div><textarea rows="4" cols="50" name="comment" id="comment"></textarea></div>
        <div class="row"><input id="btn" type="hidden" name="btn_com" value="Send" /></div>
        <p id="errorMsg"></p>
    </form>
    <?php
}
else {
    ?>
    <form class="form-1 comment-form" action="<?php echo $_SERVER['PHP_SELF']; ?>" method="get">
        <h3 class="pink">Add a comment</h3>
        <input type="hidden" value="<?php echo $user_iduser ?>" name="user_iduser">
        <input type="hidden" value="<?php echo $idm ?>" name="idm">
        <div class="row"><label for="idcomment"></label></div>
        <div><textarea rows="4" cols="50" name="comment" id="comment"></textarea></div>
        <div class="row"><input id="btn" type="submit" name="btn_com" value="Send" /></div>
        <p id="errorMsg"></p>
    </form>
    <?php
}
}
```

```
<?php
// SESSION ID
if(session_id() == ""){
    session_start();
}
// Connect to databse
require_once 'db_connection.php';

$id = $_GET['id'];

//Delete comment
$idc = filter_input(INPUT_GET, 'idcomment');

if ($_SESSION['role'] == 'superuser'){
    $sql = 'DELETE FROM comment
    WHERE comment.idcomment=?';
    $stmt = $link->prepare($sql);
    $stmt->bind_param('i', $idc);
    $stmt->execute();
}
else {
    $sql = 'DELETE FROM comment
    WHERE comment.idcomment = ?';
    $stmt = $link->prepare($sql);
    $stmt->bind_param('i', $idc);
    $stmt->execute();
}

header("Location:show_message.php?idm=".$id);

?>
```

```
<?php
//Session ID
if(session_id() == ""){
    session_start();
}
// Connect to database
require_once 'db_connection.php';

// LOG IN
// SELECT EMAIL AND PASSWORD
$sun = filter_input(INPUT_POST, 'un') or die(header('Location:login.php'));
$pw = filter_input(INPUT_POST, 'pw') or die(header('Location:login.php'));

$sql = 'select iduser, role from user where email = ? and password = ?'; // insert
$stmt = $link->prepare($sql);
$stmt->bind_param('ss', $sun, $pw);
$stmt->bind_result($uid, $role);
$stmt->execute();

if ($stmt->fetch()){ // login success
    $_SESSION['uid'] = $uid;
    $_SESSION['username'] = $sun;
    $_SESSION['role'] = $role;
}

//Write: log in failed if the iduser is empty
if (empty($_SESSION['uid'])) { // login failed
    header('Location:login.php');
}
else { // login success
    header('Location:forum.php');
}

?>
```

```
<?php
// SESSION ID
if(session_id() == ""){
    session_start();
}
// Connect to databse
require_once 'db_connection.php';

// INSERT NEW USER
$email = filter_input(INPUT_POST, 'email', FILTER_VALIDATE_EMAIL);
$role = filter_input(INPUT_POST, 'role');
$name = filter_input(INPUT_POST, 'name');
$password = filter_input(INPUT_POST, 'password');

$sql = "INSERT INTO user (role, name, email, password) VALUES(?,?,?,?)";
$stmt = $link->prepare($sql);
$stmt->bind_param('ssss', $role, $name, $email, $password);
$stmt->execute();

?>
```



Gilleleje

COMMUNITY