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PG Plate Project  
Specification  
Document

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Group 3

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# Project Description

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Our team was asked to create a mobile interface for a new food blog website with Post Gazette called PG Plate. It was to be optimized for the Apple iPad specifically. Utilizing information known and gathered about mobile devices and designing for them, we compiled a list of desired qualities a design should have.

## Layout and Design

Optimizing a web site for mobile use requires overcoming some challenges. The biggest challenge we faced involved the size of links and objects that users would wish to tap on. On a computer, the need for space is a lot more generous, and links can be small and still be accessible with a mouse. However, on a mobile device, it is much more difficult to space objects in accordance with a wide variety of differences in finger size. Therefore, we approached the design with a more mobile-friendly approach. Navigation was given a generous amount of room and the usage of tabs was integrated into the design to allow a broader area to tap in.

One initial area of debate was the navigation system. Drop down menus did not work as well on a mobile device as a computer, but were optimal for spacing issues. Full displayed link navigation, such as the navigation seen on the bottom of the Post Gazette Website, caused problems with space as well. Ultimately the use of tabbed browsing was decided upon, utilizing enough spacing for finger tapping as well as creating an aesthetic design appeal.

For navigating the website using articles and topics found on individual category pages, we created a large box for the navigation to be tap-able.

## Social Networking

Included on the top and bottom portions of every page is a link to various social networking sites that PG Plate would be associated with. Our suggestions are to have: a Facebook account for updates, video postings, potential gaming aspects as well as sharing popular recipes; a Twitter account to share recipes and videos; and a YouTube account for video cooking tutorials, and guest chef videos. We also recommend having a Pinterest account for easy recipe sharing. We recommend allowing users to add their various social networking accounts to PGPlate, allowing them to share recipes to their followers on their social networking sites. This can all be managed within their PG Plate account and they will be able to choose which accounts they share a recipe with. This allows for further exposure of PG Plate.

## Gaming Aspect

Users who sign up for a PG Plate account can participate in the gaming aspect of PG Plate. This would include getting points and “leveling up” for various activities around the website. Actions such as sharing a recipe, adding it to their recipe box, posting a recipe, adding suggestions to improve a posted recipe can all accumulate points. These points can then be exchanged for items in the PG Plate store, or even give them access to special content depending on their “level”. Having a leaderboard will also encourage friendly competition and more sharing and exposure to PG Plate.

## Design Specifications

HTML 5  
CSS 3  
Two Column Layout  
Grid

### Body:

Width: 960px  
Background Color: White  
Font-Family: Helvetica, Arial, sans-serif  
Shadow box: 0px 0px 10px 0px #666666  
Position: Relative

### Header:

H1  
Size: Height 186px, Width 268px  
Logo: Vector Image created by team member Vanessa

### Navigation Bar:

Height 58px  
Border: 2px Solid #ca0505  
Font-size: 1.4 em  
CSS 3 Gradient  
Images - hover

### Sub Navigation Bar:

Color: #ec0202  
Font-Size .8em  
Position: Absolute

### Main Body:

Width: 630px  
Background Color: White #fff  
H2: Color #c80606, 1.4 em, italic

Bottom Border

### Right Column Navigation:

h2

Height: 43px

Padding: 10px, 0, 0, 10px

Font-Style: italic

Font-Size: 1.4em

Border: 1px, solid, #d3d3d3

Background Color: #f7f7f7

Hover Color: #c80606

### Footer:

Width: 960px

Min-Height: 233px

Background Color: CSS 3 Gradient 0%,#ec0202; 20%#e20202; 72%#b60202; 100%#c95e5e

## Usability Testing

6 Participants 4 Females(Ages 26, 54, 23, 45) 2 Males (26, 46)

- 3 Regular iPad users
- 3 Have some experience with iPad

Each Participant was asked to perform 5 tasks on an iPad.

One of the tasks was to find a recipe for Barbeque Ribs. Most Participants searched through the options in the navigation bar to find the recipe. Two of the participants would prefer the option of using the search box.

The one task that all participants failed was locating the Kitchen Mailbox. Most participants were searching for an icon on the homepage that looked like mailbox. Some looked for it under the community tab.

Most participants naturally felt comfortable holding the iPad in portrait as opposed to landscape. When asked which they prefer most felt indifferent about the orientation but still returned it to portrait to complete the tasks.

The response to the design was positive. Comments were made about the large photos on the pages. There was also positive response to the logo and color scheme. Some suggestions made were toning down the brightness of the red in the navigation.

None of the users seemed to experience any difficulty clicking on the links or confused by what were links or not. Participants said their eyes were first drawn to the photographs on the pages

and agreed that professional photographs increased their interest and made the food items look appetizing and richer in taste.

The participants were asked if they were use PG Plate. Most agreed they would check it out to see what it offered. A few of the female participants compared it to Pinterest and said they would use it if it allowed for sharing the items among social networks.

Participants were asked if there was a charge for PG Plate would they pay for. Most explained why they would not pay for PG Plate. However two brought up the idea that if having full access to the site's functionality meant a couple dollars more to their Post Gazette subscription they would add it on.

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