

Final

Thesis Report.



MANU SANTHOSH KUMAR

**MA WEB DESIGN & CONTENT
PLANNING**

CONTENTS

1

CONCEPT

Elevator pitch

The Problem

The value proposition

SWOT

Business & Cultural Context

Research

2

PLANNING

Commodity

Firmness

Delight

3

PROTOTYPE

4

IMPLEMENTATION

Front-end implementation

Back-end implementation

Social media implementation

5

ANALYSIS

Site performance

6

CONCLUSION

PHASE 1- CONCEPT

Elevator Pitch

A skateboarding tutorial website to teach beginners who would like to learn skateboarding. Skateboarding is an action sport that has its roots in the United States and involves riding a skateboard and pulling off tricks. It is also a form of art, a career in the entertainment business, and a mode of transportation.

Over the years, numerous skateboarders have shaped and inspired skateboarding. According to a 2009 report, there are 11.08 million skateboarders in the world who are actively using the sport, which generates an estimated \$4.8 billion in annual revenue. It was announced in 2016 that both male and female skateboarding teams would compete in the Tokyo 2020 Summer Olympics.

I have no idea about skateboarding. When I was a child, I used to watch a lot of cartoons and was amazed by the fact that many of my favourite characters skateboard and looked very cool. As years passed it has been one of my desires to learn to ride a skateboard. I come from Kerala, the southernmost of India where skateboarding was not popular, and still, now it has not created an impact on anyone. I want to learn and teach people who do want to learn to skateboard and teach myself to always try things that I was longing to learn.

On this website, I will teach people how to skateboard and show my journey as a beginner and a skateboarder. In this way I can show my users what not to do and what to do while learning skateboarding. Most importantly the beginners could relate to and understand the same problems that I am facing at the same time.

The Problem

Through this website, I can show everyone that you can start to learn what you always wanted to learn, and this website can give you the confidence that you always wanted. In skateboarding people usually google or search tutorials for learning. But most of the tutorial videos shown on youtube are from very experienced skateboarders. Youtube can also be distracting most of the time with advertisements and showing relative videos and the user ends up losing their focus from the main objective. Many websites provide tutorial videos for beginners and intermediate skateboarders but most of the websites need a paid subscription for accessing many videos. The problem with this is that people who want to learn for fun may not like to pay for learning.

I come from Kerala, the southern part of India. Although skateboarding has been practised for a while in India, the first skate park wasn't constructed until 2003. From that point forward, skateboarding grew in popularity, which prompted the construction of over 12 skate parks. India has skate parks scattered over the North, East, South, and West, similar to the United States. The first skating club in Kerala was founded by SISP in 2015 under the name Kovalam Skate Club. No school, no skating is the motto of the Kovalam Skate Club, which is a SISP initiative to encourage kids to study and stay off the streets. When the sea is rough and surfing is prohibited during the monsoon, many kids used to skip school in the past. One of the motivations behind starting the skating club was that. Residents are encouraged to send their girl children to school via outdoor ramps and skating. Through this website, I can also encourage people in India, especially people from Kerala, and teach them the basics and make skateboarding popular.

The value proposition

This website aims to showcase the journey of a beginner learning, struggling, falling, and also enjoying the feeling of accomplishment from every progress. This website provides tutorial videos for beginners as well as many featured videos without any paid subscription or advertisements. The other uniqueness of this website is that the users can witness my journey of myself as a beginner learning skateboarding at the age of 29.

There are some popular notions that people can only learn something new at a young age and can be good at it. In this case, people usually do not try to do new things because they are comfortable in their space and do not want to waste their time and energy. The truth is anyone can learn anything at any age and can be good at what they do. Through this website, I am making an example of my journey as a beginner in skateboarding that you can learn skateboarding at any age.

The most important proposition that I can make is that I can help teach people from Kerala who choose roller skates rather than skateboards. This is mainly because of the ignorance of skateboarding. Currently, I am focusing on longboard freestyle dancing. It is a new category in skateboarding that is not popular in India. Compared to skateboarding the tricks are less dangerous and can be easily learned because the longboard decks are long and wide.

SWOT

Strength

This website is driven by my passion and defined by my personality. My learning journey as a beginner in skateboarding will create inspiration for people who want to try skateboarding at any age. The content that the website provides is free and without any advertisements. The websites that already

exist are administered by experts who learned skateboarding when they were young and have 20 to 10 years of experience. I have no prior experience in skateboarding and learning on my own and teaching the users the struggles that I have facing right now and give possible solutions to users.

Weakness

There are many websites in which tutorials are taught by experienced skateboarders. As a beginner I might make mistakes in the journey of being a skateboarder. The website will lack advanced tutorials as of now because the learning curve is steep. In the future I might be able to post advanced tutorials. At first I thought of collecting videos from different established youtube video tutorials and linking them to my website and organising them so that the users could easily identify and learn in simple steps. But later my tutors pointed out that the website will lack original content if I follow through with that strategy. They also suggested that creating original content is integral to contribute towards the authenticity of the website.

Opportunities

The website can create awareness among the people of Kerala and can learn from the website as there are no websites in Kerala that teach tutorial videos for skateboarding and longboard freestyle dancing. There are only a few youtube channels that show skateboarding videos and no videos of longboarding in the regional language of Kerala which is Malayalam. There are plenty of opportunities in skateboarding as there is a shortage of good content in this region and can be a pioneer website in the case of teaching longboard freestyle dancing. This can also help in making skateboarding and longboarding popular in Kerala and can lead to more skateparks in the near future.

Threats

One of the major threats that skateboarding in the regional demographic is the lack of skate shops. Some websites provide skateboards and decathlon but sometimes the quality of the skateboards has to be compromised. As of now dancing longboards are not available in Kerala and even in India may be because of the reason that people are not aware of the longboarding sport. Another major reason is that the pavements and roads are not suitable for skateboarding in Kerala and India. Even cycling paths are not found on the roads of Kerala and due to this many accidents are reported throughout India.

Business and Cultural Context

Over the last few years, a lot of the western action sports like parkouring , surfing, roller skating, bmx freestyling, etc. have gained popularity in Kerala due to the advent of social media and easy access to the internet. Anyway, skateboarding has not gained enough traction among the people in Kerala despite a lot of youngsters are interested in it. This is partially because of the lack of enough skateboarding parks (as I have mentioned above, there is only one skateboarding park in Kerala) to develop skateboarding into a community sport.

Secondly, the initiatives taken by skateboarding enthusiasts in the region to promote the sport have not been efficient enough. For example, the mediocre content published by the native skateboarders in social media fails to evoke interest in the sport among the public.

Skatepanda is an initiative that aspires to become the pioneer in promoting skateboarding and longboarding in the region of Kerala by providing quality content to its users. The content featuring my journey through all stages from being a beginner in skateboarding to gradually improving my skills without ever losing interest is unique and relatable for the target audience. Even though the content is primarily made in the regional language, i.e Malayalam and content will also be produced in English, further enhancing the relatability.

Research

Cognate Websites

www.brailleskateboarding.world

This is a very good website made by famous skateboarders from the United State of America. The website comes with a full package, all you want for learning skateboarding like skateboards, skate shoes, skate clothes, etc. But the problem with this website is that the basic package for beginners to learn skateboarding is 49 pounds. Every video package on this website is paid for. The language used in this website is only English and only focuses on Western parts of the world.

www.goskate.com

Goskate is a unique website that helps to find the user where to find skateparks in the regions near you. The main feature of the website is that it helps the users to find skateboarding instructors near your locality. The problem in the website is that the user has to pay the instructor. Here the demographic is limited and no instructors are found in any parts of India.

www.skateboardgb.org

On this website, the content mainly features illustrations and write-ups of skateboarding tutorials. Many users will find it difficult to understand the writeups as it does not describe the problems faced by skateboarding while they start to skateboard. The website looks like an instruction manual for teaching a person to skateboard.

Non-cognate Websites

www.skatingpanda.com

skatingpanda.com which can create confusion while on the internet while searching for skatepanda is not of much threat as it is a consultancy website that focuses on enabling organisations to affect sustainable positive change through a potent mix of critical thinking, creativity, and communications. This website is not even remotely have the same or similar content that skatepanda as this is a tutorial website.

PHASE 2- PLANNING

Commodity

Target Audience

My target audience is 18-40 years old and in the age group above 25 people who do not want to get hurt. I am 29 years old, and I want to learn a skill without breaking my arm or leg. After thorough research my target audience was narrowed down to people in India and especially from Kerala, the southern part of India where skateboarding and longboarding are not popular. As a beginner in skateboarding, I am also a potential user and I can relate to the problems and needs that the users desire, but problems vary from person to person.

The challenge was to find out the common problems, common needs, and pain points the users felt. To understand the challenges of my users I used quantitative and qualitative data collection. Qualitative data collection answers to "how" and "why" which includes conducting interviews with focus groups, and quantitative data collection answers to "what", "how many" or "who" which includes assessments/tests and surveys. I had created interview questions to understand the problems of people when they start to skateboard and how I can help them to rectify these problems.

Inspiration

My inspirations for this website are mainly three people Atita Vergese, Aunty Skates and Lena Salmi.

Atita Vergese is India's first female pro skateboarder. Atita Verghese borrowed a skateboard when she rode it for the first time. The board had been lent to her by a male friend. According to her, the act of kindness helped her find her way to a historic career as the first professional female skateboarder in India. "That moment I experienced was amazing," the author said. "I felt like nothing existed outside of that skate park."

She helped co-found Girl Skate India in 2015, a project that offers seminars to connect Indian skateboarders and teach girls how to skate while also advancing gender equality.

The group planned an all-female four-city skate tour, the first in India, at the end of 2015 with 12 skaters from nine different nations, with the goal of empowering poor girls all throughout the nation.

Source: CNN International - Breaking News, US News, World News and Video

Aunty Skates or Oorbee Roy is a 46-year-old mother of two from Toronto, but once she's on a skateboard in traditional Indian dress, she becomes the social media sensation known as Aunty Skates. Roy started skateboarding only three years ago, but it has quickly become a passion that she says has made her a better parent in addition to a TikTok star known for her uplifting presence. "As a 46-year-old woman who gets into a bowl and skates in a sari, I want people to know that you can do anything you want," "Be kind to yourself and follow those dreams. Do that thing you thought it was too late to do. Do the thing that makes you happy. Aunty believes in you." It's not every day you see a 40-something mom in a traditional South Asian dress dropping in at your local skatepark, but it has been therapeutic for Roy.

Source: Latest News, Videos & Guest Interviews from the Today Show on NBC / TODAY

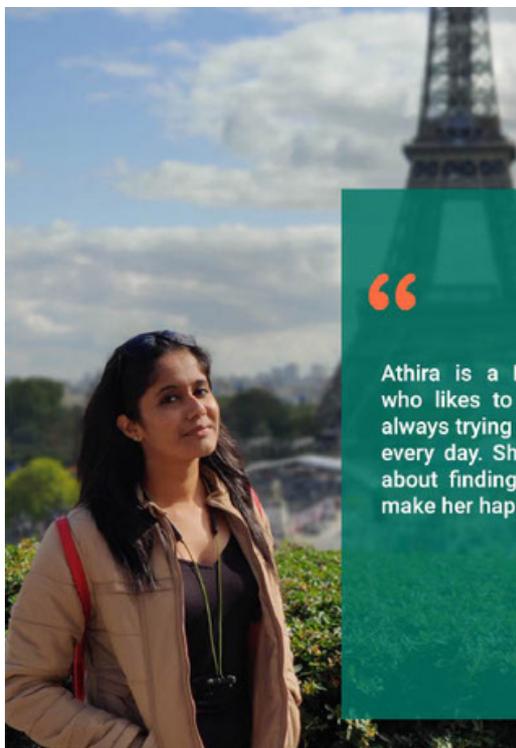
Lena Salmi is a 64-year-old Helsinki native has only been skateboarding for three years, but her fearless and fun approach is something to be envied. An admin of the Very Old Skateboarders Facebook group, Lena is utilising social media to network with others who share her unique hobby across the globe. We caught up with Lena whilst she was in London checking out the "Gallery of Groups" exhibition that celebrates the weird and wonderful world of unusual Facebook groups, just like the one she is part of.

Source: Sk8 All

User Persona

User Personas are made-up characters that you develop based on your research to represent various user types who might utilise your service, product, website, or brand similarly. I created some User Personas which are of the same demographic area, but they have different ages and professions. I redefined the problem as I went further with the research and pinpointed exactly what the user needed. Then I had to write down multiple problem statements and redefine and rewrite my problem statements over again. To do that I used the common method How might we? How might I provide tutorial content which is not boring? How might I encourage people to start skateboarding? How might I provide an easy tutorial so that everyone can understand and follow it?

Group-1



ATHIRA SIVADAS

AGE	28
LOCATION	KERALA
EDUCATION	MBA, ENGINEERING IN ELECTRONICS & COMMUNICATION
JOB	BUSINESS CONSULTANT

GOAL

TO TRY SKATEBOARDING
TO HAVE FUN WHILE LEARNING TO SKATEBOARD
TO SET AN EXAMPLE FOR HER NIECES AND OTHER YOUNG GIRLS

PAIN

NOT COMMON PRACTICE TO SKATEBOARD.
NOT MANY COACHES.

“

Athira is a Business Consultant who likes to travel a lot. She is always trying to do something new every day. She is very passionate about finding out the things that make her happy.

Group-2



DEVI NANDHANA

AGE 12
LOCATION KERALA, INDIA
EDUCATION 7TH GRADE
JOB NIL

“

Devi is a beautiful 12-year-old little girl. She is very enthusiastic to learn what she can. She always wants to be the best in everything she does.

GOAL

TO BE THE BEST IN SKATEBOARDING
TO COMPETE FOR COMPETITION
TO HAVE FUN

PAIN

DO NOT HAVE SKATEBOARDING PARKS NEAR BY
NOT MANY PEOPLE ARE SUPPORTIVE
FEW COACHES

Group-3



VIVEK CHANDRAN

AGE 30
LOCATION KERALA, INDIA
EDUCATION MD SURGERY, MBBS
JOB SURGEON

“

Vivek has a busy life as a doctor but he always find time to be productive with sports and others. He wants to explore more games and sports and have fun.

GOAL

TO HAVE FUN
TO EXPLORE NEW GAMES

PAIN

DO NOT HAVE TIME FOR CLASSES BECAUSE OF BUSY WORK LIFE
NOT MANY SKATEPARKS
NO TIME TO GO THROUGH ALL VIDEOS ON YOUTUBE

User Journey

Scenario

Athira Sivadas, the 28-year-old corporate employee, loves to learn new things and find out what things that make her happy. Only by trying out new things in life can one find out what they like. She is aware of skateboarding and wants to learn through an online platform.

Expectation

She is looking for websites which show her step-to-step process of learning skateboarding. What kind of skateboards should she consider buying and how to learn skateboarding without breaking a leg.

She will also be comfortable with videos which are of the same demographic problem that she might face as a beginner.

The User journey

She will reach the skatepanda website either through search engines like google, yahoo, and duckduckgo or through social media websites such as youtube or Instagram. On the landing page of the website, there is a welcome video to show the user what the website is actually about. She can easily navigate through the website with ease as the user flow is very well constructed. Some videos are given in the home and can go to the video page with the view more button. The tutorial videos can also be watched by clicking full-screen mode.

Information Architecture

Information architecture (IA) aims to organise, arrange, and categorise content in a useful and permanent way. Users should receive assistance in locating information and completing tasks. To achieve this, you must know how the various components fit together to create the overall image and how various elements interact with one another inside the system.

IA aims to assist users in understanding where they are, what they have discovered, their surroundings, and what to anticipate. As a result, the information architecture of skatepanda's content strategy informs user interface and interaction design by determining the content or video choice and by contributing in the wireframing and prototype stages.

The first part of the information architecture is the main navigation which gives the user what they hope to find. On this website, the navigation has clear sections which will direct the user to the content that the user can visit. The main navigation has five pages from which the user can choose where to go. The landing page will give an idea to the user a clear idea of the content. As the user scrolls down to the landing page there is a dedicated beginner video section and a featured video section. From there the user can go to the videos page by clicking on the view more button. In the future, the main navigation can be categorised into subcategories as a drop-down menu so that it does not feel crowded in the video categories. There can also be a search bar in the head section which can be very accessible to find what the user is searching for on this website. As of now, there is no need for such a search bar because there is not much content.

Firmness

Front-end technology

This website was created using HTML5 to take advantage of the new tags and structure that standardisation has brought about and to make it future-proof. <section>, <article>, <header> and <nav> are new HTML5 elements that improve the document's semantic value. HTML5 has a lot of new syntactical features, like the ability to use SVG files and the <audio>, <video> and <canvas> elements. With these new features, it will be extremely simple to add multimedia and graphical content to my website without using Flash or third-party plugins.

In this website I have used CSS3 with HTML to create and format content structure. Colours, font characteristics, text alignments, background images, graphics, tables, etc. are controlled by CSS3. With fixed, absolute, and relative values, it allows for the positioning of numerous items.

I have used javascript to add a popup or modal effect to the images on the gallery page. If the user is using a mobile device it is hard to see the details of the image so on this page modal effect is used. For the modal effect to work a javascript script is to be added.

Back-end technology

I have used PHP and Mysql as the back-end technologies for this website. The PHP programming language has been around for more than 20 years and has established a reputation for being a solid and reliable solution, winning over a huge following. PHP is quite easy to render with the UI technologies such as HTML, CSS, and javascript. It is easy to connect with database technologies like Mysql servers. In my project PHP acts as a mediator between UI technologies and is easy to communicate with the database. Primarily I choose to work with a Content Management System such as WordPress but on this website, there are database operations, so it is better to work with PHP rather than WordPress.

Content Management System or not?

As of now, my website does not have a content management system because the majority of the content is only videos. For the website, I have used a database to create tables for different types of videos. As of now, the database contains three sets of tables that have featured videos, tutorial videos, and my journey as a skateboarder. In the future the stories page and the gallery page will be added to the database and a content management system interface will be created. Now there is no need for a content management system because only the link to videos are given to the database table.

Hosting

The domain skatepanda.com was available but the cost of the domain was very high. The domain name was delivered by name cheap which is one of the websites for buying the domain and hosting a website. The cost of skatepanda.com was 1600 pounds sterling per year which was not affordable for me as there was no source to generate revenue generated from the website. The next best option was to buy skatepanda.co which was auctioned for 7.12 pound sterling per year which was a really good deal. The domain name skatepanda.co was purchased.

Our tutor suggested that choosing the domain name and hosting plan from the same website is not an ideal thing to do. If the server of a hosting website crashes we can transfer the domain from a different website and host the domain on a different platform. If the domain and hosting platform is from the same website the domain name cannot be transferred because the server of the whole website is down.

While considering hosting platforms the names of websites that came first were siteground, godaddy, hostinger, and clook. The hosting platform that was chosen was hostinger. The excellent hosting and adaptability of Hostinger contribute to its popularity. For both new users and website scaling, it supports a wide range of use scenarios. It's one of the most economical choices you'll find from a hosting provider with such a good reputation, with

such a good reputation, with plans starting at just 1.99 pounds sterling per month. Every website wants to have a quick load time since hosting providers have quick load times. Visitors won't stay on your website if they have to wait for stuff to load. Many individuals are unwilling to wait for a website to load for more than a few seconds.

I choose Hostinger as the hosting platform for skatepanda. The subtotal amount for Premium Web Hosting was £122.28 and got a discount of 80 percent so the Total price for the web hosting was only £28.66.

The specification for the premium web hosting platform was 100 websites, 100 GB SSD storage, free email, Unlimited free SSL, unlimited bandwidth, and many more. With this premium web hosting there was a free SSL Certificate Activation, Cloudflare CDN and a free domain name. The domain name was given as skatepanda.co.uk. The domain skatepanda.co was used to make a wordpress website alternating to learn wordpress and the skatepanda.co.uk was used for the major project without a content management system. In future, this domain can be used as a parked domain.

A parked domain is a registered domain name that is not connected to an online service, such as email hosting or website hosting. To put it another way, it is a domain name that was purchased but is not active at the moment. Instead, it is "parked" for later use. A parked domain may direct visitors to the same website as another, more noticeable domain name. In this case, the parked domain is referred to as the "alias domain" of the parent domain.

Content Creation

Content creation is the most difficult step in the development of skatepanda. The content has to be original and authentic and engaging as users may not leave after 10 seconds of the video. As a beginner to skateboarding and video content creating it was very challenging. The learning curve was very hard, and I still have a lot to learn in the field of video editing and cinematography. With the help of a friend, I had the advantage of a second person behind the camera as well as on the camera, so I do not need to shoot on my own with a tripod. It also gives the advantage of different camera perspectives and different angles. In video creation, action cameras are more reliable compared

to normal cameras. This led me to GoPro 10 Black which gave the videos outstanding stabilisation and clear videos. For the project, both iPhone and GoPro were used. The post-production of the videos was very difficult as it was shot at 4k 60fps. While rendering the videos the time consumed was enormous. In the backend side of video post-production, the software used to edit was Adobe Premiere Pro as I was familiar with adobe software. But the familiarity was not a boom, it was not very beginner friendly. After editing a few videos, it was very difficult to use advanced features like colour grading and logo animation.

Animations and video fusions are usually done in adobe after effects. I found an alternate video editor which is as good as adobe premiere pro and completely free. I used Davinci Resolve 18, which is developed by Black magic. Davinci Resolve is very beginner friendly and the tutorial videos for this software can be found on many websites and on youtube. Many content creators use Davinci Resolve for content creation. The learning of advanced effects such as colour grading is hard to learn but can be learned in the future. Primarily video segments are divided into for beginners(tutorials for beginners), featured videos (travel vlogs, skateboarding vlogs, interviews from experienced skateboarders, teaching live tutorials teaching beginners), and my journey (the path of becoming a skateboarder). The segment will be renamed Learn with Skate Panda and Explore with Skatepanda. They will be uploaded to Youtube on the channel Skatepanda. To divert the traffic from youtube to the website the videos posted will be marked as unlisted. The advantage of marking the video unlisted is that no one can find and watch the videos without the youtube link of the videos.

The gallery page of the website showcases the beautiful memories of the skateboarding journey of skatepanda. I always loved to take videos and photos and edit the images. The images are edited and coloured using adobe lightroom.

Promotion tools and SEO

The main tool for the promotion of the website is social media. Social websites such as Instagram and YouTube are nowadays widely used for promotions and advertisements due to the fast-growing accessibility to the internet. I have created a YouTube channel skatepanda and an Instagram handle to promote traffic to the website. The YouTube channel will contain short videos called YouTube shots to catch the attention of YouTube users and eventually lead them to the skatepanda YouTube channel which has some featured videos and an introduction video about the website. This website's Instagram handle is named `_skatepanda_`. Here a lot of attractive Instagram reels and photos from the websites to get maximum reach for the website. After attaining some followers on the Instagram account, the YouTube channel will be promoted through this account through Instagram stories and reels. The practice of enhancing a website's technical configuration, content value, and link popularity is defined as search engine optimization or SEO. This makes a website's pages more accessible, relevant to user search queries, and well-liked by people in general. Because of this, SEO boosts these websites' positions in search results.

Search engine optimization (SEO) is the practice of positioning your website to show up higher on a search engine results page (SERP) to attract more traffic (SEO). It is customary to strive for a position on the first page of Google results for the search terms that are most significant to your target audience. As a result, knowing the technical specifics of how to set up your website is just as crucial to SEO as comprehending the desires and demands of your audience. Search Engine Optimisation can be improved by creating quality and authoritative content is the number one driver for SEO on the website. There is no substitute for great content, so I have to improve the content quality and learn from every video content that I post on skatepadna. Quality content created specifically intended increases site traffic, which improves the website's authority and relevance.

Delight

The Brand identity

“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s goods or services as distinct from those of other sellers” (American Marketing Association).

In the case of my website, it should define a personality. Here the website has the personality of its creator. When we consider brands like nike, amazon we should think of them as a person and identify key words that define their personality.

The keywords suitable for the website are :

Determination

Energy

Kind

Helpful

Fun

Stylistic

The and group the answers in different columns. From these steps the name that I created were:

Getonaboard

Skatelite

Skatepanda

The best name was Skatepanda because my target audience can relate to pandas as a fun and cute creature. Above that the animal panda represents qualities that define this website.

Nurturing Yourself And Others Around You: This is the sole purpose of this website. To teach me and others around me who want to learn skateboarding.

Humour And Playfulness: Anything that we are trying to learn should be fun and should make us happy. While presenting the video tutorial I liked to be humorous and playful as much as possible. Majority of the people can connect to humour more quickly.

Calmness And Patience: While learning a task we should keep patience to make the most out of what we learn.

Slow Progress: Pandas favour gradual development and advancement. Whatever the work, they complete it slowly and unhurriedly. It's noteworthy to note that pandas are adamant about finishing the task successfully, regardless of the pace.

Logo

Logos influence our decisions, communicate and represent brand values, and are often full of meaning. When we look around we see a lot of logos and count 10 logos with ease and they are embedded in our culture and way of life.

Why are logos important? When you think of a firm, the logo is frequently the first thing that comes to mind, whether it's the iconic golden arches of a well-known fast food chain or the apple with the bite taken out of it from one of my favourite technological companies.

On my website, I wanted to make a logo with a panda and skateboard. The first logos I made as shown as here:



I took a picture of my first skateboard i.e., a cruiser longboard and traced the image of the and made a form of the skateboard and inserted the text inside the traced outline of the image. The feedback that I got was that the balance is off and the text must be the most noticeable element in the logo I created. So the bold stroke on the skateboard works fine as a graphic element but does not work well when combined with the typography. It drowns the element out too much. My tutor helped to eliminate the mistakes and tweaked my logo to make it perfect.



Logo-mobile



Main Logo

Color

Primary colour palette

I took a picture of my first skateboard i.e., a cruiser longboard and traced the image of the and made a form of the skateboard and inserted the text inside the traced outline of the image. The feedback that I got was that the balance is off and the text must be the most noticeable element in the logo I created. So the bold stroke on the skateboard works fine as a graphic element but does not work well when combined with the typography. It drowns the element out too much. My tutor helped to eliminate the mistakes and tweaked my logo to make it perfect.



#ffd833



#000000

Secondary colour palette

I chose lighter colours for my website because the secondary palette aims to support foundation photos and content. The plan is to use accent colours from the primary colour wheel in a 35% volume. Background colours will be primarily used from the secondary palette. After vigorous mixing and matching tests, I've narrowed down the secondary palette to a single colour given below. This is primarily due to the need for my target audience to instantly recognise and relate to it.



#fdf8d1

Typography

Abril Fatface

For the majority of the headings on this page, I used Abril Fatface. The most complete edition of the family application Abril includes 18 designs for all Display and Textual content uses, and Abril Fatface is one of those designs. The website's titling weights, which are undeniably a contemporary update of traditional Didone typefaces, exhibit both neutrality and powerful presence to capture readers' attention with a reasonable amount of stress from its curves, gorgeous colour, and significant contrast.

Roboto

Roboto, a family of sans-serif typefaces designed by Google, is the operating system's default font. Roboto offers 16 different weights in addition to ligatures, small capitals, and lowercase numbers. I have used almost four different weights from the roboto family.

Images

The images that I used on this website are taken from stock image platforms like freepik.com and pixels.com. In further advancements, the stock images will be removed, and original images will be uploaded and replaced the stock images. On this website, I have used bright and vibrant images to give the user the feeling of energy and adventure. The images used for the gallery page are authentic and original. I have tried to use responsive images with an src set but for the gallery page on my website, it is not practical to implement responsive images because in the future this page will have a content management system and to upload an image there should be at least corresponding three images for every single image.

In the next step, I would use WebP format instead of png format. Without sacrificing image quality, WebP often achieves an average of 30% greater compression than JPEG and JPEG 2000. (see Comparative Study). In essence, the WebP format promises to produce smaller, better-looking photos that can

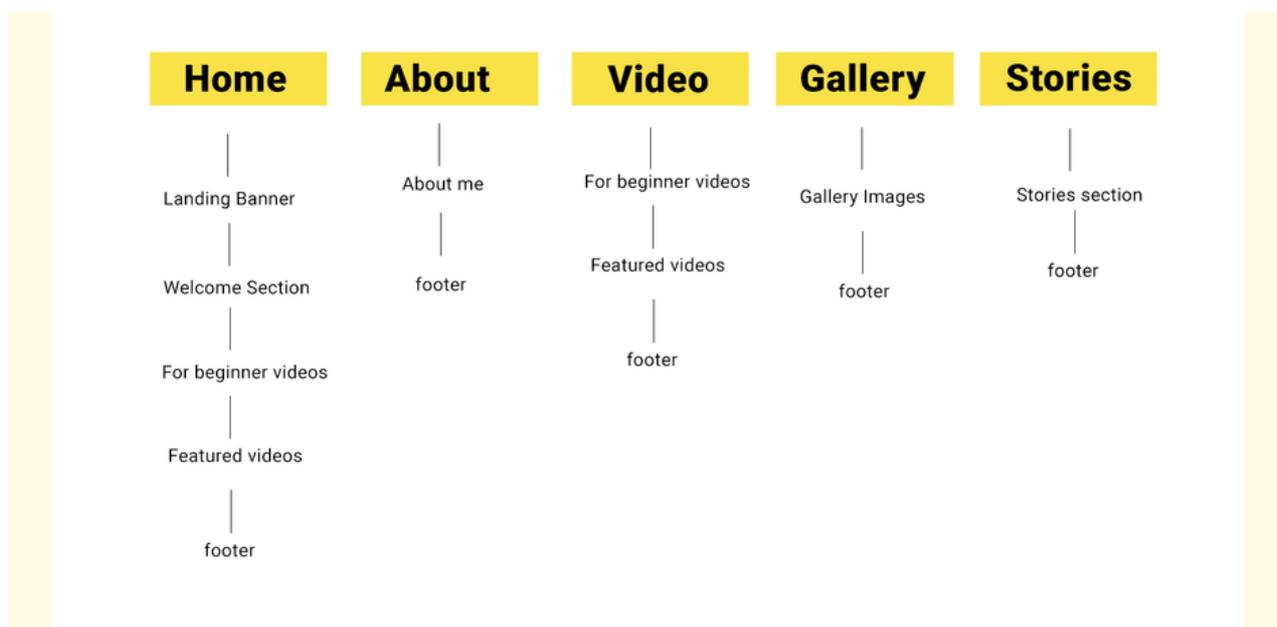
contribute to the web's speed. WebP has a 97% market share across web browsers as of 2022. Google Chrome, Safari, Firefox, Edge, and Opera are among them. WebP images are now frequently supported by graphics programmes like Photoshop and CMSs like Webflow.

In order to load the images for faster there is an attribute called lazy loading. Lazy loading is the practise of identifying resources as non-blocking (non-critical) and loading them only when required. It is a technique for shortening the rendering path, which speeds up the loading of pages. While using the application, lazy loading often occurs when users scroll or navigate, though it can happen at any time.

Layout

Skatepanda's vivid, lively, yet still straightforward and user-friendly design is the outcome of in-depth user research and creative input. The skatepanda's components have all been thoughtfully positioned so that users may manoeuvre about it without a problem while taking into account their needs and potential pain points. The content is presented conveniently.

Site-map

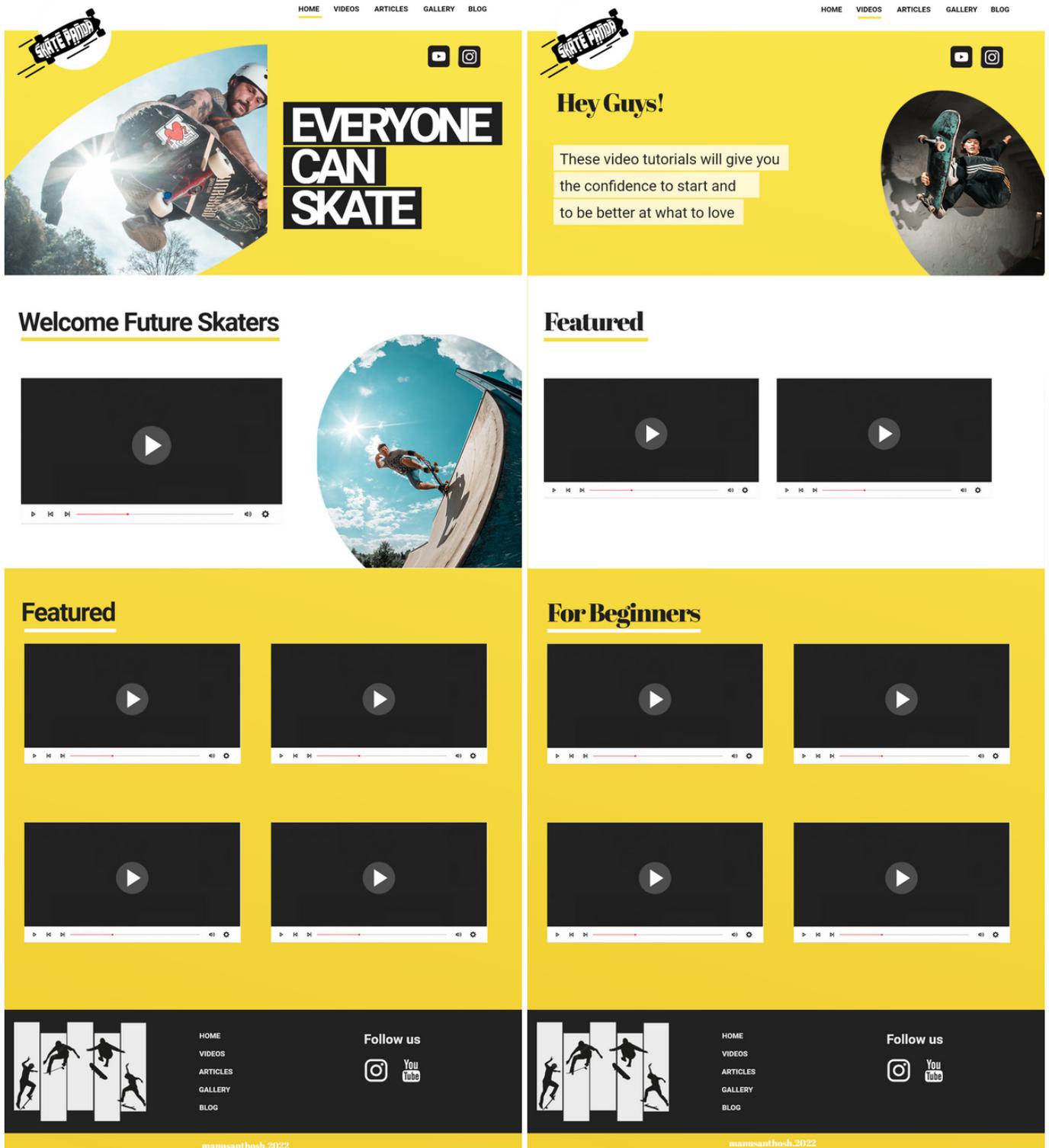


Wireframes

The wireframe is simple and organised. Each element is precisely positioned where it fits. The user might never get bored and can always concentrate on their tutorial videos without experiencing any eye strain. The website should be attractive and should first attract the user's eye. Skateboarding is an attractive sport and looks very cool and adventurous. The website should also contain the aspects and aesthetics of skateboarding as well as the personality of the creator ' a beginner '.

PHASE 3- PROTOTYPE

The initial prototype worked well and received favourable reviews. The wireframe's implementation was straightforward in terms of design. I was pleased with how the simulation turned out after using Adobe XD to make it.



PHASE 4- IMPLEMENTATION

The first before the implementation was to prepare the design of the website and to create a prototype. The advantage of creating a prototype design is that the step by step process of the implementation of the website is easy and simple. Each element such as images, icons, fonts and content is available in the prototype and just have to convert them into a code.

Content implementation or making the was the hardest part. It was incredibly difficult for me to create video content as a novice skateboarder. I still have a lot to learn in the areas of video editing and cinematography, and the learning curve was pretty steep. Installing adobe premiere pro and due to difficulty in user interface the work was later switched to davinci resolve video editor.

As stated above Davinci Resolve is incredibly user-friendly for beginners, and there are several websites and YouTube channels where you can get the software's tutorial videos. For beginners (tutorials for beginners), featured videos (travel vlogs, skateboarding vlogs, interviews with seasoned skateboarders, providing live tutorials to newbies), and my trip are the three main categories of video segments (the path of becoming a skateboarder). The videos posted will be tagged as unlisted to direct users from YouTube and toward this website. The benefit of making a video unlisted is that no one can access it or watch it without the YouTube URL.

Front-end implementation

During the implementation phase, I encountered several little difficulties; but nothing catastrophic. I started designing the code first for mobile applications and later designed for other responsive screen sizes. Due to this, I did not need much time to design the responsive screen sizes. For the navigation bar, I have used the hamburger menu toggle for the mobile screens and changed the menu toggle from the minimum width of 960 pixels. CSS styles are written in separate pages and for the reset (eric Meyer reset from meyerweb.com). In CSS fallback fonts are given to reduce the risk when the browser fails to load the fonts that were given.

During the implementation phase, I encountered several little difficulties; but nothing catastrophic. I started designing the code first for mobile applications and later designed for other responsive screen sizes. Due to this, I did not need much time to design the responsive screen sizes. For the navigation bar, I have used the hamburger menu toggle for the mobile screens and changed the menu toggle from the minimum width of 960 pixels. CSS styles are written in separate pages and for the reset (eric Meyer reset from meyerweb.com). In CSS fallback fonts are given to reduce the risk when the browser fails to load the fonts that were given.

For a great SEO experience, meta tags are used on this website. In this post, we'll go through each of the four major categories of meta tags that are crucial to comprehend. Some are no longer useful for what they intended. The usage of others is beneficial since it will let Google know about you and the services you provide, which will most likely increase traffic to your website. (There are additional sorts of meta tags outside the four mentioned here, albeit some are less common or have little relevance to web marketing.)

A meta description of the website is given and meta keywords such as skateboard, panda, skate, skateboard, longboard, and tutorial are given. A well-defined title tag is given to the website.

In this website, the use of div is minimised and pseudo selectors in CSS and section tags were used to differentiate between different sections on each page. Classes were used in such a way as to minimise the code that was created.

In the hero section instead of big hero images the use of a banner and inside the banner an image and text are styled to the side of the image. In the future, the hero background will be replaced by a background video to make the website more lively. The use of video tags will be used for this implementation. In the footer, another navigation bar is given, people usually expect something to navigate through the page at the footer section.

Fonts are taken from [googlefont.com](https://www.google.com/fonts). The fonts are stored in google cloud and called to the website using preconnect link type in HTML.

There are two different logos used in this website, one for the mobile responsive screen sizes up to 960-pixel screen size. After that, the logo is changed to a different logo. The reason for the two logos is that the text in the main cannot be seen if the logo is reduced to the size of a mobile, that is the reason why a new log was designed for mobile screen sizes.

The stock photo websites freepik.com and pixels.com are where I found the images I utilised for this website. The stock photographs will eventually be replaced by original images that will be posted in their place. The pictures that were used to create the gallery page are real and unique. I have attempted to use responsive pictures with an src set, but it is not practical to do so for the gallery page on my website since, in the future, this page will have a content management system, and there should be at least three comparable images for each image that is uploaded. In the future WebP format will be used to increase the loading speed and more compression than jpeg and png. Now some web browsers do not support this kind of format so the image may break.

The website's gallery page displays great recollections of the skatepanda's skating adventure. I've always enjoyed recording videos and taking photos and editing them. Adobe Lightroom is used to edit and colour grade the pictures. On this website, the gallery images are coded using PHP. An array is created to insert images from the local directory. Then foreach loop is used to make the images inside a loop and a grid layout is used to position the images. In the mobile responsive screen, a modal effect is given to the image a popup effect. This is made possible by using a simple javascript code. The javascript code is written in a different script.js file and called to the gallery page.

Back-end implementation

As I have stated earlier I have used PHP and Mysql as the back-end technologies for this website. PHP is quite easy to render with the UL technologies such as HTML, CSS, and javascript. It is easy to connect with database technologies like Mysql servers. In my project PHP acts as a mediator between UI technologies and is easy to communicate with the database.

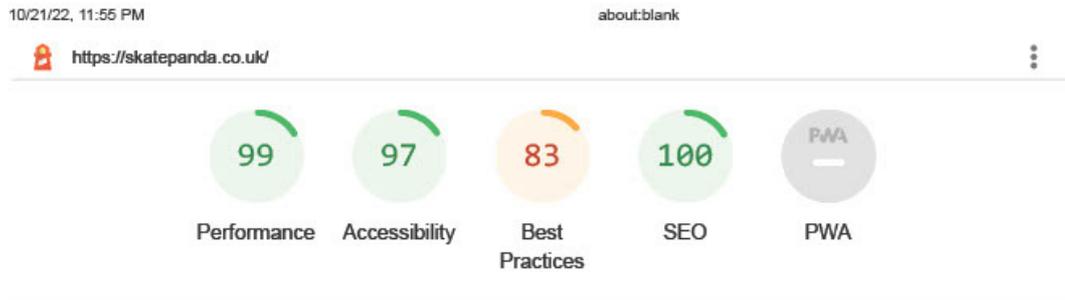
The next step was to step up a database for uploading the youtube video links. The hosting platform hostinger provides unlimited database storage. Hostinger has an inbuilt Mysql database that was used to create a database for this website. Tables were created with only URL links as columns. At present, the website has two sets of tables for tutorial videos for beginners and a table for featured videos and using PHP the database is called to the pages of the website. In the future, more database tables will be created for the stories page which would contain three tables one for the headings, the next for the article, and the next for the image. The gallery page will also have a database table which has only one table that will be for the URL of the images.

Social Media Implementation

Social media is the primary instrument for promoting the website, as was already discussed. Due to the rapidly expanding accessibility of the internet, social media platforms like Instagram and Youtube are increasingly frequently used for promotions and marketing. To drive traffic to the website, I built the skatepanda youtube channel and the skatepanda Instagram handle. To draw viewers' attention and eventually direct them to the skatepanda youtube channel, which contains some highlighted videos and an introduction video about the website, the youtube channel will include brief videos known as "youtube shots." The username for this website on Instagram is _skatepanda_. Here are numerous eye-catching Instagram clips and images from websites to increase website traffic. The YouTube channel will be promoted through this account using Instagram stories and reels once it has gained a few followers on Instagram.

PHASE 5 - ANALYSIS

Site Performance



Performance



Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 50-89 90-100

METRICS

[Expand view](#)

First Contentful Paint 0.8 s	Time to Interactive 0.8 s
Speed Index 0.8 s	Total Blocking Time 0 ms
Largest Contentful Paint 0.8 s	Cumulative Layout Shift 0

[View Original Trace](#)

[View Treemap](#)



Show audits relevant to: All [FCP](#) [TBT](#) [LCP](#) [CLS](#)

OPPORTUNITIES

Opportunity

Estimated Savings

▲ Serve images in next-gen formats	1.78 s
▲ Properly size images	0.98 s

PASSED AUDITS (16)

Show

NOT APPLICABLE (27)

Show



Best Practices

USER EXPERIENCE

▲ Displays images with incorrect aspect ratio



GENERAL

▲ Issues were logged in the [Issues](#) panel in Chrome Devtools



TRUST AND SAFETY

○ Ensure CSP is effective against XSS attacks



PASSED AUDITS (11)

Show

NOT APPLICABLE (2)

Show



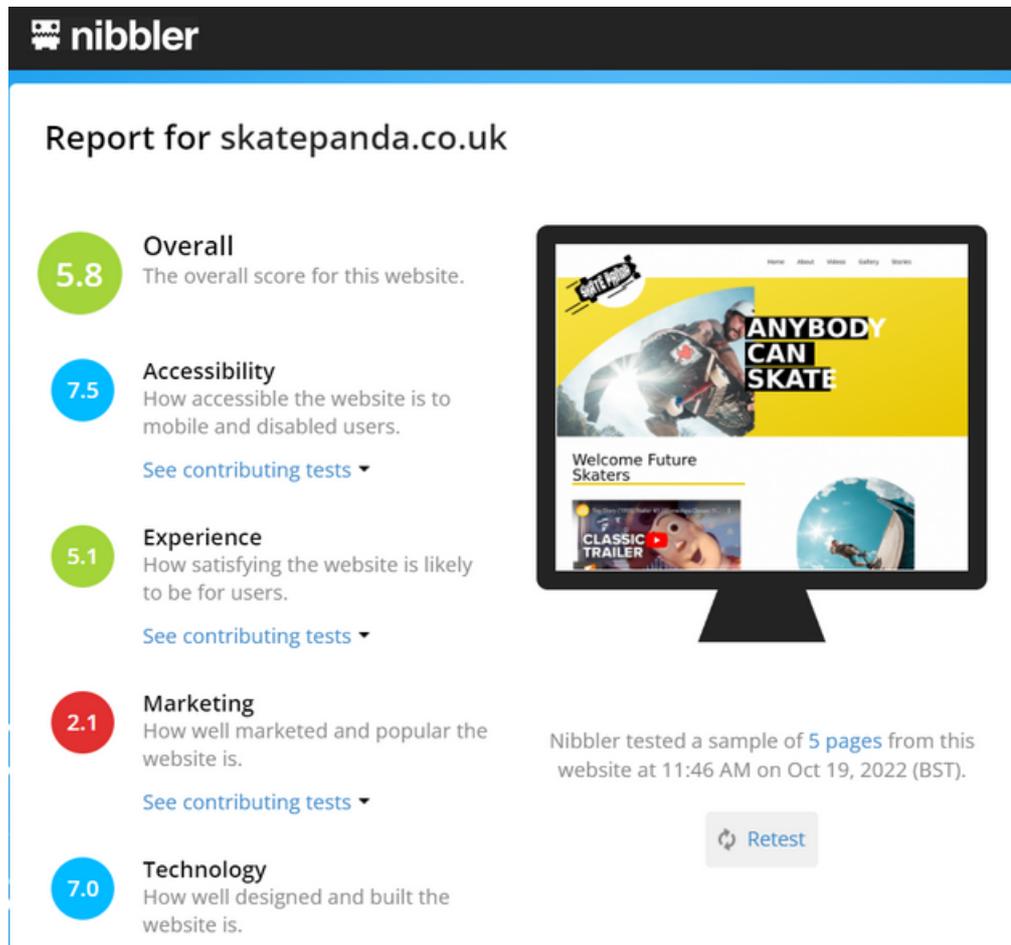
SEO

These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on [Core Web Vitals](#). [Learn more.](#)

ADDITIONAL ITEMS TO MANUALLY CHECK (1)

Show

To ensure that skatepanda runs smoothly, there are some tweaks that has to be done and fixed. I'll be fixing the mistakes and enhancing each component individually. This will be accomplished as part of my post-launch strategy.



nibbler

Report for skatepanda.co.uk

- 5.8 Overall**
The overall score for this website.
- 7.5 Accessibility**
How accessible the website is to mobile and disabled users.
[See contributing tests](#)
- 5.1 Experience**
How satisfying the website is likely to be for users.
[See contributing tests](#)
- 2.1 Marketing**
How well marketed and popular the website is.
[See contributing tests](#)
- 7.0 Technology**
How well designed and built the website is.

Nibbler tested a sample of **5 pages** from this website at 11:46 AM on Oct 19, 2022 (BST).

[Retest](#)

In nibbler the overall score of the website is a low of 5.8. In future this will be rectified and improved. I'll have to increase internal connectivity if I want to get a perfect score. I need to work on analytics and meta tags to raise my marketing grade. While I'm on my site, I'll always keep an eye on how it's going.

CONCLUSION

I went back to the original requirement and the objectives that had been established through my research to assess the performance of my major project. I already had an idea when I was given this topic for my final assignment. This website gave me a chance to follow one of my passions. I never expected skateboarding will turn out to be a passion. I am so happy that I may be helping a lot of people from where I come from to choose a sport such as skateboarding.

In the future, the content will be frequently updated, and I will make sure that the quality of the videos and content will be improved and will be taken to the next level.

I want to express my gratitude to my instructors David Watson and Prisca Schmarsow for giving me the chance, guidance, advice, and genuine support I needed to complete my project. My friends and well-wishers are wonderful for their encouragement and constructive criticism. And finally, without the internet, none of this would have been possible.