Dr. Lobo Academy

Major Project | Final Report | drloboacademy.com

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1. Introduction

I have been pursuing a Master's degree in Web Design and Content Planning for the past year. Throughout this program, my primary emphasis has been on my Major Project. My undergraduate degree was in Computer Science and Engineering, and during that course, I developed a keen interest in web design and development. This interest motivated me to delve deeper into this field, and prior to enrolling in the master's program, I was certain that I needed to concentrate more on the design aspect. I viewed my Major Project as an opportunity to cultivate my design skills and place a greater focus on research.

Objectives

- I aim to independently manage an entire project from start to finish.
- I intend to collaborate with clients, gaining real-time experience on effective communication and working with them. (During the project, I abandoned the idea of designing specifically for the client to allow for more exploration within my project.)
- I strive to generate more fluid and innovative ideas.
- I plan to conduct thorough research on the chosen topics.
- Using the knowledge I've acquired during my course of study, I aim to develop a simple and suitable design for the project.
- I want to expand my understanding of back-end technologies/CMS and apply this knowledge to a real-time project.
- I will create a comprehensive project report that documents all aspects of the project's progress.

2. Concept

When it came to selecting a concept for my major project, the main challenge was deciding what to choose and how to make that choice. Given the significance of this project, I wanted a topic that would showcase all my studies and design skills, and it had to be sufficiently complex for a major project.

I began my search on Google but couldn't find a satisfying idea. Then, I reflected on the issues I encountered in my daily life and came up with my first idea, which was a

meditation website. However, I realised that building a content-rich website of that magnitude would be too ambitious given the time constraints.

It was then that I recalled a music academy run by a friend's family in India, and her mother had asked for my assistance in setting up their academy's website, as they didn't have one. I thought, 'Why not take this on as my major project?' I have a genuine passion for music, and I was confident that working on a music website would bring me enjoyment throughout every stage of the project. What also excited me was the opportunity to work with a real client.

Idea #1 - Meditation Website

• Problem - I have a keen interest in meditation, and when I conducted a search, I couldn't find a suitable website dedicated to meditation that not only suggests nearby meditation centres but also offers basic meditation instructions for practicing at home.
• Solution - The proposed solution was to create a comprehensive meditation website with the following features:
    1. Explain the importance of meditation.
    2. Showcase famous meditation quotes and articles.
    3. Recommend freely available meditation videos.
    4. Provide information about nearby meditation classes or workshops. Offer insights into renowned meditation guides and practitioners.
    5. Establish a chat room for meditators.

This idea was abandoned due to the anticipated time and content requirements, which exceeded the available 4-5 month timeframe. Developing trustworthy and extensive content for such a platform posed a significant challenge.

Idea #2 - Dr Lobo Academy Website

• Problem - The academy didn't had a proper website and a space to provide online notes to students.
• Solution - Create a basic website that contains all information about the academy along with a page for courses that has all recording of different chapters.

This was the initial concept for my major project, and I was genuinely excited and content with the idea. However, after discussing it with my class teacher, I made the decision to exclude the client's requirements from my major project. The primary concern was that involving the client might limit my creative freedom to express my ideas.

I considered this reasoning valid because when working with a client, there can be situations where we have to follow their directives, even if we disagree. Additionally, there can be other challenges such as restricted creative freedom, tight deadlines, and compatibility issues. Given that this is my major project, I wanted to approach it in my unique way. I wanted this project to reflect my ideas and design skills.

So, I had a conversation with the client, and we reached an agreement that I would proceed with the project without direct client involvement. However, I would utilise all the content provided by them, and after project submission, I would duplicate the website and make alterations based on the client's requirements.

Twitter Description

An academy(Dr. Lobo Memorial Musical Academy) based website. That focus on providing online classes with musical notes for music instruments.

Elevator Pitch

In today's digital age, having a website has become an essential factor for schools and universities. For a musical academy, the absence of a proper website can lead to several disadvantages that may adversely affect its visibility, reputation, and ability to connect with potential students and stakeholders. The primary objective of my project is to create a simple yet informative website for the Dr. Lobo Memorial Musical Academy.

Furthermore, I aim to ensure that the website serves as a valuable resource for students in their musical studies. Given that this academy is a small, local institution, it currently lacks an online platform for students to access study materials. The COVID-19 pandemic and its aftermath have prompted many schools to adopt online classes. Additionally, there are students with compromised immune systems who, even after the pandemic, face health challenges and often miss in-person classes. In such a context, the availability of online notes and video recordings can prove invaluable for these students.

Presently, students at the academy receive music notes or recorded audio materials separately. However, my vision is to integrate these two resources and make them readily accessible on the website. This approach would streamline access to all study materials for all students, enabling them to practice and improve their musical skills from the comfort of their homes.

Problem Explanation

After conducting thorough research and engaging in discussions with the client, students, and teachers at the academy, I have identified several critical issues:

Firstly, the client lacks a proper website for the academy, which is resulting in challenges related to marketing and reaching a wider audience. This deficiency in online presence is hindering the academy's ability to showcase its musical offerings effectively.

Secondly, teachers within the academy face significant difficulties in managing and distributing study materials to their students according to individual needs. The current process is cumbersome and relies on physical distribution, which is not only time-consuming but also poses limitations, particularly for teachers who lack access to laptops or reliable networks at home. As a result, they can only provide students with necessary notes when they are physically present in the academy.

Lastly, students are grappling with issues related to note organisation and audio content. It can be challenging for them to keep pace with the notes and associate the correct audio with the corresponding musical notation. This confusion can impede their learning progress and overall musical development. Addressing these identified problems will be a central focus of my project, as I work towards creating a functional and user-friendly website for the Dr. Lobo Memorial Musical Academy.

Value Proposition

To address the aforementioned challenges, I am proposing the creation of a comprehensive website that serves as a vital tool for the Dr. Lobo Memorial Musical Academy. This website will not only facilitate the academy in conveying its vision and mission but also enhance its outreach and marketing efforts.

One of the key features of this website will be a dedicated 'Courses' page. Here, teachers can effortlessly upload all their study materials, ensuring a well-organised repository. This streamlined system will greatly benefit students, as they can access all course materials through the website, eliminating any confusion that might arise from disorganised notes. Moreover, students will have the option to filter classes based on their chosen instrument, such as violin or guitar, tailoring their learning experience to their specific interests.

Additionally, the website will incorporate a multimedia element to further enrich the learning experience. Videos of classes will be available, with synchronised music notes displayed alongside the lessons. Importantly, the academy's commitment to inclusivity will be reflected in its provision of music education for students with hearing impairments. For these students, there will be a unique feature - videos displaying sound wave representations while playing the music, allowing them to both see and feel the music they are learning. This approach ensures that the academy's resources are accessible to a diverse range of students, enhancing their overall learning experience.

3. Business and Cultural Context

Cultural Context

In the process of website design, it is crucial to pay close attention to the cultural context that the website aims to convey. In the case of the Dr. Lobo Memorial Musical Academy, this cultural context is multifaceted and encompasses various elements.

First and foremost, the musical genre plays a pivotal role. The academy primarily specialises in teaching instruments like the violin, guitar, piano, and soon, vocal classes. These instruments are not just subjects of instruction; they are cultural symbols. The website should effectively showcase these instruments to visitors, allowing them to appreciate the cultural significance and musical diversity offered by the academy.

Language and communication on the website should reflect this cultural context through the incorporation of relevant terms and usages that resonate with the musical heritage of the academy. This linguistic approach will create a more immersive and authentic user experience.

Visual aesthetics are equally significant. The choice of colour palette, images, and illustrations should all harmonise with the cultural essence of the website. The visuals should evoke the sense of being immersed in the world of music, reinforcing the academy's cultural identity.

The academy also actively participates in cultural events and celebrations, hosting musical gatherings and supporting students who take part in various musical events. Therefore, the website should provide information and feature articles about these events, showcasing the vibrant cultural life of the institution.

Moreover, the Dr. Lobo Memorial Musical Academy is a diverse community with students and faculty hailing from different regions and backgrounds. The website should celebrate and highlight this diversity, underscoring the rich tapestry of talent that the institution nurtures.

Finally, an important aspect of the website's design is its commitment to accessibility and inclusivity. It should be designed with the consideration of students with disabilities and other accessibility needs, ensuring that all individuals can seamlessly access the website and its valuable resources. Inclusivity is not just a feature; it is an integral part of the academy's cultural context and ethos.

Business Context

Incorporating a comprehensive overview of the academy's programs, faculty, facilities, and achievements is essential to enhance the website's effectiveness in marketing and promotion. These elements not only provide valuable insights to prospective students and their families but also demonstrate the academy's commitment to transparency and excellence.

Moreover, the academy's digital presence on platforms like YouTube, Instagram, and others is vital for engaging with a wider audience. To ensure the website's visibility, Search Engine Optimisation (SEO) techniques will be employed to improve its ranking in search engine results. This strategic approach will increase the academy's online reach, attracting more attention and potential enrolments.

To further engage users, the website will offer a free demo and a user-friendly contact form to gather inquiries. This initiative serves as an enticing invitation for individuals interested in experiencing what the academy has to offer, potentially leading to an increase in admissions.

Comprehensive course information and detailed descriptions will empower prospective students to make informed decisions about their educational paths. By providing a clear roadmap of available courses and their benefits, the website ensures that users can easily explore their options, thereby expanding its reach among potential students.

Faculty profiles will play a pivotal role in building trust and attracting prospective students and parents. Some individuals may choose the academy based on the reputation and popularity of certain faculty members. Highlighting these esteemed educators underscores the academy's commitment to delivering high-quality education.

Testimonials from parents of students and success stories from current or former students will serve as compelling narratives that add authenticity and trustworthiness to the website. These personal accounts provide invaluable insights into the academy's impact on individuals and communities.

Lastly, ensuring the availability of clear and accessible contact information, including phone numbers and email addresses, is of paramount importance. This enables students and parents to reach out with questions or requests for assistance, fostering a supportive and user-friendly online environment.

SWOT Analysis

Strength-

- One notable strength of this project is that a substantial portion of the website's content will be readily provided by the academy itself. This includes essential materials such as audios and music notes, reducing the need to create extensive original content.
- Being in my home country presents a valuable advantage, as it facilitates a direct connection with the targeted audience. Conducting user interviews and gathering user insights become more accessible, enhancing the research process.

• Focusing on a single academy simplifies the task of identifying and engaging the intended audience. This targeted approach allows for efficient communication and research within the academy's community.

Weakness-

• One notable weakness lies in my limited experience with developing large-scale websites. Building such a comprehensive platform may pose challenges, particularly in terms of site architecture, scalability, and user experience.

• While the teachers will provide the necessary audio and music notes, the technical task of synchronising them, ensuring that the music notes align with the audio playback, is complex. This challenge requires finding or developing suitable tools or plugins.

• Opting to build a dynamic website using Moodle, especially with limited prior experience in content management systems (CMS) and no prior experience with Moodle, presents a considerable learning curve and potential complications during the development process.

Opportunities-

• The niche focus of this website, catering specifically to one academy, presents a unique opportunity with limited competition. This niche exclusivity allows for a more tailored and impactful user experience.

• Managing the entire project independently, from inception to completion, offers an invaluable opportunity for personal and professional growth. It provides a chance to enhance design skills, technical proficiency in JavaScript and PHP, and overall project management abilities.

• With the website targeting a real, local user base, there is ample potential to conduct in-depth user research, gather feedback, and continually improve the platform based on real user needs and preferences.

Threat -

• A significant concern lies in the potential for project timeline challenges. The abundance of innovative ideas, coupled with my relatively new understanding of certain methods and technologies, may lead to delays in project completion. Balancing creativity with practicality will be essential to ensure timely delivery.

Competitor Analysis

My primary focus was on evaluating two renowned music academies located in Kerala. Given the academy's geographical location in Kerala, I limited my consideration to institutions within the state. This approach allowed me to concentrate on locally recognised academies that specialise in teaching various musical instruments.

1. Don Bosco Academy of Music and Fine Arts

Website : https://dbacademy.in/

Strength :

One of the notable strengths of the academy's website lies in its diverse offerings. They provide a wide range of classes, and the website's content is exceptionally well-structured. It features dedicated sections for various aspects, including Classes, an About section, Faculty information, a Gallery showcasing their achievements, and even a Blog for sharing valuable insights and updates. This comprehensive approach ensures that visitors to the website can easily access all the relevant information they need.

Weakness :

However, the website does have a notable weakness. While it embraces innovation with a piano-themed navigation menu on the homepage, it inadvertently creates an impression that the academy primarily focuses on piano classes. This could potentially deter prospective students who are interested in learning other instruments. They might assume that the academy's offerings are limited to piano education and might consequently explore other institutions that seem more inclusive of their preferred musical interests.

2. Allegro Music Academy

Website : https://www.allegroacademy.in/

Strength :

The Allegro Music Academy website, while maintaining a simple design, effectively provides all the necessary information for its users. It serves as a concise and accessible platform where visitors can easily access essential details about the academy's offerings, thereby ensuring a smooth user experience.

Weakness:

While the website is generally well-structured, there are a couple of minor issues worth noting. Firstly, the main image on the homepage appears to be pixelated, which could potentially create a negative impression among users regarding the quality of services or classes offered by the academy. Ensuring that all visual elements are of high quality is essential in conveying professionalism and trustworthiness.

Secondly, within the homepage's course recommendations section, the courses are set in motion without providing users with an option to control the flow. Incorporating navigation arrows or controls would enhance user engagement and allow visitors to browse through the courses at their own pace, improving overall usability and user satisfaction.

4. Commodity

Targeted Audience

When it comes to conducting user research, selecting random users and studying them may not be the most effective approach. The world's population is incredibly diverse, and not all individuals will use the website in the same way. Therefore, it's paramount to identify and focus on the targeted audience for our website before conducting research. By designing the website to cater to the needs of the majority of users, we can create a more engaging and user-friendly platform that resonates with its intended audience. Here are the specific targeted audience groups for this website:

• Students of the academy - Understanding the needs and preferences of current students at the academy is crucial. This research will enable us to align the website's features and content with their expectations, ensuring a more tailored and satisfying user experience.

• Teachers of the academy - Teachers are integral users of the website as well. It is essential to design the platform to support their requirements, making their interactions with the site efficient and productive.

• Potential Students who want to study Musical instruments - Attracting new students to the academy is a key goal. Empathising with the needs and interests of potential students seeking music education will enable us to craft content and features that appeal to this audience and encourage them to explore what the academy offers.

• Parents of the current and Potential students - Given that a significant portion of the academy's students falls within the age range of 7 to 15, it is important to consider the

parents' perspective. Providing information and features that address their concerns and questions will contribute to a positive reputation for the academy and foster trust among parents.

- Local people of the Academy - Engaging with the local community is essential for enhancing the academy's reputation and visibility. The website should be designed to connect with and serve the needs of local individuals, contributing to the academy's marketing efforts and community outreach.

User Research

User research plays a pivotal role in the design process, serving as the cornerstone of user-centred design, which is inherently vital. Designers must prioritise the user's perspective throughout the design journey, as the end users are the ultimate beneficiaries of the product. The success of a website hinges on its ability to align with user needs and effectively address their problems. A website that frustrates users or proves challenging to navigate is unlikely to gain their acceptance or loyalty. In the realm of design, complexity and innovation, while valuable, should always be secondary to the core principle of user-centred design.

Empathy towards the user emerges as a central and indispensable element of user-centred design. By understanding the user's motivations, pain points, and aspirations, designers can craft solutions that resonate deeply with their audience.

| Empathis | Define | Ideate | Prototype | Test |
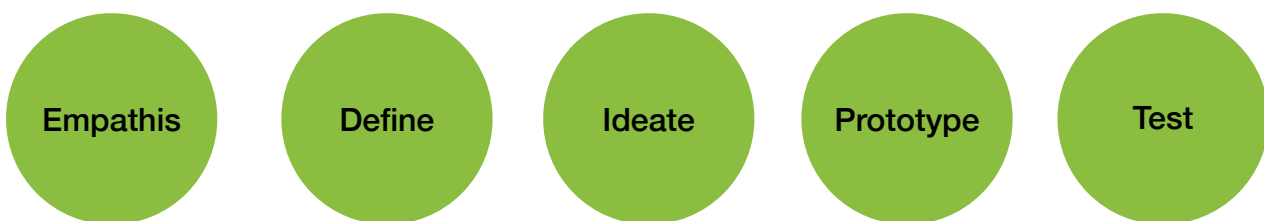
For this project, I have adopted a structured 5-stage process. This approach not only enhances the efficiency and productivity of the design process but also ensures that user needs remain at the forefront of every decision and iteration.

To foster empathy and gain a deep understanding of the user's needs and challenges, I have planned a comprehensive approach. This involves conducting one-on-one interviews with a diverse group of participants, including students, teachers, and parents of students. While I may not be actively involving the client in the design process at this stage, I still recognise the value of their insights. Therefore, I will also engage in discussions with the client to explore their perspectives, which might offer fresh and valuable insights.

Subsequently, I will distill the findings from these interviews into user personas. These personas will serve as archetypal representations of different user groups. In this case, I plan to create four distinct personas, with a focus on two representing students, one for a parent, and one for a teacher. These personas will become pivotal tools in guiding the design process, ensuring that it remains closely aligned with the needs, preferences, and aspirations of the intended users.

Interviews

Given that the academy is located in India and I am based in the UK, I had to adapt to the geographical distance by conducting interviews through telephone calls and online video meetings. While some parents and students readily engaged in video meetings, I also conducted phone call interviews to accommodate those with busy schedules. These interviews proved invaluable in gaining a deeper understanding of the users' backgrounds and the unique situations they navigate.

In total, I had the opportunity to engage with a diverse group of participants, including four students from the academy, two parents, and two teachers. These interviews, while essential for user research, presented their own set of logistical challenges. Over a span of four days, I meticulously coordinated interview sessions, taking into account participants' availability, time zone differences, and the need to ensure meaningful interactions despite the geographical separation between India and the UK.

My initial interview was conducted with two students, Minnu Ramesh and Anu Ramesh, who happen to be sisters. Minnu, the elder sibling, is currently in the 6th standard and has been a part of the academy for six years. She dedicates her time to learning both the violin and piano. On the other hand, Anu, in the 4th standard, joined the academy three years

ago. While her primary interest lies in dance, her sister's musical journey inspired her to take up the violin as well.

During our conversation, it became apparent that both sisters were relatively unfamiliar with online learning. They attend a government school, given that their mother is a teacher there, and this school did not have an online platform until the onset of the pandemic. Even then, their online education was primarily facilitated through government-uploaded YouTube videos.

When I introduced the idea of creating a website that they could access via their parents' smartphones, their enthusiasm was palpable. However, they did express initial concerns about the classes being entirely online and the potential issues related to internet connectivity. After a reassuring discussion, they understood that the website was intended for home practice, not live classes, which greatly relieved their worries.

One noteworthy concern they shared was the challenge of storing and organising their music notes. Teachers were providing music notes and audios separately, causing confusion during practice sessions. This insight shed light on a specific pain point that the website could address, making it easier for students like Minnu and Anu to manage their learning materials.

Subsequently, I engaged in a conversation with Rakhi, the mother of Minnu and Anu. Rakhi displayed genuine enthusiasm for the concept of the website. Like her daughters, she also highlighted the pressing issue of managing educational materials, particularly the recorded notes. Her phone's limited storage capacity posed a significant challenge, causing considerable difficulty in storing and organising these materials. Rakhi's perspective underscored the practical importance of addressing this storage issue through the website, aligning with the needs of both students and parents alike.

On the second day of conducting user interviews, I had the opportunity to engage in conversations with two teachers from the academy, namely M. J. Vargeese and Saji K. V. Both of them specialised in piano instruction for the students. They expressed their enthusiasm for the concept of uploading notes on the website, recognising its potential to significantly reduce their workload. Additionally, they highlighted the challenges they faced

due to limited teaching resources and time constraints, shedding light on the practical aspects of their teaching responsibilities.

Over the following two days, I continued my user interviews, starting with Sheela, the mother of Arav and Arnav, and subsequently with two other students, Sarada Jayaraman and Aswin Balakrishnan. Sarada is pursuing keyboard studies, while Aswin is passionate about learning the violin. The valuable insights and details gathered from these interviews have been thoughtfully incorporated into the creation of user personas, contributing to a deeper understanding of the diverse user groups involved in the project.

User Personas

1. Sarada Jayaraman (Grade 6 Keyboard)

Background :
Sarada comes from a family that values education and art. Her parents encouraged her to explore her musical talents, and she started piano lessons at age 6. Sarada is a curious and diligent student who loves to practice piano. She's also an avid reader and enjoys learning new things.

Needs:
• Access to online resources: Sarada wants a website where she can access practice materials and video tutorials for piano lessons. She believes that having easy access to online study materials will help her improve her piano skills.
• Song Lyrics and notations: Sarada wishes the website would provide song lyrics and music notations for the piano lessons she's learning at the academy.
• Parental Involvement: Sarada's parents are keen to monitor her progress. They'd like the website to provide updates on her practice hours, lesson plans, and performance recordings.

Frustrations:

- Difficulty finding practice materials: She often struggles to find the right practice materials and tutorials online. Without a dedicated website, she has to rely on random search results, which can be time-consuming and less effective.
- Lack of progress tracking: Her parents are frustrated by the absence of a progress tracking system. They want to see how many hours she practices and monitor her improvements more closely.
- Inefficiency in communication: Her parents also find it frustrating that they need to reply on in-person meetings or phone calls to get updates on her lessons and schedules. They believe a website would streamline communication.

2. Aswin Balakrishnan (Grade 6 violin)

Background:

Aswin's passion for the violin was sparked when he attended a local orchestra performance. He joined the music academy at age 9 and has been making steady progress. Aswin is a creative and detail-oriented student who aspires to become a renowned violinist.

Needs:

- Practice reminders: Aswin wants a website that can send him regular practice reminder and lesson schedules. He believes this will help him stay disciplined in his violin practice.
- Video tutorials: Aswin desires access to video tutorials and recorded lessons, which he can review for better understanding and technique improvement.
- Performance opportunities: Aswin's parents hope the website will also list upcoming recitals and competitions so that they can plan his participation accordingly.

Frustrations:

• Missed practice sessions: He sometimes forgets his practice schedules, and without reminders, he feels frustrated that he doesn't utilise his time efficiently.

• Limited access to learning resources: He often hears about helpful video tutorials and practice materials from his fellow violin students but has no way to access them easily.

• Uncertainty about events: He and his parents feel frustrated by the lack of a centralised platform to keep track of upcoming events, leading to missed opportunities.

3. Saji K V (Piano teacher)

Background:

Saji is an experienced and passionate music teacher at the musical academy in Perunthalmanna, Kerala. He holds a degree in Musical Education and has been teaching for over a decade.

Saji is deeply committed to nurturing young talents and instilling a love for music in his students.

Goals and Characteristics:

• Passionate educator: Saji's primary goal is to impart his extensive musical knowledge and skills to his students. He is enthusiastic about teaching and strives to make learning experiences.

• Versatile musician: Saji is proficient in various musical instruments, including piano, violin, and guitar. He can also teach vocal music across a range of genders, from classical to contemporary.

• Patience and empathy: Saji understands the unique needs and challenges of each student, and he approaches teaching with patience and empathy. He provides individualised guidance to help students overcome obstacles.

Frustrations:

- Limited resources: Saji sometimes faces challenges due to limited resources and outdated equipments at the academy. He wishes for better access to modern teaching aids and instruments.
- Parental expectations: Managing parental expectations can be challenging, especially when parents have high hopes for their child's musical progress. Saji strives to balance realistic goals with parental aspirations.
- Time constraints: Balancing teaching multiple classes and students' individuals needs can be demanding. Saji occasionally feels stretched for time in providing personalised attention to each student.
- Administrative tasks: Dealing with administrative work, such as scheduling lessons and managing paperwork, can sometimes take away from saji's teaching time.

4. Sheela (Supportive parent)

Background:

Sheela is a loving and dedicated mother of two children, one of whom is enrolled in the, music academy located in perunthalmanna, Kerala. She works as a school teacher and values education and extracurricular activities. Sheela has a basic understanding of music but is not a musician herself.

Goals and Characteristics:

- Supportive and Encouraging: Sheela believes in nurturing her child's talents and interests. She wholeheartedly supports her child's passion for music and wants to provide all necessary resources to help them succeed.
- Communication: Sheela values open communication with the music academy staff and teachers. She wants to stay informed about her child's progress, upcoming events, and any changes in schedule or curriculum.

Frustrations:

- Lack of information: Sheela can feel frustrated when she's not adequately informed about her child's progress.
- Balancing Work and Support: Juggling her job and her child's music education can be challenging. She sometimes worries about finding enough time for both.
- Limited musical knowledge: Sheela wishes she had a better understanding of music to more actively engage in her child's learning journey.

5. Content Strategy

The extensive research and interactions with users have provided me with a comprehensive understanding of what the website should encompass. However, the task of devising solutions to address all the identified user challenges presents a significant challenge, especially considering the time constraints associated with the project. Consequently, my initial strategy involves commencing with the development of a straightforward and user-friendly website. The aim is to create a solid foundation that meets the immediate needs of the users. As we progress and achieve the primary project goals, there is room to expand and incorporate additional features and functionalities to further enhance the user experience

FAQ's

Following the extensive research phase, I have meticulously compiled a list of frequently asked questions, primarily sourced from prospective students and parents interested in joining the academy. My intention is to dedicate a dedicated FAQ page on the website, strategically positioned to address these common inquiries. This FAQ section serves as a valuable resource, enabling students and parents to clarify any doubts they may have. Moreover, it serves as a means of fostering trust among users, as it exclusively features authentic and pertinent questions raised by individuals genuinely interested in the academy. By making this information readily available, we aim to convey that the academy is approachable, open to inquiries, and committed to providing transparent information to its potential students and their parents. Among the prominent questions that emerged during my research are the following:

- What instruments can I learn at your academy?
- Do I need any prior experience to join your academy?
- What is the tuition fee for lessons?
- What is the lesson duration and frequency?
- Who are your music instructors?
- Do you offer online lessons?
- Are there performance opportunities for students?
- Can I rent instruments through your academy?

Information Architecture

Given the wealth of information gathered from the research phase and the multitude of ideas swirling around, I found myself facing a significant challenge in determining the optimal arrangement of pages and the content each page should encompass. This task was particularly daunting, as I grappled with uncertainty about the most effective approach. To streamline and simplify the decision-making process, I embarked on the creation of an information architecture for the website. This architectural blueprint played a pivotal role in helping me organise and structure the content, ultimately providing much-needed clarity and direction in the development of the website.
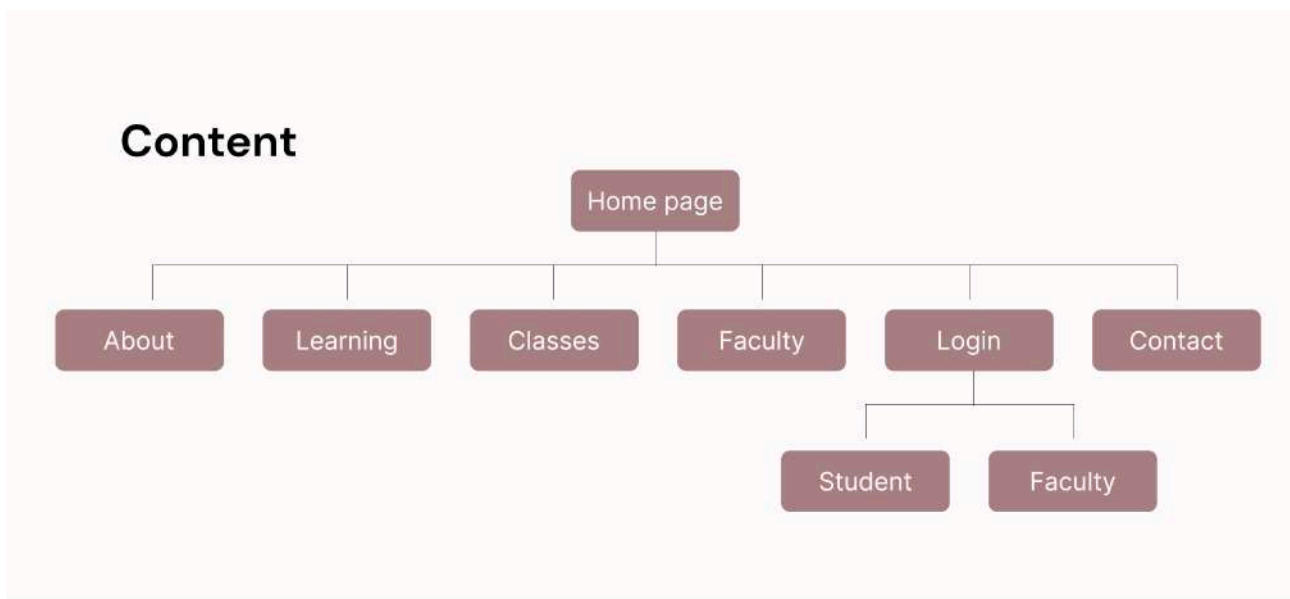
Initially, I had envisioned a rather extensive range of content for the website. However, after receiving valuable feedback from students and teachers, I recognised the need to streamline and simplify the structure. This led to a pivotal decision to condense the website to just three main pages in addition to a privacy policy page. This adjustment arose from the realisation that the initial content plan might prove overwhelming, particularly in light of the time constraints of the project. In response, I opted for a more minimalist and focused approach, understanding that I could progressively introduce additional pages and features in the future. Consequently, this marked the genesis of my current and revised information architecture for the website.
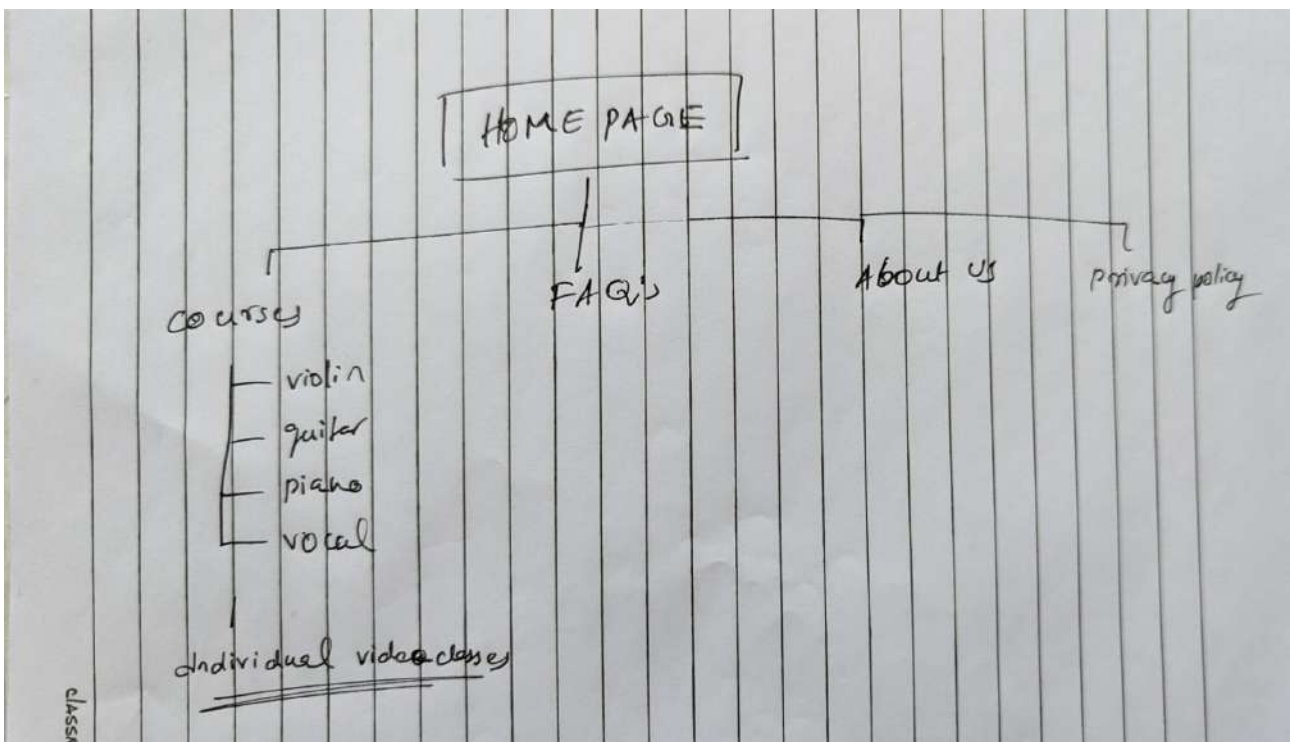
This represents a preliminary sketch of the website's contents. After careful consideration of what holds paramount importance and what could be deferred, I arrived at a refined structure. The cornerstone of this structure is a dedicated 'Course' page, primarily tailored to serve students' needs. It stands as a pivotal resource, facilitating easy access to course notes for students and efficient distribution for teachers. Additionally, a crucial 'About Us' page is included, offering comprehensive information about the academy, its teaching staff, and its rich history. Although inadvertently omitted from the initial plan, the FAQ page assumes its rightful place, catering to the queries and concerns of potential students and other users eager to glean more insights about the academy. Lastly, a 'Privacy Policy'

page underscores our commitment to data security and user privacy. This thoughtful selection of pages reflects a balanced approach to prioritise essential information and ensure a user-centric website experience.

Landing page Statement

The landing page stands as the website's primary focal point, serving as the digital gateway that welcomes users to the platform. I was acutely aware of the significance of creating a compelling first impression, and this endeavour took nearly a month to refine. My design journey commenced with the creation of the other website pages, and only after constructing the foundational structure did I turn my attention to crafting the landing page.

The landing page's core objective is to provide users with an immediate and comprehensive glimpse of the website's contents. It serves as a concise introduction, offering a sneak peek into the key sections and features of the website. This strategic approach allows users to grasp the website's essence right from the moment they arrive.

Determining the right statement for the landing page was a critical step. It needed to capture users' interest while remaining engaging and informative. Initially, I opted for the quote, 'Empowering musical excellence, one note at a time.' However, following valuable feedback from the final presentation, I refined it to 'Learn to play a musical instrument with our excellent classes.' This revision not only clarifies the website's purpose but also aligns more closely with user expectations.

Additionally, I incorporated an interactive user section within the main text of the landing page. This element offers a seamless pathway to the course page, enhancing user engagement and facilitating easy navigation to the website.

6. Firmness

This section serves as an illuminating guide to the technologies and methodologies employed in bringing the project to life. Throughout the course of project implementation, I found it necessary to adapt and refine some of my initial ideas. Certain concepts were temporarily set aside to ensure timely project completion, with plans to reintegrate them in the near future. This section will provide insight into both the tools and strategies applied

during the project's development, shedding light on the dynamic nature of the project's evolution.

Site Name

The process of selecting a suitable website name was initially straightforward for me, as I was tasked with building a website for the existing 'Dr. Lobo Memorial Musical Academy.' Given the academy's full name, my initial inclination was to maintain consistency by adopting a corresponding site name. However, following the feedback received during the formal presentation phase, it became evident that the chosen name might prove cumbersome due to its length, potentially posing pronunciation challenges.

In response, I explored alternative options, initially considering domain names like 'drlobomemorialmusicalacademy.com' and 'drlobomemorialmusicalacademy.in.' However, the post-presentation feedback introduced more concise suggestions, such as 'drloboacademy.com,' 'drloboacademy.in,' and 'drlobomemorial.academy.' After careful deliberation, I ultimately settled on the name 'drloboacademy.com.' While initially contemplating the '.in' domain extension to align with the academy's location in India, I later determined that purchasing the domain from the United Kingdom would be a more cost-effective option. Additionally, I discovered that '.com' domains were generally more economical than '.in' extensions in the UK, prompting my decision to opt for '.com' as the chosen domain extension.

Once the domain name 'drloboacademy.com' was finalised, the next step involved procuring it through a domain registrar. Given my previous experience with Godaddy and my overall satisfaction with their services, I opted to acquire the domain from Godaddy once again. However, it's worth noting that I diligently explored alternative options, including platforms like Cloud and Google Domains, to ensure I made an informed decision. Upon careful comparison of these domain registration services, I discerned that Godaddy offered a more cost-effective solution. This consideration of affordability played a significant role in my decision-making process, ultimately reaffirming my choice to secure the domain through Godaddy, a platform I had come to trust.

Hosting

When it came to selecting the hosting service for the website, I wanted to ensure I explored a range of options thoroughly. Despite having experience with Clook for my personal website, I embarked on an extensive research endeavour to consider various alternatives. This research led me to evaluate three prominent hosting providers: Clook, Bluehost, and Godaddy.

In the course of my evaluation, I closely examined factors such as the services offered, available storage space, and monthly costs. After careful consideration, I made the decision to proceed with Clook, as it emerged as the most favourable choice compared to the others.

However, as the project progressed, I encountered a challenge due to Clook's unavailability in India. To address this issue, I conducted a brief analysis of Hostinger, but ultimately reaffirmed my commitment to Clook, recognising it as the superior hosting solution.

I did have some initial concerns regarding Clook's compatibility with my client's location in India, as the eventual handover of the website would be necessary. Nevertheless, when I communicated my apprehensions to the client, they demonstrated a flexible and understanding approach. It turned out that my friend residing in the UK would be overseeing the management of the academy website and admissions process from there, making Clook a suitable choice for the project.

Front-end Technologies

Front-End

HTML5 — Semantic markup HTML5

CSS — Mobile-first approach / Media queries for responsive layout

JS — interactive elements / UI: buttons, dropdown menu

In the initial stages of planning the website's front-end technologies, my intention was to incorporate a robust combination of HTML, CSS, and JavaScript. However, following valuable feedback, I made a strategic adjustment, streamlining the technology stack to focus primarily on HTML and CSS. The rationale behind this decision stemmed from the realisation that JavaScript would primarily be employed for enhancing interactivity through buttons and dropdown menus, functions that could be efficiently achieved using CSS techniques.

As the project unfolded, I found opportunities to integrate CSS animations into specific sections, adding a dynamic and engaging element to the user experience. Meanwhile, JavaScript played a vital role in the backend of the website, contributing to its overall functionality and responsiveness.

Back-end Technologies/ CMS

When considering the backend technologies for the project, my initial plan involved utilising PHP in conjunction with a content management system. However, as the course progressed, my approach underwent a transformation. Initially, I envisioned creating a dynamic website with various database and search functionalities. Given my limited experience in coding and coding languages, I believed that opting for a content management system would facilitate this process.

In my pursuit of the ideal content management system, I explored several options, ultimately narrowing down my choices to three contenders: Wordpress, Joomla, and Moodle.

Dynamic Website with CMS

WORDPRESS
- It is free and open-source.
- It offers a wide range of themes and plugins, making it easy to customize site to our needs.

Joomla!
- It is known for its ease of use and scalability, making it suitable for large and complex academic websites.
- Joomla also has a wide range of extensions and templates that can be used to customize our site.

moodle
- CMS platform specifically designed for creating online courses and educational resources.
- offers a wide range of features, including quizzes, forums, and assessments.
- Moodle is ideal for schools and universities that want to offer online courses.

After a thorough comparison, I made the informed decision to proceed with Moodle. This choice was driven by the recognition that Moodle is purpose-built for crafting online courses and educational resources, aligning seamlessly with the project's objectives.

During the summer phase of the project, I made a significant shift by replacing Moodle with Wordpress. Moodle had proven to be a challenging platform for me to master comprehensively within the given constraints. However, my experience with Wordpress was not entirely smooth either, primarily due to my reluctance to make design alterations and the complexities involved in working with CSS within the Wordpress framework.

Consequently, I decided to abandon the use of a content management system (CMS) and embarked on a brief exploration of Jango and SQL databases.

Given the time constraints, I eventually transitioned to employing JSON, JavaScript, and PHP. Drawing upon my background in computer science from my master's program, I felt confident in my coding abilities, thus making the study of CMS less critical for this project.

As the development phase progressed, I encountered some challenges with JSON, prompting me to pivot towards a more robust combination of JavaScript and PHP. At present, my project relies solely on HTML, CSS, JavaScript, and PHP. However, I maintain a keen interest in exploring Wordpress in the future, recognising its potential benefits for my career growth. With time, I plan to transform the website into a dynamic platform, further enhancing its capabilities.

7. Delight

This phase predominantly centres on cultivating the website's ambiance, aesthetics, and visual elements, which encompass themes, colour palettes, typography, and the logo. It's important to delve into a detailed explanation of these aspects to create a compelling and cohesive user experience.

The phases of 'Delight' and 'Prototype' demanded a substantial portion of my time during this project. I grappled with the challenge of effectively conveying the website's essence to users, prompting extensive brainstorming and iterative trial-and-error processes. These phases were a source of immense enjoyment for me throughout the project journey, as they allowed me to refine and fine-tune the visual identity of the website.

Competitor Analysis

In the process of conducting competitor analysis, I selected a set of music academy websites that closely resembled the design concept I had envisioned for my project.
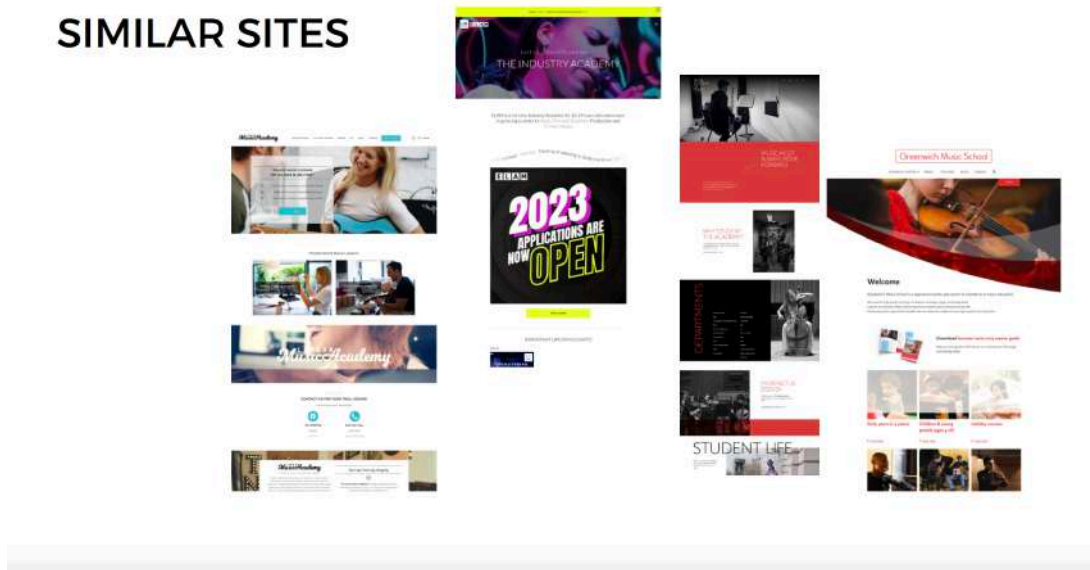
While the selected music academy websites provided a foundation for structuring content and design, I encountered a degree of dissatisfaction with the designs generated through those platforms. This prompted me to seek inspiration elsewhere, and I turned to platforms like Behance and Dribble for fresh insights. It was during this search for inspiration that I stumbled upon the design concepts that eventually shaped the current look and feel of the website.

Colour Scheme

I had a strong vision for the colour scheme of the website, aiming to imbue it with meaning and evoke a sense of elegance and tranquility. I was determined not to settle for the typical and commonly used colours found on most websites. While blue is a widely employed colour for instilling trust, I sought something distinct. Consequently, I embarked on a process of colour experimentation, which required a considerable amount of time before finalising the colour palette.

My journey into exploring the website's colour palette began with experimentation, utilising images of musical instruments that I had sourced from Unsplash. Through this creative process, I curated a distinctive colour palette comprising six carefully selected hues. Each colour was chosen with precision, aiming to resonate with the essence of music and convey the desired ambiance for the website.
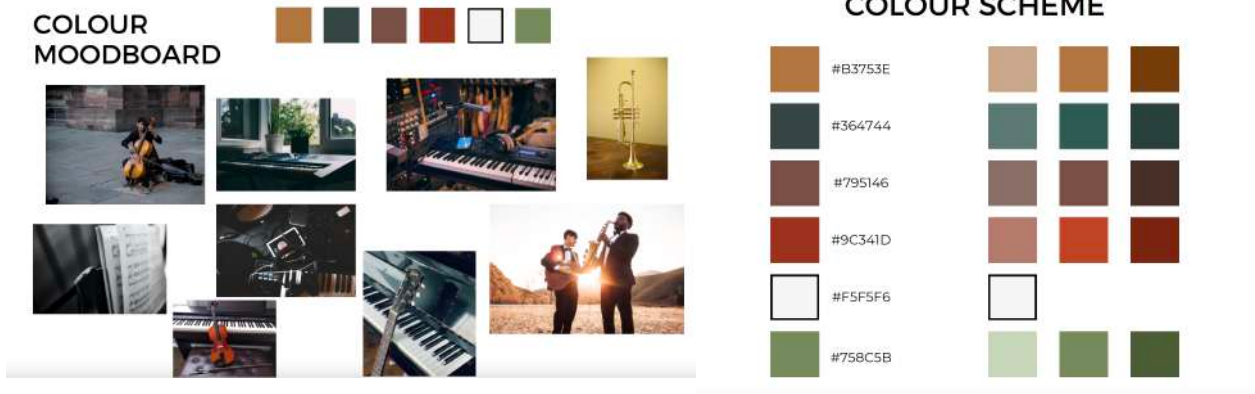
I encountered a challenge when the initial colour palette appeared excessively dark. Consequently, I decided to introduce a shift in the colour scheme by incorporating two lighter shades derived from the original palette. This adjustment aimed to strike a more harmonious balance and ensure that the website's overall visual impression aligned better with the intended design aesthetics.

Despite my efforts, I found myself still unsatisfied with the colour choices. In an attempt to find the perfect fit, I delved into random colour generation using the initial palettes. Eventually, I stumbled upon some aesthetically pleasing colours. However, even with this newfound palette, I grappled with the challenge of deciding which colours to use and which to discard. To gain clarity, I embarked on extensive research to understand the significance of colours within the music industry. Here are some of the key findings from my research:

Major Project

INSTRUMENTS AND EMOTIONS

The most dominant emotion associated with the piano can vary depending on the context, the specific piece of music being played, and the individual's personal experiences. However, one of the most common dominant emotions associated with the piano is **Melancholy**.

- The colour most commonly associated with melancholy is **Blue**.
  Blue is often used to represent feelings of sadness, introspection, and a sense of longing, which are typical emotions associated with melancholic states. It's important to note that colours and their emotional associations can vary based on cultural context and individual interpretation.

The violin, like the piano, can evoke a wide range of emotions depending on the music being played, the context, and the listener's interpretation. However, one of the most dominant emotions often associated with the violin is **Expressive Intensity**.

- The colour most commonly associated with expressive intensity is **Red**.
  Red is often used to symbolise strong emotions, passion, energy, and intensity. Just as fiery and vibrant emotions can be described as intense, the colour red is often used to visually represent these powerful feelings. However, colour associations can be subjective and can vary based on personal and cultural perspectives.

The guitar, like the piano and violin, is capable of evoking a variety of emotions depending on the music being played, the style of play, and the listener's perception. However, one of the most dominant emotions often associated with the guitar is **Versatility**.

- The colour most commonly associated with versatility is **Green**.
  Green is often used to symbolise adaptability, growth, diversity, and change. Just as nature's lush greenery can take on many forms and adapt to different environments, versatility is often represented by the colour green as it suggests the ability to thrive in various situations. However, remember that colour symbolism can vary, so interpretations might differ based on individual and cultural perspectives.

Vocal music, which includes singing and vocal performances, can convey a wide spectrum of emotions due to its direct connection to human expression and communication. One of the most dominant and universal emotions associated with vocal music is **Emotional Resonance**.

- There isn't a single colour that universally represents emotional resonance, as it's a complex and abstract concept. However, if you're looking for a cooler that could symbolise emotional resonance, **Purple** might be a suitable choice.
  Purple is often associated with depth, introspection, and a blending of emotions. It's a colour that can evoke a sense of mystery and connection, which can align with the idea of emotions resonating deeply with people. Remember that colour associations can be subjective and culturally influenced, so different individuals might interpret colours differently.

Although the research provided me with some ideas, I remained unsatisfied with my color palette. Later, I had the inspiration to incorporate purple and green, which not only worked exceptionally well but also resonated perfectly with the intended emotions and ambiance of the website.

Colour Palette

COLOUR
MOODBOARD

Initial Moodboad and Colour palette

Primary colour from the initial colour Palette

Colour palette generated from

Generic Gradient

Skip Gradient

Matching Gradient

Colour palette generated from

Generic Gradient

Dust Palette

Matching Gradient

Colour palette generated from

Skip Shade Gradient

Generic Gradient

Discreet Palette

Illustrations and Images

Discovering suitable illustrations and images posed a lesser challenge for me in comparison to the design and colour generation aspects. Through brainstorming, I managed to acquire some images from Unsplash and utilised illustrations from Undraw. Additionally, I incorporated icons sourced from Figma plugins. My goal was to infuse the website with an elegant ambiance, while also catering to the younger audience of students. To achieve this, I aimed to include cute illustrations and icons that would appeal to children.

Typography

Heading	Comic Sans MS
Body	Poppins
Logo	Futura

At the outset, I made an initial font selection for the website. The font chosen for the headings initially felt somewhat childish. Even though the website primarily catered to children, I aimed to imbue it with a sense of trustworthiness. Consequently, I opted for the Poppins font for headings and Helvetica for the body text. However, I made an exception and employed Comic Sans MS exclusively for the headings on the course page, intending to give it a distinct, child-friendly appearance. I wanted the logo to convey a sharp and modern look, which led me to select the Futura font for the logo alone.

Subsequently, following feedback received after the final presentation, I reconsidered the font choices. It was suggested that using a different font solely for the logo appeared somewhat incongruous. The recommendation was to either utilise the Futura font for all headings or make the logo font consistent with the rest of the text by using Poppins. Moreover, employing four different fonts for a single website seemed excessive, and it was advised that two fonts would suffice. Additionally, maintaining a distinct feel exclusively for the course page might give the impression that it was not integrated into the overall project. Taking these suggestions into account, I ultimately decided to stick with just two fonts: Poppins for the logo and headings, and Helvetica for the body text.
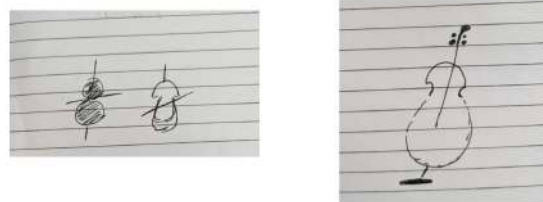
Logo

This is the academy's current logo. However, I found the logo to be too elaborate for the website's design. Consequently, I embarked on a redesign of the logo with the intention of creating a simpler version. My aim was to achieve a balance where neither the logo nor the academy's name dominated the visual identity, giving equal importance to both elements. During this process, I sought inspiration from various sources, and some of the designs that caught my eye are provided below.

After conducting further research, I developed several simple logo designs featuring a cello, as it is a prominent element in the academy's original logo.

I was quite content with my initial sketches and proceeded to create the logo based on those designs.

Following the final presentation, I modified the logo's font to Poppins, resulting in the final logo:

8. Content

The content of the website served as the foundation of my design journey. Following my research and initial wireframes, I embarked on creating the website's content. Given that most of the content was provided by the academy, this process was relatively straightforward.

I began with the course page, where I aimed to present all available classes in clickable card format, sortable by musical instruments. Clicking on each card would lead the user to a page where they could access the video for that specific chapter, along with recommendations for the next classes displayed below the video.

The second page I worked on was the FAQ page. I already had a list of questions from user interviews, and I gathered answers from the academy to populate this section.

Next came the "About Us" page. I envisioned a brief section providing an overview of the academy and its history. Below this, I planned to include details about the academy's teachers, parent reviews, and a contact form.

I also intended to create a privacy policy page that would cover basic privacy and terms related to the academy's website. This page would be accessible through the cookie message displayed on the website.

For the homepage, my goal was to incorporate a snippet from each page of the website. This would include information about courses, along with buttons that would direct users to the respective course, FAQ, and "About Us" pages.

9. Prototype

Prototyping involves visually expressing and designing ideas. During this phase, I primarily engaged in wire framing and creating mockups. The prototyping stage proved to be quite extensive for me due to my dissatisfaction with the initial designs. My goal was to craft a design that not only welcomes visitors but also maintains simplicity, playfulness, and a minimalistic aesthetic. I aimed to avoid overwhelming users with a barrage of complex design elements as soon as they accessed the website.

Figma Prototype

Wire-frame
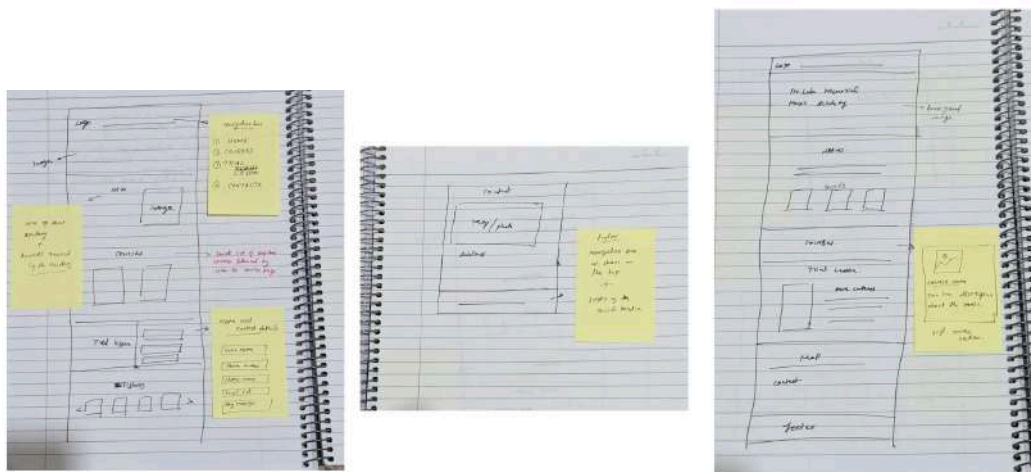
Initially, I began by sketching wireframes for the home page. However, as the design process progressed, I made the decision to focus on creating the course and other pages first before turning my attention to the home page. This approach allowed me to streamline my workflow and ensure that I had a clear vision for the core pages of the website before tackling the landing page.

Mockups
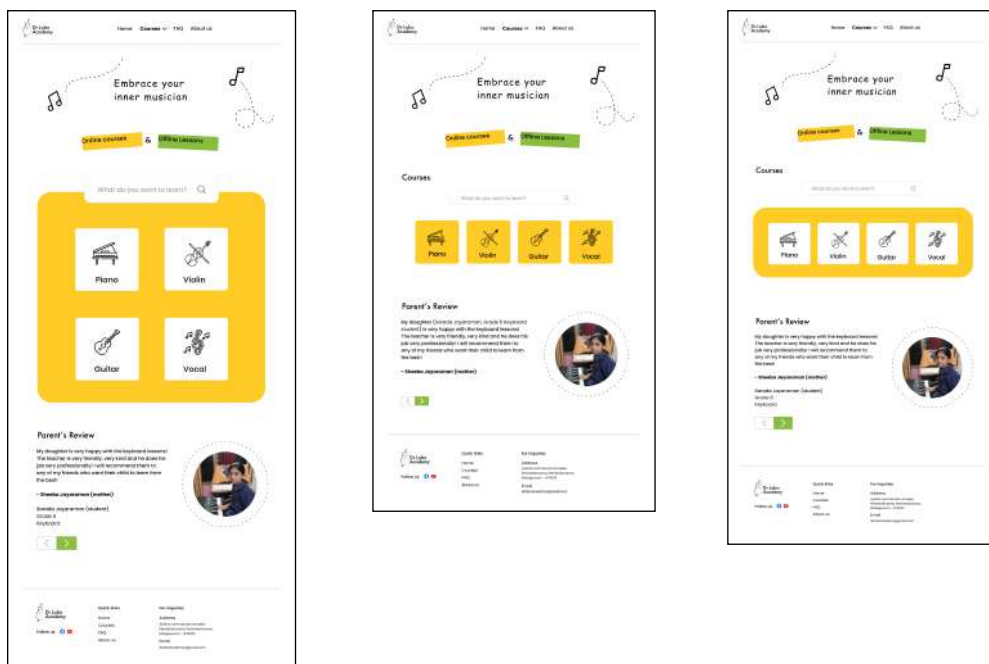
I decided to begin the design process by crafting the home page for courses. Starting with this page provided me with a foundation and inspiration that fuelled the creation of the other pages. It allowed me to kickstart my design journey and gain valuable insights that informed the design of subsequent sections of the website.
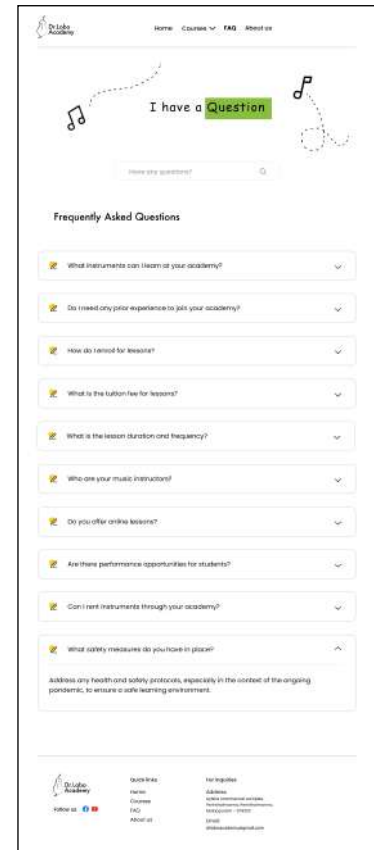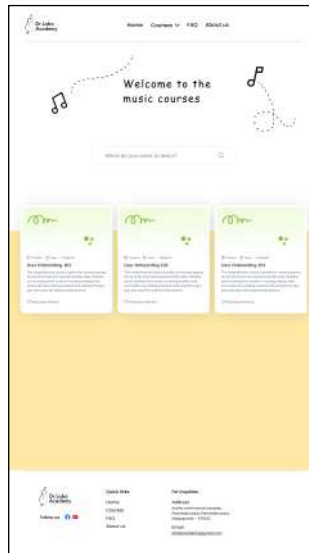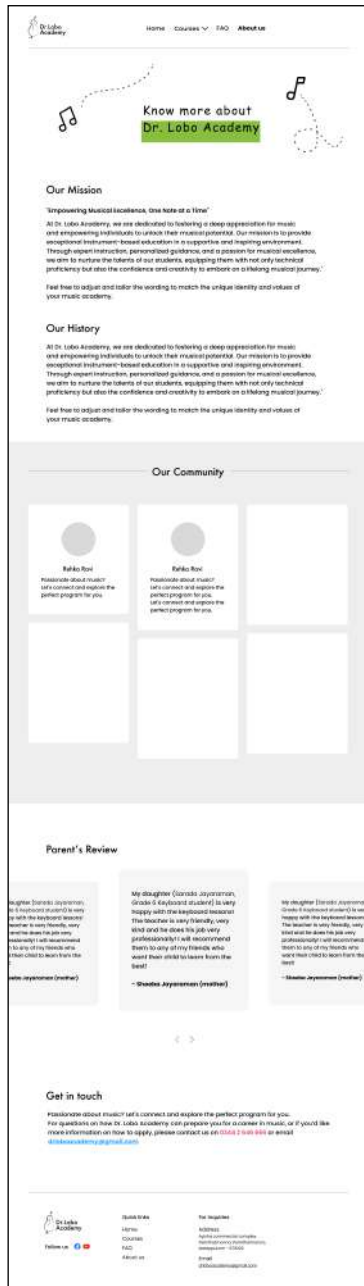
These were some of my initial design concepts. However, as I progressed in the design process, I made several refinements and adjustments to enhance the overall user experience. One area that required special attention and improvement was the course home page, as I wasn't entirely satisfied with its initial layout and presentation.
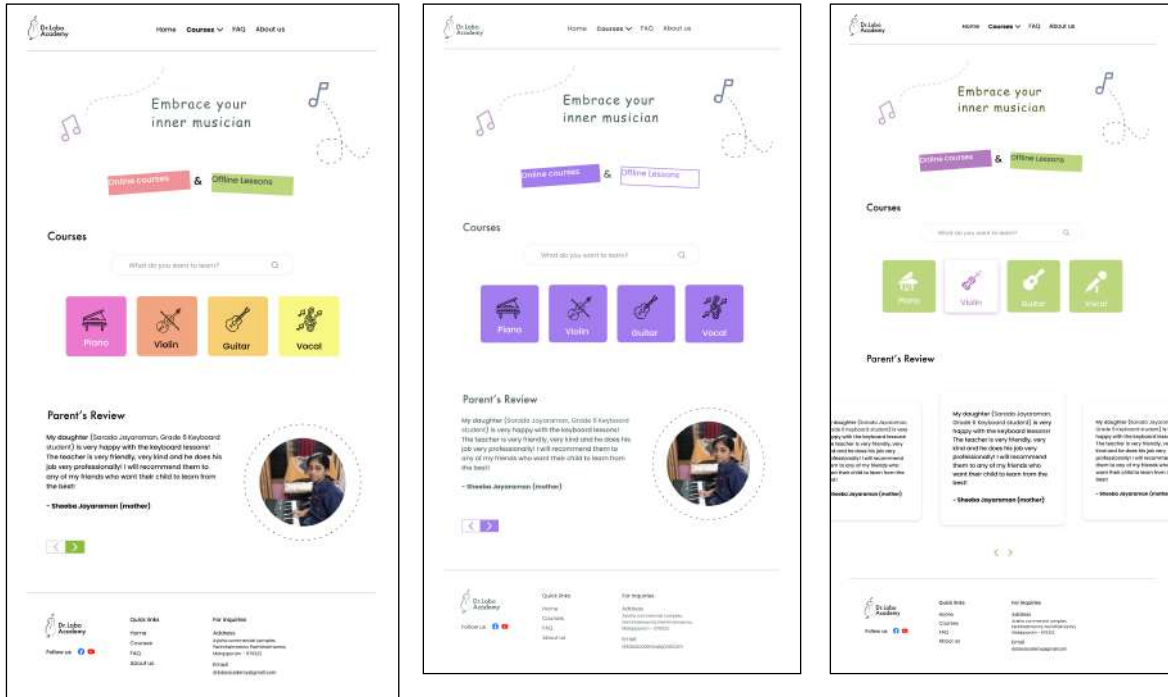
Subsequently, I delved into experimenting with various colour schemes and revisited the design of the review section. Initially, I included images of the students in the review section to convey authenticity and establish a personal connection with users. However, upon further consideration, I began to feel that the images might be excessive and didn't align seamlessly with the overall aesthetics of the website.

During the subsequent phase of my design process, I conducted further research and sought inspiration to craft the home page of the website. In this phase, I made the decision to remove the dedicated course home page, as I realised that much of the content present in the course home page was already duplicated across other sections of the website. It occurred to me that maintaining a separate home page solely for courses lacked significant purpose. Instead, I saw an opportunity to integrate a modified version of this content as a compact section within the main home page, streamlining the user experience and eliminating redundancy.
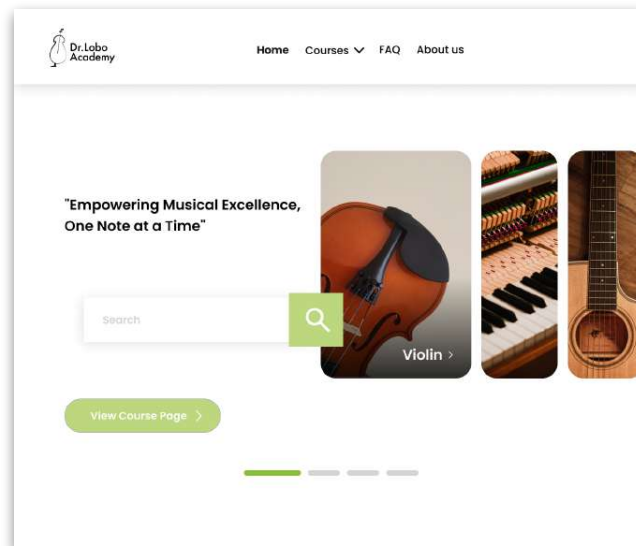
This is the central section of the home page, where I've incorporated a quote and interactive images. When a user hovers over an image, it expands, and the name of the instrument pops up. Clicking on the instrument image directs the user to the respective instrument's class section. Additionally, I've included a search box and a button that leads users to the main course section.

Following this, there's a "Who Are We" section, which provides a brief overview of the academy and includes a link to the "About Us" page on the website.

Next up is the "Free Demo" section. Given that the academy offers free demos to potential students, I wanted to highlight this feature as it can be a significant draw for new students. This section outlines key features of the academy and includes a button that takes users to a form where they can provide their personal details such as name, email, and phone number to inquire about the free demo.

It's worth noting that while I initially planned to include a search box, I have temporarily removed it due to a shift in my plan from a dynamic site to a static one. However, I intend to reintroduce the search section in the near future once the site becomes dynamic.

We add value to our student's journey

Book a FREE Demo now >

Online and Inperson Classes
embracing a diverse world of musical expression

Easy Registration
embracing a diverse world of musical expression.

Expert Trainers
embracing a diverse world of musical expression.

Easy to learn
embracing a diverse world of musical expression.

Name:
Phone Number:
Email:
Submit
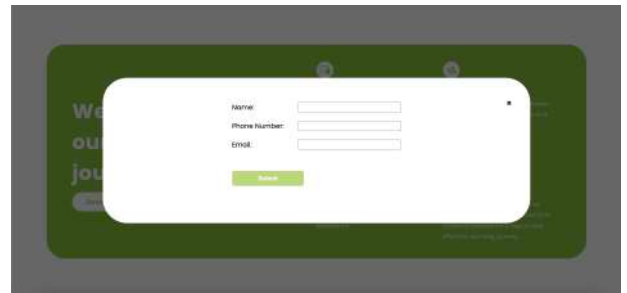
Online courses

Violin   Guitar   Piano   Vocal

Western Violin Classes

Discover the soul-stirring world of music through our violin classes, where expert instruction meets timeless melodies, cultivating both technical prowess and emotional resonance. Join us to nurture your talent and embark on a harmonious journey of violin mastery.

View Course >

Parent's Review

y daughter (Sarada Jayaraman, rade 6 Keyboard student) is very appy with the keyboard lessons! e teacher is very friendly, very nd and he does his job very ofessionally! I will recommend em to any of my friends who ant their child to learn from the est!

Sheeba Jayaraman (mother)

My daughter (Sarada Jayaraman, Grade 6 Keyboard student) is very happy with the keyboard lessons! The teacher is very friendly, very kind and he does his job very professionally! I will recommend them to any of my friends who want their child to learn from the best!

– Sheeba Jayaraman (mother)

My daughter (Sarada Jayaraman, Grade 6 Keyboard student) is ver happy with the keyboard lessons The teacher is very friendly, very kind and he does his job very professionally! I will recommend them to any of my friends who want their child to learn from the best!

– Sheeba Jayaraman (mother)

< ^

FAQ's

What instruments can I learn at your academy?
At our academy, you can learn violin, guitar, piano, and vocal skills, embracing a diverse world of musical expression.

How do I enroll for lessons?

What is the tuition fee for lessons?

Do I need any prior experience to join your academy?

View more →

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Piano
Vocal

For inquiries
Address
Aylaha commercial complex,
Perinthalmanna, Perinthalmanna,
Malappuram - 679322

Email
drloboacademy@gmail.com

After that, there's an "Online Courses" section that provides brief descriptions of all the courses offered, along with a button that leads users to the dedicated course page for more details. Following this, there's a section featuring parent reviews, showcasing feedback from parents about the academy. Additionally, I've included a small preview of the FAQ page to give users a glimpse of what to expect in the FAQ section, helping them navigate the website more effectively.

Here are the designs for the other pages of the website:
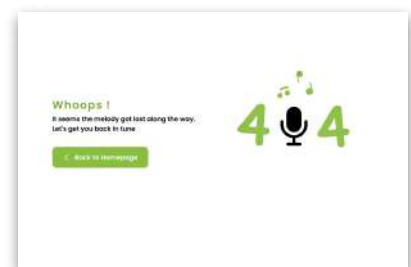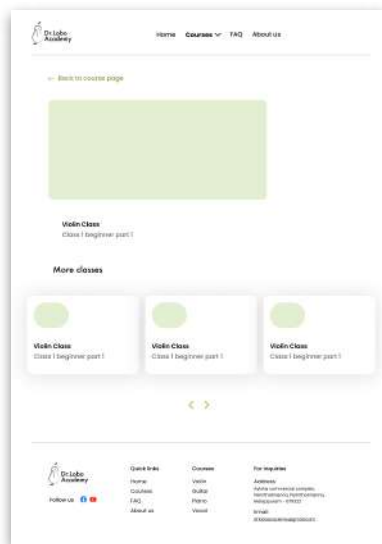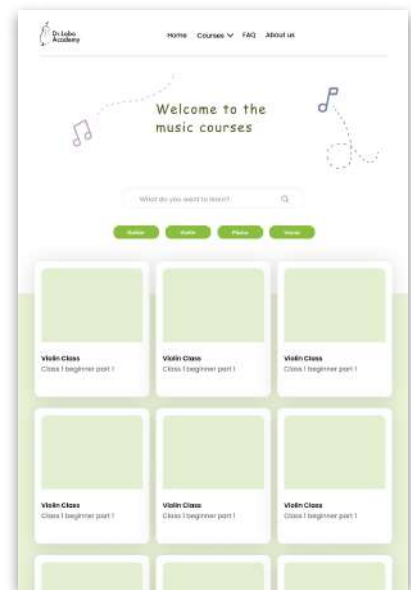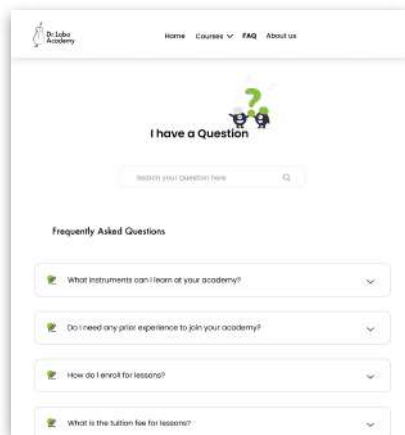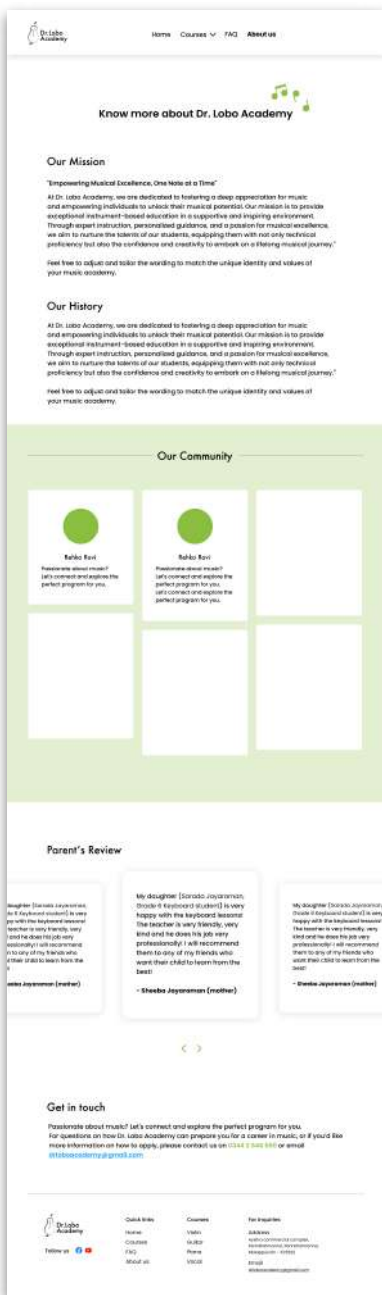
Tablet and mobile view of the website
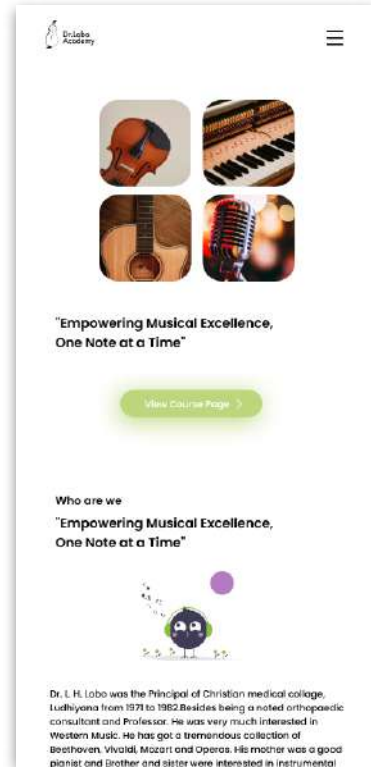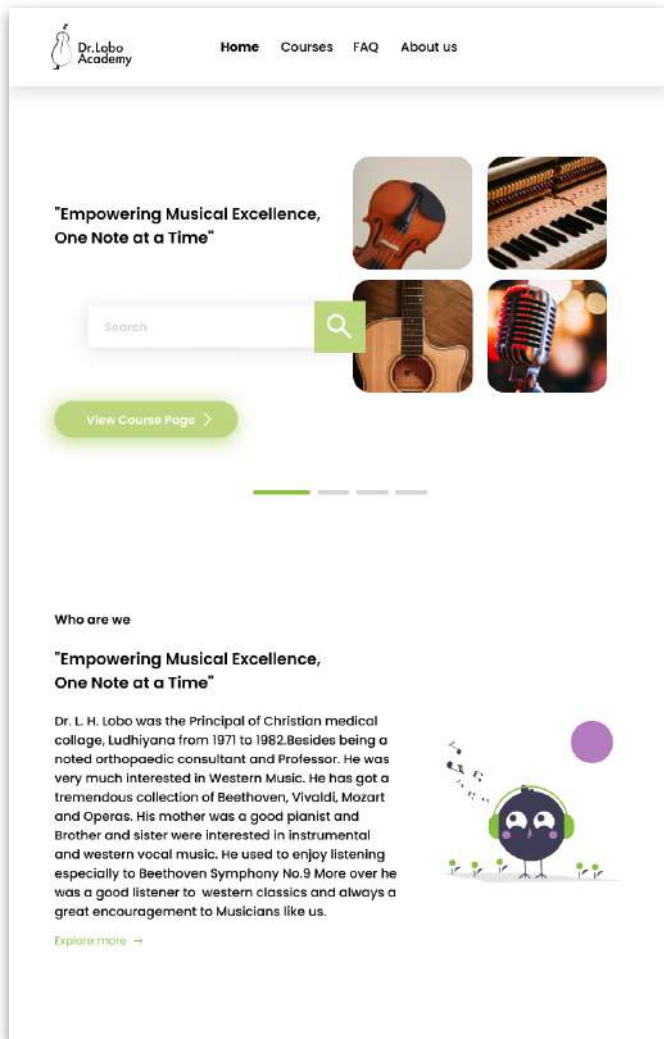
10. Implementation

Having a clear design plan in place before starting the implementation phase made the process much smoother, especially for the HTML and CSS aspects of the project. However, due to time constraints, I had to make some adjustments to my original plans.

Image/SVG Optimisation and Content Organisation

I initiated the implementation phase with a content-first approach, giving precedence to adding all the essential content within the HTML structure before proceeding to apply CSS styles. Additionally, I ensured that the images and SVGs utilised on the website were adequately optimised to reduce file sizes, and I organised them into a separate folder.

To maintain a structured project directory, I kept all the files and assets neatly organised within a single folder named "public_html." Furthermore, I segregated the code files into one directory and stored other assets, such as images and multimedia elements, within an "asset" folder for better management and accessibility during development.

Site Development

When I transitioned into the site development phase, I found that most of my content was already prepared, and my images and assets were well-organised. However, I began this phase in August, and I had lost approximately one and a half months during the design phase due to personal issues. Despite this setback, I remained determined not to panic and aimed to complete the project to the best of my abilities.

During the front-end development stage, I simultaneously worked on HTML and CSS coding. I approached the project by breaking it down into different components, addressing them one by one. This strategy streamlined the development process. With the summer season drawing to a close and a project submission deadline looming at the end of September, I felt a sense of urgency to ensure timely completion. Therefore, I focused on developing different parts of the website separately.

In an effort to enhance accessibility, I made conscious use of appropriate HTML tags, favouring semantic elements like section tags over generic div tags. Additionally, I incorporated CSS animations for images within the main section of the home page. These animations helped create smoother hover effects, avoiding sudden, jarring transitions. After implementing various code segments, I rigorously tested the website in multiple browsers to ensure compatibility and functionality.

To ensure that the website was responsive across various devices, I employed media queries. Typically, I would add media queries at the end of the CSS code. However, considering the size and complexity of the website, I found it challenging to manage all the media queries at the conclusion of the code.

As a result, I adopted a different approach. I decided to incorporate media queries directly after each section of the code. This adjustment significantly eased the coding process and allowed for more efficient testing of the website's responsiveness on different devices.

Initially, I intended to follow a mobile-first approach for ensuring the website's responsiveness. However, due to the considerable pressure and stress I was under, I found it challenging to implement this strategy effectively. As a result, I decided to switch gears and prioritise the development of the desktop view first. Once the desktop version was fully developed, I subsequently focused on making the website responsive to different screen sizes and devices.

When I ventured into the realm of backend development, I found myself grappling with various challenges. Originally, I had intended to explore Moodle and leverage a content management system (CMS) for the project's backend, but I encountered significant difficulties in grasping and working with Moodle. This struggle began to take a toll on my mental well-being, leading to feelings of frustration and despair.

After careful consideration of the resources at my disposal, I decided to shift my focus from Moodle to WordPress. The advantage of WordPress was that I had prior exposure to it through Prisca, and there were recorded classes and notes available on WordPress. This familiarity led me to believe that it would be more manageable to study and implement WordPress than Moodle.

However, as I delved deeper into WordPress, I realised that achieving the exact CSS styling matching my design was challenging within the WordPress framework. While WordPress offered a plethora of plugins and functionalities, I was unwavering in my commitment to maintaining the integrity of my design. My primary focus for this project was on design and user experience, as I aspired to pursue a career in these fields after completing the course. Thus, I was determined to ensure that my website's design would be the best it could be.

After thoroughly weighing the pros and cons, I made the decision to abandon the CMS approach and opt for a static website instead of a dynamic one. This would involve utilising JSON, JavaScript, and PHP to create the website. I felt more confident in this choice because of my previous coding experience during my Bachelor's degree in Computer Science and Engineering. Moreover, with only five weeks remaining until the final submission, developing a static website appeared to be a more feasible and efficient path forward.

I simultaneously studied coding languages and applied them to the website, finding this approach more efficient and time-saving. Initially, I employed JSON to integrate a small database into the course and class pages of the website. However, I encountered some persistent errors that I couldn't resolve, leading me to abandon the idea of using JSON. Instead, I opted to create an array list using JavaScript.

In this project, a significant portion of the backend work was executed in JavaScript, while forms and pages were handled in PHP. To streamline the website's structure and avoid redundant code, I utilised PHP to create separate files for the header, footer, and cookie sections, which were then included in the main pages as needed. This modular approach simplified the development process and enhanced code maintainability.

To address the integration of class videos from the academy, my initial plan was to create a code that could seamlessly combine both music notes and audio. However, due to time constraints, I opted for an alternative approach. I utilised a platform called Melody Scanner, which proved to be a time-saving solution. This platform automatically generated videos with synchronised moving music notes when provided with the audio.

Subsequently, I uploaded these videos to the academy's YouTube channel. Leveraging YouTube's embedding capabilities, I seamlessly integrated these videos into the website. This streamlined process was particularly beneficial considering I had a substantial collection of 27 videos to organise and incorporate into the website.

Cookies and Privacy Policy
In order to collect user details for the free demo and potential future data needs, I implemented cookies and included a privacy policy page as a precautionary measure. I firmly believe that users should have the autonomy to decide whether they want to share their information or not when interacting with a website. Moreover, it's crucial that all users are well-informed about the privacy policy of the specific website they are accessing. This transparency and choice empower users to make informed decisions about their data privacy.

11. Site Promotion

SEO Strategy

In terms of search engine optimisation (SEO), several key strategies were implemented to ensure the website's visibility and effectiveness. First and foremost, a strong emphasis was placed on generating high-quality content. This content was meticulously crafted to be informative, engaging, valuable, and tailored to the specific needs of the targeted audience.

Mobile optimisation was another critical aspect addressed. The website was designed to be fully responsive, ensuring a seamless experience for users across various devices.

Efforts were made to enhance page loading speed, primarily achieved through the optimisation of images used on the site. This not only improves user experience but also contributes positively to SEO rankings.

The website's user-friendliness was a top priority. Clear navigation, well-structured menus, and a logical layout were implemented to make it easy for users to find and access the information they need.

Integration with social media platforms was established by adding social media handles to the website. This allows for engagement with users on these platforms, extending the website's reach.

To structure the content logically and enhance SEO, heading tags such as h1, h2, h3, etc., were incorporated throughout the website. Additionally, internal links were strategically placed to facilitate easy navigation within the site.

In the upcoming phases of the project, a comprehensive keyword analysis will be conducted to identify relevant keywords. This analysis will aid in selecting primary and secondary keywords for individual pages, further enhancing the website's SEO performance.

Social Media

The academy's existing online presence plays a crucial role in the marketing strategy for the website. Dr. Lobo Academy, for instance, already maintains an active YouTube account. Additionally, I have taken steps to bolster the academy's online footprint by creating dedicated YouTube and Instagram accounts. In the near future, our plan includes regularly posting engaging content on Instagram and producing YouTube videos, as well as Insta Reels, that showcase various student events. These efforts are designed to significantly expand the academy's reach and engagement with its audience.

Furthermore, I've contributed to this strategy by creating videos of classes and seamlessly integrating them into the academy's YouTube account. This multi-pronged approach to online engagement and marketing promises to be highly effective in increasing visibility and attracting users to the website.

11. Site Testing and Analysis

User Testing

I got a lot of feedbacks from the class presentations which was very helpful. During the project I did some user testing even when the project was not complete.
Users where very happy with the colour selection and simplicity of the website
One feedback which I got was regarding the hover functions on the home page images that was so sudden the that user was not happy with it, later I added some animation to it.

Feedbacks from class presentations


```
Convivial Armadillo                                          1 hour ago

  Fonts: I like your choice, would be nice to see them in place :)


  Logo: is there any way you can reduce the site name? Also having a stylized version of
  the cello could be a good start. I like your thought process behind.

  Nice to see wireframes, they are a good start.

  from Noemi
```

```
Alert Kestrel                                               18 hours ago

  - colour scheme is nice and warm and harmonious but a little dark perhaps?
  - font choices are nice and could fit - but you're right to give yourself time to
  experiment

  - nice to see your moodboard for logo approaches, good thinking on use of colour
  - your sketches are nice start, good ideas in there ~ keep working on those

  - nice to see wireframes sketches on paper before the digital versions
  - wireframes are a good start too
```

Convivial Armadillo   1 hour ago

Colours: my advice is to use something more cheerful and bright since you're targeting kids.

Fonts: I like your choice, would be nice to see them in place :)

Logo: is there any way you can reduce the site name? Also having a stylized version of the cello could be a good start. I like your thought process behind.

Alert Kestrel   18 hours ago

- focus on the classes
- name - seems a bit very very long?

- colour scheme is nice and warm and harmonious but a little dark perhaps?
- font choices are nice and could fit - but you're right to give yourself time to experiment

- nice to see your moodboard for logo approaches, good thinking on use of colour
- your sketches are nice start, good ideas in there - keep working on those

Dancing Cormorant   18 hours ago

Colour pallette works well together, if targeted for children aged 5+, maybe there could be one or two main brighter colours that will draw their attention. Some simple illustrations could work alongside navigation

Inquisitive Spider   18 hours ago

I think if you stuck to few fonts (maybe two, with different weights where needed), your site will be clearer and it will be easier to guide the eye. It's great that you've started experimenting with your wireframes, and I think your cello logo will be great!

——————— Feedback ———————

Circumspect Cassowary   5 minutes ago

Good research on different CMS as opposed to just sticking with Wordpress. Definitely good idea to think of a shortened down version of the domain as it could be hard to remember, type out and read

Zestful Crab   6 minutes ago

on the domain. If you want to persuade them to buy you a shorter domain you could look at organisations like https://www.moma.org/. I know they are very well known so can maybe get away with it more but it could demonstrate to the company how you can use shorter urls for larger company names.

Eccentric Roadrunner   7 minutes ago

- I like that you are planning to look into other CMS options - Moodle could work well yet as you said, for your CV and skills to learn that might work
- about the audio visualisations - not sure about the frameworks you are thinking of, do experiment first and do think of static options before deciding on only moving visualisation

~*~*~*~*~*~*~
Prisca

Healthy Stork   8 minutes ago

Nice presentation, Gopika

- great to see that name shortened - much easier to read and remember
- domain name will work - as it is the name - but I would still suggest that you get a shorter version of the name to use for easier linking and promotion
- good to plan for updatability in future

~*~*~*~*~*~*~

Tessellated Rhinoceros   9 minutes ago

David's feedback
Dr. Lobo Academy
drlobomemorialacademy.in - this is a very long domain name! I recommend that there is
also an abbreviated version that points to the same site.
Good suggestion to investigate options beyond WordPress. Moodle may be a viable option.
The choice will depend on nature of content and on your career options.

Gopika • MP feedback

Responses

Add a response

SUBMIT

lovely website design, the colour scheme works
well and i like the interactivity!

1 hour ago

Nice colours and layout, the text on the button is
not visible because its white.

1 hour ago

It will be cool to see your complete site. I think
it looks very professional and appealing to young
people as well. The images on the homepage are
also very fun.

1 hour ago

The class cards look really nice, particularly the

× 🔒 Moored — Board   < ⋮
   moored.co

The class cards look really nice, particularly the
neat little thumbnail versions. It will be lovely to
see them complete.

1 hour ago

Very nice clean look and feel, which helps to
make it trustworthy/easier to understand as an
academic site. Colours are subtle but work really
well! The bars underneath the images on home
could be clickable to give users more choice.
The links in the footer could have a hover change
to make it more noticeable to click. Lovely site!

1 hour ago

lovely color scheme and lovely template.
Improvements i think you could do is, use
primary green of website to buttons, there's no
link in the image in the fisrt section but there's
arrow to it. I would love to see some content
soon.

1 hour ago

You need to revise the main text on the
homepage to make it clear what the site is
about... for example: "learn to play a musical
instrument with our excellent classes" or
something similar. I don't think you need the

× 🔒 Moored — Board   < ⋮
   moored.co

You need to revise the main text on the
homepage to make it clear what the site is
about... for example: "learn to play a musical
instrument with our excellent classes" or
something similar. I don't think you need the
search box on the courses page - the filter
buttons work well and with a limited range of
content, you can omit it for now.

1 hour ago

Fonts: I suggest reducing the fonts to max 2.
Keep only the courses you have content for. Most
of them have a page without content. Give more
space to teachers, add some more info on them
and also connect them to the courses they're
teaching. Search isn't working, so you can
remove it and add it to a second phase. Main
feedback is that, as you pointed out, you spent
too much time on the design, and unfortunately,
now you need to rush up the rest of the project
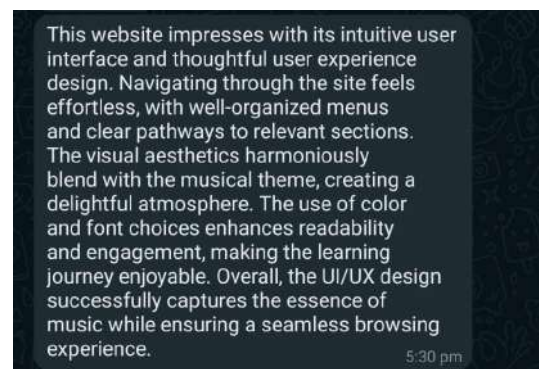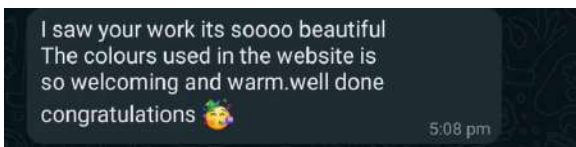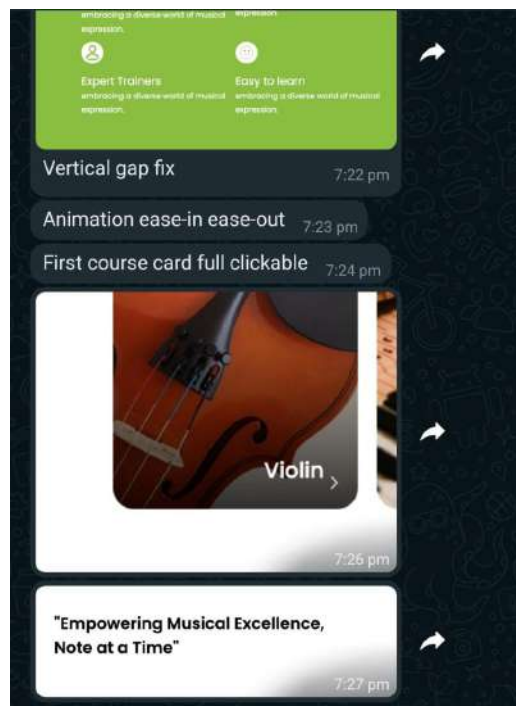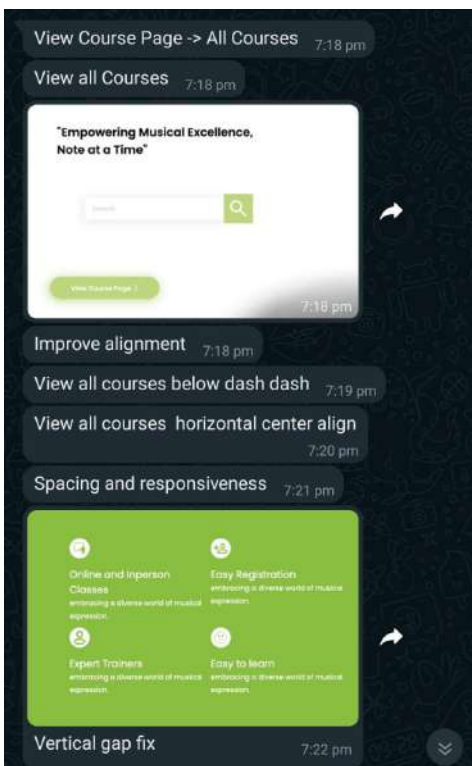phases. Which is a shame :) By Fabi

1 hour ago

- well done for talking to real people for your
personas - not sure that you need a total of 4
fonts, though I understand your reasoning but
consistency works for clear legibility - nice work
on the site overall, there are a some really nice
elements and touches ツ – one thing: for the
FAQs: make this clickable rather than showing

× 🔒 Moored — Board   < ⋮
   moored.co

and also connect them to the courses they're
teaching. Search isn't working, so you can
remove it and add it to a second phase. Main
feedback is that, as you pointed out, you spent
too much time on the design, and unfortunately,
now you need to rush up the rest of the project
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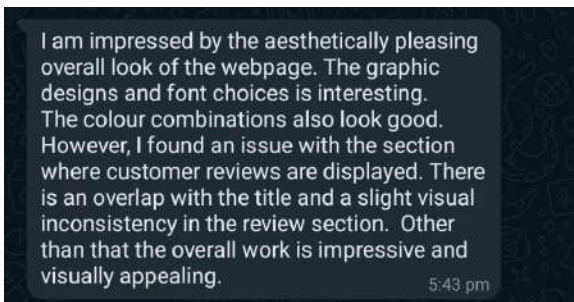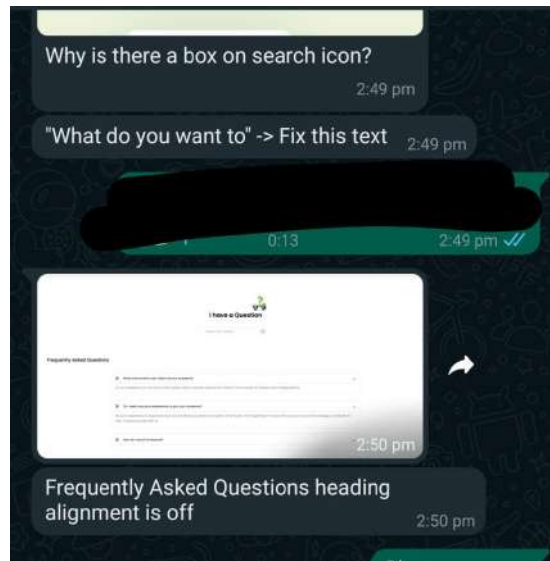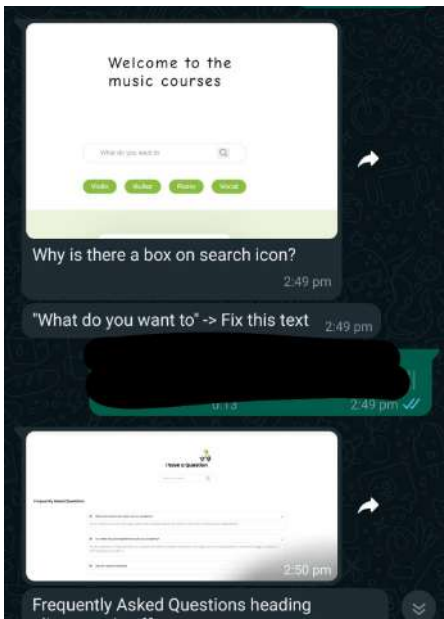content on hover only [prisca]

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20 minutes ago

- at the moment, it looks like an open platform,
as all info is available publicly You mentioned
that certain sections are only for students but
there are no details of logins etc? - graphic
styles vary a little too much across the site,
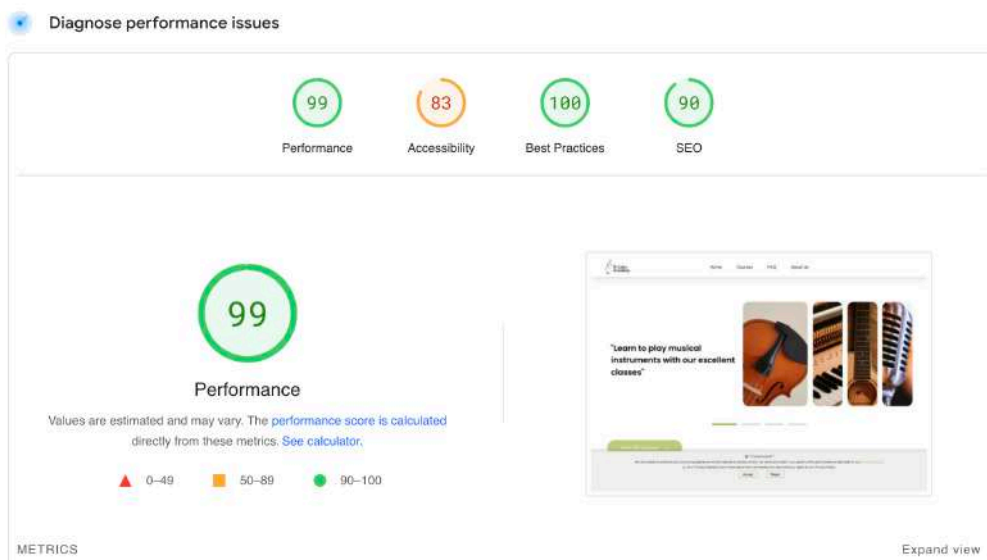consistency in the style would work better
[prisca]

20 minutes ago

Feedback from Users

User feedback primarily flowed through WhatsApp messages due to the geographical location of the users in India and the time zone differences. WhatsApp provided a convenient and accessible channel for users to share their thoughts, concerns, and suggestions regarding the website and its functionalities. This mode of communication allowed for direct and timely interactions, ensuring that user feedback was effectively captured and addressed during the development process.

I am impressed by the aesthetically pleasing overall look of the webpage. The graphic designs and font choices is interesting. The colour combinations also look good. However, I found an issue with the section where customer reviews are displayed. There is an overlap with the title and a slight visual inconsistency in the review section. Other than that the overall work is impressive and visually appealing.

5:43 pm

Performance and Accessibility

I conducted comprehensive performance and accessibility tests for each page of the website, assessing both desktop and mobile views. While I was generally satisfied with the results, there remained several areas that required further improvement.

In the desktop view of the home page, accessibility scored at 83%, indicating the need for enhancements. The identified issues mainly revolved around button accessibility, ensuring adequate colour contrast ratios between background and foreground elements, and optimising the order of heading elements for a more seamless user experience.
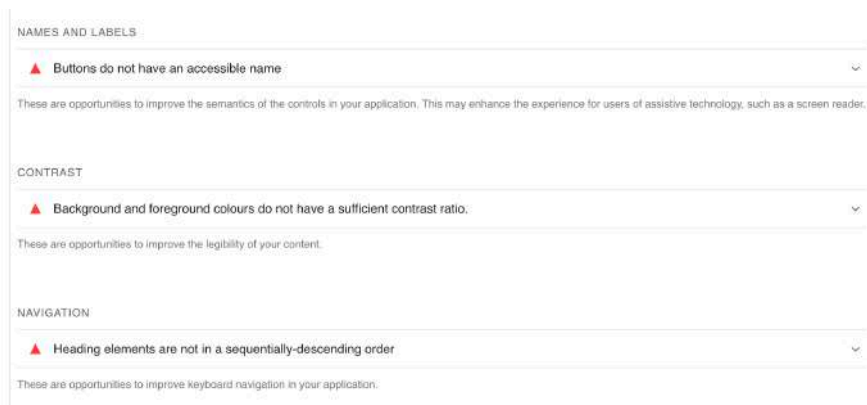
For the mobile view of the home page there was an SEO issue


Course page

When examining the Course page, the mobile view demonstrated a performance level of 83%, which could be attributed to the volume of content present.

However, the results for the FAQ, About Us, and Privacy Policy pages were satisfactory, indicating good performance and accessibility levels. These findings highlighted the need for focused improvements in specific areas to enhance the overall user experience on the website.

Traffic and Engagement

I'm currently in the process of managing the data for my website, and I've encountered an issue with Google Analytics integration. Unfortunately, I haven't been able to retrieve any data, which has raised some concerns.

Initially, when I inspected the code, I couldn't locate it in the inspect tab, despite multiple attempts to upload the code. The issue became apparent on September 26th, and it took several trials to rectify it, finally resolving it on September 27th. I was understandably disappointed that I hadn't discovered and resolved the issue earlier. I'm now actively working to ensure that the analytics integration functions correctly to gather valuable data for my website.
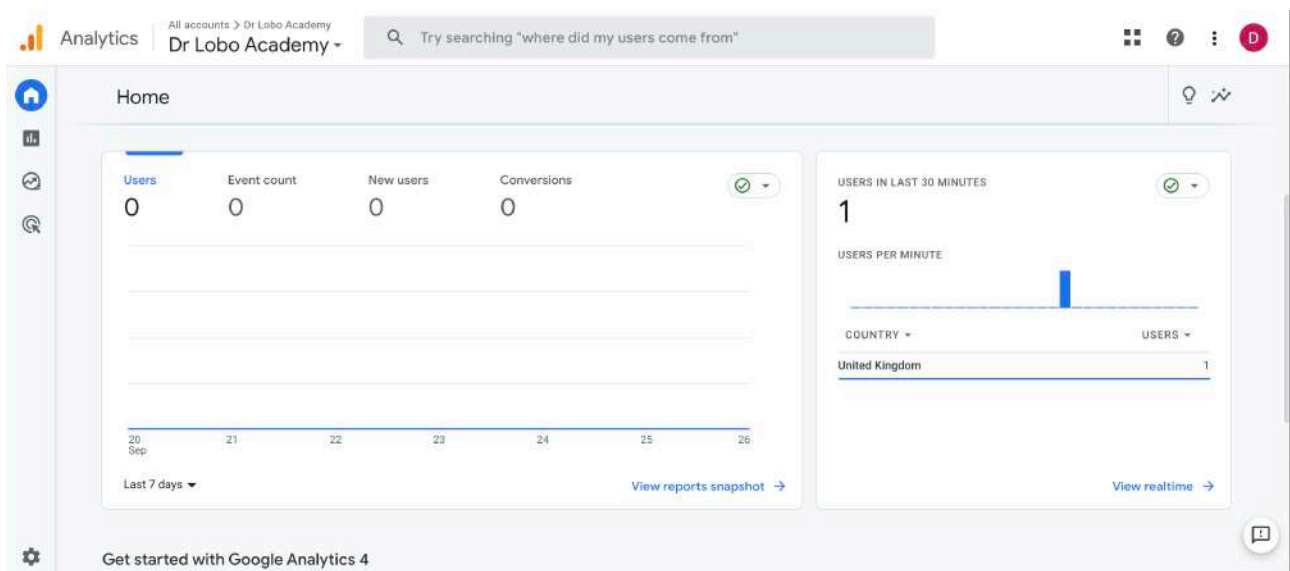
13. Work in Progress

I'm currently addressing various issues that have arisen, including website accessibility and traffic analytics, which I've discovered recently.

Additionally, I'm actively working on improving the website's responsiveness. As I've tested it on different screens and search engines, new issues have surfaced that require attention.

Furthermore, there are several features and functions that I haven't been able to implement due to time constraints.

Some of these pending tasks include:

1. Adjusting the alignment of the close button in the demo form section, especially in the mobile view.
2. Resolving issues with the parent review card count in the mobile view. While it functions properly on my laptop, it requires adjustments for mobile devices.
3. Addressing layout and functionality concerns on the "About Us" page's community section and the "Courses" page.

I plan to dedicate the coming days to addressing these issues and completing the outstanding tasks to ensure the website functions smoothly and meets all requirements.
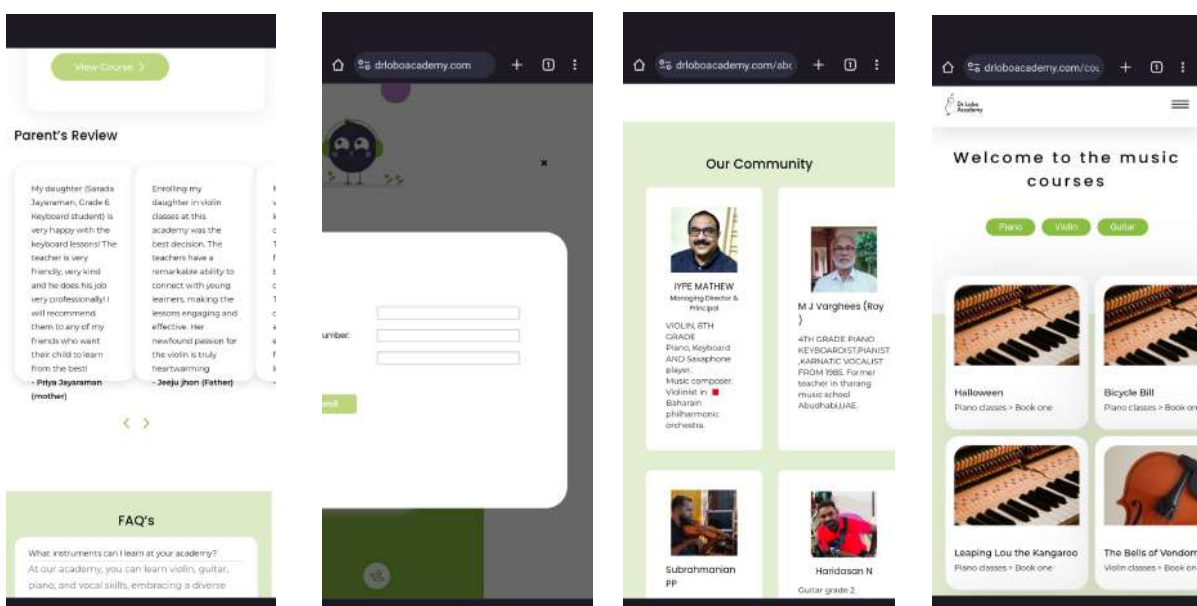
In a future update, I intend to incorporate a functionality on the website's homepage image section. When a user clicks on the name of an instrument displayed in an image, they will be automatically directed to the course page with the corresponding instrument already selected as a filter. For instance, if a user clicks on "piano," the course page will load with piano lessons as the pre-selected filter, displaying only piano-related courses. This feature aims to enhance user experience and streamline the process of finding specific instrument-related courses on the website.

Additionally, in the class section, I have plans to introduce a recommendation feature located below the videos.
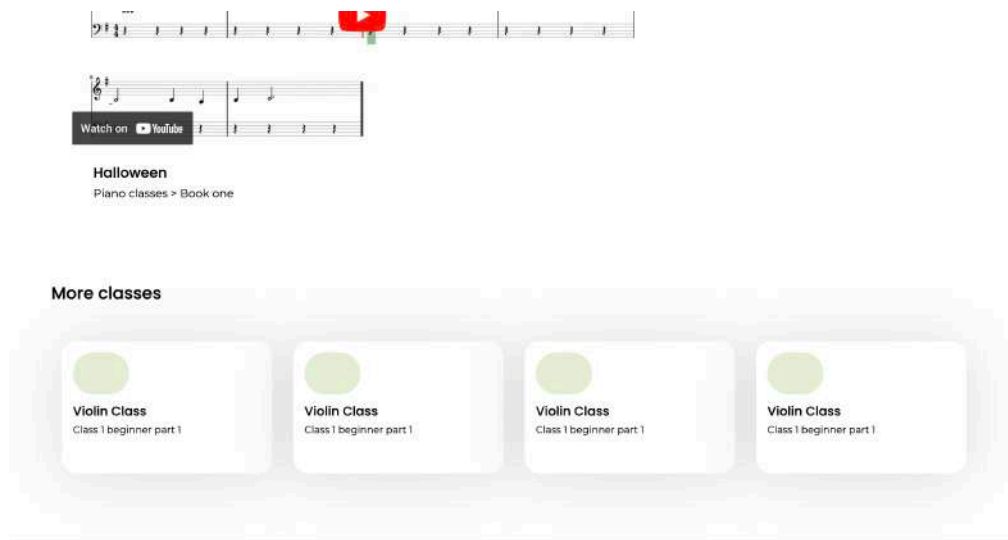
Furthermore, since the website is not yet fully complete, I have some tasks remaining in terms of code organisation. Specifically, I need to restructure the CSS code for better alignment and remove any unused code sections to ensure a cleaner and more efficient codebase. While there are some code sections that aren't currently utilised in the site, I've chosen to retain them for future updates and enhancements to the website.

Additionally, I've employed a total of five JavaScript files in the website's development. While this might not be the most ideal setup, it was necessary to address various errors that emerged when attempting to consolidate all the code into a single file. I'm actively working on optimising
 this aspect to enhance the website's performance and maintainability.

Problems Faced

The summer proved to be quite challenging for me. While the project didn't unfold exactly as I had initially planned, I'm still content with the website I've created and the personal growth I experienced throughout the project journey. Unfortunately, I encountered some personal and stay-related issues during the summer, which led to the loss of almost a month of my project timeline.

A significant turning point for me was when I traveled to Canada to stay with my brother for three weeks. During this period, I found a conducive and productive environment that allowed me to focus on my work and escape the tensions and problems I had been facing.

As the development phase progressed, my original concept of implementing Moodle, Wordpress, and a content management system (CMS) had to be abandoned due to time constraints and my unwillingness to compromise on the design I had envisioned. While I faced initial struggles with JavaScript and figuring out JSON, I eventually managed to make progress.

There were also challenges related to data analysis, website responsiveness, and time management towards the end of the project period. However, with the support and assistance of my classmates and teachers, I successfully built a functional website. Overall, despite the obstacles, I found the journey enjoyable and fulfilling.

14. Conclusion

Future Plans

1. Login Page: A login page will be implemented to ensure that access to the course page is restricted to registered users only. This will enhance security and privacy for users.
2. Content Management: The content of the website will be migrated to WordPress, a robust content management system (CMS). This transition to WordPress will streamline content management and make it more efficient.
3. Dynamic Website: The website will be transformed into a dynamic platform, offering enhanced interactivity and functionality. This will enable more personalised user experiences and advanced features.
4. Search Functionality: A search section will be integrated into both the home page and the course page. This feature will make it easier for users to find specific content quickly and efficiently.

5. Contact Form: An interactive contact form will be added to the website's contact section. Users will have the option to ask questions, provide feedback, or request information. This input can be used to update the FAQ page, ensuring it addresses users' needs.

6. Social Media Engagement: The social media handles associated with the website will be actively managed and updated. This will include regular posts, engagement with followers, and sharing of student events and achievements to increase the website's reach and online presence.

7. Student Events and Blogs: Student events and blogs will be incorporated into the website. This addition will showcase the academy's activities and provide a platform for students to share their experiences and insights.

These planned improvements will not only enhance the website's functionality but also contribute to a richer user experience and increased engagement.

Objective Mapping and Learning Outcomes

• I effectively managed this project independently, overseeing it from its inception to its successful completion.

• While I ultimately decided not to collaborate directly with the client during the project, I did engage in productive discussions with them regarding content and project ideas. These conversations led to the generation of valuable ideas that extended beyond the project's initial requirements.

• This project provided me with a valuable opportunity to delve deeper into the art of brainstorming, resulting in the generation of more innovative ideas.

• I conducted thorough research on various topics and project ideas, which not only expanded my knowledge but also enhanced my research skills, enabling me to approach future projects with a more informed perspective.

• One of my noteworthy accomplishments in this project was the development of a simple yet highly functional website, which met the project's objectives effectively.

• Although I faced challenges in implementing a CMS, this experience allowed me to gain valuable insights into CMS technologies.

• Furthermore, it contributed to the improvement of my knowledge and skills in JavaScript and PHP.

- I successfully created a comprehensive project report, meticulously documenting every step of my project journey, showcasing my ability to communicate and document project details effectively.

15. References

[1] Similar websites

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- E-Learning Website - https://www.behance.net/gallery/160056119/E-learning-Website?tracking_source=search_projects|learning+website
- Skill Academy E-Learning Website by Zahir Mirzamammadli - https://www.behance.net/gallery/131646031/Skill-Academy-E-Learning-Website?tracking_source=search_projects|learning+website

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- Online learn to other languages by Kinaree Bodar - https://www.behance.net/gallery/164454103/Online-learn-to-other-languages