

Design Brief

Suzanne Collins Books



Lema Azizi | FWD 2021

Baseline Statistics

Suzanne Collins Books

Nibbler Website Analysis

- Overall website score is: 8.6
- The accessibility score for all type of devices is: 9.1
- The website satisfaction score for users based on experience is: 7.1
- The website popularity score is: 6.9
- The technologies used for the website score is: 8.9
- 0% of the website is optimized for printing
- The website was last updated on January 22. 2021
- The URL format is hard to remember or type
- The popularity score is: 6.0
- Some heading were empty and some codes were places unproperly.
- The website handles missing pages correctly
- The website is zipped with GZIP which speeds up the loading time.

Website Grader Analysis



27/30

Performance

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

PAGE SIZE



597KB

So fast! So light!

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

PAGE REQUESTS



20

You make this look easy.

The more HTTP requests your website makes, the slower it becomes. Combining files can help reduce the number of requests.

PAGE SPEED



3.4SEC

Zoom zoom. Nice work.

Best-in-class webpages should become interactive within 5.3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

BROWSER CACHING

PASS



Wowee. Your web caching is world class.

Browser caching speeds up your website by storing frequently used content in local memory.

MINIMAL PAGE REDIRECTS

PASS



Straight to the point.

Multiple redirects can make your site load slower. Aim for no more than one redirect.

IMAGE SIZE

PASS



They fit perfectly!

Images can take a long time to load. Use responsive images or SVGs to optimize your images for different screen sizes.

MINIFIED JAVASCRIPT

PASS



Have you been working out?

When your JavaScript is properly compressed, it makes your website run much faster.

MINIFIED CSS

PASS



Short and sweet.

When your CSS is properly compressed, it makes your website run much faster.



30/30

SEO

Optimizing your website content for search helps you drive organic traffic to your website. You can do this by providing a great experience for people and web crawlers alike.

PASS

PERMISSION TO INDEX



Granted.

In order for a page to appear in search results, search engines must have permission to store it in their index. If they can't store it, no other changes matter.

PASS

META DESCRIPTION



Look at you go!

Meta descriptions tell people what your page is about in search results.

PASS

CONTENT PLUGINS



Clap, clap, clap Good job!

Search engines can't always understand content that relies on browser plugins, such as Flash.

PASS

DESCRIPTIVE LINK TEXT



Your links make sense.

Descriptive link text helps visitors know what they'll see if they click the link. "Click here" doesn't cut it.



30/30

Mobile


Traffic from mobile devices is growing fast. Optimize your website for mobile or you'll miss out on valuable traffic, leads, and revenue.



0/10

Security

A secure website equipped with an SSL certificate and free from vulnerabilities is now the standard online. People and search engines love secure websites.



HTTPS
Careful. Not all resources load over HTTPS.

HTTPS protects websites from attacks and gives visitors confidence that your site is authentic and trustworthy.



SECURE JAVASCRIPT LIBRARIES
I'm not feeling safe here.

Intruders can exploit outdated JavaScript libraries. Using the latest version of each library and updating it regularly will help keep you safe.

What should I do next?

PERFORMANCE	CURRENT		RECOMMENDATION
SECURITY	CURRENT	RECOMMENDATION	
HTTPS	No	Yes	Some resources on your page are still loading over HTTP and should be converted to HTTPS.
Secure JavaScript libraries	No	Yes	Remove the JavaScript library or update it with a security patch.

Competitive Analysis

Suzanne Collins Books

Home Page

Suzanne Collins Books website is a fairly designed website.

When you first open the other page of the website you are not sure where to read the information from because they are placed unorganized and you need to give some of your time to figure out what information you are looking for. The Welcome side bar could have been on the top of the page in the body's first element and then information about best seller book. The menu also doesn't align well in its position it should have been on the header section and top of the page.

Suzanne Collins

HOME WORKS BIOGRAPHY INTERVIEW

FLY YOU HIGH!

WELCOME

Hi! Thanks for visiting my website. Here's a picture of me with a rat in Central Park. If you've read my fantasy series, *The Underland Chronicles*, you will have a clue as to why I chose this photo. If not, you may want to click around and find out a little

THE BALLAD OF SONGBIRDS AND SNAKES

ILLUSTRATED BY SUZANNE COLLINS

#1 USA TODAY BESTSELLER

#1 NEW YORK TIMES BESTSELLER

SELECTED WORKS

PICTURE BOOK

YEAR OF THE JUNGLE

"Important and necessary."
--Kirkus Reviews, STARRED REVIEW

WHEN CHARLIE MCBUTTON LOST POWER

"A clever, humorous story in rhyme."
--School Library Journal

SCI-FI

MOCKINGJAY

Despite of this there could have been back to top button that the user could get to the top of the page very quickly.

Works Page

Travel to the Underland with Gregor.



It's Gregor against the Bane!



Can Gregor save the Underland from a Plague?



GREGOR AND THE PROPHECY OF BANE

When giant roaches kidnap Boots and spirit her back to the Underland, Gregor follows to retrieve her. Soon he discovers that they are both implicated in "The Prophecy of Bane," which warns of the dangers of a terrifying white rat. Guess whose job it is to destroy it? (Scholastic Press, 2004)

GREGOR AND THE CURSE OF THE WARBLOODS

Gregor and Boots must return to the Underland to help find a cure for a deadly plague called the Curse of the Warmbloods. Gregor is desperate to succeed because, along with several of his Underland friends, a member of his own family is stricken. (Scholastic Press, 2005)

GREGOR AND THE MARKS OF SECRET

Gregor sets out to solve a mystery involving the Underland mice and ends up discovering a terrible secret. This book leads right into the fifth and final book of the series, "Gregor and the Code of Claw."(Scholastic Press, 2006)

CLAW
"...excellent acquisition for any library."
-VOYA

QUICK LINKS

- Scholastic
- Penguin Group
- NPR
- Listening Library
- Indie Bound
- Barnes & Noble
- Books-A-Million
- Amazon
- Authors Guild

Instead this could have been designed like thumbnails with a title header and a paragraph about the book with a link on it. When the users were clicking on it would have redirect the user to the specific information about that book some free pages of the book to read, the publication date and all necessary

Biography Page

Suzanne Collins

HOME WORKS BIOGRAPHY INTERVIEW

Biography



In 1991, Suzanne Collins began her professional career writing for children's television. She worked on the staffs of several Nickelodeon shows, including the Emmy-nominated hit *Clarissa Explains it All* and *The Mystery Files of Shelby Woo*. For preschool viewers, she penned multiple stories for the Emmy-nominated *Little Bear* and *Oswald*. She also co-wrote the Rankin/Bass Christmas

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SCI-FI
MOCKINGJAY
"...every bit as original and thought provoking, as *The Hunger Games*. Wow."
--Los Angeles Times

The two sidebars in the biography page does not look nice their alignment and proportion are not the same size of information with other parts of the web page. The title, image and the paragraph could have been coded better for a better layout, i.e., the image could have been placed in a corner and then text with padding on the left side with essential information about someone 's biography.

Interview Page

Suzanne Collins

HOME WORKS BIOGRAPHY INTERVIEW

Interview

Okay, she is a little. Read below to see why...

Here is an interview that I did with Jen Rees at Scholastic Press:

1. Of all the places Gregor could have traveled to, why the Underland?

I liked the fact that this world was teeming under New York City and nobody was aware of it. That you could be going along preoccupied with your own problems and then whoosh! You take a wrong turn in your laundry room and suddenly a giant cockroach is right in your face. No magic, no space or time travel, there's just a ticket to another world behind your clothes dryer.

SELECTED WORKS

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SCI-FI

MOCKINGJAY
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In this page again there is a lot of information the image does not professionally align with the information it could have been bigger and the title on bottom without the sidebars on both sides and there could have been a read more option to read more about the interview.

Suzanne Collins Books

Goals

Short Term Goals

- Increase the number of website visitors
- Sell more books online and add the pdf option for user to read the free books through the link of the website
- Improve book readers satisfaction

- Publish the social media links such as twitter, linked-in any many more if possible.
- Write specific and detailed information about the published books with their dates and information or ads about new books being released.

Long Term Goals

- Increase website size add new features add all other books of the author.
- Encouragement quotes for people to motivate them read books and publish brochure of books and distribute them among people with the links and details on the website
- Add the online purchase option in the website to be able purchase books online.
- Expand the option of book order and delivery in international level
- Add strong security measures in the website for considering blockchain.
- Offer new released books ads to the account of people who has got the books previously.

Ways to achieve the above goals with the team

- Assign everyone to a specific task and set deadline in online platform teammates update each other on their tasks
- Periodically analyze the website with any wepalyzer
- Correct the HTML code, update the CSS and remove unnecessary function of the JavaScript. The website is very basic so the latest technologies should be implemented frequently.
- HTTPS protocol needs to be applied on this website.
- Design the books pictures in photoshop, make artboard for each book.
- Make brochure and adds in illustrator or photoshop.
- Secure the database preferably use react.js.
- Keep the information of clients secure whenever a client does a transaction. Apply other secure approaches if the transaction fails, or is being canceled.

Mind-Map
Brainstorm

Suzanne Collins Books



User Types

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The Author	Author of the website is seeking approaches to attract the users attention by adding interactive images of the books. Has her own account to frequently see and change the content of a website. Read the other end users messages and comments, respond to them accordingly and answer their questions.
Adults	These users can access any part of the website and can use any functionality of the website.
Seniors	Magnifier option should be added on the website for this category of users. They should be able to zoom any part of the website they want and also be able to read books in magnified mode
Children Under 18	These types of users should be able to have access on certain parts and content of the website. When users try to download anything from the website or opens the links of website, they should create an account in the website and that will authorize them which content they can access are they able to access or not.

Archetypes

Suzanne Collins Books

Primary

The Author

- Writes and releases and decides which books to be on the website and when.
- Age 36
- High to mid income
- Household annual income: \$150000+
- Some assets and disposable income

Secondary

Web Developer

- Develops the website and applies new features to the website
- Assign security roles and policies for the website
- Apply the design requested from the author (Client) that are presented by UI/UX designer
- Age 26-38
- Household annual income: \$95000+
- Mid income level
- Some assets: Two cars

UI/UX Web Designer

- Collects data from the author the (client)
- Design and specifies the website need
- Analysis of the current website and offer an applicable re-design
- Present the analysis of website to the web developer to work together
- Age 26-40
- Household annual income: \$75000+
- Low to mid income
- Some disposable income

Content Management Officer

- Updates the content of the website
- Handles users of the website
- Changes the new feeds of the website
- Responds the question of viewers
- Talks with the author about the responses to be given to the website users.
- Age 26-50+
- Household annual income: \$72000
- Low to mid income
- No other asset

IT Support

- Controls domain server of the website
- Looks after keeping the website online and up
- Back up the website
- Age 19-35
- Household annual income: 65000
- Low to mid income
- No asset

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Scenario



Age: 58

Work: Author, Journalist

Family: Charles Pryor, spouse

Charlie and Isabel Children

Location: America

Notable Works: The Hunger Game,
The underland Chronicles

"It takes ten times as long to put yourself back together as it does to fall apart."

– **Suzanne Collins**

Personality

Suzanne Collin is an American writer and author. She is known as the author of the New York ties best-selling series. She is the owner of website Suzanne Collin books website.

She began her career in 1991 as a writer for children 's television shows. She has got many awards from different recognitions and organization such as: American library association the top 10 best books for young adult selection. California Young reader Medal in 2011 and many more. She is a well-disciplined and well-organized person. She is goal oriented and she was to always be to the point and focus on her goals in life. She is a great multitasker and can sit and write for long hours for a book she aims to publish. She is a responsible person she believes that responsibilities teach us a lot on how to perform in our life. She is self-motivated and she says the only things helps me be happy with my career is my life and work balance handling. She is motivated by the other authors such as: Ernest Hemingway, Toni Morrison, Mark Twain and many more. she graduated high school from the Alabama School of Fine Arts in 1980. Collins then enrolled at Indiana University, where she graduated in 1985 as a double major in theater and telecommunications. She then went on to earn a master's degree in dramatic writing from New York University.

Catherine is married and has two children, Charlie and Isabel.

She is interested to do golf with her husband and go to long distance trips with her family.

Goals

- Expand and redesign her website to serve well for her viewers and her book lover
- Promote for her new book in the website and distribute brochure with a referral link of it to her website
- Apply security measures for her website so that people can trust and buy her books online from her website.
- Make the website user- friendly for all age group users.
- Add news of the day in her sidebar of the website
- Create social media links to know her more and her book.

Frustrations

- People can easily download her books or access the backend data of the website since the security measures of the website is not too operational.
- Inadequate ads for promoting her books to public.
- Not being able to decide on how big she want the website to be offer.

Preferred Communications

Website and social media



Referral

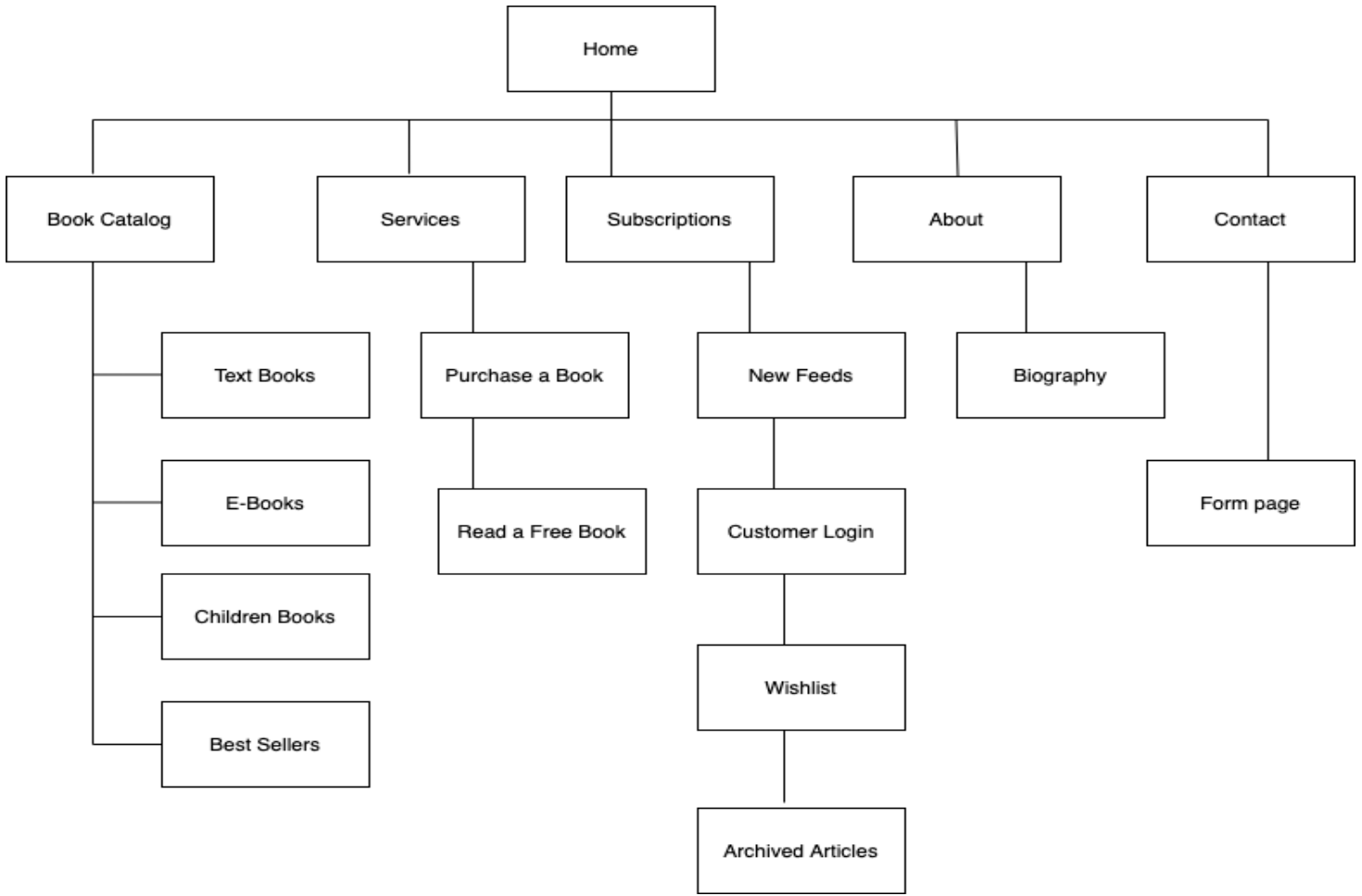


In person communication

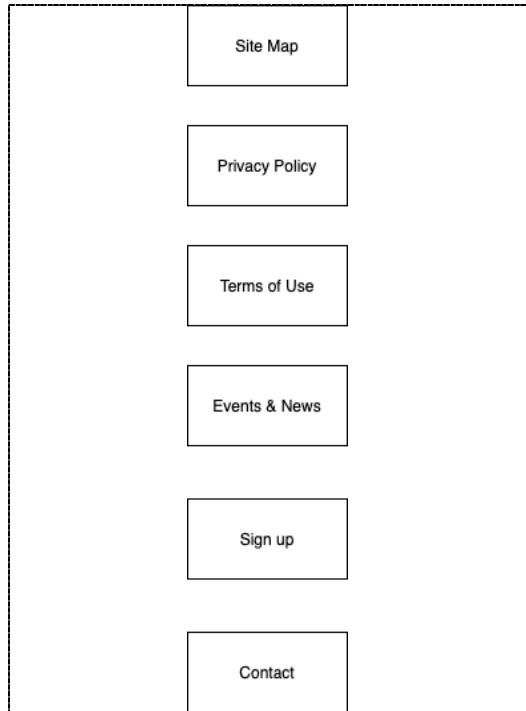


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Sitemap



Footer



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Facets

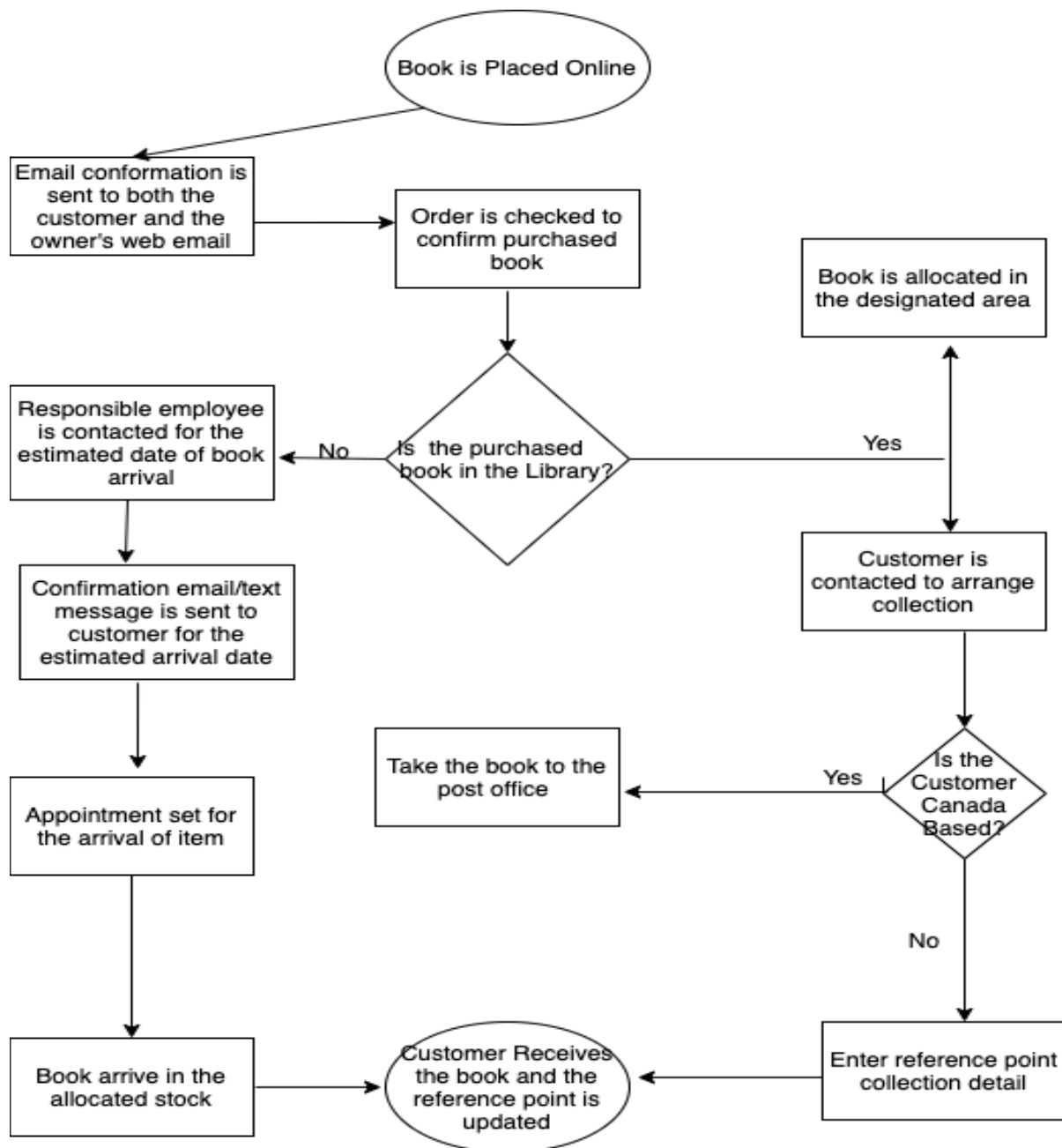
Latest Books

Book Options

Books on Promotion/Sale

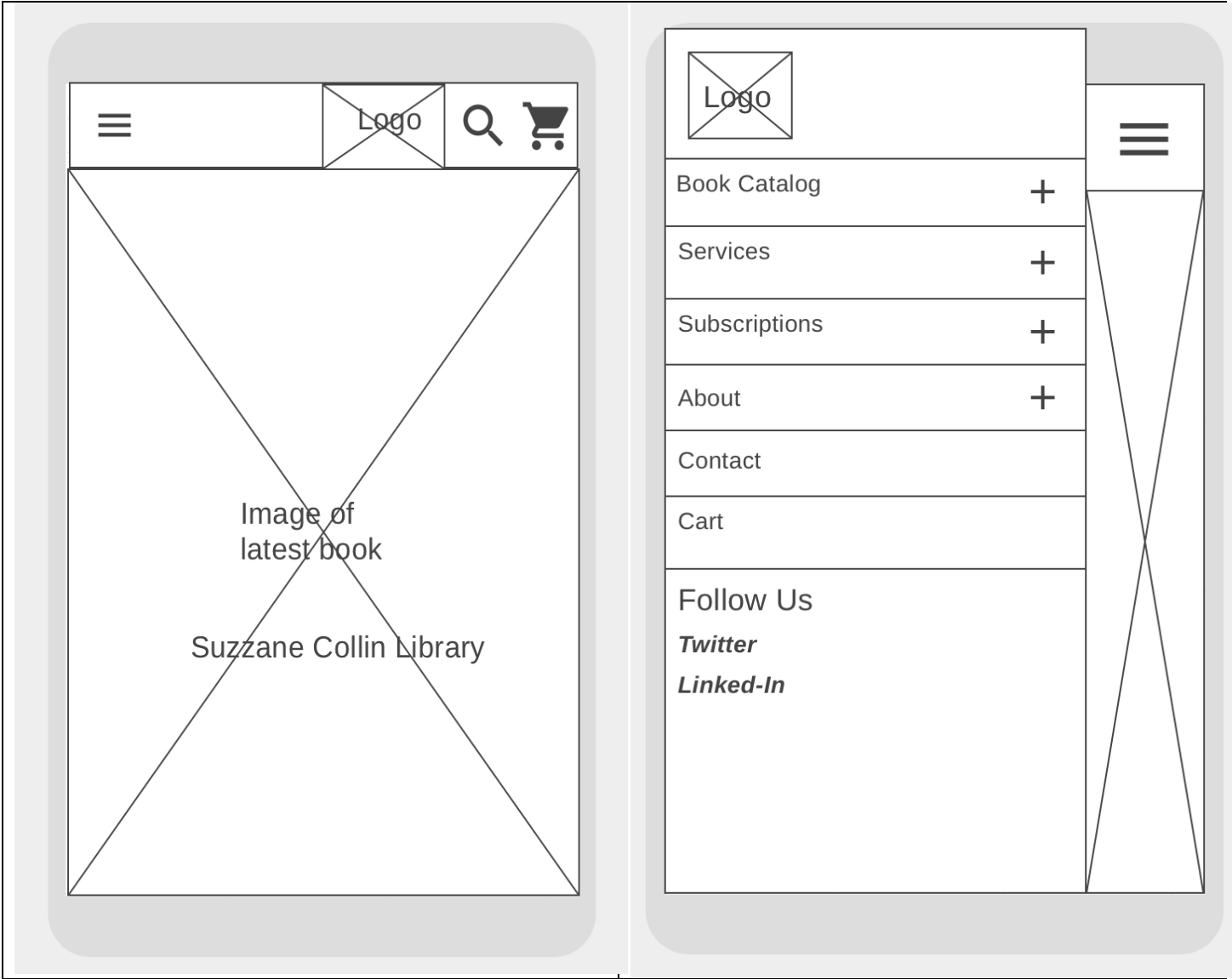
Suzanne Collins Books

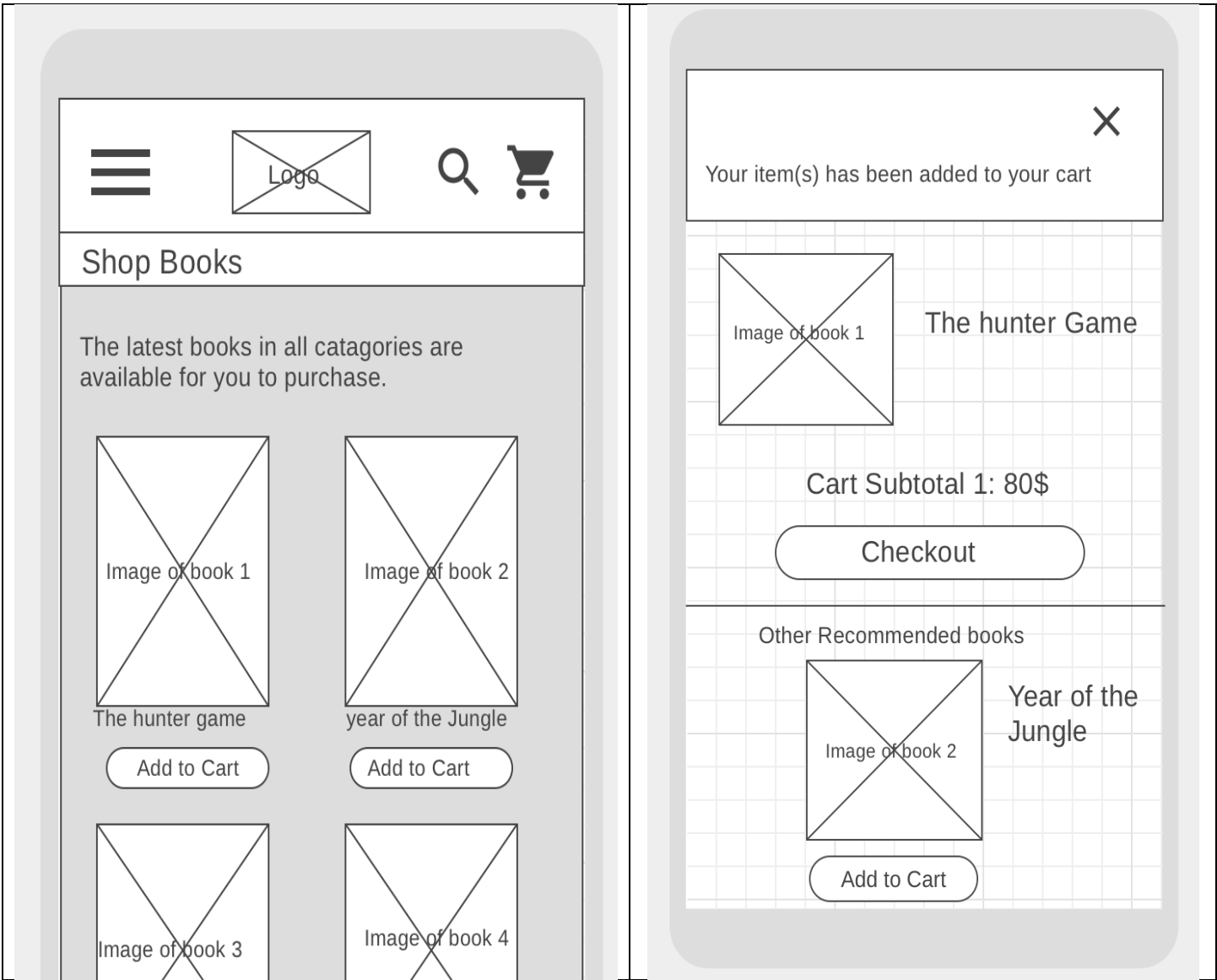
Flow Chart

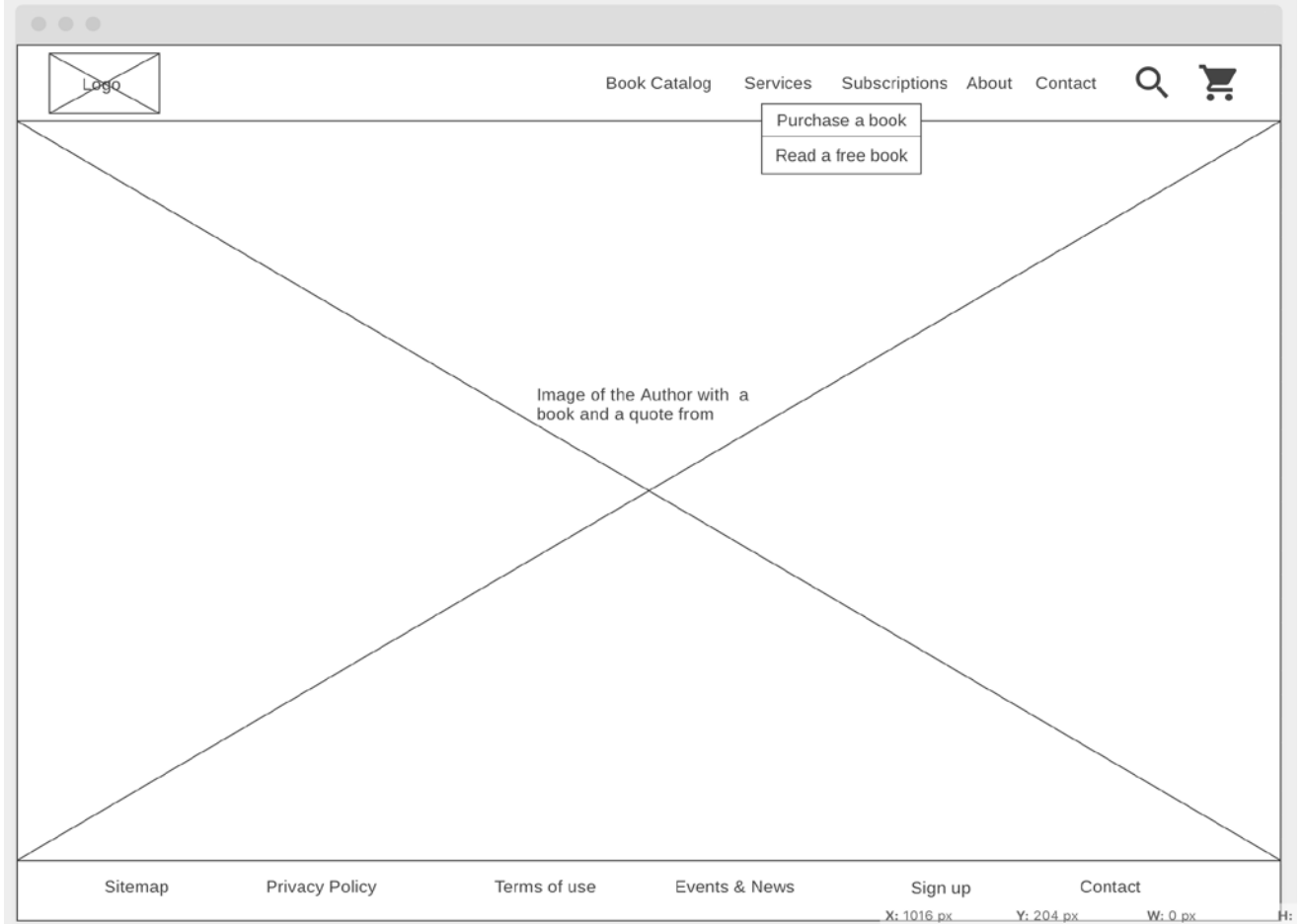
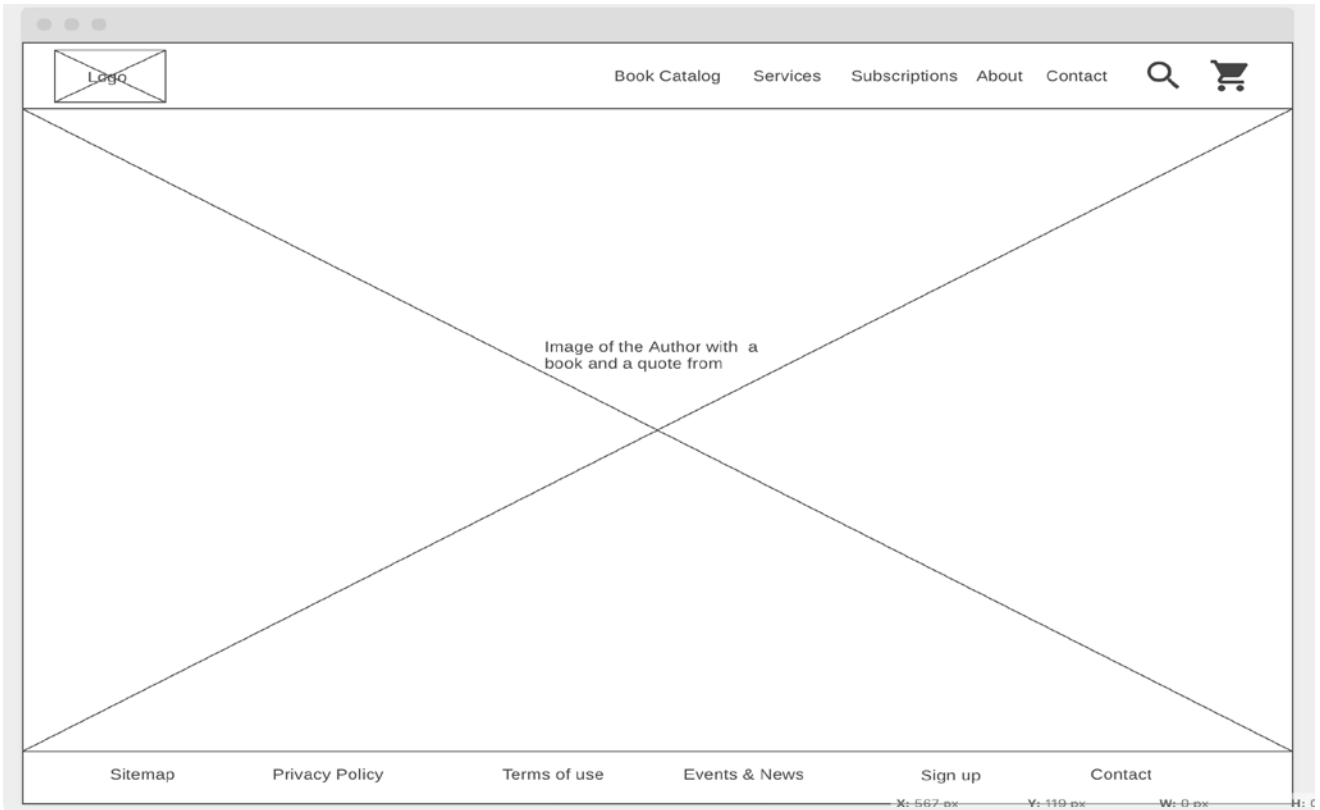


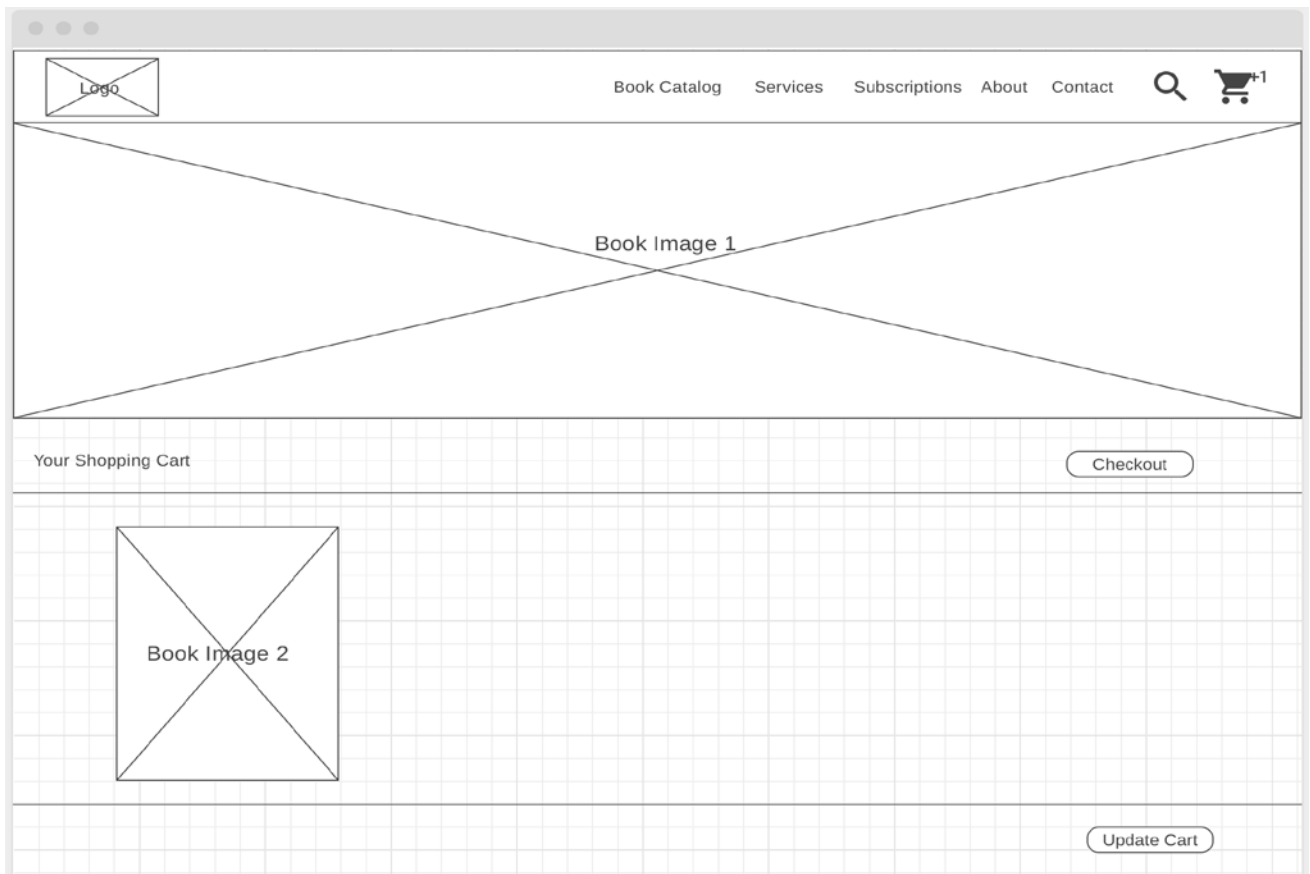
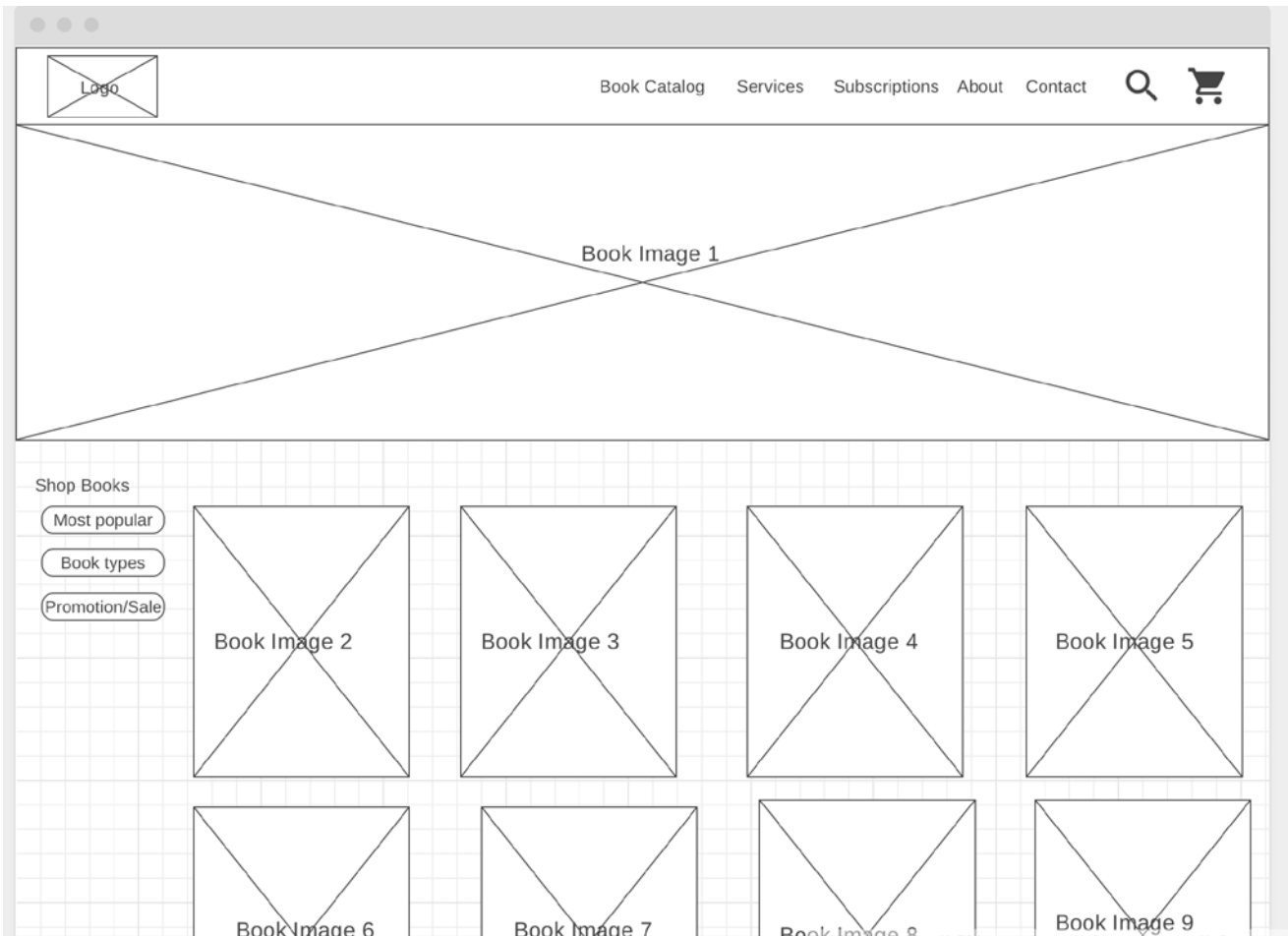
Wire Frames
Mobile Device

Suzanne Collins Books









Suzanne Collins Books

SEO

```
<head>
```

```
<title>Suzanne Colline Library </title>
```

```
<meta name=" Description" content=" Suzanne Collin is an American writer and author. She is known as the author of the New York ties best-selling series. She is the owner of website Suzanne Collin books website." >
```

```
<meta name=" Keywords" content=" Suzanne Collin, Books, the hunter game, the jungle, New York time best seller book, e-book, e-book, Journalist American writer, American writer">
```

```
<meta name = " revisit-after" content="4 days">
```

```
</head>
```