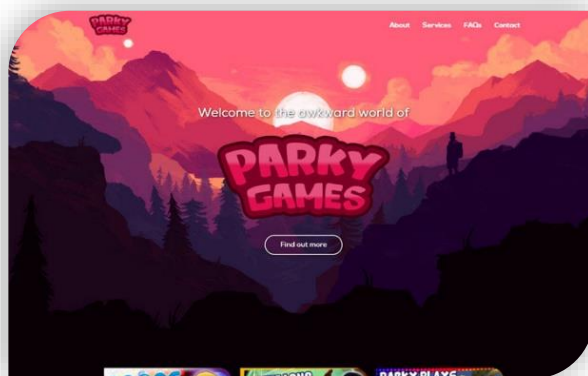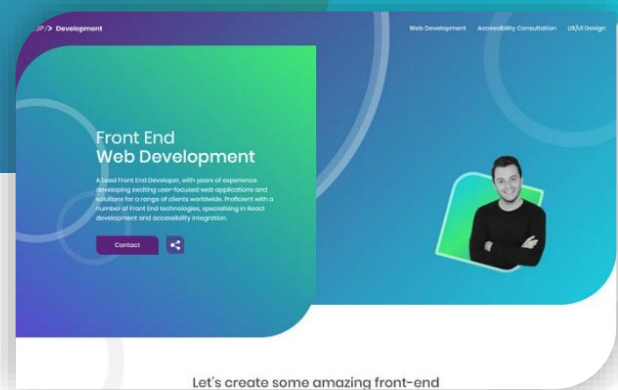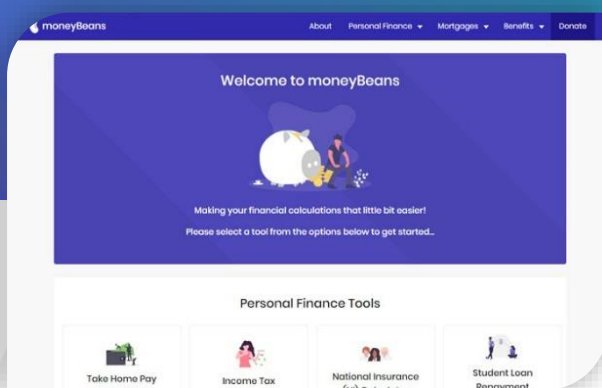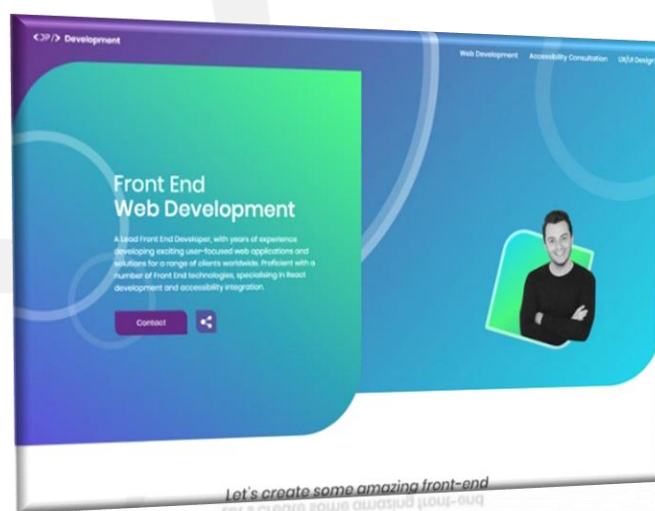# Case Studies
Practical examples

This document outlines just a few recent real-life design and development example projects that I have undertaken. These include project descriptions, solution approach and other assets.

Contents

JP Web Development

Web services site for James Parker (Lead Front End Developer) - promoting Front End web development, website accessibility consultation, user experience and user interface design.

🔗 https://jpdevelopment.co.uk

🔗 https://github.com/ParkyGames

Project goals

Create a new online platform to showcase my experience in the web development industry, providing a practical example of my skills, information about the services I provide and an engaging experience for potential employers and clients.

Challenges

This project required a completely new and unique design to convey my personal design style and development approach. All website copy and other assets would have to be created to keep users engaged and provide information without over-burdening the design with large amounts of content.

As this is an acting example of my work, the site needed to provide a seamless experience between modern internet browsers and a large array of mobile devices as well as desktop viewports. Good code quality and project structure was also a requirement to showcase best development practises.

The solution

The solution consisted of a Gatsby (React framework) front-end to serve lightning fast static pages and content to users. The framework integrated Webpack and other tools to enable development of an optimised and highly-performant website.

A modern and fresh design was created with Adobe XD providing user journeys for each page and screen. Website content was extensively planned after the design phase giving a clear picture of the finished product before development began.

Using React and SCSS enabled a highly componentised approach to the code, resulting in a maintainable and easy-to-understand project structure.

The impact

Comprehensive planning throughout the design and development phases resulted in a polished and engaging website. Code structure and quality goals were met as well as ensuring a consistent user experience across all modern browsers and mobile viewports.

MOBILE
90
Google Page Speed Insights

DESKTOP
98
Google Page Speed Insights

▼
27.07%
Bounce rate

Takeaways:

- Fully responsive and engaging design and content
- Super-fast React Front End
- Fully device and browser optimised
- Consistent user experience

ParkyGames YouTube Fansite

The ParkyGames youtube channel has a large and growing audience of over 54,000 subscribers and an excess of 12 million views. The website provides a central hub for fans of the ParkyGames brand, video content and social media platforms as well as information for collaborators and sponsors.

🔗 https://parkygames.com

Project goals

The prexisting ParkyGames fansite was to be built from the ground-up, with a focus on driving user-engagement, improving ease-of-access of information and online content, and to enhance user experience and website accessbility for a broad and global audience.

Challenges

The main challenge of this project was to make the website design and content appealing to a visually-driven audience in a sector where users' bounce rates are above average. The website had to work seamlessly on all modern internet browsers and the majority, if not all, mobile, tablet and desktop devices.

Additionally, Search Engine Optimisation (SEO) was of high importance – ensuring ParkyGames users could find the website with ease.

The solution

An engaging and interactive design was developed, creating a unique and recognisable experience that ties in with the ParkyGames brand and video-game genre.

The website was created with a super-fast React Front End allowing users to seamlessly access pages and content. Simple and concise navigation and interactions were integrated throughout the site, providing consistent user experience. YouTube video content and playlists have been integrated with the YouTube API.

Pages and their contents are designed and structured with accessibility for all types of users in mind and to improve search engine rankings.

The impact

User feedback has been very positive, and brand consistency across a number of platforms has been achieved by creating new artwork and providing a central hub for cross-platform content. A number of architectural decisions including URL structure, page names and content keywords have ensured that SEO goals were met.

Rank 2
Google search

+197%
Avg. Session Duration

+161%
New Users

Takeaways:

- Fully responsive, accessible and engaging design and content
- Super-fast React Front End
- Consistent user experience
- Fully device and browser optimised
- Accessibility tested (WCAG AA 2.1)

moneyBeans Finance Tools
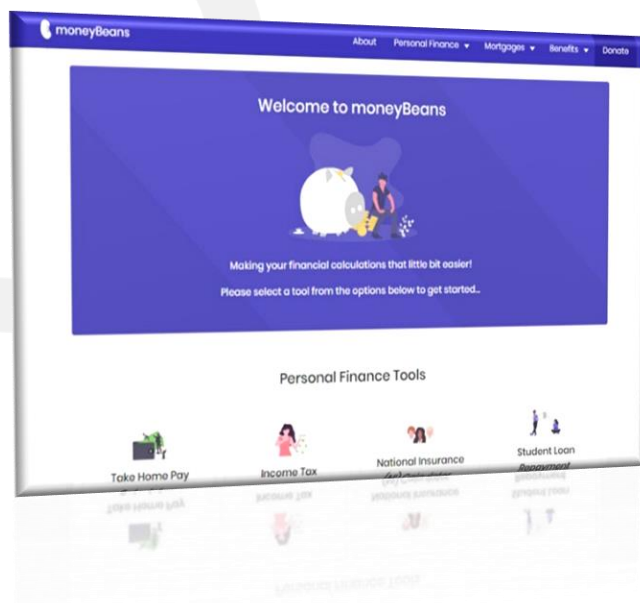
moneyBeans is a work-in-progress online venture with an expanding suite of simple calculation tools which aim to provide users with clean, comprehensible and accurate personal financial calculations within the UK.

🔗 https://moneybeans.co.uk

Project goals

There are many financial calculation sites online and although most of these provide accurate results, they aren't always easy to use, nor do they explain results in a way that most users understand. The aim is to create an ever-expanding set of simple and clearly explained financial calculators with a modern and user-friendly interface.

Challenges

Many financial calculations require a large amount of specific information to be captured from a user. This is a major challenge when trying to create a stripped-back and simple interface and to not burden the user with financial jargon and unnecessary information.

Forms can be complex, especially with regard to web accessibility – however it was of high importance to create an accessible product, as most online competitors do not confidently meet WCAG AA Standards (2.1).

Additionally an in-depth understanding of some more complex financial calculations and government legislation was needed.

The solution

The website was designed in a way to allow individual financial calulators and tools to be developed independantly. This enabled each tool to be planned, designed, developed and tested thoroughly, ensuring forms were as stripped back as they could be whilst providing sufficient information to users, calculations were accurate and WCAG AA standards were met.

Extensive market research was performed against competitors, as well as information capture from government legislation and documentation. This clarified the minimum amount of information the application needed to capture from a user for each calculation type so as to not overly-complicate or clutter the inferface.

The impact

A React front-end resulted in an on-the-fly calculation approach, meaning that calculation results update in real-time when a user interacts with a calculation tool. Results are instantanious and accurate - a feature that stands out from many online competitors.

Accessibility compliance means that the website can be used by a larger audience, including those users with additional visual or motor requirements.

Rank 1
Google Search

WCAG 2.1
AA
Compliant

Avg. Session
13m 50s
Duration

Takeaways:

- Confidently WCAG AA Standard (2.1) compliant
- Super-fast React Front End
- Fully device and browser optimised