

**GYC! Website**  
**Final Project Report**

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**For: Ray Dart**  
**&**  
**Global Youth Connect**

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## **Project Summary**

The website has slowly come together over the course of the year. Many hours were put into this project, and over two hundred and fifty of them were personal hours. The project has gone through numerous stages to get where it is today.

### **Getting Started**

In the beginning, the project started with Global Youth Connect and myself brainstorming website related ideas. Eventually, the following question needed to be addressed so that the core essence of Global Youth Connect was portrayed in the website; who is Global Youth Connect? Companies often produce websites where the meaning portrayed has nothing to do with what the company is actually about. The essence of who the company is gets lost somewhere in the translation between what the company wants and expresses to what the web developer hears and builds. It was concluded that Global Youth Connect 's core competency was its ability to portray that Peterborough youth can make their own decisions, are powerful people in our world, and can be instigators of their own destiny. Global Youth Connect demonstrates this by giving youth an opportunity to take self-initiatives to make a difference in the social and environment justice community.

### **Market Research**

Most of the first semester was spent conducting market research on Peterborough youth. Since the website was being created "for youth" and also to "connect youth" market research was the logical conclusion to making sure Global Youth Connect 's core

competencies were portrayed in the website. This is why what youth were looking for in websites became fundamentally important to the project. The research conducted took on two forms. One method that was used was a questionnaire with a variety of questions. The questionnaires went through three drafts to come up a version that was eventually handed out to youth. Questionnaires were distributed at four locations that would be filled out by various Peterborough youth. Out of the two research methods the questionnaires took the most time in terms of producing and conducting them, but they also yielded the widest variety of results. The second method that provided Global Youth Connect with more in-depth information was a focus group. The focus group had approximately eight youth who were all actively involved in the social and environmental justice community. The focus group lasted two hours allowing giving youth ample opportunity to talk and have the floor. Even though the information gathered from the focus group only contained the thoughts of a few youth, it provided the most valuable information since the youth were able to answer Global Youth Connect 's questions to the fullest extent.

### **Organizational Skills**

Being unorganized can cause public research projects to fail due to the fact the public is not receptive to giving up their time. Once the research portion of the project was completed, it was evident by using our organizational skills that it made the research run very smoothly. Time was spent organizing in the following ways; each site location was either spoken to or evaluated in advance to make sure that the youth at that location would represent an accurate profile of Peterborough youth, each piece of research material adhered to ethical standards by being submitted it to an ethical review committee, and times were continually scheduled to go by the research sites to gather

filled out questionnaires and more importantly to make sure they were being filled out. Making sure all of these steps occurred on time so the research was not held up and also being able work around others schedules is what required good organizational skills.

### **Hiring A Web Developer**

After enough information was gathered from the research, the issue of who would be building the website needed to be addressed. Hiring a web developer took some time and preparation. Several key criteria were added to a checklist and taken into consideration when the questions were being created for the interviews with the candidates. Some of these criteria were, what is the web developer's ability to work within a budget, what is their previous experience working with non-profit organizations, and did they possess the skills required. This checklist allowed us to better assess who was most qualified for the position. A copy of the questions is also attached to the appendix.

### **Website Proposal**

While hiring a web developer, at the same time the website proposal was also being created. The proposal involved the following; looking through the research that had been conducted for key trends or themes for the website's design, making sure the website design said something about Global Youth Connect itself, and having to rely on my personal website knowledge and website building skills to come up with a suitable design for Global Youth Connect. Many important pieces of information were incorporated into the proposal but eight golden rules were highlighted in it and proved most useful. These included, making sure the website would be fast and easy to navigate,

had quality content that was informative, constantly updated and had variety, had a simple page layout, did not have overcrowded information, had a search function, had effective pictures and colour schemes, had well-organized information, and lastly had some form of discussion medium.

### **Building the Website**

Global Youth Connect took the proposal once it was completed to come up different site ideas to give to the web developer. After these ideas were handed off to the web developer production of the website began. There was a narrow window of time to get the site up and running. The site was scheduled to have a two-month build period and be complete by the end of March 2003. The site never had any major design changes, but did need several "look and feel" revisions. While the site was being built, it was said that continual feedback would be given to the developer to make sure the site was being built as planned. Revisions submitted to the web developer are attached in the appendix.

### **Marketing and Advertising**

While the website was being built this gave Global Youth Connect time to concentrate on marketing and promotion of the website. With Global Youth Connect's resources several locations were chosen where youth congregate and also where youth might be interested in becoming apart of the Global Youth Connect online community. A list of strategic locations is attached in the appendix. Ideas such as creating bookmarks and posters were thought of as good ways to promote the site. It would be advertising material like this that would be displayed or handed out at places from the list of strategic

locations. This activity is something that will always be an ongoing effort for Global Youth Connect.

#### **Website Manual and Project Hand-off**

Once the website was in its final stages of completion a website manual had to be created, in which I was personally responsible for. Understanding the website's structure and design was essential to writing a manual that would allow and show Global Youth Connect how to update the website. The difficulty in producing this document lay in making a manual that was as accurate as possible while still being able to keep computer lingo simple and understandable. Only one revision of the manual was needed with an additional side request that pictures be used to help explain the steps throughout the manual. The website is currently in Global Youth Connect 's hands and available for youth to use. The website is simply waiting to be advertised.

## **Looking Ahead**

Even though many things were learned from the research and were implemented into the website, there are additional issues that need to be addressed.

### **Marketing and Advertising**

Advertising will be one of the key attributes to the website's success. This is one area where more work still needs to be done in order to get the site off the ground. Preliminary research has been completed on the types of locations that would be best to target. Aside from word of mouth advertising no real promotional advertising has been initiated. Initial ideas that were brainstormed such as bookmarks and posters will work well to alert the local youth about the site. In addition to this a campaign, getting youth themselves to promote the site to their friends and family would also work well. Global Youth Connect should also remind youth to tell their friends about the website. This could prove to be a powerful tool in getting youth to log on and connect to [globalyouthconnect.ca](http://globalyouthconnect.ca).

### **Keeping the Website Updated**

One of the eight golden rules that came out of the research was to make sure the website is updated constantly and has variety. The majority of youth wanted to know that the information they were reading was current. On the website, there is currently no method of alerting viewers of how recent the information is. A section on the main page could be used to let viewers know the last time the page was updated. Also, it would be beneficial if the dates of when youth stories were written were moved into the actual

links of the stories. The site will also need to be monitored to make sure that recent stories are being posted for youth to read. This will play a major role in getting youth to return to [globalyouthconnect.ca](http://globalyouthconnect.ca).

### **Including Youth**

An issue that was discussed throughout the planning process of the website but got lost in its actual development was, if I am a youth how do I sign up? It would be beneficial to add a small box to the main page where website visitors could put their email so they could be added to Global Youth Connect 's mailing list. Additionally, there may be an issue with the users ability to find the "contact us" section. It may not be intuitive for all users to know to go to the "who are we" section to find contact information. This is especially the case since the majority of websites have a "contact us" link is somewhere on their main page.

### **Making Sure Youth Understand**

If youth currently want to find a topic on the site, they have to look for it by scrolling down to the search button or sift through the web pages themselves to find it. Having the search button visible on the main page is key. Moving it up on the main page and making sure youth know that the search function will allow them to find the topics they need is important.

When clicking on the "who are we" page the first thing a viewer sees is a multi paragraph mandate telling them who Global Youth Connect is. Shown by the research, youth are impatient when it comes to finding and getting the information they need. It



might make more sense to have a quick summary about who Global Youth Connect is before the mandate. This summary could use techniques such as bullets and point form to get the message across quicker. This would give those only looking for a short description what they need, as well as for those who want a more in-depth description the ability to keep reading.

### **Website Direction**

The website's main direction at this point should be focusing on keeping it updated and advertised as much as possible. These are the most important factors that Global Youth Connect should concentrate on at the moment to ensure the success of the website.

## **The Website's Accomplishments**

The most significant accomplishment is the fact the website is up and running. This was the first major hurdle for the website. Simply taking the idea of having a webpage that could connect youth, and making it happen so that the website exists, is a major feat in itself.

### **Incorporation of the Eight Golden Rules**

The website incorporates much of the research done to date since its features and characteristics match well with what youth want in websites. The list of 8 golden rules produced from the research can also be seen in the website. The final site is fast and easy to navigate. A conscious effort was made while designing the site to have it run fast for users with the slowest of connections. Additionally, navigating though the site is easy since it has a simple page layout, information isn't overcrowded on the screen, and information is well organized. The ability to use a search function to find specific content also complements the site's ease of navigation. Since the website was designed around youth; if they were to visit the site they would probably be satisfied with the sites information and quality content. Youth also expressed a desire to see an effective use of pictures and colour schemes. The website uses graphics to accent but not overpower content on the site. The colours on the site work well together, but at the same time are not strenuous to look at for long periods of time. The issue of giving every youth an equal opportunity to voice their opinions and beliefs has also been acknowledged by implementing a forum into the website.

### **Website Sustainability**

An important issue that needed to be addressed was the sustainability of the website. The site design had to be user friendly so that anyone could pick up the website manual and make changes to the site. Thus, the ease of updating the website became an important criterion in measuring the success of the final product. Many options were explored but in the end it was decided that "Dreamweaver", an effective and efficient tool for writing and controlling webpages, was the best option to address website sustainability. The way the project has transpired thus far, Dreamweaver has turned out to be an excellent choice. Global Youth Connect will be able to utilize this program to save time and money in the future.

### **Control of the Website**

Throughout the design process of the website another important criteria was to keep "control" central to Global Youth Connect. All types of photos and text go through Global Youth Connect to get onto the site, except for the forum. However, the forum photos and text can still be edited if something is offensive or does not belong. Dreamweaver also gives Global Youth Connect excellent control over how the page looks and is designed. Control is necessary since it allows Global Youth Connect to keep the web page designs consistent throughout the website. However, there is a negative aspect that can emerge from using this filtering process. Global Youth Connect should make a conscious effort to make sure they are not filtering site content according to any personal preferences or biases. This could pose the potential problem where Global Youth Connect subconsciously gives youth an unequal opportunity to voice their opinions and beliefs. Simply being aware of this is an important understanding.

### **End Product**

The end product that has been produced is a website that has excellent potential to connect youth as well as foster what Global Youth Connect is inherently about. This was the main goal of the website from the start; and as the website exists, it is a step in the right direction to fully materializing that goal.

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## Section 1: Introduction

### Goal of the site

To connect Peterborough youth aged 15 to 25 to the social and environmental justice community, working on global issues at a local level. The website will be an effective means to help facilitate and support the connection of youth interested in overseas experiences. The website will be designed around three concepts:

- 1) Fostering participative youth involvement
- 2) Keeping the site locally relevant
- 3) Having a sustainable website

### Target demographic

The website is aimed at youth between the ages 15 and 25, and who also have an interest in the social and environmental justice community.

### Web address

<http://www.globalyouthconnect.ca>

### Site sections

Upcoming events → upcoming events that Global Youth Connect will be involved in.

Who we are → description about Global Youth Connect.

Youth stories → youth describing experiences in the social justice community.

Links → hyperlinks to related content websites.

Youth projects → current projects that youth are involved in or can be involved in.

Past events → events that Global Youth Connect was a part of.

Search → allows users to search the web as well as the GYC website.

Message board → message board for youth to exchange conversation.

Newsflash → what's hot at the moment.

## Section 2: General Info

### Website User Names/Passwords

GOOGLE	<u>Login Passwords</u>
Login:	kwic@trentu.ca
Password:	global

<u>NEXICOM</u>	<u>FTP passwords</u>
Login:	gyouth
Password:	y78ytt

<u>MESSAGE BOARD</u> dreamtools.com	<u>Login Passwords</u>
Username:	gy connect
Password:	global

## Section 3: Updating The Website

### Creating a new page

- 1) Open Dreamweaver
- 2) Two options: 1) new page from scratch 2) or use existing page as a template

New page option:

- 3) Click "File" on the menu bar, then "New"
- 4) A "New Document" window will appear
- 5) Under "Category" choose the type of page desired,
- 6) In the window to the right choose desired options for the type of page selected
- 7) If uncertain choose Category: "Basic Page" and "HTML" in the window to the right
- 8) Click the "Create" button in the lower right
- 9) Click "view" in the menu bar and make sure "design" has a checkmark next to it
- 10) To attach a style sheet, skip to "Attaching a style sheet to a website page"
- 11) To work with style sheets, skip to "Working with cascading style sheets"
- 12) Place desired information/pictures/links on the new page
- 13) Once finished, click "File" then "Save As"
- 14) When the "Save As" screen opens
- 15) In the "Save In" box find the "GYC! Website" directory on the local hard disk
- 16) In the "File Name" box type an appropriate name, and attach ".htm" to the end
- 17) Click the "Save" button
- 18) To upload changes to the Internet, skip to "Uploading files to the web server"

Existing page as a template option:

25) Click "File" on the menu bar, then "Open"

26) An "Open" window will appear

27) Find the "GYC! Website" directory on the local hard disk

28) Find a webpage file that is most alike the one being created

29) Highlight it by clicking it once, then click "Open"

30) Once the page is open, click "File" then "Save As"

31) When the "Save As" screen opens

32) In the "Save In" box find the "GYC! Website" directory on the local hard disk

33) In the "File Name" box type a name for the new page, and attach ".htm" to the end

34) Click the "Save" button

35) Page already has style sheet attached

36) To work with style sheets, skip to "Working with cascading style sheets"

37) Make the desired changes to the page

38) When done, click "File" on the menu bar, then "Save" to save the changes

39) To upload changes to the Internet, skip to "Uploading files to the web server"

Arrows show parts of the screen that are used when going through steps





## Attaching a style sheet to a website page

- 1) Open Dreamweaver
- 2) Click "File" on the menu bar, then "Open"
- 3) An "Open" window will appear
- 4) Find the "GYC! Website" directory on the local hard disk
- 5) Choose a page to attach a style sheet to
- 6) Highlight it by clicking it once, then click "Open"
- 7) Click "view" in the menu bar and make sure "design" has a checkmark next to it
- 8) Click "Text" on the menu bar, then "CSS styles", then "Attach Style Sheet..."
- 9) A "Link External Style Sheet" window will appear
- 10) Click the "Browse" button beside the "File/URL" box
- 11) Find the "GYC! Website" directory on the local hard disk
- 12) Find the "style.css" file, click on it once to highlight it, then click "Ok"
- 13) Now at the "Link External Style Sheet" window, click "Ok" again

Arrows show parts of the screen that are used when going through steps

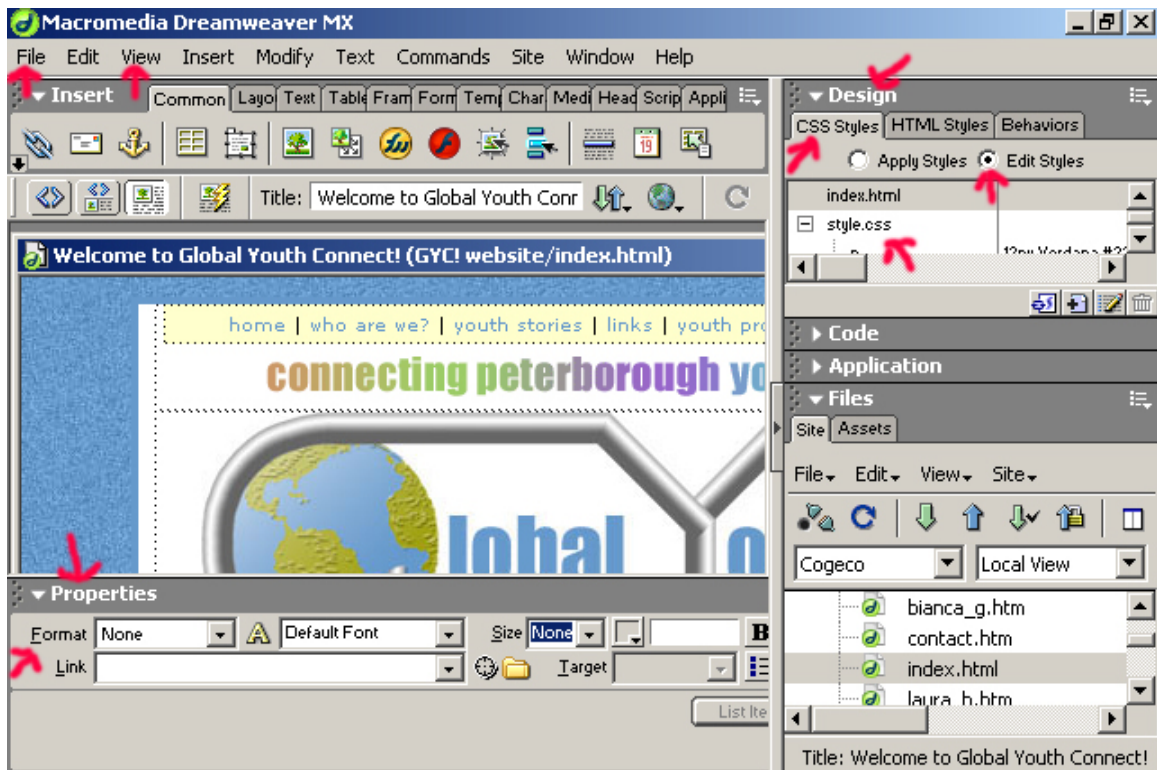


## Working with cascading style sheets

- 1) Open Dreamweaver
- 2) Click "File" on the menu bar, then "Open"
- 3) An "Open" window will appear
- 4) Find the "GYC! Website" directory on the local hard disk

- 5) Choose a page from the site to work with
- 6) Highlight it by clicking it once, then click "Open"
- 7) Click "view" in the menu bar and make sure "design" has a checkmark next to it
- 8) In the "Design" window locate the "CSS Styles" tab, click on the tab
- 9) Make sure the "Edit Styles" radio button below the tab is chosen
- 10) This shows the styles that have been set for the WHOLE website
- 11) If you change a value here, it will change every other page that uses this value
- 12) In the "style.css" section you can double click a desired style to see its properties
- 13) Here you can change font type, colour, size, and face among other things
- 14) Clicking "Apply", and then "Ok" will save the changes you made to the style
- 15) To check the style a group of text has, simply highlight it in the webpage window
- 16) Find the "Properties" window, then the "Format" box
- 17) Match the text here to the style sheet box
- 18) Paragraph = p, Heading 1 = h1, Heading 2 = h2, etc.
- 19) Use the "Format" box to change between the different styles of text

Arrows show parts of the screen that are used when going through steps



### Add/Edit/Delete Text

- 1) Open Dreamweaver
- 2) Click "File" on the menu bar, then "Open"
- 3) An "Open" window will appear
- 4) Find the "GYC! Website" directory on the local hard disk
- 5) Find the website page you would like to add/edit/delete text on
- 6) Click on the file once to highlight it, then click "open"

- 7) Click "view" in the menu bar and make sure "design" has a checkmark next to it
- 8) Once open, click on the area of the page you would like to add/edit/delete text to
- 9) A cursor will appear allowing the text to be added/edited/deleted
- 10) If text has been added/edited, highlight the text
- 11) Find the "Properties" window, and the "Format" box within
- 12) Choose one of the options in the "Format" box till the desired text is achieved
- 13) (Note: the website standard is "Paragraph")
- 14) If no text is desired from the options, go to section "Working with style sheets"
- 15) Click "File" on the menu bar, then "Save" to save the changes
- 16) To upload changes to the Internet, skip to "Uploading files to the web server"

Arrows show parts of the screen that are used when going through steps



### Add/Delete a photo

- 1) Copy the photo into the "GYC! Website\photos" directory on the local hard disk
- 2) Open Dreamweaver
- 3) Click "File" on the menu bar, then "Open"
- 4) An "Open" window will appear
- 5) Find the "GYC! Website" directory on the local hard disk
- 6) Find the website page you would like to add/delete a photo on
- 7) Click on the file once to highlight it, and then click "Open"
- 8) Click "view" in the menu bar and make sure "design" has a checkmark next to it
- 9) Once open, click on the area of the page you would like to add/delete the photo to
- 10) A cursor will appear showing where the photo will be inserted

#### Add Photo

- 11) Click "Insert" on the menu bar, then "Image" to insert a photo
- 12) A "Select Image Source" window will appear
- 13) Find the photo you copied to the "GYC! Website\photos" directory
- 14) Click on the photo once to highlight it, and then click "Ok"
- 15) If the photo is too large and needs to be resized, click on the photo
- 16) Locate the "Properties" window, and then the "W" and "H" boxes in it
- 17) (Note: W = Image width and H = Image height)
- 18) Change these values till the desired size is reached

#### Delete Photo

- 19) Simply click on a photo in the webpage, and then press delete on your keyboard
- 20) Click "File" on the menu bar, then "Save" to save the changes
- 21) To upload changes to the Internet, skip to "Uploading files to the web server"

Arrows show parts of the screen that are used when going through steps



### Add/Edit/Delete a hyperlink

- 1) Open Dreamweaver
- 2) Click "File" on the menu bar, then "Open"

- 3) An "Open" window will appear
- 4) Find the "GYC! Website" directory on the local hard disk
- 5) Find the website page you would like to add/edit/delete a hyperlink on
- 6) Click on the file once to highlight it, and then click "Open"
  
- 7) Click "view" in the menu bar and make sure "design" has a checkmark next to it

#### Add a Hyperlink

- 8) Highlight text, or type and then highlight text to be turned into a hyperlink
- 9) Find the "Properties" window, and the "Link" box within
- 10) Type address of the webpage you would like the text to point to
- 11) (Note: All links must start with " http: ", Ex: <http://www.globalyouthconnect.ca>)

#### Edit a Hyperlink

- 12) Simply find a Hyperlink that needs to be edited and change the text

#### Delete a Hyperlink

- 13) Simply highlight the Hyperlink to delete, and then press delete on the keyboard
  
- 14) Click "File" on the menu bar, then "Save" to save the changes
- 15) To upload changes to the Internet, skip to "Uploading files to the web server"

Arrows show parts of the screen that are used when going through steps



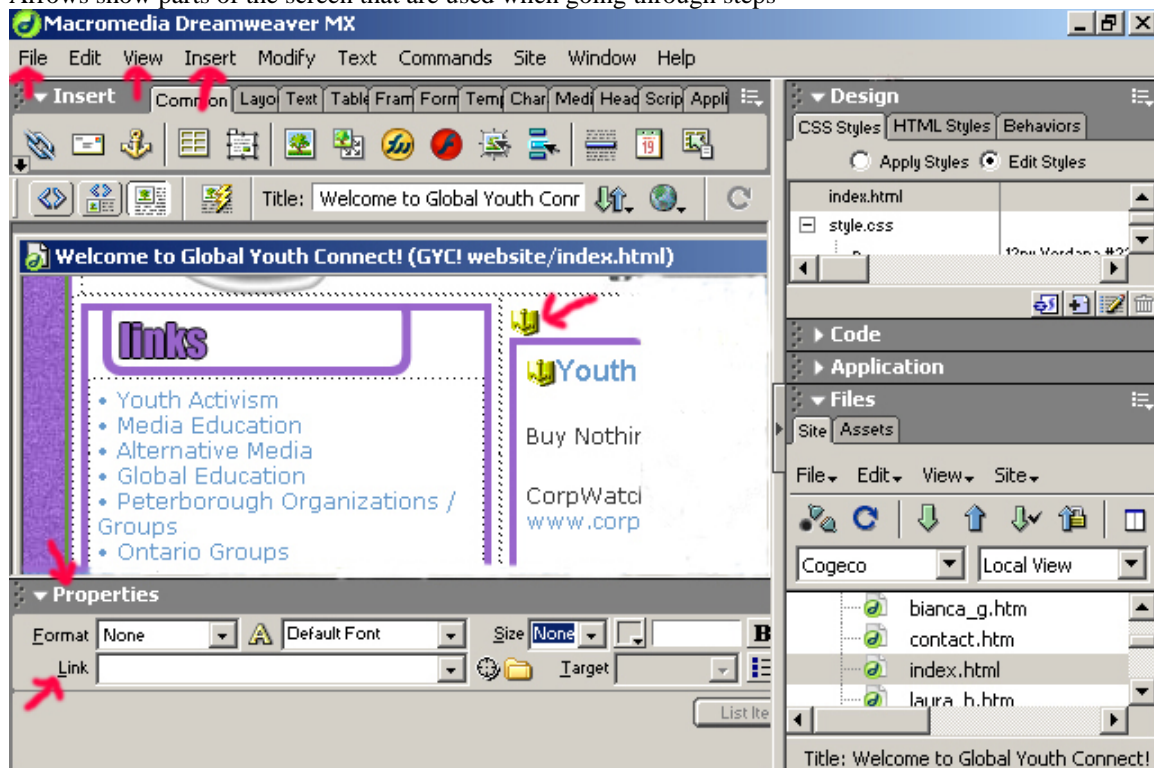
### Working with named anchors

- 1) Open Dreamweaver
- 2) Click "File" on the menu bar, then "Open"
- 3) An "Open" window will appear
- 4) Find the "GYC! Website" directory on the local hard disk
- 5) Find the website page you would like to add/edit/delete a named anchor on
- 6) Click on the file once to highlight it, and then click "Open"



- 7) Click "view" in the menu bar and make sure "design" has a checkmark next to it
- 8) Highlight text, or type and then highlight text to be turned into a named anchor
- 9) Find the "Properties" window, and the "Link" box within
- 10) Type a name that is representative of the named anchor you will be linking to
- 11) (Important: you must start the link with a number sign, Ex: " #info ")
- 12) Next click an area of the page to place your anchor
- 13) When the link created above is clicked, the page will jump to the anchors location
- 14) Click "Insert" on the menu bar, then "Named Anchor" to insert an anchor
- 15) A "Named Anchor" window will appear
- 16) In the "Anchor Name" box type in the link name you used previously
- 17) (Important: do not use the number sign here, Ex: "info")
- 18) Click "Ok" when done
- 19) Click "File" on the menu bar, then "Save" to save the changes
- 20) To upload changes to the Internet, skip to "Uploading files to the web server"

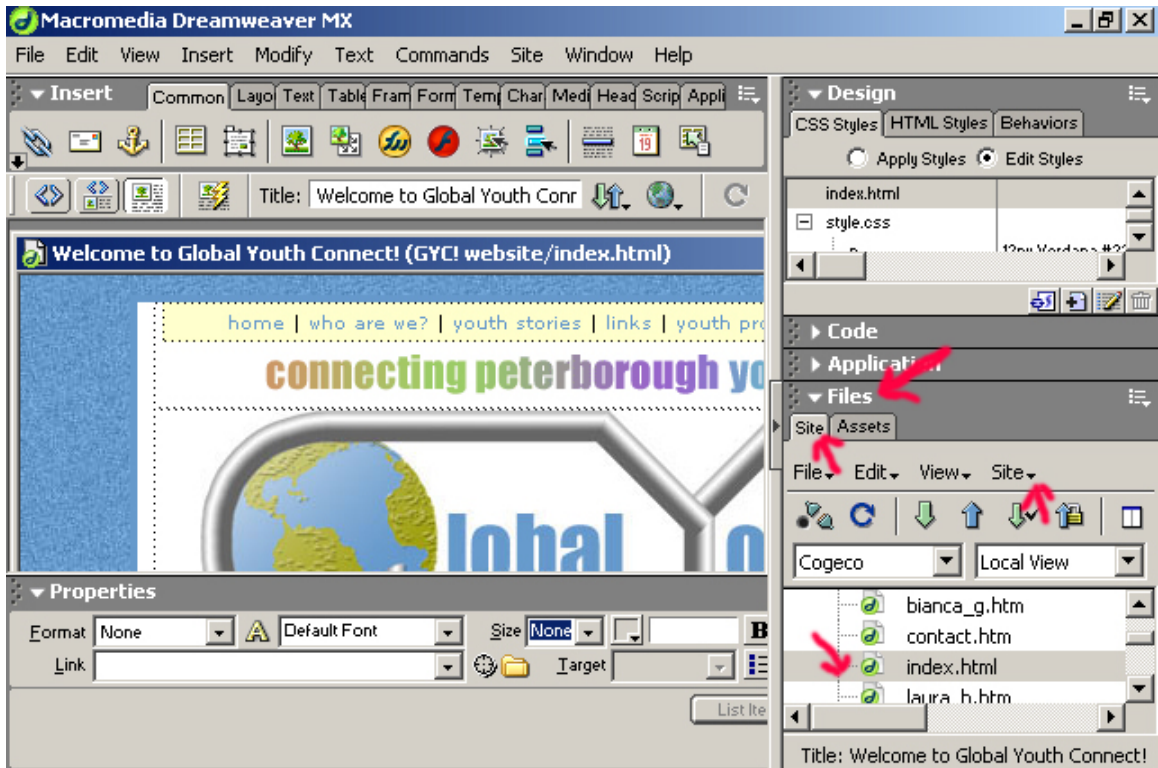
Arrows show parts of the screen that are used when going through steps



### Uploading changes to web server

- 1) Open Dreamweaver
- 2) Find the "Files" window, then "Site" tab, and click on the tab
- 3) Click the "Site" option from the menu bar, then click "Connect"
- 4) A connecting window will appear, wait till Dreamweaver connects
- 5) Change the "Remote View" in the dropdown box to "Local View"
- 6) Highlight the files that need to be uploaded
- 7) Click the "Site" option from the menu bar, and then click "Put"
- 8) Click the "Site" option from the menu bar, and then click "Disconnect"

Arrows show parts of the screen that are used when going through steps



## HTML/Dreamweaver help

For additional help with HTML codes visit: <http://www.htmlgoodies.com>

For additional help with Dreamweaver

- 1) Click "Help" in the menu bar, then "Tutorials"
- 2) A "Help" window will open displaying an index search
- 2) Type in the topic you are having problems with to read more about it

## Section 4: Website Terms

Style Sheets (A.K.A Cascading Style Sheets): All fonts, styles and colours are contained within a cascading style sheet. Cascading Style Sheets can be used to control the style and layout of a Web page. It is used to build a "standard" that can be repeatedly used on a Web site. This "template" approach to designing a site enables updaters of the website to create a consistent look across the entire site. This allows the updater to keep style separate from content they are trying to add. If you want to change the way a page looks, simply change the style sheet once and all the pages that use the style are instantly changed as well.

FTP (A.K.A File Transfer Protocol): Is a way to send files back and forth between computers. FTP is a handy way to transfer files that the user doesn't necessarily want to view, such as a user would with a web browser. Why would a user use FTP instead of a web browser? Very often it is much quicker to transfer files via FTP.

Hyperlink: Allows users to link like information together and jump instantly between the pieces of information. On the World Wide Web, hyperlinks are the primary way to navigate between pages and among Websites.

HTTP (A.K.A Hyper text Transfer Protocol): An Internet protocol that enables a Web browser to retrieve information off of World Wide Web Servers.

HTML (A.K.A Hypertext Markup Language): A very simple language for formatting and presenting media documents on the Web.

Named Anchors: Named anchors let you set marker points in a document. They are often placed at the start of a specific topic or at the top of a webpage. Hyperlinks are then created to these named anchors. By clicking on the hyperlink, the webpage will quickly jump to the specified anchor position.

## Section 5: Notes

Global Youth Connect

# Website Manual

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