



# Ultrazone Website Redesign

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# Outline

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- Initial Analysis



# Outline

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  - Contact us
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# Executive Summary

- Ultrazone Family Entertainment Center
  - Number one laser tag facility in fort wayne
  - arcade, pinball, rock climbing
- Website poorly designed
  - Confusing page layout
  - Relate information spread across multiple pages
  - Important info missing
  - Broken link in menu bar
  - Inaccurate price calculator



# Executive Summary

- Solution: rebuild the website without these flaws
- largely focused on the following pages
  - home
  - pricing
  - contact us



# Introduction

- Ultrazone's website suffers from technical and aesthetic issues.
  - The layout, design, and architecture are chaotic
  - There is no organization, structure, white space, color pallets, or attraction
- Problems
  - Broken links
  - Misplaced information
  - Inaccurate pricing calculator
  - Unorganized



# Introduction

- Our Solution
  - Redesign layout for clarity
  - Rearrange information to alleviate confusion
  - Fill in missing pages and information
  - Code new Pricing calculator



# Initial Analysis

- Considered creating all new website
  - Decided to keep the original look and feel
- System Requirements
  - Usable on any web browser
  - Runs entirely on internal Server

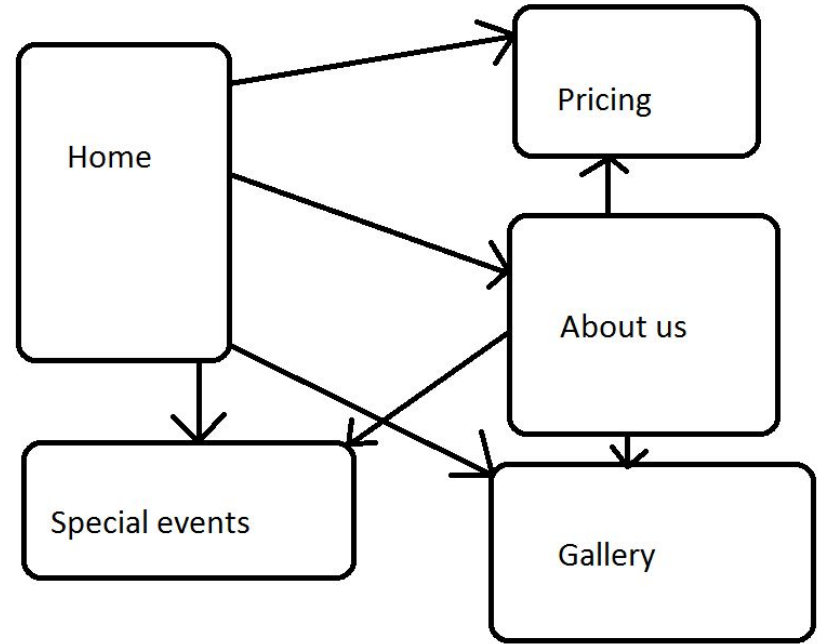
<https://web.archive.org/web/20150602070900/http://www.ultrazoneftw.com/>





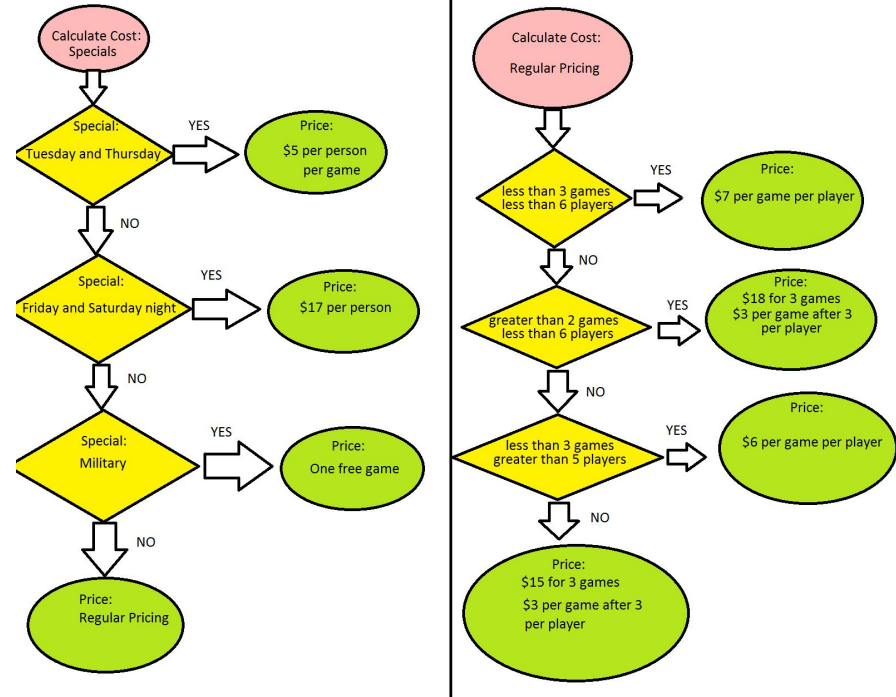
# Initial Analysis

- Link layout plan
- Represents initial plan of links between related data
- Eventually abandoned in favor of a more compartmentalized layout



# Initial Analysis

- Initial calculator logic
- Flawed needed revising before implementation



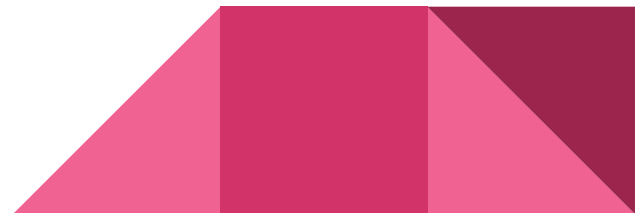
# Home Page

## ➤ New Design

- More appealing blocking layout
- Included one extra picture
- Removed redundant content
- Removed obnoxious picture links

## ➤ Content

- Two Pictures
- Short Introduction
- Two links to the discount and About Us pages
- Hours of Operation



# Pricing Page

- Normal Pricing
- Group Rates
- Weekly Specials
- Birthdays
  - Moved to pricing page from its own page
- Pricing Calculator



# Pricing Calculator

- What we added on
  - Tuesday through Thursday Specials
  - Friday and Saturday Night Specials
  - Birthday Specials
- How it works
  - Tests to see if the user chose a special
  - If the user does not choose a special, then it does a normal calculation
  - If the user chooses a special, then the calculator determines the correct price for the special
  - The user may only choose one special at a time



# Calculator Logic

## ➤ No Special

- No group
  - Games are \$7 per game
  - \$18 if you buy 3 games
  - \$3 per game after the third game
- Group Rate
  - Groups are 6 or more players
  - Games are \$6 per game
  - \$15 if you buy 3 games
  - \$3 per game after the third game

```
if ($games < 3 && $players < 6) {  
    $finalCost = $price * $games * $players;  
}  
else if ($games > 2 && $players < 6) {  
    $discount = 18;  
    $finalCost = (($games - 3) * 3 + $discount) * $players;  
}  
  
else if ($games < 3 && $players > 5) {  
    $price = 6;  
    $finalCost = $price * $games * $players;  
}  
else {  
    $discount = 15;  
    $finalCost = (($games - 3) * 3 + $discount) * $players;  
}
```

# Calculator Logic

## ➤ Tuesday through Thursday Special

- Laser tag is \$5 per game
- No additional fees
- No additional discounts

## ➤ Friday and Saturday Night Special

- \$17 per person all you can play
- 9:00PM to 1:00AM

```
if ($special == "Tuesdays through Thursdays") {  
    $price = 5;  
    $finalCost = $price * $players * $games;  
}
```

```
else if ($special == "Friday and Saturday Night") {  
    $price = 17;  
    $finalCost = $price * $players;  
}
```



# Calculator Logic

## ➤ Birthday Special

- Minimum of 6 players
- Test to see if they have 6 players with the special before continuing

```
if (($special == "Birthday" && $players >= 6) || $special != "Birthday") {  
  else { ?>  
    You need a minimum of 6 players to use the birthday package.<br>  
    <a href="pricing.php">Click Here</a> to return to the price calculator.
```

## ➤ \$14 per person for 2 games

## ➤ Additional games are at regular cost

```
else if ($special == "Birthday") {
```

```
  $price = 14;  
  if ($games >= 3) {  
    $originalPrice = 7;  
    $extraGames = $games - 2;  
    $birthday = $players * $price;  
    $extraPrice = $extraGames * $players * $originalPrice;  
    $finalCost = $birthday + $extraPrice;  
  }  
  else {  
    $games = 2;  
    $finalCost = $players * $price;  
  }  
}
```

```
}
```



# Pricing Calculator

## ➤ Testing correct values

- Using Javascript function to validate if they entered in values

## ➤ Test whether values were inputed

- Using the isset test in PHP
- Test to see if the values were set
  - Form displayed if not set
  - Calculations processed if values set

```
function validateForm() {  
    var x = document.forms["pricing"]["players"].value;  
    var y = document.forms["pricing"]["games"].value;  
    if (x == null || x == "" || y == null || y == "") {  
        alert("Please set number of players and games");  
        return false;  
    }  
}
```

```
if (isset($_POST["players"])){  
    $players = $_POST["players"];  
    $games = $_POST["games"];  
    $price = 7;  
    $finalCost = null;  
    $special = $_POST['specials'];
```

```
else {  
    ?>
```

```
<form action="pricing.php" method="post" onsubmit="return validateForm()" name="pricing">  
Number of Players: <input type="number" name="players"><br>  
Number of Games: <input type="number" name="games"><br><br>  
Specials: <select name="specials">  
    <option>None</option>  
    <option>Tuesdays through Thursdays</option>  
    <option>Friday and Saturday Night</option>  
    <option>Birthday</option>  
</select>
```

# Contact Us

- Contact Us is also the “About Us” page
- Content
  - Who we are
    - Information on date of opening
    - Location relative to popular attractions
  - What we offer
    - Laser tag
    - Arcade
    - Fundraising
    - Carnival Rentals
  - Contact us Information
  - Email Form



# Other Pages

## ➤ Pages we kept the same

- Location
- Gallery
- Downloads
- Carnival
  - Redirects to <http://www.jazzyjumpers.com/>
- Fundraising

## ➤ Only minor Cosmetic changes

## ➤ Pages already adequate for defined functions



# Validation

- Tested that each website works with XAMPP
- Tested the pricing calculator code
  - Tested each special
  - Tested each group rate
  - Tested to make sure the calculator appears when needed
- Tested the borders with CSS
  - Edited the CSS menu to add some borders
  - Tested to make sure each page was applied correctly
- Test the site's compatibility with multiple browsers
  - Chrome
  - Firefox
  - Explorer
  - Edge



# Conclusion

- Made a better design
- Made an improved pricing calculator
- Cleaned up their website
- Kept some of the same pages
- Made their overall look and feel more appealing



# Demo

