

Website

Checkpoint Due: Start of Thu/Fri studio (Oct 29-30)

Final Due: Wed, Nov 18 @ 11:59 PM

Objective

Present your work in a professional, engaging, and appealing way.

Learning Goals

Practice web development skills and learn how to create logos and other branding materials to communicate your project.

Role of Assignment for the Project

This website will represent your work for this class and remain as part of your portfolio for the years to come. *Because this will stay up, please use your first name and **last initial**, rather than your full last name, so you will be able to choose to link it rather than it automatically being indexed to your full name.*

Assignment Overview

Create and maintain a website telling the story of your project's development. It should be easily understood by someone who is unaffiliated with Stanford and thus can exhibit your design and prototyping skills to potential employers. Websites should be **responsive**, **logical**, and **aesthetic**.

Deliverables that must be linked on your website:

- A1: Needfinding (slides)
- A2: Additional Needfinding, POVs, HMWs, Brainstorming & Experience Prototypes (slides)
- A4: Concept Video (slides, video)
- A5: Sketching, Low-Fi Prototyping & Usability Testing (slides)
- A6: Interactive Medium-fi Prototype (slides, Figma or other design tool file, README)
- A8: Interactive High-fi Prototype (slides, prototype link, README)
- A9: Heuristic Evaluation Synthesis (PDF, xlsx)
- A10: Poster, Pitch & Demo Video (slide, script, poster, video)
- A11: Final Report (report)

***Note: Deliverables for later assignments can be uploaded after the deadline, but you should have a placeholder text/link.*

Your website **must be hosted on your AFS project webspace** located at
/afs/ir/class/cs147/WWW/projects/[studio-name]/[project-name]

The corresponding web URL will be

`http://web.stanford.edu/class/cs147/projects/[studio-name]/[project-name]`

Use [relative links](#) so that at the end of the term we can move your website to

`hci.stanford.edu/courses/cs147/2026/au/projects/[studio-name]/[project-name]`

***Note: Your team directories won't be ready until Monday of week 4, so please save your website locally before that. When you're ready to upload your website, see the instructions below.*

Helpful Tips and Reminders

Names

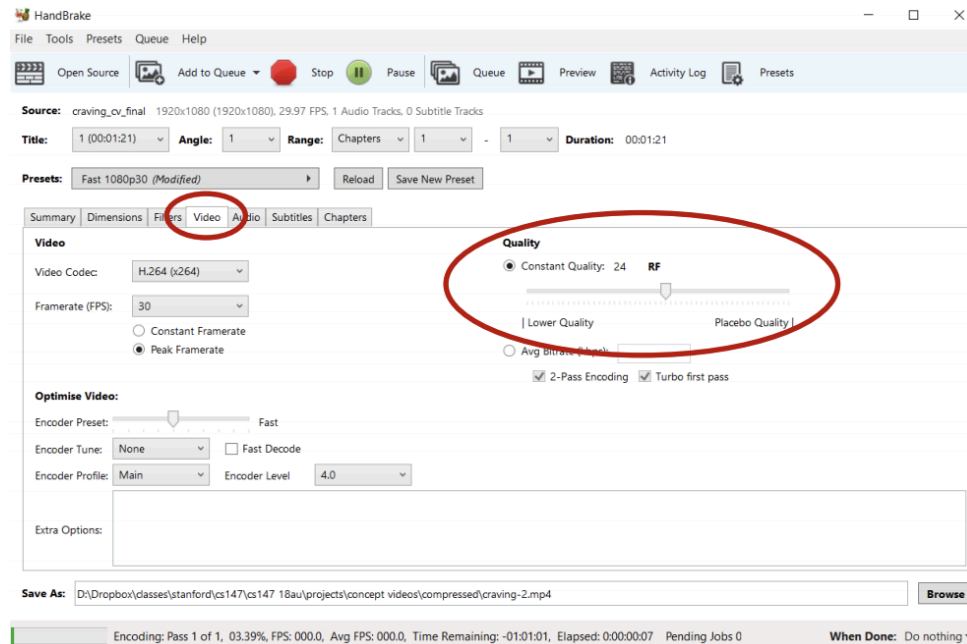
We recommend using your first name and **last initial** (not full last name) on these websites. Your project websites will linger and you may not want your full name linked on there forever. *This includes on your slides and other project documents!*

HTML Templates

You are not obligated to develop your own website from scratch and can use any template you find as long as you do not violate the associated terms of use. Whether you develop your own website or use a template will not change how the aesthetics, content, and information architecture are evaluated. All websites **must live on the Stanford web server** using only [relative links](#). Past students have found templates at [10,000+ Free HTML Templates](#) and [HTML5 UP](#). You **do not** need to pay for your website; please **do not use commercial hosting services** such as Wix, Squarespace, WordPress.com, or GoDaddy, which may require payment for website hosting, nor free remote hosting sites like GitHub pages.

Adding Videos

We ask that you include three formats for your video deliverables: YouTube/Vimeo, downloadable version, and embedded (the user is able to view your video without leaving your website). See [this link](#) for how to embed YouTube videos and make them downloadable. For embedded and downloadable videos, use [Handbrake](#) (settings below) to **compress before uploading** to your AFS webspace. Ensure that viewers have streaming and download access.



Compressing Images

Sometimes uploading extra large files causes problems for the AFS hosting service that we use for these websites. We recommend compressing your images with [Tiny PNG](#) (not just for PNGs) first before uploading.

Uploading to AFS/editing your website (wait until team names are finalized)

See [this handout](#) for further instructions on how to upload your website and edit files.

Deliverables

1. Checkpoint

The basic structure for your website is due by week 6 studio (Oct 29-30). By then, we expect to be able to access your website at your team's link and that all the deliverables submitted up to that point are linked.

2. Final

The final version of your website is due the Wednesday of week 9 (Nov 18) at 11:59 PM. Check that your website looks good on a variety of browsers and devices prior to this deadline. There will be a **few deliverables that won't be uploaded at this time (A8, A10, A11). Be sure to upload those to your website upon completion.**

Examples

[playdate](#), [Career Backpack](#), [EduCare](#), [Nurtue](#), [Collide](#), [QuokkaTips](#), [Pockets](#), [Vibes](#), [Yourway](#)

Grading Criteria

Your website will be graded based on the quality of the **user experience**, **visual design**, and **content** as well as the **completeness of the deliverables** included.

Website (100 pts)

Checkpoint (10)

- ___ Checkpoint deliverables completed on time?

Project Information (20)

- ___ Project title
- ___ 1-sentence/phrase value proposition
- ___ Short, compelling project description (2-3 sentences)
- ___ Team member names (first name and last initial) and roles

Exceed Expectations with:

- ___ Strong branding and communication

Professional and Aesthetic Design (30)

- ___ Logo and clear product branding
- ___ Strong usability
- ___ Aesthetically appealing
- ___ Error-free, concise writing (spelling, grammar, and language)
- ___ Relative links are used
- ___ Website is hosted in the proper location

Exceed Expectations with:

- ___ Particularly excellent and creative layout
- ___ Professional execution

Deliverables (40)

- ___ Final report (Word doc, PDF)
- ___ Presentation slides (PPTs, PDFs)
- ___ Medium-fi prototype and README (Figma or other design files, PDF)
- ___ Heuristic evaluation synthesis (PDF, xlsx)
- ___ High-fi prototype and README (prototype access, PDF)
- ___ Concept video (YouTube/Vimeo, downloadable version, embedded)
- ___ Demo video (YouTube/Vimeo, downloadable version, embedded)
- ___ Pitch slide and script (PPT, PDFs)
- ___ Poster (source document, PDF)