

IT APPLICATIONS UNIT 3 OUTCOME 1

WORLD PLATYPUS SOCIETY

Overview

Dr David Smith is a worldwide expert on monotremes (the duckbill platypus and four species of echidna) and lectures at an internationally recognised university in Australia. In particular, he has spent over 20 years studying the behaviour and habitat of the platypus or *omithorhynchus anatinus*, and his articles and research have been regularly published by the Australian Geographic Society.

Unlike other Australian animals including the southern corroboree frog, southern hairy nosed wombat and helmeted honey eater, the platypus is not listed as endangered on the International Union of Conservation of Nature's (IUCN) Red List. As a passionate conservationist and environmentalist, Dr Smith is keen to preserve this standing and protect the platypus for further generations.

Current Practices

Through a variety of means, Dr Smith stays in contact with other people interested in all aspects of 'Platypoda'. There are small websites in each state of Australia and at different zoos across the world (including Milwaukee and Chicago) where interested people can communicate. He has also set up an email group and a wiki for his undergraduate and postgraduate students, which has proved to be a success with the students.

Future Needs

At a national conservation conference Dr Smith was able to view <www.froggy.com.au>. This website was developed to enable Australian frog enthusiasts to collaborate, exchange knowledge and socialise online. It included frog-related activities, events and amphibian conservation in general.

Dr Smith has decided that he should organise the development of a user friendly, visually appealing and informative website for an online community of platypus enthusiasts.

He recognises the necessity to attract teenagers and young adults to the community to continue his environmental pursuits. He is also aware of how popular and appealing social networking sites are to younger people and he would like to incorporate some of these interactive features to attract a young audience.

Dr Smith would like a prototype website developed that demonstrates the functionality, navigation options and user interface. He understands that this will not be a fully operational website but simply reflects the overall 'feel' of what is possible.

Instructions

Students need to select information from this material that they consider relevant to their website.

Students are to produce a prototype website for Dr Smith. Their website should demonstrate navigation options, the user interface and the overall functionality. All included features (e.g. wiki, blog, forum) do not have to be fully functional. The following tasks provide a breakdown of the methodology used.

Task 1: Prototype website (40 marks)

Analysis

1. Provide a brief overview of the online community, including its purpose, function and goals.
2. Provide a succinct problem statement that describes the problem to be solved.
3. Identify the type/s of website/s required referring to the information needs of the online community.
4. Identify the input and output requirements.
5. Identify any technical or non-technical constraints.
6. Describe the benefits of the website for the online community.

Design

1. Select and apply appropriate design tools to represent the user interface, information architecture and functionality of the prototype website.
2. Produce suitable evaluation criteria.

Development

1. Develop a prototype website that meets the World Platypus Society (WPS) community's needs.
2. Use validation techniques where appropriate.
3. Ensure that your website follows accepted formats and conventions.
4. Prepare and complete a test table, using appropriate test data.

Task 2: Written report (10 marks)

Produce a written report that addresses these two elements:

1. Justifies how your prototype website suits the needs of the online community.
2. Describes the technical requirements of the organisation hosting the World Platypus Society's website.