

# Wisecracks Website Development

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## Abstract

This paper is about the development of a new website for a NZ Devon Rex Breeding Cattery. The new site makes use of Connected and Social Media to enhance the experience that prospective and current Wisecracks kitten and cat owners have with the Cattery.

## Keywords

Website Development, Social Media, Connected Media, SEO, Dreamweaver.

## Introduction

New Zealand Devon Rex Cat breeder, Judy Dickie of Wisecracks, Tauranga, required a rebuild of her existing 40+ page informational website.

Issues to be addressed in the redevelopment included.

- Design - less cluttered and more streamline look.
- Code compliance with current web building standards
- Search Engine Optimisation
- Use of Connected, Social and Multi Media elements

## Goals Planning & Implementation

Above all the aim of this project was to add value to an existing website while maintaining its essence. The existing site was informational with lots of photographs to add interest.

It has received a lot of favourable comment from users such as

- It has good quality information
- The website is easy to use
- The site downloads quickly

**WISECRACKS WEBSITE DEVELOPMENT 2011**  
**DEVON REX CATTERY**

**Project Process**  
The project was managed by the project manager, who was responsible for the overall project. The project was managed by the project manager, who was responsible for the overall project. The project was managed by the project manager, who was responsible for the overall project.

**Initial Consultation**  
The initial consultation was held with the client to discuss the project. The initial consultation was held with the client to discuss the project. The initial consultation was held with the client to discuss the project.

**Goals Set**  
The goals of the project were to create a new website for the client. The goals of the project were to create a new website for the client. The goals of the project were to create a new website for the client.

**Investigation**  
The investigation was conducted to gather information about the client's needs. The investigation was conducted to gather information about the client's needs. The investigation was conducted to gather information about the client's needs.

**Planning**  
The planning stage involved creating a detailed project plan. The planning stage involved creating a detailed project plan. The planning stage involved creating a detailed project plan.

**Production**  
The production stage involved the development and testing of the website. The production stage involved the development and testing of the website. The production stage involved the development and testing of the website.

**Results**  
The results of the project were a new website for the client. The results of the project were a new website for the client. The results of the project were a new website for the client.

**Conclusion**  
The conclusion of the project was that the new website was successful. The conclusion of the project was that the new website was successful. The conclusion of the project was that the new website was successful.

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A full and detailed planning document was prepared and signed off by the Client prior to production commencing.

Draft design discussed with Client amendments made and approval to proceed given. The site was rebuilt from scratch using Dreamweaver with the use of nested templates to reduce the amount of maintenance time when changes were made.

Use of CSS style sheets enabled the separation of content, structure and style.

Connected media was used to add interactivity and included a Facebook Group, Twitter Page (with a feed into the website) and a You Tube Channel. Google Maps was also set up and linked.

### **Testing and Implementation**

The site has been tested by Developer and Client plus target audience user testing has also been undertaken.

At time of writing this poster paper, a hand over period has been arranged for early July. This is where the Developer and Client will meet to ensure a smooth transition - during this time the website will be made live, and the management of templates and the use of CSS will also be demonstrated.

The client is comfortable working with HTML having built and managed the existing site for many years.

There will be ongoing support from the Developer to the Client to ensure everything is operating smoothly.

### **Methodology**

The Waterfall Methodology was used for this project.

#### *STEPS FOLLOWED INCLUDED:*

- Initial discussions held with client to assess requirements
- Problems and target audience identified
- Preliminary research into connected and social media

- Proposal and timeline agreed upon
- Redesign, Amendments and then approval to proceed
- SEO investigated and discussed with Client
- Navigation options researched, discussed and approved
- Production commenced using Dreamweaver
- Social, Connected and Multimedia elements integrated into the site
- Draft site tested and feed back from client - adjustments made according to feedback.
- Final version of site approved by Client.
- Site to go live once any new content is added and on completion of Diploma.

### **Results**

The Client was initially very reluctant to use Facebook but appears to have been won over by the positive response from kitten owners and is enjoying the enhanced communication channel. The use of a Facebook Group was immediately and enthusiastically taken up by the Wisecracks community!

The Client was comfortable with the use of text and images in the site but wary of the inclusion of multimedia, however as the production progressed and the first draft was seen (with one multimedia element included) the willingness to try new interactive and multimedia elements increased.

### **Conclusion**

The Client is happy with the new website and is feeling enthusiastic about moving forward with the new site. The construction in Dreamweaver and the use of Social and Connected Media means the site has added interest for the viewer and is easier to manage and change for the client. Out of date elements can be removed, modified or replaced as new technologies present themselves.