

Major Project



MA Web design and Content planning

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Abstract

This report will focus on the comprehensive development of an engaging and interactive website showcasing Persian festivals. The study documents a detailed approach, including six phases from ideation to final evolution, with a focus on the significance of cultural authenticity and aesthetic engagement through CSS animation. This project contributes to the field of web development by presenting a culturally sensitive and user-friendly platform, considering the shortcomings of the current, limited Persian festivals-related websites.

Moreover, the target audience of this project evolved through iterative feedback, refining the scope to focus on parents seeking educational and engaging online resources for their children. The aim of this website is not only to inform but also to entertain, showcasing how online platforms can play a significant role in preserving cultural heritage and enhancing intergenerational learning. It is worth mentioning that the use of CSS animations enhances visual storytelling while maintaining the site's performance, accessibility, and usability all at the same time.

Introduction

Although it is a fact that the internet is home to countless websites that mostly have a common aim to explore cultural themes, many fail to deliver a meaningful user experience. Also, bear in mind that even though there are multiple platforms focused on Western mythology, there is limited engaging material focusing on Persian culture, while according to World Population Review, Persia is the oldest civilisations of history. To dive deeper, a common issue with current websites about Persian festivals is their lack of engagement, authenticity, and creativity. All of these websites tend to display blocks of text with minimal interaction and mostly overlook the true spirit and cultural nuance of the vibrant festivals they aim to showcase. Unfortunately, this creates an unpleasant experience that is neither informative nor enjoyable for users.

My project aims to come up with a creative solution to this problem by designing and developing a web platform dedicated to Persian festivals that integrates visually rich CSS animations as well as authentic cultural content for its target audience. In addition to that, this report will chart the project from its initial ideation, through planning and technical

development, to launch, analysis, and final presentation.

It is through this detailed process that the project aims to make Persian cultural heritage accessible and engaging. Most importantly, it serves not only as a technical achievement but as an effort to bring ancient traditions to modern platforms in a way that is both educational and emotionally resonant.

Phase 1: Concept

The process of the major project began with an informal ideation presentation where the initial concept was shared with classmates and lecturers. The original idea was to create a general educational website for a wide audience, ranging from young students to professors. Having said that, through discussion and feedback, it became crystal clear that the scope was too broad and that a more specific target audience was necessary for clarity and effectiveness. That is because, obviously, the tone of writing differs to an amazing extent when the target audience is academic people, and when it is the young audience. Moreover, even if the target audience was only children, again, it would've been too hard to choose only a specific age group. That is why, after several iterations and more feedback,

the project's focus narrowed down to parents as its main target audience. Also, this group was chosen because parents often search for culturally enriching content, but mostly fail to find an engaging platform. A website that presents Persian culture through festivals, in a format that both parents and children can enjoy, addresses a clear gap in current digital offerings.

- Web Landscape Analysis:

The primary motivation for this project came from the underwhelming and uninspiring landscape of websites related to Persian culture and its festivals. All of the existing websites are text-heavy, lack interactivity. Moreover, despite the richness and colour of Persian traditions, especially in festivals, these online representations are dull and sterile, which leads to a failure to create any emotional or cultural connection with their users.

In this analysis, the current state of the web in the context of Persian cultural representation and interactive design is addressed. The aim is to draw insights to guide the development of a superior platform by analysing both cognate websites (those in the same niche, subject area or genre) and non-cognate websites (those that provide similar functions but in different subject areas or genres).

- Cognate Websites:

Here are some websites specifically dealing with Persian festivals, Iranian culture, or historical celebrations.

A. Travel Triangle (
<https://traveltriangle.com/blog/iranian-festivals/>)

Overview: A travel-based website that has published some blogs on Persian culture and festivals.

This blog has listed 8 popular Iranian festivals, of which 2 do not even have Persian origins. Each festival is presented by a picture and a block of text. The obvious weakness of this website is that you cannot present a festival with a rich and deep historical background in just one paragraph. Also, most of the pictures used in this blog fail to showcase the beauty of Persian festivals. Lastly, since this is a platform for selling holiday packages, the user will face an ad bombardment as soon as they open this website. This type of platform is one of the worst options for users to choose when they want to get to know a country's culture.

B. House of Persia (
<https://houseofpersia.org.au/our-favourites/traditional-festivities/>)

Overview: A community and cultural centre aiming to sponsor activities and programs with a

primary focus on keeping the Persian culture and traditions alive.

7 festivals are listed without any visual elements. There is not even a picture provided for the users to get the vibe of Persian culture. In addition to that, there is no explanation about the history and background of these festivals. Just the name of the festival and the textual content do not exceed 2-3 sentences.

C. Surf Iran (
<https://surfiran.com/mag/iranian-festivals-and-celebrations/>)

Overview: A travel agency website dedicated to selling travel packages as well as showcasing Persian culture and history.

This website's approach is far better than the above-mentioned websites. Each festival is elaborated in detail. Having said that, same as its competitors, this website also faces a failure in terms of the use of visual design by representing only one image related to each festival.

- Non-cognate websites:

Also, there are some websites, although not about Persian culture/festivals, that successfully use interactive design, visual storytelling, as well as animations to capture the attention of the users.

A. The boat (
<https://www.sbs.com.au/theboat/>)

Overview: An interactive graphic novel based on a refugee story. This website was my primary inspiration to come up with my own project idea.

The cinematic visuals through CSS and parallax effects can ensure an amazing experience for users. The website succeeded in creating an emotional engagement through sounds and movement to a certain extent. Having said that, I can clearly see some great accessibility issues. The excessive focus on visual design has led to overlooking the readability of the text. In some sections, text written in white is placed over a white background. In addition to that, the use of visual design is to the extent that it distracts the users easily. All of these show that, although the visual design is immaculate, no attention has been given to accessibility.

B. Every Last Drop (
<http://everylastdrop.co.uk/>)

Overview: An animated storytelling site about water conservation.

It took me a couple of minutes to figure out how the navigation through this website works. So, again, I faced a major accessibility issue in a visually storytelling website. My project definitely prioritises accessibility and readability, while focusing on visual design at the same time.

C. The Refugee Project (
<http://www.therefugeeproject.org/>)

Overview: A map-based narrative site visualising global refugee migration patterns over time.

This website uses animations, interactivity, and clean infographics, highlighting how you can blend storytelling, education, and emotional engagement. Although instead of focusing on festivals or cultural celebrations, it explores historical and geopolitical issues, it can be highly relevant as a reference point for my project, since it has successfully combined emotional storytelling with clean, engaging interactive design.

Phase 2: Planning

In this phase, we are focusing on three aspects of the project. Business, Cultural context, and commodity, which will be discussed in detail.

- Business:

This report is mainly an explanation of the general business environment in which I am working. My project, “Persian festivals”, has the aim of creating entertaining, educational, and culturally rich content for parents to share the beauty of Persian culture with their children. This platform seeks to fill the gap in the market for interactive cultural education by presenting the history, mythology, and traditions of Persian

festivals in a creative manner. It is a matter of fact that the business environment for cultural storytelling is competitive, but it is not when it comes to non-Western traditions. Having said that, as time passes by, the demand for engaging content and global cultural awareness continues its growth, making this project timely and relevant by answering the call for cultural education that supports family bonding and heritage transmission.

General Business Environment:

1. Competitors

- Platforms that are dedicated to cultural festivals and global traditions.
- YouTube channels, podcasts, and websites for Persian cultural education.
- Storybooks or applications that are focused on mythology or traditions.

It needs to be taken into consideration that few resources are designed for parents covering Persian topics. Almost none incorporate modern web techniques such as CSS animations or gamified interactivity. That is why this project occupies a special spot.

2. Audience characteristics

- Demographic: Parents in the age range of thirty to fifty.

This group is interested in world heritage, particularly those within Persian diaspora communities or intercultural families. The goals and values of this target group can be as follows:

- They seek screen-based content that is culturally enriching for children.
- They want to find resources that are simple to use and pleasing to view.
- They care about heritage preservation and passing on traditions into a modern, relatable format.

3. Cultural education market trends

Over the past few years, there has been a significant growth in multicultural learning content, especially in extracurricular platforms. This trend leads to:

- Rising interest in heritage-based parenting within diaspora communities.
- A significant increase in the number of interactive, storytelling websites and apps.
- Greater trust in visually immersive digital tools as a part of education strategies.

Niche and Value Proposition:

As mentioned previously, this website aims to stand out by offering visually engaging, culturally authentic, and emotionally resonant

storytelling experiences focused on Persian festivals to its users.

Unique value proposition

1. Relatability: Each festival has its own page that highlights universal values such as renewal (Nowruz), light in darkness (Yalda), and family unity (13 bedar). These are the themes that parents can easily discuss with children.
2. Cultural preservation: There is a dedicated effort in modernising and reviving storytelling about Persian festivals without undermining authenticity. This helps parents teach cultural values to their children in a format they can enjoy.
3. Educational engagement: This project aims to stand out by focusing on blending storytelling with visually appealing elements to support multicultural education. Using CSS animations and themed visuals will help to reach this goal.

Value delivery

The website, with a core focus on parents, delivers value to multiple user segments.

1. For parents: Offers safe, culturally meaningful digital experiences, both for themselves and their children. In addition to that, it helps them introduce heritage in

a way that is both educational and enjoyable.

2. For children: This group are considered to be indirect beneficiaries. So, they are offered this golden opportunity to be exposed to interactive content that celebrates diversity and cultural heritage while enjoying learning through a visually appealing platform.
3. For educators and educational institutions: There is a high potential to expand the platform into classroom-friendly resources, since it seeks to offer reliable cultural storytelling for supplementary materials.

Challenges:

1. Cultural sensitivity: Ensuring an authentic and truthful representation of Persian festivals without oversimplifying or misrepresenting. This issue can be mitigated to an amazing extent by considering the fact that I am a local celebrating these festivals, and by focusing on reliable resources.
2. Competing for attention in a crowded digital space: It can not be overlooked that nowadays, parents are inundated with educational tools, apps, and entertainment platforms. That is why this project highlights the visual storytelling, strong

aesthetics, and heritage-based value proposition in marketing efforts.

3. Limited awareness of Persian culture: It is evident that, because of the niche focus on Persian culture, gaining traction with non-Persian families becomes hard. Having said that, it is possible to appeal to a wider demographic by emphasising universal themes and shared human values.

The focus on Persian festivals with parents as the primary audience positions the project as a needed cultural and educational tool in the digital landscape. It is not only about simply narrating festivals, but the project goes beyond by blending storytelling, high-quality visuals, and modern web design. In this way, this project can address both educational needs and emotional aspirations of culturally aware parents.

Cultural authenticity, technological creativity, and deep attention to the needs of families who want to reconnect with or explore Persian traditions are some strong points of this project. This is what makes the project not only to fill a market gap, but also to contribute to the preservation and celebration of Persian culture in the modern world.

- Cultural Context:

This is a report for exploring the wider context within which the project is set. To begin with,

this project, "Persian Festivals", is set within the broader context of cultural preservation, storytelling, and family-based learning.

Moreover, by changing the target audience, the website is designed not only for children but also for parents who are actively seeking culturally rich content to share with their families.

Since we are living in a time when digital distractions are abundant and cultures and traditions are at a high risk of being forgotten, this project aims to serve as a bridge between generations. That is to say, it provides a golden opportunity for parents to reconnect with the ancient world while introducing their children to the beauty and depth of Persian traditions.

To fully understand the relevance of this initiative, an exploration of the historical role of storytelling as well as the cultural significance of festivals is essential.

The history of storytelling:

Storytelling as a medium for passing down traditions, preserving history, and fostering community has been a cornerstone of human culture. It has long been used as a tool for education as well as entertainment by combining lessons about morality, history, and identity. Stories from different cultures always share some universal themes, such as the triumph of light over darkness (Yalda Night) or renewal and

rebirth (Nowruz). These themes make Persian festivals relatable to diverse audiences. In addition to that, in Persian culture, storytelling holds a special place. Considering the epic in Persian

literature “Shahnameh”, to oral traditions about Nowruz and other festivals. For example, the tale of Zahhak and Kaveh in Shahnameh is not only a story of heroism but also a metaphor for justice and resistance. Similarly, the rituals of Persian festivals like Chaharshanbe Suri or Yalda Night are full of symbolic acts that offer ideal moments for family bonding. Moreover, stories have been the primary way of keeping traditions alive across generations.

To dive deeper into the importance of festivals in society throughout history, festivals have historically been an expression of cultural identity, reflecting values, beliefs, and seasonal changes. In Persian culture, there is a festival called Nowruz, which is the Persian New Year, and it is closely tied to nature. Furthermore, these festivals serve as opportunities for communal bonding and storytelling, with rituals and performances all contributing to a shared cultural memory.

Digital media and the evolution of storytelling:

The internet and social media have provided a golden opportunity for creators from diverse

backgrounds to share their narrative with a global audience. Social media platforms such as Instagram, TikTok, and YouTube have become essential tools to reach the aimed target audience. In this day and age, people mostly prefer content that is visual, engaging, and easily digestible. Also, most people are drawn to narratives that combine both education and entertainment at the same time, making this project, which is cultural storytelling, a natural fit for modern platforms. Because it is through visual storytelling and using animations, interactive web design, and multimedia platforms that you can engage both parents and their children. Even though there has been a growing movement to digitise cultural traditions, Persian culture remains underrepresented in this space, with limited high-quality, family-oriented content on its traditions. That is to say, while Western holidays and festivals dominate the online cultural education market, festivals like Yalda Night or Sizdah Bedar are rarely explained in child-friendly, visually engaging formats that parents can easily take advantage of. The aim of this project is to fill that void.

Cultural preservation and globalisation:

As mentioned above, we are living in an era of globalisation and digital homogenisation which many non-Western traditions are overshadowed by dominant cultural narratives. So, parents who

often feel the responsibility to teach their children about traditions that their schools and media may not cover, seek to find a tool that is visually rich, accessible, and authentic that helps them explore and share ancient traditions and cultures with their children. By considering all of these, this project helps transform cultural preservation from a task into a joyful and memorable experience for families.

To put it into a nutshell, the cultural context for the "Persian Festivals" project not only highlights the significance of preserving Persian traditions in a globalised world but also seeks to emphasise the key role of parents as transmitters in the digital age.

By combining traditions with innovative design, the project tries to respond to a very real need, which is providing authentic, engaging, and visually stimulating resources that families can enjoy together. Moreover, it leverages modern storytelling tools with the aim of reviving ancient traditions and strengthening both intergenerational bonds and cultural identity.

- Commodity:

Here, the website content (text, images, and other media) is discussed. The focus is on what form the content will take, how it will be organised and how it can be found within the site. So, the "Persian Festivals" project is a culturally

educational platform designed to inspire and support parents in sharing Persian heritage with their children. Moreover, the website aims to provide a curated collection of stories, facts, and visual media about Persian festivals. All of these are an effort to make cultural storytelling accessible and engaging for families and enable parents to take an active role in passing down traditions.

Target audience:

The core target audience for this platform is parents who seek meaningful, accessible, and authentic resources to share ancient cultural heritage with their children. This demographic consists not only of parents who have strong cultural ties but also of those who wish to rediscover and reconnect with ancient traditions.

Key characteristics of the target audience:

- Age range: 30-50 years old
- Cultural identity: Persian or multicultural backgrounds, many living in diaspora
- Technical proficiency: It simply varies from basic to intermediate

Their motivations can vary from strengthening their children's cultural identity, supporting educational and entertaining family time, and accessing reliable cultural content. In terms of

pain points, lack of engaging, trustworthy online Persian cultural content, desire for content that fits into busy family routines, and time constraints in sourcing educational materials can be considered.

Content structure:

This website will use a diversity of content formats to cater to the preferences and learning styles of its target audience.

Content types:

1. textual content

Festival stories: There are clear and narrative-driven retellings of each festival's myths and traditions. (e.g., the symbolism of fire in Chaharshanbe Souri or the legend of Yalda Night)

Quick facts: There are going to be some bullet-point facts or cultural trivia that parents can easily share with their children.

Activities: Some entertaining activities that parents can do with their children, which are enjoyable for both, will also going to be provided.

2. Images

High-resolution photos of festival setups like Haft-seen tables and Yalda feasts, as well as

family-oriented activities such as painting eggs and picnicking.

Illustrations showcasing traditional Persian motifs like paisley.

Content organisation:

This project aims to ensure the ease of navigation for the users by using a clear, intuitive layout with vibrant visuals and simple language.

1. Homepage: A visually dynamic introduction of the platform with featured animations as well as quick navigation buttons for key sections.
2. Festivals section: Each major festival will have its own page featured with animations. Each page related to a festival includes a story of its own. The text will cover all the traditions, rituals, foods, and symbols associated with festivals, as well as some activities that parents and children can do together.
3. Search tool: A robust search function that allows users to find content based on keywords.

User-centred content strategy:

The content is developed with parents' needs in mind, focusing on:

1. Ease of access: This can be ensured by taking advantage of simple language, mobile-first design, and minimal steps to find content.
2. Time efficiency: By considering the busy everyday family routine, short narratives are essential.
3. Cultural sensitivity: In order to ensure cultural authenticity and respect, special attention must be paid to the careful storytelling and to using verified sources.

User personas:



1. Leila

- Age: 38
- Location: London, United Kingdom
- Background: Iranian-born mother raising two British-Iranian kids
- Goals: Wants her children to grow up understanding Persian culture
- Pain Points: Finds it hard to locate fun, engaging, trustworthy cultural content in English
- Scenario:

Uses the site weekly before bedtime to read short stories from the festival's archive

- Thinks:

“It’s important for my children to grow up proud of their roots.”

“There aren’t enough modern resources that teach Persian culture in a way kids understand.”

“I want to make cultural learning part of our daily family life.”

- Feels:

She feels proud when she sees her kids repeating parts of a festival story.

She is frustrated when she struggles to explain complex traditions in English.

She is reassured when she finds resources that reflect her values and heritage.

- Does:

She visits the site weekly to find new stories or facts to share with her kids.

She uses the activities to create shared rituals at home.

She adds reminders around cultural events (e.g., Nowruz, Yalda) to plan family engagement.

Says:

“Let’s read this story about Nowruz before bed tonight.”

“Did you know what Sabzeh represents? It’s so cool!”

“This is just like how we celebrated when I was a child in Tehran.”

- User journey:

- Awareness

She sees a post on Facebook shared by another Persian parent about a visually rich story on Nowruz, and clicks through to the site out of curiosity about what resources it offers.

- Consideration

She browses the homepage and notices familiar visuals (e.g., Haft-sin table, fruit platters).

She thinks it could be a good educational tool to use with her children at bedtime or on weekends.

- Engagement

She clicks on the Yalda Night section and reads a short illustrated explanation about the festival.

- Action

She starts doing the storytelling activity with her children.

She shares the website link in a Persian parenting group.

- Loyalty

She regularly checks the site near each cultural celebration.

2.  Amir

Age: 42

- Location: Toronto, Canada
- Background: Second-generation Iranian-Canadian
- Goals: Seeks ways to educate his kids about Nowruz and other festivals
- Pain Points: Limited time, and doesn't feel confident explaining Persian myths
- Scenario:

Visits the site before Nowruz to find some activities, and explains Haft-sin to his kids over the weekend

- Thinks:

"I want my kids to learn about Persian culture, even if I don't have time to teach everything myself."

“I hope this site makes it easier for me to be involved without extra stress.”

“I need something I can trust and access quickly.”

- Feels:

He feels guilty for not knowing enough to explain Persian traditions confidently.

He feels relieved when he finds concise resources with clear storytelling.

He is motivated to reconnect with his own heritage for his children’s sake.

- Does:

He checks the website before major festivals to plan simple cultural activities.

He shares festival-themed stories during weekend family time.

- Says:

“We don’t have much time, but let’s do one thing for Nowruz together.”

“Look, this site even explains what each Haft-sin item means.”

“This makes it so much easier to talk about our culture at home.”

- User journey:

- Awareness

He discovers the website while searching for “how to explain Nowruz to kids” during a lunch break, and immediately notices that the site offers modern, simple explanations and visual aids.

- Consideration

He scrolls through the homepage and sees that the stories are short and engaging.

He also appreciates the site being mobile-friendly and easy to use during spare moments.

- Engagement

He reads the Chaharshanbe Suri story with his child during dinner.

- Action

He sends a link to his partner and bookmarks the page.

- Loyalty

He tells other parents in his network about the platform.



3. Philippa

- Age: 35

- Location: Berlin, Germany
- Background: German mother married to an Iranian man
- Goals: Wants to help her children understand their Iranian heritage
- Pain Points: Doesn't speak Farsi, lacks cultural knowledge
- Scenario:

Uses the site to find kid-friendly versions of Persian stories in English with images and explanations she can share

- Thinks:

"I want to support my children in understanding their Persian background, even if I'm not from it."

"I need this to be in English and easy to follow."

"This could be a great opportunity for me to learn alongside them."

- Feels:

She is curious about Persian culture and how it fits into her family life.

She feels slightly anxious about "getting it wrong" when explaining traditions.

She is grateful to find non-intimidating, beginner-friendly content.

- Does:

She reads festival stories aloud in English with her children.

She uses images to visualise cultural concepts.

She asks her partner for help when exploring unfamiliar traditions.

- Says:

“Let’s learn about Yalda Night together tonight!”

“This animation really helps the vibe of the festival.”

“I had no idea what Haft-sin was until I saw it here—so helpful.”

- User journey:

- Awareness

She comes across a blog post shared on Pinterest titled “How to Celebrate Nowruz with Kids.”

She clicks through and sees the website listed as a recommended resource.

- Consideration

She skims the homepage and notices everything is in accessible English.

She finds the festival sections broken into easy-to-understand themes and stories.

- Engagement

She reads a Yalda Night story to her children.

- Action

She uses the story's explanation to create a small Yalda-themed dinner.

- Loyalty

She uses the website as her go-to for Persian cultural learning.

She shares it with teachers and other parents at her children's school.

- Brand Design (Delight):

Delight is all about the visual design of the project. So, it includes an explanation of the choice of colour and typeface, with a comprehensive consideration of the appropriateness of the look-and-feel of the website with respect to the target audience as well as the genre/niche the project is in. That is because the visual identity and brand design of a website have a significant role in attracting, retaining, and engaging its target users. To go into details, the website "Persian Festivals" is designed as a platform to help parents pass on Persian cultural traditions to their children. So,

the website aims to inspire a sense of cultural pride, warmth, and ease for parents who are seeking both authenticity and usability.

1. Brand mission and Tone of voice

Brand mission:

To empower parents to connect with their Persian heritage and pass it on to the next generation through culturally rich stories and traditions. This specific brand mission is what informs every visual and tonal decision. Moreover, it ensures that all elements in the website, including text, images, layout, and interface, evoke both cultural depth and approachability.

Tone of voice:

The tone is structured in a way that it can build emotional trust with the target audience:

- Warm and inviting: The language will be conversational, approachable, and empathic to make parents feel supported and inspired. The aim is to build a platform that feels like a helpful companion rather than an academic resource.
- Culturally respectful: The text will be rooted in well-researched cultural knowledge while avoiding unnecessary complexity to avoid overwhelming the users.

- Encouraging and practical: Content will empower parents with actionable steps. Like, here are some activities you can do with your children at home.

By this carefully chosen tone, the emotional environment which is supportive, inclusive, and meaningful that parents are seeking will be mirrored.

2. Visual identity

Typography:

Font: Playfair Display

This is a serif font that is elegant and visually rich. This resonates with the traditional aesthetics of Persian calligraphy while ensuring modern readability. In addition to that, serif fonts are often associated with trust and heritage, which aligns with the project's cultural goals. As Lupton once said, "Typography is not just a design tool- it communicates tone, era, and emotion".

Headers & Body text: will use Playfair Display for storytelling and emphasis, offering decorative flair. It offers a friendly and accessible feel that aligns well with the aim of the project.

Historical Roots

Sadeh is an ancient Persian festival that is celebrated on the 100th day before Persian new year Nowruz (around January 30 - 31). This festival is one of the oldest Zoroastrian traditions, deeply rooted in ancient Persian history which celebrates the discovery of fire, the triumph of light over darkness, and the renewal of life.

Colour palette:



Here, two potential colour palettes were considered.

- Traditional Persian palette:

- Rich turquoise
- Deep red
- Persian blue
- Gold

This palette is a reflection of classical Persian art and architecture. Having said that, it may appear visually dense when being overused, especially for content that is long-form. That is why, in my project, it needs to be combined with a soft palette to retain its cultural value without overwhelming the page.

- Softened Palette:

- Muted turquoise

- Persian rose
- Beige
- Pale blue

This palette that offers a more emotionally soothing experience is more aligned with parent-focused UX practices and therefore supports longer reading times.

Imagery and illustration:

Photography: High-quality AI-generated photos of family gatherings, food, and rituals will be used in order to bridge the cultural past with present practices. This is essential for evoking relatability and emotional connection.

Illustration: The focus is to have illustrations related to each festival using CSS animations.

3. Layout and structure

In terms of layout, two directions are considered:

a) Modular grid layout:

This design approach is for structuring a web page into self-contained and reusable components. These components are designed to be independent, scalable, and maintainable. All of these lead to creating a consistent and efficient design. Having said that, this can appear rigid and mechanical for a storytelling-based platform.

b) Storytelling layout:

This layout is used to create engaging, narrative-driven web experiences. So, content is organised sequentially to guide the user through a story. Also, headings, sections, and visual hierarchy are used to control the flow. Moreover, this design approach allows users to get emotionally immersed while maintaining clarity by flowing naturally with the cognitive disruption.

In terms of this project, mobile-first design is considered to be the top priority. That is because most parents will use the website on tablets or smartphones. Thus, page layouts are going to be adapted responsively with:

- tap-friendly buttons
- Optimised image compression
- Vertical scroll experience

4. Cognate website review

It is evident that this project, while maintaining clarity and usability, takes a more emotional and immersive approach compared to parent-focused resource websites (e.g., BabyCenter).

Furthermore, although Museums and cultural heritage websites such as the British Museum or Google Arts & Culture offer strong educational frameworks, they lack the personal tone and warmth this project seeks to embody. A detailed

analysis of both cognate and non-cognate websites has already been mentioned in this report.

To conclude, the visual design of this project, "Persian Festivals", is guided by the dual goal of cultural authenticity and parent-focused usability. The key to reaching these goals is to blend a softened traditional aesthetics, narrative layouts, thoughtful typography, and emotionally resonant imagery. In addition to that, the project also aims to delight and empower parents to engage with and pass down Persian culture to the younger generation. That is why the project chooses to be personal, visual, and emotionally inviting, which is an approach that resonates well with modern digital storytelling while anchoring itself in a rich cultural legacy, rather than just mimicking formal institutional platforms.

- Technical Planning (Firmness):

The firmness report is to do with the technical underpinnings of the project. It is a fact that the technical foundation of any website is critical for ensuring its reliability, scalability, and performance. For the "Persian Festivals" project, the most important aim is to achieve an educational and interactive platform that is lightweight, user-friendly, and accessible across devices. A detailed description of the technologies to be used in the implementation of this project will be as follows.

Hosting platform:

Chosen platform: SiteGround

After a careful evaluation that I had of various hosting providers, I chose SiteGround as my hosting platform for this project. SiteGround's reputation for reliability, performance, and support makes it an amazing choice for my project.

Key benefits of this hosting platform:

1. Performance & Speed optimisation

SiteGround offers advanced caching, front-end performance tweaks, and image optimisation by using some tools like the Speed Optimiser Plugin. These features are all crucial for my website, which has an aim to be a lightweight and fast-loading website, especially with visual elements powered by CSS animations.

2. Security & Maintenance

SiteGround uses the Security Optimiser Plugin, which provides robust protection against common web vulnerabilities by ensuring that the website remains secure without complex manual configurations.

3. Developer-Centric tools

Although I am not planning to use WordPress or any other content management system for the

first stage of my project, SiteGround's PHP version control, staging environment, and Git integration offer a significant opportunity for having a scalable and flexible environment for continuous development and iteration.

4. Scalability

SiteGround's infrastructure supports seamless scalability options. For example, if user engagement grows (e.g., parents sharing content within communities or schools), SiteGround allows upgrades to higher hosting plans without service disruption.

Domain name:

Choosing an effective domain name is an important aspect of a project's technical planning, because it directly influences the site's discoverability, branding perception, and search engine optimisation (SEO). The chosen domain name for this project is www.persianfestivals.site. This domain name has been selected after careful consideration of relevance, simplicity, cultural identity, and scalability.

The primary goal of this website is to be a resource for parents who want to pass down Persian cultural traditions, specifically focusing on festivals. I wanted to have a domain name that has the highest potential in communicating this purpose to both human users and search engine

crawlers. The combination of "Persian" and "Festivals" in the domain name ensures immediate understanding of the site's content focus. Unlike abstract domain names, "persianfestivals.site" is inherently self-explanatory, reducing ambiguity and increasing the likelihood of click-throughs from organic search results.

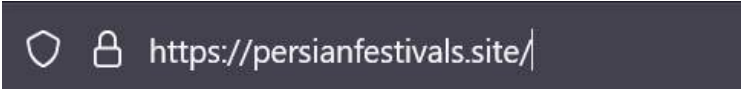
The choice of TLD: .site

With more traditional TLDs like .com, .org, or even .net, most descriptive domain names are already taken or available at a premium price. The .site TLD provides the opportunity to secure a concise and meaningful domain without resorting to unnecessary abbreviations or hyphens. Moreover, the .site domain conveys a modern, web-first identity while maintaining a professional image. This TLD is neutral and appropriate for a culturally sensitive and family-oriented resource.

In addition to that, as long as the domain name aligns with the website's content and follows SEO best practices, it will perform as well as .com domains in search results. Also, exact-match keywords in the domain (like "Persian Festivals") have the potential to have a positive impact on search visibility.

To put it into a nutshell, the domain name serves as the primary point of brand interaction. That is

why it should feel approachable, trustworthy, and relevant to the target audience of parents seeking cultural resources. So, "Persian Festivals" evokes familiarity and authenticity while creating an emotional connection for parents who have the desire to preserve and share their cultural heritage with their children.



<https://persianfestivals.site/>

Front-End technologies:

Core Technologies:

- HTML5 (Semantic and Structured Markup)
- CSS3 (Advanced Styling and Animations)

Focus on CSS Animations & Visual Elements Generation:

My primary goal in doing this project is to explore CSS animations and deepen my expertise in HTML and CSS visual design techniques. That is why, instead of relying on JavaScript for interactivity or CMS platforms for layout structuring, this project will emphasise:

- CSS-driven interactivity:

Visual storytelling will be brought to life using CSS animations, such as subtle transitions and/or hover-based interactions. All of these are going to be handled with pure CSS wherever possible.

- CSS as a creative medium:

A significant part of this project is dedicated to learning how CSS can be used to generate visual elements such as trees, bonfires, and flowers. Rather than using external images or SVG files for every visual, CSS techniques like pseudo-elements (::before , ::after), gradients, and CSS Grid/Flexbox compositions will be explored to create visual richness directly within code.

- Performance-first design:

Using CSS animations instead of JavaScript ensures hardware acceleration, reduced script load, and faster performance, especially on mobile devices. This is particularly important as the primary audience, which is parents, is more likely to access the website on smartphones or tablets.

Progressive enhancement:

This project will be designed in a way that even if a user's browser does not support CSS animations, the core content remains accessible and readable.

- Mobile-first responsive design:

All layouts and interactions in this website will be built with a mobile-first approach. This ensures that parents, often multitasking with children, have the opportunity to easily navigate

and engage with content on smaller screens without friction.

- Server-side technologies:

While content management systems (WordPress, Joomla, Drupal) offer convenience in content management, I deliberately avoided them in the first stage of my project for several key reasons:

- Deepening CSS and HTML expertise:

As mentioned previously in this report, the primary objective of this project is to dedicate time to mastering CSS layouts, animations, and visual generation techniques. Using a content management system would abstract much of this process through templates, plugins, or visual page builders. That is why this project allows a hands-on learning experience, fostering a deeper understanding of the web's core technologies by building the site from scratch with hand-coded HTML and CSS.

- Performance efficiency:

Content management system platforms sometimes introduce unnecessary overhead (database queries, additional CSS/JavaScript files, plugin dependencies), which can affect the site's performance in an unpleasant way. On the other hand, a hand-crafted site ensures a lightweight structure, minimal HTTP requests, and faster

page loads. These are all essential for delivering a seamless user experience on mobile networks.

- Full creative control:

To explore how visual elements can be crafted purely through CSS, having full control over the front-end code is vital. Content management systems can often impose limitations in terms of theme structures and plugin constraints, which could hinder the creative experimentation that is central to this project.

- Simplified security and maintenance:

Content management system platforms require constant updates to core files, plugins, and themes to stay secure. So, by building a static website, the maintenance workload is significantly reduced, and security risks are minimised.

JavaScript:

This project aims to minimise and even avoid using JavaScript in the initial build. This decision is made because:

- Performance benefits: It is worth mentioning that eliminating JavaScript dependencies ensures faster load times.
- Simplicity: Managing interactivity within CSS keeps the codebase clean and easier to maintain.

- **Progressive learning curve:** This choice allows for a more focused learning journey into CSS animations, transitions, and creative layout techniques.

AI tools:

This project uses ChatGPT's image generation capabilities in order to create culturally relevant and visually supportive illustrations.

The technical planning for this project focuses on a content-first, hand-coded, performance-optimised approach, allowing the project to serve as both an educational resource for parents and a personal exploration of advanced CSS techniques. By deliberately avoiding content management system platforms and JavaScript, the project creates space for deep learning in HTML and CSS visual design, while fostering creative experimentation with CSS animations and element generation. SiteGround's robust hosting service will support this direction, ensuring the platform remains secure, scalable, and high-performing.

Phase 3: Prototype

- Schedule of Works:

In this report, the project schedule for the "Persian Festivals" website will be elaborated. This schedule spans from April to September 2025, structured to balance research, content creation, design, development, testing, reporting, and final submission.

This plan is built on a user-centred, iterative design approach focusing on accessibility, cultural authenticity, and technical exploration of CSS animations and HTML structures all at the same time. In addition to that, a continuous feedback loop, encouraging refinement through testing and user validation, is ensured by pacing and distribution of tasks.

- Phase 1: Concept development (April-May)

This primary phase establishes the project's conceptual framework, goals, and scope. Moreover, the focus in this phase is to have thorough research while refining the project brief. So, the phase starts with iterations after presenting previous crits. So, in the first three weeks of April, there has been some iterative refining of the content outline, navigation structure, and user personas alongside carrying an in-depth research of all aspects.

Moreover, some key tasks have been done in this 8-week period. First and foremost, the project's mission, which is empowering parents to share Persian cultural heritage with their children, has

been clarified. In addition to that, the primary proposition of the website as an educational, visually immersive platform that emphasises storytelling through CSS-driven design has also been refined. These were all achieved through an in-depth exploration of Persian festivals, cultural motifs, myths, and traditional stories. Also, research in content strategy and information architecture tailored for parent users has been helpful to an amazing extent.

- Phase 2: Content production, editing, and final optimisation (April-August)

In this phase, the production of narrative, visual assets, and interactive elements takes place. Then, all of these are edited and optimised based on user feedback.

Text writing (April-May): The textual content of Nowruz, Yalda Night, Chaharshanbeh souri, and other major Persian festivals is drafted. The text is going to be simplified to be suitable for a parent-friendly platform.

Media production (April-June): Creating visual elements designed with only HTML and CSS is done in this step. Each festival needs its own visual elements based on the vibes of that festival. For example, there is going to be a bonfire designed for the Chaharshanbeh souri festival's webpage, while flowers are designed for the Nowruz webpage.

Review of content + User feedback (June-July):

There is going to be a thorough testing of content readability, tone of voice, and cultural accuracy. Then, the content is adjusted based on the feedback received from this testing.

Edit and optimisation (Late July- Early August):

The written and visual content is going to be refined for clarity, accessibility, and load efficiency. Also, images are all optimised for responsive performance.

Review and edits (August): This step is the final round of content proofreading. Consistency in tone, cultural sensitivity, and visual style is all checked.

- Phase 3: Design and development (April-September)

This is most likely to be the most intensive phase, where branding, visual identity, UI/UX prototyping, front-end development, testing, and final deployment take place.

Brand persona + Visual Identity (April-May):

This project needs a brand persona that resonates with culturally rooted yet modern families. So, in this step, the finalisation of typeface selections and colour palette happens.

Prototyping (April-May): Creating an initial prototype helps in showcasing the path of the

project. That is to say, it is essential to present a prototype to show where this project is heading.

Testing final setup + Iteration (May-July): site structure, user flow, and interactive elements are all going to be tested. Also, visual elements are going to be refined to balance visual delight and performance.

Development for final setup (July): Coding final HTML and CSS structures takes place in this step. In addition to that, there is going to be a test for semantic markup and proper use of ARIA roles for accessibility.

Testing and updates (July-September): There is an implementation of accessibility testing, including all tools and manual checks, as well as iterative updates post-feedback.

Final version + Site launch (August- early September): finally, it is time to assemble all refined components into the live site.

Post-launch updates (September): It is essential to collect real-user feedback post-launch and deploy minor updates. Last but not least, the final step here is to continue monitoring the site performance and optimising load times further.

- Report writing (April-September): This phase is for documentation and academic reporting of the entire project process.

Crit topics write-ups (April-June): All of the feedback from crit presentations is recorded for analysing how to do design iterations and gaining insights from peer and tutor critiques.

Project process documentation (Ongoing): The learning process, technical challenges, and content decisions all need to be documented and maintained.

Analysis + Results write-up (July-August): Results from usability test and ally tools need to be written. Also, an analysis of how the design choices met user needs is going to be done based on feedback loops.

Final proofreading and edits (September): In this step, all reports and codes are being proofread. After that, the final project submission file is being prepared for submission.

- -Phase 5: Project completion & deadlines (September)

The project has two key deadlines:

1. Final crit presentation (11th September): In this presentation, there is going to be a comprehensive walkthrough of the final live website.
2. Major project submission (26th September): Finally, it is time for submission of the completed project with report files and code base.

This detailed project plan is designed to deliver a robust, user-centred website that celebrates Persian cultural heritage. Each of these phases is carefully planned with sufficient periods for iterations, ensuring a high-quality final output that balances content richness and user accessibility. The schedule's success depends on continuous feedback, methodical testing and disciplined documentation. These all lead to a project that is not only functionally sound but also a meaningful cultural artefact.

- Prototype version of the site:

This report will analyse the prototype version of the website in depth, covering its homepage and the Yalda Night festival page (one of six cultural festival pages planned to be introduced). It will also try to discuss how the prototype embodies the website's design philosophy, as well as how it lays the groundwork for the final implementation. The prototype version of this website has great importance in representing the first tangible stage in building a cultural resource designed for parents who wish to introduce, preserve, and pass on Persian traditions to their children. This prototype version is created entirely with HTML and CSS to showcase the layout, content structure, and user interface (UI), while also providing an early sense of the visual direction and interaction model. I decided to build this prototype using only HTML and CSS, because

the final website is also planned to be built using only these two.

It is worth mentioning that, unlike wireframes or low-fidelity sketches, this prototype contains actual sample text, images, and style components that help to showcase how the completed website will feel.

1. Homepage prototype

The homepage opens with a hero banner with illustrated figures celebrating under fireworks. This aims to set the emotional tone immediately, joy and community. Overlaying the hero section is the site's title, Persian Festivals, and a tagline: "Discover the stories, traditions, and celebrations that define Persian culture." This introduction is for balancing clarity by explaining the site's purpose and emotional appeal by framing culture as something worth discovering and sharing.

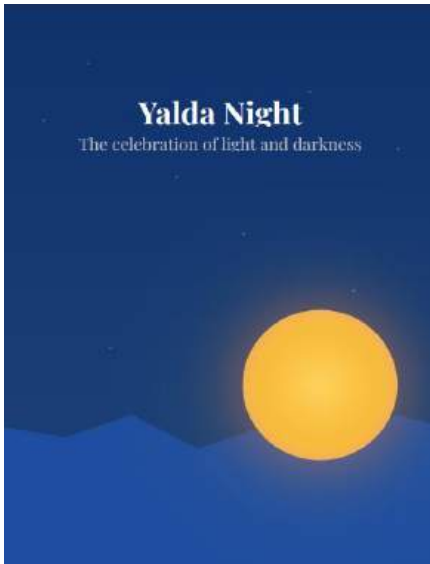


Featured festival section:

When users scroll down, they encounter the "Featured Festivals" section. Here, festivals are highlighted with representative imagery. So, each image includes the most iconic visual elements related to that festival.

The homepage background incorporates subtle Persian-inspired motifs, such as paisley designs, which aim to reinforce cultural authenticity while remaining minimalist. Typography choices, spacing, and layout follow a storytelling-centred rhythm to give the homepage a warm and inviting atmosphere.

2. Yalda Night page prototype



The prototype version of the website includes one detailed festival page: Yalda Night, to serve as a template for other festival pages.

At the top, a deep blue background with a glowing moon illustration established the

iconic visual elements related to this festival. The text following the festival's name, "The celebration of light and darkness", is there to make the visual elements and colours used clear. Using gradients, glowing effects, and typography helps to provide the desired atmosphere without requiring heavy scripts.

This prototype version then moves into an explanation of the festival's historical roots to provide the needed cultural depth. Moreover, visual storytelling is supported by a row of CSS-styled candle graphics that feature the festival's symbolic emphasis on light overcoming darkness.

The next section, which is the last section of the webpage in the prototype version, is there to tell how this festival is celebrated. It is structured with three visual cards to create a scannable layout where the users can quickly understand the central elements of Yalda Night. Also, this section reflects the user-centred design approach, as the users want to know not only the historical context but also how this festival is celebrated by local people.

In conclusion, the Persian Festivals prototype version represents a clear, user-centred vision for the final website. This prototype version is built to provide tutors with a tangible representation of the site's content structure, UI design, and cultural storytelling approach by using HTML and CSS. The homepage showcases the project's scope and emotional tone, while the Yalda Night page shows how festivals are planned to be presented in ways that are engaging, educational, and authentic. In addition to that, visuals and motifs are used decoratively but meaningfully, aiming to reinforce the project's mission of cultural preservation. Lastly, this prototype is

made to prove that the final website will be culturally rich, technically efficient, and valuable as a resource for parents to trust to pass down Persian traditions to their children.

Phase 4: Implementation

The implementation report will discuss how this website was formed by describing how all the previous stages have come together. In addition to that, all variations from the initial plan will be mentioned. Lastly, this report includes a description of the site's SEO and social media strategies, while discussing all promotional/marketing efforts that are going to be taken post-launch.

- Final website:

The "Persian Festivals" design is the result of a multi-phase design development process. This process started with conceptual exploration, moved through prototyping and planning, and is now in the implementation stage. This website is committed to its central aim, which is to create an accessible and engaging digital platform for parents to explore, learn about, and pass down the tradition and culture of Persian festivals to their children. That is why this project deliberately embraced a lightweight, front-end-centric approach using HTML and CSS only,

without a content management system (CMS). Although in one of my crits it was mentioned that I want to use WordPress as my CMS, I changed my mind immediately after the crit because of my great intention to explore the creative and technical limits of CSS.

Final website:

The final implemented version of the Persian Festivals website merges the project's conceptual goals, technical planning, and iterative design feedback into a coherent digital resource. While the prototype established the foundation, the final website incorporates critical refinements, structural adjustments, and entirely new content elements that have been added to improve the usability of the website.

- Homepage and Navigation:

The homepage serves as the entry point and is there to set the tone for the entire site. Therefore, I tried to balance cultural authenticity with modern usability practices in my design.

1. Navigation structure:

- On mobile devices, the navigation bar is displayed as a hamburger menu. This choice was made to minimise clutter, preserve screen space, and create a familiar, user-friendly interaction for mobile users.

Persian Festivals



- On desktop, the navigation bar transforms to a traditional horizontal format at the top of the page, linking to "Home", "Festivals", "About us", and "Contact us" in a clear way to provide instant orientation to the users.

Persian Festivals

Home Festivals • About Us Contact Us

Although during the initial planning of the homepage, I had considered having a search bar on the site, as the design and structure of the site evolved, I realised that having a search bar would be unnecessary. That is because the website has a limited number of festival pages (six in total), and these are all presented clearly on the homepage through visual previews. In addition to that, a simple navigation system has been structured for this website to make it easy for users to find what they are looking for without the need for an additional search function. Also, removing the search bar made the design remain clean and uncluttered.

2. Hero section:

This section experienced one of the most significant changes when compared to the prototype version. These changes were made to create a balance between aesthetic immersion and usability efficiency, as well as to avoid any

stereotyped designs. So, a typical hero section, which was in the prototype version, is replaced with a huge heading, "Explore Persian Festivals", followed by a short introductory text beneath it. The purpose of adding this text was to provide the users with a warm and informative introduction that establishes context clearly. Then, there is a grid of festival previews in the mobile version for smooth scrolling, while it is presented in a grid format to create a balanced overview on desktop . Each preview features an image associated with the festival, paired with the name of the festival in bold typography, just like the prototype version.

- Festivals pages:

The festival webpages are designed to form the cultural and educational backbone of the Persian Festivals website. In other words, it is these individual pages where the richness of Persian tradition, symbolism, and practical engagements comes to life, while the homepage is there to serve as a gateway. The design of these subpages aims to strike a balance between a consistent structure to ensure usability and predictability, and a unique identity. That is why, each festival's webpage is visually distinguished by its motifs and colour palette.

Unlike visual elements, every festival page follows the same high-level structure as the others, divided into four sections:

- Top section:

Each page begins with a symbolic visual header that represents the unique essence of the festival, like fire for Chaharhsanbe souri and tent and trees for Sizdah bedar. In other words, this section is designed to serve as a visual anchor. It is the first thing that users see when they open the page, and it immediately signals which festival is being explored by showing the festival's visual identity. This section occupies only half of the view height on mobile to avoid creating a frustrating entry point caused by unnecessary scrolling. However, this section continues to occupy the full view height on the desktop version of the website to ensure progressive enhancement. Moreover, a scroll flash indicator has been added to the desktop version to nudge the users to explore below the fold, addressing usability and accessibility without sacrificing the design intent.

- Historical roots:

Once users have been visually grounded in the identity of the festival, they move into the historical roots section. A clear heading introduces the section, followed by explanatory text that outlines the origins of the festival, its connection to ancient traditions, and its evolution over time. So, parents who are the primary audience of the website benefit from having reliable, well-structured explanations.

- Celebration:

Following the historical roots section, each page represents the celebration section. This section shifts the focus from history to lived tradition, explaining how each festival is celebrated. As mentioned earlier in this report, the celebration section is structured using grids, presenting three visual cards and a label. This design decision is made to create a scannable layout where the users can quickly understand the central elements of each festival.

- Activities:

The most significant addition in the final version of the website, compared to the prototype, is the activities section, which was added based on the feedback and suggestions received from David after presenting the fourth crit. So, this section was added to make the website more engaging and practical. That is why this section translates the narrative and symbolic content of each festival into hands-on activities that families can enjoy together. In addition to that, the activities section is also an example of the responsive design of the site. On mobile, the design is organised in a vertical flow, with images placed above the explanatory text for each activity. This approach is for reflecting natural scrolling behaviour and ensuring that the content remains readable and uncluttered. On the other hand, on the desktop version, the activities are arranged in

structural blocks where text and image sit side by side. This arrangement creates a sense of balance and allows users to quickly scan between the image and instructions.

To conclude, the final "Persian Festivals" website is a faithful realisation of the prototype vision as well as a carefully evolved website shaped by feedback and practical design considerations. The decision to work with only HTML and CSS helped to achieve the educational goal of exploring CSS in depth while delivering a lightweight, elegant, and responsive cultural resource.

It is by structuring the festival pages in this way that the website not only provides information but also serves as an interactive cultural resource. The historical roots and celebration sections educate, while the activities section empowers. That is how each page becomes more than a static description, an invitation for parents and children to take part in Persian traditions together. Lastly, it is by taking this design approach that the website remains faithful to its cultural purpose while also adapting to the needs of its contemporary audience.

- SEO and marketing strategies:

One of the most significant aspects of launching a website nowadays is not only the design, but

also ensuring that the content is discoverable and accessible to a broad audience.

marketing and social media efforts:

At the point of launch, I focused on both personal networking and public visibility as part of my promotional efforts. Social media, especially Instagram, was chosen as the first platform for outreach. Instagram's visual-first nature makes it an effective tool for this project. That is why I shared the website on my personal account, targeting my own community of friends.

Alongside social media outreach, I also shared the website with my professors from my Bachelor's degree. In this way, I not only gained professional feedback on the project from individuals familiar with Persian culture, but I also benefited from them sharing the website with their students, which helped to extend the project's reach beyond my own immediate circle.

SEO as accessibility & discovery:

While social media is there to help find an initial audience, SEO is crucial for long-term visibility. A parent searching online for "Persian festivals" or "Yalda Night activities" should ideally encounter my website among the top results. That is why I have implemented a range of technical strategies that align with both SEO best practices and accessibility standards.

Search engines reward websites that are accessible, semantically structured, and rich with descriptive content. In other words, when making the website accessible for all users, for example, through screen readers, the website's discoverability on platforms like Google is also enhanced.

- Use of <title>:

```
<title>Persian Festivals | Celebrations, Traditions, and History</title>
```

In the code, each page has a unique title tag. This is not a decorative label, but the title tag is one of the most important ranking factors in SEO. So, it tells search engines exactly what the page is about, while also appearing in the browser tab and search engine results pages (SERPs).

- Semantic HTML & ARIA Labels:

Another key strategy on this website was the consistent use of semantic HTML, reinforced with Accessible Rich Content Application, also known as ARIA labels. Semantic HTML tags like <header>, <nav>, <section>, and <footer> not only structure the page visually but also provide meaningful context for search engine technologies. This makes the content more understandable to crawlers and screen readers.

- Alt text for images:

```
alt="a woman and a man purring roses into a pot."
```

Alt text for images is another deliberate SEO and accessibility choice. Each image on this website includes descriptive alt attributes. So, it ensures that even if an image fails to load, or if a user is using a screen reader, the meaning of the image is preserved. At the same time, search engines index this descriptive text, making the page more likely to appear in image search results.

- Structured headings & Content flow:

Headings <h1>, <h2>, and <h3> were implemented with a logical hierarchy. The site title "Persian Festivals" functions as the global identifier, while each page features its own <h2> heading, such as "Yalda Night". In addition to that, subsections like "Historical roots" and "Celebration" are structures with <h3> headings. This hierarchy improves readability and ensures that search engines can parse the document as an outline of topics.

- Broader SEO strategies:

In addition to the technical implementations that are visible in the code, broader strategies have also been used:

- a. Keyword alignment: The site naturally incorporates key terms such as "Nowruz", "Sadeh", "cultural traditions", and "Persian festivals". These words are among those to be searched by the users.

- b. Internal links: The navigation menu connects all six festival pages, as well as "About us" and "Contact us". This strengthens the internal linking structure, making it easier for search engines to crawl the site fully.
- c. Sitemap and policies: A sitemap page and footer links to accessibility and privacy policies also boost credibility. Search engines reward websites that demonstrate transparency and completeness.

In conclusion, I wanted to avoid overwhelming the website with artificial techniques in terms of designing the SEO and marketing approach. By using semantic HTML, descriptive titles, alt text, and ARIA labels, I made the site both accessible and discoverable. Moreover, by sharing the website on Instagram and within academic networks, I tried to introduce my website among communities where genuine cultural interest exists.

Phase 5: Analysis

In this report, the "Persian Festivals" website will be evaluated using a combination of analytical tools to measure whether the initial goals of this project were achieved. These goals are creating a

website that is accessible, user-centred, culturally authentic, and usable. So, the website will be analysed by Google Page Speed Insights, Google Analytics, accessibility checkers, and SEO checkers. This report will discuss the outcomes of these tests to explain whether the results have been aligned with expectations and to reflect on improvements to enhance performance, accessibility, and visibility.

- Google Page Speed Insights:

Mobile Results



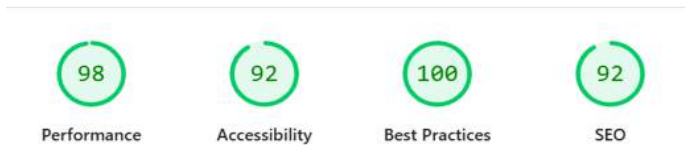
The mobile results show good results.

- Performance: 78
- Accessibility: 92
- Best Practices: 100
- SEO: 92

The First Contentful Paint on mobile is 2.4 seconds, while the Largest Contentful Paint is 5.2 seconds. The Speed Index is recorded at 2.4 seconds. The LCP being above 5 seconds

indicates that large elements like high-resolution images are slowing down the full rendering of content. To increase the LCP, I changed the format of two heavy images from JPG to WebP. This decreased LCP from 5.2 seconds to 4.2 seconds, and increased performance to reach 83.

Desktop Results



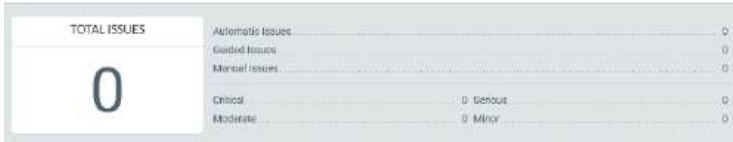
The desktop performance results show very strong scores across all categories being tested:

- Performance: 98
- Accessibility: 92
- Best Practices: 100
- SEO: 92

The first Contentful Paint is measured at 0.7 seconds, and the Largest Contentful Paint at 1.1 seconds. These two both fall comfortably within Google's recommended thresholds. Moreover, the Speed Index is only 0.7 seconds, which suggests that the desktop experience loads almost instantaneously for users with modern internet connections. That is why the website meets the project's goal of fast-loading cultural content,

ensuring that visitors can quickly access and navigate the site.

- AXE DevTools:



Accessibility of the website was tested using AXE DevTools. This tool is used in the world's largest and most secure government organisations. It helps web and mobile dev teams catch accessibility errors while coding, which reduces the time and cost of manual testing. The test results here were extremely positive:

- Automatic issues: 0

That is to say, AXE did not detect any critical or minor accessibility violations, such as missing alternative text, improper heading hierarchy, insufficient colour contrast, or broken ARIA roles. Moreover, achieving 0 automated issues shows that the foundational accessibility principles are fully in place. This means that the project's goal of being culturally inclusive and usable for all audiences has been achieved.

- WAVE:

Wave is a set of evaluation tools that developers can use in order to make websites accessible to individuals with disabilities. So, this tool is

capable of identifying many Web Content Accessibility Guideline (WCAG) errors. The results of WAVE Tool are as follows:

- Contrast issues: Two contrast ratio issues were identified across all webpages. These two are both related to the cookie consent banner provided by Cookie Script. It needs to be taken into consideration that this is an external plugin, not core to the project's design.



- Redundant link: One redundant link was detected in the navigation menu, pointing to the page currently being viewed. This is common in menus and poses no accessibility barriers.
- Structural feature: Each webpage includes many structural features like alternative text, figures, and unordered lists, but what is common across all is 1 header, 1 navigation, and one footer. Also, the minimal but valid hierarchy of the headings reflects the site's simple layout. These semantic elements aid screen readers and assistive technologies.

- ARIA Roles and Attributes: more than 33 ARIA-related attributes were detected on each webpage. These ensure that interactive components and navigation are fully perceivable and operable by screen readers.

- Google Analytics:

Google Analytics was integrated to track user interactions, monitor traffic sources, and gain insight into visitor behaviour. In other words, the goal of using Google Analytics was to evaluate the effectiveness of this project in reaching its intended audience, who are parents wishing to pass down Persian traditions and culture to their children. This tool was also used to inform future improvements to both content and promotion strategies.



To begin with, the analytics dashboard shows that the website received 21 new users, generating a total of 216 events within the first week of tracking. It needs to be taken into consideration that the project is in its early stages of promotion, so this activity indicates genuine user interest in the site content. Moreover, event tracking reveals a steady curve of engagement, with the highest user interest on September 14, which then decreased gradually in the following days. This spike can be due to the initial social media promotion, which involved sharing the website on Instagram and with academic contacts.

Moving to the reports snapshot, further clarity on the content performance is revealed. The homepage accounted for the majority of page views with 59 visits, confirming its role as the central entry point. Moreover, Nowruz and Sizdah bedar were the most visited among all the festival pages, with 7 and 6 views, respectively.

Event count by Event name	
EVENT NAME	EVENT COUNT
page_view	86
user_engagement	62
session_start	27
first_visit	21
scroll	20

Engagement metrics show that out of the 216 recorded events, 86 were page views, while 62 were categorised as user engagement actions, such as scrolling, clicking navigation links, or interacting with page elements. In addition to that, 27 session starts and 21 first visits show that the majority of visitors were newcomers rather than repeat users, which was expected since the project is in its initial awareness phase. More importantly, 20 scroll events reveal that users did not simply land on pages but also interacted with and consumed content.

All of these findings suggest that, although the website is both attracting and engaging its audience, more direct promotions are needed for festival pages. These promotions can be through social media campaigns that spotlight individual traditions. Lastly, Google Analytics has provided evidence that the site is functioning effectively, that SEO and social media strategies are generating results, and that the users are meaningfully engaging with cultural materials.

In conclusion, Accessibility was treated as a foundational principle throughout the whole project. Semantic HTML, ARIA labels, and descriptive alt text were used consistently to support these efforts: AXE DevTools reported zero automatic issues, while the WAVE tool showed only minor concerns that all were unrelated to core content, such as contrast issues

within the third-party cookie banner. Moreover, SEO and promotional strategies strengthened the site's reach and discoverability to an amazing extent. On-page SEO was implemented through optimised page titles, meta descriptions, aria-labels, structured headings, and descriptive alternative text for all images. Social media sharing served as an initial channel for engagement, and personal outreach also provided another pathway for cultural dissemination. Last but not least, Google Analytics provided insights into user behaviour. So, the data confirmed that the site succeeded in drawing in users and encouraging them to explore, with 21 new users, 216 recorded events and active engagement metrics such as scrolling and page interaction. With all of these, it can be concluded that the Persian Festivals website has achieved its primary objectives of functioning as a reliable, accessible, and culturally authentic digital resource for its target audience.

Conclusion

The Persian Festivals project is a representation of a design journey that merged cultural preservation with digital innovation. From the initial concept development to post-launch analysis, every stage of the project was driven by a commitment to accessibility, user-centred

design, and authenticity in representing Persian traditions. Moreover, the project's focus on parents as its primary audience helped the shaping of the entire content strategy by ensuring that the website not only serves as an informative platform but also as a practical resource for sharing cultural values and traditions across generations.

The commodity and planning reports emphasised content strategy and project organisation. These reports focused on highlighting information architecture and user journeys to ensure that the site addressed real parental needs. Lastly, the timeline documented an iterative design process where research, testing, and refinement worked together to ensure the delivery of a coherent final website.

The technical implementation reflected both cultural and design goals. The website offered creative freedom and an opportunity to explore core web technologies by being coded with HTML and CSS rather than a CMS. Accessibility was a priority in this project, with semantic HTML, ARIA labels, and alt text ensuring inclusivity.

The analysis report confirmed the project's effectiveness to an amazing extent by demonstrating how cultural preservation can be supported through digital design that is user-centred, accessible, and strategically promoted.

To put it into a nutshell, this project shows that a successful digital heritage resource requires more than accurate content. This platform needs to be accessible, engaging, visually pleasant, and shaped around the needs of its audience. It is by combining cultural authenticity with careful planning and technical rigour that the Persian Festivals website achieved these aims. So, this project offers parents a reliable way to pass down Persian culture and traditions, ensuring that Persian cultural practices remain visible and meaningful in contemporary family life.

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