



Portal to Peru

Design Document

1. Summary

The goal of the “Portal to Peru” project is to build a pilot interactive and immersive Website and an online exhibition of Andean textiles, focusing on the work of the Center for Traditional Textiles of Cusco, Peru. Those materials include interview recordings, video recordings, and photographs of designs, patterns, and uses of textiles in Andean culture.

Site Goals

- Create a story-based environment that allows users to explore Andean textile traditions and its connection to contemporary tourism, cultural identity, and heritage preservation and promotion.
- Create a searchable database of Andean textiles, with an eye toward integrating indigenous aesthetics, inviting user contributions on key themes and creating a useful resource for Andean studies scholars.
- Providing beginner-level Quechua instruction through a culturally-relevant Web-based story environment.

Specific Learning Goals include:

- Gaining an introduction to textile design, creation, and functions in Andean culture
- Learning about weaving processes, techniques, and designs in the ten communities surrounding Cusco
- Insider and outsider aesthetics in Andean textiles, in particular regarding color and the meaning of symbols and patterns that are woven in the products.
- Issues of quality in Andean textile production, including materials and processes, and its connection to tourism and fair trade practices.
- The audience is English speakers with a high school or college-level education who want to learn about South America, fabric and textile arts, cultural tourism, and Quechua language and culture.

2. Look and Feel (mockups): fonts, color schemes, and image selections

Body Copy Style: Font-family: Arial, Helvetica, Sans-serif, 13pt/24pt, #333333 (charcoal)

Beginning of body paragraph has drop cap: text style: Perpetua @ 70pt/24pt

Navigation text styles: Arial Narrow, white background, 15/19pt, #878787 (less charcoal)

Nav Mouse-over: Colored background (#?????) when mouse-over text

Head-Line Style: Georgia, 42pt/15pt, (#?????)

Background: Page background – Adapted skyline image. Toned-down blue, green, and earth tones.

Content Background: Content Background: #F5EED5, rounded edges and faded shadow at the bottom (papyrus scroll area, centered on page).

Picture Selections: Graphic elements selected from Cusco region.

Color Schemes: 3 accent (vivid) colors and a range of supporting earth tones.

3. <http://www.colourlovers.com/blog/2007/09/04/landmark-colors-peru-inspiration-support/>

Festive Quechuas



Peruvian Warmth



Inti Raymi



tiered farms



A) Functional requirements

Language pages are in English.

Content Areas:

1. Home Page
 - a. About Us Page
 - b. Contact Us
 - c. Get Involved Page
 - i. Support/Funding
 - ii. Volunteering
2. Story Environment (see User Experience of Story Environment below)
3. Textile Permanent Collection Gallery/Database

4. User Experience of Story Environment

The user is given the option to select which perspective, and story, to explore:

- Weaver
- Volunteer
- Tourist

Weaver

Upon selecting “Weaver,” the user (who plays as a tourist to Pitumarca) is taken to a screen showing a rotating background of images from the Center for Traditional Textiles in Pitumarca, along with images of the museum, including weavers and tourists. Near the middle of the screen, Susana’s digital story plays, telling about her experience of learning to weave, the techniques she knows, and her favorite designs.

The user is then invited to step back in time and trace her steps as she went from a young girl learning to make *jakimas* (narrow woven belts) to becoming a master weaver. The user is then given the choice to first learn more about the region where Susana is from or the weaving traditions of Pitumarca. Upon selecting the region choice, the user gains a brief description and visual introduction to the region.

Choosing to learn more about the textiles of Pitumarca leads to Susana showing us her favorite design: *altar concha* (altar for fiestas). The user can view other examples of the design as it appears in other textiles. Users are then asked whether they want to learn how it was made. If they choose “Yes,” they are shown the steps of weaving in Pitumarca, all the way from shearing to *acabado* (finishing touches). As users learn more about the weaving step in the overall process, they gain an introduction to the distinctive Pitumarca weaving techniques of *ticlla* (a discontinuous warp and weft technique), *pata pallay* (also called pebble weave), and *ley pallay* (supplementary warp with a three-color design).

At the end of this process of learning about the steps in weaving, which involves a process of gaining mastery over the art of weaving, the user sees a detailed image of a finished textile. From there the user returns to the original rotating background of images from the Center for Traditional Textiles in Pitumarca, along with images of the museum, including weavers and tourists that was viewable at the beginning of the interactive experience.

Users are then asked whether they want to learn more about the history or the legend behind Pitumarca weaving traditions, both of which offer explanations for the area’s long-standing weaving expertise.

The user experience ends with Susana relaying a folk belief from Pitumarca: “When weavers die, they take their spindles, perhaps to spin in the beyond,” as the background changes to a view of the Southern Hemisphere’s night sky showing the dark constellations.

Volunteer

Upon selecting “Volunteer,” the user (who plays as a prospective volunteer) is taken to a screen showing the offices of the Center for Traditional Textiles of Cusco. Nilda appears and gives the user a brief introduction to herself and how the Center got started (Nilda’s digital story). Nilda asks the user why he/she wants to be a volunteer. Three options are offered: wanting to learn more about non-profit management; wanting to gain more experience and knowledge as a business student; wanting to learn more about Andean cultural heritage. Nilda agrees to tell the user more, but first wants to make sure the user knows at least some basic definitions of terms like non-profit organizations and fair trade. Then she asks the user which of the following he/she wants to learn

about first: how the CTTC works as a non-profit; how the CTTC maintains a quality business model while also ensuring quality textiles; how the process of weaving works in Chinchero.

After the user learns about fair trade, quality in textiles, and how the Center operates, he/she is invited to help Nilda to prepare for the Center's big annual Tinkuy event (an international gathering of weavers and weaving scholars). The user is tasked with finding a particular excellent weaving (one that won an award), to be exhibited at the upcoming year's Tinkuy event. The user is led through the process of using the database to find the award-winning textile.

The user experience ends with Nilda reflecting on how far they have come and that, while they still have much work to do, there is much to be proud about when she looks back.

Tourist

Upon selecting "Tourist," the user is taken to a screen showing the store at the Center for Traditional Textiles of Cusco. The user can click on selected textiles in the picture that are linked to pop-up windows that show a larger image of the textile. Rosita appears in the scene after the first larger image loads and introduces herself (through her digital story). She explains in her story how she works as a sales associate at the Center for Traditional Textiles of Cusco, and reflects on interactions with tourists and how she tries to explain the value of the Center's textiles to them. They have two choices: "Yes," "No, I want to go to the market across the street where I saw less expensive weavings."

If they choose "Yes," users see additional explanatory description about the textile, including techniques used, where it comes from, designs or colors it features, and possible uses.

If they choose "No, I want to go to the market across the street where I saw less expensive weavings," the user sees a display of a composite image of the cheaper textiles in a flea market-type environment. Rosita offers to accompany them to the market and explain more about the differences between what they sell and what the other market offers. The user is shown close-ups of "high quality" and "low quality" textiles and differences between them are explained on the screen. A merchant off at the flea market (off-screen) tries to explain how he makes sure the weavers are well-paid and how they use fair-trade practices. Rosita informs the user that this is not necessarily true, and that in addition to a quality issue, there is an ethical issue for tourists and consumers to consider. The user is then asked if he/she wants to go back to the CTTC and learn more. If the user chooses "Yes," the story returns to the point at which he/she can see additional information about the textiles (from the previous paragraph).

The user is then asked if he/she wants to learn more about weaving in the different communities. If the user chooses "Yes," he/she is taken back to the screen showing the store at the Center for Traditional Textiles of Cusco, but each time he/she clicks on a textile, instead of just showing the larger image and information about that textile, the user sees additional related textiles, techniques, and designs from that community, each with an explanatory explanation.

The user experience ends with Rosita thanking you for your visit, and telling you that her shift will soon end. She's getting ready for a test in one of her university classes, where she studies tourism. She tells the user she hopes he/she will return, and tell his/her family and friends about their Center.

5. Textile Permanent Collection Gallery/Database

The gallery page enables users to explore the database of permanent textiles held by the Center for Traditional Textiles of Cusco. The database itself is structured into tables corresponding to each community, each containing the textiles of the respective community categorized by type of textile, use, function, color, size, artist, etc. This structure mimics the cataloguing structure of the Center for Traditional Textiles of Cusco's own files and allows for the database to be queried in many ways.

Through the search form presented, visitors can explore the database in multiple ways, according to their questions and needs. For example, scholars can examine the ways in which the culture of each community affects the design of the textiles they produce, while artists can explore the ways in which colors are used and paired in different textiles. Similarly, casual visitors can learn about the different functions each textile has in daily life.

See below for the logistics of how the database search features work and how they shape exploration of the assets.

The image shows three instances of the 'Portal to Peru Database Search' form. Each form has a 'Community' field with a dropdown menu, and other fields for 'Artist', 'Color', 'Type of Textile', 'Function of Textile', and 'Technique'. A green 'Submit' button is located below each form.

- Form 1:** The 'Community' dropdown is open, showing a list of communities: Accha Alta, Acopia, Chahuaytire, Chinchero, Chumbivilcas, Huacatinco, Mahuaypampa, Patabamba, and Sallac. A mouse cursor is over 'Acopia'.
- Form 2:** The 'Community' field contains the text 'Ch'. The dropdown menu is open, showing a filtered list of communities: Accha Alta, Chahuaytire, Chinchero, and Chumbivilcas.
- Form 3:** The 'Community' field contains the text 'Ze'. The dropdown menu is open, and it displays the message 'No matches found'.

As you can see above, users can select from available options to begin their search experience. Users can also search entries and select from options that contain their typed search. If there are no matches found, users will be alerted.

The image shows the 'Portal to Peru Database Search' form with the 'Community' field containing the text 'Chinchero'. The dropdown menu is closed. The other fields are empty, and a green 'Submit' button is at the bottom.

Some entries allow for multiple selections. Each previous selection will show in the search bar and allow users to remove searches if they no longer wish to see results from that category.

Portal to Peru Database Search

Community ? What is this?
Each Peruvian community has a distinct textile style. Choose a community to see examples of its textiles.

Artist ? What is this?

Color ? What is this?

Type of Textile ? What is this?

Function of Textile ? What is this?

Technique ? What is this?

Submit

Each search option also provides a hint to users about what the search option contains or means. These hints are unique to each category and help provide users who are not familiar with the subject with contextual information about the categories they are searching.

Portal to Peru Database Search

Community ? What is this?
You can only select 2 communities at a time, please remove a selection to continue. **1**

Artist ? What is this?

Color ? What is this?
Pick a community to narrow down color options and find which pairs are considered the most beautiful. **2**

Type of Textile ? What is this?

Function of Textile ? What is this?

Technique ? What is this?

Submit
Please make at least one selection to continue. **3**

There are several informational and error alerts:

1. Error: Each search option has a predetermined number of selections. If the user exceeds that number, they will receive an error and not be allowed to select more until they remove at least one selection.
2. Informational: Certain selections will be narrowed by selections in other categories.
3. Users must make at least one selection to submit their search.

6. Delivery Requirements

For successful delivery, the website will be ADA compliant, written with valid HTML, mobile responsive, accessible in both English and Spanish, and accessible on all modern browsers. ADA compliance includes text equivalents for all images, including meaningful descriptive text in all image tags, ensuring that the information addressed in the images can be viewed in plain text and read by assistive technologies. Similarly, videos will include audio descriptions and captions below the player. All PDF documents will be accessible in plain text-based format within the website. Font sizes and colors will be optimized for high contrast and easily legibility.

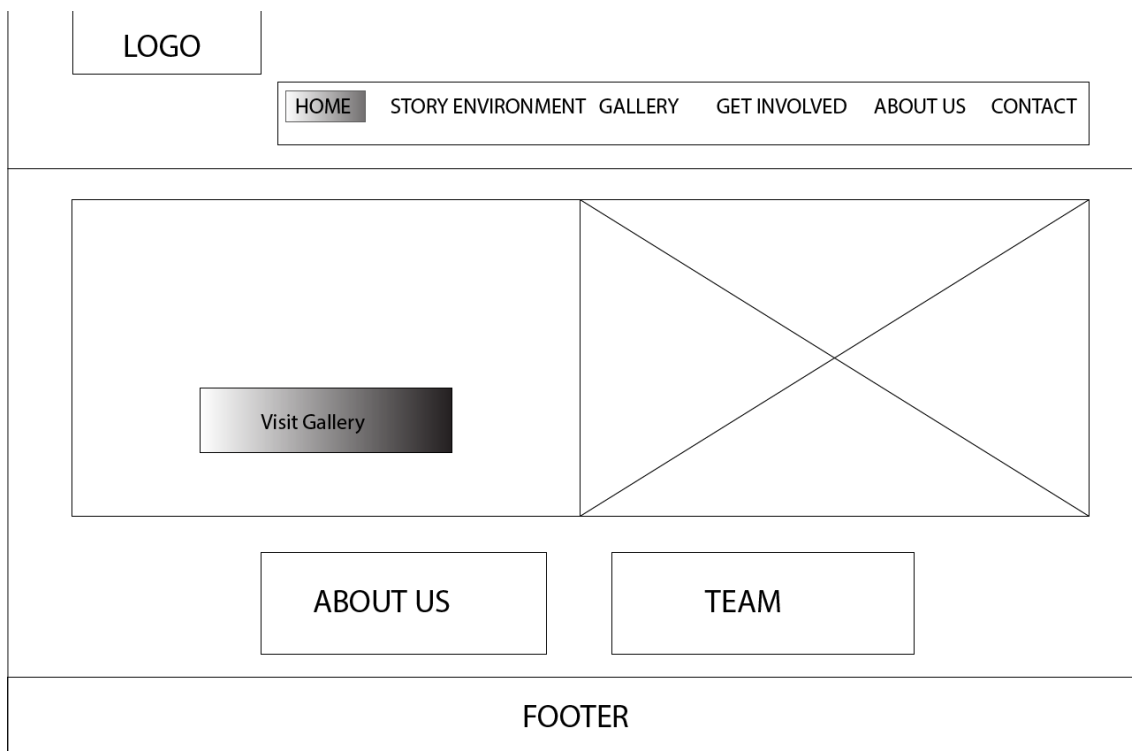
ADA compliance is assisted by ensuring that the website contains valid HTML, CSS, and PHP markup that meets the standards of the W3C. This ensures that the webpage will display uniformly across browsers, load faster, and work well with future technologies. Valid code works better with screen

readers and other assistive technologies and allows the website to be navigated and experienced without CSS or JavaScript enabled, or on slower connections.

The website will be mobile-responsive, ensuring that the content is optimized for desktop and mobile browsers. It will be accessible on all modern browsers. While the core of the site can be viewed and accessed on any existing browser, to access the visual novel/interactive environment section of the website, browsers must have JavaScript and CSS enabled, be on a stable internet connection, and have an up-to-date version of their internet browser. JavaScript and CSS must also be enabled for full access to the database and search features.

7. Wireframe and Mock-up

Home Page



About Us

<p>LOGO</p>	<p>HOME STORY ENVIRONMENT GALLERY GET INVOLVED ABOUT US CONTACT</p>
<p>ABOUT US</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aenean imperdiet. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. I quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius</p>	
<p>FOOTER</p>	