

WESTMINSTER INTERNATIONAL UNIVERSITY IN TASHKENT

COURSEWORK SUBMISSION FORM

STUDENT USE		STAFF USE	
Module Name	Web Technology	First Marker's (acts as signature)	
Module Code	4BUIS011C-n	Second Marker's (acts as signature)	
Lecturer Name	Bunyod Khoshimkhujaev	Agreed Mark	
UoW Student IDs		For Registrar's office use only (hard copy submission)	
WIUT Student IDs	00009815		
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SUBMISSION INSTRUCTIONS

COURSEWORKS *must* be submitted in *both* HARD COPY (to the Registrar's Office) *and* ELECTRONIC unless instructed otherwise.

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Audience profile

The Kvik website is an online platform to stream movies and various TV series. The target audience of online streaming services has been gradually increasing throughout the last years. This can be connected to the increased budgets of the produced movies that influence the price of the movie tickets, making them more expensive. Economical subscription plans of movie streaming platforms attract customers who do not want to spend extensive amounts of money on cinema visits (Brody et al., 2017). According to Brody et al., movie streaming services are particularly popular amongst people who have very little free time. Going to cinemas requires planning, as the movie sessions are strictly scheduled. This inconvenience is practically absent while using online streaming services, hence the people with busy schedules represent a significant share of the service's users. Additionally, the younger generation is appealed to the freedom of choosing any kind of movie, they are interested in at the moment, and watching it at any time that is convenient for them. The main target audience of the Kvik website is expected to be a male and a female population of the age range between 8 to 70 years old who is interested in watching movies, tv series, or documentaries online.

Functions and features

The main function of the website is to stream movies that are in Kvik's database. There is the main page, where three sets of movies are presented, namely "New Releases", "TV Series" and "Movies". The aim of this page is to give a possible user a brief overview of the website's assortment. The "New Releases" section presents recent additions on the website, so the user is able to quickly locate any new titles. TV Series and Movies are also presented in a separate section for further user convenience. Additionally, there is a side section to navigate through movie categories. Moreover, there is a separate page for category selection with advanced design solutions, if the user wishes to use a separate page. On top of every page, there is a navigational bar that contains the links to different pages of the website. Movies and TV Series are displayed on separate pages, in order to not overload a webpage with different kinds of information. On the contrary, if a user decides to sort the contents by categories, movies and TV series of the chosen category will appear on the page simultaneously. Once the movie is chosen, there is a separate page with a detailed

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view. The details page contains a poster, a description, and a video player. In addition, there is an option to leave comments about the movie. The comment form is validated in order to prevent the sending of an empty form or a too short comment. The “About” page contains brief information about the webpage and its function. The “Contacts” page provides a set of links to different social media and a Google Maps frame with the location of the Kvik’s office.

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