**COURSEWORK SUBMISSION FORM**

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| **STUDENT USE** | | **STAFF USE** | |
| Module Name | Web Technology | First Marker’s  (acts as signature) |  |
| Module Code | 4BUIS011C-n | Second Marker’s  (acts as signature) |  |
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| UoW Student IDs | - | **For Registrar’s office use only (hard copy submission)** | |
| WIUT Student IDs | 00010227 |
| Deadline date | 9 December |
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**SUBMISSION INSTRUCTIONS**

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

For hardcopy submission instructions refer to: <http://intranet.wiut.uz/Shared%20Documents/Forms/AllItems.aspx> - Coursework hard copy submission instructions.doc

For online submission instructions refer to: <http://intranet.wiut.uz/Shared%20Documents/Forms/AllItems.aspx> - Coursework online submission instructions.doc

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## Audience profile

There are three steps to find an appropriate target audience for the movie hosting website. They are segmentation, targeting and positioning. To begin with the segmentation part, the movie hosting website is mainly for people, who speak English. Then, demographic segmentation of the website is both males and females, who work and study. In addition, people who watch movies as a hobby and relaxation are the psychographic segmentation of the website. Moving to the targeting part, the market size is large, to be more exact more than billions of individuals are the target audience of the website. Also, the target audience of the website is from 16 to 50 ages of people, who can spend more their time on the website. However, it might be a challenge to compete with competitors in order to archive the loyalty of individuals. This is because there are plenty of big movie hosting websites. Turning to the positioning part, the main aspect of the people to select this movie hosting website is free of charge to use. Besides, the design of the website is so attractive that can easily grab the attention of the users.

## Functions and features

The Moovi website consists of six diverse web pages, namely home, catalog, faq, news, contact us and movie pages. All of the pages are different in terms of content and design. Also, the website is made with the help of HTML, CSS and JavaScript. The Moovi website is responsive to all devices, namely desktop, tablet and mobile phones. It is made with media queries and flex properties in CSS. In the JavaScript part, validation form and a wide range of animations, such as auto text, filter images, the accordion are made using DOM elements. To be more precise, there is an accordion in FAQ web page, which is so helpful to website users. As Loranger (2014) stated out that accordions simplify pages and minimize scrolling, also they increase the efficiency of website users in deciding on what to read. Moving to the creation of the accordion, it is made with JS, specifically, all necessary elements are taken with using DOM elements in the first part. Then “click” event listener is added in order to show and hide elements. To continue with auto text feature, it is one of the attractive features in order to grab the attention web users. To be more specified, the initial part in JavaScript is to take an element with using DOM, then creating a function that slices each letter from a word, after that, it is selected an appropriate set interval in order to appear a letter in one specific time. Turning to filter images feature, it is also made with JavaScript. To be more exact, several functions are created, then appropriate elements are grabbed with using DOM. Next step is to give a condition statement in functions for showing filtered elements or hiding elements that are not chosen. Furthermore, there is a contact form feature in Contact us page, which is considered as an easy way to keep in touch with website users. Coople (2019) pointed out that having a clean and transparent contact form makes the website look more professional, also a contact form indicates how a website owner cares about website users. Moving to the coding part, validation of the form is made in JavaScript, specifically, all necessary elements’ values are taken with using DOM. Next part is to write a condition statement in order to pop up a specific message. Another feature is a responsive menu bar, which increases the usability of the website. According to McColin (2012), navigation is crucial to the design, so it may not look quite right with a different interface. Only the easiest improvement to a responsive menu to improve usability would be to change its layout. The responsive navigation bar is made with HTML and CSS without JS.

## 3. Links

<https://github.com/00010227/Moovi> - GitHub link

<https://00010227.github.io/Moovi/> - URL of website

<https://moovicinema.netlify.app/> - URL of website

## 4. Reference list

Coople, K. (2019). 6 benefits to having a contact form on website. *Formidable Forms*. Available from <https://formidableforms.com/benefits-to-having-a-contact-form/> [Accessed 6 December 2020].

Loranger, H. (2014). Accordions for complex website content on desktops. *Nielsen Norman Group*. Available from <https://www.nngroup.com/articles/accordions-complex-content/#:~:text=Accordions%20shorten%20pages%20and%20reduce> [Accessed 6 December 2020].

McCollin, R. (2012). Responsive menus: enhancing navigation on mobile websites. *Smashing Magazine*. Available from <https://www.smashingmagazine.com/2012/06/responsive-menus-enhancing-navigation-on-mobile-websites/> [Accessed 6 December 2020].