

# 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		<b>For Registrar's office use only (hard copy submission)</b>	
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Assignment Type	Individual		
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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:

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### MARKERS FEEDBACK (Continued on the next page)

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## Audience Profile

The website is based on Netflix which is currently one of the most popular recreational companies around the globe. The target audience of Netflix is everybody. This is because the company features entertainment, particularly movies, series, cartoons and so on. Therefore, the website can be accessed by every individual, be it a child, adolescent or mature people. The content of the website can satisfy people of any age since there is a wide array of choice when it comes to content. Interestingly, this can also be applied to each country. To be more specific, according to New York Film Academy (2016), the most preferred genre of movies turns out to be action, while fantasy proves to be the most popular genre in Japan.

Creating a website attributed to movie hosting can prove profitable since the number of people using the Internet is constantly on the rise. For example, Max Roser (2015) notes that “The number of people that are online increased from 1,992,063,360 in 2010 to 3,408,270,592 in 2016.” The future of movie hosting, hence, looks bright. There will always be a demand for new movies, series and cartoons.

Despite the overview of Netflix company, the orientation of my website is slightly different in terms of audience. If people look at the home page, they can observe anime-related design. This does not mean that the website only supplies anime series. Its design with unique background was created in order to attract the audience, specifically those who are interested in anime. It can be said that the primary audience of my website is teenagers because there are a number of adolescents who adore anime series. Yet, in my opinion, there are anime series with deep meaning which would only be understood by mature people. For this reason, it is highly likely that people from different age groups appreciate the design and be attracted to the website.

Another interesting aspect for audience is the presence of TV Channels. Should audience be away from home, they can easily switch to their needed channel online. For instance, it can be useful when a football fan is outside but does not want to miss the long-awaited match. The TV section targets people of all ages and includes international channels which may not be available in a certain country, like Uzbekistan, for example.

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## Functions and features

The website was developed in HTML, CSS and JavaScript languages, where the percentage of CSS use is the highest. The focus was primarily targeted at design, as it is an essential factor for recreational websites. There are overall 6 layers representing sections: Home, Services, Movies, Series, TV Channels and Contact Details.

The header and footer present different sections which are located inside layers. Header accounts for navigation bar where people can navigate to any section provided. It can be seen the logo is a substitute to the Home section because this style has become more trendy nowadays. In order for people to avoid some misunderstandings in the Home page, there is a small magnifying glass icon in the header, which would help to find everything they need. There is also a button which allows to change languages, although it requires to be coded. Likewise, people can sign in by clicking to the “Sign in” button in the upper right-hand corner, after which they will be addressed to a new link. As regards footer, there is mainly information regarding general applications, such as license, terms of use and so on. It can also be seen that the footer has a pdf icon which is the link to this report.

With reference to the home page, the most interesting feature is design. The main page represents a preview of one possible movie, series, cartoon. But in our case, the preview shows anime series which is called “Another” and provides subtitles. If people get attracted to the series, they can immediately start watching the first episode by clicking the “watch now!” button or they can decide to watch the trailer by clicking the play button located on the right side. In case the main preview does not prove interesting, it is possible to get readdressed to a new link by clicking the next smaller preview in the right corner. The home page also features social media icons which were created for convenience purposes. Should a person want to contact the owner in advance, they can easily make use of provided icons.

The next section illustrates services. Here people can get more familiarized with the opportunities they have. For example, they can find out about quality, downloading and bookmark options. This section can also be quite informative since it provides data on watching options. Overall, the services page focuses on enumerating possibilities rather than demonstrating functions.

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Looking at the following sections, which are movies and series pages, it is clear that these are the places for searching movies and series according to data, genre and popularity. There are overall 4 previews which can be added to favourites by clicking the heart button on right corners. Each preview has main information regarding a specific movie in the bottom. In our case, the information includes title of a movie, its length, genres and rating. A person can also find the search panel to input a specific movie or series title. If preview options do not seem enough in terms of number, people can see more options by clicking the “View All” button, although this function need to be coded. It is also possible to get navigated to certain pages by clicking either “Next” button and page numbers, which also require proper coding. The numbers in the right corner represent the current page a user is seeing. TV Channels follow the same structure as Movies and Series, yet searching is done according to channel, country and rating options. In comparison to the 2 previous sections, this page offers a number of channel previews. People can access more view options by clicking the red rectangle on the left side as well.

Finally, the last section features details regarding contacts. There is clear information about phone number, location, mail and website addresses. A person can get readdressed to the main pages of Netflix of social media by clicking the buttons representing Instagram, Facebook and Twitter. With reference to the right side of the page, people can observe a form where they can leave a message. Contacts page is then followed by the footer which concludes the website.

**Link to GitHub:**

<https://github.com/00010792/wt.coursework>

## Reference List

New York Film Academy. (2016). 12 of the Most Popular Movie Genres By Country. Available from <https://www.nyfa.edu/student-resources/12-of-the-most-popular-movie-genres-by-country/> [Accessed 09 December 2020]

Roser, M et al. (2015). Internet. *Our World in Data*. Available from <https://ourworldindata.org/internet#citation> [Accessed 09 December 2020]