LEARNER ASSESSMENT SUBMISSION FRONT SHEET

Learner Name	Chiara Elliotte
Assessor Name	Neil Wickham

Unit	13 - Website Development
Assignment Title	2: Create a Design

My Literacy Targets

Sentence structures

Paragraph structures

Spelling and grammar

My Numeracy Targets

Fractions

Long division

Ratios

Submission Declaration

I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.	C Elliotte 22106655@Cambria.ac.uk

Introduction

This is a plan for the website that I am going to create. In this document I will include any ideas I have, the storyboards for the web pages as well as a full list of sources for the media I use in my website.

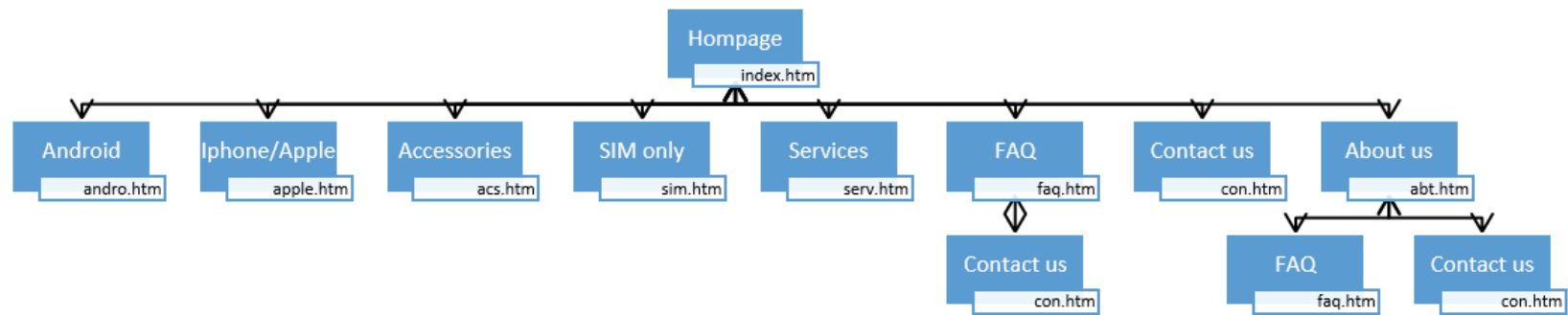### Purpose, user requirements and audience

The purpose of this website is to present information about the phone shop Mobile World Station (MWS) as well as the products and accessories carried and the services provided by the store. The website is purely for presenting information so there will be no option to purchase anything from the website.

The client requires the website to…

-target people interested in buying mobile phones

-be simple to navigate and fast loading

-contain at least 8 interconnected web pages

-have a table somewhere on the website

-be consistent in fonts, colours and styles

-have at least four additional medias to make the website interesting

-have a link to an online forum

-have two hyperlinks to other websites

-contain interactive features

My target audience will naturally be adults who have an interest in mobile phones. It could also appeal to older teenagers who may be interested in buying a mobile phone for themselves.

Sitemap

Hompage
index.htm

Android
andro.htm

Iphone/Apple
apple.htm

Accessories
acs.htm

SIM only
sim.htm

Services
serv.htm

FAQ
faq.htm

Contact us
con.htm

About us
abt.htm

Contact us
con.htm

FAQ
faq.htm

Contact us
con.htm

Styles to be used across the site

Font family: Calibri, Lora, Arial

Main heading: H1, Calibri, #2B0C5B

Subheading: H3, Calibri, #5A3C8C

Main content: P, Calibri #8062AF

Menu bar: H4, Calibri, #FFF768

Production notes

Screen width: I'll let the screen width automatically adjust itself so it will be compatible on multiple different devices

Background colour: #CBB6ED

Link colour: #B07FFE

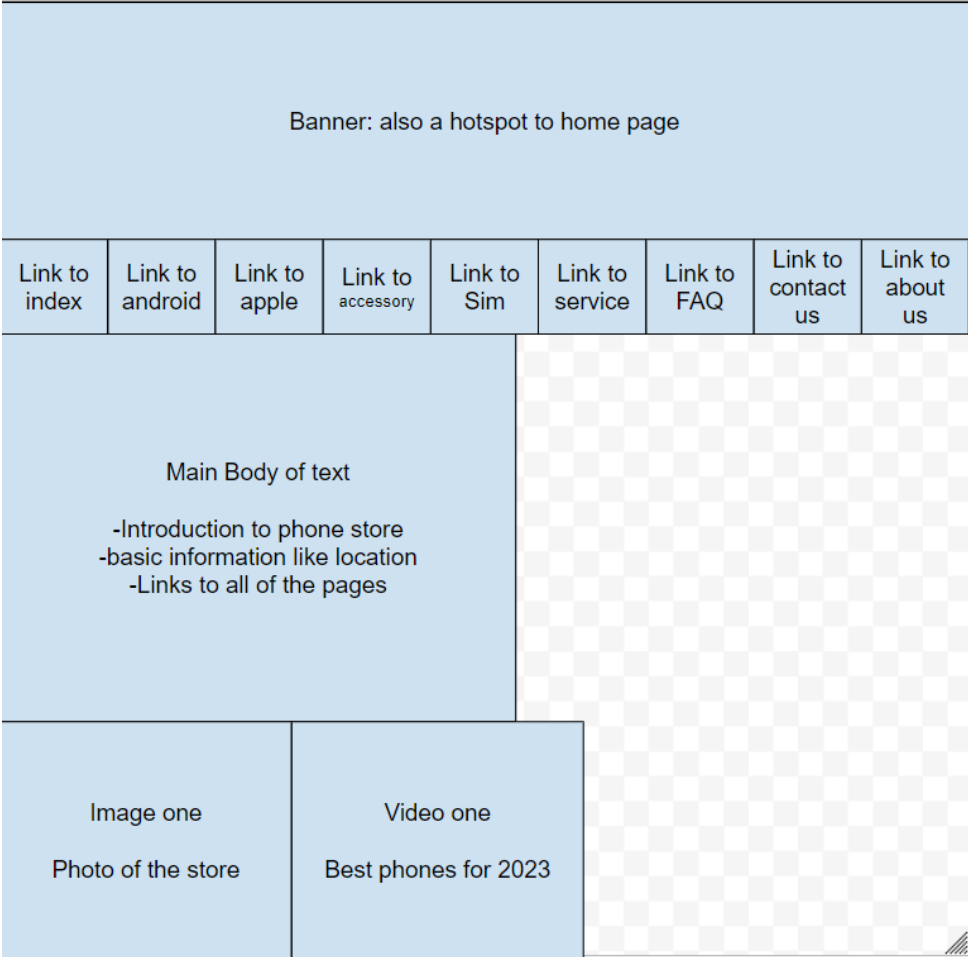Active link colour: #FFFFFF

Link hover colour: #A770FE

Description of how colour schemes and page styles will be applied consistently throughout the website

I'll create my index page first and use that as a template for the rest of my site, I won't change any of the colours chosen so the pages all feel like they belong together.

I will create a menu bar so that all of the web pages can be accessed consistently from the same place regardless of the content on the page.

Index page will be used as the main template for the rest of my pages

File name:	index.htm	Page Title:	Home page
Page Purpose:	To act as a homepage for my site		

Storyboard	Files/Assets Used on this page

Storyboard

Banner: also a hotspot to home page

Link to index	Link to android	Link to apple	Link to accessory	Link to Sim	Link to service	Link to FAQ	Link to contact us	Link to about us

Main Body of text

-Introduction to phone store
-basic information like location
-Links to all of the pages

Image one

Photo of the store

Video one

Best phones for 2023

Files/Assets Used on this page

Image 1 will just be a random phone store like this: https://phonestorealness.co.uk But I could also use something like: Phone Shop | Bury St Edmunds & Beyond

Video 1 embedded in the link to: https://www.youtube.com/watch?v=fjRaA-8CV4A
Banner: ban.jpg
Image 2: store.jpg

Interactivity on this page

Hyperlinks to all of the other web pages (applies to all pages)

Hot spot that always links back to the homepage (applies to all pages)

Possibly an action button with the video???

Links: (internally to other pages, bookmarks, external websites, email)

Possibly: https://phonestorealness.co.uk or Phone Shop | Bury St Edmunds & Beyond

Video: https://www.youtube.com/watch?v=fjRaA-8CV4A

index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages)

Alternative solutions for this page

Could move the image to be above the main body of text if it looks better but I personally won't do that for this page because the main focus should be the information about the store and not the image/video
Could include a javascript greeting at the top*
Could have links and contact forms on the page but it would probably be too cluttered

File name:	andro.htm	Page Title:	Android
Page Purpose:	To sell android products by showing them off and linking to the android store		

Storyboard	Files/Assets Used on this page

Banner: also a hotspot to home page

Link to index	Link to android	Link to apple	Link to accessory	Link to Sim	Link to service	Link to FAQ	Link to contact us	Link to about us

Main Body of text

-Very basic information about android phones
-Table listing various models and prices
-Link to the android store
-Link to the android space

Image one

Samsung flip phone

Image two

Samsung watch that hot spots to accessories

Files/Assets Used on this page

ban.jpg
Image 1: flip.jpg
Image 2: watch.jpg

Interactivity on this page

External links to other sites
Hot spots
Forums

Links: *(internally to other pages, bookmarks, external websites, email)*

Link 1: Reliable Mobile Operating System and Secure Phones | Android
Link 2: Samsung Community
Image 2 links to acs.htm

index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages)

Alternative solutions for this page

Could include a sliding gallery of different Samsung phones or a video showcasing them but I don't have the skills necessary to do such a thing
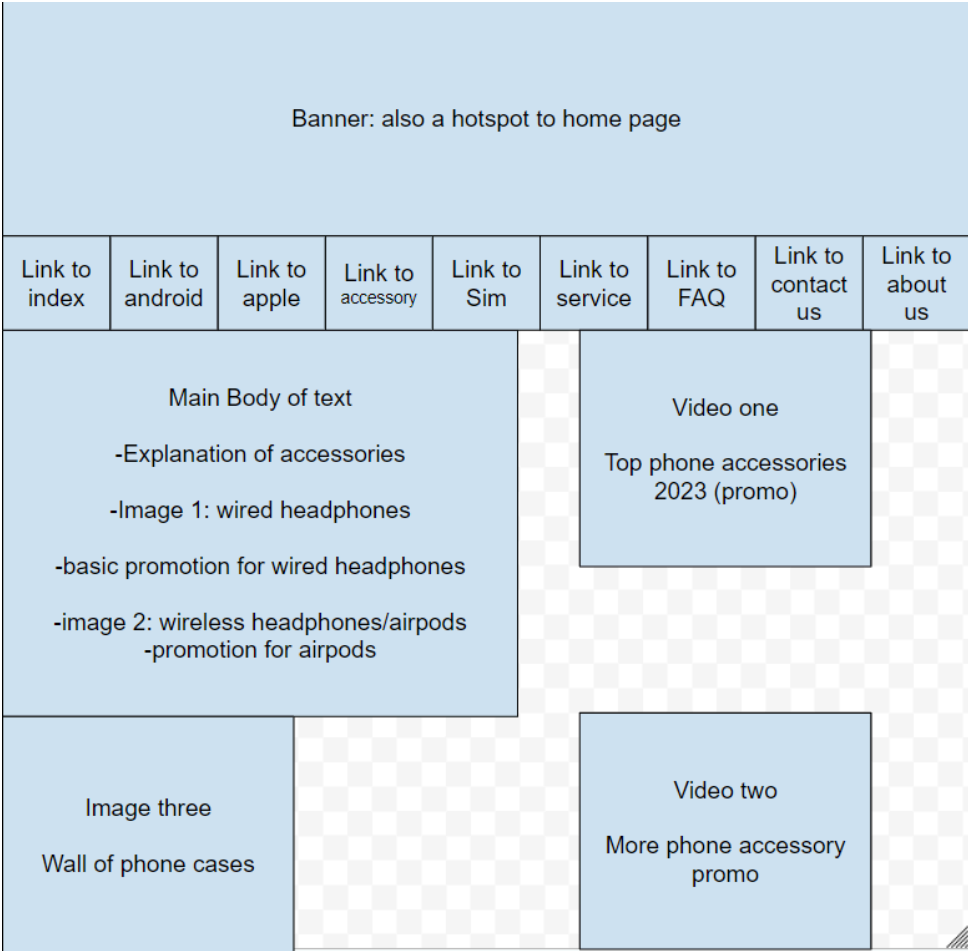
File name:	apple.htm	Page Title:	Iphones
Page Purpose:	To sell apple products as well as provide a link to the store		

Storyboard	Files/Assets Used on this page

ban.jpg
Image 1: iphone.jpg

Banner: also a hotspot to home page

Link to index	Link to android	Link to apple	Link to accessory	Link to Sim	Link to service	Link to FAQ	Link to contact us	Link to about us

Main Body of text

-Very basic information about apple
-Table listing various models and prices
-Link to the apple store
-Link to the apple space

Image one

Iphone 15 pro max??

Interactivity on this page

External links to other pages
Forums

Links: *(internally to other pages, bookmarks, external websites, email)*

Link 1: https://www.apple.com/uk/store
Link 2: https://discussions.apple.com/welcome

index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages)

Alternative solutions for this page

Could have used a video instead of an image but I have plans for other videos on other pages and too many videos will make the website feel more cluttered.

Design option 1

File name:	acs.htm	Page Title:	Phone Accessories
Page Purpose:	To show off accessories that the store sells		

Storyboard	Files/Assets Used on this page
Banner: also a hotspot to home page	ban.jpg Image 1: head.jpg Image 2: air.jpg Image 3: case.jpg Video 1: https://www.youtube.com/watch?v=xq7Z5fXpKL8 Video 2: https://www.youtube.com/watch?v=QNhmqp6PcjE

| Link to index | Link to android | Link to apple | Link to accessory | Link to Sim | Link to service | Link to FAQ | Link to contact us | Link to about us |

Main Body of text

-Explanation of accessories

-Image 1: wired headphones

-basic promotion for wired headphones

-image 2: wireless headphones/airpods
-promotion for airpods

Video one

Top phone accessories 2023 (promo)

Image three

Wall of phone cases

Video two

More phone accessory promo

Interactivity on this page

Hot Spots
Action

Links: (internally to other pages, bookmarks, external websites, email)

Video 1: https://www.youtube.com/watch?v=xq7Z5fXpKL8
Video 2: https://www.youtube.com/watch?v=QNhmqp6PcjE
index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages)

Alternative solutions for this page

Considering different placement for the images/videos

File name:	acs.htm	Page Title:	Phone Accessories
Page Purpose:	To show off accessories that the store sells		

Storyboard	Files/Assets Used on this page
Banner: also a hotspot to home page Link to index / Link to android / Link to apple / Link to accessory / Link to Sim / Link to service / Link to FAQ / Link to contact us / Link to about us Video one Top phone accessories 2023 (promo) Video two More phone accessory promo Main Body of text -Explanation of accessories -Image 1: wired headphones -basic promotion for wired headphones -image 2: wireless headphones/airpods -promotion for airpods Image three Wall of phone cases	ban.jpg Image 1: head.jpg Image 2: air.jpg Image 3: case.jpg Video 1: https://www.youtube.com/watch?v=xq7Z5fXpKL8 Video 2: https://www.youtube.com/watch?v=QNhmqp6PcjE
	Interactivity on this page
	Hyperlinks Hot Spots Action buttons

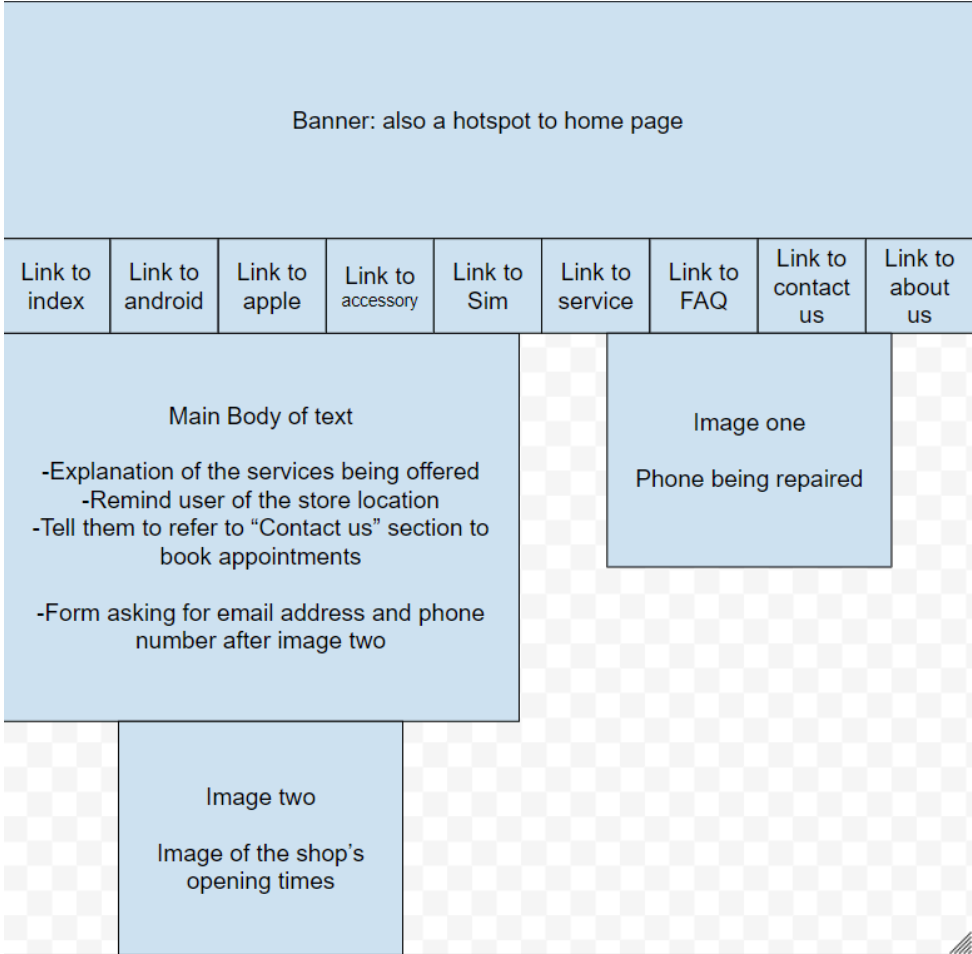| Links: *(internally to other pages, bookmarks, external websites, email)* |
|---|
| Video 1: https://www.youtube.com/watch?v=xq7Z5fXpKL8
Video 2: https://www.youtube.com/watch?v=QNhmqp6PcjE
index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages) |
| **Alternative solutions for this page** |
| This is the alternate solution |

File name:	sim.htm	Page Title:	Sim Only
Page Purpose:	To show off the SIM cards sold by the shop		

Storyboard

Banner: also a hotspot to home page

Link to index	Link to android	Link to apple	Link to accessory	Link to Sim	Link to service	Link to FAQ	Link to contact us	Link to about us

Main Body of text

-Explanation of stuff

-Table of different sizes and their monthly costs

-List of special benefits the person would get for choosing them

Image one

A SIM card

Image two

Another SIM card

Files/Assets Used on this page

ban.jpg
sim1.jpg
sim2.jpg

Interactivity on this page

Hot spots

Links: *(internally to other pages, bookmarks, external websites, email)*

index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages)
Bookmark to the table
Bookmark to the special benefits

Alternative solutions for this page

Could have one of the images be a hotspot to a relevant but I don't feel it's needed specifically for this page

File name:	serv.htm		**Page Title:**	Services
Page Purpose:	To tell the reader all the services available			

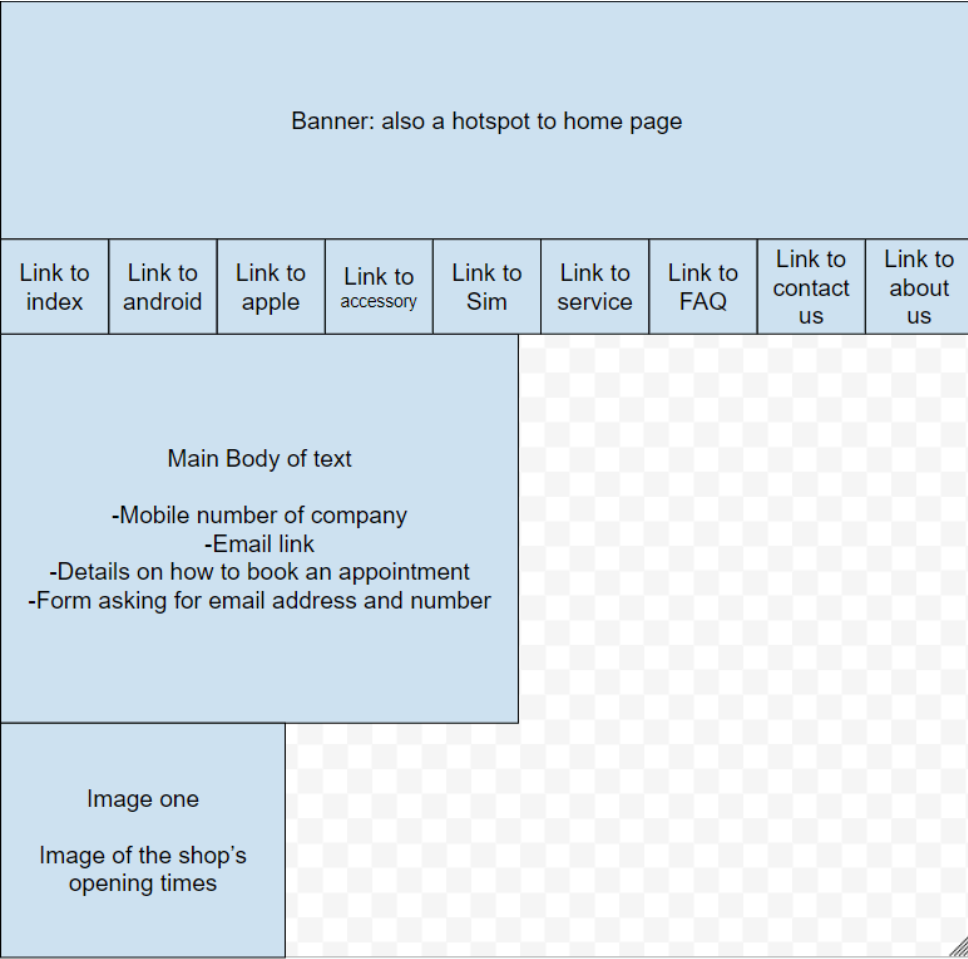| Storyboard	Files/Assets Used on this page
Banner: also a hotspot to home page Link to index | Link to android | Link to apple | Link to accessory | Link to Sim | Link to service | Link to FAQ | Link to contact us | Link to about us **Main Body of text** -Explanation of the services being offered -Remind user of the store location -Tell them to refer to "Contact us" section to book appointments -Form asking for email address and phone number after image two **Image one** Phone being repaired **Image two** Image of the shop's opening times	ban.jpg Image one: rep.jpg Image two: time.jpg **Interactivity on this page** Hot spots Forms

Links: *(internally to other pages, bookmarks, external websites, email)*
index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages)

Alternative solutions for this page
Could include a direct link to the contact us section but the form will probably do the job

File name:	faq.htm	**Page Title:**	Frequently asked questions
Page Purpose:	To display answers for all the most common questions asked		

Storyboard	Files/Assets Used on this page

Banner: also a hotspot to home page

Link to index	Link to android	Link to apple	Link to accessory	Link to Sim	Link to service	Link to FAQ	Link to contact us	Link to about us

Main Body of text

-Question 1: Where is the store located?
-Question 2: When is the store open?
-Question 3: How much will it cost to get my phone fixed?
-Question 4: Can I sell my old phone?
-Question 5:Can I sell any device?

Link to contact us section

Files/Assets Used on this page

ban.jpg

Interactivity on this page

Hyperlinks
Search bar/bookmarks???
Hot spot

Links: (internally to other pages, bookmarks, external websites, email)

index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages)
Direct link to "Contact us" page
Book mark for each of the questions

Alternative solutions for this page

Could include images and videos but I think they would just distract from the text and they would feel kind of unnecessary

File name:	cont.htm	Page Title:	Contact us
Page Purpose:	To give the user all of the possible ways to contact the phone store		

Storyboard

Banner: also a hotspot to home page

Link to index	Link to android	Link to apple	Link to accessory	Link to Sim	Link to service	Link to FAQ	Link to contact us	Link to about us

Main Body of text

-Mobile number of company
-Email link
-Details on how to book an appointment
-Form asking for email address and number

Image one

Image of the shop's opening times

Files/Assets Used on this page

ban.jpg

Interactivity on this page

Email link
Hyperlinks
Hot spot
External links

Links: *(internally to other pages, bookmarks, external websites, email)*

index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages)
Links to the company number (for mobile users)
Link to the company email

Alternative solutions for this page

Might change the image of the opening times to be at the top or the side of the page but I like the image being along the bottom.

File name:	abt.htm	Page Title:	About us
Page Purpose:	To tell the user all the essential information about the phone store as well as key people involved		

Storyboard	Files/Assets Used on this page
Banner: also a hotspot to home page Link to index / Link to android / Link to apple / Link to accessory / Link to Sim / Link to service / Link to FAQ / Link to contact us / Link to about us Main Body of text -Location, phone and email pof store -brief description of the key person -Link to FAQ -Form asking for name and question -Link to the contact us section Image one A picture of a person that I will pretend is a key person in the store Image two Opening times yet again	ban.jpg
	Interactivity on this page Hyperlinks Hot spots Forms

Links: (internally to other pages, bookmarks, external websites, email)

index.htm, andro.htm, apple.htm, acs.htm, sim.htm, serv.htm, faq.htm, cont.htm, abt.htm (Internal links to all the other pages)
Link directly to "Contact us" page
Link to "Frequently asked questions" page

Alternative solutions for this page

The picture of the "key person" could be smaller, or it could be put to the left but I like how it is currently set out
Could include a javascript message thanking the user from making it to the end but I don't have the skills required

Asset/Sources Log

Description of asset	File name	Source	Modifications made	Where used	Where stored
The banner used to keep the website looking consistent throughout its pages.	ban.jpg	Self-made on google drawings	Self-made	Every webpage	images folder
Clipart of a mobile phone	N/A	https://www.etsy.com/uk/listing/1240307179	Resized to fit the banner Rotated slightly Image was slightly cropped off	ban.jpg	ban.jpg
An image of a store that I will use to depict the fictional store that the website it promoting	store.jpg	https://phonestorealness.co.uk/	Resized to be 500x250px	Homepage, about us	images folder
A youtube video detailing the best phones expected in 2023	N/A	https://www.youtube.com/watch?v=fjRaA-8CV4A	Resized to be 400x200px	Homepage	Youtube
A samsung flip phone image	flip.jpg	https://www.amazon.co.uk/Samsung-Foldable-Contract-Internal-Lavender-Phantom	Resized to be 500x500px	Android page	images folder
A samsung galaxy watch image	watch.jpg	https://www.samsung.com/uk/business/watches/galaxy-watch/galaxy-watch5-44mm-graphite-lte-sm-r915fzaaeua/	Resized to be 400x600px	Android page, accessories	images folder
An iphone 15 pro max image	iphone.jpg		Resized to be 500x500px	Apple page	images folder
An image of wired headphone	head.jpg		Resized to be 500x500px	Accessories	images folder
An image of wireless	air.jpg		Resized to be 500x500px	Accessories	images folder

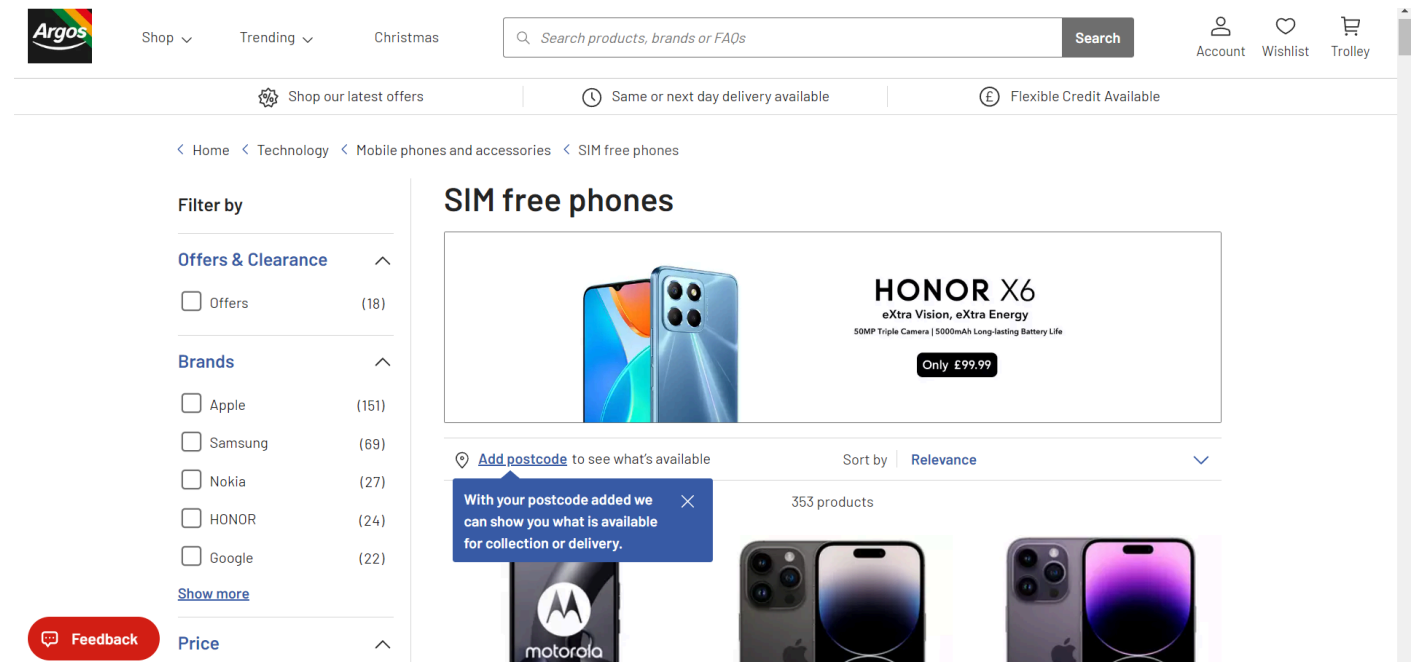|					
headphones/airpods					
An image of various phone cases for sale in the fictional store	case.jpg		Resized to be 500x500px	Accessories	images folder
A video about the top phone accessories in 2023, I will pretend this is a promotion for the shop	N/A	https://www.youtube.com/watch?v=xq7Z5fXpKL8	Resized to be 500x500px	Accessories	Youtube
A video about some more phone accessories.	N/A	https://www.youtube.com/watch?v=QNhmqp6PcjE	Resized to be 500x500px	Accessories	Youtube
A picture of a SIM card	sim1.jpg		Resized to be 500x500px	SIM only	images folder
Another picture of a SIM card	sim2.jpg		Resized to be 500x500px	SIM only	images folder
An image of a phone being repaired to show that the fictional store offer phone repairs as a service	rep.jpg		Resized to be 500x500px	Services	images folder
An image showing the shops opening times	time.jpg	Self-made on google drawings	Self-made	Services, FAQ and about us	images folder
A picture of a person that I will pretend is a key person in the store	key.jpg	https://rhettandlink.fandom.com/wiki/Link_Neal	Resized to be 500x750px	About us	images folder

Test Plan & Log

Developer Name: Chiara Elliotte   Website:

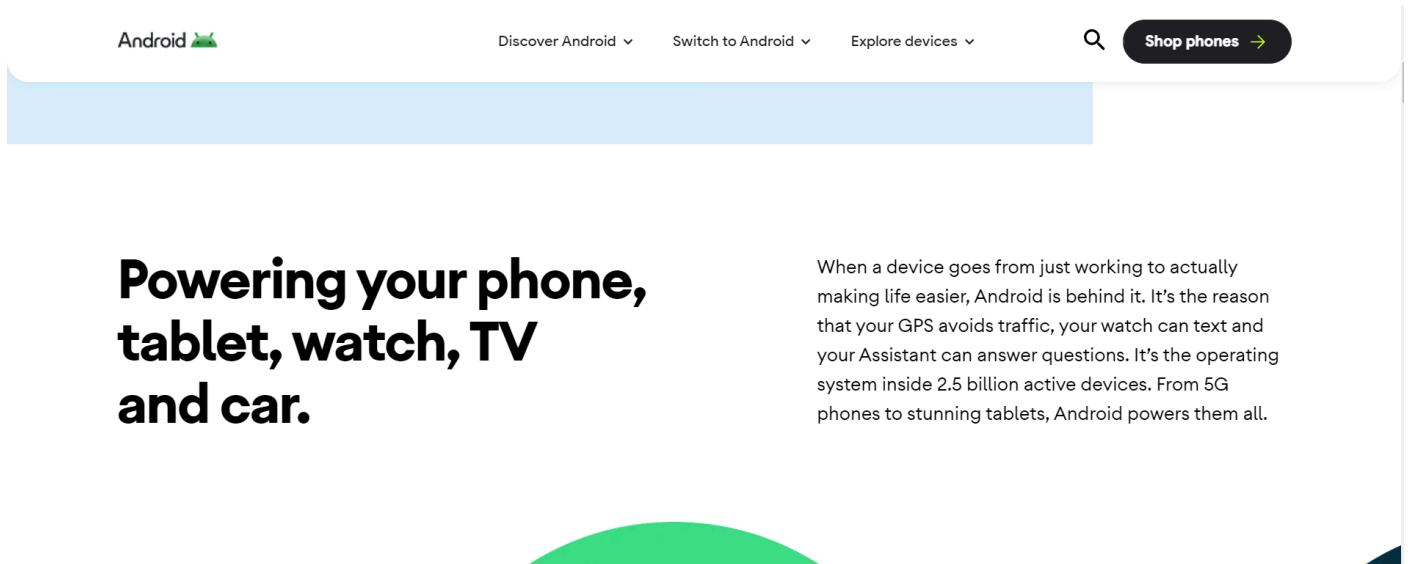| Test No	Page	Test	Outcome	Comments
1	All pages	Pages load		
2	All pages	Images load		
3	All pages	Links work		
4	All pages	Images have alt text		
5	All pages	Spelling and grammar correct		
6	All pages	Site functions correctly on two different browsers		
7	All pages	Site functions correctly on two different devices		
8	Accessories	Videos play correctly		
9	Home page	Javascript functions properly		
10				

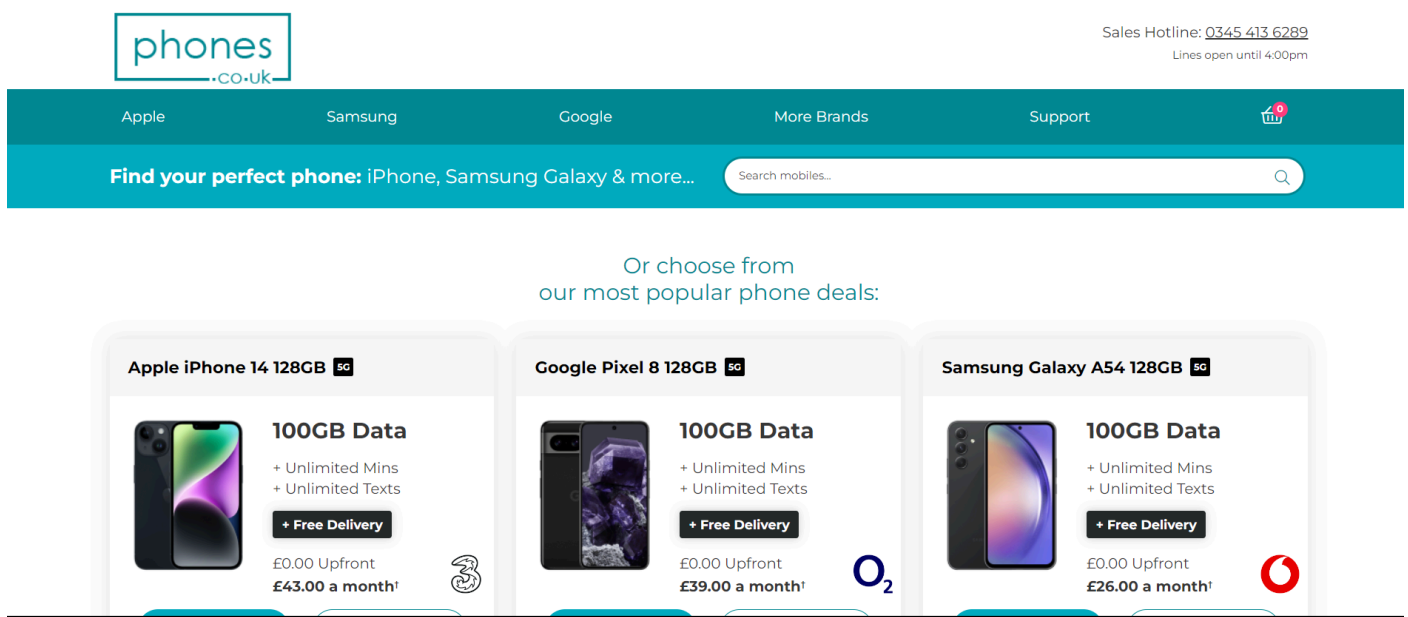Evidence of ideas and prototypes

Idea one:

Phone section on argos: I like the pictures of the phones all being there next to each other so I may try and include something similar in my website, probably in the section dedicated to selling the products.

Idea two:

Android: I like the heading being on one side with the main text being on the other, if I can figure out how I might do something like it for my website. Maybe in the About us page or the FAQ page.

Idea three:

Phones.co.uk: Specifically I like the banner at the top and will definitely try and include something similar to use across the whole site

How my features improve presentation, usability and accessibility
-I have included a menu bar with links to each of the pages underneath the banner which helps improve all of these things, it makes the website look consistent, i's usable because the location never changes and it's always right at the top of the page and it's tab friendly which makes it nice and accessible.

-My use of media throughout the site will boost presentation because it creates areas of interest away from the main text and it also helps to create a natural break from it so the user isn;t just looking at a giant wall of text.

-Sometimes I have used videos instead of images, this is because sometimes videos reinforce the point of a page better than an image could

Justifications for my choices

-The client asked for the website to present information about the products and accessories the store sells so I made separate pages for Android, Apple and accessories so that the user can easily read about the information without it all being crammed onto one page, this also helps me reach the client's requirement of at least 8 pages more easily.

-Another user requirement was interactivity so I have updated my plans to include a javascript message on the index page that changes based on the time. I'm completely new to javascript and trying to learn it has been a struggle so the simple greeting is a way of meeting all of the user requirements but within my current skill set.

-Tables were requested to be included on the website so I have included them in the android, apple and SIM only pages. On the android and apple pages they will have data about the most popular products and their prices. On the SIM only page there will be a list of suppliers and what they offer.

-The client requested that there was at least one form on the website. I have included forms on several of the pages for the user's contact information since that is what the client wanted. These pages are the services page, the contact us page and the about us page. (they also add a bit of interactivity)

-I have included a link to both the samsung and apple community spaces because the client requested that there be an online forum for the website. However, this also ensures that the website loads quicker as the weight of the online forum is being put onto the external websites rather than our own (which is also why I've used embedded videos rather than having them run from my website)

-The client has requested the website to have a consistent use of text, colour scheme and page styles. To make sure this happens I have picked out a colour scheme and will be using the same font for all of the text across all of the pages. As per the client's request I have also added a menu bar that will make navigating the website very efficient

Constraints

-Some of my web pages may have benefited from simple javascript features like rotating galleries but I don't have any knowledge of complex javascript so I wouldn't feel confident adding those features in.

-I think it would've been a nice idea to translate the contents of the website into welsh for the sake of extra accessibility but this would take up too much time and I don't speak welsh.