

LEARNER ASSESSMENT SUBMISSION FRONT SHEET

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Assessor Name	Neil Wickham

Unit	13 – Website Development
Assignment Title	4 - Review the Finished Website

My Literacy Targets
spell check

My Numeracy Targets

Submission Declaration	
I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources and any artificial intelligence (AI) tools used in the work. I understand that false declaration is a form of malpractice.	22116081@cambria.ac.uk

Introduction

In this assignment I will be reviewing the planning and development of the website for Mobile World Station.

How the website is suitable for the intended audience and purpose.

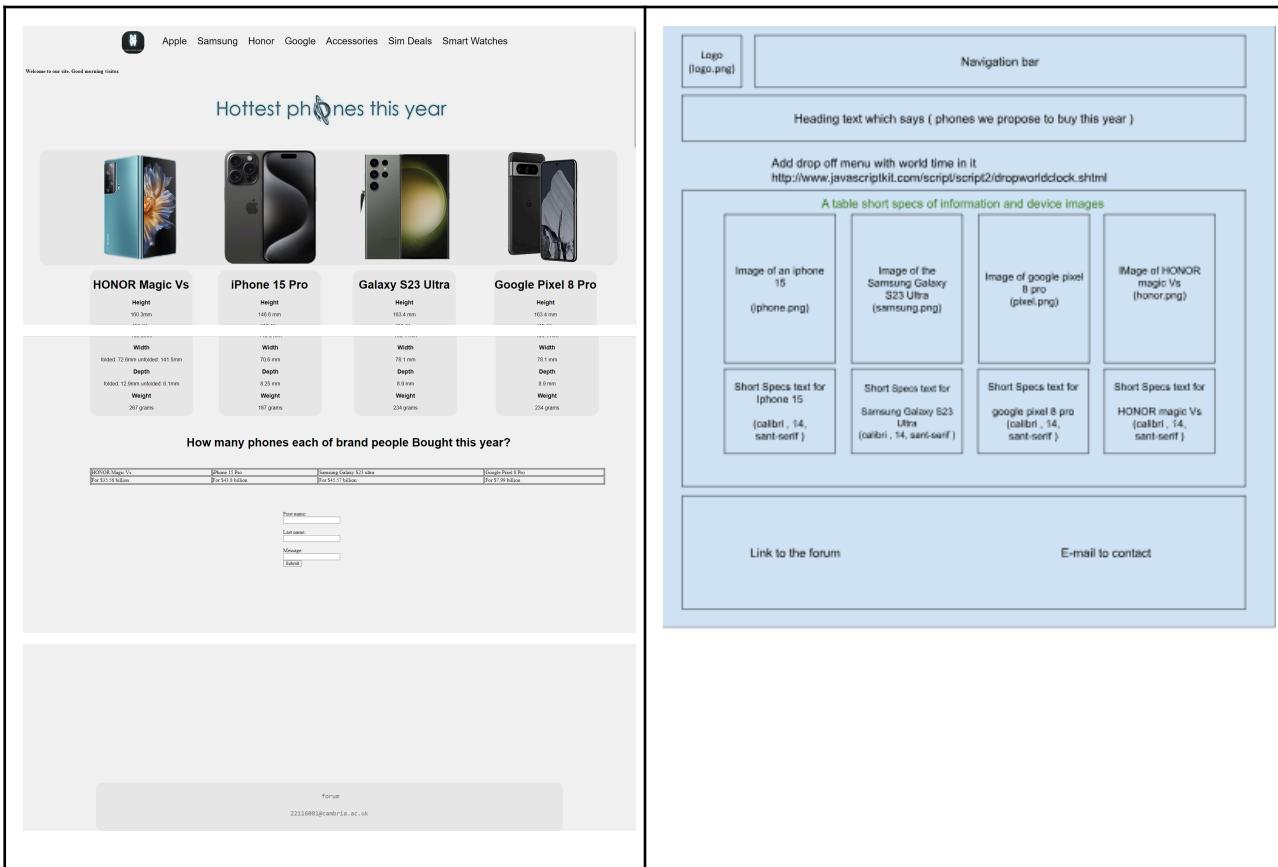
The website I've created for Mobile World Station to target anyone who is interested in Mobile Devices is advertising and presenting information about the Phones and different accessories and services with different links attached to the sources so it does meet the purpose. The Homepage of my website presents basic information about the phones so it targets the main audience. The website targets everyone who is interested in mobile phones by presenting information about mobile phones, Website also promotes mobile phones, accessories and services for them. The website is comfortable to read, fast and easy to navigate because it has the navigation bar with internal links to all pages which allows you to navigate the website really easy and fast , the website is interesting for the main audience because it has lots of images and videos embedded, has a consistent use of text, colour schemes and page styles in all of the web pages. On each different page there are different external links to the main pages of the product with more information and possibility to buy the product from the official website, links are designed as buttons to make them more attractive and visible for the user, the design compatible with the overall website design, with colour scheme (white & black & grey) because i have put this colour scheme to each page of the website. On the page called "Apple" which is presenting information about iPhone 15 Pro I have put embedded video about iPhone 15 pro, the image of it and its characteristics and the external link to the official website. On the "Samsung " page I also have embedded video about samsung galaxy s23, also I have put there images of it and characteristics and external link to the official website. Also the accessories page has the images of accessories exactly like Airpods, Powerbank and Airtag, the webpage presenting information about them and has the external links to the official web pages. On the Google page which is presenting information about the google pixel 8 pro is an embedded video about it, image of it which improves presentation and target more audience, also a lot of information about google pixel 8 pro and the external link to the official website to learn more about it and but it which improves usability. The "Honor" page presents information about the Honor magic Vs, has embedded video about it to present information better, has an image of it which also improves presenting information of the page, and also has a lot of information about it and the external link to the official website. Also The sim deals page presenting information about different sim deals has some pages of them and links to the official web pages where you can learn more about them. I've got the smart watches page as well, which is presenting information about smartwatches as has the page with images and a lot of information also has the links to the official websites to buy smartwatches and learn more about them. The website has interactivity features as a form to write emails easily. Also the website has a lot of buttons and links, and has a forum which is a required option. Website has 8 pages and a table on it. Website has a consistent use of text, colour schemes and page styles in all of the web pages. Website has lots of external hyperlinks to other interesting web pages so it does meet the required purpose.

Screenshots for evidence

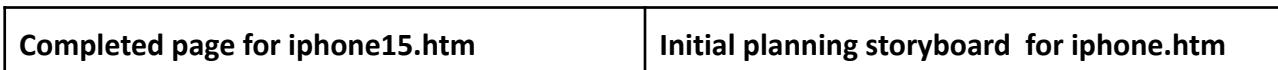
Internal links	Colour scheme	Interesting content	Different brands
			
<p>By having these internal links in my navigation bar, on my website , allows users to see basic knowledge about what will be on the website. Also this navigation bar provides user easy navigation through the whole website because users can go to each page simply clicking links and go through them. That meets user requirements because It helps my main audience to understand that the website is about phones and should be interesting for them, because the website's target is advertising phones to the people who are interested in them. Also the website is made simple so pages will load fast and going with this navigation bar allows you to navigate the website really fast and easily.</p>	<p>The colour scheme applies to all the pages the same to make the website consistent and more professional. Also the pages of the website have similar design and some of them are different, so it makes the website simpler and easier to use because user can get to information really fast because on previous page it was the same placement</p>	<p>The content I have provided helps the user to choose the sim plan which is really suitable for them, explaining what the sim plan is actually, by telling the prices and the content user getting paid that amount of money, there 3 different sim plans which allows the user to compare different sim plans and prices for them. Also I have the table which shows people how much money different brand earned from the phone sellings, which is targeting my audience because it covers the theme from the topic they are interested in.</p>	<p>I Have added different brands like Apple, Google, Honor, Samsung. So people can get more interesting information and compare different devices from different brands.</p>

How the website meets the needs of purpose and user requirements & Evaluation of the design

Completed page for index.htm	Initial planning storyboard for index.htm
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This is the homepage of my website for the Mobile World Station website. It does meet some requirements of the website as it promotes phones so it's interesting for the intended audience, it has a form, a table, and some images so it makes the website interesting and attractive for the intended audience. The webpage has a navigation bar which helps to navigate the website quickly and easy. And also it has a forum link at the bottom of the website. Webpage is pretty similar to the original plan but I did change Js code which is standing before the "phones" images. I also added the table on this webpage with interesting information inside which I found attractive for the people , so they will get interested with that information, also I added that table because having a table is a requirement for the website. I've changed the sentence "phones we propose this year " to the "Hottest Smartphones this year" because I found this sentence more attractive for the intended audience. I also added alternative text for each image to improve accessibility for the web page.



Apple Samsung Honor Google Accessories Sim Deals Smart Watches



The iPhone 15 Pro and iPhone 15 Pro Max feature a strong and lightweight titanium design, available in 6.1-inch and 6.7-inch display sizes. They are equipped with a powerful camera system, including a 48MP main camera, and the A17 Pro for next-level performance and mobile gaming. The new design also features contoured edges and a customizable Action button, allowing users to personalize their iPhone experience. The phones are available in four finishes: black titanium, white titanium, blue titanium, and natural titanium. They also come with MagSafe wireless charging. Face ID and iOS 17. The Pro models are the lightest ever, thanks to the use of aerospace-grade titanium, and they feature a Super Retina XDR display with ProMotion technology and HDR. The iPhone 15 Pro is rated IP68 for water and dust resistance, and it is available in storage capacities of 128GB, 256GB, 512GB, and 1TB.

[Buy](#)

Logo (logo.png)

Navigation bar

Video about iPhone 15
(link:
https://www.youtube.com/watch?v=ixqyUzfbWsz&ab_channel=Apple)

(iphone.png)
Image of a phone 15

Full Specs text for iPhone 15
(calibri, 14, sans-serif)

Add an button with the link to the website to buy it

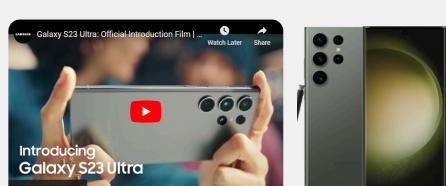
Link to the forum

E-mail to contact

Forum
22116881@cumbria.ac.uk

This is my Apple page with images and extended information about it. The webpage does meet requirements as it promotes the phone, exactly iPhone15pro. The web page has interactivity features such as embedded video and buttons with an external link to the apple website , where users can get more information and can buy the actual phone.The webpage has a navigation bar which helps to navigate the website quickly and easily. I changed the design a bit, exactly replacing the items in different positions , because I found this design the most compact and attractive for my audience to make them be on the website longer and promote more phones. Also at the bottom of the page there is the link to the forum.Also has a hotspot in the top left corner so it adds more interactivity to the webpage and makes it more attractive.

Completed page for samsung.htm



The Samsung Galaxy S23 Ultra is a powerhouse of a phone, featuring a 6.8-inch Dynamic AMOLED display and a Qualcomm SM8550-AC Snapdragon 8 Gen 2 (4 nm) chipset. It runs on Android 13, upgradable to Android 14, with One UI 6. The phone boasts a stunning 200 MP camera with OIS and PDAF, and is available with 8GB or 12GB of RAM and storage options of 256GB, 512GB, or 1TB. The device is powered by a 5000 mAh battery with 45W wired and 15W wireless charging capabilities. It comes in a range of colors including Phantom Black, Green, Cream, Lavender, Graphite, Sky Blue, Lime, Red, and Black M Edition. The Galaxy S23 Ultra also features Samsung DeX, Ultra Wideband (UWB) support, and is rated IP68 for water and dust resistance.

[Buy](#)

Logo (logo.png)

Navigation bar

(samsung.png)
Image of an Samsung Galaxy S23

Full Specs text for Samsung Galaxy S23
(calibri, 14, sans-serif)

Action button with the link to the website to buy it

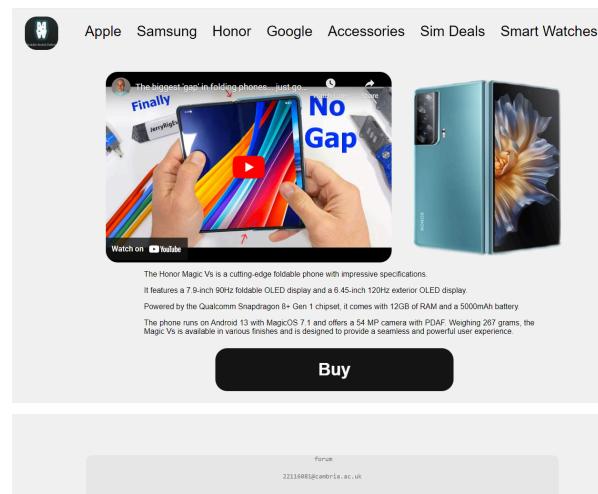
Link to the forum

E-mail to contact

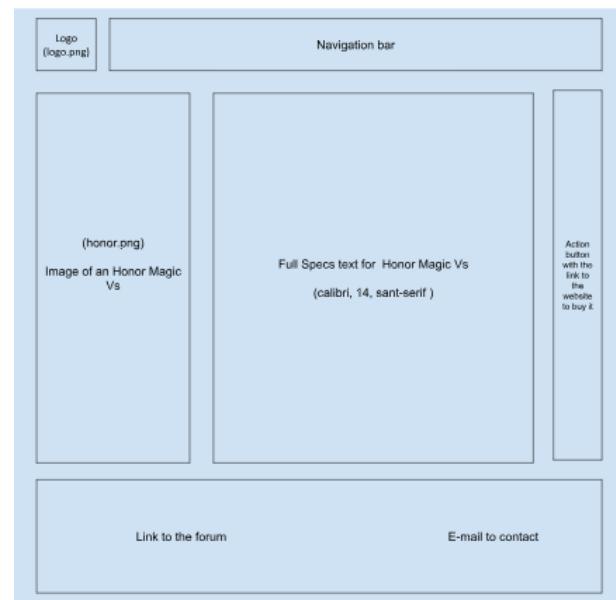
Forum
22116881@cumbria.ac.uk

There is a Samsung webpage which is promoting the Samsung Galaxy S23 Ultra , which meets the purpose of the website “to promote mobile phones”. The page has interactive features as an external link to the actual Samsung website and embedded video about Samsung Galaxy S23 Ultra. The webpage has a navigation bar which helps to navigate the website quickly and easily. It Also has a hotspot in the top left corner so it adds more interactivity to the webpage and makes it more attractive. I've changed the design a bit because I found this design more attractive and comfortable, also I added the embedded video on it to make the webpage more interactive and usable.

Completed page for honor.htm



Initial planning storyboard for honor.htm



There is an Honor webpage which is promoting the Honor Magic Vs , which meets the purpose of the website “to promote mobile phones”. The page has interactive features as an external link to the actual Honor website and embedded video about Honor Magic Vs. The webpage has a navigation bar which helps to navigate the website quickly and easily. It Also has a hotspot in the top left corner so it adds more interactivity to the webpage and makes it more attractive. I've changed the design a bit because I found this design more attractive and comfortable, also I added the embedded video on it to make the webpage more interactive and usable.

Completed page for pixel8.htm

Initial planning storyboard for pixel8.htm



The Pixel 8 Pro is a flagship phone with impressive specifications. It features a full-screen 6.7-inch Super AMOLED display with a 20:9 aspect ratio and 1344 x 2962 resolution. The display uses LTPO technology and offers a smooth display with a refresh rate ranging from 1 to 120 Hz. The phone is powered by the Google Tensor G3 chip and comes with 12GB of RAM. It has a triple camera system with a 50 MP main camera, a 48 MP ultrawide camera, and a 48 MP telephoto camera. The phone also features a 10 MP selfie camera. It comes with a 5000mAh battery and offers up to 1TB of internal storage. The Pixel 8 Pro runs on Android 14 and is available in various configurations.

[Buy](#)

Logo (logo.png)

Navigation bar

(pixel.png)

Image of an pixel 8 pro

Full Specs text for pixel 8 pro
(calibri, 14, sans-serif)

Action button with the link to the website to buy it

Link to the forum

E-mail to contact

There is a Google webpage which is promoting the Google Pixel 8 Pro , which meets the purpose of the website “to promote mobile phones”. The page has interactive features as an external link to the actual Google website and embedded video about Google Pixel 8 Pro. The webpage has a navigation bar which helps to navigate the website quickly and easily. It Also has a hotspot in the top left corner so it adds more interactivity to the webpage and makes it more attractive. I’ve changed the design a bit because I found this design more attractive and comfortable, also I added the embedded video on it to make the webpage more interactive and usable.

Completed page for accessories.htm



AirPods 2nd Pro
AirPods can be paired with Apple devices to listen to music, movies, messages, and more. They also feature noise cancellation and spatial audio, allowing users to tune out or tune in to their surroundings as needed. AirPods have become a cultural phenomenon, and they are now a key part of the digital lifestyle of many people, offering an unparalleled experience with smartphones and other digital devices. They can be used for various activities, including listening to music, making calls, using Siri, and even monitoring health metrics. The multifunctionality and evolving features make them a versatile tool for people of all ages.

Samsung Powerbank
The Samsung 25W Wireless Battery Pack is a must-have for those who need fast and convenient charging on the go. With its built-in charging capability, it can quickly charge your smartphone or tablet while you charge the Galaxy S21 series, providing a top-notch wireless charging experience. The durable metal design and 10,000mAh capacity make it a reliable companion for travel and daily use.

Airtag
Apple AirTags are a valuable tool for anyone who frequently misplaces their belongings. These compact trackers make it easier to locate lost items like keys, wallets, and bags between the couch cushions or left behind at the local park. The AirTag operates on Apple's Find My network and uses Precision Finding technology to show the exact location of your item. This makes it an ideal companion for providing peace of mind that your bags have made it to your destination safely. You can also use it to keep track of everyday items like keys or wallets, and they can even be put into Lost Mode, allowing you to track them even if they're detected by a device in the network. Whether you're traveling or just at home, AirTags are a practical solution for anyone looking to keep their items safe and sound.

[Buy](#)

[Buy](#)

[Buy](#)

forum
22116081@cambria.ac.uk

Logo (logo.png)

Navigation bar

SubHeading text which says (Accessories propose which are fit good with your phone)
(calibri, 24px, sans-serif)

Image of AirPods Pro
(airpods.png)

Image of Samsung powerbank
(powerbank.png)

Image of airtag
(airtag.png)

Short text about airpods
Why you need them
(calibri, 14px, sans-serif)

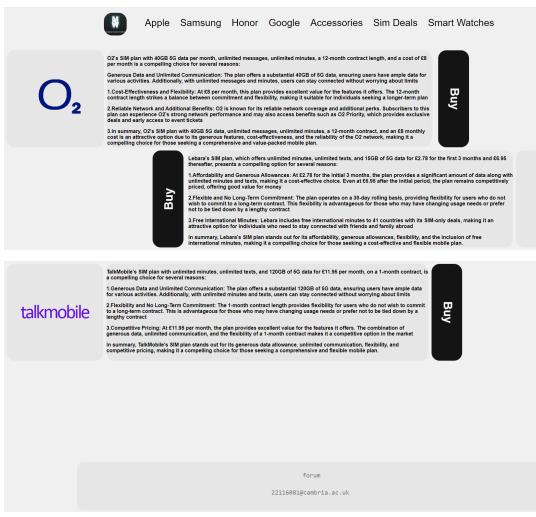
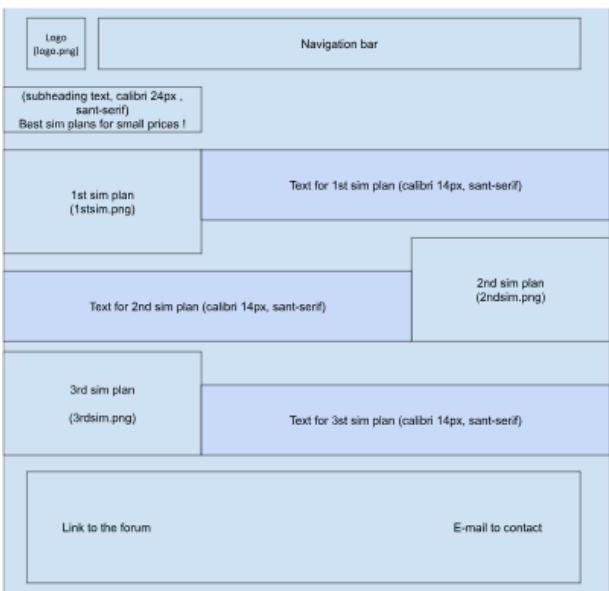
Short text about Samsung powerbanks
Why you need them
(calibri, 14px, sans-serif)

Short text about airtags
Why you need them
(calibri, 14px, sans-serif)

Link to the forum

E-mail to contact

There is an accessories webpage which is promoting accessories on the website, because it does present information about accessories and images as well. It has some interactivity like buttons with external links to the actual websites to buy accessories which are promoted. Also the webpage has a navigation bar on top which helps to go through other pages easily and quickly. The website also has a hotspot on the left top corner which improves interactivity and usability. The website has a link to the forum at the bottom as well, which is required. I've changed the page and added some buttons with external links to the actual websites where people can buy the accessories the website "Mobile World Station" promoted because I thought it will improve usability and interactivity as well. Also I deleted the subheading which says accessories we promote because I found no point in it.

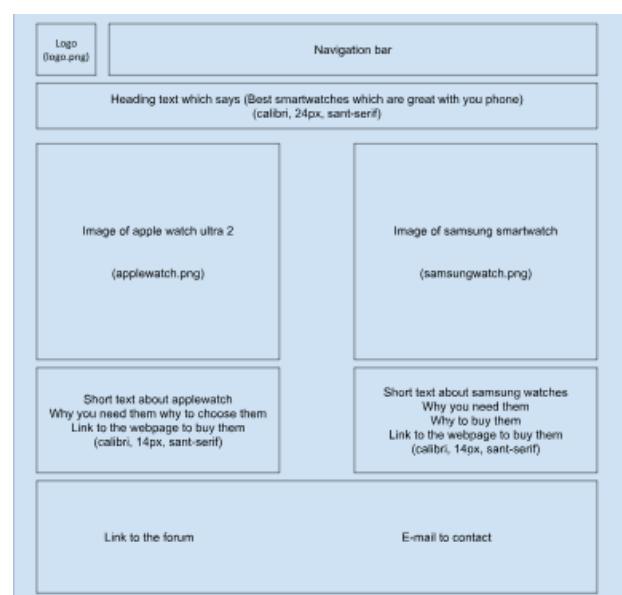
Completed page for Simcards.htm	Initial planning storyboard for Simcards.htm
 <p>The completed page for Simcards.htm displays two mobile plan options: O2 and talkmobile. Each plan includes a detailed description, a 'Buy' button, and a 'LEBARA' button. The O2 plan offers 10GB data, unlimited texts, and 1500 mins for £27.99 per month over 12 months. The talkmobile plan offers 10GB data, unlimited texts, and 1200 mins for £11.99 per month over 1 month. Both plans include a 'Buy' button and a 'LEBARA' button.</p>	 <p>The initial planning storyboard for Simcards.htm is a 5-panel layout. Panel 1: Logo [logo.png]. Panel 2: Navigation bar. Panel 3: Subheading text, calibri 24px, sans-serif; Best sim plans for small prices! Panel 4: 1st sim plan (1stsim.png). Panel 5: Text for 1st sim plan (calibri 14px, sans-serif). Panels 6-8: 2nd sim plan (2ndsim.png), Text for 2nd sim plan (calibri 14px, sans-serif), 3rd sim plan (3rdsim.png), Text for 3rd sim plan (calibri 14px, sans-serif). Panel 9: Link to the forum. Panel 10: E-mail to contact.</p>

There is a Sim Deals webpage which is promoting different Sim deals on the website, because it does present information about them and images as well. It has some interactivity like buttons with external links to the actual websites to buy Sim deals and read more about them which are promoted. Also the webpage has a navigation bar which helps navigate the website really fast and easy. The website also has a hotspot on the left top corner which improves interactivity and usability. The website has a link to the forum at the bottom as well, which is required. I've changed the page and added some buttons with external links to the actual websites where people can buy and read more about sim deals the website "Mobile World Station" promoted because I thought it will improve usability and interactivity as well. Also I deleted the subheading which says accessories we promote because I found no point in it.

Completed page for watches.htm

The completed page for 'watches.htm' features a navigation bar at the top with links to Apple, Samsung, Honor, Google, Accessories, Sim Deals, and Smart Watches. Below the navigation bar are two main product sections. The first section is for the Apple Watch Ultra 2, displaying its image, a brief description, and a detailed technical specification table. The second section is for the Samsung Galaxy Watch 4, also displaying its image and a detailed technical specification table. Both sections include a 'Buy' button at the bottom. A footer at the bottom of the page contains a forum link and an email address.

Initial planning storyboard for watches.htm

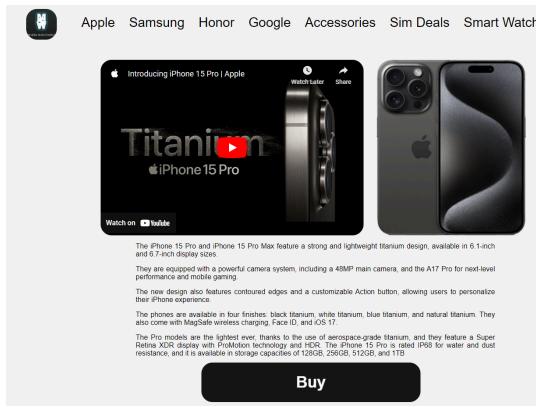


There is a Smart Watches webpage which is promoting Smart Watches, Apple watch and Samsung watch, as presenting information about it. The webpage has two images showing the watches and I believe that improves presentation of the website and accessibility as well. The webpage meets the purpose of the website as presenting information about phones or other devices. The website has external links to the websites where users can get depth information and buy an actual device, and external link to the forum. Also the webpage has a navigation bar which helps navigate the website really fast and easy. The website also has a hotspot on the left top corner which improves interactivity and usability. I changed the links to buttons with links attached on them to improve usability of the website, design and presentation to make it look properly with overall Design. Also I deleted Subheading which says the best smartwatches we propose, because I find this pointless for my audience.

Feedback considered

Neil's comments	James's comments
Suggestions for improvement to the website.	<ul style="list-style-type: none"> - Left align all main content at the moment it is centred on the page which is very dated - Split large paragraphs text into smaller paragraphs to make the content easier to read.
Review completed by N Wickham	Suggestions for improvement to the website. Make the javascript central and a bit bigger in size Review completed by James Brewer Date 1/12/23

I have completed the suggestion that Neil gave me, and provided the screenshot in assignment 3 unit 13. I found it great and it helped make my website more professional and modern.



I appreciate the feedback James gave me and I fully agree with it, but unfortunately I couldn't do that because of my lack of skill.

Constraints

I would like to cover the website with more javascript and different animations, like apple does on their website, really cool animations with images, but I had lack of time and skill to do that, i also would like to make a registration page that would allow users to create an accounts and open more possibilities like save to favourite etc. Also I would like to add the search bar but I couldn't because of my lack of skill. The function I would also do, the function which will compare all the characteristics, compare reviews from different websites and will tell the user, which device and why is better than the other device, but I have not enough skills and knowledge to complete that function.

Include 3 recommendations for further improvements to the website.

The first recommendation for the website is to add a search bar, I think it would improve usability and accessibility for people because the user can easily search anything they want in a search bar and it will be on there . Also the search bar will highly improve the navigation of the website, even better if the search bar would be smart and recommend people similar devices even if it is just one letter in the input row, so people don't need to type the whole name of the device on it because it's really annoying and boring.

The second recommendation is to add more interactivity to the website like gifs or animations so the website would be more dynamic, will be more interesting and target more audience. Also that would improve the website as people would stay longer on it because it would be more alive and interesting. I would highly recommend that to do in further improvement of the website

The third one recommendation is to make a website in different languages, for example if it's a British website, to make a Welsh version of the website , that would improve accessibility on the website. That would target more people because there are people who speak Welsh and into Welsh language more. It will make your audience bigger and help to advertise phones to more people.