**深圳大学期末考试试卷**

学院 专业 姓名 学号 座号

( 密 封 线 内 不 答 题 )

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| 开/闭卷 |  | A/B卷 | | |  |
| 课程编号 | 1503090001 | 课程名称 | Web开发及人机交互导论 | 学分 | 3 |

命题人(签字) 审题人(签字) 2020 年 5 月19 日

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| 题号 | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 | 九 | 十 | 基本题总分 | 附加题 |
| 得分 |  |  |  |  |  |  |  |  |  |  |  |  |
| 评卷人 |  |  |  |  |  |  |  |  |  |  |  |  |

**Bike Sharing Website Development**

**Bikesharing.com**  is a new website and mobile companion app that is designed to promote increased use of cycling to and from work. Its main aim is to educate both employees and employers about the health and financial benefits of enrolling in the national cycle to work programme.

The website will be mostly informational – but will also contain maps of cycle ways and advice on cycles including reviews and maintenance.

As a junior web developer, you are to **pitch** for the **Bikesharing.com**  website by developing a **prototype website and supporting documentation**. This includes the mark-up, project plan, visual design, content design, navigation design, and target audience/user scenarios (see individual worksheets for specific deliverables).

The prototype **Website** should work on HTML5 / CSS3 compliant browsers.

1. **The Employee**

Typical Tasks Include: *Looking for further information on the financial aspects of the scheme. Viewing the nearest cycle shops that are participating in the scheme. Locating suitable cycle maps to and from their home / place of work.*

1. **The Employer**

Typical Tasks Include: *How to enrol the organisation into the cycle to work scheme. General administration advice. Legislation and insurance information.*

You can build on this in your audience definition document.

We will be checking how you are progressing, so remember to bring everything to class each week.

**Suggested Content Areas. (Website)**  
**- Home Page**

Employers

Employee’s

Cycle Reviews

How to guides

Interactive Maps

Cost calculator

Social Media Integration

You are free to propose a suitable visual design that reflects the type of website and target audience requirements. There are no set colours or logos for **Bikesharing.com**  – if you want to create these, you are free to do so!

**Marking Criteria**

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| 序号 | 内容 | 评分标准 |
| 1 | Planning Analysis, Design Documentation. | This task will be assessed for the overall quality i.e. their accuracy, appropriateness, detail, consistency and completeness. （满分20） |
| 2 | Website Document Outline. | This task will be assessed for the appropriate use of HTML5 tags to form the layout. Tag structure must be valid, eg tags opened and closed correctly, appropriate use of content tags.（满分10） |
| 3 | Website Layout. And Website Presentational. Enhancement | This task will be assessed for the appropriate use of CSS to form the layout, including correct use of id’s and classes. The CSS must be valid and formed correctly, including use of a sub folder: styles to store the CSS. Use of comments in the CSS will add extra marks. This task will be assessed the layout and general presentation appropriate to the resolution. e.g., a smartphone layout may have lower quality graphics and simple text hyperlinks in the main menu. （满分70） |

Note: Marking Criteria Will Be Provided In The Relevant Worksheets.