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Y11 Preliminary - Task 1 Enterprise - Interactive Media and the User Experience, 11ENT1



Alsami Ahmed - Mr Kumar, Mrs Chilla

Part 1

Project Scope Definition

- The purpose and target audience of the website/application is to build awareness and competitive advantage against larger organisations and bring the community together for a yummy snack united and the audience can be anybody.
- The criteria for success of the project is constructing a well oriented website that brings everyone together resulting in good things such as recognition within the community, unity and a place of welcome.

Analysis

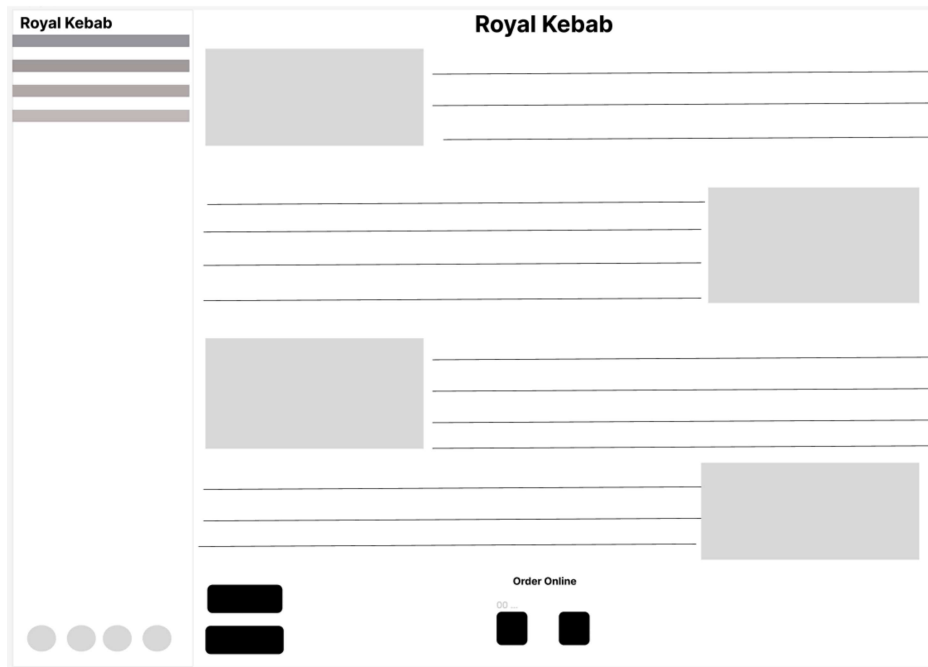
- social considerations of the website being developed considering aspects such as privacy, accessibility, and inclusivity.
- The social and ethical considerations include ux being highly constructed with good security measures and in terms of ethical measure, taking care of the design and incorporating a positive impact on user behaviour.
- SWOT Analysis -

| | Strengths | Weaknesses | Opportunities | Threats |
|-------------------------|--|---|---|--|
| Piccola Italia Pizzeria | <ul style="list-style-type: none">• Very organised website | <ul style="list-style-type: none">• Lacks About us or any info as an intro for the website. | <ul style="list-style-type: none">• May expand and increase in context of website | <ul style="list-style-type: none">• Shop website design is normal, hence it may be easily hacked |

| | | | | |
|---------------------|--|---|--|---|
| | | | | . |
| Crust Gourmet Pizza | <ul style="list-style-type: none"> • Very organised website | <ul style="list-style-type: none"> • Lacks a proper introduction within the website. | <ul style="list-style-type: none"> • May be able to make it more detailed | <ul style="list-style-type: none"> • It may have limited security due to the web's low functionality with all users. |

Wireframing

- low-fidelity wireframe, via Figma design tool -





Contents



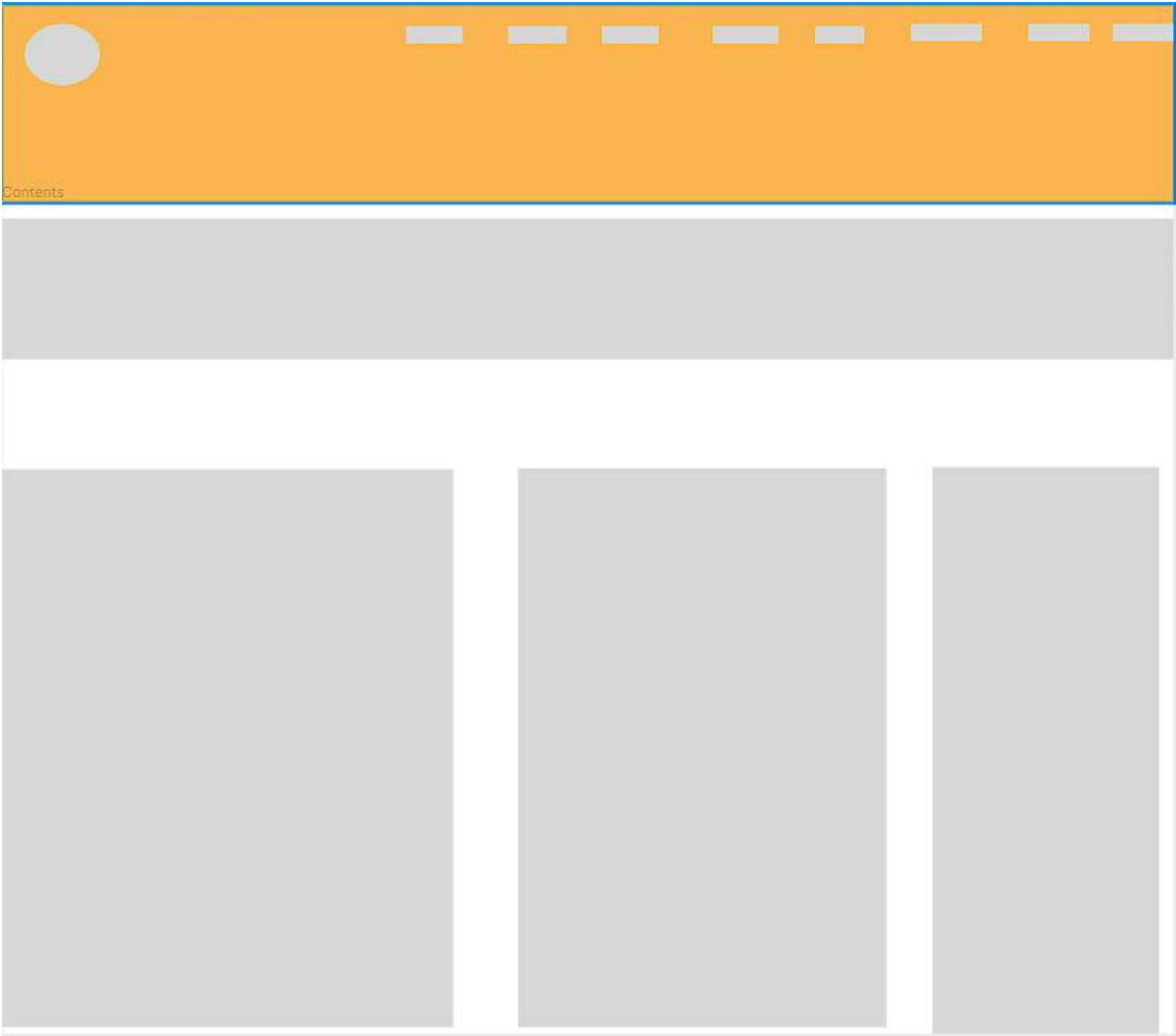
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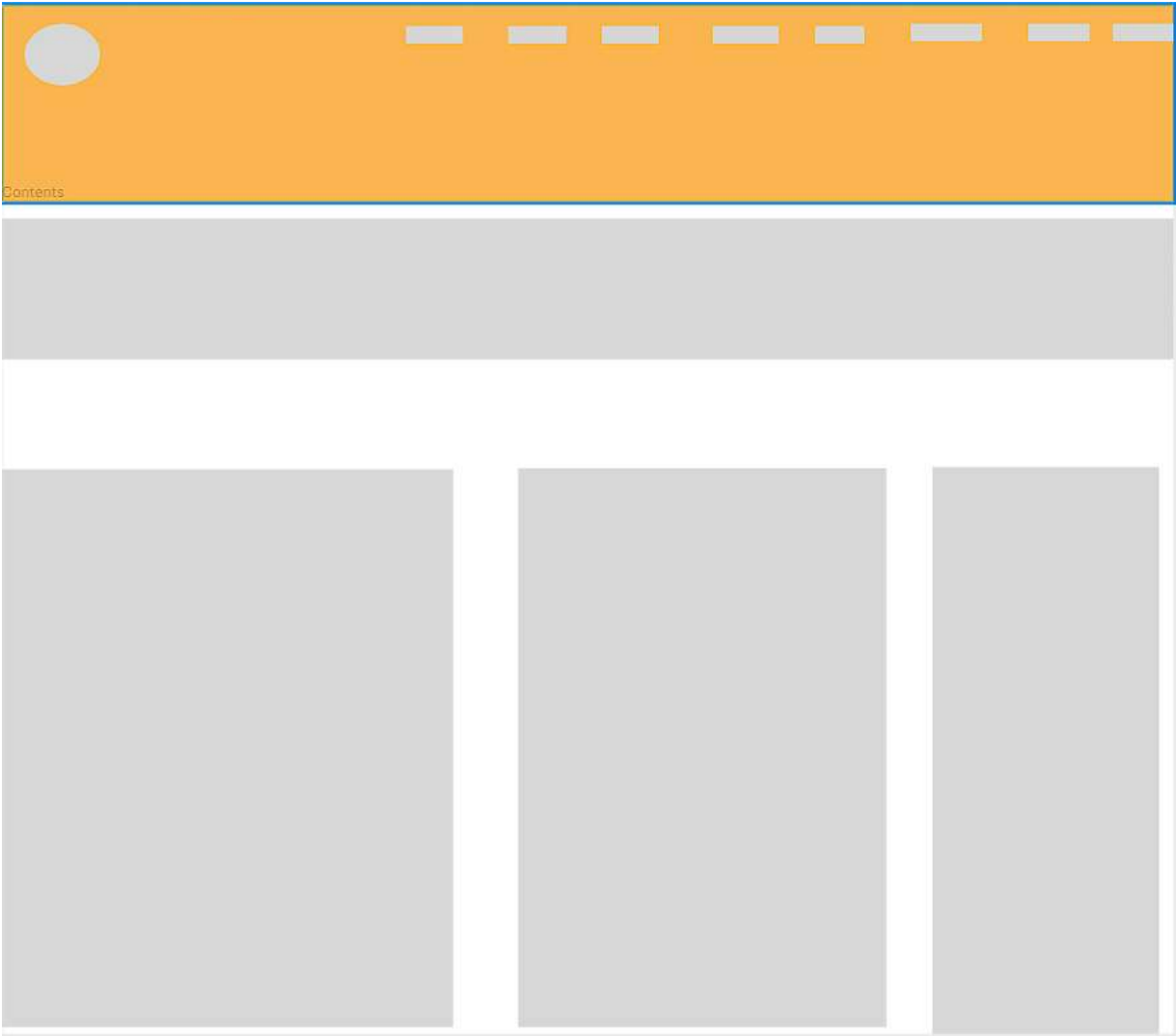


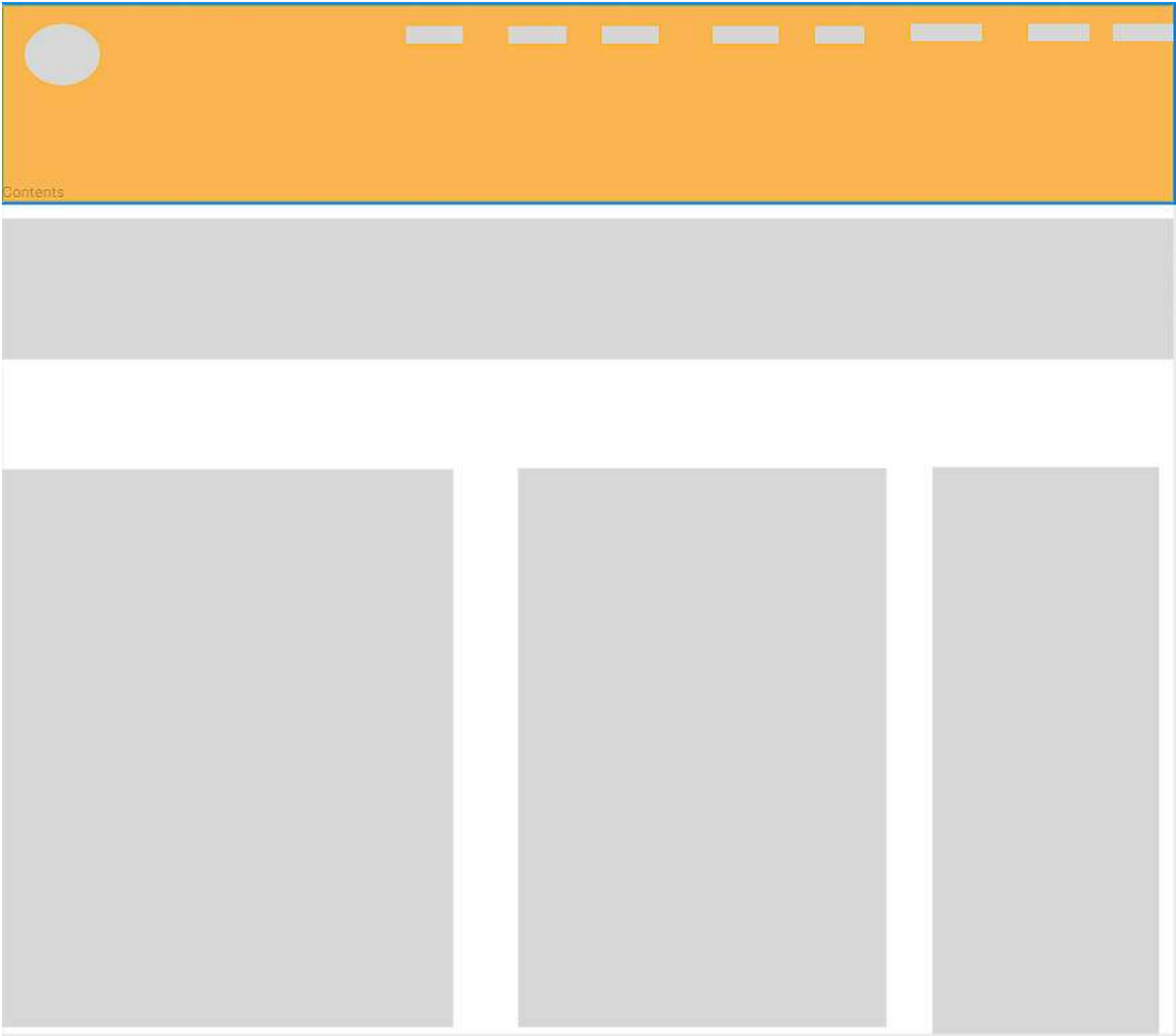
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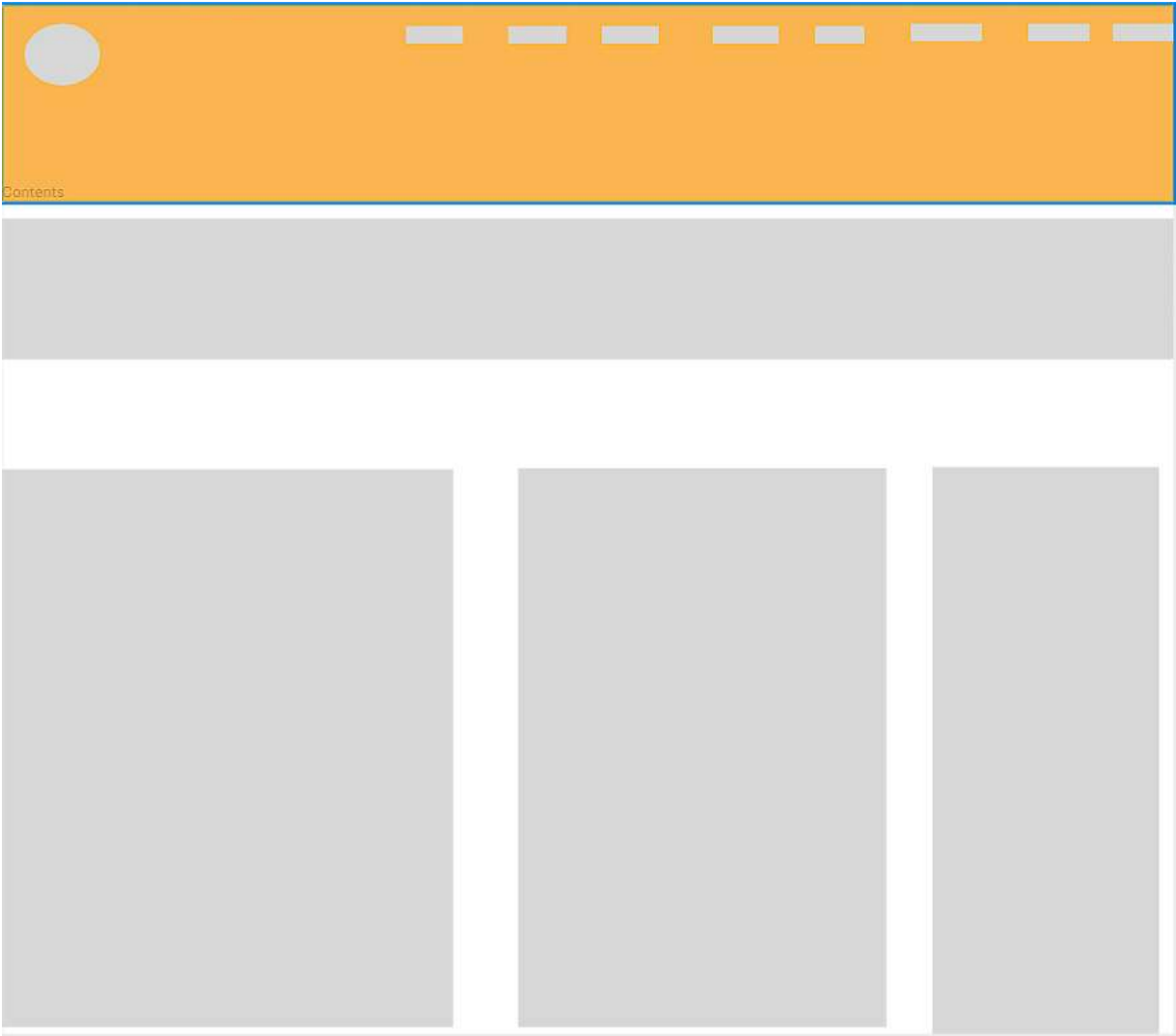


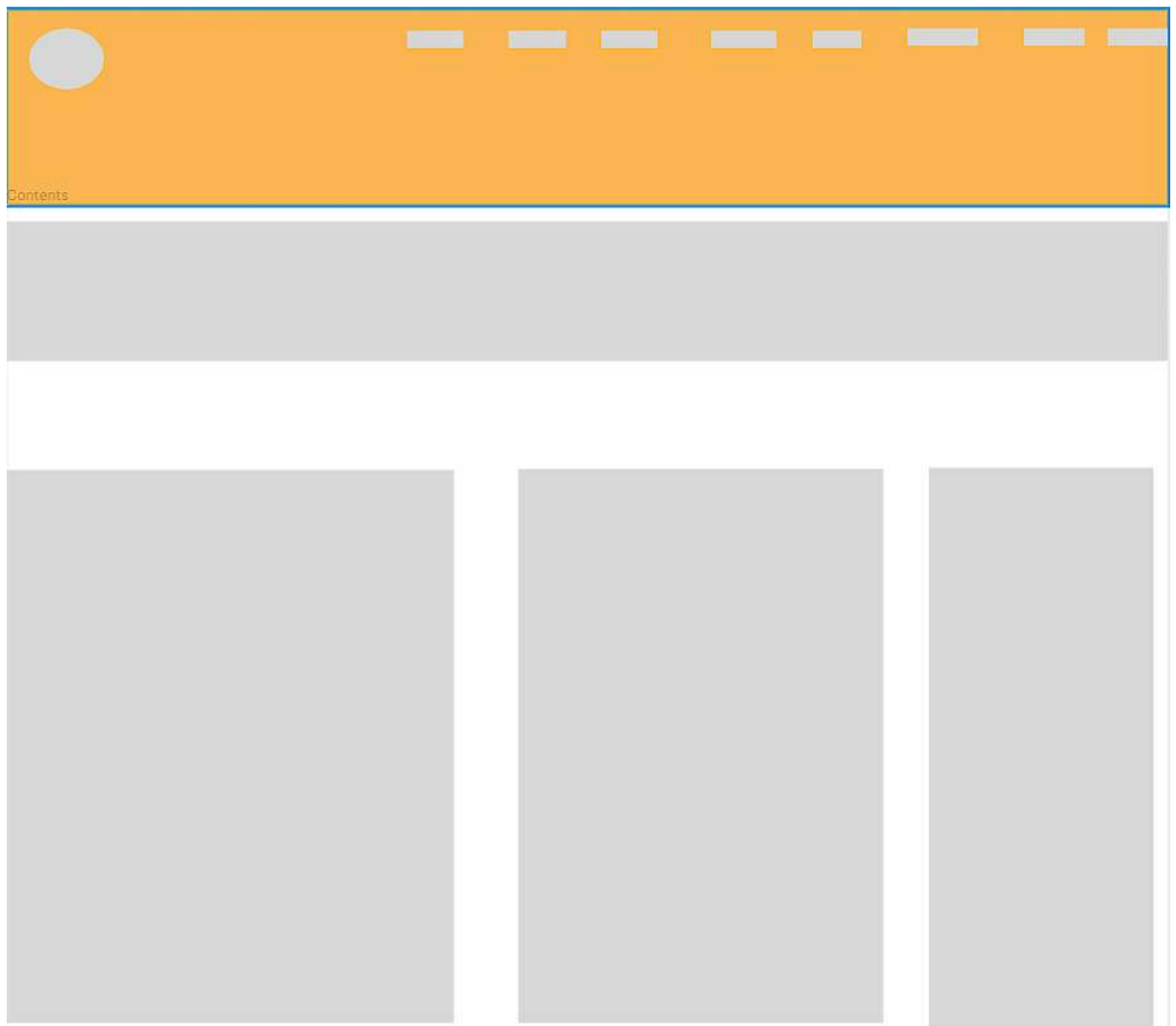
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- Social media icons on the bottom left, while the info and intro of kebabs and burgers and the special kebabs in the front right framed section with pictures for reference .
- Order online buttons displayed on the middle down the bottom with options such as doordash and menulog for interactive buttons directed to the ordering section
- Top left include little small menu buttons to approach the about us page, Gallery, Reviews and opening hours, with a menu a well built menu
- Logo on top left while the 9 web pages simultaneously linked hence accessible via a single click.
- Little context and description on the bottom describing the certain topic and subcontext in detail.

Requirement Analysis

- Functional requirements include pictures, videos, and menus, social media and online delivery redirection..
- Specific features of the website must support all interactive maps and videos, as well as oriented pictures, reviews and food menus and side menu to explore the site.
- Non functional requirements include performance, overall speed response time, security and usability.
- The websites qualities to consider, include a must contain good performance, overall speed response time and privacy of users information and the accessibility and usability of site indication the freely open website easily being able to be run and understood by the user ,hence must be a good ux.

Project Maintenance

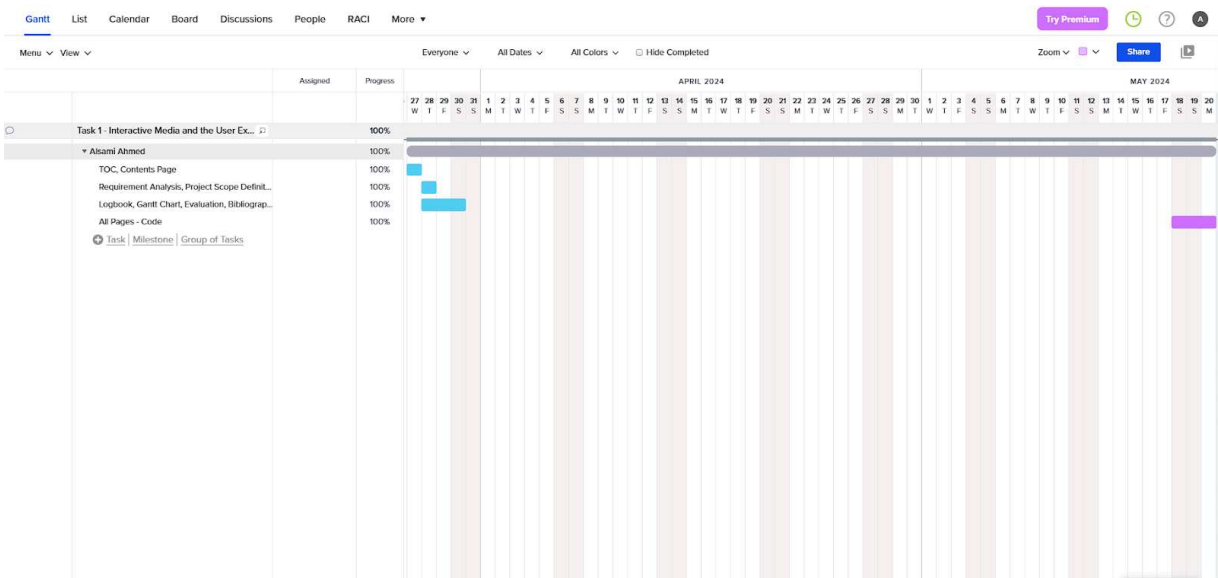
Logbook

- Part 1

| Date | Work Completed |
|--------------------|---|
| 27/3/24 | TOC, Contents Page |
| 28/3/24 | Requirement Analysis, Project Scope Definition, Analysis, Wireframing |
| 29/3/24 30/3/24 | Logbook, Gantt Chart, Evaluation, Bibliography and Version History |

| | |
|---------|-----------|
| | |
| 20/5/24 | All Pages |

Gantt Chart



Evaluation

Website and evaluation of wireframe, the wireframe I have designed includes a simple but elegant starting point to base an idea and an understanding on how it should be portrayed on visual studio code. I believe I have met all requirements for this project for part 1 with the problem definition.

Bibliography and Version History

- Design ✨, T. M. (2023, April 19). *The Art of Ethical Website Design: Creating a Positive Impact Online*. TMDesign.

<https://medium.com/theymakedesign/ethical-website-design-ee4bec179e28>