**Introduction**

The concepts of web development and web design have undergone a strong development in the last ten years. For a business, creating a virtual presence on the Internet is an extremely efficient method for growth and development.

**Design Concept**

The first step of creating a website is to analysis the project, project definition, objectives, target audience definition, competition analysis, brig all the information together and then create a scheme of how the website will look.

The second step is to design the sitemap and wireframe. The wireframe represents the digital transposition of the sketch. The next step is the map of the site, more precisely all the pages and their links are defined, as you can see below.

A close up of a device

Description automatically generated

Homepage wireframeA screenshot of a cell phone

Description automatically generated

About us page

A screenshot of a social media post

Description automatically generated

Projects page

A screenshot of a social media post

Description automatically generated

Media page

A screenshot of a social media post

Description automatically generated

Contact us page

A screenshot of a social media post

Description automatically generated

**Development**

With the design ready the next step for the site to become functional and ready to be displayed in browsers, on any device, desktop or mobile phone. To accomplish this, the web developer writes hundreds of lines of code, using technologies such as HTML, CSS, JavaScript, PHP or MySQL.

**Accessibility**

The site has both a desktop and mobile version, allowing for full accessibility on a multitude of devices.

Images include equivalent alternative text (alt text) in the code. Alt text is used in order to allow blind people a means of accessing information that might otherwise be barred due to their disability. Alt text is also important so that information is not lost if the user disables images, such as when dealing with expensive or low bandwith connections.

The site offers the possibility of utilizing keyboard inputs via the tab key, removing the requirement of handling a mouse. This allows both users lacking fine motor skills and those that make use of assistive technologies in order to simulate a keyboard able to interact with the menus.

The site utilizes the clearest and simplest language possible in order to convey its message. Additionally, the text avoids clashing with the background and makes use of a large enough font to be legible for those with poor eyesight.

Navigation mechanisms that are repeated on multiple pages appear in the same place each time. The header, main menu and footer are continuously present on every web page.

User interface components that are repeated on web pages have the same labels each time. The main menu is always found at the top of the screen and the footer always contains quick links to other web pages.

Resizing the page doesn't cause information to be lost. This accounts for different screen sizes and resolutions.

The site does not include content that flashes at particular rates and patterns. In order to make it easier for those suffering from epilepsy, the colour scheme avoids making use of bright or clashing colours.

Pages have clear titles and are organized using descriptive section headings.

The keyboard focus is visible, and the focus order follows a meaningful sequence. Navigating the menus can be done solely with the tab key.

There are multiple ways to find relevant pages within a set of web pages. The top of the page always contains a main menu, through which all other pages can be accessed.

The purpose of links is evident. Each link is clearly labeled and placed in a consistent manner. There are no hidden or hard to detect links.

**GDPR**

The site provides the name and contact details of our organisation. The details are available both in the header and footer of every page of the site.

The Contact page fully informs the user of what information he is required to send in order to contact our organization. Additionally, users are informed of their right to object to the processing of their personal data.

Any inaccurate or incomplete personal data can be rectified or completed at the user's request.

The privacy information provided is concise, easily accessible, transparent and makes use of clear and plain language. This privacy information includes our purposes for processing their personal data, our retention periods for that personal data, and who it will be shared with.

The site does not procure any information without the user's consent, and it does not keep track of any identifiable personal information that the user has not submitted himself. Any personal data stored can be deleted or suppressed at the user's request.

The site allows for data portability, meaning that users can obtain and reuse their personal data for their own purposes across different services. Here, it allows for quick and easy interaction with our organization's other contact and social media accounts, such as Google+, Facebook, Twitter and Pinterest.The site does not use any personal data for direct marketing purposes.

This site does not make use of automated individual decision-making, including profiling.

**Distance Selling**

The business name, contact details and address of our organization is provided to users.

When choosing to donate, the users are provided with information regarding their contract: name and address of supplier, main characteristics of the goods and services, arrangements for payments, price and the consumer's rights to withdraw from the contract.

The user is also informed of the minimum length of their contract and billing period. Additionally, taxes, if any, are clearly specified before any payment is made.

The user is notified of their right to withdraw from the contract within 7 working days after receipt of goods or the conclusion of the contract (in the case of services) without penalty.

If the supplier fails to execute the contract within 30 days, then the consumer has a right to a refund within 30 days.

Users are able to easily store and reproduce our Terms and Conditions, either downloading or printing them off.

**Evaluation**

Children's safety and happiness should be a major focus of modern society. More often than not, these issues are either ignored or addressed as a passing trend. This site is intent on bringing awareness towards the cause, hopefully providing a means of support for those less fortunate, who nonetheless deserve the same chance at happiness and safety. One of my main concerns is children's education, which is often next to nonexistent in developing nations and those suffering from humanitarian crises, where treatable diseases and war still pose a great risk. Children are among the most affected groups in the aforementioned situations, and so I am attempting to provide the means for people to aid them in whatever way they can.

The site has been tested on both desktop and mobile devices, in order to ensure its compatibility with them. I have employed a mobile-first approach, building for functionality and the effective delivery of content. I have found that, for mobile devices, content matters a great deal more than on desktop, where you can make use of other features in order to mask design shortcomings.

The design choices were inspired by other, established children's charities such as Save the Children. The overall design is intended to be minimalistic and offer as much content as possible. While the design might lack refined and complex visuals, the content matter is poignant enough to attract initial attention in hopes of fostering long-time interest in the subject matter.