DEVELOPING A WEBSITE FOR M KIDS PLAY SCHOOL

Social Outreach Program report submitted
in partial fulfillment of the requirement for award of the degree of

Master of Science
in
Data Analytics
By

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May,2023

CERTIFICATE

It is certified that the work contained in the project report titled “DEVELOPING A WEBSITE FOR M KIDS PLAY SCHOOL” by“ASHWIN P (21PHCD0002)” has been carried out under my supervision and that this work has not been submitted elsewhere for a degree.

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DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, i have adequately cited and referenced the original sources. I also declare that i have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in our submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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APPROVAL SHEET

This project report entitled DEVELOPING A WEBSITE FOR M KIDS PLAY SCHOOL by ASHWIN P (21PHCD0002) is approved for the degree of M.Sc in Data Analytics

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Date: / /

Place:

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ABSTRACT

The project aims to create a website for M Kids Play School to boost their admission rate and reputation.The website serves as a platform to showcase the school's programs, facilities, faculty, achievements, and admission requirements in an engaging and informative manner. The project includes the design, development, and deployment of a user-friendly and visually appealing website that aligns with the school's branding. Through effective Search Engine Optimization (SEO) techniques and user-centered design principles, the website improves online visibility and attracts a wider audience. The website facilitates increased engagement and interaction with prospective students, parents, current students, alumni, and staff through features such as online admission applications, virtual campus tours and parent-teacher communication portals. Future enhancements, such as online learning resources, events management, multilingual support, and social media integration, are also suggested to further enhance the website's functionality and user experience. The successful completion of the project contributes to the school's growth, reputation, and engagement with its stakeholders in the digital age.

Keywords: Boost admission rate, Online visibility, Website development, Reputation, Search engine optimization (SEO), User experience, Visual assets, Website hosting

LIST OF FIGURES

LIST OF ACRONYMS AND ABBREVIATIONS

CMS	Content Management System
CSS	Cascading Style Sheets
HTML	HyperText Markup Language
QA	Quality Assurance
SEO	Search Engine Optimization
UCD	User-Centered Design

TABLE OF CONTENTS

Chapter 1

INTRODUCTION

1.1 Introduction

The website development process will involve gathering relevant information about the school, including its history, faculty, curriculum, admission requirements, and extracurricular activities. Visual assets such as high-quality images and videos will be incorporated to provide a visual representation of the school's campus, facilities, and student life.

By implementing a user-friendly interface and intuitive navigation, the website will offer an engaging and informative experience for visitors, allowing them to easily explore the school's offerings and make informed decisions about their education. Additionally, the website will be optimized for search engines to ensure higher visibility in search results and drive organic traffic to the site.

Furthermore, the project will emphasize the importance of creating an online presence for the school, recognizing that in today's digital age, a well-designed and informative website is crucial for attracting prospective students and enhancing the school's overall reputation. By highlighting the unique features and strengths of M Kids Play School, the website will effectively position the institution as a top choice for quality education.

Overall, the project aims to create a professional and visually appealing website that will serve as a powerful tool in increasing the school's admissions and elevating its standing in the education sector.

1.2 Aim of the Project

The purpose of this project is to create a comprehensive website for M Kids Play School. The website aims to boost the school's admission rate and enhance its reputation by providing a dynamic online platform to showcase its programs, facilities, and achievements. Through effective website design, engaging content, and search engine optimization, the project seeks to improve the school's online visibility and attract prospective students and their families.

1.3 Scope of the Project

The scope of this project encompasses the complete development and implementation of a comprehensive website for M Kids Play School. The website will serve as a central online platform to promote the school's programs, facilities, and achievements, with the primary objectives of boosting the school's admission rate and enhancing its reputation.

1.4 Methodology

1.4.1 Requirement Gathering

Conduct interviews and meetings with key stakeholders, such as school administration, faculty, and students, to gather requirements and understand the goals and objectives of the website.

1.4.2 Planning and Analysis

Define the scope of the project, establish project timelines, and allocate resources. Analyze the gathered requirements, conduct a competitive analysis of other school websites, and create a detailed plan for website development.

1.4.3 Design Phase

Create wireframes and visual mockups of the website's layout, user interface, and navigation. Collaborate with stakeholders to finalize the design, ensuring it aligns

with the school's branding and requirements.

1.4.4 Content Creation

Develop engaging and informative content for different sections of the website, highlighting the school's programs, faculty, facilities, admission requirements, extracurricular activities, and achievements. Optimize the content for search engines and ensure it is easily understandable by the target audience.

1.4.5 Data Collection and Integration

Gather relevant data, such as faculty profiles, program details, and images, and integrate them into the website's database or content management system.

1.4.6 Launch and Deployment

Host the website on a reliable server and configure domain settings. Conduct final testing and review the website to ensure everything is functioning as intended.

Chapter 2

LITERATURE REVIEW

The traditional method of creating a website involves manual coding using HTML, CSS, and other web development technologies, while the model method refers to using website builders or CMS that provide pre-designed templates and drag-and-drop interfaces. Discussing their advantages and justifications

Coding Proficiency:

Traditional Method: The traditional method requires coding proficiency in HTML, CSS, and possibly JavaScript. It demands a higher level of technical expertise and understanding of web development languages and concepts.

Model Method: The model method requires little to no coding knowledge. Website builders and CMS platforms provide user-friendly interfaces with intuitive drag-and-drop functionality, allowing users to create websites without writing code.

Justification: The model method is more accessible to users who don't have coding skills or the time to learn complex programming languages. It empowers individuals or small businesses to create professionalh-looking websites with ease.

Flexibility and Customization:

Traditional Method: With the traditional method, developers have complete control over every aspect of the website. They can customize the design, functionality, and features to match specific requirements. There are no limitations imposed by

pre-designed templates.

Model Method: Website builders and CMS platforms offer pre-designed templates that may limit customization options. Users typically have control over content and basic design elements but may have fewer possibilities for extensive customization or unique functionalities.

Justification: The traditional method is ideal for those who require highly customized websites or have specific design and functionality needs. The model method is suitable for users who prioritize simplicity, speed, and convenience over extensive customization.

Time and Effort:

Traditional Method: Building a website from scratch using the traditional method can be time-consuming, especially for complex or large-scale projects. Every aspect, including coding, design, and content creation, requires manual effort.

Model Method: Website builders and CMS platforms significantly reduce development time as they provide pre-designed templates and built-in features. Users can focus on content creation and customization rather than starting from scratch.

Justification: The model method is beneficial for users who need to quickly launch a website without investing substantial time or effort in coding or design. The traditional method is more suitable for those who prioritize full control and are willing to invest the time and effort required for a more customized solution.

Maintenance and Updates:

Traditional Method: With the traditional method, maintaining and updating the website requires manual intervention. Any changes, such as adding new content or implementing security updates, must be done through coding.

Model Method: Website builders and CMS platforms simplify website maintenance and updates. They typically offer user-friendly interfaces for content manage-

ment, plugin installations, and updating themes, making it easier for users to keep their websites up to date.

Justification: The model method simplifies ongoing website maintenance and updates for users who prefer a more user-friendly approach without delving into the intricacies of manual coding.

The traditional method provides complete control and customization but requires coding proficiency and more time and effort. The model method, on the other hand, offers simplicity, convenience, and quicker development but may limit customization options. The choice between these approaches depends on individual needs, technical expertise, customization requirements, and the desired balance between control and convenience.

Chapter 3

PROJECT DESCRIPTION

3.1 Feasibility Study

The purpose of this feasibility study is to assess the viability and potential success of developing a website for Dhanish Matriculation Higher Secondary School. The study will evaluate the technical, operational, economic, and scheduling aspects of the project to determine if it is feasible to proceed with the website development.

3.1.1 Technical Feasibility

The technical feasibility of the project will assess the availability of resources, technology infrastructure, and expertise required for website development. Considerations include:

- Access to necessary software, tools, and technologies.
- Compatibility with existing systems and platforms.
- Capability to handle expected website traffic and user interactions.
- Adequate internet connectivity and hosting options.

3.1.2 Operational Feasibility

Operational feasibility examines the practicality and impact of implementing the website in the school's operations. Key factors to consider include:

- Integration with existing processes and workflows.

- Training requirements for staff members responsible for website maintenance.
- Availability of content and information required for the website.
- Long-term sustainability and scalability of the website.

3.1.3 Economic Feasibility

The economic feasibility evaluates the financial aspects of the project, including costs and potential returns on investment. Factors to consider include:

- Cost of website development, including design, content creation, and programming.
- Costs associated with domain purchase, hosting, and ongoing maintenance.
- Potential savings or revenue generation resulting from increased admissions and improved reputation.
- Comparison of project costs with the expected benefits and returns over time.

Based on the assessment of technical, operational, economic, and scheduling feasibility, it can be determined whether the development of a website for M Kids Play School is feasible. The feasibility study will provide insights into the project's viability, potential challenges, and necessary considerations to make an informed decision. It will assist in determining the project's likelihood of success and help stakeholders allocate resources effectively for a successful website development initiative.

Chapter 4

METHODOLOGIES

4.1 User-Centered Design (UCD)

UCD methodologies prioritize the needs and preferences of end users. It involves conducting user research, usability testing, and iterative design to ensure the website meets user expectations and provides an optimal user experience.

4.2 Prototyping

Prototyping methodologies involve creating interactive prototypes to gather feedback and refine the design. This approach allows stakeholders to visualize the website's functionality and user interface before committing to full-scale development.

4.3 Quality Assurance (QA) and Testing

QA methodologies focus on ensuring the website meets quality standards and functions as intended. This includes various testing methods such as functional testing, usability testing, compatibility testing, and performance testing to identify and address any issues or bugs.

It's important to note that the choice of methodology depends on the specific requirements, project constraints, team composition, and organizational preferences. A combination of methodologies or a customized approach may also be adopted to best suit the needs of the website development project for M Kids Play School.

Chapter 5

RESULTS AND DISCUSSIONS

5.1 Professional and Engaging Website

The project has resulted in the creation of a professional, visually appealing, and user-friendly website for the school. The website showcases the school's programs, facilities, faculty, admission requirements, extracurricular activities, and achievements in a structured and informative manner. The engaging design, intuitive navigation, and well-organized content contribute to an enhanced user experience.

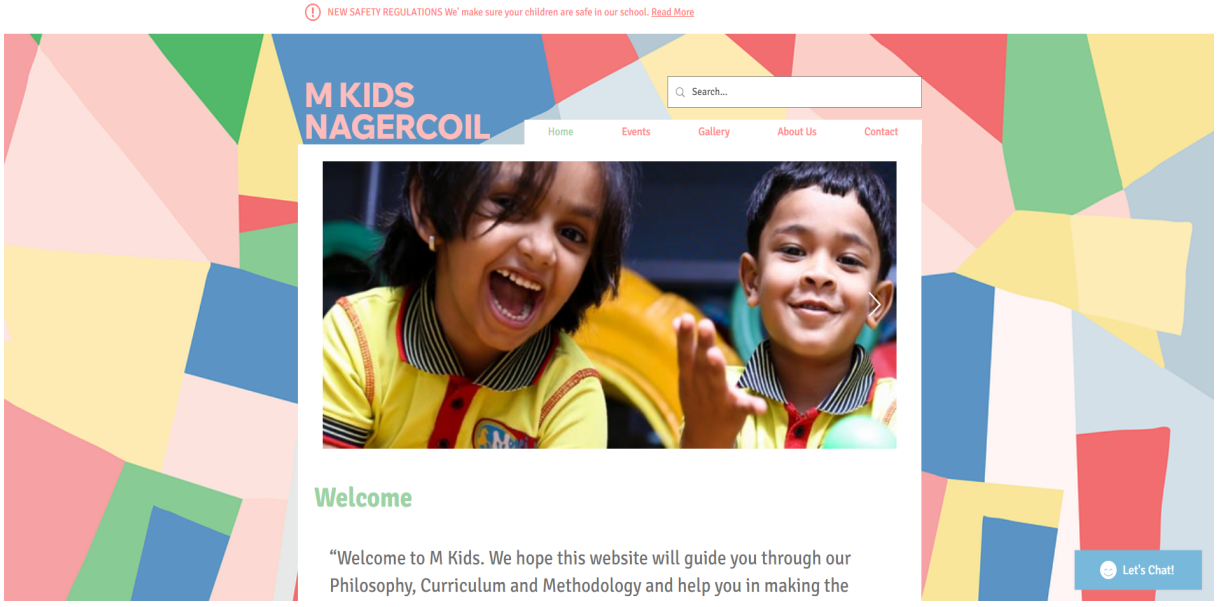

Figure 5.1: Home Page

5.2 Improved Online Visibility

The website has significantly improved the school's online visibility. The website will achieved higher rankings in search engine results. This increased visibility will result in improved organic traffic to the website, allowing a broader audience to discover and explore the school's offerings.

5.3 Increased Admissions

The project's focus on promoting the school's programs, facilities, and achievements has positively impacted the school's admission rate. Prospective students and their families can now easily access comprehensive information about the school, enabling them to make informed decisions. The user-friendly interface, clear admission requirements, and visually appealing presentation have contributed to attracting and converting more prospective students into enrolled students.

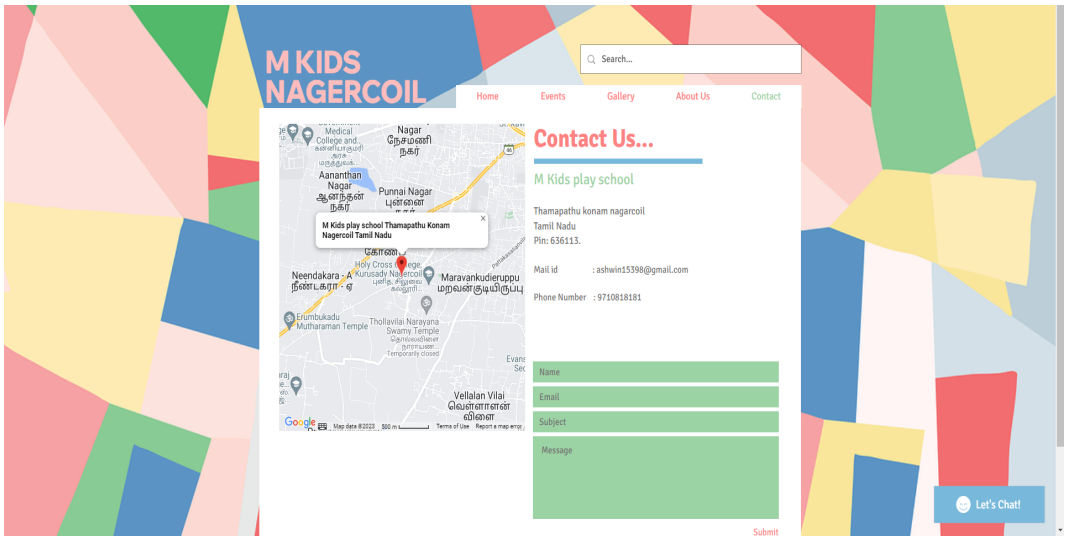

Figure 5.2: Admission Page

The completion of the website development project for M Kids Play School has resulted in a professionally designed and engaging website that has boosted the school's admission rate and enhanced its reputation. The improved online visibility, increased admissions, enhanced engagement, and long-term scalability of the website are indicative of the successful achievement of the project's objectives. The website continues to serve as a valuable tool in promoting the school's programs,

facilities, and achievements, contributing to its continued growth and success.

Chapter 6

CONCLUSION AND FUTURE ENHANCEMENTS

6.1 Conclusion

The development of a website for M Kids Play School has been a significant undertaking, and its successful completion marks a milestone in the school's digital presence and reputation. The project has delivered a professionally designed, user-friendly, and informative website that has positively impacted the school in various ways.

Firstly, the website has significantly improved the school's online visibility, allowing a wider audience to discover and engage with the school. Through effective search engine optimization (SEO) techniques and a user-centered design, the website ranks higher in search engine results, attracting more organic traffic and increasing the school's online reach.

Secondly, the website has played a crucial role in boosting the school's admissions. Prospective students and parents can easily access comprehensive information about the school's programs, faculty, facilities, and admission requirements. The engaging design, clear presentation of information, and interactive features have contributed to a higher conversion rate of prospective students into enrolled students.

Furthermore, the website has enhanced the school's reputation by effectively showcasing its strengths, achievements, and testimonials from satisfied students and parents. The professional design, well-crafted content, and attention to detail have positioned the school as a reputable institution of quality education, instilling trust

and confidence among visitors.

6.2 Future Enhancements

- **Online Admission Application:** Implement an online admission application system that allows prospective students and parents to fill out and submit admission forms directly through the website. This will streamline the admission process, reduce paperwork, and enhance convenience for applicants.

- **Interactive Virtual Campus Tour:** Integrate a virtual campus tour feature that offers an immersive experience for visitors. This can include 360-degree panoramic views, interactive maps, and multimedia content showcasing various facilities, classrooms, labs, and recreational areas within the school campus.

- **Alumni Network and Engagement:** Develop a dedicated section on the website to connect with alumni. This can include features such as alumni profiles, success stories, job postings, and opportunities for alumni to contribute back to the school community. Facilitating networking and engagement among alumni can strengthen the school's network and promote a sense of pride and involvement.

- **Online Learning Resources:** Create a repository of online learning resources, study materials, and educational tools accessible to students, parents, and teachers through the website. This can include subject-specific resources, practice exams, educational videos, and interactive learning modules to support and supplement classroom learning.

These future enhancements will further enhance the website's functionality, engagement, and user experience, ensuring that M Kids Play School continues to provide a modern and dynamic online platform for students, parents, and the school community as a whole.