

CIS 435-002

Project 1 – Part 4

Quality Assessment

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Quality Assessment

Part 1: The website in part 1 of the project uses only HTML, which will help to see how the website is supposed to look like. Since there is no additional styling used here, we can only see the basic structure of the webpage. While the users can view all the valuable content, the page is not visually appealing and looks very plain. The lack of design, formatting, or styling on this page will keep the user less engaging. This will also affect the flow of user traffic to this site, even if the page has valuable content in it.

Part 2: The website in part 2 of the project is using external style sheet to format the webpage that we created using HTML in part 1. Here the headings are bigger, and some colors are also added to the heading and navigation links which makes it more attractive than part 1 of the website creation. Also, the link hover effects and spacing between the list items make it look nicer. By changing the size of the heading to a bigger one, the probability of user reading the content on the page will be higher than the part 1 webpage. This webpage looks a little more professional than part 1 as the footer is moved to the center and the image is floating to the left of the page while some text is on the right side of the image. However, on this page, there is only one title that is styled which makes the user feel like something is incomplete on this page. Also, as the unordered list is not intended from the picture properly it doesn't look nice on the page and makes it look unprofessional.

Part 3: The webpage in part 3 of the project is using CSS box model, which made a huge difference in the styling of the page. In part 3, the page is made much more visually appealing by adding appropriate spacing, borders, padding, shadows, and a background image. The page content is centered here which will give a balanced page layout, and it will be much more attractive to the users. The gradients in the header and footer add more colors to the page and make them more attractive. Also, the pet-themed background ties into the website's theme and avoids the page being very plain. Personally, I will choose to use the part 3 webpage than the webpages created in the part1 and part2 as it is more attractive, and engaging, and shows more quality.

Visual appeal has a significant impact on a website's quality. The visual beauty of a website will attract more visitors, and it also keeps them engaged and stay longer to use the website. Making the important headings highlighted will attract the attention of a user quickly and this makes the webpage easy to use. Alternatively, if you use a webpage with plain design, the user might find it boring and unprofessional, and it keeps them away from continuing using the page. If the website is designed to sell something, it is crucial to make it as professional as possible by incorporating engaging designs. This will help attract more customers and increase the number of retain customers, encouraging them to make purchases.