

ICT BTEC

Unit 6: Website Development

Part B And C

Website Evaluation

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Introduction.

The website that I have designed (<https://austinatts.co.uk/Projects/HotBeansWeb2/>) is for a company called Hot Beans Web, and it is to act as a site to display and showcase who Hot Beans are to entice people into joining the company. They have asked for this to be done while including 5 key points. These are:

- A profile of the company itself
- Profile of existing trainee web developers
- Job specification and required qualifications
- An on-line application form
- Links to web development courses

Additionally, they have asked that I create the website to appeal to a target audience of people who have recently finished studying web development and are now looking for a job in that field.

For this I have created two versions of the website with the second being an updated and improved version upon the first. This process can be seen through the test plan which outlines what changes have been made and why.

Comparison.

Overall, my website follows the same look across both versions of the site, keeping the same looks and placement for most objects. The key differences however are in the functionality and content of the website. This is because I initially used very basic wording for a lot of the content to ensure that the site would be finished for the deadline I set. This can be shown in the first version of the site as there are frequent spelling and grammar issues due to the obvious lack of a spell check within the editors. This has been improved for the second site with all the content being independently checked using word for the text.

The second major difference in the website is some of the animations and functionality for the site. This is because when I tested the site across multiple screen sizes, I noticed issues with the way in which the heading was displayed.

Suitability for Client.

The requirements that the client has set are that the website includes:

- A profile of the company itself
- Profile of existing trainee web developers
- Job specification and required qualifications
- An on-line application form
- Links to web development courses

This has been shown in my website with each of the individual requirements being located on its own web page within the website.

Profile of the Company Itself.

The profile of the company itself is located across two pages of the website, both on the '*home/index*' page of the website as well as the '*Who We Are*' page of the website (<https://austinatts.co.uk/Projects/HotBeansWeb2/whoWeAre>) which gives a description of the company itself detailing who they are and what they do.

Profile of Existing Trainee Web Developers.

The profile of existing trainee web developers is located on the '*Our Team*' page (<https://austinatts.co.uk/Projects/HotBeansWeb2/ourTeam>) which gives a description of four existing members of the Hot Beans Web team all in which are trainee members who work in different fields. These descriptions talk about who the people are as well as their role in Hot Beans Web and what their jobs are.

Job Specification and Required Qualifications.

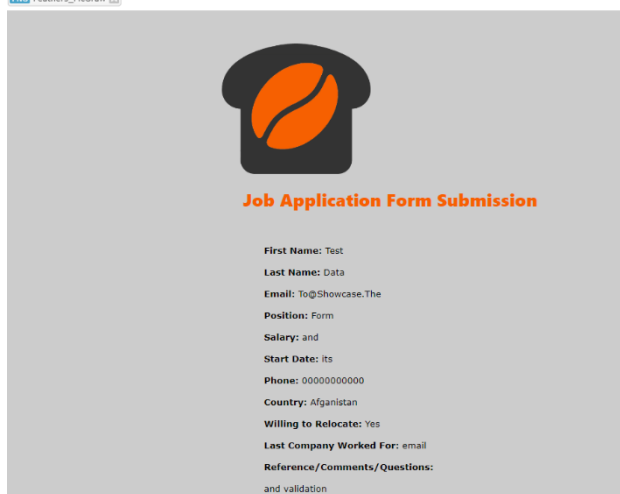
The job specification section is located on the '*Employment Availabilities*' page (<https://austinatts.co.uk/Projects/HotBeansWeb2/employmentAvailabilities>) which showcases what the specifications are for the different jobs that Hot Beans Web are currently hiring for, these being a junior front end developer and junior back end

developer. These include information such as what the salary for the jobs are as well as the details regarding what they will need to do. Alongside this is the qualifications section which is on the same page and shows what the basic qualifications are for the jobs.

An On-Line Application Form.

The on-line application form is located on the 'Apply Now' page (<https://austinatts.co.uk/Projects/HotBeansWeb2/applyNow>) and gives the user the

Job Application Form Submission
✓ From: austinmishra@gmail.com
PHP Feathers_McGraw



Job Application Form Submission

First Name: Test
Last Name: Data
Email: To@Showcase.The
Position: Form
Salary: and
Start Date: Its
Phone: 000000000000
Country: Afghanistan
Willing to Relocate: Yes
Last Company Worked For: email
Reference/Comments/Questions: and validation

Figure 1 Display of the email sent from the on-line application form viewed using <https://www.mail.com/>

ability to submit a form containing their first and last name, email, the position they are applying for, and their phone number all which are required for the form to be submitted using JS validation as well as allowing them to enter what their salary requirements, start date, country of origin, willingness to relocate, their last company worked for, their reference and upload their CV. This is all then sent to a designated email using the PHP Mail() function, being designed as a HTML email shown in Figure 1.

Links to Web Development Courses.

The links to web development courses are shown on the 'Additional Support' page (<https://austinatts.co.uk/Projects/HotBeansWeb2/additionalSupport>) which includes 4 links to sources which can help the user further their skills in web development. These are 'W3 Schools', 'Code Cademy', 'Khan Academy', and a link to a YouTube course by 'Bro Code' which personally aided my web development. All of these are also supported by a description of what the sources are and what they actually provide.

Suitability for Target Audience.

The target audience for this website set in the design brief is;

"People who have completed training courses or qualifications related to web development and are now looking for a job as a web developer."

From this it is saying that the audience for the website is people who are actively looking for a job at a web development company and are likely seeking junior positions. This is because if it for people who have just completed their courses then they are likely to be going for their first job, at a starter level position. Because of this I have designed my website in a way to appeal to these people.

The first way in which this has been done is through the look of the website. This is because the website has a simple and professional look to it, with minimalistic design in the backgrounds drawing the user's attention straight to the content while still maintaining certain levels of animations such as with what can be see with the what we do section on the 'index' page. This appeals to the target audience as it showcases to them that Hot Beans Web is a professional company, and experienced with Web Development, and it showcases the companies' skills in web development.

The second way in which the website has been made to appeal and be suitable to the target audience is through the content that is on the site. This is because the overall content from the site is to tell the user who Hot Beans Web are, as well as gives suitable information as to why someone should join the company which showcases an opening in the company which is suitable towards people who are currently looking for a job in web development.

Lastly the way in which the website has been made to be suitable to the target audience is with the actual jobs that Hot Beans Web are offering as they are offering junior web development positions which would be suitable for people who have just completed their training courses or qualifications within the field.

Website Analysis.

Overall, my website follows a very basic design, using only three colours for the majority of the site, and displaying content in a similar manner throughout as well. The website opens up with a header which displays the company name and a brief description of the site. This being *"Hot Beans Web Development"* and *"This Section Of Our Website Is Dedicated To Give All The Information Regarding Our Company And Hiring Stage."* This is shown using Selawik Bold in orange text (#F76000). Additionally, the logo and navigation menu can be shown from this with the logo being of a slice of bread with a black outline (#333333) and an orange (#F76000) bean in its centre which I have designed. This acts as a link to take the user to the 'index' page

with beside it being the navigation menu which would be hidden by a navigation menu button on smaller screen sizes. These links are also orange (#F76000) with a blue (#4682B4) underline unless opened in the side menu on small screen sizes in which it will then have an orange (#F76000) background which is 200 pixels wide with the links being black (#333333) as well as the same black underline when hovered or tapped depending on the medium it is accessed. This covers the entire screen for the user, and it does so to clearly tell the user what the purpose of this site is with it being made to act as an additional section to a larger Hot Beans Web. Due to this it also has a button which will take the user to the main site which in this case will be my websites home page (<https://austinatts.co.uk/>)

From this point, the actual content of the website is shown, with it being displayed in sets of cards to split up the content. These give information about key points of Hot Beans Web with the what we do section showing different types of website when hover over, with the text extending underneath it. These also are size responsive, so that on smaller screen sizes instead of being displayed horizontally next to each other. They are instead stacked upon each other with the animations still working when clicked/tapped.

The last part of this is the footer which is consistent across all pages on the site containing a brief about detailing why the website has been made alongside links to Hot Beans Web social accounts (linked to my own for actual functionality) as well as links to the Privacy and Cookie policy for the website.

From this point many pieces of content from this page are repeated such as the about us section, which is one of the points of improvements that could've been added to the website however wasn't in the end as I'm not very good at writing up content for the site with that being the part which I struggle a lot with.

Each of these different pages do contain some pieces of original content such as the '*Who We Are*' page which is a 50/50 split between a slightly more in depth description of who Hot Beans Web are, and the company logo with text across it (Using Segoe UI Black being created before I realised it was copyrighted however from the documentation it doesn't seem like it conflicts with their terms of use). Additionally, with the '*Our Team*' page there is a four-way card instead of the usual three to showcase the different junior web developers.

After this, the only other key point of the look of the design is with the forms, shown on the '*Who We Are*' page and the '*Apply Now*' page, with them being a basic white box with the title of what goes in them above , and the submit button being the same design as the other buttons used in the site. However, the '*Apply Now*' page also contains unique parts such as a google maps embed which points to where Hot Beans Web is located as well as having details of Hot Beans Web across the left half, including their location, contact details and opening times being denoted using Font Awesomes logos (<https://fontawesome.com/>).

Code Analysis.

The code for the website itself follows a very basic nature with each individual segment on each page being split up using sections. Additionally, all the CSS and JS for the website is done in a separate file with only a few files having their own styles set up within the HTML however for the PHP code, the HTML for the email that is sent has all of its styles determined within the same file for an ease of use.

The largest part of this project was the CSS for the site which is located in the *'stylesheet.css'* file. This contains all the design elements for the website, determining the colours and fonts. The biggest part of this is within the content cards which is used throughout most pages of the website, all of which done by referencing the same class (.column) as well as an individual one deepening on its type e.g., .three for when there are 3 cards or .h for if it is the hover cards. This is done effectively for the most part however there are still ways in which it can be improved. The first of which being the spelling of column which is used in all the different cards on the website which are all also spelled in correctly, with the correct spelling being column. A mistake I had not noticed until I wrote about its use previously. Additionally, it could be greatly improved in regard to its repetition. This is because although reduced from version 1, there are still instances where different classes share the same attributes. However, after looking at other examples of peoples CSS I ultimately made the decision to leave it as it was.

The second biggest part of this in my view is the PHP code. This is due largely to the amount I struggled with it. It acts in my view as a very basic way to send an email to the user, with this being because it only uses the PHP Mail() function, which isn't the greatest way to send emails, mainly in regards to the security of the email however I felt that trying to use more complex systems would be more of a hinderance, and the personal server that I was using to test the PHP had the basics of the Mail function preconfigured. Although with this all being said I still believe it has turned out very well, with it definitely being better than my other ideas for data transmission and allowed for greater customization than using external forms which I believe to run the look of the site.

After this I think the HTML is the next complex part of the site. This being due to it being fairly easy compared to the rest, with it primarily being the placement that caused the most problems, specifically with the what we do section which was the most difficult part of the project overall

Individual Responsibility.

I have been developing this website over the past few months with it being written using the aid of Adobe Dreamweaver when in school, and a mix of Brackets and Microsoft Visual Studio Code when at home, with Brackets being the preferred editor due to its easy to navigate file system. Additionally, I have used Adobe Photoshop and Illustrator for the design of the website's logo, and I used draw.io for the design of the wireframe diagrams of the site.

The website has been hosted at my personal site (<https://austinatts.co.uk/>) where the majority of the website has been developed around. Due to this there may be some link issues regarding the navigation menu as the href doesn't include the .html at the end due to it being unnecessary when hosted and to keep the authentic website feel of the site, I have decided to keep this. However, with this, the PHP segments of the site (the contact and application forms) don't work due to the hosting method not having the correct server configurations and so these have been developed on a local Apache server running on my personal computer.

The way in which I developed the site was by doing it in segments where I would design each page individually. Once I had done this, with each website having all that it needed I then spent my time adding styles to them, where I took constant feedback from other students regarding the functionality and the looks of the site. This has seemed me use various different methods for different parts of the website, such as with the forms which initially planned to use an external API to store the results in a database, however due to feedback and suggestions of having the user be able to upload their own CV, I decided to switch this out and instead learn PHP to create a way for the results to be sent via an email.

Additionally, another point in which I have spent countless attempts at designing is the what we do section, with it taking a while to get it to what I had envisioned for it, with it although good still not meeting the perfect idea I had for it.

With this I had also gained some levels of inspiration from helping other students and providing feedback on their work, with this primarily being seen in the content of the website within the individual cards.

Overall with this, I am pleased with the results of this project, with it being one of the first in which I set up my own deadlines and plans to ensure that it was completed on time which it mostly was with the written evaluation (this) being slightly passed the deadline due to confusion regarding what should be included in it, with it also turning out quite well.

Copyright And Legal.

The copyright and legal aspects of the website are the features which have been mostly overlooked by me. This is entirely due to a mistake on my part, not truly realising that this is an important aspect of web development. Although I have adhered to it in some cases. The first is with the font that is used on the site. This is because my preferred font is Segoe UI, using Black for headings and Light for main text however this font is copyrighted by the Microsoft Corporation and so I was unable to use it for my website due to it being hosted at a real URL and it therefore violating the terms of use for the font. Because of this I have chosen to use Microsoft's alternative font Selawik which is mostly the same, however contains a few differences. Primarily the lack of a native bold option, and so I have to use Semibold instead for documents although the website itself does make use of Selawik Bold.

The other way in which I have accounted for the copyright and legal aspects of the site is through the Cookie and Privacy policies on my website which can be accessed from the footer of the site (with a copy being provided in the supporting documentation). This outlines the full cookie and privacy policy for my actual website however since my Hot Beans Web pages are also hosted there, they also apply to them. These cover points such as the tracking, and storage of data as well as a great deal of extra information provided through the use of iubenda (<https://www.iubenda.com/en/>) which is a service that helps makes websites compliant with the law.