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| **Unit 13 Web Development** |
| **Task 2 Create a Design** |
| **Candidate Name: Chris** |

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**Task 2 Create a Design**

**2B.P2** Describe the purpose and user requirements for the website.

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| **(1.) Explain what the intended purpose of the website is?** |
| **The main purpose of the website is to sell mobile phones, accessories and services for a store called “Mobile World Station”** |
| **(2.) Identify who the target audience is?** |
| **The target audience is anybody (meaning any gender, religion, colour or age) looking to buy a mobile phone or accessory for a mobile phone.** |
| **(3.) Describe the key user requirements?** |
| **The key requirements is that the website should have**   * **At least 8 linked pages** * **Have at least two external hyperlinks** * **At least one table** * **Should be quick easy to navigate.** * **Should have features to collect customer enquiries.** * **Should have images.** * **Should link to an online forum.** * **Should have consistent use of styles.** * **Each webpage should be internally linked.** |
| **(4.) Describe how styles, templates, colour schemes, formats and interactive features will be applied consistently across all of the web pages?** |
| **Website**  I am going to use Microsoft Expression Web along with Adobe Dreamweaver  **Template**  The template I am going to use is my own personal website template, which I will use across the 8 pages.  **Colour Scheme** On all pages I am going to try to use white as the background and grey for the sections, with some text in purple and some text possibly changing colours. I will attempt to implement a dark mode into the site, so it is grey for the background and a dark black for the sections in it.  **Formats**  On the banner heading I will be getting icons from bootstrap icons or something similar. I will be making a logo in Adobes free logo making tool, I will not be using interactive buttons but instead making hyperlinked text that is underlined.  **Main Body of the Text**  I will be using Noto Sans as my main text font with text size 16px as if I size it too big it will just make people scrolling around, and if I make it too small some people would not be able to read it. Using Noto Sans on all webpages will make the style look consistent between pages.  **Interactive Feature**  To make the website look professional and interactive I will use:   1. Internal Hyperlinks – This will link the webpages together to allow navigation through the different pages as easy as possible. 2. External Hyperlinks ­– There will be a link to the public open-source code for this website and the creator’s webpage. 3. Interactive Buttons – There will be interactive buttons to submit the forms. 4. Form filling – This will exist to give the users a voice or ask a question to Mobile World Station 5. Cart Feature – I will give users access to a cart feature to make the website more interactive as you can add items to a cart and there will be a cart page. 6. 404 Page – If you navigate to a page that does not exist it will take you to a page that will give you a notice that the page does not exist, and it will give you the option to go back to the home page 7. Hamburger Menu – When the website gets small enough on a tab (or it is on a phone) the hamburger menu will appear so you can get to different sites. This also makes the site mobile compatible. |
| **(5.) Site Map** |
| Index.html  Accessorys.html  Cart.html  Contact.html  Credit.html  Feedback.html  Mobilephones.html  Specialoffers.html  Tablets.html  Termsof service.html  404.html |
| **(6.) File Structure** |
| Website Root  Assets Folder  Index.html  Accessorys.html  Cart.html  Contact.html  Credits.html  Feedback.html  Feedback.php  Mobilephones.html  Specialoffers.html  Tablets.html  Termsofservice.html  CSS Folder  JSCSS Folder  Images Folder  404.html |
| **2B.M2**  **(7.) Briefly describe alternative solutions for the intended website?** |
| **Other alternative solutions  Assets:**   * **I could use different assets for the website (e.g. addition of more phones, animation or videos on the mobile phone, tablets or accessories webpage)** * **Page templates – Different style of banner, such as having a “hamburger” menu. A hamburger menu would be a menu that comes in from the side.** * **Positioning of the navigation bar on the left or right**   **Colour Scheme:**   * **A different colour scheme, such as a dark mode.** * **Using a different accent colour then the planned purple.**   **Layout**   * **A different font or font size could be used when making the site** * **Different interactive features such as having a working payment system built into the cart.** * **I could use a different style of interactive button.** |
| **2B.D2**  **(8.) Justify your final design decisions, including why alternative designs were rejected?** |
| **I have picked the final design based upon customer feedback of other websites and on what I feel would look right in the theme of the website, I have designed the storyboard in such a way that the site will look modern.**  **Colour Scheme:**   * **The final design has been picked with looking “fresh” and “modern” in mind. The use of black, grey and purple will be used to**   **highlight certain parts.**  **Layout Design:**   * **The navigation bar will be placed at the top with the design in mind to appeal to users as it is simple and intuitive to use.** * **At the top, the navigation bar looks professional, and it is also very noticeable** * **I will use the “Empty Website” preset within Microsoft Web Expression to start off the website with no theme, then I intend to**   **use Adobe Dreamweaver for bootstrap support and better HTML and CSS support.**   * **I intend to use just text buttons with no image buttons when it comes to the navigation menu.** * **I have decided to use Noto Sans 500 Medium (from Google Fonts)**   **as it has a sleek look to it.** |
| **2B.D2**  **(9.) Explain how the website design will fulfil the intended purpose and meet the user requirements?** |
| **This website will meet the user requirements as it meets the “Scenario” that I have been given on the specification. There are expected to be more than 8 pages, there will be at least one table, and there will be consistent use of colour schemes and page style  My website will promote and sell mobile phones as I have designed sections within my webpages to have images of mobile phones, along with their prices, features and an “Add to Cart” button. This is not made with tables.**  **It will also help to increase online sales as I have designed a working cart feature.**  **Accessories – I have designed an accessory page with images of accessories, along with their prices and features and an “Add to Cart” button.  It will also sell them as I have designed a working cart feature.**  **Webpages**   1. **Homepage (index.html)** 2. **Mobile phones page (mobilephones.html)** 3. **Special offers page (specialoffers.html)** 4. **Tablets page (tablets.html)** 5. **Accessory’s page (accessorys.html)** 6. **Terms of service page (termsofservice.html)** 7. **Feedback page (feedback.html)** 8. **Credits page (credits.html)** 9. **Contact page (contact.html)** 10. **Cart page (cart.html)** 11. **404 page (404.html)**   **Only one of my webpages will contain a table and it will be the terms of service page.**  **The website will be made interesting though the use of colour changing**  **text, images and custom buttons.** |
| **Main Storyboard**  **Home Page**  Index.html  Mobile Phones  Mobilephones.html  Tablets Page  **Tablets.html** |
| Specialoffers.html  Cart Page  Cart.html  Feedback Page  Feedback.html  Contact Page  Contact.html  Terms of Service page  Termsofservice.html  Credits Page  Credits.html  Alt Storyboard  Home Page  Index.html  Mobile Phones Page  Mobilephones.html  Tablets Page  Tablets.html  Special Offers Page  Specialoffers.html  Cart Page  Cart.html  Feedback Page  Feedback.html  Contact Page  Contact.html  Terms of Service Page  Termsofservice.html  Credits Page  Credits.html |