

Website URL: <http://lukerawlence.azurewebsites.net>

Critical Log:

Before I began designing my website, I researched the practices and standards used by popular websites and websites that were achieving similar functions to mine so I could create a website that would look familiar to the user. Here is the list of the websites I looked at:

- <https://www.amazon.co.uk/>
- <https://www.facebook.com/>
- <http://www.pennyskateboards.com/uk/>
- <http://www.bbc.co.uk/news>
- <https://www.netflix.com/browse>

Standards Identified:

- Logo placed on the top left of the page
 - This is something users will be used to.
- Navigation bar on the top of every page
 - I found this standard to be extremely important because it enables the user the user to access the main pages of the website from the same place on any page. Because there is a moderate number of pages on my site, it is valuable that the user can fluidly navigate between pages.
- Basket in the top right of the page
 - This standard allows the user to see how many items are in their basket at any point on any page of the website which lets the user know what they are buying.
- Website brand:
 - Consistent, clear font
 - This maximises readability for the user and gives the website a familiar style from page to page.
 - Consistent colour scheme
 - This familiarises the user with the brand colours which as well as the text being high contrast with its background to make the writing on the screen easy to interpret.
 - Consistent style
 - Having the borders and buttons and input boxes styled the same way as the logo with rounded edges makes the website feel consistent and professional.

I went about applying these standards by firstly designing a navigation bar on the top of my website which had the logo placed on the left of it. I also had the basket on the right-hand side of this navigation bar. This navigation bar would be the same on every page ensuring standards consistently apply to my website.

I then designed a logo that had round edges which used the google font: Abel for its text which I used throughout the entirety of my website. I also designed the colour scheme of my website around the colour scheme of my logo which was various shades of turquoise with red and yellow accents.

When styling my website, I made sure to make rounded edges with a gradient like the logo a consistent theme in my site to give on a consistent and professional feel.

Web standards and specifications appraisal:

- HTML5 new standards:
 - New layout elements allow for more complex layouts to be accessible to new users and will make HTML code more easy readable between programmers as elements like section and aside will be used instead of DIV: “When looking at HTML5 code, a closing element tag of </header> for example, instantly tells you what element is closing, without the need to add a comment” (Ben Frain, 2012). This was helpful for me because my code will be easier for other programmers to read and be marked by the university. However, this layout was more complicated to familiarise myself with as it had many more element types than the old layout convention. Overall, the new HTML5 layout elements are overall beneficial because it means I do not need to comment my HTML5 structure as much as I would have to if I was using HTML4.
 - “HTML5 has driven new technologies to enable true font embedding.” (Matthew David, 2013). This means that websites can output text in the same font regardless of the device they are on. This is helpful in my assessment as it makes my website more compatible and stay consistent with the brand font. Although, I used the same font across all browsers in my website, it looked different on Firefox and Edge because each browser has different rendering quality due to different anti-aliasing methods being used from browser to browser. Overall, the difference in appearance of font from browser to browser was minimal and therefore this feature proves to maximise compatibility of my website with very few drawbacks.
 - A new standard is established which allows videos to be embedded in web pages without plug-ins. This means that web development was easier for me as nothing more than the HTML needed to be changed to add a video. Additionally, this makes my website less demanding as plugins are not needed to view the YouTube video. However, plugins have already been used for a long time and are on most people’s web browsers already and only the latest versions of browsers support the HTML5 video tag. Therefore, compatibility is slightly reduced but most up to date browsers do support the video tag so the reduction is not significant.

Review of website interoperability:

- The width of the wrappers I used to contain my content scale with the screen size as does the content within them. This means that the user can manipulate the size on this window with the content retaining its format.
- I made sure that all the code I used was supported by all major browsers. I also tried to revert to older code so my website is compatible with outdated browsers. For example, I achieved the functionality of my website without using JavaScript classes because they are not supported on Internet Explorer or Opera.
 - <https://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Classes> (relevant information shown at the bottom of this page)

- I kept my animations limited so the site would be easier to run on all devices due to it being less demanding and if an outdated or unpopular browser was running the website, it would have minimal effect on the user experience.
- The challenge I faced with making my website interoperable was that I couldn't use certain features like classes so I had to work around that.

Development to interoperability:

- Mobile support
- Screen layout changes when window gets too small

W3C validation screenshots:

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for Homepage.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options...](#)

Check by: **file upload** No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 8 milliseconds.

[About this checker](#) • [Report an issue](#) • Version: 17.1.8

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for AboutUs.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options...](#)

Check by: **file upload** No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 8 milliseconds.

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Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for ShopOnline.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options...](#)

Check by: **file upload** No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 12 milliseconds.

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Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for Customiser.html

Checker Input

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Check by: **file upload** No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 9 milliseconds.

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Showing results for Contact.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options...](#)

Check by: **file upload** No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 6 milliseconds.

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Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for Basket.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options...](#)

Check by: **file upload** No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

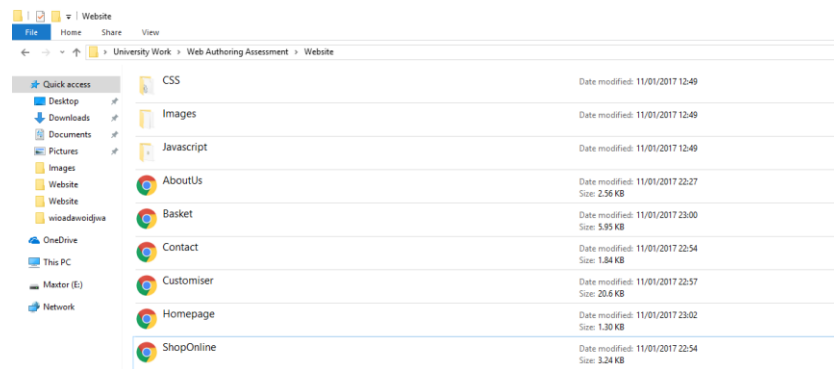
Document checking completed. No errors or warnings to show.

Used the HTML parser.

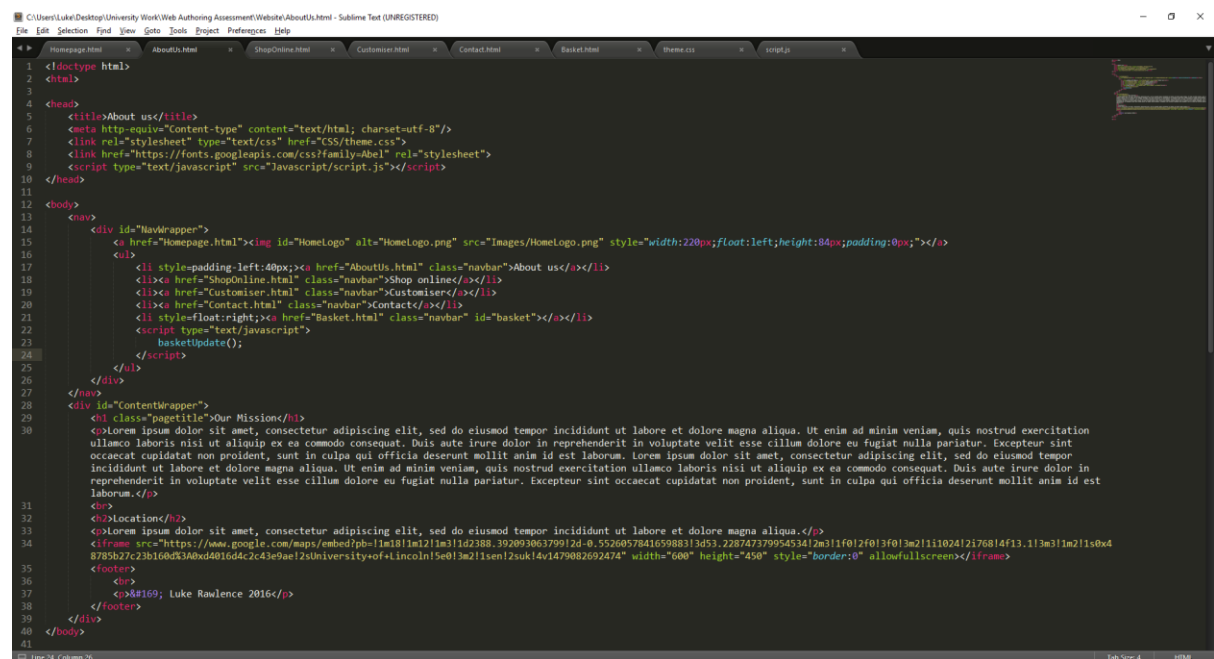
Total execution time 11 milliseconds.

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File organisation:



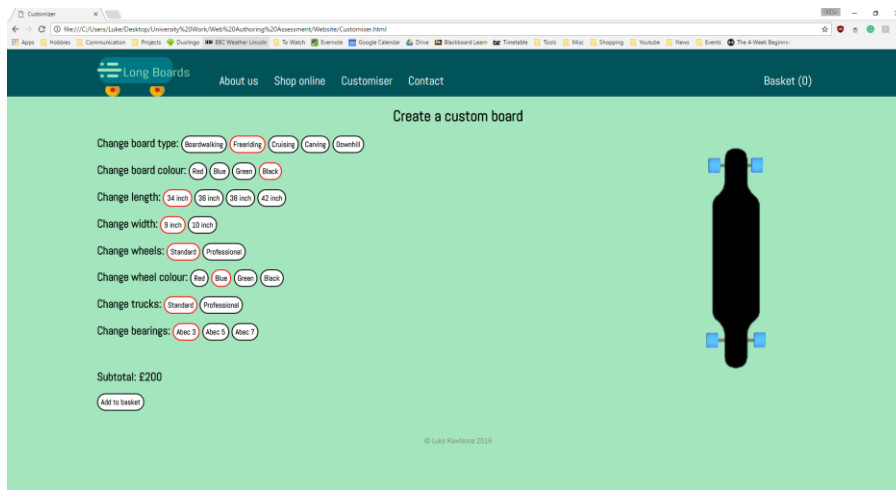
Mark-up structuring:



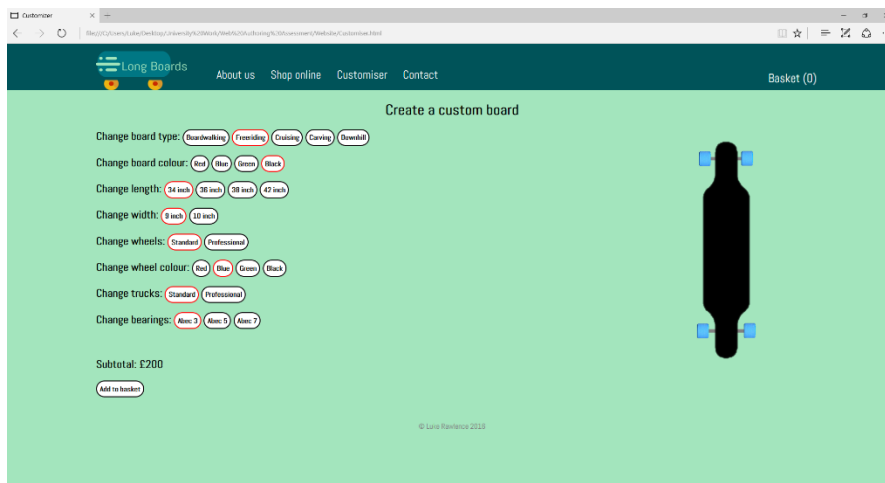
Luke Rawlence 16600549

Browser testing:

Chrome:



Edge:



Firefox:

