Web design and development

Coursework 1 Report

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# INTRODUCTION:

In this initial recent research, I have found out that many websites are available in the web for our drinking and delivering purposes

these websites have many pros and cons related to their features that they provide. the following websites have some pros and cons that I have visited so far. These Websites are as follows:

1.The Real Drinks Company:

URL: <https://www.therealdrinksco.com>

Likes:

1. This website has an amazing User interface with background effect.

2. It also has ab=n amazing marque with information of new deals available at that time.

3. This has a section of information page at the checkout page.

4. It provides Free Shipping on orders above a particular price segment.

5. Also has an amazing logo.

Dislikes:

1. Not that much satisfying Navbar.

2. Some Space Wasted In between Spacing.

3. Category space is usually but in this website it is more.

4. website can be more arranged.

5. They should provide email address section in bottom of the front page and not in between of front page.

2. Real mix beverage:

URL: <https://www.therealdrinksco.com>

Likes:

1. This Website has an excellent user interface.

2. It has an amazing Navbar with required pages on it.

3. An Attractive Slogan is imprinted on the home page.

4. Website and information page is readily available on the home page.

5. The Logo is amazing and uses less space.

Dislikes:

1. It has a light theme in all the section of pages.

2. The Website description is written in a very small fonts.

3. Real English Drinks

URL: <https://realenglishdrinks.co.uk>

Likes:

1. Description about drinks is very steady and helpful.

2. The brand of the particular country is available on the home page.

3. Different type of drinks and their information is available on the Navbar.

Dislikes:

1. Very Light theme on all the pages.

2. In General the logo is small.

4. Total Wine.

URL: <https://www.totalwine.com>

Dislikes:

1. User interface is messy.
2. Navbar is not up to full mark.
3. More information is provided in less space.

Likes:

1. Information is good enough.
2. Website Response time is good.

5. Liqour.com

URL: <https://www.liquor.com>

Likes:

1. Interesting user interface.

2. Great Description.

Dislikes:

1. A little bit messy texture.

2. Font Size is not up to mark.

# MISSION STATEMENT:

Our Mission is to provide both alcoholic and non-alcoholic beverages online. The quality level would be high community provides online shopping environment with user friendly and convenient use.

# QUALITY CRITERIA:

CRITERIA DESCRIPTION

|  |  |
| --- | --- |
| Purpose | Our purpose is to supply the best drinks available in the market to our customers with convenience. We deliver the best drinks up to your door step and it is our pleasure. |
| Usability | The website is available 24 hours for our customers. They can just click on the link to get on to the home page and further. If the customers need any help related to the website, then they can contact us with the help of our contact page. |
| Content | The website has a very unique logo and detailed page for convenience of the customers. The navbar is proper aligned and the site is proper set for any instance. |
| Refresh Time | Being slow is not accepted now a days website we created should load within 1.5 seconds. It allows user to gain more interest and also to getter better service they want. |
| Detect Error | Error should be corrected and the website should show where exactly the error is and should indicate it properly and accurately. |
| Validation | For every login and signup page html5 indentations or validations are given so that if the user by mistake left any information behind a popup occurs saying that field is Required Also for password if the password is not same as above password in registration form it shows that password is not same so validations are important. |
| Browsing support | All websites created should be supported by all the browsers that are in the world. This website is supported by all kinds of browsers. Also, there are many browsers in this world. Website should look stunning in all the browsers and should be able to do its work properly even it is another browser. It should be compatible in any modern website. |
| Responsiveness | The website is very well responsive and can be properly view not only in desktop but also in tabs or mobile phones the proper width and height is provided so that it would be easy for a user to use it in mobile. |
| Flexible | As Flexibility is the most important part of the interface design. The user may explore the application in some random fashion. The system must be flexible enough to accommodate the needs of the users or customers. |
| Efficiency | The website has an easy and catchy user interface for better information and efficiency. |

# MEASUREMENT OF SUCCESS:

* Returning Customer – In our offline shop the returning customers were very less but after creation of the website returning customers increased by 20%.
* At first, we required 7-8 peoples to work but after websites development less labour work and more technical work is done. We have reduced our staff by 10%.
* Sales - Total number of sales by the hour, day, quarter, or year. Increasing the purchase rate and revenue by 30%.
* Marketing – Increased customer awareness level by 60%.
* Reduced Maintenance cost – Since we do not have to maintain the warehouse or physical inventory, our maintenance cost is reduced by 20%.

# VISUAL STYLE:

* The website has a dark type theme of a multicolour background. The navbar is of black colour and the information buttons are of yellow colour.
* The website has a page for contact, especially for customers assistance. It has a cart page for the checkout facility of our customers.
* Login and sign-up page are separately available in the section for a better communication.
* Has proper tags including CSS links and bootstrap links.
* Starting tag and ending tags are present at every page contains account page, index page, signup page, cart page, etc every page is given extension .html home page contains nav bar with companies' information and a button to know more information about it.
* It contains some of Latest products which are displayed with their cost and image. The size width and height of all the images should be same as from start. It also contains footer where some additional information is provided. Dark colour is used in background.
* The New users can register themselves by using registration page. The size width and height of all the images should be same as from start.
* It also contains footer where some additional information is provided. Dark colour is used in background.
* The New users can register themselves by using registration page Username, Name, Password, Re-Enter Password is present where you can fill in your details.
* After hovering colour changes. Registration should be next to login and should be given effect such that they are in transition and are hidden. Registration form also contains html5 validations where all the fields are required.
* Contact page contains input field where user can insert their Name, Contact, Address. Contact page contains map which Shows location of the company if user wants to visit.
* Map is present at left while the form at right. A navigation bar in header is very much necessary along with landing page which is attractive.
* Also, footer should be there. Font should be used properly most of them uses Abel sans serif or Sans serif for the website.
* All pages should have relevant heading along with less override heading. All the places which should be hidden should be used by that style example if for password no text should be used instead should always use password for privacy.
* Proper margin padding should be given so that it looks attractive.