

Dublin Business School Assessment

Assessment Details:

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Business Case

Alana Fernandes is the proud owner of a Nail Studio located in the heart of Dublin City Center, right in front of the iconic Spire. She established her business in 2017, initially working alone, but with the rapid growth of her enterprise, she now employs two other talented nail technicians. All Nails Studio offers a wide range of nail treatments, specializing in the latest techniques for nail extensions, gel nails, and creative nail designs. Additionally, they provide exceptional pedicure treatments.

Despite maintaining a strong presence on social media, with over 4,000 followers on Instagram, Alana aims to enhance the professionalism of her business and attract new customers by designing a brochure-style website for her Nail Studio.

In the website, Alana wants to have a dedicate a page called "About Us" to share the Studio's history and showcase its journey. She also seeks to emphasize the convenient location of her business and integrate the booking software "Treatwell" into the website, allowing customers to easily schedule appointments online.

Alana envisions a dedicated "Menu" page on the website that elaborates on each treatment available, providing detailed information to clients. Additionally, she desires a "Contact" page featuring an embedded Google map with a marked pin indicating the exact location of the salon.

Given that Alana employs two other skilled nail technicians, she wants to create a dedicated page called "Meet Our Team." On this page, she plans to display individual

pictures and brief descriptions of each team member, including their names, years of experience, and areas of specialization.

Lastly, Alana wants to ensure that customers can easily reach out to her through the website. She intends to embed her social media channels on the designated page, along with the Nail Studio's opening hours. Moreover, it is essential for Alana to integrate the Treatwell widget into the website, enabling customers to conveniently book appointments directly from the site.

By implementing these features and pages, Alana aims to provide a comprehensive online platform for her Nail Studio, offering visitors valuable insights into the business, the team, services provided, contact information, and a convenient booking system. Although she has good customers turnover, she expects to increase revenue by attracting and retain new customers.

Report

In order to enhance the accessibility of the website, several important measures were taken. First and foremost, semantic HTML elements such as headings, lists, sections, and paragraphs were utilized throughout the website. This choice ensures a logical and organized structure, facilitating the interpretation and navigation of the content by assistive technologies.

To accommodate users with visual impairments, descriptive text was added to images using alt text. By providing meaningful descriptions, individuals relying on screen readers or other assistive technologies can comprehend the content conveyed by the images.

Before starting the actual development of the webpages, careful planning was undertaken. Each page was designed on paper, with all elements such as pictures, text, videos, and the footer arranged in their desired locations. Although there were challenges along the way, this initial planning allowed for a cohesive design and provided a clear vision for the final outcome.

Considering the requirements outlined in the business case, it was necessary to create six pages. After careful consideration, the decision was made to place the "About" and "Contact" pages in the footer navigation, rather than overcrowding the top menu.

This choice not only provided a more professional appearance but also improved the overall user experience by simplifying the primary navigation options.

The construction of the website began with the Contact page. However, when adding the Instagram and WhatsApp icons, difficulties arose in aligning them effectively within the page. Adjustments to CSS margins and positions were made to ensure proper alignment with the envisioned layout.

In terms of the Contact form, comprehensive error handling was implemented. In the event that a field is misused or an incorrect email format is entered, appropriate error messages are displayed on the screen, preventing the form from being submitted. This helps users understand the specific issues with their inputs and prompts them to provide the required information correctly.

As emphasized in the business case, embedding the Booking system was of great importance. However, styling the widget proved challenging due to pre-existing coding inhere with the widget URL. Despite efforts to manipulate margins, the desired outcome couldn't be achieved. Using the "Inspection" tool, it was discovered that a specific height was specified for a <div>. By setting the same height in the CSS, improvements were made in reducing the blank space between the widget and the footer. However, reducing the size of the "Cookies" section remained unresolved.

Based on the business requirements, it was important to include a "Book Now" button on the Home page in addition to the dedicated Booking page. Through the utilization of CSS hover effects, the button was made interactive by changing its color and increasing the text weight when the mouse hovers over it. This added interactivity and visual cues encourage users to engage with the booking process.

On the Service page, a service card layout was incorporated to present a menu-like description of each treatment offered by the studio. To further enhance user engagement, a promotional video for the new service, "The Bride Experience," was added. This multimedia addition provides an interactive experience for potential customers, helping them better understand the service and potentially driving revenue for the business.

The final page that was built for the website was the "Meet the Team" page. Alana believed it was crucial to have a dedicated space to showcase the experience and specialization of the nail technicians working at her studio. On this page, individual profiles were created for each nail technician, featuring their names, years of

experience, and areas of specialization. To make the profiles more visually appealing and engaging, a picture of each technician was included.

Efforts were also made to optimize all pages for mobile devices. Although I am pleased with the outcome, challenges were encountered with the Contact page due to its many elements. To streamline the mobile experience, certain elements such as the "Opening hours" image, "Location," and "Phone" icons were hidden. This decision was based on the assumption that mobile users can access the location via Google Maps and utilize the WhatsApp icon to initiate a call or check the opening hours description. These elements were deemed more essential for computer users with larger screens, while mobile users required a more concise and focused interface.

Moreover, each page was optimized with appropriate keywords to enhance search engine optimization (SEO). By implementing relevant keywords, the website is more likely to attract customers through search engine results, ultimately contributing to increased business revenue.

Overall, all the requirements outlined in the business case were successfully met. The website not only incorporates accessibility features to assist all users but also functions seamlessly on both computer and mobile platforms. With these improvements, it is expected that Alana will experience an increase in business revenue, improve customer experience and successfully reach out to new customers.

Reflection

During the process of designing this website, I encountered several learning opportunities that greatly expanded my understanding of CSS elements and their practical applications. Elements such as display, positions, margins, and overall styling became clearer to me, particularly when optimizing content for mobile users. If I had known beforehand how challenging it could be to achieve a responsive layout for mobile devices, I would have dedicated more time to studying and familiarizing myself with this aspect prior to starting the project. There were moments of frustration when the page worked perfectly on some devices but not on others, resulting in the presence of horizontal scroll bars.

As I progressed with the website, I found myself longing to incorporate more interactivity and fun features, such as a carousel of pictures with options to scroll through them like a menu. To accomplish this, I realized that I need to deepen my

knowledge of JavaScript for future projects. Additionally, I had the desire to implement an API endpoint that would enable the submission of form data from the Contact page to a specific email address. This feature would have added an extra layer of professionalism to the final project.

Despite the challenges, I am absolutely thrilled with the outcome of this project. It was my first experience building a website based on a real business case, and I am delighted that I was able to apply the knowledge I gained from my classes and personal research to bring it to life. It was undeniably a challenging endeavor, but the sense of reward and accomplishment I derived from completing the project made it all worthwhile.