

# BAIT1023 Web Design and Development

## Assignment

<b>Programme : RDS1S2</b>							
<b>Tutorial Class : G3</b>							
<b>Practical Tutor Name: Kah Shiu Chong</b>							
<b>Website Title : Sugar High Bakery</b>							
No	Student Name	Student ID	Module In Charge	Signature	Part A (30%)	Part B (70%)	Total 100%
1	Yam Jason	22WMR13662	Cart, Menu, navigation bar, and product description	Yam			
2	Wong Yee En	22WMR13659	FAQ, Rewards, and Chatbot	En			
3	Ng Hong Han	22WMR14232	Home page, about us, footer	hh			
4	Eugene Tan Yu Xian	22WMR14288	Delivery, Payment and Location	Eugene			
5.	Joash Alwinn Voon Dirui	22WMR14084	Customer Feedback, News & Promotions, Sub News & Promotions, scroll up button	Joash			

# Table of content

BAIT1023 Web Design and Development	1
<b>Chapter 1 Planning</b>	2
Description of the organization	2
Website objectives	4
Potential users of the website	6
Information the users need and want	8
Proposed deliverable of the final website	10
<b>Chapter 2 Web Analysis</b>	10
Functions or modules of the website	10
<b>Chapter 3 - Web Design</b>	21
<b>Assessment Rubrics</b>	57

## Chapter 1 Planning

### Description of the organization

“Sugar High Bakery” is a local bakery shop in Malaysia that is involved in the food industry and sells bakery goods such as cakes, breads, cookies, and such. This organization was established in early 2021 with a team of passionate individuals who are very dedicated to serving delicious and high quality bakery goods at affordable prices to the world.

The bakery shop is located at Tunku Abdul Rahman University inside Kuala Lumpur, a very lively city in Malaysia. The bakery shop has a very peculiar atmosphere compared to any normal

bakery shop around the world. The design of the shop is designed to have a very cozy and European vibe. The interior of the bakery shop consists of many pieces of wooden furniture that make the bakery shop very distinguishable. The goal of these peculiar designs in the shop is to attract more customers. Most of the customers like to take pictures of the shop and the products and then post them on social media because of how special the bakery shop is.

To continue, bakers at Sugar High Bakery have gone through several years in prestigious bakery schools to get trained to be professional and distinguished bakers that can bake and create aromatic and high quality bakery goods. Some of the bakers at Sugar High Bakery specialize in the cake field, and some of them are specialized in other fields such as bread and pastry.

Sugar High Bakery is very well known for its delectable cakes. The cakes are baked by a group of professional bakers who are trained to serve high quality cakes. There are a variety of cakes to choose from for the customers. For example, there are Burnt Cheesecake, Red Velvet Cheesecake, Signature Black Forest Cake, and many more. Signature Black Forest Cake is among the favorites of the majority of the customers, and it is also a signature of Sugar High Bakery.

Custom cakes are one of the specialties and special services provided by Sugar High Bakery. The bakery shop offers to make customers any custom cake of their desire. The bakers at Sugar High Bakery love to work with the customers to create unique cakes together. The customers can ask for a specific design of the cake, ingredients used, or any special requirements for their cakes. Custom cakes can be ordered online by filling out a form or directly from the physical store. Any imagination of cakes can be made into reality by the bakers of Sugar High Bakery; all the customers have to do is contact the bakers for what they want.

Besides cakes, the bakery shop is also famous for their excellent choices of breads, cookies, and pastries. Sugar High Bakery offers a good selection of breads. For example, cheese ham bread, cheese stick bread, chicken floss bread, and some more. For pastries, the bakery offers a lot of good french pastries that are hard to find in Malaysia. French pastries like the well known

Macaron, Caneles, and Paris-Brest can be found at Sugar High Bakery at a very affordable price and also of high quality. A variety of good cookies can also be found at Sugar High Bakery, with a total of 6 options to choose from. There are chocolate cookies, peanut cookies, butter cookies and many more to choose from. Peanut allergy customers will have other options to choose from.

Customers who have dietary restrictions or any special allergies need not worry about shopping at Bakery High. Due to the fact that there are a range of options to choose from. Sugar High Bakery wants everyone to be able to enjoy delicious baked goods, no matter what restrictions or problems they might have. Sugar High Bakery is always trying out new recipes to improve their menu and offer as many selections as possible to their customers

## Website objectives

The first objective of our website is to be used as a tool to support marketing campaigns by showing the bakery's products in an attractive manner. Our website will display high-quality images of the bakery's baked products, including cakes, bread, pastries, and cookies. The second objective is to generate sales. Our website will make it easy for customers to place orders online by including a user-friendly ordering system and providing multiple payment methods.

Apart from that, the third objective is to build brand awareness. Our website will present the bakery's story and develop a distinctive brand image by utilizing top-notch photographs, interesting material, and a standout design. Next, the fourth objective is to provide clients with important details about the bakery, like its location, contact details, history, news, and promotions.

Furthermore, the fifth objective is to increase customer loyalty by offering customers exclusive discounts, rewards programs, and special deals like free memberships, promotions, and coupons.

By offering rewards that are difficult for them to get elsewhere, we create a sense of worth and appreciation, which lowers the possibility that they may switch to a competitor.

Moreover, the sixth objective is to improve reputation. We will answer frequent inquiries and issues that our customers may have while also providing clarification and addressing their needs on our FAQs web page. By giving thorough and lucid responses, it shows that we appreciate customers' pleasure and are proactive in attending to their demands. By doing this, we may increase the credibility and trust associated with our brand.

Lastly, the seventh objective is to allow customers to give feedback by including a feedback form web page so that Sugar High Bakery can use the feedback given as a reference in order to improve their business performance.

Overall, the main objectives of a bakery website are to establish a strong online presence for the business, draw in new clients, and encourage current clients to return for more mouthwatering baked products.

# Potential users of the website

A possible consumer for a bakery might be any Malaysian who appreciates baked products, including bread, cakes, pastries, cookies, and other baked items. These clients can be seeking a quick breakfast or snack, a present for a friend or family member, or a special pleasure for themselves. With that said, the primary users of this bakery website would be its **current users**. These people could be trying to get details about the bakery's offerings, costs, location, and business hours. Additionally, they might wish to reserve a table or place an online order for a particular occasion. The website for the bakery should be made to be user-friendly and make it simple for clients to obtain the information they want.

Moreover, **children** frequently like sweet delicacies like cakes, pastries, and cookies; therefore, families with children may frequent a bakery on a regular basis. The ease of purchasing freshly made bread for their family may appeal to parents as well.

Other potential users of a bakery website might include **food bloggers and influencers**. They could be eager to sample the bakery's offerings and write about them on their blogs or social media pages. The bakery website should provide information on how to contact the bakery for partnerships as well as high-quality pictures and descriptions of its items.

Not only that, **event planners** who organize weddings, birthday parties, and other special occasions may be drawn to bakeries that specialize in cakes and other pastries. For such occasions, they can seek customized cakes and other baked goods. The website for the bakery provides specifics about the many goods and services it offers for gatherings, along with pricing and purchasing information.

Those consumers **who utilize PCs and mobile devices** with larger screens are also among the potential users. So, if a mobile view differs from a desktop one, we'll develop two displays for those pages. This will decrease the limitations for our consumers, despite the devices they own.

Employing accessibility tags, attributes, and alternate language for pictures to provide **accessibility for the impaired**, especially those with poor internet connections, This can allow them to access our website with ease, despite the circumstances they are facing.

Therefore, our bakery website does not only cater to a group of people but to each and every one in this world as long as there is an internet connection.

# Information the users need and want

We have a responsibility to provide information about our bakery shop to our customer, Sugar High, in order to increase brand recognition. Sugar High is a who? A bakery called Sugar High opened its doors on February 20, 2021. The primary economic activity of Sugar High is the sale of baked goods such as bread, cakes, pastries, and other products. Our bakery shop is located at Tunku Abdul Rahman University College, 53300 Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia. Currently, our shop has many branches in each state of Malaysia. Customers from other locations who are interested in purchasing our goods can check out our website's shipping options. For your information, our store has both an ISO certificate and a halal certificate.

Besides that, there is a feedback page on our bakery website with responses from prior customers regarding their experiences when they visited our shop to inspire customer confidence. Our new customer can refer to the page and will be at ease while choosing our bakery. For the processing line of our bakery, we have a full variety of equipment, such as an oven, mixer, bread slicer, microwave, freezer, etc. Additionally, when producing our goods, our employees will always wear gloves and facemasks. Because of how well-kept and organized our business is, customers won't be concerned about its cleanliness.

Furthermore, we use high quality raw materials to make our products. agricultural components such as flour, sugar, fruit, dairy products, eggs, nuts, spices, and grains that are provided by quality suppliers, so that our customers may have faith in the goods we produce. Our store is situated close to a housing neighborhood. Our shop is open Monday through Friday from 8 a.m. to 8 p.m. and on weekends from 8 a.m. to 5 p.m.

Modules and features are included on our bakery shop's website. An add to cart option is available in our header. Our users may store the items or goods they like using this service. Moreover, consumers have the option of removing their purchases from the cart. In the cart, users can also increase or decrease the quantity of the item they have selected. The price of the items or commodities that our consumers have selected will be totaled and presented in the cart.



Users may select the desired items and then click the "buy" button to place their order. When the button is pressed, a message stating that the user's order has been placed will appear. The website will then take our users to the payment page.

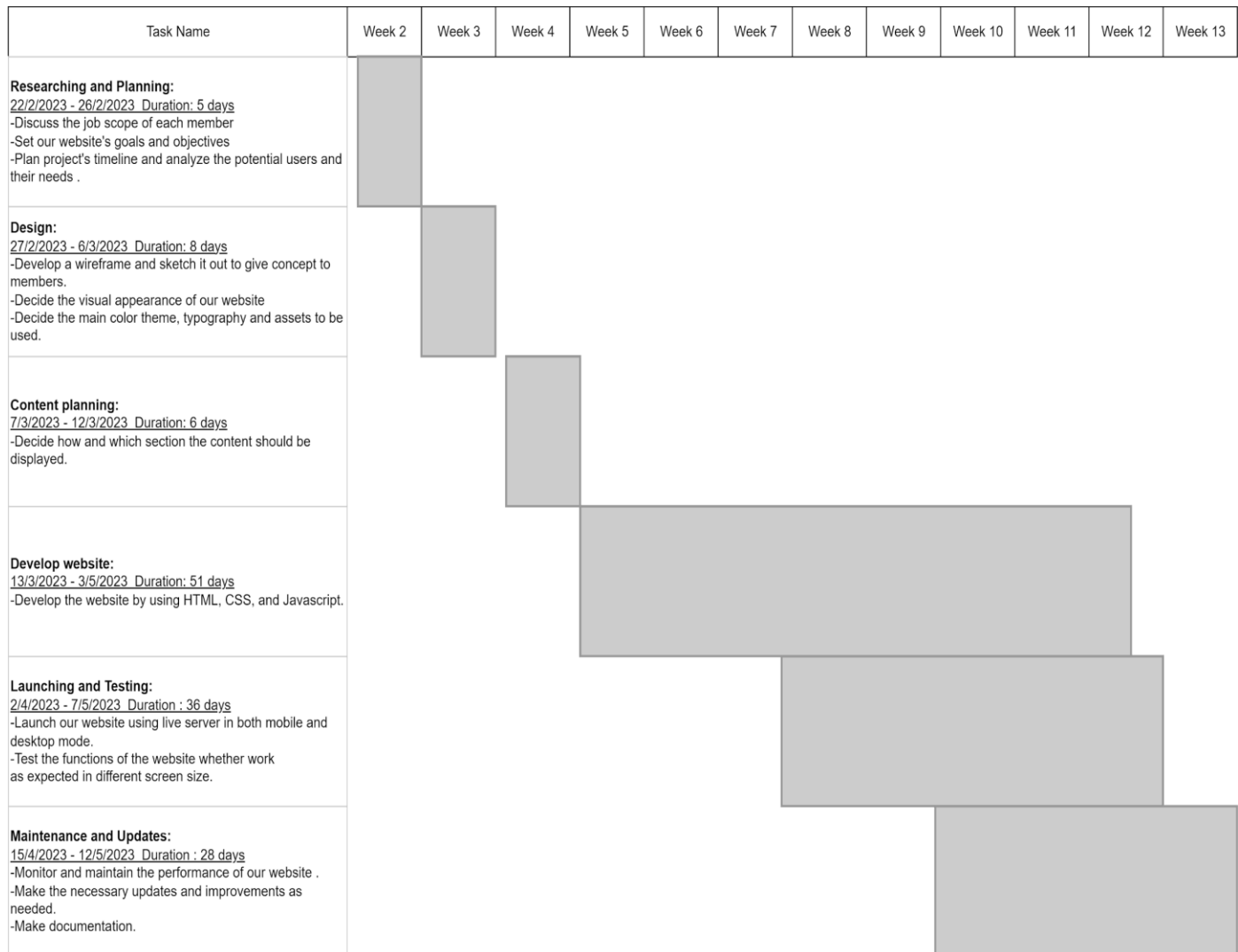
Our home page is the first thing people see when they visit our website. On the main page, there is a banner that serves as a connection to sites such as news, promotions, and delivery. Then there will be an image that also serves as a link to our bakery shop menu. For instance, if our user clicks on the cookie in the image, they will be sent to the cookies page. Users will find the finest deals on our shop's items farther down. Then, proceed with products that are recommended by our chefs.

The main part of the website is the menu, which indicates the products that our shop is selling. Users can click on the “menu” on the navigation bar to choose the product they want. Our menu is divided into 5 general categories that are cakes , custom cakes, breads, cookies, and pastries. Each category is listed with various types of products that satisfy our users' tastes. There is also a description for every product containing the material used and the rating from our chefs.

Therefore, when users interact with our FAQs page, our website will provide the user with the answers that are most frequently asked. The four most frequently asked questions will be displayed at the top of the page. When users hover their mouse over the questions, the answers will be displayed. For mobile users, they need to click on the question to see the answer. Below the page will be more FAQs to solve our users' queries.

Our users may also communicate with the chatbot on our website. The chatbot will deliver brief information on every page of our website. Users may input the word “help” to the chatbot, and it will suggest keywords to discover the page they are looking for.

# Proposed deliverable of the final website



## Chapter 2 Web Analysis

### Functions or modules of the website

#### Navigation Bar (Yam Jason)

The navigation bar is a crucial part of the website, it is used to provide convenience and navigation for users on the website. The navigation bar is used throughout all the pages on the website to give the web pages a very consistent look and provide convenience to the users . The

navigation bar is made to be a sticky navigation bar that would always stick to the top of the screen even when scrolling over it, and it is divided into two parts, one upper part and one lower part, to provide a very interesting and convenient design.

There is one company logo hotspot placed on the top left corner of the upper part of the navigation bar that leads to the main page of the website when it is clicked, and one company banner in the middle of the upper part that has no function but is just for display to make the design of the website more attractive. On the far right corner of the upper part, a cart icon can be found. The cart icon has a function and is also a button that can be clicked. When clicked, it will bring up a small cart screen on the far right side of the screen.

Next, navigation to other pages can be found on the lower part of the navigation bar. All the anchor elements are organized into mainly five anchor divisions to categorize the navigation anchor elements. To make the navigation bar even more convenient and appealing, a drop down list is added to display the anchor elements. When some of the anchor divisions of the navigation bar are hovered over using a mouse, a list will drop down to display more navigations related to the main navigation. For example, the menu anchor division will drop down the anchors of cakes, custom cakes, pastries, cookies, and breads when hovered. The home page and customer feedback do not have a drop down feature because it is not necessary.

### **Cart (Yam Jason)**

The cart feature is a module that is associated with the menu and the ordering system of the website. The cart feature allows users to add items that they want to buy to their cart before checking out. In order to add the desired product to the cart, the user has to click on a cart button that can be found near the product picture of their desired product. Once clicked, the item will be added to the cart.

To view what is inside the cart, the user can click on the cart icon located above on the navigation bar. A small section will pop up on the side of the screen showing what is currently inside the cart. The user is also able to choose the quantity of the products in the cart and remove

unwanted products from the cart. In the circumstance that the user accidentally clicks to add an item that is already in the cart, an alert will pop up notifying the user that the product that they want to add is already in the cart. The cart screen is able to show the total price of all the products in the cart at the bottom of the cart screen. Once the customer has made up their mind, they can click on the "Buy Now" button, which will bring them to the payment module.

### **Menu (Yam Jason )**

The menu module is one of the most crucial parts of the website; it is crucial for displaying each and every product on the right page or category. The menu module is responsible for displaying the pictures of the available products and their prices in a neat way, by categorizing the products into their own category, making it much easier for the users to browse and find what they are looking for. For example, there are cakes page, custom cakes page, cookies page, pastries page, and bread page. Each product picture in the menu module can be linked to the product description page module once it is clicked by the user. The product pictures used are of excellent quality, so that the users will be able to tell how good or delicious the products are.

### **Product description (Yam Jason)**

The description of the products is one of the paramount elements that make up the menu of the website. It is important to provide detailed information regarding the products to the customers due to the chances that some customers might have some health issues or allergies that require them to avoid certain ingredients or whatever else can be found in the products that might affect them.

In order for the customers to get to the description page of a product that they want to know about, all they have to do is click on the product picture or name in the menu page. Once clicked, it will automatically bring the customer to the product description page of the product that they just clicked. On the product page, a product picture will be displayed on the left side of the screen, along with an icon of a cart nearby to let the customer add the product to the cart if they wish to. Below the product picture, a score of sugar, flour, and the taste of the product can be found. This useful information is to let the user know how much sugar and flour it contains and how tasty it is. For instance, if a customer does not like sweet things, they will know that they will not fancy the product so much after observing the sweetness of the product.

On the right side of the screen is a long, in-depth description of the product. The whole ingredients of the product can be found in the description, along with some fun facts like the origin of the product, how it is made, and primarily who it is for. If the customers are skeptical about ordering the product, they can refer to the description page of the product, and they will perhaps make up their mind after reading the description.

### **Rewards (Wong Yee En)**

In this module, I planned to attract and engage the customers' attention by first placing an animation, which is an image slider. The photos in the slider may slide back and forth, giving the impression of change and movement, which can be eye-catching and draw attention to the slider. The customers can also press the manual navigation buttons to view the images if they cannot wait for the auto-sliding. The high-quality images show how Sugar High Bakery's member cards look. Hence, customers may be curious what special benefits could be gained from becoming members. So, I will be showing both brief and detailed information about memberships after the image slider.

The memberships that we offer are classic, silver, and gold. The customers can view the information through tabs, which will show the brief information for each type of membership that they would like to know the most. For example, the membership fees, expiration date of membership, and categories of products that are applicable for discounts

If they are interested in knowing more information, a table with a straightforward layout that is clear and easy to read will be shown after the tabs to allow them to quickly compare the different membership options and make an informed decision. The information includes the minimum purchase for discounts, the points given per purchase, whether they are entitled to a birthday gift or birthday double points, and so on.

Next, I decided to include an image link to provide customers with an intuitive way to navigate through our website. The image link shows a coupon, which is used to direct the customers to the coupon page where they can know how many points they should have to get the special rewards.

In order to retain customers, we are offering a free classic membership where they can register by clicking on the button "Register," which will direct them to the registration form page.

### **FAQs (Wong Yee En)**

The purpose of the FAQs page is to guide customers and address some of the most frequently asked questions. To assist customers, we have compiled a large number of questions and answers on this page. When the customer is first loaded into this page, an animated title indicates that this is a FAQs page. An animated title can stand out from static titles and other design components and become more eye-catching and engaging by employing motion and movement. Next, I have divided the frequently asked questions into 2 parts, which are the top 4 questions and the normal questions. For the first 3 questions in the top 4 FAQs, I have applied the flip cards, with which the customers can swiftly scan the questions and answers and hover over the ones that catch their attention, making it easier for them to explore the FAQs. Users may spend less time looking through the FAQs and find it simpler to get the information they want as a result. For the fourth question, it is a question related to sound. So, flip cards are not applicable here. I put an audio element with controls that allow the user to play or pause, control volume, view the progress bar, mute, control the speed of audio playback, and download.

Since normal FAQs can include a lot of information, giving it to customers in a linear style may be overwhelming. I want to conserve space and simplify the information for customers by collapsing the responses to the questions using an accordion to allow customers to click to expand and collapse content sections.

### **Chatbot (Wong Yee En)**

Most web pages on the website have a chatbot added so that users can have simple chat conversations with the hardcoded chatbot. The chat area will expand when the customer presses the chatbot header because the chat area's maximum height will be reset to 0 and allow for any input and bot answers.

Next, the customer's computer's current time will be shown in the chat box, along with two welcome messages from the bot that will help them communicate with it. A hardcoded trigger list and response list are present to allow the bot to respond in accordance with user input. For instance, the bot will respond to the user with a predetermined reply (the products of our shop) if the customer enters "product".

There is one icon that acts as a send button and will send the input value to the chat box. In order to send the message to the chat box for processing, the user can also press the enter key. For backend processing that is user-friendly, the value that the user inputs will be changed to lowercase. As an illustration, the user may enter any value, such as “HI”, and the Javascript will change it to lowercase “hi”, making it simpler to match the trigger list. A default response will be sent by the bot to the user if they enter any value that is not included in the lists.

### **Customer Feedback (Joash)**

The customer feedback page consists of two crucial components which are the feedback form and the feedback displayed by previous customers.

The form is the most important module of a customer feedback page. It allows customers to submit their feedback by filling out a form. The form includes fields for customer information such as name, email address, phone number, a text area for customers to leave their feedback be it a suggestion, complaint, or even a compliment and lastly an attachment button for customers to attach any file or image as evidence. The form has to be fully filled out for the customer to be able to submit their feedback. Once submitted, it will prompt an alert message to the customer, noting to them that customer service will get back to them within 3 working days. In addition to that, customers must also fill in the correct format for both the email address and phone number in order to submit the form.

The second module for the customer feedback page is the feedback display also known as the testimonials. This is done by showing a list of the most recent feedback submissions in a grid format. Each feedback consists of the customer’s profile picture, name, rating given by the customer and also the customer’s feedback.

### **News & Promotions (Joash)**

The news & promotions section focuses on the news article and also the promotions that sugar high bakery provides to every customer. In this page, it consists of 6 promotions displayed in a grid style. Each promotion consists of the image, promotion name, a short description on the promotion and a read more button. The read more button and image allow users to access the sub news & promotion page where users are able to view information about the promotion in detail. There are also promotions where it only applies to customers who are members of the sugar high bakery.

This module displays the latest promotions and discounts offered by our bakery. Members can click on the promotions to learn more or to purchase the products/services at a discounted rate.

### **Sub News & Promotions (Joash)**

The sub news & promotions mainly focused on the terms and conditions (T&C) of the specific promotion. T&C is a very important aspect when it comes to these promotions. T&C can assist in safeguarding the business's intellectual property, stopping the unauthorized use of its goods and services, and limiting its liability in the event of disputes or legal concerns. Other than that, T&C can also outline a product's or service's terms of use, defining what the user may and may not do. This can lessen the possibility of misunderstandings or confrontations and control user expectations.

The main promotion chosen by the customer is situated at the top part of the web followed by other three promotions in grid style at the bottom part of the page. If the customer were to view the sub news & promotions 1, the other promotions will display the news & promotion for 2, 3 and 4. It works the same for other promotions. This is to make it more accessible for customers to view our news & promotions without changing from one page to another just to view the news & promotions.

### **Scroll to top button (Joash)**

A "scroll to top" button is a small UI element that appears on a website to help users quickly navigate to the top of a page without having to manually scroll.

One of the main functions of a scroll to top button in a website is to enhance the user experience. It saves users from the hassle of scrolling up to the top of the page when they want to return to the top. This makes navigation easier and more intuitive. In addition to that, it also helps users with mobility or visual impairments, who may find it difficult to manually scroll back to the top of a page. The button allows them to quickly navigate to the top of the page, making the website more accessible.



## **Home page (Ng Hong Han)**

As you arrive, you're greeted by an inviting design that combines aesthetics and functionality, guiding you through a seamless browsing experience.

At the top of the page, a well-organized navigation menu provides easy access to various sections and features. Whether you're seeking information, products, or engaging content, our homepage ensures you can find what you need effortlessly.

The main section which is the banner image slider immediately captures your attention with a striking image, representing our brand's essence or showcasing a key message. It sets the tone for the rest of the page and sparks curiosity, encouraging visitors to explore further.

Below the main section, you'll find carefully curated content blocks, each highlighting a distinct aspect of our offerings. These blocks also known as image hotspots might include featured products such as our pastries, cakes, breads, and cookies.

Our homepage is designed to be visually appealing, incorporating a balanced blend of colors, typography, and imagery that reflects our brand identity. Clear and concise headlines convey key messages, guiding visitors towards relevant sections or actions.

Throughout the page, interactive elements such as buttons, sliders, or forms engage users and encourage them to take specific actions, whether it's signing up for a newsletter, making a purchase, or contacting us for more information.

Responsive design ensures our homepage looks equally impressive and functions flawlessly across different devices and screen sizes, providing a consistent experience for all visitors.

In summary, our homepage is an immersive and user-friendly digital gateway that captivates visitors with its visual appeal, guides them through our offerings, and encourages meaningful interactions.

## **Footer (Ng Hong Han)**

At the footer, you'll find our logo, representing our brand identity and providing a familiar anchor point. Surrounding the logo, you'll discover a range of useful links and resources that enable quick access to key areas of our website.

To assist with navigation, the footer features a comprehensive menu that includes links to important sections such as Contact Us, Follow Us, and more. This ensures that even if you didn't

find what you were looking for in the main content, you can easily locate relevant information or explore additional offerings.

Our footer also serves as a platform for important legal and informational elements. You may find links to Privacy Policy, Terms and Conditions, Cookie Policy, and Accessibility statements, ensuring transparency and compliance with relevant regulations. This demonstrates our commitment to maintaining a secure and trustworthy online environment.

To facilitate communication and feedback, the footer often includes contact details such as our phone number, email address, and physical address. This enables visitors to reach out to us directly with inquiries, feedback, or any other form of communication they prefer.

As a dynamic component of our website, the footer may also feature social media icons or links, connecting visitors to our profiles on popular platforms. This encourages engagement and allows visitors to stay updated with our latest news, announcements, and promotions.

Lastly, our footer is designed to be visually consistent with the overall theme and branding of our website. The color scheme, typography, and layout maintain a cohesive look and feel, ensuring a seamless transition from the main content to the footer.

In summary, our footer is a comprehensive and user-friendly section that offers quick navigation, essential information, and contact details.

## **About Us (Ng Hong Han)**

At the top of the page, you'll find a captivating headline that encapsulates our essence in a few words. It aims to capture your attention and pique your curiosity, compelling you to explore further.

The About Us page delves into our rich history, recounting the journey that brought us to where we are today. It highlights significant milestones, accomplishments, and transformative moments that have shaped our brand's identity and fostered our growth.

We share our core values, guiding principles, that define our approach to business and interactions with our customers. These values reflect our commitment to excellence, integrity, innovation, sustainability, or any other principles that are central to our organization.

To add a personal touch, the About Us page often introduces key team members or founders, allowing you to put faces to the names and learn about the passionate individuals behind the brand. Their expertise, experiences, and vision further establish credibility and trust in our organization.

The page provides an overview of our products, services, or solutions, highlighting what sets us apart from the competition. It emphasizes the unique value we bring to our customers and how we strive to meet their needs and exceed their expectations.

We may also share success stories or case studies, demonstrating the positive impact our products or services have had on our clients or the wider community. These stories showcase our expertise and establish social proof, illustrating the tangible benefits of partnering with us.

Transparency and credibility are essential, so the About Us page may include industry certifications, awards, or partnerships we have earned over time. This establishes our credibility, expertise, and commitment to delivering exceptional quality and value.

Visually, the About Us page is designed to be engaging and reflective of our brand identity. It may feature a mix of compelling images, infographics, videos, or interactive elements that enhance the storytelling experience and capture the essence of our organization.

In summary, our About Us page is a captivating narrative that unveils the story, values, and offerings of our brand.

### **Delivery (Eugene Tan Yu Xian)**

The delivery module allows our users and customers to select delivery or pickup for the goods they purchase in our bakery shop.

First, they will see a line of text displaying our shop's delivery details. Furthermore, when filling out the form, users must provide information such as their name, email address, phone number, and the date. There are two radios labeled delivery and pickup. The delivery fieldset contains a text area for users to input their home address and a time box for both fieldsets.

There are shipping methods that allow clients to choose their preferred shipping method and offer an estimated delivery date. Customers can provide their delivery address and any special delivery instructions in the Delivery Address field. Delivery Timeframes offer clients with an expected delivery timeline depending on the shipping type and destination chosen.

The order confirmation module sends clients an order confirmation page providing a summary of their order's data, including shipping information. There is also an Delivery

Notifications module that notify clients through a message will prompt from the website when their item has been dispatched, when it is on its way to them, and when it has been delivered.

Javascript is used in the delivery and pickup fieldsets. When consumers select the "delivery" option, for example, the pickup fieldset is deactivated. Otherwise, when you select the "pickup" option, the delivery fieldset is disabled. The main object of this function is to prevent users from submitting forms that include inputs in the two fieldsets.

### **Payment (Eugene Tan Yu Xian)**

The payment module will appear and allow users to make their payment after clicking the “buy” button on the cart.

The payment page contains three different payment options for users to choose from. Each option has its own fieldset that requires users to input their payment information.

The Payment Gateway module will allow clients to securely enter payment information and complete the transaction. Customers may choose their favorite payment option, such as credit card, Touch N GO and online Banking. Payment Confirmation displays a confirmation page to clients that summarizes the information of their payment, such as the payment method, amount, and transaction ID. There is a Cancellation module that can let users cancel their orders if required. There is also a "pay" button that acts as a submit button to submit the payment form. When the payment is successful the website will prompt a message to let our users know that their payment is successful.

Javascript was also used throughout the payment form. The form used the same concept in the delivery form. For example, the touch n go fieldset will only be activated when our user chooses the “Touch N GO” option same as well for the other fieldset.

### **Location (Eugene Tan Yu Xian)**

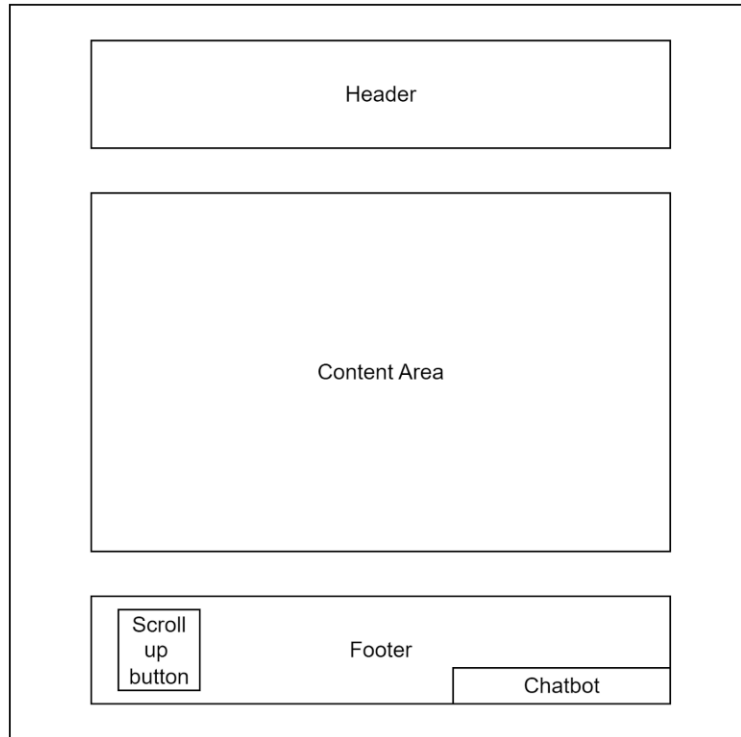
The location page shows our shop’s location . It has functionable embedded map to let user scroll through the map to know the

The page uses Maps Integration, which is a module that connects to major map APIs such as Google Maps or Mapbox, to display the location of our bakery shop. Furthermore, the Location Details module is used to show location information such as address, phone number, website, hours of operation, and amenities. The page also shows a module that is User Feedback that displays the location's user reviews and ratings.

Moreover, the map has used the Direction module, which provides directions to the location from the user's current location or a specified location.

## Chapter 3 - Web Design

### General layout

**Header::**

The header consists of the the company logo, banner, cart, and the navigation bar.

**Footer:**

This will include

- company contact number
- company email address
- company's commitment
- copyright details
- company's logo picture

**Content area:**

Main display area, it will be page specific as reflected in design of each page later.

**Chatbot:**

Help to answer user's questions according to a list of predefined answer.

**Scroll up button:**

This help user to jump to the beginning of the current web page.

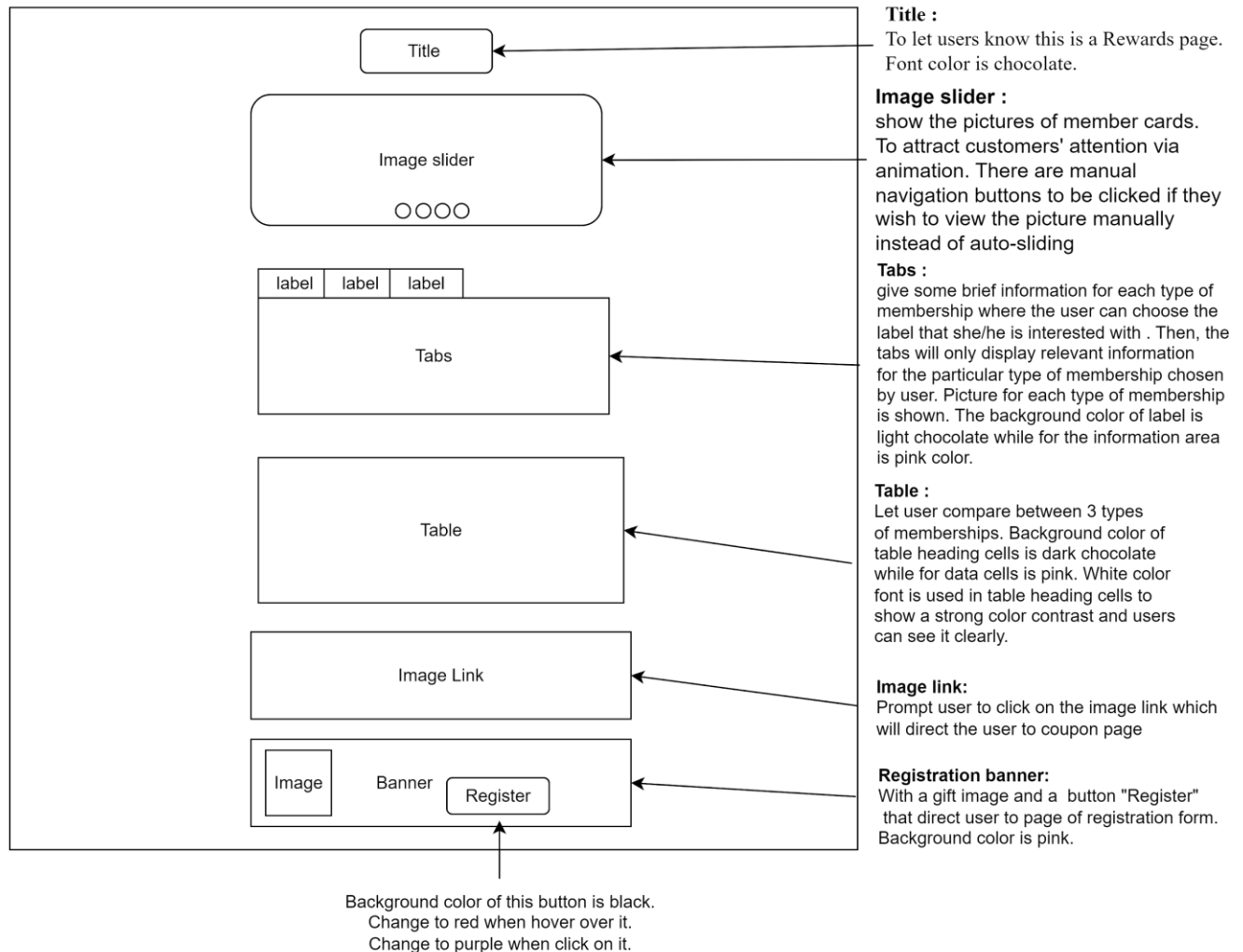
## **Rewards (Wong Yee En)**

As shown in Figures 1.1 and 1.2 below, the main page of the Rewards module consists of a title, an image slider, tabs, a table, an image link, and a banner. The font size of the title is bigger than the normal text on this page to let the user know what the main topic of this page is.

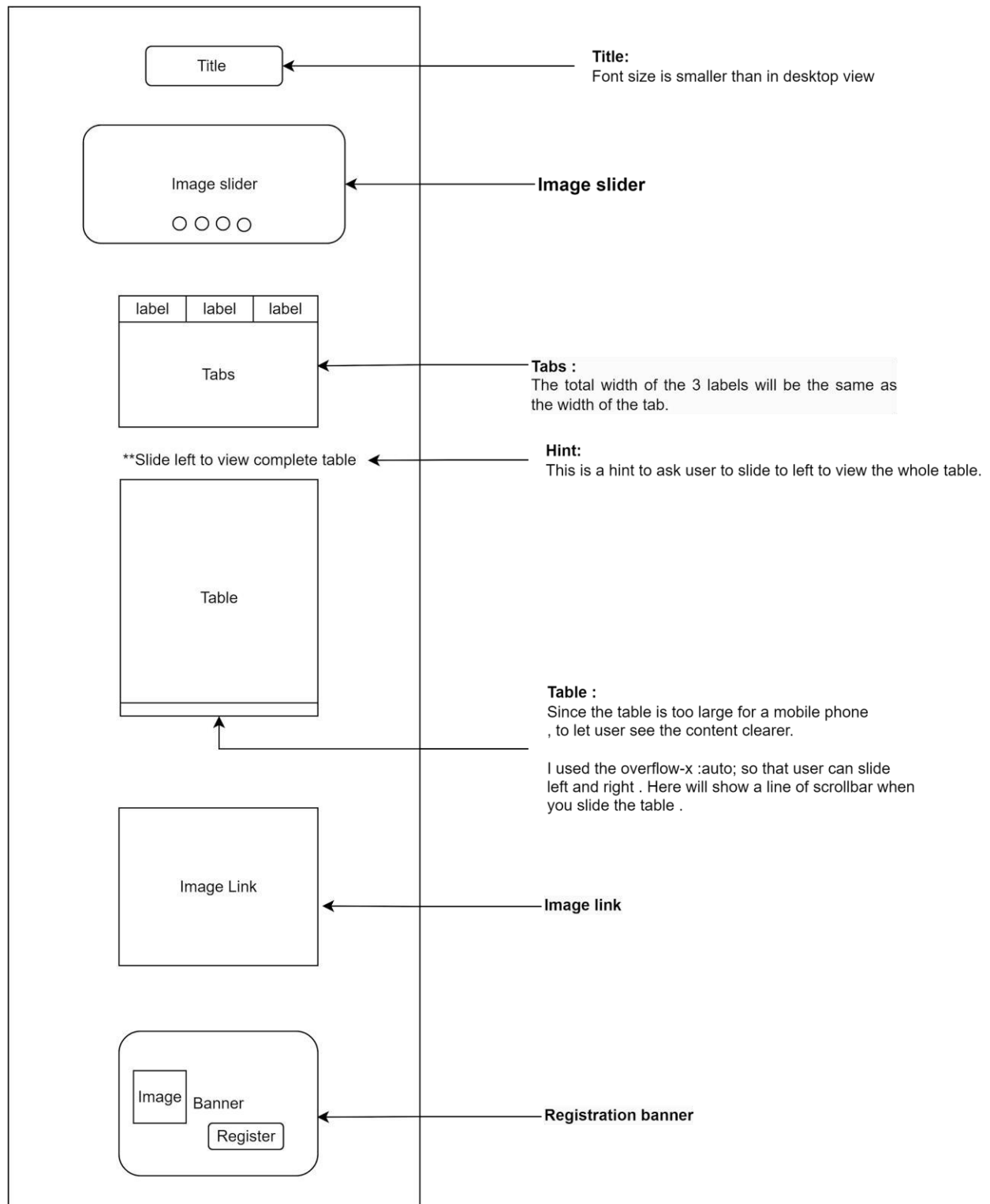
Next, I have designed the images of the member cards to be colorful to attract potential customers. Besides, I used pink and brown as the main colors on this page to create a consistent look and strong contrast. So, you can notice that the tabs, table, and banner are mainly these two colors. Also, I used the list-style-image (bread image) for each point of description in the tabs, which is more attractive than the default one. When the user clicks on the particular label in the tabs, the background color of the label will change from light brown to pink to let the user know that he/she clicked successfully.

For tables, the background color of table heading cells is set to dark brown and the font color is white, which will make a strong color contrast, while the background color of table data cells is set to pink and the font color is the default color, which is black.

For the registration banner, the background color is pink, the background color of the button “Register” is black, and the font color is white. When you hover over the button, the background color of the button will change to red. When you click the button, the background color of the button will change to purple. The changes in colors will hint at the user's changes in behavior.



**Figure 1.1 Desktop Layout**



**Figure 1.2 Mobile Layout**

The functionalities of the website elements on both desktop and mobile are the same. So, I just pointed out the difference in mobile layout to give a clearer understanding.



## Registration Form Page (subpage of module Rewards) (Wong Yee En)

As shown in Figures 1.3 and 1.4 below, this is a registration form page using the “get” method, so the tutor could refer to the responses in the link and check the payload after registration. The font size of the title is big so that users can easily notice it. The background color of the form is white so that it can be read easily as it is different from the background color of the page. If the user's input value does not match our predefined input type, the background color of the input box will change to a light red color, and a warning picture will be shown on the right side of the input area. In contrast, the background color of the input box will change to a green color, and a correct picture will be shown on the right side of the input box when the user's input value matches the predefined input type. Also, I used the regular expression to check the input format for phone, email, detail address, and postal code.

**Title :**  
Let users know this page's purpose.  
The font color is dark brown.

**Paragraph:**  
Give information about registration.  
The important word is bold.

**Registration Form:**  
Register for the free classic membership.

Let user choose any one of the options

User choose their birth date

Background color is sand brown.

User can tick the checkbox

**Buttons:**  
Background color is brown.  
Hover over it will change to light brown.  
Click on it will change to pink color.

The diagram shows a registration form titled "Register" enclosed in a rounded rectangle. Above the form are two separate boxes labeled "Title" and "Paragraph". The form itself contains the following elements: "Name\*:" with a text input field, "Phone\*:" with a text input field, "Email\*:" with a text input field, "Gender:" with three radio button options labeled "Male", "Female", and "Prefer not to say", "Birthday\*:" with a date picker showing "dd/mm/yyyy", "Address's fieldset" with a text area, a checkbox labeled "Add me to your mailing list", and three buttons at the bottom: "Register", "Cancel", and "Home Page". Arrows point from descriptive text blocks to these specific elements: "Title" and "Paragraph" to their respective boxes; "Registration Form:" to the main form container; "Let user choose any one of the options" to the gender radio buttons; "User choose their birth date" and "Background color is sand brown." to the birthday date picker; "User can tick the checkbox" to the mailing list checkbox; and "Buttons:" to the Register, Cancel, and Home Page buttons.

**Figure 1.3 Desktop Layout**

Title

Paragraph

**Register**

Name\*:

Phone\*:

Email\*:

Gender:  
☐ Male ☐ Female  
☐ Prefer not to say

Birthday\*:

Address's fieldset

☐ Add me to your mailing list

Register Cancel

Home Page

**Title :**  
Font size is smaller than in desktop view

Notice that the input box in mobile layout has different position with desktop layout

The third radio option is in the next line

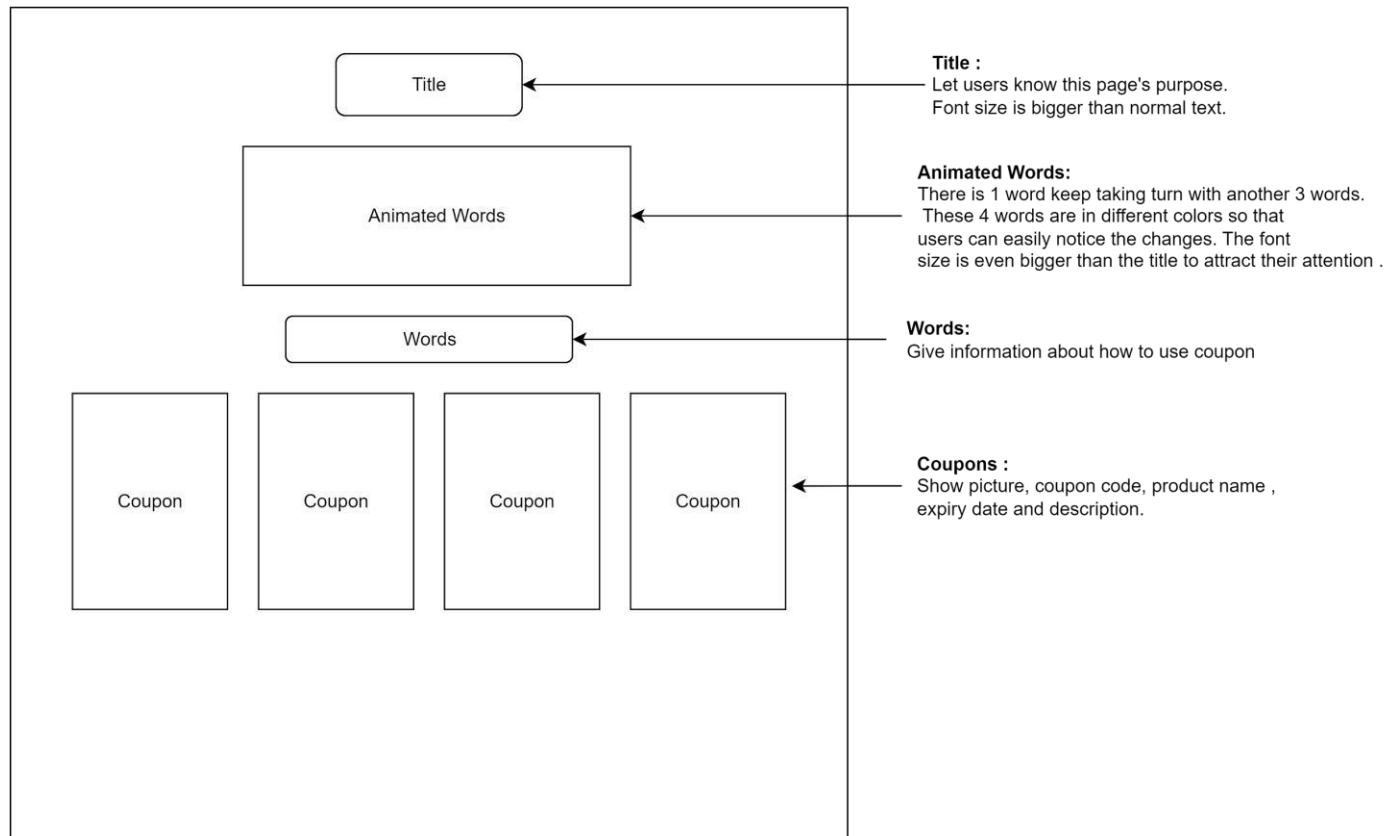
The Home Page button goes to the next line

**Figure 1.4 Mobile Layout**

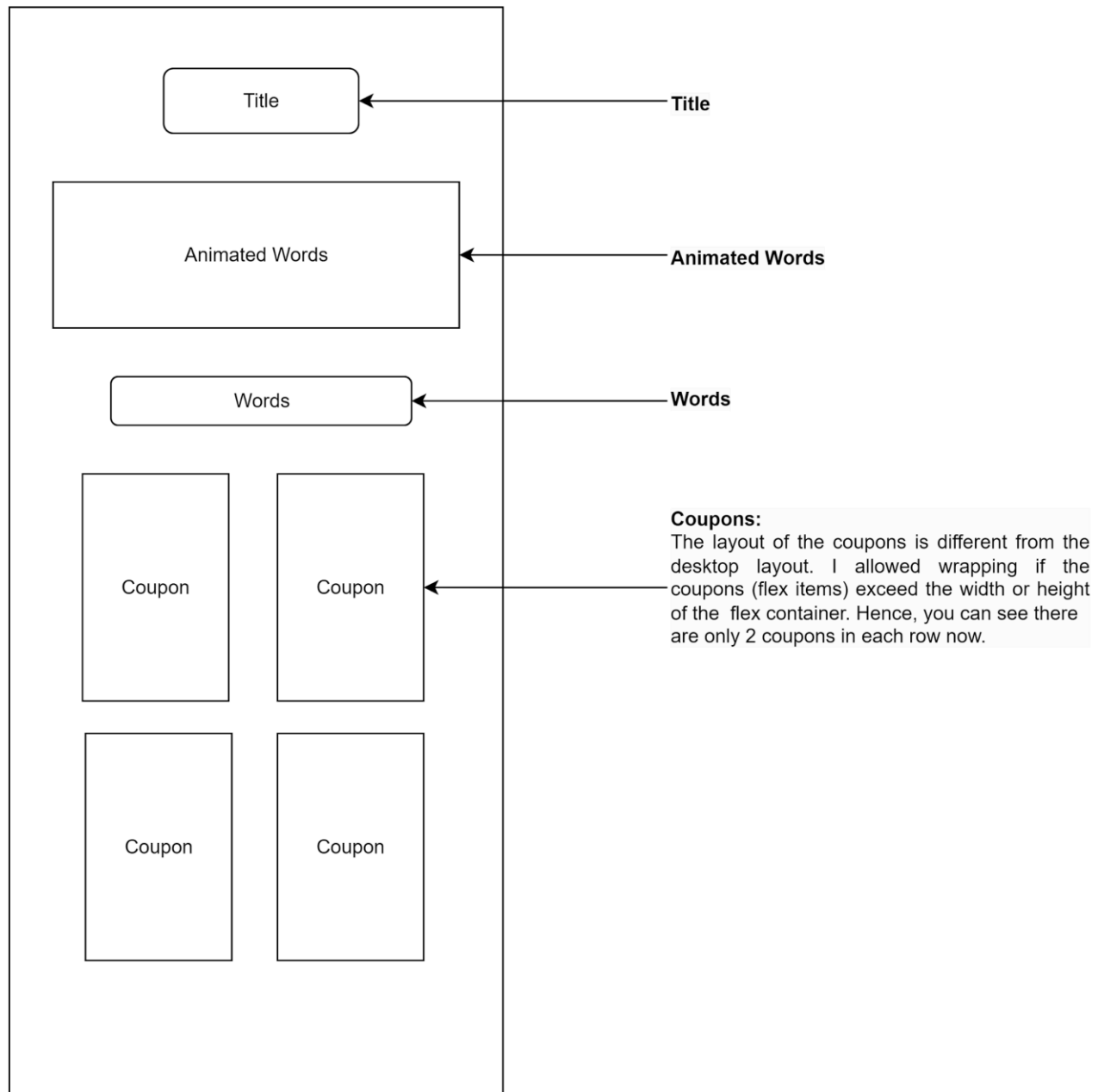
The functionalities of the website elements on both desktop and mobile are the same. So, I just pointed out the difference in mobile layout to give a clearer understanding.

## Coupon Page (subpage of module Rewards) (Wong Yee En)

As shown in Figures 1.5 and 1.6 below, the font size of the title is large so that users can easily notice it. There are some animated words, and the words are in different colors, which are purple, blue, pink, and green, as well as in a bigger font size than the title and normal text to let users notice the animation easily. Next, some of the words are colored red to draw users' attention.



**Figure 1.5 Desktop Layout**

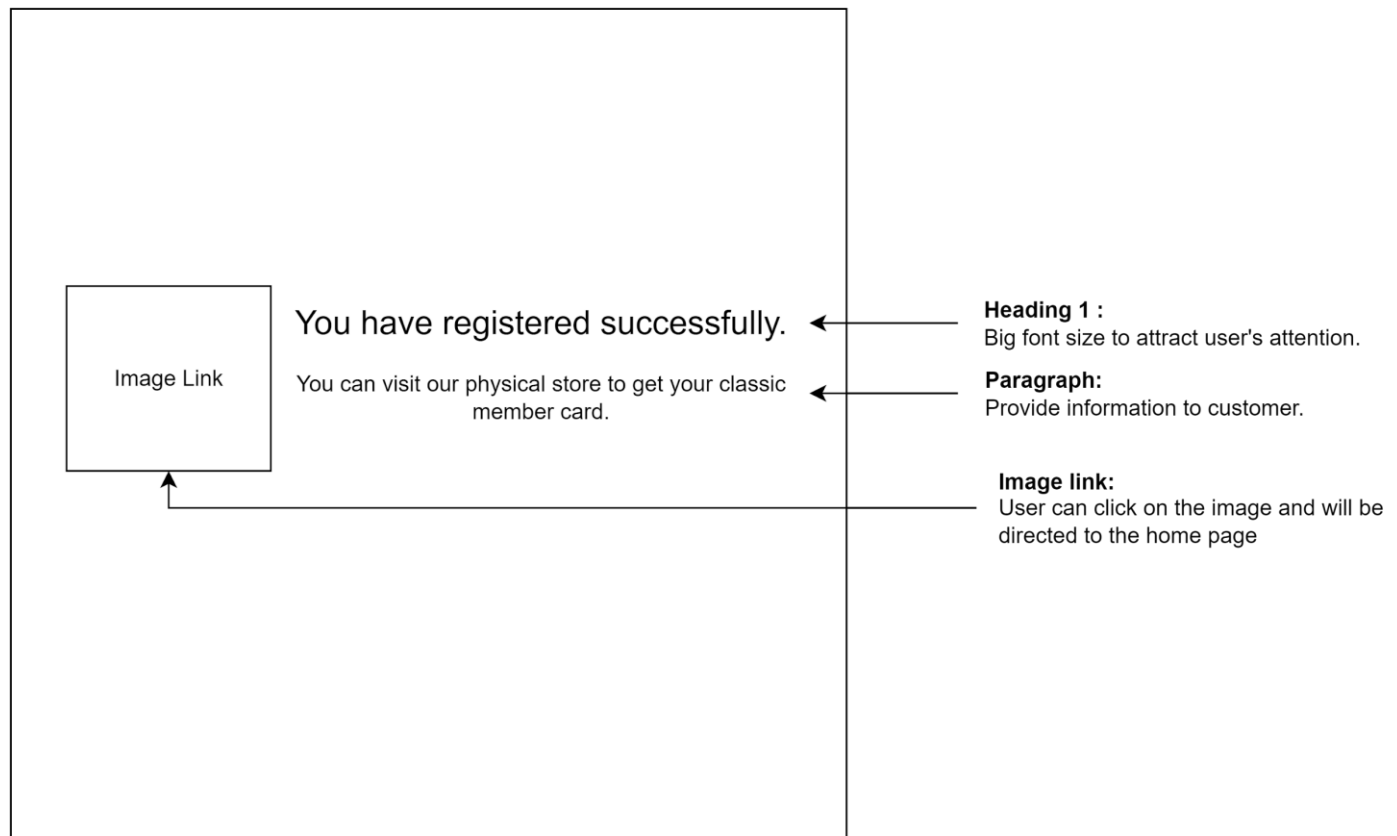


**Figure 1.6 Mobile Layout**

The functionalities of the website elements on both desktop and mobile are the same. So, I just pointed out the difference in mobile layout to give a clearer understanding.

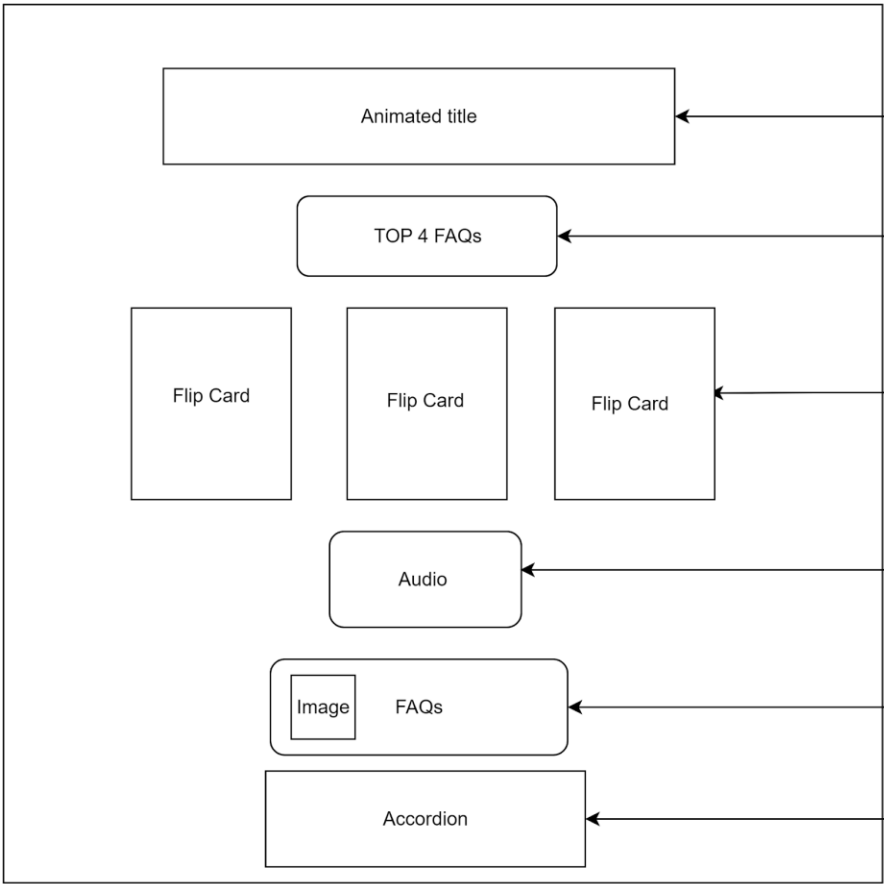
### Form Successful Page (subpage of module Rewards) (Wong Yee En)

As shown in Figure 1.7 below, the font size of heading 1 is large so that users can easily notice it. The purpose of this page is to let customers know that they have submitted their form and registered successfully. The design of the layout is simple and clear. Also, the submitted form's responses are reflected in the link.



**Figure 1.7 Desktop Layout and Mobile Layout  
FAQ (Wong Yee En)**

As shown in Figures 2.1 and 2.2 below, the colors used on this page are dark brown and light brown, which are the same colors as the navigation bar. This will lead to the consistency of the page and make it look nice. When the user first loads the page, the title "FAQ" will gradually appear. The title will change to a light yellow color if the user hovers over the characters "F", "A" or "Q". The font size of the "TOP 4 FAQs" and "FAQs" is bigger to attract users' attention. Moreover, I used the accordion instead of listing the questions and answers directly to offer a userfriendly, engaging experience.



**Animated title :**  
Hover over it, the animated words will change to light yellow color gradually. Used font family of "Alkatra" and big font size to show uniqueness and win user's heart.

**Title:**  
Used font-family of "Delicious Handrawn" and big font size to attract user's attention

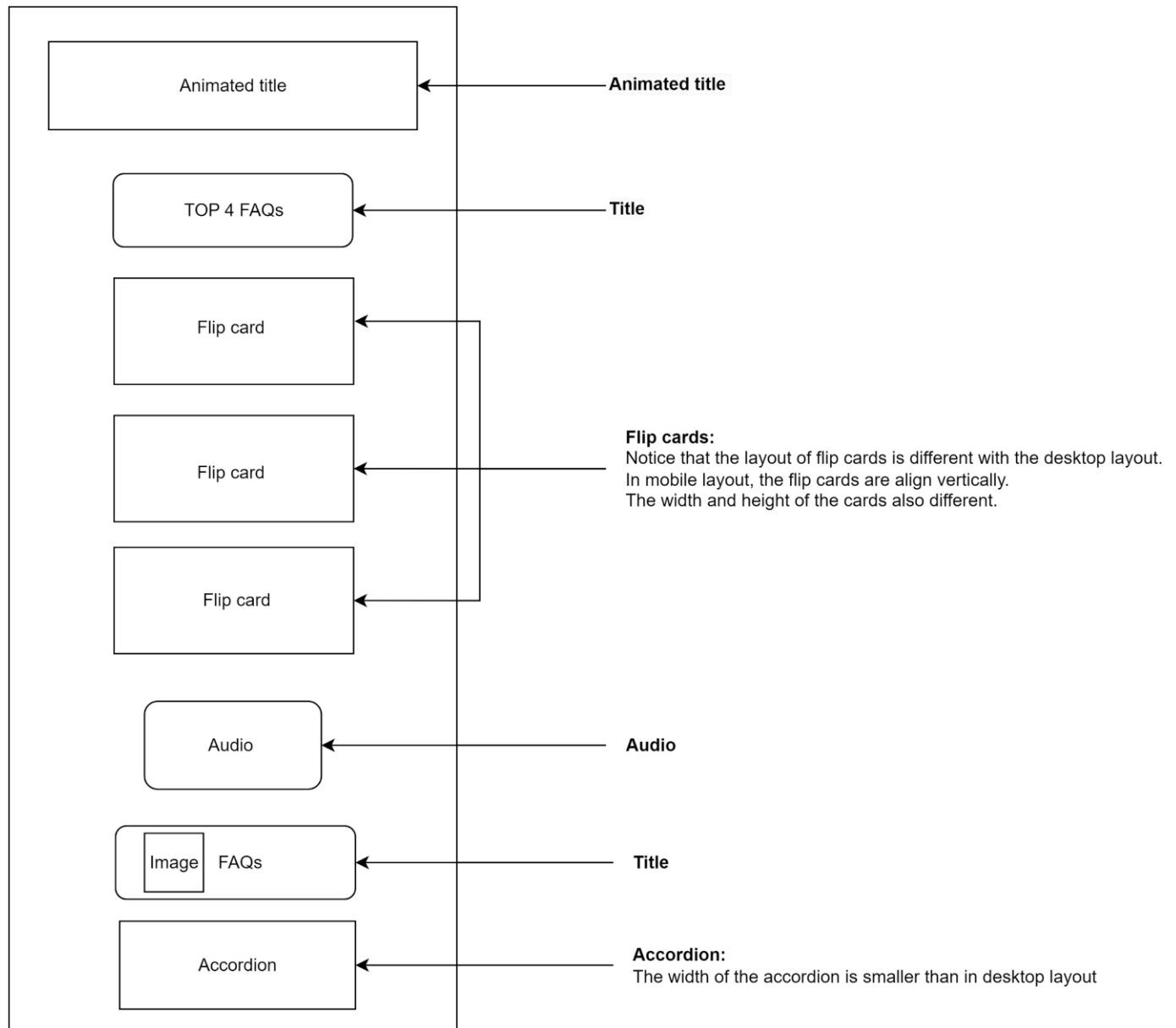
**Flip cards:**  
user can hover over the question and the answer will be on the another side of the card. The background color of the question side is dark brown while for the answer part is light brown.

**Audio:**  
User can play the audio by using the controls when she/he wants to listen to the audio. The background color is brown so that user would know it is different from the flip cards section since this cannot be flipped.

**Title:**  
Used font-family of "Delicious Handrawn" and big font size to attract user's attention

**Accordion:**  
Many common questions listed and user can click on the question to reveal the corresponding answer. The background color of the question box is dark brown while for answer box is light brown.

**Figure 2.1 Desktop Layout**



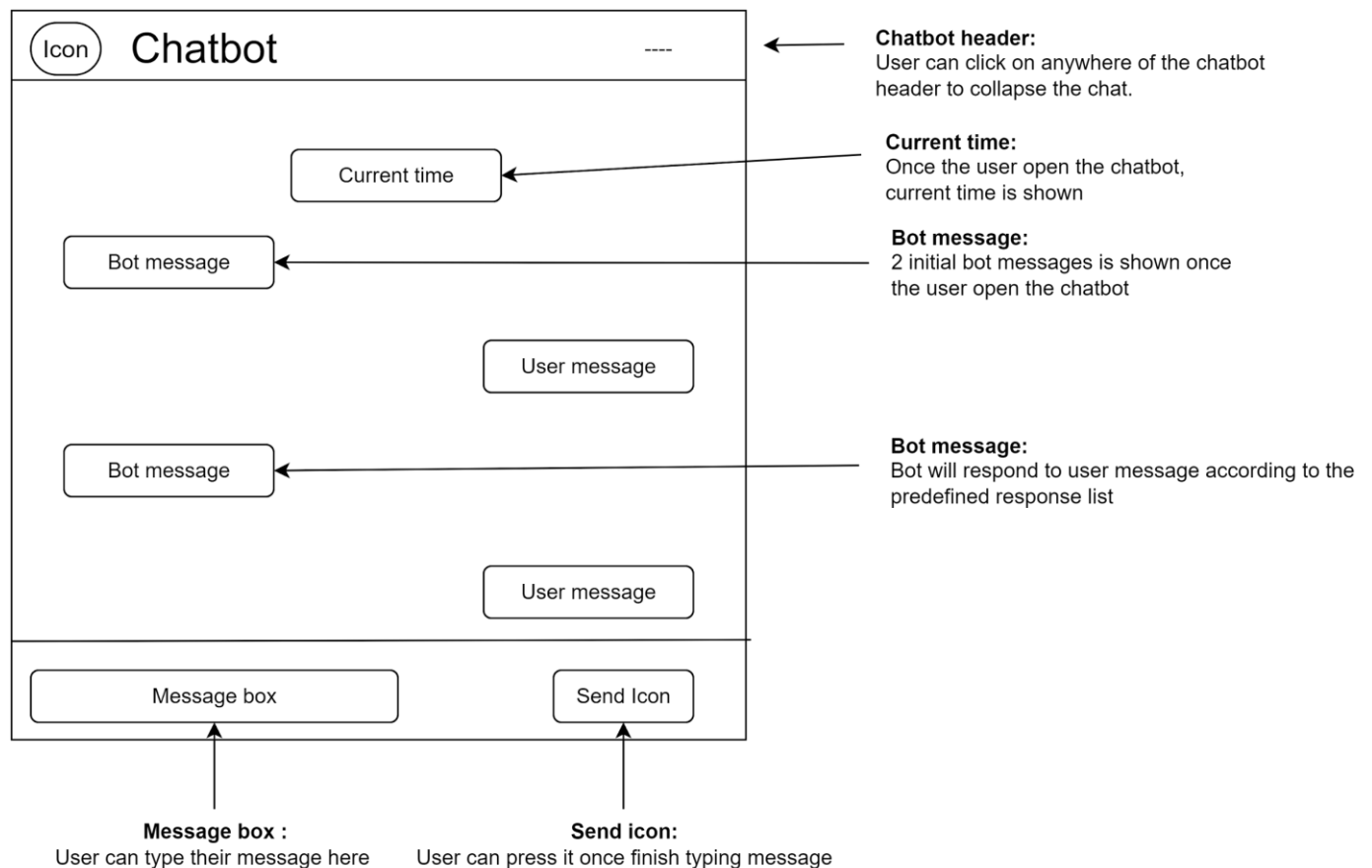
**Figure 2.2 Mobile Layout**

The functionalities of the website elements on both desktop and mobile are the same. So, I just pointed out the difference in mobile layout to give a clearer understanding.

### **Chatbot (Wong Yee En)**

As shown in Figure 3 below, the main color used in chatbot is gray. The background color of the bot message is different from the user message so that users can easily differentiate them. The background image is also gray. The icon is used to hint at the user to take action, like the send

icon is used to send a message. The layout of the chatbot is the same in both desktop and mobile layouts, just that the overall width of the chatbot will be smaller in the mobile layout.



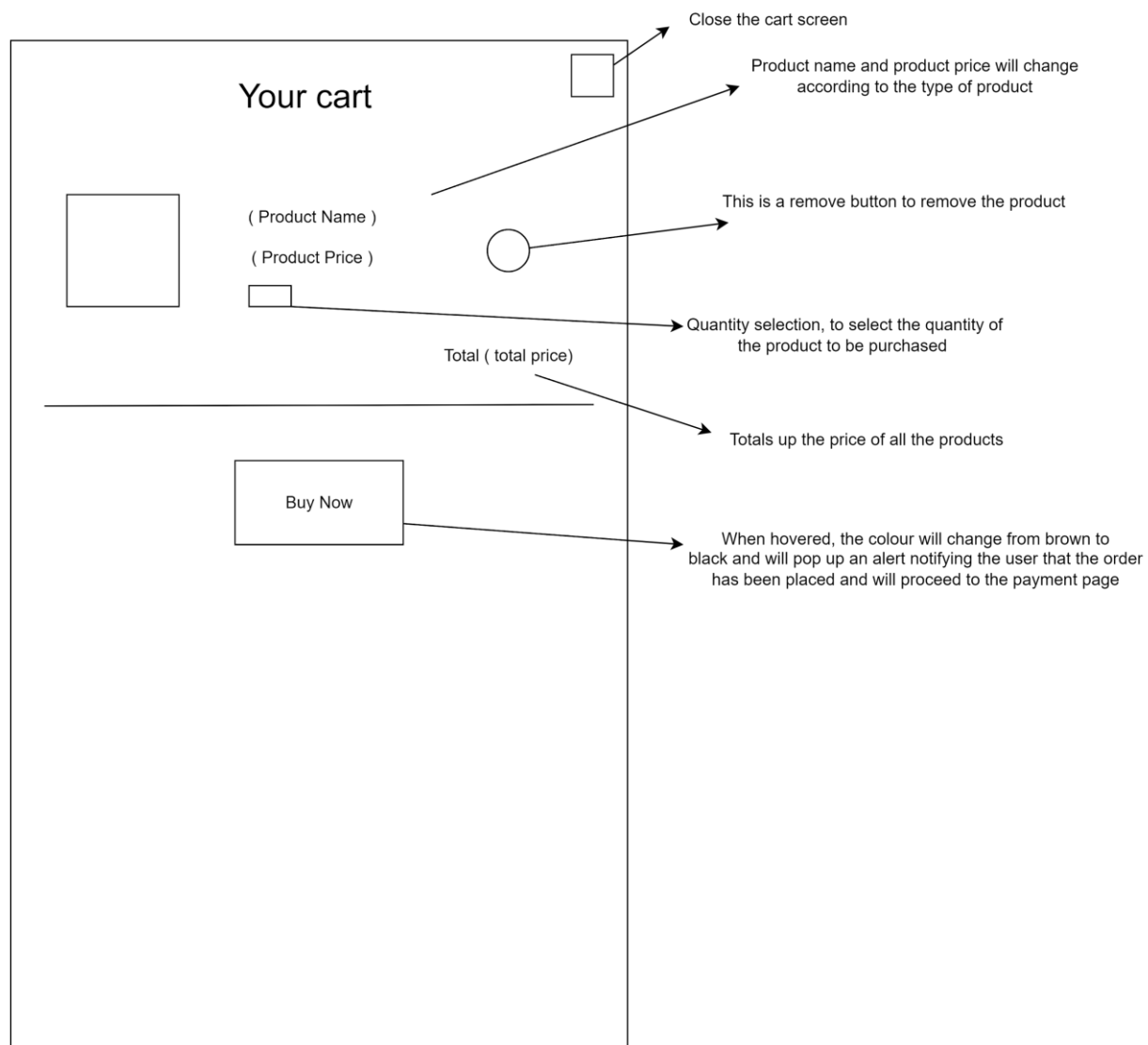
**Figure 3 Desktop Layout and Mobile Layout**

### **Cart ( Yam Jason )**

The image (Figure 4) down below shows the layout of a small screen of cart, which can be accessed by clicking on the cart icon on the top right corner of the upper part of the navigation bar. The cart screen will display the product image, name, and price to let the user observe what is inside the cart. A quantity increase and decrease button is available to let the user set the desired quantity, and a remove button is provided to let the user remove the unwanted product. The "Buy



Now" button is designed to change color from brown to black when hovered to make it more appealing and interesting. The layout in Figure 4 is used for both desktop and mobile.



**Figure 4 Menu (for Cakes, Breads, Pastries, and Cookies) (Yam Jason )**

The pages for cakes, breads, pastries, and cookies all have the same familiar design to make the menu page more consistent. Except for the custom cake page, which would be a form page that requires customers to fill out details. The menu design has a pretty simple, minimalistic, userfriendly design with just the picture of the product, product name, product price, and the add to cart button. It is made simple so that the user will have no problem making an order, no matter how old the user is. The images of the products are added with a special transition effect that will zoom out the picture a little when it is hovered with the cursor to make the page more compelling, and the images of the products can be clicked, which will take the user to the description page of

the product clicked. Figure 5.1 shows the layout of desktop mode and Figure 5.2 shows the layout of mobile mode.

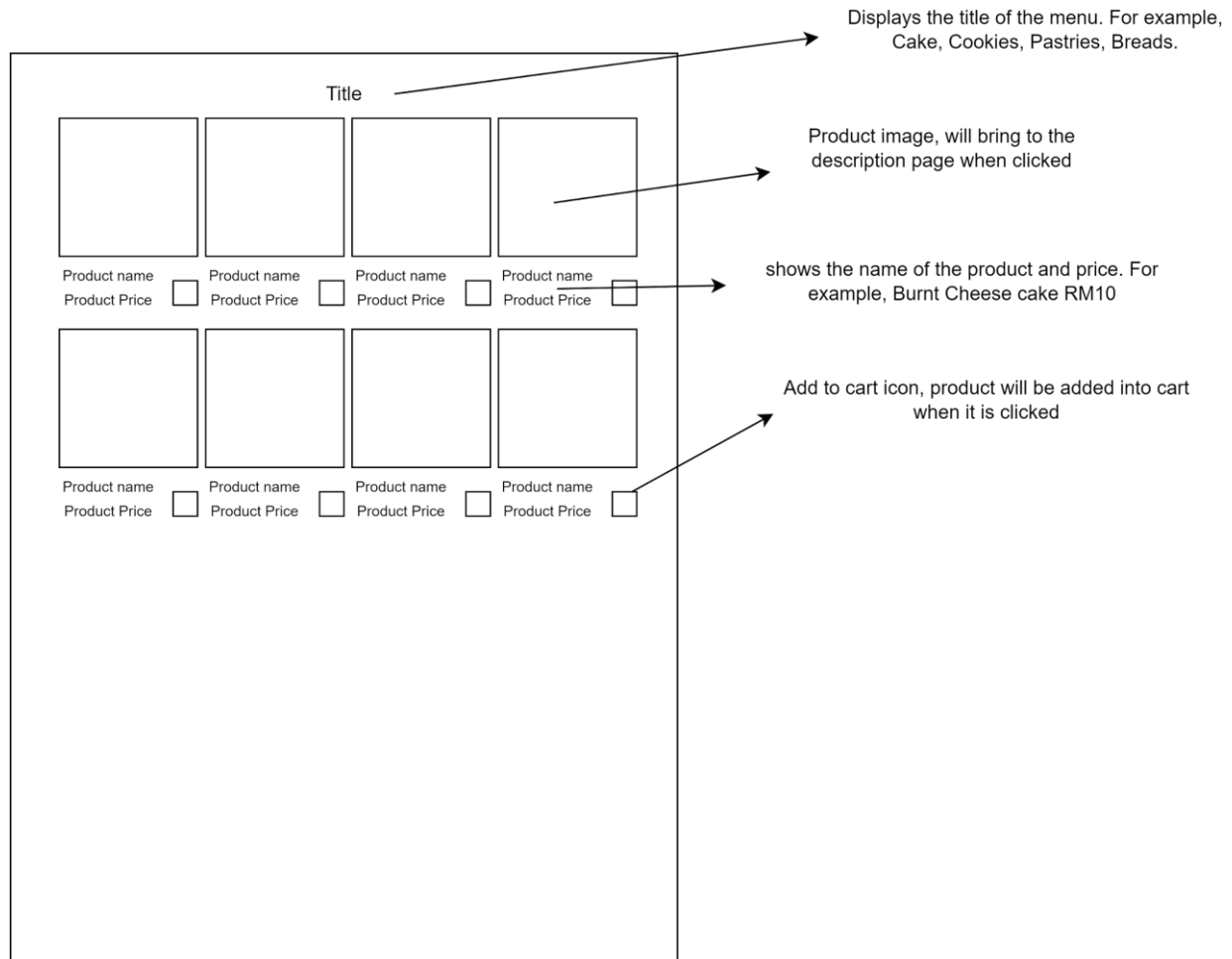


Figure 5.1 ( Desktop Mode )

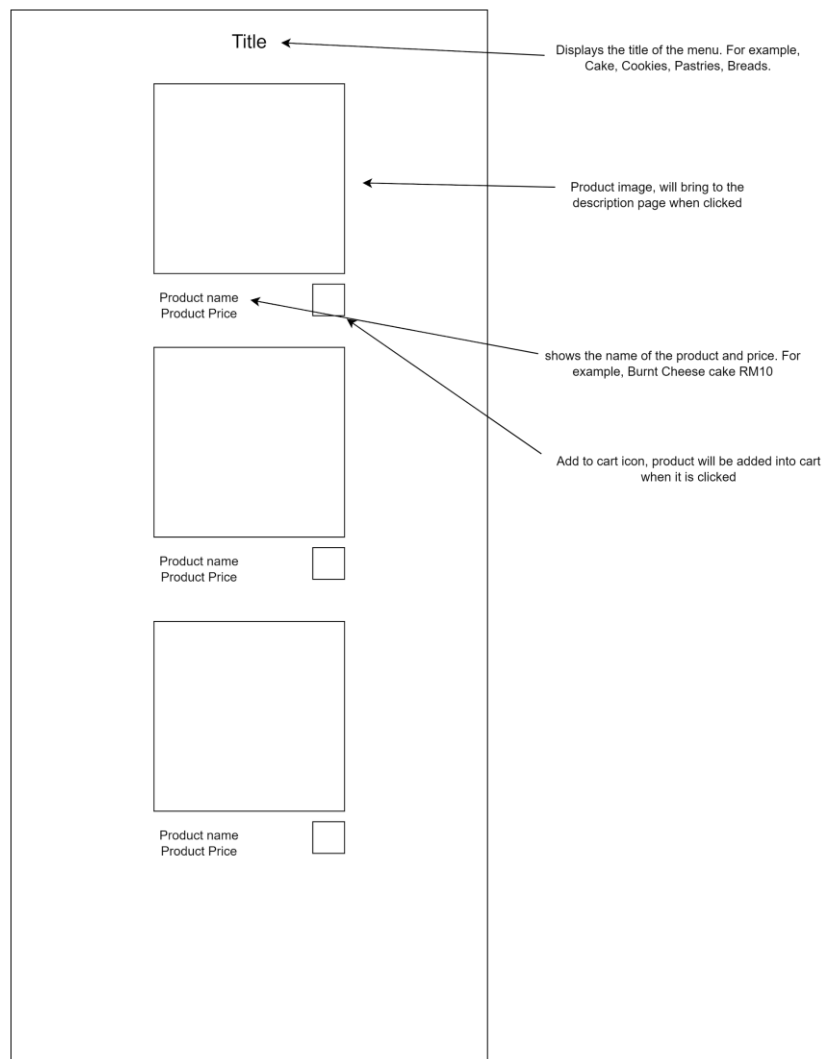


Figure 5.2 ( Mobile Mode )

### Menu ( Custom Cake, a sub page of menu ) ( Yam Jason )

For a custom cake to be made, a clear detail of the custom cake has to be provided in order for the bakers to make the requested custom cake. A form is used to collect the information filled by the customers and the form is divided into two pages for the customers to fill, one is mainly about personal details and address and the other is mostly about the details of cake and designs. For example, from Figure 6.1 below, the input boxes for full name, email, mobile number, and member id can be found on the first page of the form. Figure 6.1 shows the first page while Figure 6.2 shows the second page of the desktop mode. Figure 6.3 shows the first page while Figure 6.4 shows the second page of the mobile mode.

Customize your cake! ← Title of the form, to let user know the purpose of the form

Personal Details

Full Name\*      Email      Mobile Number\*

Member ID

Address

State\*      Postal Code\*      Detailed Address\*

Next

← This is an input box for user input

Next button, function is to proceed to the next page.  
Button will only show effect after all inputs boxes have been filled

**Figure 6.1 (Form page 1 of Desktop Mode)**

Customize your cake! ← Title of the form, to let user know the purpose of the form

Cake Design

Theme\*      Decoration\*      Candles\*

Colour\*

Cake Details

Flavour\*      Ingredient\*      Size\*

Slice\*      Allergy      Special Request

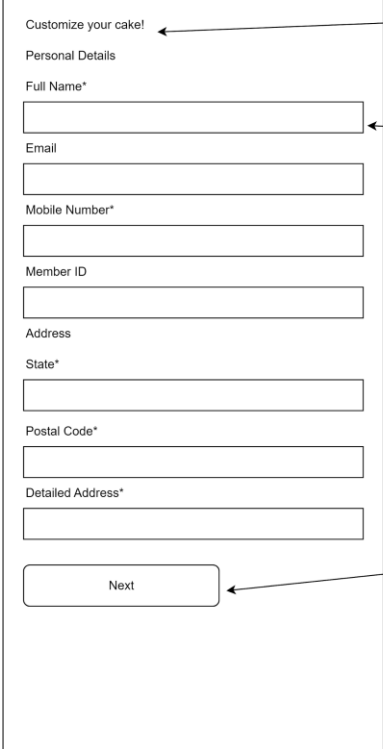
Back      Submit

← This is an input box for user input

Back button, function is to go back to the first page of the form

Submit button, purpose is to submit the form

**Figure 6.2 (Form Page 2 of Desktop Mode)**



Customize your cake! ← Title of the form, to let user know the purpose of the form

Personal Details

Full Name\* ← Input box similar like the desktop mode, it is used for user input

Email

Mobile Number\*

Member ID

Address


State\*

Postal Code\*

Detailed Address\*

Next ← Next button, function is to proceed to the next page. Button will only show effect after all inputs boxes have been filled

**Figure 6.3 (Form Page 1 of Mobile Mode)**



Customize your cake! ← Title of the form, to let user know the purpose of the form

Cake design

Theme\* ← Input box similar like the desktop mode, it is used for user input

Decoration\*

Candles\*

Colour\*

Cake Details\*

Flavour\*

Ingredient\*

Size\*

Slice\*

Allergy

Special Request

Will go back to the previous page of the form once clicked

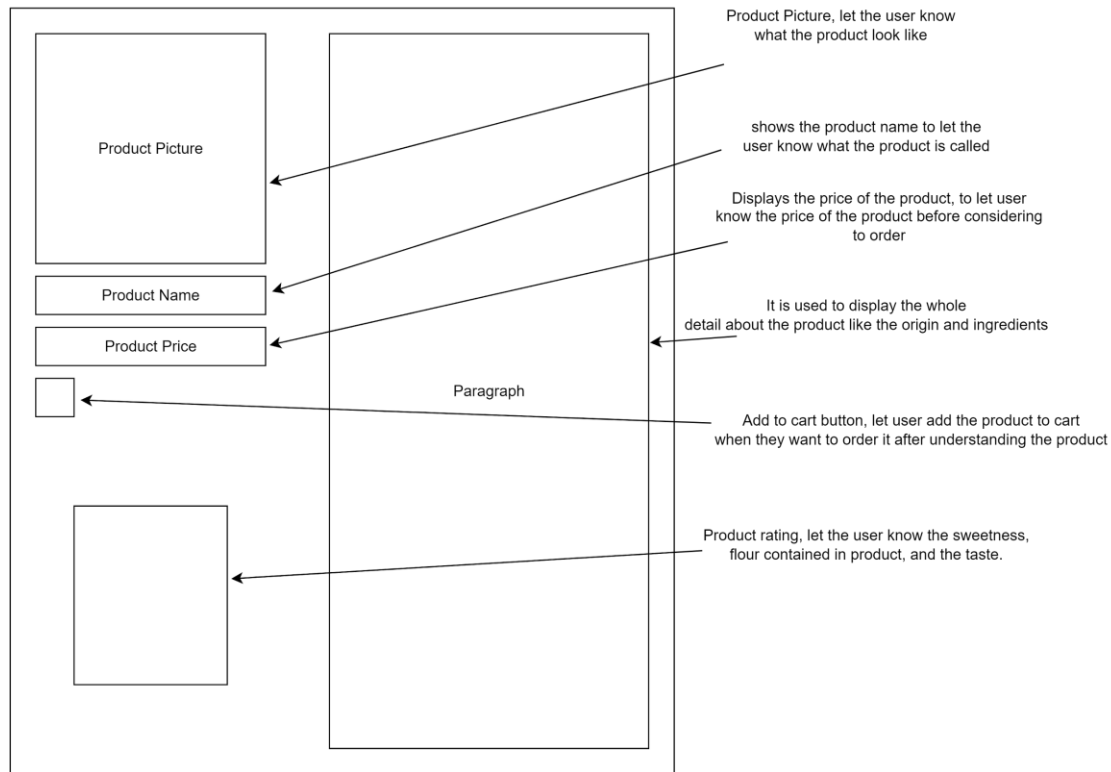
Back ← Submit form button

Submit

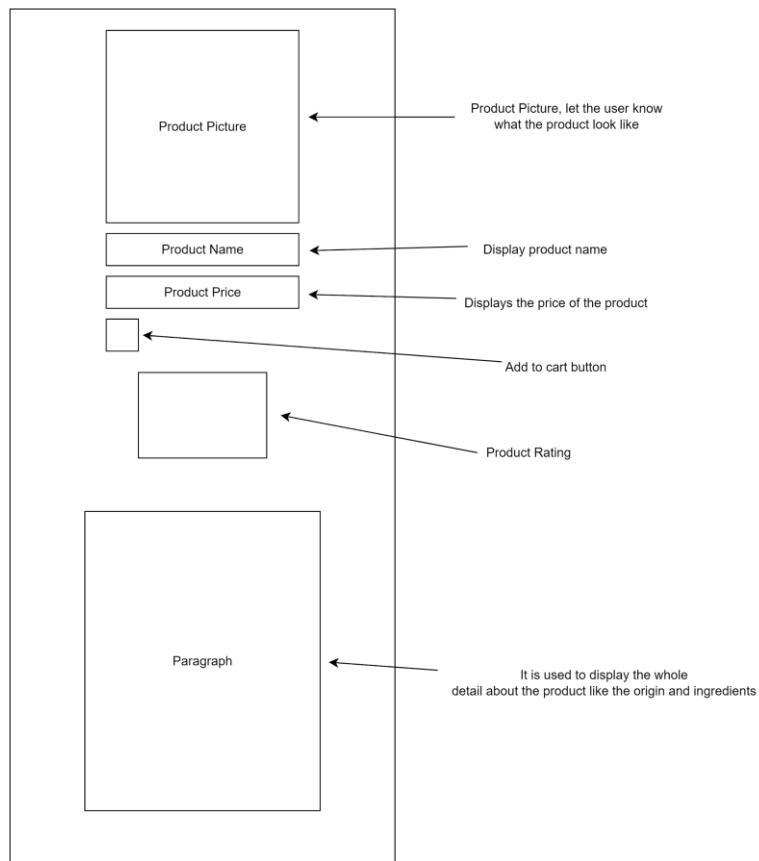
**Figure 6.4 (Form Page 2 of mobile mode)**

## Product Description ( Yam Jason )

The product page has a picture of the product to let users know which product the product description page belongs to easily. A rating is shown under the product picture to let users have a clear idea of how the cake tastes easily. The details of the product is written on the right side of the page as a paragraph. The figure below, Figure 7.1 shows the desktop layout of the product description page that is used for all products. Figure 7.2 shows the mobile layout with about the same design.



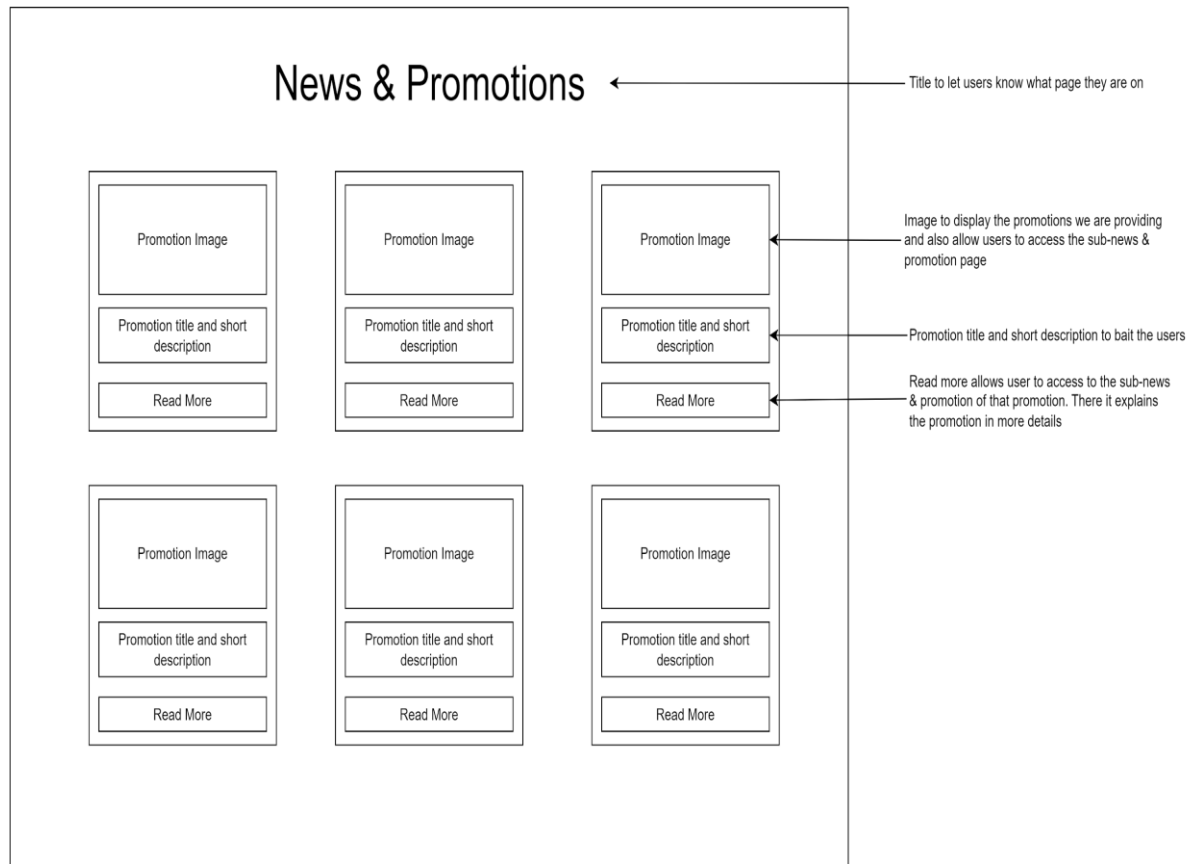
**Figure 7.1 (Desktop Mode)**



**Figure 7.2 (Mobile Mode)**

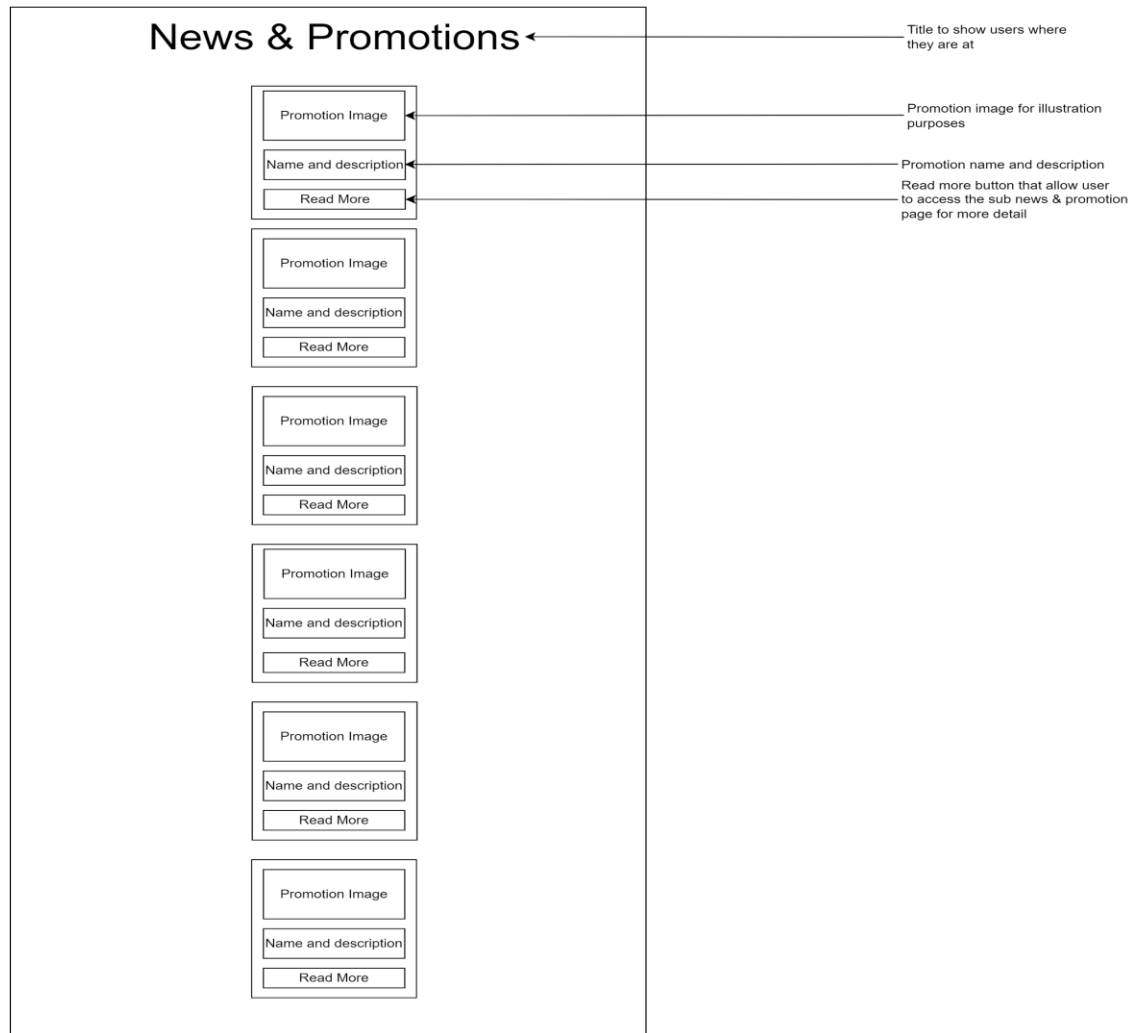
## **News & Promotions (Joash Voon)**

The news & promotion page has 6 boxes and each box is represented by a picture of the promotion, a short description of the promotion to win the heart of the users and also a read more button. The promotion image and read more button allow users to access the sub-news & promotion page when clicked which let users know about the promotion in a more detailed manner. The figure below, Figure 8 is the desktop layout while Figure 9 is the mobile layout of the news & promotions page.



### Figure 8

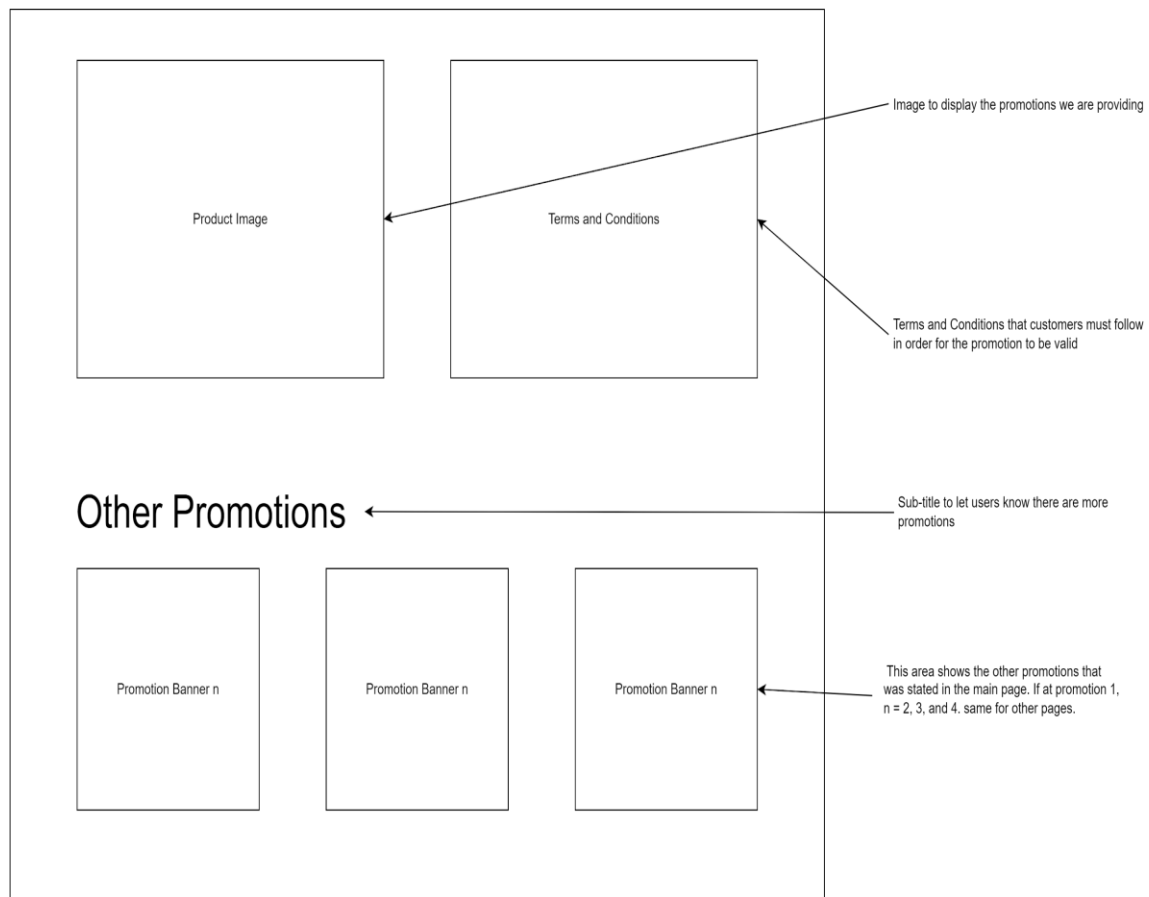




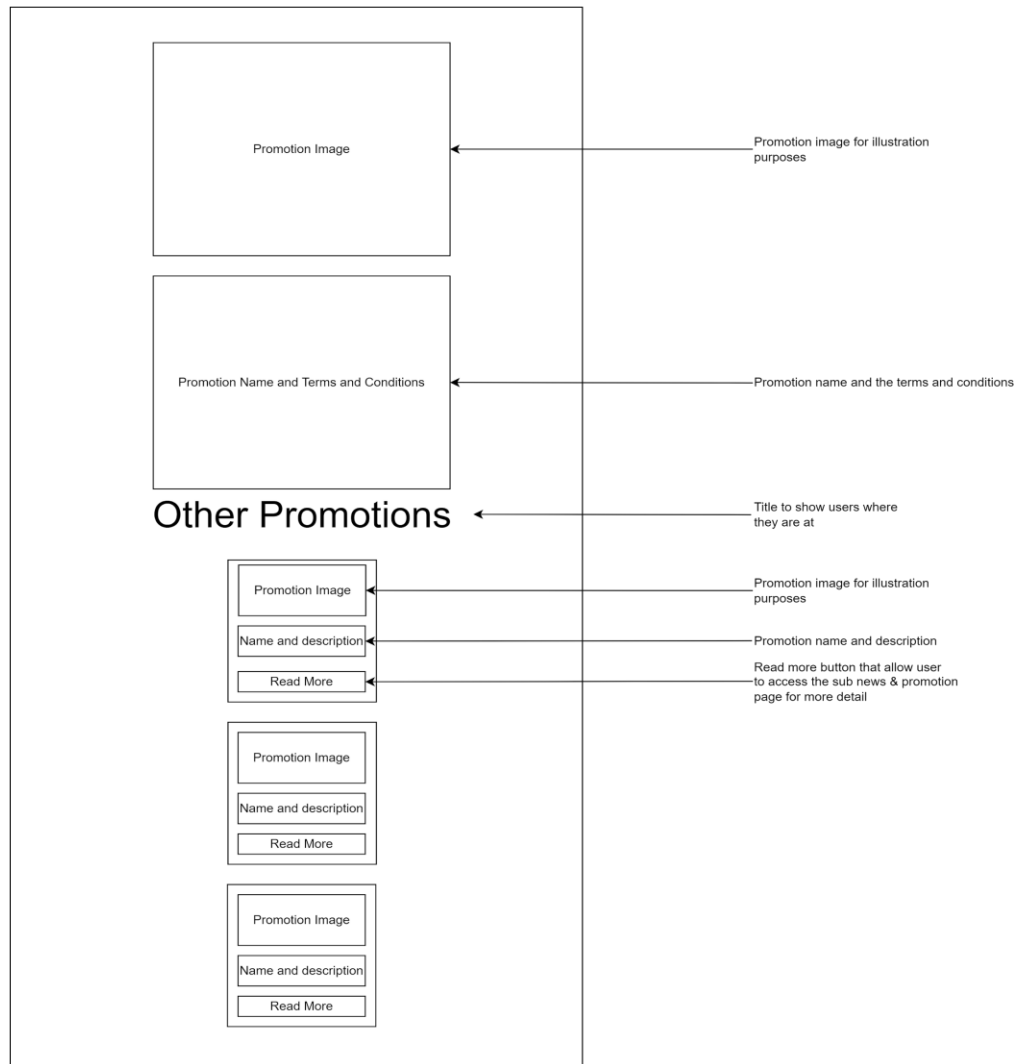
**Figure 9**

### **Sub News & Promotions (Joash Voon)**

The sub news & promotion page has a picture of the promotion to let users know what our bakery is offering in a more detailed manner. Beside the image are the name of the promotion followed by the terms and conditions of the promotions. The figure below, Figure 10 is the desktop layout while Figure 11 is the mobile layout of the sub news & promotions page that is used for all promotions.



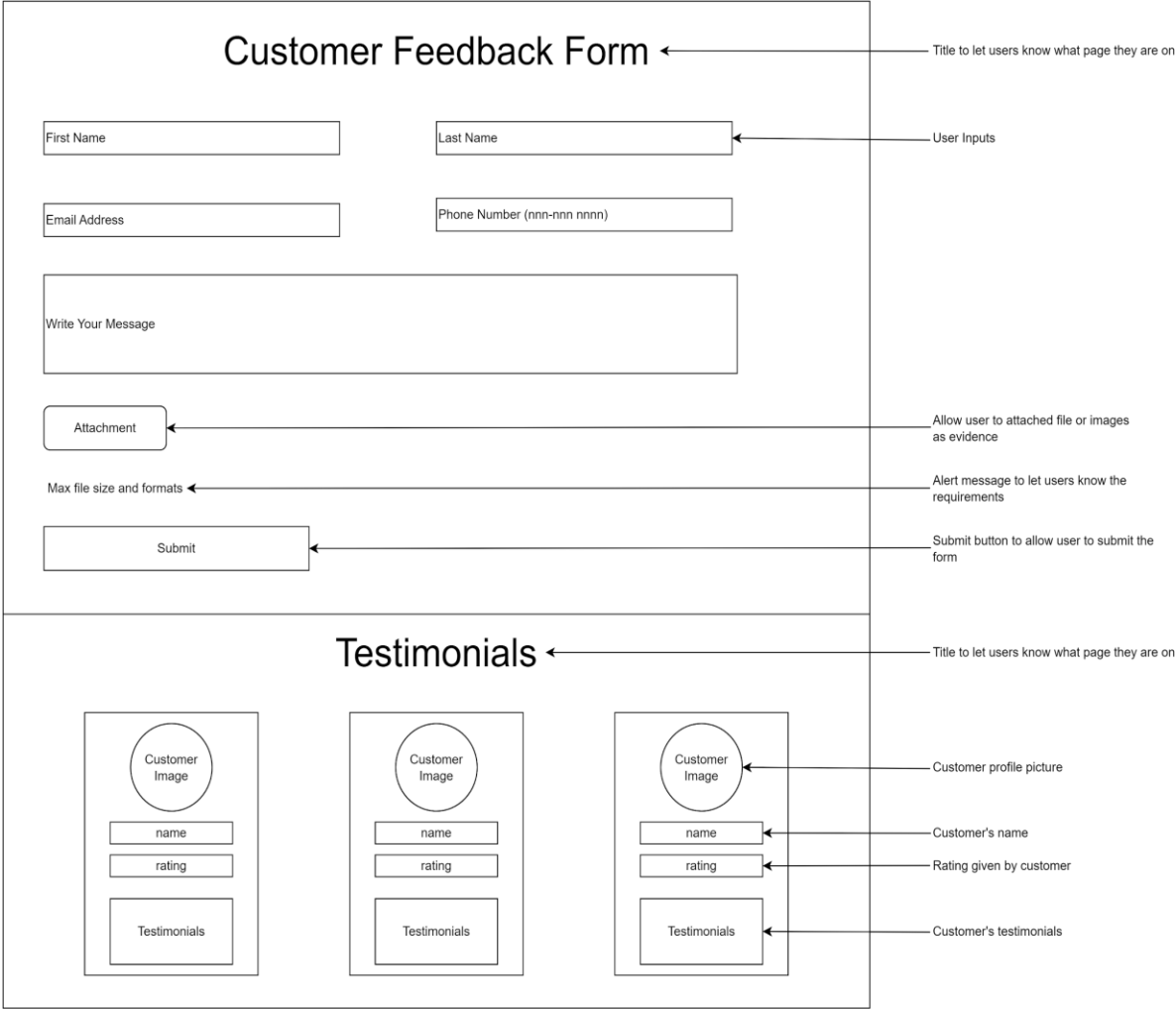
**Figure 10**



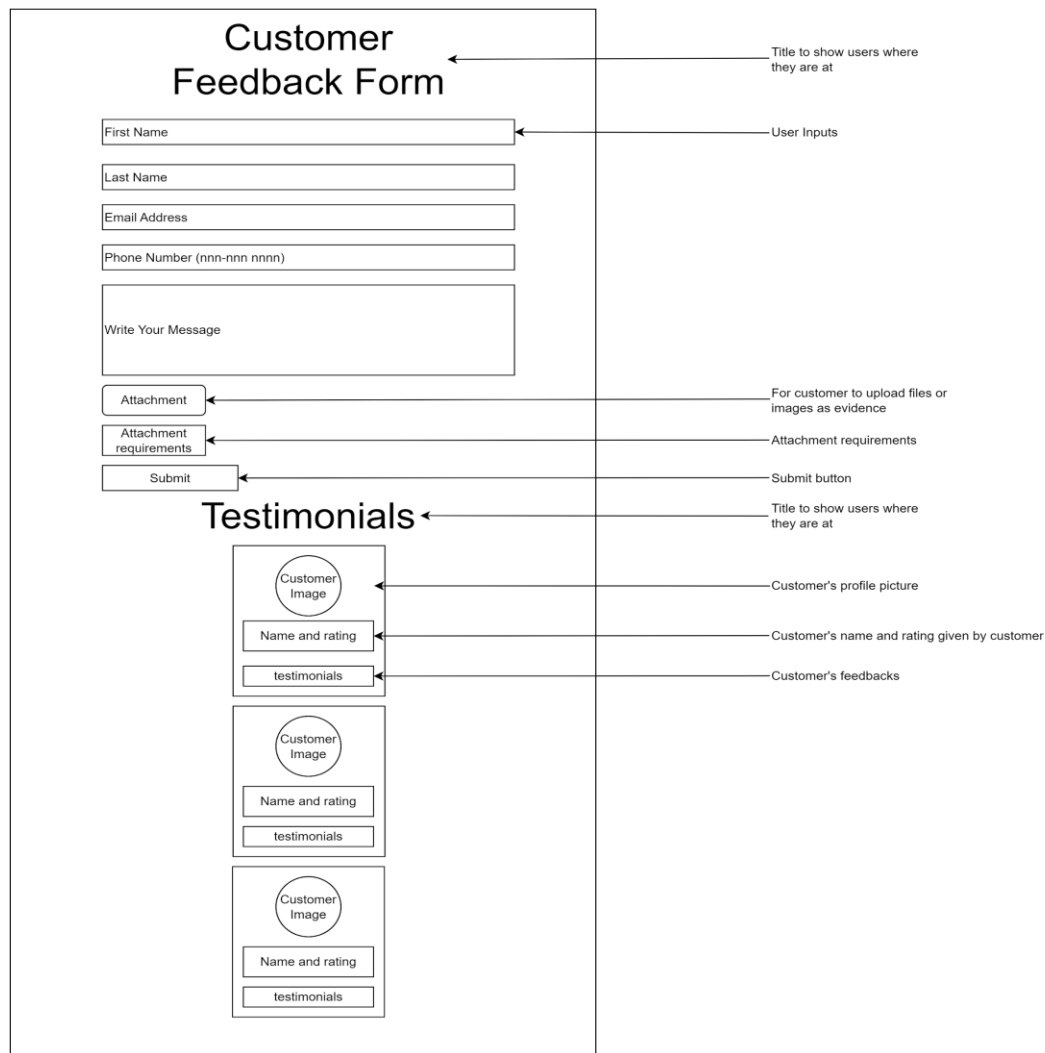
**Figure 11**

### **Customer Feedback (Joash Voon)**

The customer feedback page consists of two sections which is a form followed by testimonials by customers. The form requires customers to fill in their first name, last name, email address, phone number and also a message/feedback. They also can include an attachment such as a file or an image as long as it meets the requirements. Bottom part of the page is a testimonial part by previous customers. It displays their profile picture, name, rating, and also their feedbacks. The figure below, Figure 12, is the desktop layout while Figure 13 is the mobile layout of the customer feedback page.



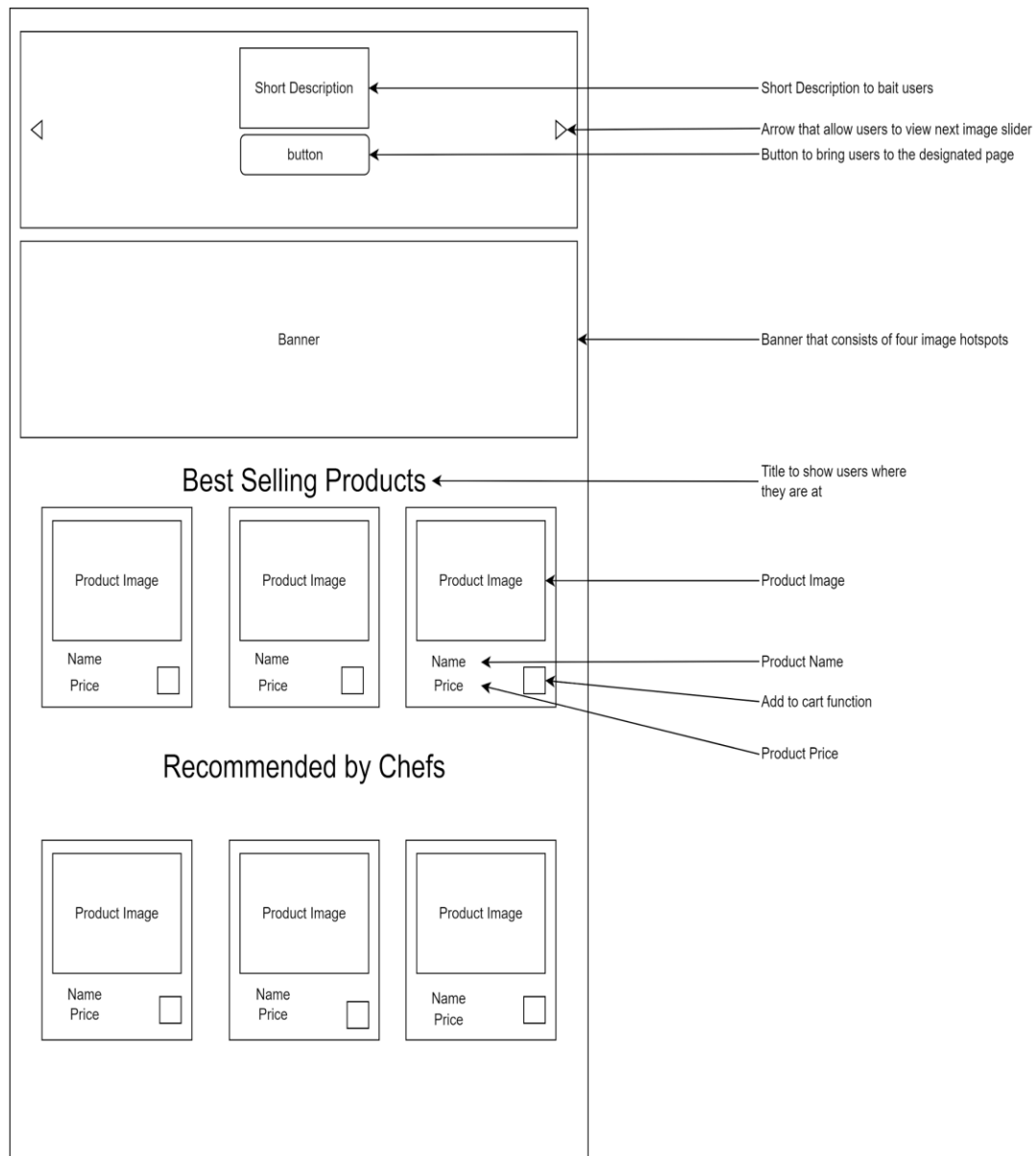
**Figure 12**



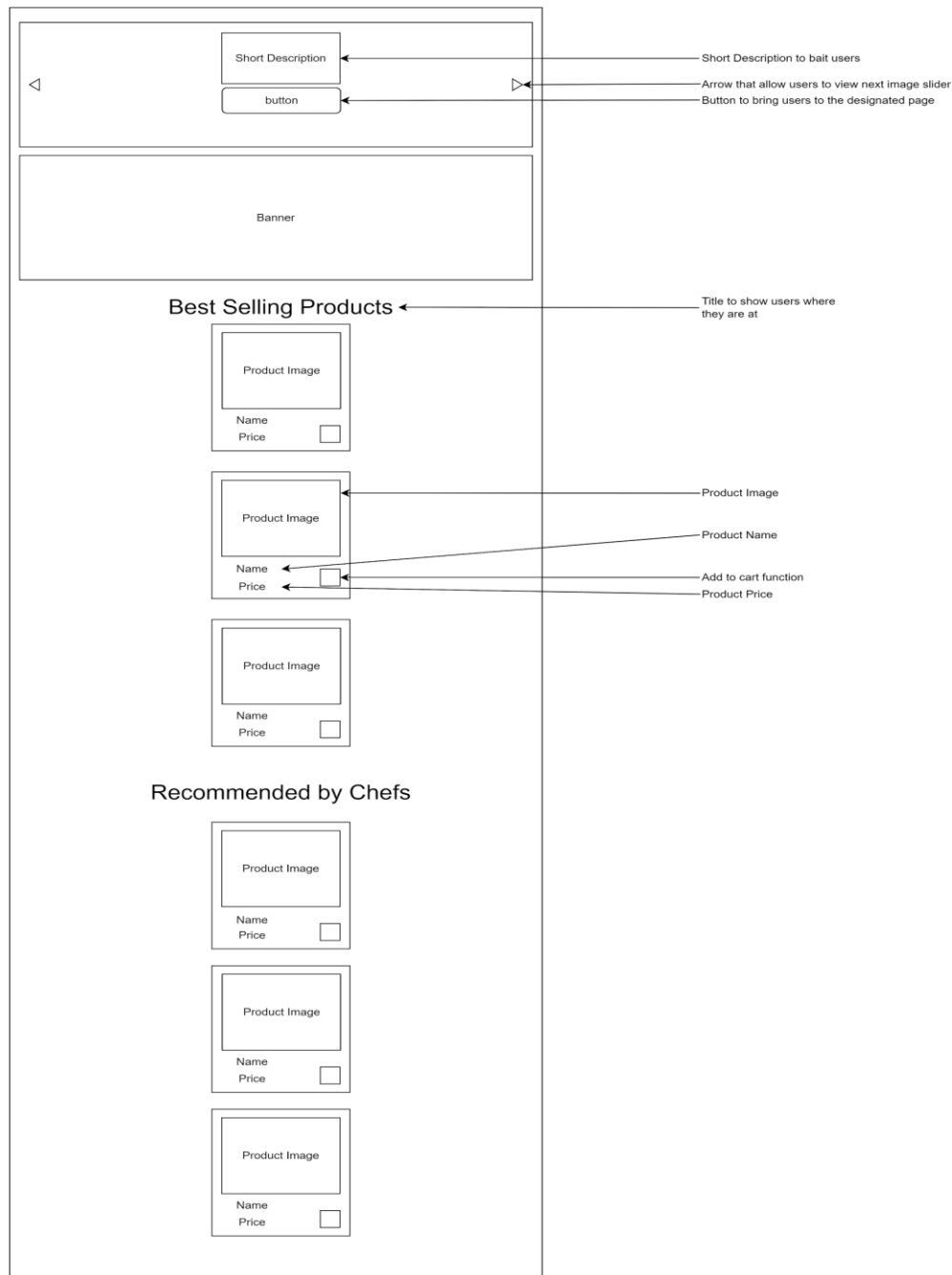
**Figure 13**

## Home (Hong Han)

The home page consists of four sections which are a banner slider, a banner, list of best selling products and also list products recommended by chefs. The banner slider consists of a button that will bring users to the designated page. The following banner consists of four image hotspots that link users to a designated page when clicked which are, from top to bottom, the pastries, breads, cakes, and cookies menu page. The list of products includes their image, name, price, and also an add to cart function. The figure below, Figure 14, is the desktop layout while Figure 15 is the mobile layout of the home page.



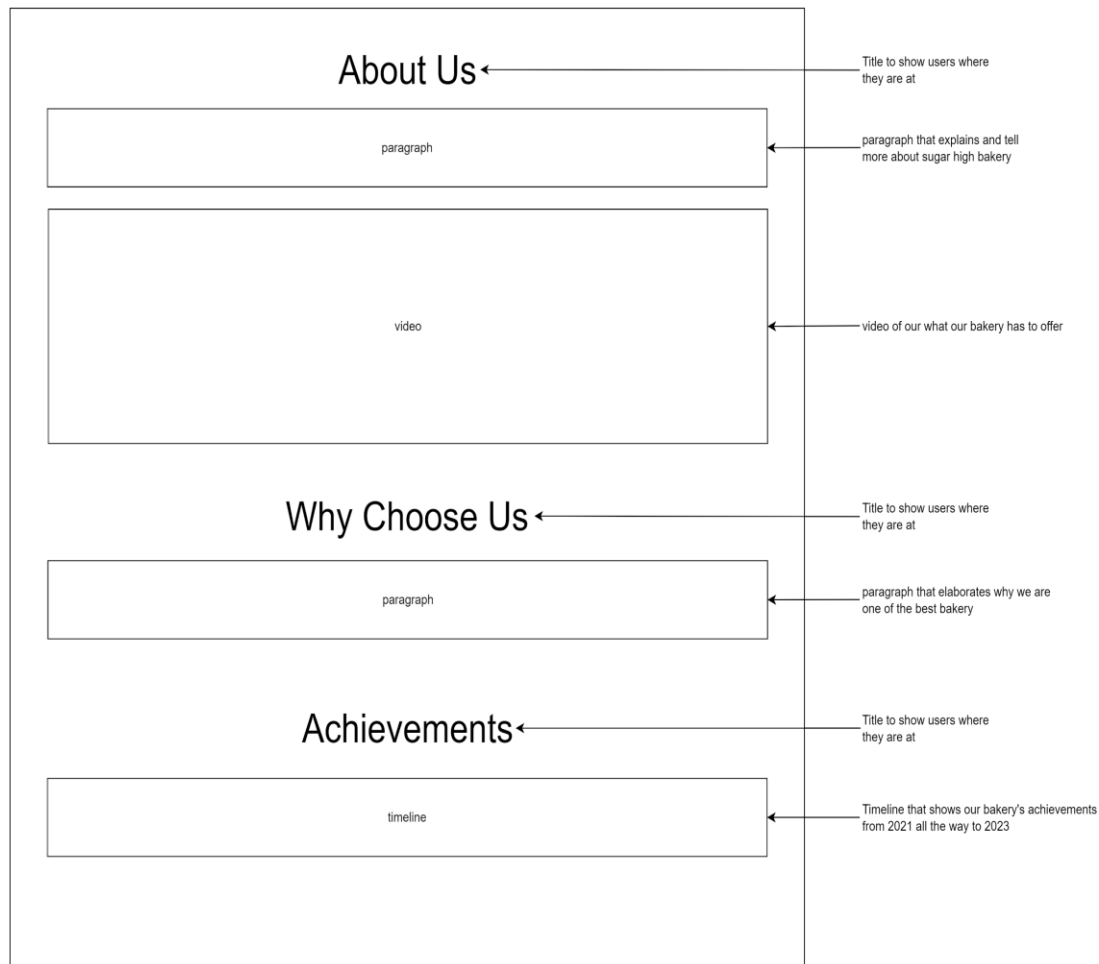
**Figure 14**



**Figure 15**

## About Us (Hong Han)

The about us page consists of three sections which are about us, why choose us, and a timeline of achievements by our bakery. The about us section also includes a video that shows what our bakery has to offer in terms of our quality in pastries, cakes, breads, and many more. The figure below, Figure 16 is the desktop and mobile layout of the about us page.

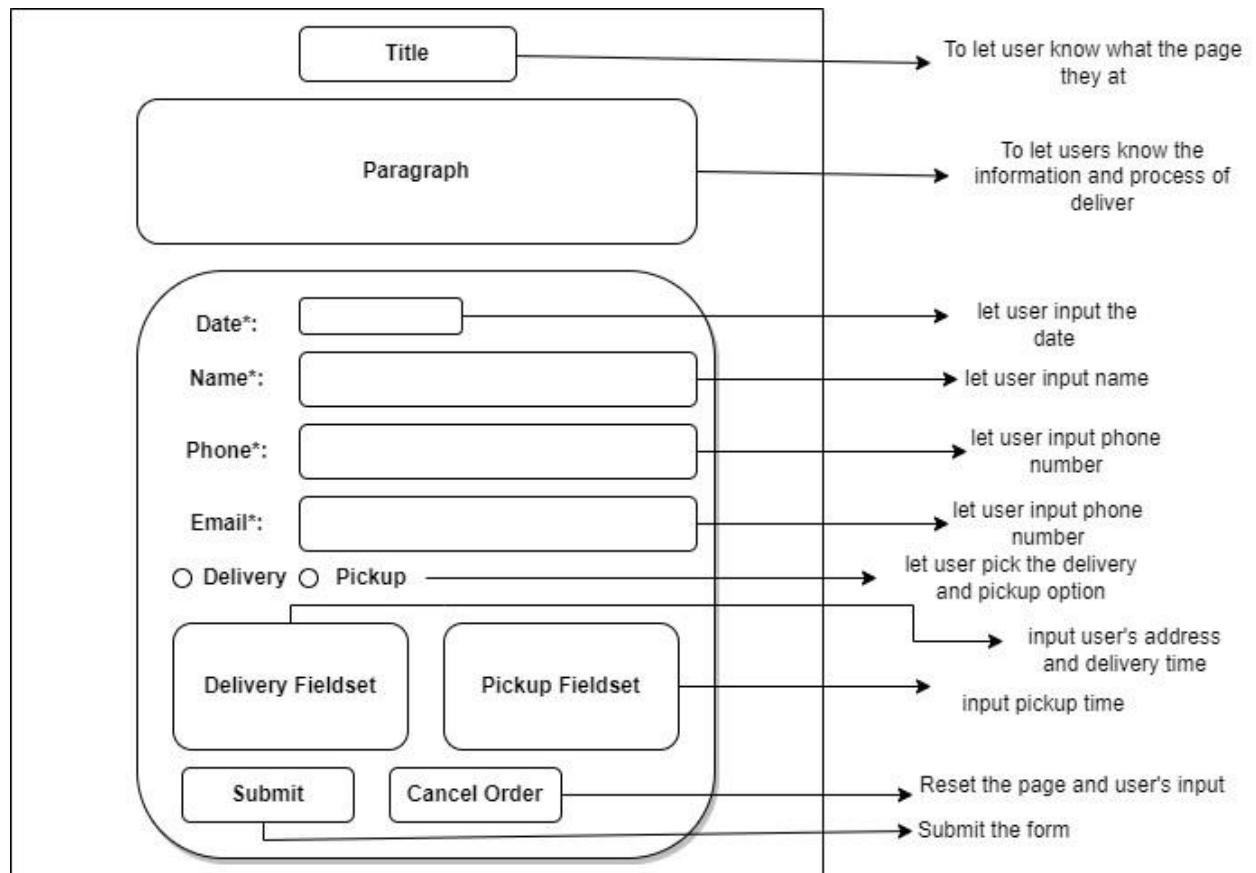


**Figure 16**

### **Delivery (Eugene Tan Yu Xian)**

The delivery page is divided into three parts: the title, delivery information, and the delivery or pickup form. The paragraph includes delivery information such as delivery time and radius. Furthermore, the form allows users to provide information such as their name, phone number, and email address. Then, users can select whether they want the store to deliver or pick them up. Finally, after completing the form, the user must click the submit button to submit the form. The user also can cancel the delivery by clicking the cancel button. Figure 17 depicts the desktop view of the delivery page, whereas Figure 18 depicts the mobile view.





**Figure 17**

Title

Paragraph

Date\*:

Name\*:

Phone\*:

Email\*:

☐ Delivery ☐ Pickup

Delivery Fieldset

Pickup Fieldset

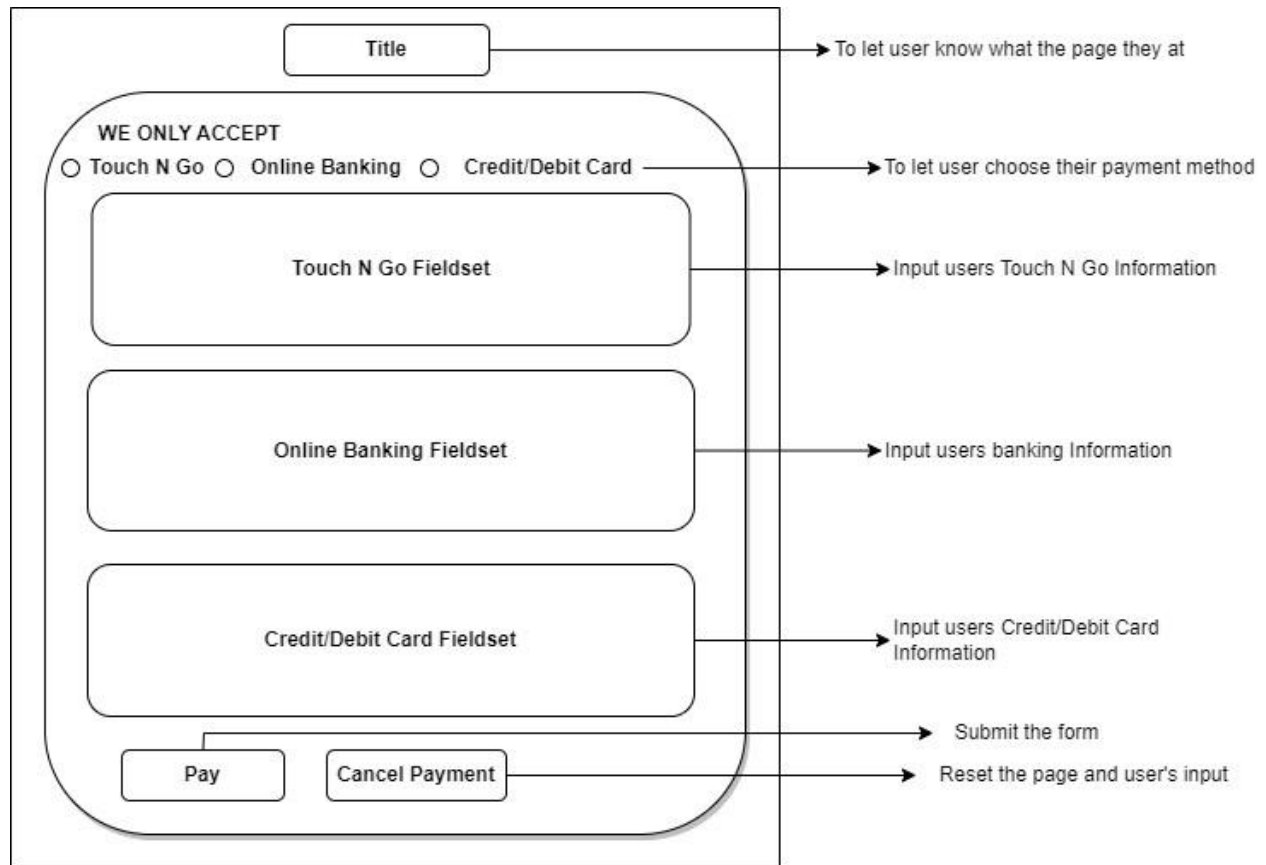
Submit Cancel Order

**Figure 18**

### **Payment (Eugene Tan Yu Xian)**

When users click the buy button in the cart, it will take them to the payment page and display the payment method. The page is divided into two sections, the title and the payment form. The payment form has radio buttons, fieldsets, and fieldsets. The user can only choose one of the three payment methods available. There are also three fieldsets: Touch N Go, Online Banking, and

Credit/Debit card. The form concludes with two buttons, the pay button and the cancel payment button. The desktop view for the payment is at Figure 19 and mobile view is at Figure 20.



**Figure 19**

Title

WE ONLY ACCEPT

☐ Touch N Go ☐ Online Banking

☐ Credit/Debit Card

Touch N Go Fieldset

Online Banking Fieldset

Credit/Debit Card Fieldset

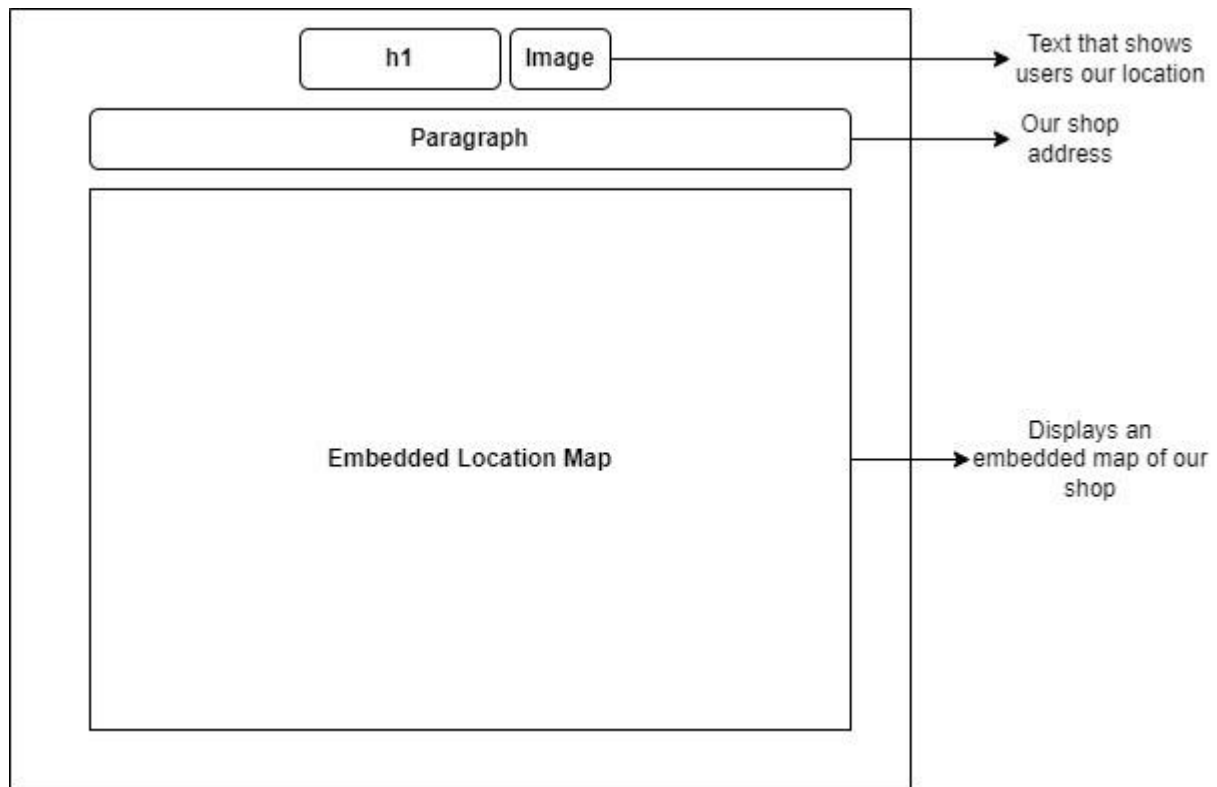
Pay Cancel Payment

**Figure 20**

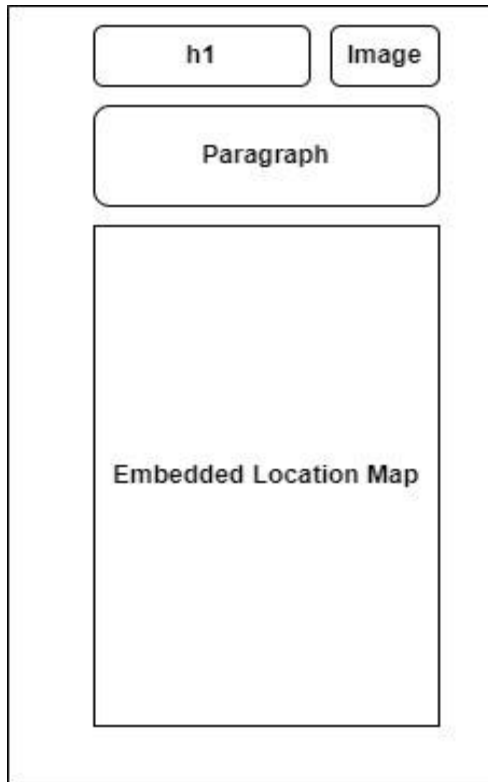
### **Location ( Eugene Tan Yu Xian)**

The title, paragraph, and attached map are the three sections of the location page. The title has h1 text and a location image beside it. Going down, you'll see a paragraph with our shop's address. Finally, there is an embedded map that allows viewers to interact with it by scrolling,

enlarging, or minimizing it. The figure 21 and 22 shows the desktop view and the mobile view of the location page.



**Figure 21**



**Figure 22**

### **Navigation bar ( Yam Jason )**

To make users of the website convenient, a drop down list is used to provide more navigations for users in the navigation bar. The navigation bar is made to always stick to the top even when scrolling through the website, it is also to provide convenience for the users. A cart is added on top to let users always have the ability to check what is in the cart, a company logo is placed on the top left corner as a hotspot to let users go back to the main screen whenever they want to. Figure 23.1 shows the layout of desktop mode and figure 23.2 shows the layout of mobile mode which has similar features with the desktop mode.

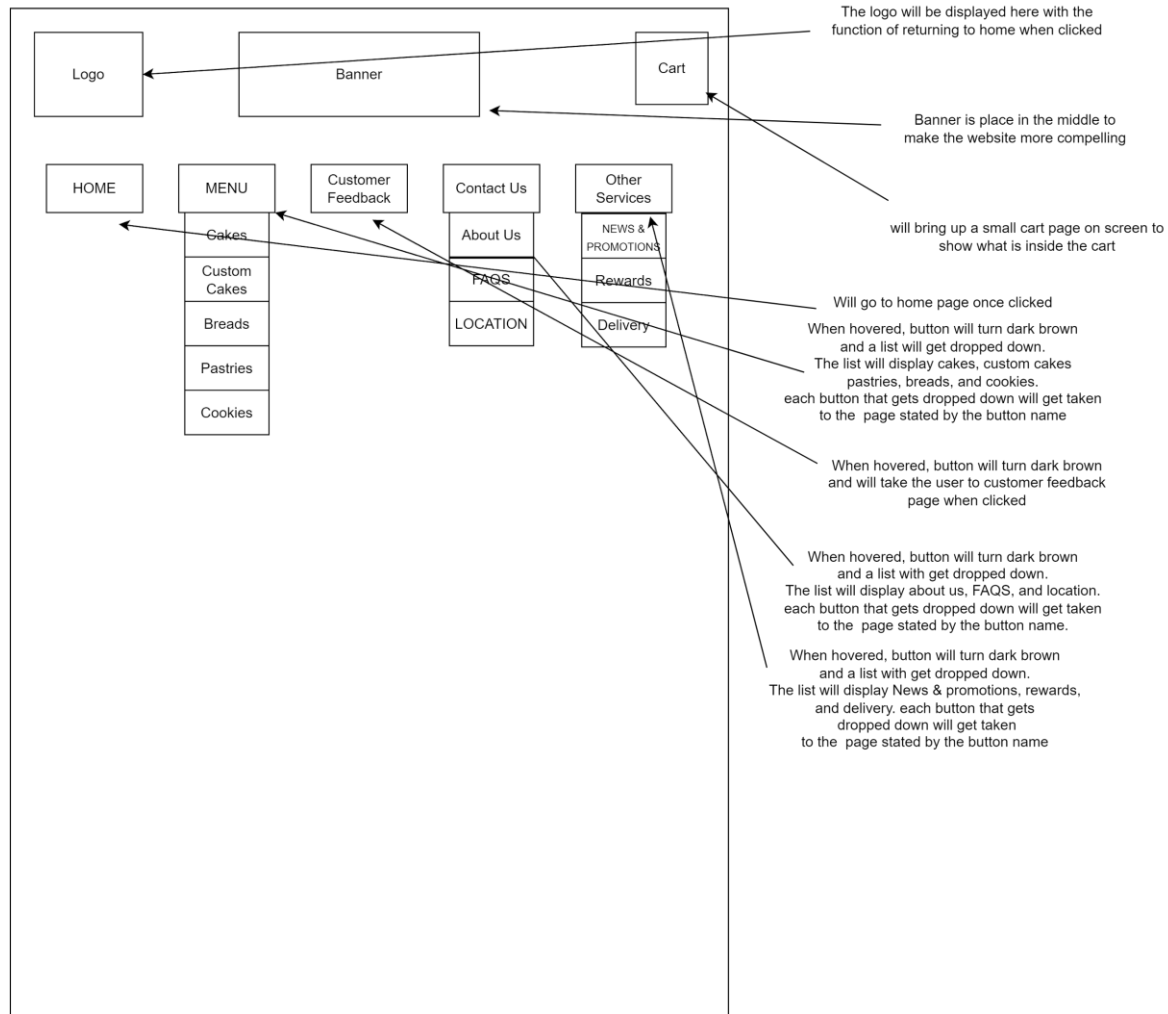


Figure 23.1



Figure 23.2



# Assessment Rubrics

## Assessment Rubrics – Assignment Part 1 (30 marks)

**CLO2: Implement a website by applying the acquired knowledge and skills in a team. (A2, PLO4)**

CLO2: Implement a website by applying the acquired knowledge and skills in a team. (A2, PLO4)																	
Criteria	Mark	Good	Average	Poor	Score												
Planning: -Description of the organization - Web site objectives - Potential users - Information the users need - Proposed deliverable	8	Correctly & clearly define all of the required information.  (7 – 8)	Correctly define most of the required information. Few are either incorrect or missing. ( 5– 6)	Most of the information is missing, incomplete or incorrect.  (0 – 4)													
Analysis: - Functions or modules	6	Excellently define all the required information of web site modules correctly & clearly.  (5 – 6)	Correctly define most of the required information web site modules correctly. Few are either incorrect or missing. (3– 4)	Most of the web site module information is incomplete or incorrect.  (0 – 2)	<table><tr><th>Name</th><th>Mark</th></tr><tr><td>1.Yam Jason</td><td></td></tr><tr><td>2.Wong Yee En</td><td></td></tr><tr><td>3.Ng Hong Han</td><td></td></tr><tr><td>4.Eugene Tan Yu Xian</td><td></td></tr><tr><td>5. Joash Voon</td><td></td></tr></table>	Name	Mark	1.Yam Jason		2.Wong Yee En		3.Ng Hong Han		4.Eugene Tan Yu Xian		5. Joash Voon	
Name	Mark																
1.Yam Jason																	
2.Wong Yee En																	
3.Ng Hong Han																	
4.Eugene Tan Yu Xian																	
5. Joash Voon																	
Design: -Web page layout design	6	Excellently define all the required information. All sketches are clear and easy to read.  (5 – 6)	Correctly define most of the required information. Few are either incorrect or missing. Some sketches are not clear/hard to read. (3 – 4)	Most of the information is missing, incomplete or incorrect, most sketches are not clear/hard to read.  (0 –2)	<table><tr><th>Name</th><th>Mark</th></tr><tr><td>1.Yam Jason</td><td></td></tr><tr><td>2.Wong Yee En</td><td></td></tr><tr><td>3.Ng Hong Han</td><td></td></tr><tr><td>4.Eugene Tan Yu Xian</td><td></td></tr><tr><td>5. Joash Voon</td><td></td></tr></table>	Name	Mark	1.Yam Jason		2.Wong Yee En		3.Ng Hong Han		4.Eugene Tan Yu Xian		5. Joash Voon	
Name	Mark																
1.Yam Jason																	
2.Wong Yee En																	
3.Ng Hong Han																	
4.Eugene Tan Yu Xian																	
5. Joash Voon																	

Web development management	10	Work together with different team members in completing web site and system documentation effectively and on time. (8-10)	Work together with different team members in completing the completing web site and system documentation on time. (5– 7)	Work together with different team member in completing web site and system documentation ineffectively and late. (0 – 4)													
Comments (if any): <hr/>					<table><tr><th>Name</th><th>Total Mark (Part 1)</th></tr><tr><td>1.Yam Jason</td><td></td></tr><tr><td>2.Wong Yee En</td><td></td></tr><tr><td>3.Ng Hong Han</td><td></td></tr><tr><td>4.Eugene Tan Yu Xian</td><td></td></tr><tr><td>5. Joash Voon</td><td></td></tr></table>	Name	Total Mark (Part 1)	1.Yam Jason		2.Wong Yee En		3.Ng Hong Han		4.Eugene Tan Yu Xian		5. Joash Voon	
Name	Total Mark (Part 1)																
1.Yam Jason																	
2.Wong Yee En																	
3.Ng Hong Han																	
4.Eugene Tan Yu Xian																	
5. Joash Voon																	

## Assessment Rubrics – Assignment Part 2 (70 marks)

<b>CLO1: Build a website with HTML, Cascading Style Sheets (CSS) , JavaScript and web development tools. (P4, PLO3)</b>					
<b>Criteria</b>	<b>Marks</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Score</b>
Functionality & Complexity of the Overall Web Site using the following elements: <ul style="list-style-type: none"> <li>● Media elements (text, graphic, audio, video and animation)</li> <li>● Hypertext and hypermedia</li> <li>● List</li> <li>● Formatting</li> <li>● Hotspot / image map</li> <li>● Table</li> <li>● Form</li> <li>● CSS for all of the GUI design (use External Style Sheet effectively)</li> <li>● JavaScript</li> </ul>	40	Excellently completed more than 80% of the required functionalities correctly using all the listed elements.	Averagely completed more than 50% of the required functionaliti es with some minor errors. Only used some of the listed elements.	Not able to complete most of the required functionalities correctly. Only used a few of the listed elements.	
		(30 – 40)		(0 – 15)	

			(16 – 29)														
Usability & User Interface Features	30	Good design consistency and interface usability, visual effect and interactivity.  (23 – 30)	Average design, consistency and interface usability, visual effect and interactivity  (12 – 22)	Poor design, consistency and interface usability, visual effect and interactivity.  (0 –11)	<table><tr><td>Name</td><td>Mark</td></tr><tr><td>1.Yam Jason</td><td></td></tr><tr><td>2.Wong Yee En</td><td></td></tr><tr><td>3.Ng Hong Han</td><td></td></tr><tr><td>4.Eugene Tan Yu Xian</td><td></td></tr><tr><td>5. Joash Voon</td><td></td></tr></table>	Name	Mark	1.Yam Jason		2.Wong Yee En		3.Ng Hong Han		4.Eugene Tan Yu Xian		5. Joash Voon	
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Comments (if any):  <																	