



## Assessment Cover Sheet

Assessment Title	Assessment 1: Marketing Analysis Report		
Assessment Type	Uncontrolled	Individual	Not must-pass
Due Date	3rd April 2025	Course Code	WM6004
Course Title	Website Authoring 2		
Internal Moderator's Name	Zainab Ghuloom		
External Examiner's Name	Dr. Subhashini Bhaskaran		

### Instructions:

1. This cover sheet must be completed (section in red below) and attached to your assessment before submission in hard copy/soft copy.
2. The cut off time for submitting an assessment will be 3 calendar days after the assessment is due. A student submitting after 3 calendar days will get 0%.
3. This assessment carries **30% marks** assessing CILO 1 and CILO 2.
4. The materials allowed for use in this assessment are Week 1 until Week 6 on Moodle and students' own external research.
5. The **use of generative AI tools is strictly prohibited**. Ensure your work is properly paraphrased. Any unethical uses of AI or plagiarism will lead to an **investigation**, reduction in the grade and a possible failure in this assessment.
6. References must be properly acknowledged and cited (APA).
7. The assessment word count is between **1,000 – 1,500** submitted in a Word document through **Turnitin**.
8. Submissions to be labeled as follows: First name\_Family name\_ID\_ A1\_WM6009.

Learner ID	202403399	Date Submitted	5 <sup>th</sup> April 2025
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Programme Code	BWM8000		
Programme Title	Bachelor of Web Media		
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**By submitting this assessment for marking, I affirm that this assessment is my own work.**

Learner Signature

Abdulaziz Bin Shams

Do not write beyond this line. For assessor use only.

Assessor's Name			
Marking Date		Marks Obtained	

Comments:

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## Introduction

The purpose of the report is to document the progress of developing an online multimedia coffee store website using new content learnt in HTML5, CSS3 and JavaScript as well as to ensure several objectives to be achieved while developing the website, which include:

- Implementing a semantic layout using HTML5, as well as inputting images, videos, and audios.
- Researching user experience (UX) design principles and implementing them into the development to produce an interactive and user-friendly website.
- Using complex CSS3 properties to add complex design elements to the website's layout, such as text effects, imported fonts, column layouts, overflow, and much more.
- Integrating JavaScript functionalities to the website for better user validation and visual feedback, such as validation forms and self-correcting quizzes.
- Studying accessibility and SEO practices to be used in the website development for optimized website exposure in search engines, as well as improving usability, especially for impaired individuals, where these practices could be utilized for screen readers.

## Target Audience

The target audience for an online coffee store includes people who prefer online shopping instead of physical shopping, people who search for unique and organic coffee blends, working professionals who need the caffeine to stay alert and focused in their jobs, students looking for high-quality coffee for an affordable price, customers who prefer purchasing from small community based online coffee stores to support them, and social media users who acknowledge the online coffee store via digital marketing and promotional videos on different social media platforms (Coffee Shop Key Customers: Understanding Target Audience - Subscribed.FYI, 2024) [1].

## Design Decisions

### Market research (UX)

There is multiple user experience (UX) standards that website developers should put into consideration when developing their website. The following list includes some of these standards.

- **Accessibility:** Website accessibility is ensuring equal usability between users, including those who suffer from various disabilities such as the visually impaired and audio impaired (W3C, 2024) [2]. Website accessibility could be achieved through adding alternative text for images and captions for videos to be read by screen readers, using color contrast effectively to enhance readability for text, and ensuring compatibility with different device sizes using media queries and flexible grids (Vettorino, 2020) [3].

- **Visual Feedback:** Visual feedback is the implementation of graphic responses when users perform any action within the website (What Is Visual Feedback? 2024) [4]. Examples of visual feedback that could be implemented in websites include adding a hover and downstate for buttons, error messages for incomplete input fields in forms, confirm messages for submitting forms, and text effects when users hover or click on certain text parts (What Is Visual Feedback? 2024) [4].
- **Visual Hierarchy:** Visual hierarchy is the arrangement of different elements on a website based on importance and relevance. It could be implemented by placing headers containing the logo and navigation bar at the top, the main body containing content under the header, and a footer containing copyright information at the bottom. Moreover, using headings and titles enhances visual hierarchy and UX (What Is Visual Hierarchy? — Updated 2024, n.d.) [5].
- **Progressive Disclosure:** This means keeping the website's layout clean and straightforward and removing unnecessary visual elements, including redundant graphics, non-important text, etc. One of the most used methods to ensure simplicity is adding collapsibility to different elements on the website, such as adding a heading that collapses when clicked to reveal text or a question that collapses to reveal the answer when clicked in FAQ sections ("Progressive Disclosure," n.d.) [6].

### Design decisions (linking your design decisions to at least two UX standards)

#### (1) Design decisions linked to visual feedback

- Adding interactivity to buttons by implementing a hover state when users hover their mouse over buttons and a down state when users click on buttons.
- An error message that is displayed when users don't complete all input fields or don't follow the specified input format (for example, an error message appears when users don't input 8 digits for their phone number).
- Adding effects to navigation bar buttons when the user hovers their mouse over it (for example, the text has a glow or shadow when it's hovered).
- 

#### (2) Design decisions linked to visual hierarchy

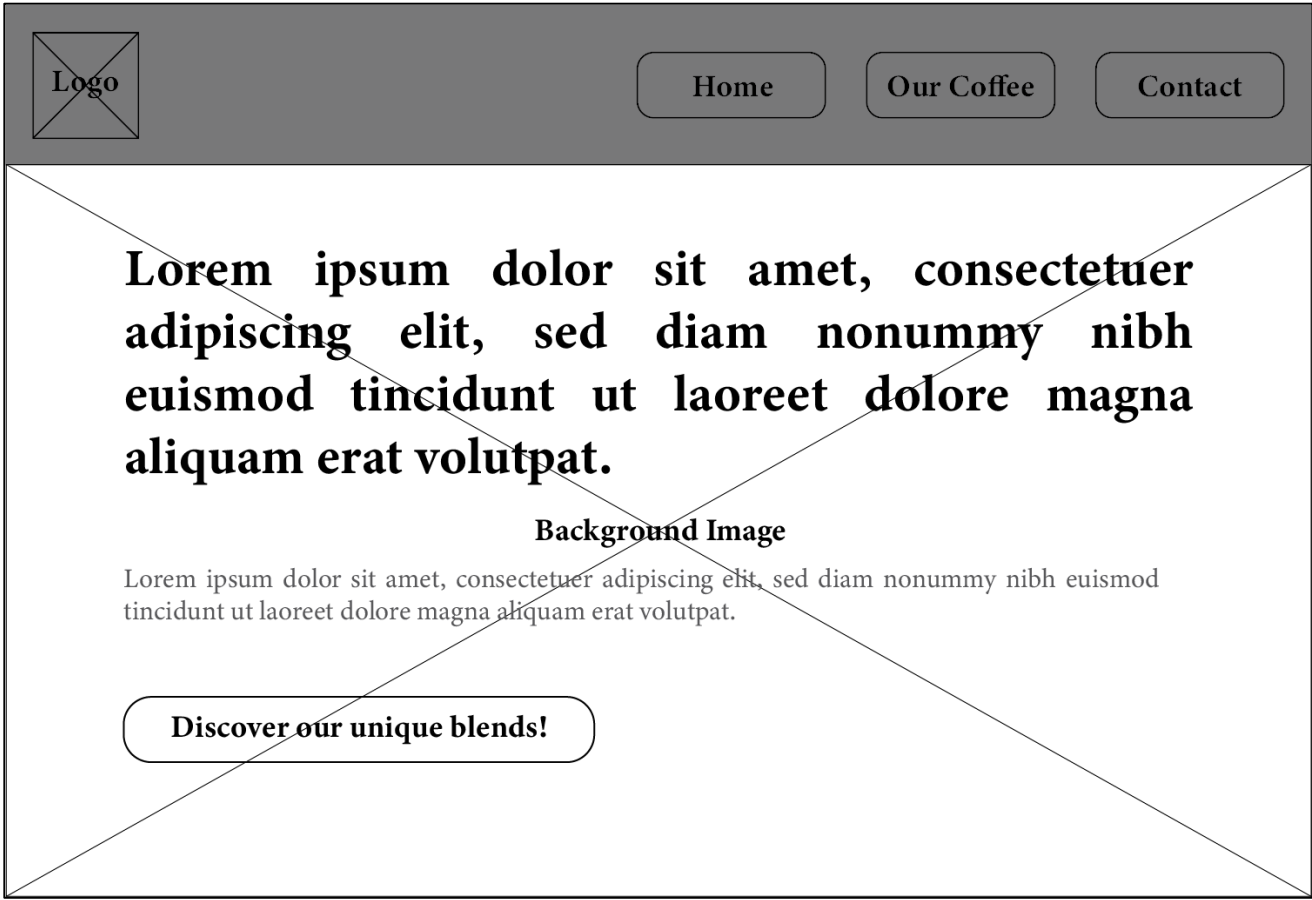
- Using larger font sizes for headings and placing them above the main text.  
Using dividers, sections, and containers to divide each section by itself and improve navigation.
- Implementing the "F" shape reading pattern, making the viewing experience easy for users to navigate through and minimize confusion.

(3) Design decisions linked to progressive disclosure

- Implementing a collapsible button for the FAQ section, where a list of questions is shown with an arrow button that's pointing down next to it, users can press on the arrow button to collapse and reveal the answer to each question.

Website Mock-Ups

Home section



Main section (Product Display, Self-Validating Form, Video, Audio, About Us Text)

Logo

HomeOur CoffeeContact

Our Coffee Blends

Experience the Perfect Brew

Product Name

Price

Description

Add to Cart

Product Name

Price

Description

Add to Cart

Product Name

Price

Description

Add to Cart

(Coffee Beans Product Section Layout)

Logo

HomeOur CoffeeContact

Signature Coffee Drinks

Handcrafted flavors, brewed to perfection

Drink Name

Price

Description

Add to Cart

Drink Name

Price

Description

Add to Cart

Drink Name


Price

Description

Add to Cart

(Coffee Drinks Product Section Layout)

Page 7 of 15



Home

Our Coffee

Contact

# The Ultimate Coffee Quiz

Test your coffee knowledge and see if you're a true coffee lover!

1- Which country produces the most coffee?

Colombia

Brazil

Ethiopia

Vietnam

2- What is the process of removing caffeine from coffee beans called?

Steaming

Fermentation

Decaffeination

Extraction

(Self-Correcting Quiz Section Layout)



Home

Our Coffee

Contact

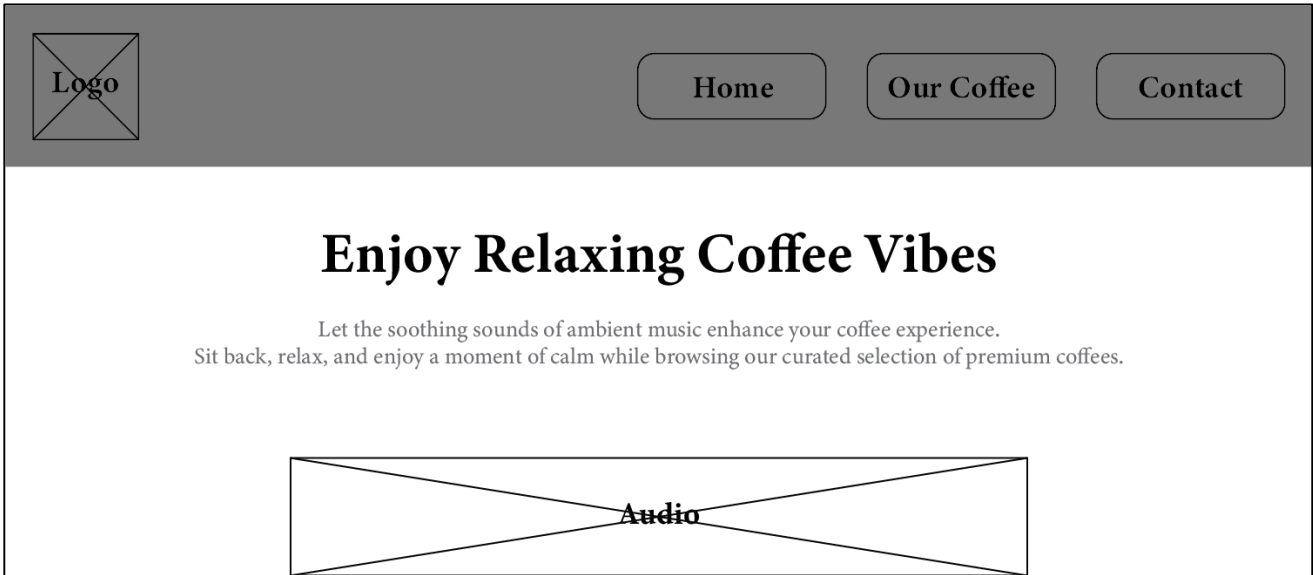
# How to Make the Perfect Iced Latte at Home

Chill out with this simple step-by-step guide to creating a smooth, refreshing iced latte using just a few ingredients.  
No fancy equipment needed!

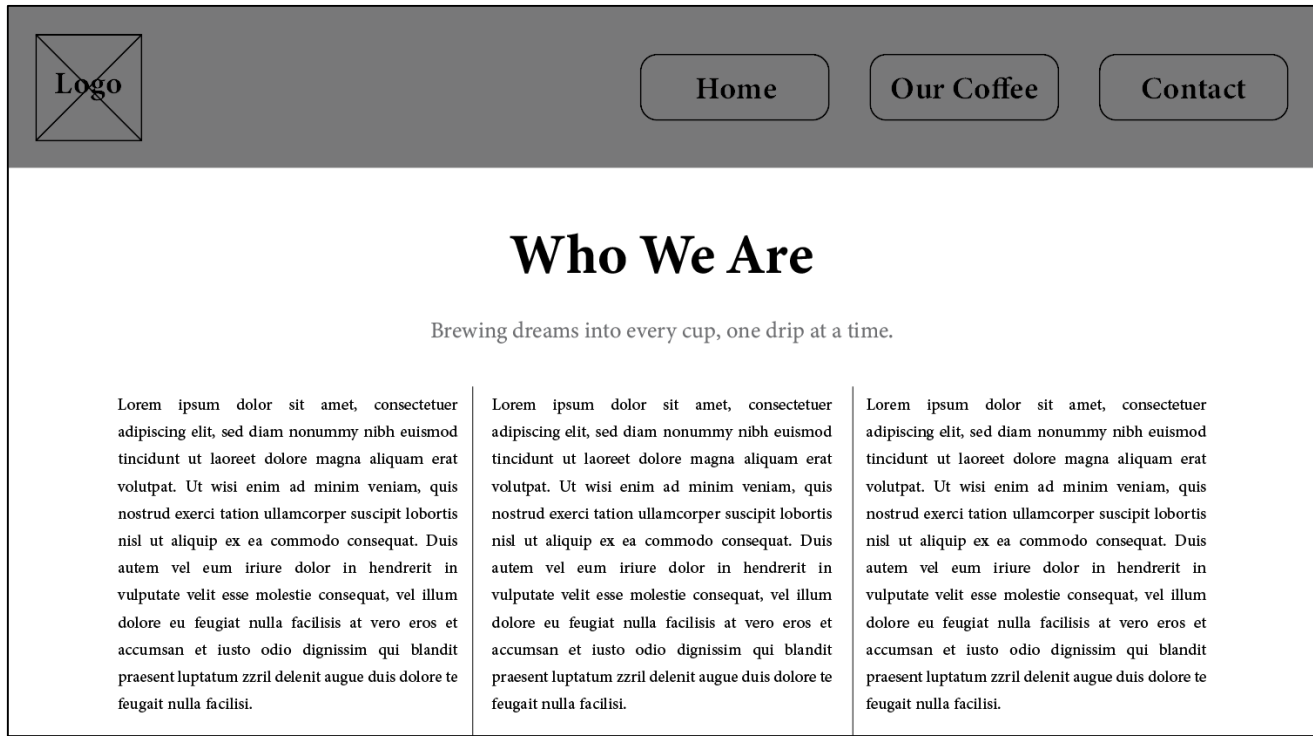
Video

(Video Section Layout)





(Audio Section Layout)



(About Us Section Layout)

Contact section (Contact Information, Email Form)

Logo

HomeOur CoffeeContact

Contact Us & Stay Caffeinated  
Reach Out for the Ultimate Coffee Experience  
We're Just a Message Away!  
Banner  
Have a question about our brews?  
Need help with an order?  
Contact us today, and we'll make sure your coffee cravings are met with perfection!

Frequently Asked Questions

We'd love to hear from you! Whether it's a question, feedback, or just a coffee chat, drop us a message and we'll reply soon.

► How long does shipping take?

► Do you offer international shipping?

► What payment methods do you accept?

(FAQ Section Layout)

Logo

HomeOur CoffeeContact

Get in Touch

We'd love to hear from you! Whether it's a question, feedback, or just a coffee chat, drop us a message and we'll reply soon.

Name

Email

Phone Number

What's This Regarding?


(Email Form Section Layout)

Logo

HomeOur CoffeeContact


# Stay Connected

Whether you're sending an email or sliding into our DMs, we're just a message away. Check out our contact details and social media links below — we'd love to connect!




**Phone  
Number**

+973 3322 6688






**Email  
Address**

dreamdripcoffee@gmail.com



**Follow  
Us**



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To Top

(Contact Information Section Layout)

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## SEO & Web Accessibility

### SEO Practices

(1) Utilizing meta tags by using unique and descriptive keywords specific to the website.

```
<!--Meta Tags-->
<meta charset="UTF-8">
<!--Meta Viewport-->
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<!--Meta Description-->
<meta name="description" content="Dream Drip Coffee offers premium, freshly roasted coffee beans delivered directly to your doorstep.">
<!--Meta Keywords-->
<meta name="keywords" content="Coffee, Drinks, Beans, Caffeine, Blends">
<!--Meta Author-->
<meta name="author" content="Dream Drip Coffee">
```

(2) Implementing informative heading tags that describe the main content in each block of text.

```
<h1 id="ourcoffeeblends">Signature Coffee Drinks</h1>
<br>
<p id="experience">Hand Crafted Flavors, Brewed to Perfection</p>
<br>
```

(Heading for the coffee drinks product section)

(3) Using the “meta viewport” meta tag to ensure compatibility with different screen devices.

```
<!--Meta Viewport-->
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

### Web Accessibility Practices

(1) Providing alternative text (alt) for images, videos, and audios.

```
<audio controls autoplay alt="A chill music audio track">
```

(Alternative text for audios)

```
<video controls autoplay alt="A short video demonstrating a simple tutorial on how to make a latte.">
```

(Alternative text for videos)

```

```

(Alternative text for images)

(2) Using descriptive labels significant to each input field in forms.



```
<label>Name</label>
<br>
<input type="text" id="name" name="name" placeholder="Enter Your First and Last Name">
```

(Descriptive label tag for the “Name” input field in the email form)

```
<label>What's This Regarding?</label>
<br>
<input type="text" id="regard" name="regard" placeholder="What's This Regarding?">
```






(Descriptive label tag for the “What’s This Regarding?” input field in the email form)

(3) Implementing color contrast effectively to make text and headings clear and readable.

```
background-color:  white;
color:  black;
```

(Implementing a light background color and dark font color to utilize color contrast to enhance readability)

## Features Table List

Feature	File Name	Screen Shot
Self-Correcting Quiz	index.html (“Our Coffee” section) script.js	<pre>const selectedOption = document.querySelector(`input[name="q\${i}"]:checked`); if (selectedOption &amp;&amp; selectedOption.value === correctAnswers[`q\${i}`]) {   score++; // If correct, add 1 to the score }</pre>
Self-Validating Form	index.html (“Contact Us” section) script.js	<pre>if (email.indexOf('@') === -1    email.indexOf('.') === -1) {   document.getElementById('email_error').textContent = "Please enter a valid email address (e.g., example@gmail.com).";   isValid = false; }</pre>
Menu text (glow or shadow or both)	style.css	<pre>.navBtns:hover{   text-shadow: 0 0 10px  #D98E04, 0 0 20px  #D98E04, 0 0 30px  #D98E04, 0 0 40px  #D98E04; }</pre>
Semantic Layout	index.html	<pre>&lt;main&gt; &lt;!--home page--&gt; &lt;section id="home"&gt;</pre>
Favicon	index.html	<pre>&lt;!--add a favicon--&gt; &lt;link rel="icon" href="images/favicon.png"&gt;</pre>
Columns (count, gap space, rule dotted)	style.css	<pre>#aboutusParagraph{   column-count: 3;   column-gap: 30px;   column-rule: 2px dotted  #c8a97e;</pre>
@Webfonts	style.css	<pre>@font-face{   font-family: "Poppins";   src: url(fonts/Poppins-Regular.ttf) format('truetype'); } /*Playfair Display font*/ @font-face{   font-family: "Playfair";   src: url(fonts/PlayfairDisplay-Regular.ttf) format('truetype');</pre>

First letter (::first-letter)	style.css	<pre>#welcome::first-letter{     font-size: 50px;     font-weight: bold;     color: #D98E04; }</pre>
Video element	index.html ("Our Coffee" section)	<pre>&lt;figure id="lattevideo"&gt;   &lt;video controls autoplay alt="A short video demonstrating a simple tutorial on how to make a latte."&gt;     &lt;source src="video/lattevideo.mp4" type="video/mp4"&gt;     &lt;!--alt message if the video is not supported by web browser--&gt;     Your web browser does not support this video.   &lt;/video&gt; &lt;/figure&gt;</pre>
Audio Element	index.html ("Our Coffee" section)	<pre>&lt;figure id="chillmusic"&gt;   &lt;audio controls autoplay alt="A chill music audio track"&gt;     &lt;source src="audio/chillmusic.mp3" type="audio/mp3"&gt;     &lt;!--alt message if the audio is not supported by web browser--&gt;     Your web browser does not support this audio.   &lt;/audio&gt; &lt;/figure&gt;</pre>
Details Element	index.html ("Our Coffee" section)	<pre>&lt;details&gt;   &lt;summary class="faq"&gt;How long does shipping take?&lt;/summary&gt;   &lt;p&gt;Orders are processed within 2-3 business days. Shipping time varies based on location, but it usually takes 5-7 business days for&lt;/p&gt; &lt;/details&gt;</pre>
Progress Element	Index.html ("Our Coffee" section)	<pre>&lt;progress value="8" max="16"&gt;&lt;/progress&gt;</pre>
Box Shadow	style.css	<pre>box-shadow: 0 4px 12px rgba(0,0,0,0.1);</pre>
Transitions (For hover elements in buttons)	style.css	<pre>transition: background-color 0.3s ease, transform 0.1s ease;</pre>
Hover effects for buttons	style.css	<pre>#submit:hover{     background-color: white;     transition: background-color 0.3s ease, transform 0.1s ease; }</pre>
Border Radius	style.css	<pre>border-radius: 16px;</pre>
Meta Tags	index.html (head)	<pre>&lt;!--Meta Tags--&gt; &lt;meta charset="UTF-8"&gt; &lt;!--Meta Viewport--&gt; &lt;meta name="viewport" content="width=device-width, initial-scale=1.0"&gt; &lt;!--Meta Description--&gt; &lt;meta name="description" content="Dream Drip Coffee offers premium, freshly roasted coffee beans delivered directly to your doorstep."&gt; &lt;!--Meta Keywords--&gt; &lt;meta name="keywords" content="Coffee, Drinks, Beans, Caffeine, Blends"&gt; &lt;!--Meta Author--&gt; &lt;meta name="author" content="Dream Drip Coffee"&gt;</pre>
Descriptive Heading Tags	index.html ("Our Coffee" section)	<pre>&lt;h1 id="ourcoffeeblends"&gt;Signature Coffee Drinks&lt;/h1&gt; &lt;br&gt; &lt;p id="experience"&gt;Hand Crafted Flavors, Brewed to Perfection&lt;/p&gt; &lt;br&gt;</pre>
Alternative Text for images, audios, and videos	index.html ("Our Coffee" section)	<pre>&lt;audio controls autoplay alt="A chill music audio track"&gt; &lt;video controls autoplay alt="A short video demonstrating a simple tutorial on how to make a latte."&gt; &lt;img src="images/latte.jpg" alt="An image of a Classic Latte Drink" class="beanbagimg"&gt;</pre>
Descriptive Label Tags	index.html ("Contact Us" section)	<pre>&lt;label&gt;What's This Regarding?&lt;/label&gt; &lt;br&gt; &lt;input type="text" id="regard" name="regard" placeholder="What's This Regarding?"&gt;</pre>
Color Contrast to enhance readability	style.css	<pre>background-color: white; color: black;</pre>

## Reference List

- [1] Coffee Shop Key Customers: Understanding Target Audience - Subscribed.FYI. (2024, April 24). Subscribed.FYI. <https://subscribed.fyi/blog/coffee-shop-key-customers-understanding-target-audience/>
- [2] W3C. (2024, March 7). Introduction to Web Accessibility. Web Accessibility Initiative (WAI). <https://www.w3.org/WAI/fundamentals/accessibility-intro/>
- [3] Vettorino, M. Z. (2020, February 10). Web Accessibility: What It Is, Why It Matters, & How to Get It Right. Hubspot.com; HubSpot. <https://blog.hubspot.com/website/web-accessibility?>
- [4] What is Visual Feedback? (2024). Pangea.app. <https://pangea.app/glossary/visual-feedback>
- [5] What is Visual Hierarchy? — updated 2024. (n.d.). The Interaction Design Foundation. [https://www.interaction-design.org/literature/topics/visual-hierarchy#how to craft a strong visual hierarchy-2](https://www.interaction-design.org/literature/topics/visual-hierarchy#how_to_craft_a_strong_visual_hierarchy-2)
- [6] Progressive Disclosure. (n.d.). In www.interaction-design.org. <https://www.interaction-design.org/literature/book/the-glossary-of-human-computer-interaction/progressive-disclosure>