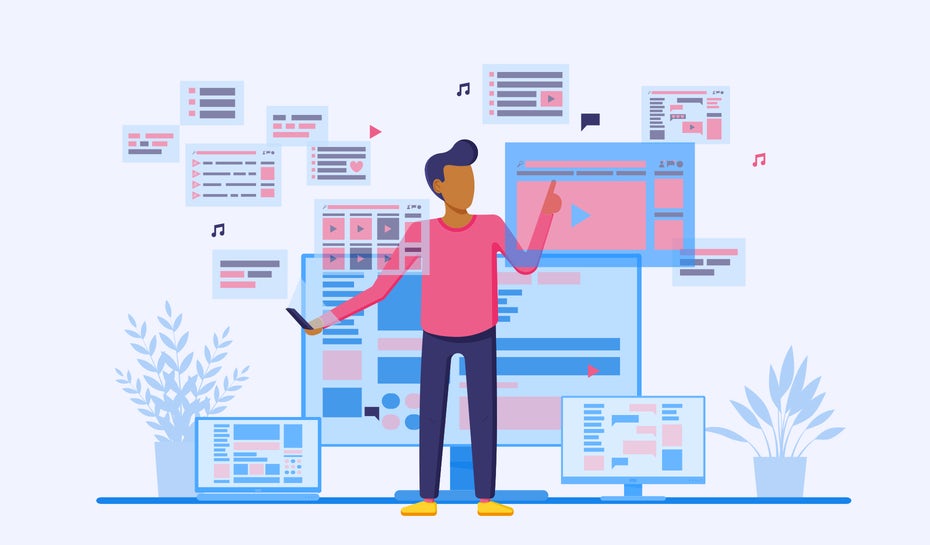
[#](http://www.napier.ac.uk/)



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# Introduction

The main purpose of this coursework is to perform a research of the competitor’s websites with the same products and services and critically evaluate them. To state the mission of the website we will build and to create a questionnaire in order to measure the quality criteria of our website and similar ones. Last we will mention and briefly analyze some of the data a website should track for the success measurement and we will suggest a visual style for the website store we are going to build.

# Initial research summary

In the first part we will critically evaluate the 6 best e-commerce websites in the UK within the drinks delivery service industry. The results will help us to avoid mistakes when we will be building our site and have the best result. We will evaluate if a site is complied with the criteria below:

1. User Experience(UX):

* If the site is mobile friendly so a user can easily navigate from his/her mobile platform without difficulties.
* If the visitor can navigate through the site easily, change product category at any time and return to the home page with no more than one click or scrolling.
* If the site is loading in less than 2 seconds in order to avoid big bounce rate
* Design & browsers compatibility so the site is simple and focused in its main mission and to look the same in all browsers.

1. Trust signal & Usability:

* How clean and distraction free is the checkout process to have the minimum amount of cart abandonment cases.
* If a secure checkout is provided (SSL) so the costumer feels safe to share his bank’s or card’s data and personal details.

1. S.E.O.:

* If the website appears in the first page of Google search because this has as result more traffic for the site.
* If the site has high number of visit from organic search which is the only way to raise the site’s traffic without additional costs.
* If the site was update at least on time in the last month in order to follow the new trends and keep his rank or even go higher in the search engines.

1. Marketing Channels & reach:

* If there is presence of the brand’s social media channels in the site so the customer can follow and interact with the company in real time
* If the company uses video in order to create more engaging and shared content which will lead to more traffic.
* If at least one method to capture the costumers data exists in the site.
* If they use ads and email marketing in order to raise awareness and traffic.

The results of our research are given in the table below

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Criteria Sites URLs | | [https://www.thebottleclub.com](https://www.thebottleclub.com/) | [https://www.thewhiskyexchange.com](https://www.thewhiskyexchange.com/) | [https://www.laithwaites.co.uk](https://www.laithwaites.co.uk/) | [https://www.masterofmalt.com](https://www.masterofmalt.com/) | [https://www.booze-up.com](https://www.booze-up.com/) | [https://www.waitrosecellar.com](https://www.waitrosecellar.com/) |
| e-shop UX | Mobile friendly |  |  |  |  |  |  |
| Easy navigation |  |  |  |  |  |  |
| Loading speed less than 2 sec |  |  |  |  |  |  |
| Design/Browsers compatibility |  |  |  |  |  |  |
| Trust signal/Usability | Clean/distraction free checkout |  |  |  |  |  |  |
| Secure checkout process(SSL) |  |  |  |  |  |  |
| S.E.O. | Google search rank(1st page) |  |  |  |  |  |  |
| Organic search |  |  |  |  |  |  |
| Last site's update less than a month |  |  |  |  |  |  |
| Marketing Channels & reach | Social media presence |  |  |  |  |  |  |
| Engaging content(video) |  |  |  |  |  |  |
| Capture costumers data |  |  |  |  |  |  |
| Paid ads/e-mail marketing |  |  |  |  |  |  |

# Mission Statement

Our main goal is to create a site easy to navigate and load fast. Clean of distractions, focused on the company’s main purpose and to be mobile optimized. Pages without much information in order to minimize scrolling and a top bar menu to make the user’s navigation easy. Mainly a site focused on the user-experience.

# Quality Criteria

Quality criteria are the indicators which make a site enjoyable for the user, makes him to use the site again, suggest it to other users and is easy to navigate with a well-built design. The most important criteria to measure the quality of a site are the following: Content, Design, Organization and User-friendly.

From the questionnaire please choose from 1 to 5 how much you agree or disagree with the statements.

(1=Strongly Disagree 2=Disagree 3= I don’t agree/don’t disagree 4= Agree 5= Strongly agree)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Criteria** | **Description** | 1 | 2 | 3 | 4 | 5 |
| Purpose | The site's appearance makes the main purpose of the company clear. |  |  |  |  |  |
| Usability | All the links and are working properly. The media load fast with no crashes. |  |  |  |  |  |
| Navigation | Visitor can navigate easy through the page back and front with no many clicks and whenever he wants. |  |  |  |  |  |
| Design | The design is appealing and not complex for the visitor and fits with the main purpose. |  |  |  |  |  |
| Content | Right use of language (grammar, syntax), clear headings with keywords. |  |  |  |  |  |
| Social media presence | The visitor can find easy the company’s social media profile and follow. |  |  |  |  |  |
| Mobile friendly | Site is responsive and easy to navigate via a mobile device |  |  |  |  |  |
| Security assurance | Customer can find the security verification for the page and feel safe to share his data |  |  |  |  |  |
| Unique/Innovative | Different design, content and approach from the competitors. |  |  |  |  |  |
| Help(real time) | The visitor can find anytime the help option and is in real time. |  |  |  |  |  |

# Measurement of Success

In order to measure a website’s success we need to monitor and analyze some data. By doing that we can understand if we are taking the right decisions and what we should change or improve in order to accomplish the site’s main purpose.

In the list below we are stating 5 of the most important criteria:

1. **Website Traffic:** This measurement help us understand how many users are visiting our website which show us how visible and high ranked in search engines our website is.
2. **Conversion Rate:** This is the division of the number of users who made the actions you intended in our site with the total visitors of the site. This can help us change our focus our even our strategy
3. **Cart Abandonment Rate:** This give us the number of how many users have reached until the submit button of a purchase but they never completed the transaction. This can help us make changes to the final stage of the checkout process.
4. **Revenue by Channel:** Help us understand with which way users find our site (search engines, Facebook, Instagram etc.) and by this metric we can decide where we can spend our budget for marketing campaigns to attract more customers and promotions.
5. **Time spend per visit:** This help us understand how much time each user spend in each page and in each stage. So we can understand if it is easy for the user to navigate and complete their actions.

# Visual Style

As the first impression made is always the most important we want to make the user understand from the very first second the main purpose of the website he has visited. For this we will use a background image of wooden barrels like the breweries used to be and make the visitor though travel in real a brewing basement. As a new website we need to build awareness of our brand. To accomplish this we will place the logo in the middle top of the page where always attracts attention, with height 236px and width 300px, and it will be there in all pages, also used as a redirect button to the main page.

Under the logo we will place a dark grey bar, height 70px and width the whole provided space, in order to keep the same dark colors as the background and not to make a big contrast with the background. There the search bar will be placed in the center and on the right we will place the login/register and the cart button. Exactly under the search bar a horizontal menu will be placed in order to be easy adaptable to all the devices and not to cover a big amount of the screen as a sidebar menu. The menu will be simple with no expanding menus for the same reason as above. Also the menu will be there for all pages and as a result this will make the navigation easy for the user.

For the main page a carousel with products we want to promote will be placed with a gap of 50px from each other with dimensions height 250px and width 73px so the user can easy see them and understand which product is without covering the whole page.

For the product page the image of the product will be placed in the left middle side and on the right of the image we will use <h1> for the name of the product to be easy read. Underneath a paragraph will be places with the description of the product and the specification of it. Under the paragraph the Quantity button will be placed and The add to cart button. The place on the right will be empty so we can place different elements or extra information about the beer.

At the footer of every page a line will be placed which will make clear that there starts the footer menu where contains all the information for our site and the company. The menu will contain live help option, contact details, social media profiles and the sitemap.

The font family that will be used in the whole site will be Arial with size 10pt in order to be easily read and fit long paragraphs without taking up much place.

# Conclusions

After the results we have gain from our research and we stated the website’s main purpose we built a “Horizontal prototype” of our site taking under concern all the results and information we had. The main focus of our website is to be simple with not many distractions, be easy to navigate around and make it as much user friendly and safe as possible.

In the second part of our coursework we transform this horizontal prototype into a working interactive web site. We will work on the back end of the website and we will set up the local servers.