WEDE5020 POE PART 3

ST10066258

TSHEDZA RAMABULANA

TRILLSA

Table of Contents

Website Choice

The name of the business I have chosen to work on is called Trill SA. Its a company that makes and sells high-quality rugs for homes and businesses. The rugs are handmade by skilled artisans and are made with the finest materials. Which offers a wide variety of styles, colours, and sizes to fit any decor. TrillSA is a friend-owned business that specializes in high-quality, handcrafted rugs. They are committed to providing our customers with exceptional service and helping them find the perfect rug for their home or office. Which is again another reason to why I chose to work with the business.

With a website, you have the flexibility to develop an informational hub for your company. You can go into as much detail about your goods, services, and special selling point as you like, as long as you keep it intriguing.
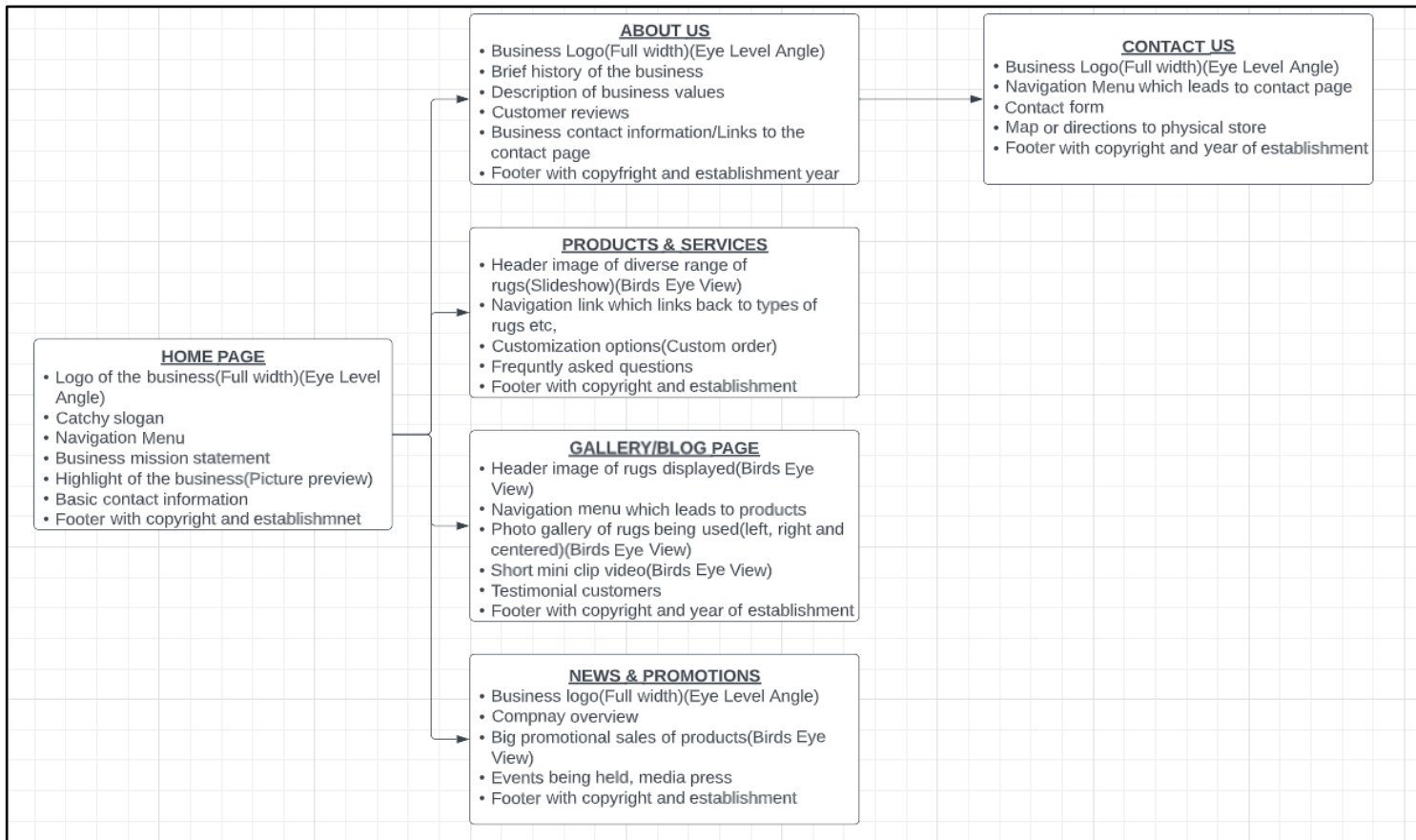
You may improve your products or services with the help of consumer feedback, and you can also create more persuasive sales and marketing strategies for your website design. By appropriately analysing data, the expertise and information on your website help you make business decisions.

Building a relationship with your audience through websites, you can establish a connection with your audience. They provide you the chance to tell stories and immerse your audience in your universe. Making a website is highly advised if you want to establish a stronger connection with the audience you're attempting to reach.

Website Assets

1. <u>Determine what type of assets you need:</u> For our rugs business, we need product images, lifestyle images, videos, graphics, and text.
2. <u>Source high-quality images:</u> We source our images from the manufacturer and take our own photos. We make sure that all images are high-quality and visually appealing.
   - <u>Film cameras:</u> While less common than digital cameras, film cameras are still used by some photographers who prefer the look and feel of film. Film cameras capture images on film, which must be developed before the images can be viewed.
   - <u>Drones:</u> Drones are becoming increasingly popular for aerial photography. They are equipped with cameras that can capture images from unique
     - <u>Bird's eye view:</u> In this angle, the camera is positioned high above the subject, looking straight down. It can create a sense of detachment or objectivity, and can also emphasize patterns or shapes.
     - <u>Eye-level angle:</u> This is the most common angle for photographs, where the camera is held at the same height as the subject's eyes. It creates a sense of familiarity and naturalness.
3. <u>Optimize images for the web:</u> We use Adobe Photoshop to optimize our images, reducing their file size without compromising image quality.
4. <u>Write engaging product descriptions:</u> We write detailed product descriptions that highlight the features and benefits of each rug, and provide relevant information such as size, material, and care instructions.
5. <u>Create lifestyle images:</u> We stage rooms with furniture and decor, and photograph our rugs in context to create lifestyle images.
6. <u>Create videos:</u> We create videos that show the different features of our rugs, such as the texture and colour.
7. <u>Create graphics:</u> We create graphics that highlight the different types of rugs we offer and provide information on how to care for them.
8. <u>Organize our assets:</u> We organize all our assets in a logical way, such as by product type or category, making it easy to find the assets we need when building our website.
9. <u>Having a domain:</u> This secures the website providing enough and efficient security in protecting the name.
10. Customer helpline: We will create a customer helpline which will respond to clients in need of assistance
11. <u>POPIA compliance:</u> Protecting people's personal information is very important. This ensures that they will gain our trust.
12. <u>Banking details:</u> for online banking: A portal which will direct the money into the company's business account

Website pages and content

ABOUT US
- Business Logo(Full width)(Eye Level Angle)
- Brief history of the business
- Description of business values
- Customer reviews
- Business contact information/Links to the contact page
- Footer with copyfright and establishment year

CONTACT US
- Business Logo(Full width)(Eye Level Angle)
- Navigation Menu which leads to contact page
- Contact form
- Map or directions to physical store
- Footer with copyright and year of establishment

PRODUCTS & SERVICES
- Header image of diverse range of rugs(Slideshow)(Birds Eye View)
- Navigation link which links back to types of rugs etc,
- Customization options(Custom order)
- Frequntly asked questions
- Footer with copyright and establishment

HOME PAGE
- Logo of the business(Full width)(Eye Level Angle)
- Catchy slogan
- Navigation Menu
- Business mission statement
- Highlight of the business(Picture preview)
- Basic contact information
- Footer with copyright and establishmnet

GALLERY/BLOG PAGE
- Header image of rugs displayed(Birds Eye View)
- Navigation menu which leads to products
- Photo gallery of rugs being used(left, right and centered)(Birds Eye View)
- Short mini clip video(Birds Eye View)
- Testimonial customers
- Footer with copyright and year of establishment

NEWS & PROMOTIONS
- Business logo(Full width)(Eye Level Angle)
- Compnay overview
- Big promotional sales of products(Birds Eye View)
- Events being held, media press
- Footer with copyright and establishment

Part 2 – With Improvements
Documented improvements to Part 1 process document
There was no need to add improvements to the process document as I had received full marks for it, with the lecturer adding no further comments concluding that no improvements where needed.

Below is the proof provided.

PART 1					
Marking Criteria	Novice (<40%)	Developing (40-49%)	Competent (50-59%)	Good (60-75%)	Outstanding (75-100%)
Description: Minimum 300 words describing website idea. [5 Marks]	• Either no evidence of ideation / description or; • Description is confusing, and less than 300 words, and not approved by lecturer.	• Less than 300 words, and/or; • Unclear description, and/or; • Not approved by lecturer.	• Minimum 300 words. • Description is acceptable. • Approved by the lecturer.	• Minimum 300 words. • Somewhat clearly describes choice and rationale. • Approved by the lecturer.	• Minimum 300 words. • Very clearly describes choice and rationale for the choice of website. • Approved by the lecturer.
	0 – 2 Marks	2.5 – 2.5 Marks	3 – 3 Marks	3.5 – 3.5 Marks	4 – 5 Marks
					5

Assets: Sourcing and preparation of website assets [15 Marks]	• There was little or no attempt to document assets. • Few or no assets were found, or they were not appropriate. • Little or no evidence of sourcing assets from license-free sources. • Little or no evidence of resizing or cropping images.	• There was an attempt to document assets in the process document – but lacks detail. • Assets include some images and other content. • License-free sources are inconsistently documented. • Images are inconsistently sized and cropped for use.	• Assets are mostly documented. • Assets include mostly appropriate logos, images, text content, and graphics. • Most assets appear to be from creative commons or license- free sare sources; but are not documented. • Photos / Images / Graphics are mostly sized and cropped appropriately for use (as evidenced in the "images" folder of the website).	• Assets are documented. • Assets include logos, images, text content, and graphics. • Most assets appear to be from creative commons or license-free sources. • Photos / Images / Graphics are sized and cropped appropriately for use (as evidenced in the "images" folder of the website).	• Assets are documented in the process document. • Assets include appropriate logos, images, text content, and graphics. • All assets are from creative commons or license-free sources. Documented. • Photos / Images / Graphics are perfectly sized and cropped appropriately for use (as evidenced in the "images" folder of the website).
	0 – 5.5	6 – 7.5	8 – 8.5	9 – 11	11.5 – 15 Marks
					15

Website Page and Content Structure in Process Document [15 Marks]	• No documentation of the five website page names and the order of content to be included on those pages, or Documenting was confusing, unclear and missing information.	Documenting of the five website page names and the order of content to be included on those pages needed further development.	Documenting of the five website page names and the order of content to be included on those pages was acceptable, but with a few errors.	Clear documentation of the five website page names and the order of content to be included on those pages.	Excellent, clear documentation of the five website page names and the order of content to be included on those pages.
	0 – 5.5 Marks	6 – 7.5 Marks	8 – 8.5 Marks	9 – 11 Marks	11.5 – 15 Marks
					14
Website files, folders and navigation: [15 Marks]	• File naming was completely **wrong** or **non-existent**. • File and folder structure was **confused** or **non-existent**. • **Missing** Webpages and naming were **incorrect**. Navigation links **do not work** or are **non-existent**.	• File naming had a few **errors**. • File and folder structure had one or two **errors**. • Five webpages, but the naming needs **revision**. • Navigation links need **revision**, but some worked.	• **Mostly** standards-compliant file and folder naming. • Entire website was in a root folder. • "images" folder contained all images. • Five are web pages **mostly** appropriately named. • All pages contained navigation links to each other that **mostly** work.	• **Good**, standards compliant file and folder naming. • Entire website was in a root folder. • "images" folder contained all images. • Five web pages appropriately named. • All pages contained navigation links to each other that **mostly** work.	• **Excellent**, standards compliant file and folder naming. • Entire website was in an **appropriately** named root folder. • "images" folder contained all images. • Five appropriately named webpages were in the root folder. • All webpages contained navigation links to each other that work.
	0 – 5.5 Marks	6 – 7.5 Marks	8 – 8.5 Marks	9 – 11 Marks	11.5 – 15 Marks
					15

https://github.com/IIEMSA/wede5020-part-2-Tshedza2001

Documented improvements to the Part 1 website

I have ensured that all redundant spaces are removed and that I have at most one line of space between code segments for my code to be more readable to people that will be viewing my code. I also made sure that I added one line of spacing between the header and the main tag, and between the main and the footer tag to make my code more readable. I added as well of couple changes to the website by including some css styles to it.

Index page:

1. Removed the navigation menu from an h4 it was not needed.
2. Line 3 and 109 I added a space in between for the html tag
3. Line 3 and 8 I added a space in between for the head tag
4. Line 10 and 26 I added a space in between for the header tag
5. Line 10 and 110 I added a space in between for the body tag
6. Line 80 and 108 I added a space in between for the footer tag
7. Line 28, 78, 80 I added space to accommodate the main tags
8. In Line 30, 36, 40, 42,93, 96 I added centre tags
9. In line 44, 46, 51, 56, 61, 66 and 71 to accommodate the css code for the product images.
10. Along with adding the link style sheet in line 6
11. In the Index page I added image columns to make the page more appealing

About page:

1. Removed the navigation menu from an h4 it was not needed
2. The HTML code for the copyright symbol (©) is ©.
3. Line 3 and 8 I added a space for the head tag
4. Line 10 and 81 I added a space for the body tag
5. Line 10 and 25 I added a space for the header tag
6. Line 75 and 79 I added a space for the footer tag
7. Line 28, 40, 54, 73 I added space to accommodate the section tags
8. In line 31, 35, 42, 52, 57, 59, 65, 70 I linked the css styles

Products page:

1. Removed images side by side will not make the page look visually appealing.
2. Removed the navigation menu from an h4 it was not needed
3. Line 3 and 8 I added a space for the head tag
4. Line 10 and 87 I added a space for the body tag
5. Line 10 and 22 I added a space for the header tag
6. Line 24 and 79 I added a space for the main tag
7. Line 81 and 85 I added a space for the footer tag
8. Line 57, 68, 84 I added space to accommodate the section tags
9. In Line 28, 30, 51 and 65 I included css link styles

News page:

1. Removed the images on line 12 as there was no need to add content across the news and promotion page
2. Removed the images on line 21 as there was no need to add content across the news and promotion page
3. Line 3 and 58 I added a space for the html tag
4. Line 3 and 8 I added a space for the head tag
5. Line 8 and 56 I added a space for the body tag
6. Line 22 I added a space for the header tag
7. Line 22 and 50 I added a space for the main tag
8. Line 50 and 54 I added a space for the footer tag
9. From line 40 to 45 I included link styles
10. Line 30 and 34 I added center tags
11. Line 6 I added css link styles

Contacts page:

1. The HTML code for the copyright symbol (©) is ©.
2. Line 3 and 106 I added a space for the html tag
3. Line 3 and 8 I added a space for the head tag

4. Line 7 and 104 I added a space for the body tag
5. Line 10 and 24 I added a space for the header tag
6. Line 26 and 84 I added a space for the main tag
7. Line 86 and 102 I added a space for the footer tag
8. Line 26, 49, 51, 71, 84 I added space to accommodate the section tags
9. In line 31, 36, 41, 54, 88, 94 I added div class to include with the css style
10. In line 6 I added a css link style

Part 3

Documented improvements to Part 2 process document

There was no need to add improvements to the process document as I had received full marks for it, with the lecturer adding no further comments concluding that no improvements where needed.

Below is the proof provided.

	PART 2				
Marking Criteria	Novice (<40%)	Developing (40-49%)	Competent (50-59%)	Good (60-75%)	Outstanding (75-100%)
Improvements to Part1. [25 Marks]	• **Little or no evidence of** implementation of improvements to Part 1 of the process document. • **Little or no evidence of** implementation of improvements to Part 1 of the website.	• **Some evidence of** implementation of improvements to Part 1 of the process document - documented in Part 2 of the process document. • **Some evidence of** implementation of improvements to Part 1 of the website - documented in Part 2 of the process document.	• **Acceptable** implementation of improvements to Part 1 of the process document - documented in Part 2 of the process document. • **Acceptable** implementation of improvements to Part 1 of the website - documented in Part 2 of the process document.	• **Good** implementation of improvements to Part 1 of the process document - **clearly** documented in Part 2 of the process document. • **Good** implementation of improvements to Part 1 of the website - **clearly** documented in Part	• **Excellent** implementation of improvements to Part 1 of the process document - **clearly** and **thoroughly** documented in Part 2 of the process document. • **Excellent** implementation of improvements to Part 1 of the website - **clearly**
				2 of the process document.	and **thoroughly** documented in Part 2 of the process document.
	0 - 9.5 Marks	10 - 12 Marks	12.5 - 14.5 Marks	15 - 18.5 Marks	19 - 25 Marks
					25

Link to the GitHub

https://github.com/IIEMSA/first-year-wede5020-final-poe-Tshedza2001

Documented improvements to the Part 2 website

Here's a summary of the changes I made to the code you provided:

1. Formatted the CSS rules to have the selector and opening curly bracket on the same line for all rules.
2. Ensured there is one line of spacing between each CSS rule.
3. Fixed a missing closing curly bracket at the end of the code.
4. Adjusted indentation for better readability.

Below are the changes I had made on the CCS styles page:

5. Lines 63-65: Moved the opening curly bracket "{" to the same line as the selector "video".
6. Lines 100-102: Moved the opening curly bracket "{" to the same line as the selector "header".

7. Lines 108-116: Moved the opening curly bracket "{" to the same line as the selector "nav ul li".
8. Lines 119-129: Moved the opening curly bracket "{" to the same line as the selector "nav ul li a".
9. Lines 139-146: Moved the opening curly bracket "{" to the same line as the selector "main".
10. Lines 149-157: Moved the opening curly bracket "{" to the same line as the selector "img".
11. Lines 161-168: Moved the opening curly bracket "{" to the same line as the selector ".image-container".
12. Lines 171-177: Moved the opening curly bracket "{" to the same line as the selector ".image-container img".
13. Lines 180-189: Moved the opening curly bracket "{" to the same line as the selector ".overlay".
14. Lines 191-198: Moved the opening curly bracket "{" to the same line as the selector "video" within the media query.
15. Lines 206-211: Moved the opening curly bracket "{" to the same line as the selector ".instagram-icon".
16. Lines 213-221: Moved the opening curly bracket "{" to the same line as the selector "footer".
17. Lines 224-230: Moved the opening curly bracket "{" to the same line as the selector ".container".
18. Lines 233-238: Moved the opening curly bracket "{" to the same line as the selector ".centered-list".
19. Lines 241-246: Moved the opening curly bracket "{" to the same line as the selector ".product-container".
20. Lines 249-252: Moved the opening curly bracket "{" to the same line as the selector ".product".
21. Lines 256-260: Moved the opening curly bracket "{" to the same line as the selector "form".
22. Lines 264-271: Moved the opening curly bracket "{" to the same line as the selector ".form-container".
23. Lines 274-278: Moved the opening curly bracket "{" to the same line as the selector ".form-group".
24. Lines 281-289: Moved the opening curly bracket "{" to the same line as the selector ".label".
25. Lines 292-299: Moved the opening curly bracket "{" to the same line as the selector ".input-field".
26. Lines 302-307: Moved the opening curly bracket "{" to the same line as the selector ".submit-btn".
27. Lines 310-314: Moved the opening curly bracket "{" to the same line as the selector ".submit-btn:hover".
28. Lines 317-319: Moved the opening curly bracket "{" to the same line as the selector ".submit-btn:focus".
29. Lines 321-327: Moved the opening curly bracket "{" to the same line as the selector ".border".
30. Lines 329-332: Moved the opening curly bracket "{" to the same line as the selector ".instagram-icon" within the media query.

SEO compliant

(Please note that this was done across all webpages. This is a screenshot of only the Contact page)

Heading Tags:

I had updated the Meta Title and Description come up with a meta description that accurately summarize the page content and included relevant keywords. For example:

Ensure that each page has a unique and descriptive meta title within the <head> section. For example: (Note this aren't changes as there were done in the previous POE's submissions.)

```
3
4    <head>
5      <title>Contact Form</title>
6      <meta name="description" content="Contact TrillSA for inquiries, customer support, and
7      more. Fill out the contact form or visit our store.">
8      <meta name="keywords" content="contact TrillSA, customer support, contact form, visit
9      us, high-quality rugs">
10     <link rel="stylesheet" type="text/css" href="style.css">
11   </head>
12
```

Image Optimization:

I had already added descriptive alt tags to the <img> tags to provide context to search engines in the previous POE submissions. For example:

```
12
13     <header>
14       <div style="text-align: center;">
15         <img src="_images/trillsablue.jpeg" alt="Logo" style="max-width: 170px;
16         display: inline-block; margin-top: 10px;" />
17       </div>
```

SEO-friendly URLs:

I had made sure that the URLs are descriptive and contain relevant keywords. I had avoided using numbers and parameters. For example: (Note this aren't changes as there were done in the previous POE's submissions.)

```
18       <nav>
19         <ul>
20           <li><a href="index.html">Home</a></li>
21           <li><a href="about.html">About Us</a></li>
22           <li><a href="products.html">Products and Services</a></li>
23           <li><a href="news.html">News</a></li>
24           <li><a href="contact.html">Contact Us</a></li>
25         </ul>
26       </nav>
```

Mobile Optimization:

Another important thing was made sure that the website is responsive and mobile-friendly, as mobile usability. Test the website's responsiveness across different devices and screen sizes. (Note this aren't changes as there were done in the previous POE's submissions.)

Functionality

<u>Scroll to Top Button:</u>

I created a button that appears when the user scrolls down and allows them to quickly scroll back to the top of the page.

Below is the screenshots of the code:

```html
<script src="style.js"></script>
<button id="scrollUpBtn" onclick="scrollToTop()">&#8593;</button>
```

This is from my home page (Index Page). But this followed out through every page in the website

```html
<head>
  <title>TrillSA - Home</title>
  <meta name="TrillSA" content="TrillSA offers high-quality rugs for ho
  <link rel="stylesheet" type="text/css" href="style.css">
  <script src="style.js"></script>
  <script src="https://code.jquery.com/jquery-3.6.0.min.js"></script>

</head>
```

```css
#scrollUpBtn {
  display: none;
  position: fixed;
  bottom: 50%;
  right: 50%;
  width: 50px;
  height: 50px;
  font-size: 24px;
  background-color: #333;
  color: #fff;
  border: none;
  border-radius: 50%;
  cursor: pointer;
  z-index: 9999;
}

#scrollUpBtn span {
  display: block;
  position: absolute;
  top: 50%;
  left: 50%;
  transform: translate(-50%, -50%);
}

#scrollUpBtn:hover {
  background-color: #555;
}
```

On the LEFT image this is from CSS style sheet:

This is from my JavaScript file:

```javascript
window.addEventListener("scroll", function() {
  showScrollUpButton();
});

function showScrollUpButton() {
  var scrollUpBtn = document.getElementById("scrollUpBtn");
  if (document.documentElement.scrollTop > window.innerHeight / 2) {
    scrollUpBtn.style.display = "block";
  } else {
    scrollUpBtn.style.display = "none";
  }
}

function scrollToTop() {
  window.scrollTo({
    top: 0,
    behavior: "smooth"
  });
}
```

This is a picture of how it looks:
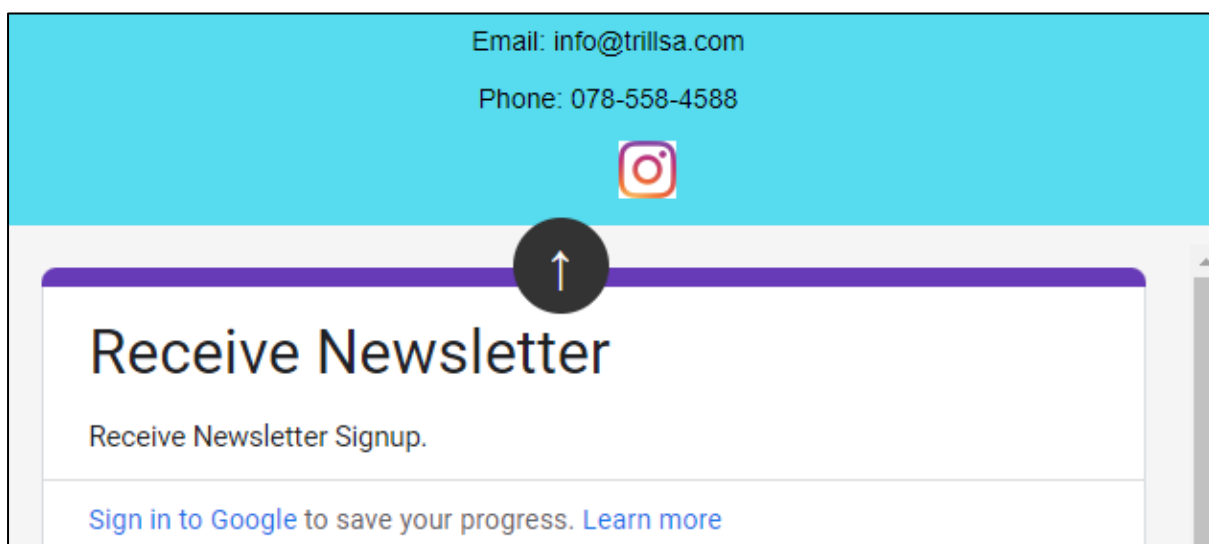
Below is the JavaScript for the validation of the form:

```javascript
1
2    // Function to clear initial input field value
3    function clearInitialValue(inputField) {
4      if (inputField.value === inputField.defaultValue) {
5        inputField.value = '';
6      }
7    }
8
9    // Function to validate the form
10   function validateForm() {
11     var emailField = document.getElementById('email');
12     var firstNameField = document.getElementById('firstName');
13     var lastNameField = document.getElementById('lastName');
14
15     // Check if first name is empty
16     if (firstNameField.value === '') {
17       alert("Please enter your first name.");
18       return false;
19     }
20
21     // Check if last name is empty
22     if (lastNameField.value === '') {
23       alert("Please enter your last name.");
24       return false;
25     }
26
27     // Check if email is empty
28     if (emailField.value === '') {
29       alert("Please enter your email address.");
30       return false;
31     }
32
33     // Check if email has a valid format
34     if (!/\S+@\S+\.\S+/.test(emailField.value)) {
35       alert("Please enter a valid email address.");
36       return false;
37     }
```

```javascript
39      return true;
40    }
41
42    // Function to validate the form (refactored)
43
44    // Event listener for form submission
45    function validateForm() {
46      const firstNameInput = document.getElementById('firstName');
47      const lastNameInput = document.getElementById('lastName');
48      const emailInput = document.getElementById('email');
49
50      // Clear any previous error messages
51      clearErrors();
52
53      let isValid = true;
54
55      // Check if first name is empty
56      if (firstNameInput.value.trim() === '') {
57        displayError(firstNameInput, 'First name is required');
58        isValid = false;
59      }
60
61      // Check if last name is empty
62      if (lastNameInput.value.trim() === '') {
63        displayError(lastNameInput, 'Last name is required');
64        isValid = false;
65      }
66
67      // Check if email is empty or has an invalid format
68      if (emailInput.value.trim() === '') {
69        displayError(emailInput, 'Email is required');
70        isValid = false;
71      } else if (!isValidEmail(emailInput.value)) {
72        displayError(emailInput, 'Invalid email format');
73        isValid = false;
74      }
75
```

```
 76      return isValid;
 77    }
 78
 79    // Function to display an error message for an input element
 80    function displayError(inputElement, errorMessage) {
 81      const errorElement = document.createElement('span');
 82      errorElement.className = 'error';
 83      errorElement.innerText = errorMessage;
 84
 85      inputElement.parentNode.appendChild(errorElement);
 86    }
 87
 88    // Function to clear all error messages
 89    function clearErrors() {
 90      const errorElements = document.getElementsByClassName('error');
 91      while (errorElements.length > 0) {
 92        errorElements[0].parentNode.removeChild(errorElements[0]);
 93      }
 94    }
 95
 96    // Function to check if an email has a valid format
 97    function isValidEmail(email) {
 98      const emailRegex = /^\S+@\S+\.\S+$/; // Simple email validation using a r
 99      return emailRegex.test(email);
100    }
```

References

Smith, L. (2023, March 20). Welcome to Rugs Galore. Rugs Galore. https://www.rugsgalore.com/

Johnson, J. R. (2022). The Rug Company Business Plan [PDF]. Retrieved from https://www.therugcompany.com/business-plan.pdf

(pakpersiancarpet, 2020)

(Open House Pictures, 2022)

W3Schools. (n.d.). JavaScript Window scrollTo() Method. Retrieved June 29, 2023, from https://www.w3schools.com/jsref/met_win_scrollto.asp"