



School of Information Technologies
Faculty of Engineering & IT

ASSIGNMENT/PROJECT COVERSHEET - GROUP ASSESSMENT

Unit of Study: ISYS2110

Assignment name: Group Project - BestMate Paradise Hotel

Tutorial time: Wednesday 14:00 - 16:00 Tutor name: Jeannie Jung

DECLARATION

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We realise that we may be asked to identify those portions of the work contributed by each of us and required to demonstrate our individual knowledge of the relevant material by answering oral questions or by undertaking supplementary work, either written or in the laboratory, in order to arrive at the final assessment mark.

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Best Mate Paradise Case Study

ISYS2110 Group 4 Team 2

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Table of Contents

Introduction	3
Target Audience and Characteristics	3
Requirements	4
Functional Requirements	4
Non Functional Requirements	5
Requirements Gathering Techniques	5
(I) Consumer Survey	6
(II) User Stories	15
Use Case Diagram	17
Modelling and Design of the new system	18
Group Reflection of the System	19
References	21

Introduction

BestMate Paradise is a pet-only hotel offering high quality service to a wide range of pet types in Sydney, Australia. BestMate Paradise consulted our software development team with the goal of developing a *“web system ... which allows people to make a booking for their pets to stay in the “hotel” while their owners are away or unable to look after them for a short while (a maximum of 28 days)”*. They additionally consulted us with the business needs of *“[helping] and [supporting] clients to find a suitable and affordable accommodation for their pets, as well as allow them to make a booking of accommodation with details of the animal “resident”*. As such, we entered into the software development project for this client, and partially followed the software development lifecycle, executing the planning, analysis and design phases.

Target Audience and Characteristics

The target audience for BestMate Paradise was dictated from a variety of categories such as age, demographic, interests and the intent of the consumer towards our pet hotel. We were able to identify our target audience through our requirements gathering techniques. Our prototype is aimed towards young adults from the age of sixteen and upwards. Additionally, due to the luxury and high standards of the BestMate Paradise hotel experience, we further refined our target audience to include middle to high socio-economic individuals. These are individuals who are willing and able to spend money to achieve a highly personalised and unique experience for their pet's accommodation. Our team utilised various requirement gathering techniques such as surveys, questionnaires and brainstorming to collate information from various demographics, geographical locations and pet owners with a variety of pets. Through analysing our competitor products, we decided to include the three tiers of membership so consumers received maximum value from our services and had freedom to select the package which aligns best to their individual priorities, such as price and level of luxury.

Some of the characteristics include a two level hierarchy for our room types. Each tab on the navigation bar represents an entity of our prototype. Users are provided the option to book a room by navigating from the main page to the booking page or from browsing different room types to the booking page or from the footer of each page. The booking page consists of a data validated form in which users enter suitable dates, pet type, services, food and drink, and room types for their pet.

If in doubt, users have the option to view the FAQ page which outlines various frequent enquiries from users as well as the 'About Us' page, in which they can view the history of the pet hotel. The prototype is compatible with multiple devices, providing ease of use for the consumer. The user is provided with contact details for the pet hotel in either the 'Contact Us' tab or the footer of each page navigated. Users have the option to sign up to manage their bookings from the navigation bar of a page navigated or to log in to manage bookings from the navigation bar on the page navigated.

Requirements

Functional Requirements

(1) One of the functional requirements is that a customer with a membership is able to sign in to the website, personalising the website to match their choices and pet hotels. This is through signing in with username and password on a sign in page. This will offer customers a personalised experience, feeling more connected to the BestMate Paradise system. (2) This function must include authentication and authorisation, making sure the password matches username, and the username exists. If there is no account, the user should sign up, storing the data in the website, saving it for when the user signs in. (3) Audit tracking should be used in this website when the details of the customer's pet and hotel chosen is related to the sign in and membership. This should allow personalisation of the website. The tracking must allow the page to have the customer's name on it, including the room chosen and membership. This also associates the pet's description to the pet owner.

(4) The booking page must require the individual to choose the date that their pet checks in and out, type of membership room, pet and how many rooms, plus some additional choices regarding the specifics of their stay. (5) When looking through the rooms, how many rooms and type of pet, a drop down bar is used for the individual to search what to select. There also must include the physical and affection needs and additional requirements for the pet.

(6) The report of requirements and admin functions must allow the staff to receive exact information about the pet to then perform once in the hotel. Once confirmed, a confirmation page must appear, to show a room has been booked for their pet, allowing the staff and customer to be aware of the confirmation.

(7) The hotel's privacy policy should be shown, reporting the privacy limits of the customers information and the organisation. This is especially important since the customer's data is stored in the website, using historical data to collect and save the customers information. (8) The about us page should report to the user about the staff who created the website and work for the organisation, informing the customer some background behind the organisation for reliability. (9) The FAQ page also should report the questions most commonly asked, being a reporting requirement for this website, allowing confused customers to clarify some questions they may have about BestMate Paradise. (10) The navigation bar allows users to quickly access other sections of the website for information on specific categories, for example "about us". This is a function that is important to allow the customers to navigate through the website.

Non Functional Requirements

(1) The Non Functional Requirements for BestMate Paradise are mainly to ensure the website is able to provide not only a simple booking interface for the users but allowing the users to pick between multiple kinds of memberships, each with their own prices and functionality. (2) At an operational level the webpage is able to run on all devices with a search engine, a responsive design that allows the same quality of webpage in different monitor sizes. (3) From a performance point of view the webpage will be able to handle approximately 20 bookings per minute, while during public holidays the system will be optimised to handle about 30 bookings per minute. (4) From a security point of view, personal data stored inside the system will be encrypted and hashed in a central database to prevent data leaks as much as possible. The database will also only be accessible by the manager, which will promote a systematic chain of command.

(5) BestMate Paradise's webpage is also designed in a simplistic yet eye-catching manner as it is targeted for young adults and upwards that generally pays attention to the attractiveness of a website. The page will adhere to HCI theory and a number of widely accepted guidelines for aesthetic website design, such as the 9 heuristics studied in ISYS2110. Despite this quality, the webpage will still maintain an easy to use interface without overcrowding the elements in the page for maximum usability purposes.

Requirements Gathering Techniques

The purpose of this system's development process was “to help and support clients to find a suitable and affordable accommodation for their pets, as well as to allow them to make a booking of accommodation with details of the animal resident”. Based upon this business needs statement, we understood we were undertaking a systems development project that was somewhere in the realms of business process automation (BPA) and business process improvement (BPI). As a result, our requirements gathering techniques had a strong emphasis on understanding the as-is system and furthermore some effort was made to look into requirements for the to-be system.

Our investigation aimed to identify the perceived problems pet owners had with existing pet booking systems, in order to successfully design a new system that will address these issues. This involved two requirements-gathering techniques: a survey, and the collection of user stories.

(I) Consumer Survey

The survey data collected was targeted toward current consumers, namely pet-owners that may look for pet accommodation in the future or have done so previously. The survey distributed followed a bottom-up survey structure, beginning with low-level, closed questions, before leading into higher-level, open ended questions. This structure was chosen so that consumers could begin with familiar and almost 'intuitive' questions, such as the number of pets they have or the type of pets they have, before leading into more thought-provoking questions, such as identifying the issues they have previously encountered when looking for pet accommodation. The purpose of these questions was to allow our team to perform root-cause analysis, looking into the root cause of common consumer problems, without asking the consumer to come up with possible solutions. Our goal was that our new website would form the solution.

The first page of questions addressed the pet accommodation industry and the individual consumer's experience with this in the past, as well as the details of their pet. The survey questions and responses from this page are listed below:

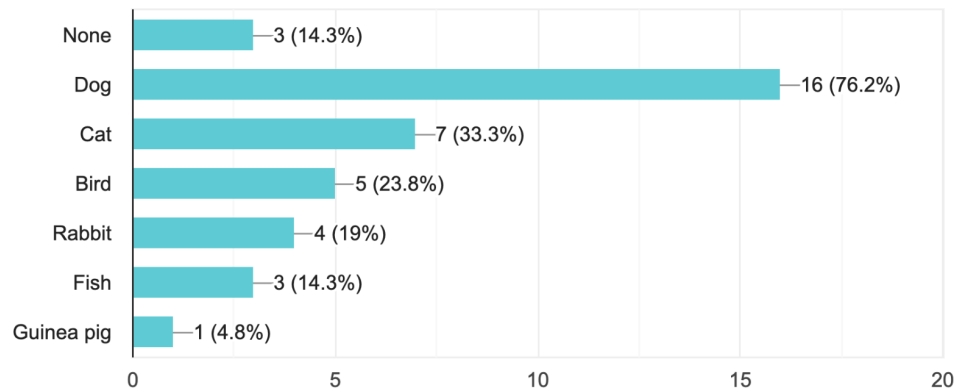
Q1.

What type of pet do you have? *

- ☐ None
- ☐ Dog
- ☐ Cat
- ☐ Bird
- ☐ Rabbit
- ☐ Fish
- ☐ Other...

What type of pet do you have?

21 responses



The first question offered a number of options for different pet types, but also included a text entry option to ensure all pet-owners could answer our survey truthfully. As expected, the vast majority (over three quarters of surveyees) of pet owners had a dog, followed by a third with a cat, but a wide number of pet types were included here. It is worth noting that respondents answering they currently have 'None' for this question typically owned a pet in the past so were still considered valuable input for the survey.

Q2.

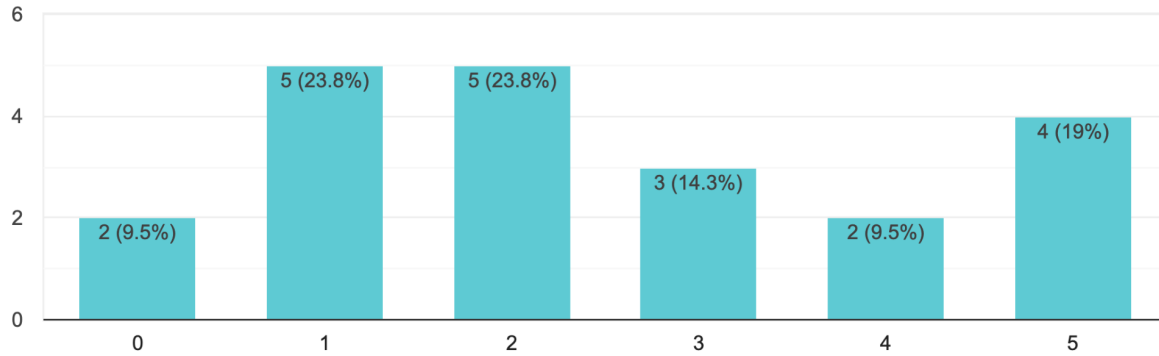
How many pets do you currently have? *



For this question, surveyees were asked how many pets they currently have and were asked to answer on a scale from zero to more than five pets. Yet again, we seem to have a wide range of pet numbers per household here, but most people (just under 50%) seem to be booking for one to two pets. Looking more closely at the data, people selecting they had 5+ pets usually owned smaller animals. One of these surveyees reported having birds and dogs, and two surveyees responded having fish. For these pet types, it is much more common to have many pets. It is also worth noting for data quality purposes that 3 people responded they had no pets in Q1, but only two people responded they have zero pets in Q2, meaning one of the other responses is probably not truthful. Since this constituted only 1 out of 21 responses, it was considered insignificant as a data quality concern, but is still worth considering when we analyse the responses.

How many pets do you currently have?

21 responses



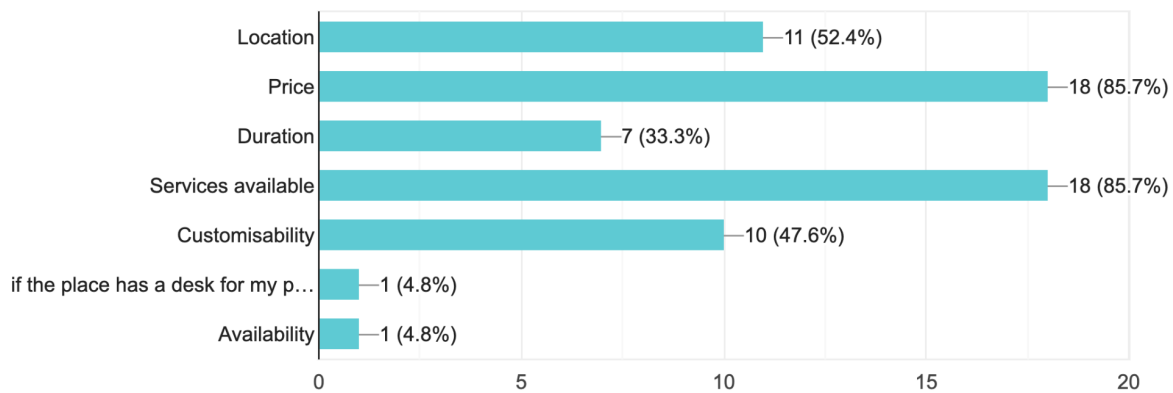
Q3.

What are your top priorities when looking for accommodation for your pet? *

- ☐ Location
- ☐ Price
- ☐ Duration
- ☐ Services available
- ☐ Customisability
- ☐ Other...

What are your top priorities when looking for accommodation for your pet?

21 responses



In this question, we started to delve into the more subjective parts of people's pet experiences. We offered a list of possible priorities from which surveyees could select multiple 'priorities', but also added a written answer so people could express anything else which was important to them. It appears some people really value the amenities; to quote one surveyee, "[the place must have] a desk for my pet to do his calculus homework". The majority of responses (over 85%) favoured price and services available, serving as an indication to our team that these aspects of BestMate Paradise should be emphasised on the to-be system to please consumers. Besides this, around half of surveyees selected customisability and location as additional factors that are of importance to them, and hence these factors should also be considered.

Q4.

When you go away, what do you normally do with your pets? (i.e. where do they stay?) How do you organise this? *

Long answer text

With our groomer, my mum has a contact.
With family members or in vet accomodation
I don't have a pet anymore
Some housesits, usually my siblings.
Someone comes and feeds them for us. If it's a longer stay they go to the kennel. Have to call the place
With a family member
I normally take my pets to the local vet which has an accommodation service. This is an extension of our normal vet services.
My family likes to leave our dogs at the breeder in Bathurst we got them from. We have the personal contact of the breeder. But she is not always free but we like it because our dogs get to socialise with other dogs of the same breed
I don't have a pet but if I did probably a kennel or something
We take them to a local kennel facility
Our vet has an overnight service where we can drop them off (if it is a short holiday)
We pay a local house sitter or dog sitter to look after our dogs
Our grandparents can look after them
When my parents go away i am the one that looks after our pets
At the kennel, book online

For this question, we wanted to understand the 'as-is' system, or what solution consumers are currently seeking for pet accommodation so we may compete accordingly. This question was open-ended, so we made it a long answer text response question to leave the surveyees room to elaborate.

It appears some people prefer free, trusted alternatives like family members, while other consumers are currently seeking out more institutional accommodation options such as breeders, kennels or vets. These are the kind of consumers we could potentially target by creating a convenient and streamlined booking system, since they already seem prepared to spend money on accommodation for their pets.

Q5.

What are some of the challenges you have experienced finding accommodation for your pet in the past?

Long answer text

It can be hard to find affordable accommodation, and someone who will look after our pets properly.
Mostly cost, a lot of places are quite pricey (especially for tiny guinea pigs). Many places also only cater to cats and dogs, so availability is also an issue.
mood and behavioural factors of the pet
She's been injured in a boarding kennel and got traumatised so we can only keep her at home now
Expensive
Family/friends not being available, price and scarcity of services
I don't like to leave my pets at the vet, but it is really hard to find accommodation for my rabbit as most places only cater to cats and dogs.
It can be hard to find accommodation that is up to our standards for what we want for our dogs. Our dogs are pretty 'spoilt' and we don't want to leave them somewhere which is convenient at the expense of them being comfortable and happy.
I don't have a pet but finding places with vacancy could be hard
No places near us have availability half the time
My dog has special medication and we don't trust a random place to be able to give it to him properly so we get someone we know to do it
My dogs always seem a bit traumatised when we pick them up from the kennel lol
There is no where for my dogs to run around at most places which they need especially if its for a long time, we have a big back yard at home
The change of routine at a commercial place is too much stress and change for my cats to handle
It costs too much if we are away for more than a couple of nights

Similarly to Q4, Q5 was an open-ended question posed as a long-answer text response question. The purpose of this question in the survey was to identify the 'root problems' with finding pet accommodation for consumers. We didn't ask consumers for solutions here, but rather were looking for patterns in the problems identified. It is clear that many consumer's main concern is the treatment of their pets above all, followed by price and availability.

This makes sense as it aligns with their priorities outlined in Q3. An unignorable part of a pet owner's identity is their relationship with their pet. It is clear that what consumers are demanding is a place that will treat their pets the way an owner would, taking immediate care of them, and this means catering service specifically toward the pets needs. This is a theme that was heavily utilised in the design of the new web system.

The next part of the survey involved working out the details of user's preferences surrounding website interaction and the ergonomic details of our implementation. This was so that we could work out how to make the website most please a human user.

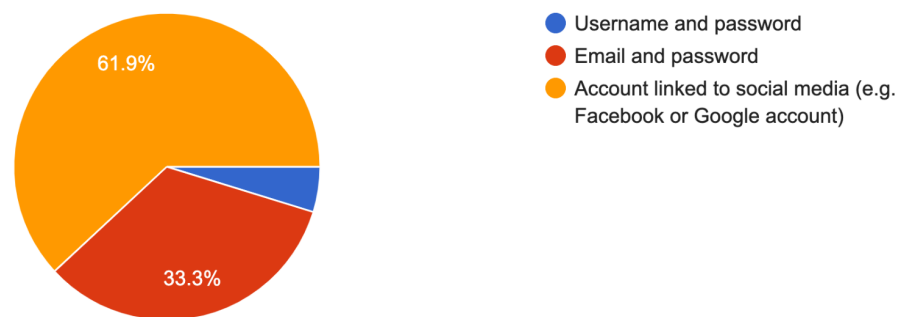
Q6.

When making accounts online, which of the following do you most prefer to log in: *

- ☐ Username and password
- ☐ Email and password
- ☐ Account linked to social media (e.g. Facebook or Google account)

When making accounts online, which of the following do you most prefer to log in:

21 responses



This question was included so that when we introduce a user-based system involving accounts, we know how to tailor the experience toward user preferences. It appears most users prefer an account linked to social media, otherwise their email and password.

We deduced this is probably to stop users from having to remember too many account details for different websites. If possible, we will try to include this in our design solution.

Q7.

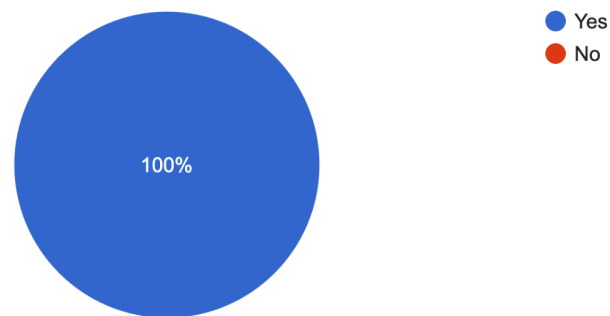
Do you find interactive features on websites helpful when making consumer decisions? *

☐ Yes

☐ No

Do you find interactive features on websites helpful when making consumer decisions?

21 responses



This question had a 100% response rate that consumers find interactive features on websites helpful. This helps us design our website as we can prioritise the integration of user feedback systems such as pop-ups and website features that allow for interaction and feedback to the user. An example of this could be telling a user that they successfully logged in.

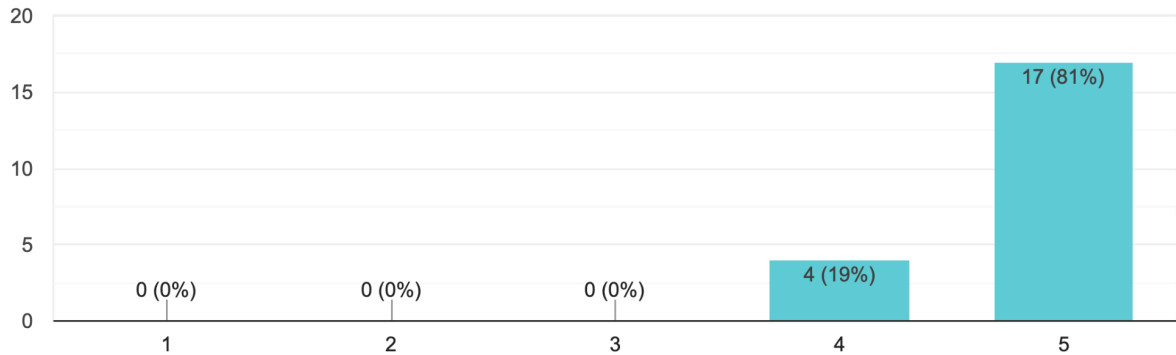
Q8.

If you make an online booking, how important is it to you to receive a booking confirmation and follow-up?

	1	2	3	4	5	
Not important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very important

If you make an online booking, how important is it to you to receive a booking confirmation and follow-up?

21 responses



Finally, we asked users to respond how important it is to them to receive a booking confirmation and follow-up on a scale from 1-5. All users responded either a 4 or a 5, indicating this is very important. This helped us decide to implement a booking confirmation page and a follow-up system for our website as this is highly valued by consumers.

Overall, the survey gave us a lot of direction for the to-be system, as well as quite a deep understanding of the as-is system, and what pet owners are currently doing for pet accommodation. This was very insightful during the design phase.

(II) User Stories

The other requirements modelling technique we implemented was user stories including story cards and task lists. This was so that we could obtain an abstract description of the functionality of the software from a stakeholder (a potential manager and customer) perspective. These two user stories are included below:

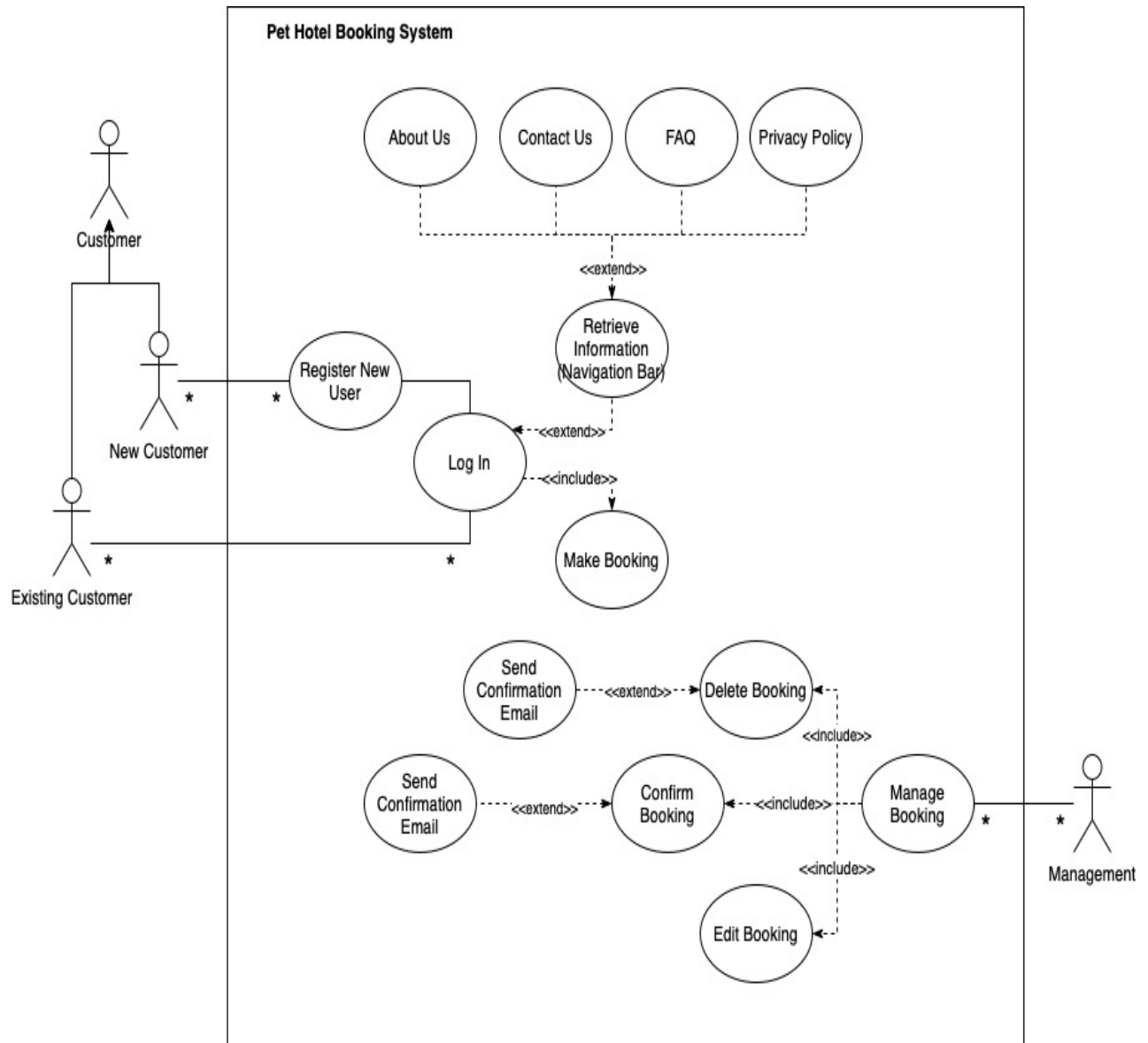
Customer Story Card	Task List
<ol style="list-style-type: none">1. As a new customer, I expect to be able to fill in all my details and pets requirements and make a booking online in under 5 minutes.2. As a new customer I expect to find the FAQ page to answer my questions and find the about us page to see what the company is like.3. As a new customer I expect to find a contact area to ask more specific questions about my pet staying in the hotel.4. As a repeat customer I expect all my details to be already saved securely and should only have to schedule dates so I can make a booking in under 2 minutes.5. I also expect that I will be able to later add more pets and change my details and requirements of my pets all online.6. I also expect that I will be able to add additional requirements for my pet that are more specific and have not been noted in the general dietary requirements or affection of the pet.7. As a new customer I expect to look through the rooms and find the perfect fitted room for my pet.	<ol style="list-style-type: none">1. Implement Customers accounts with strong password requirements to save users details securely for next time2. Customers should be at the home page and go to the navigation bar to find the FAQ page, answering common questions and going to the us page on the navigation bar.3. Customers should be able to access the contacts through scrolling to the bottom of any page, as this is commonly done on websites so the customer is aware..4. Customer account should be able to add a pet, modify pets details and add another pet. Using a drop down menu search the pet can be found quickly without typing. As well as room type, number, affection of pet and dietary requirements. This limits the amount the customers have to think. Additional add ons can be added to the pet for more specific requirements.5. Filling in new user details should take a maximum of 5 .6. Customers can look through rooms, checking reviews, specific information and price with a photo attached.

<p>Manager Story Card</p> <p>1. As a Manager, I want to be able to use the web system in-order to see all the pets that are currently staying and will be staying at the facility as well as all their requirements in-order to correctly allocate the available staff to take care of which pets.</p> <p>2. I also want to be able to convert phone bookings into manual online bookings, as well as cancel bookings and shorten some pet stays earlier than scheduled when a customer requests it over the phone.</p> <p>3. I also want to be able to modify the restrictions we have on the types of pets we can cater for and the services we can provide as our business expands in the future.</p>	<p>Task List</p> <ol style="list-style-type: none"> 1. Manager account can see all pet bookings and filter and sort them (date of arrival, date of departure, length of stay, size of pet, type of pet, services needed for pet). 2. Manager accounts can also manually add bookings, modify bookings and cancel bookings. 3. Manager accounts can also change the parameters of adding a pet, as well as accommodations offered when booking.
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In each of these user stories, the potential user (customer or manager) describes the functionality they wish to utilise in the to-be system.

This is the information on the left under 'story card'. On the right, under 'task list', is the list of how our team plans to implement this functionality described by the user. As a result, the task list is an important list of requirements that will help us to give each user the functionality they have described.

Use Case Diagram



Modelling and Design of the new system

The functional requirement noted the necessity of the navigation page, thus this was implemented to make searching for the customer easier when navigating through the website, limiting the amount that the user has to think. Further this navigation bar leads to the FAQ page and the about us page, for any general questions that would be asked by customers already answered without the effort of the user to try and ask a question about the organisation or function of the organisation. Furthermore, for specific questions, the user is able to scroll down in the website on each page to see the contacts, scrolling being a simple action that is typical when finding the contact. The customers are able to make a booking for their pets, seeing all the types of rooms with reviews information and price, to choose rooms and how many. The pets, dietary requirements, affection of pets and type of room is chosen through a drop down menu so the individual does not have to type. Our team included these features as a reflection of both the non-functional requirements mentioned earlier, and due to the survey respondents demanding a personalised experience.

The website is consistent using the same colours and structure of how the information is presented throughout the website. The images of the rooms are the same in all pages. The contact is also at the bottom of each page in the website. Keeping the same colour throughout the website also makes the website more attractive to the eye and aesthetic. Using warm colours creates a warm environment for the customer, presenting warm and friendly emotions for the customer to pick up. There are also friendly pictures of pets and a calm background of the beach, giving a vacation and fun aesthetic to match the mood of the pets that is expected when at the hotel. There are also images of the hotel to allow the user to understand the hotel's warm environment. There is easy reversal for actions as the booking can be adjusted whenever the customer wants. Pressing on the navigation bar also allows the user to exit out of a page and go to another page instead.

Authentication is used in a sign in page only working if the user enters the matching username and password, giving the correct page of the user with the matching requirements of the pets. Confirmation page gives feedback to the user that a booking has been made with their pets, personalising it in their own account by showing their name in the top corner of the booking and home screens. When clicking "Book now", the booking page is opened to where the customer can make requirements. Colloquial and short verbs are used to allow the user to navigate through the page. For example "book now" gives a clear indication for those who only understand basic english. All headings of the navigation bar also include one or two words to describe the page, allowing the user to not think too hard. The contact also gives a number and email that the user can use without thinking about how to contact them. These are help services for specific contexts, there is also an FAQ page which includes the most commonly used questions that are expected from users.

This page is spaced out with the words in mini paragraphs scattered in columns beside pictures, this allows lessons the amount of information, using basic words that are distinct and guide the user.

The website also heavily implemented error trapping. For example, when a new user goes to create an account, if their password is too short, the system will notify them with a pop-up that they have not met the requirements, so they can try again. If a user is successful, they will also be notified so they know they have successfully completed a task. Similarly, if a user incorrectly enters their email and password upon login, they will be notified via a popup. Upon clicking 'okay' to confirm they have received the message, they will be redirected to the next page (if successful), or if unsuccessful, permitted to continue interacting with the current page. A user also must enter their password twice to ensure they have typed it properly. Upon a successful booking, users are redirected to a confirmation page. Another reason we included this was so that users would receive feedback, as they indicated this was very important in the survey.

Group Reflection of the System

As a group, we were well coordinated when it came to task delegation and all the tasks were mostly split up evenly amongst individuals. Constant check-ups were conducted by every team member to update on progress. As each individual member in our group had a different set of skills, we are able to utilise each of our strengths to maximise the amount of work done in a limited amount of time. A strong basic foundation of concept and ideas of what we want to achieve are also laid down before starting to build the webpage which minimises scope creeps from happening.

The website at the beginning was difficult to make as not a lot of us had a lot of experience with HTML and CSS. However with help from some of the other members in the group we were able to grow our knowledge. Help from visiting certain youtube videos, watching how hotel websites can be made, sign in pages, about us pages, we were able to see how to implement css and html together, and how to make the pages look aesthetic and attractive to the user, progressively developing and building the aesthetic and functionality for the website.

The most challenging aspect was creating the sign in page that was talked about in the presentation to personalise for the customer. This was hard as we had to alter the website to suit the customer once the customer signed in. This took a lot of critical thinking skills and collaboration to strategize how to alter the home page and booking pages to suit the customer. For example we decided to add the customer's name at the corner of the page. However in doing this we had to research how to alter the page to add text to the top corner. In the end a fellow teammate that has worked with html could help find the bugs that were stopping this function from working. Other alterations to this page were solved through teamwork and critical thinking mixed with previous knowledge of html.

Areas of improvement include communication and more meetings with every team member being present to ensure no one was left out or no one was doing more work than another individual. Another drawback of this project is that having a lot of group members present challenges in terms of meeting time management where we couldn't find the right time to meet up due to clashing schedules.

Some aspects of software development in a team environment can be inherently challenging. Our group chose to take a parallel development-like approach to the creation of the website prototype. As such, a number of issues with integration cropped up when each individual member's web page were to be blended with the other group members. This was mainly an issue due to our efforts to adhere to the heuristics and guidelines for aesthetic user interface design that we learnt about in the unit. For example, different members designed a few different variations of website navigation, but for the purposes of simplicity and consistency for a user on the webpage, we decided it would be better to just use one type of navigation. This meant that when the integration stage came up, we had a little bit more work on our hands and a steeper learning curve as a result of the style of development we chose to undertake for this project.

From the interim presentation, we received almost exclusively positive feedback from our potential customers. They told us how much they liked the aesthetic and design of the system, as well as the attention to the details of the booking process, such as all the options in the survey menu. As a result, we worked to refine and give consumers more of this for the final product, adding the name personalisation and login portals after. Ultimately, we just tried to give consumers what they really wanted, to improve from that version of the design.

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