

T LEVEL

*Technical Qualification in
Digital Production, Design
and Development*

Grade Standard Exemplification Materials Summer 2024

Occupational Specialism:

Digital Production, Design
and Development

Distinction Version 1.0

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Pearson

Digital Production, Design and Development

Contents

Introduction	pages 1-2
Student work:	pages 3-172
Task 1	pages 3-49
Task 2	pages 50-96
Task 3a	pages 97-164
Task 3b	pages 165-172

Digital Production, Design and Development

Introduction

This document contains the Grade Standard Exemplification Materials (GrSEM) which includes student work.

The purpose of this material is to support centres and students in their understanding of the requirements of the Occupational Specialism component of the Technical Qualification and to prepare for future submissions.

The student work submitted was marked and awarded at the boundary of the grade indicated within the document. It should be noted that the portfolio of work provided may include tasks (and elements of) which perform above, at and below the final awarded grade and the holistic grade for the portfolio is made up of the performance across all tasks.

The portfolio provided is typical of a learner performing at the grade awarded for the Occupational Specialism and should therefore indicate an indicative level of performance to achieve that grade.

This document should be used in conjunction with the task booklets, mark scheme and most notably, the Lead Examiner report. These documents can be found on the Pearson website here [Digital Production, Design and Development | Pearson qualifications](#).

The duration of this assessment is 87 hours of supervised sessions spread over a period of 14 weeks.

The assessment is split into four tasks covering a range of topics. These are summarized below:

Task	Topic	Evidence	Time
1	Analysing the problem and designing a solution	Proposal of the designed solution A set of design documents	20 hours
2	Developing the solution	Prototype	30 hours

Digital Production, Design and Development

		Development documents Test log Code for prototype solution	
3a	Gathering feedback to inform future development	Plan and report on gathering feedback	15 hours 30 minutes
3b	Evaluating feedback to inform future development	Feedback evaluation report	2 hours

Task 1

Design documentation for RZA

Contents

Visual/Interface designs	2
Logo	2
Colour Scheme.....	2
With #	2
Array.....	2
Object	2
Navigation bar	4
Home Page	5
About Page	6
Educational Visits Page.....	7
Booking System	8
Log In/ Register.....	9
Full solution	11
Data requirements	12
ERD + Data flow.....	12
ERD - Closer view.....	12
Data dictionary	13
Algorithm.....	15
Wireframes and the flow	15
Booking system flowchart, view – full flowchart.....	15
Booking system flowchart, view – closer on main logic	16
Booking system flowchart, view – closer on the booking a room logic.....	16
Booking system flowchart, view – closer on booking a ticket logic	17
A test strategy	18

Visual/Interface designs

Logo

This logo I have created using Canva, the main inspiration lies in the name of the brand – “Riget”, which I have found to be an anagram for Tiger, thus the icon of the tiger. As the brief did not mention when the zoo was founded, I have used a random 1999, however it can be changed, when the client mentions the real date. I find this logo to be inclusive as it is sensible enough for children, however not too childish for adults.



Colour Scheme

This colour scheme was chosen, after I conducted research into industry. Specifically, I have looked into the competitors’ websites that are located in the Great Britain. What I found was that green and orange were dominant colours. I find it very sensible since it resembles how zoos actually look with a lot of green areas and animals with the orange fur.

As well as that I have looked into archetypes and how these colours would fit in.

This is the Colour palette I came up with, using <https://coolors.co/>.



With

```
#aea593, #3b3b46, #6f6634, #71725a, #2e2f39, #979d95, #ffffff, #44513e,  
#be8e4b
```

Array

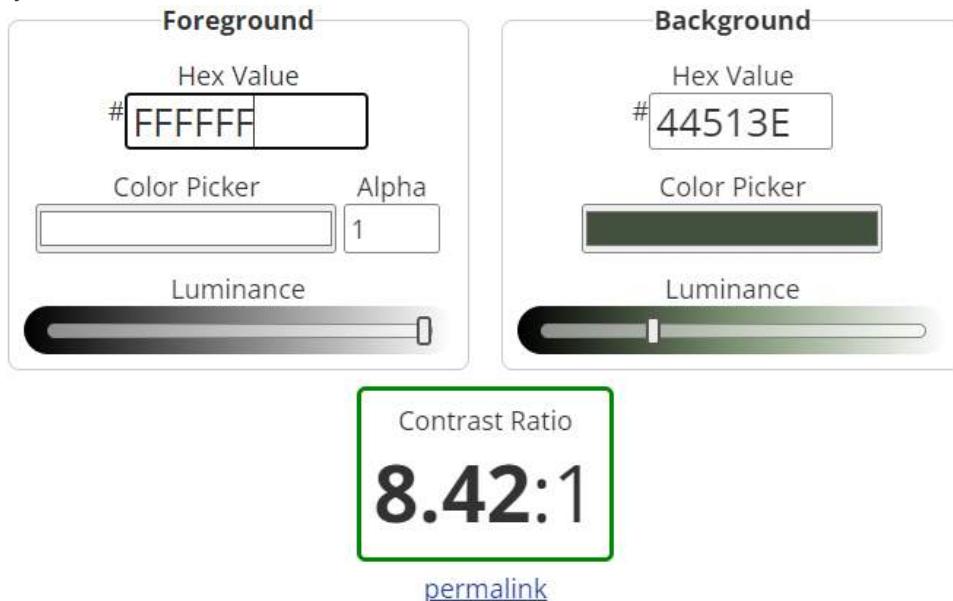
```
["aea593", "3b3b46", "6f6634", "71725a", "2e2f39", "979d95", "ffffff", "44513e",  
"be8e4b"]
```

Object

```
{"Khaki": "aea593", "Onyx": "3b3b46", "Field drab": "6f6634", "Reseda  
green": "71725a", "Raisin black": "2e2f39", "Battleship  
gray": "979d95", "White": "ffffff", "Ebony": "44513e", "Lion": "be8e4b"}
```

When doing the design in Figma, I was constantly checking the contrasts and colours for compliance with WCAG, for that I have used WebAIM website.

First combination that I used a lot through out the website UI design, was white on the ebony.



Normal Text

WCAG AA: Pass
WCAG AAA: Pass

The five boxing wizards jump quickly.

Large Text

WCAG AA: Pass
WCAG AAA: Pass

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: Pass



Text Input

For some of the ideas, like the one below I had to adjust, this was for some of the buttons.

The image displays a 4x3 grid of Figma design prototypes, each showing a color palette, luminance levels, and a contrast ratio for a specific text element. The prototypes are organized into four columns and three rows.

- Column 1:**
 - Row 1:** Foreground: Hex #FFFFFF, Background: Hex #BE8E4B. Contrast Ratio: 2.93:1 (Fail).
 - Row 2:** Foreground: Hex #000000, Background: Hex #BE8E4B. Contrast Ratio: 7.16:1 (Pass).
 - Row 3:** Foreground: Hex #FFFFFF, Background: Hex #AEA593. Contrast Ratio: 2.44:1 (Fail).
- Column 2:**
 - Row 1:** Foreground: Hex #000000, Background: Hex #BE8E4B. Contrast Ratio: 7.16:1 (Pass).
 - Row 2:** Foreground: Hex #000000, Background: Hex #AEA593. Contrast Ratio: 8.6:1 (Pass).
- Column 3:**
 - Row 1:** Foreground: Hex #000000, Background: Hex #BE8E4B. Contrast Ratio: 7.16:1 (Pass).
 - Row 2:** Foreground: Hex #000000, Background: Hex #AEA593. Contrast Ratio: 8.6:1 (Pass).

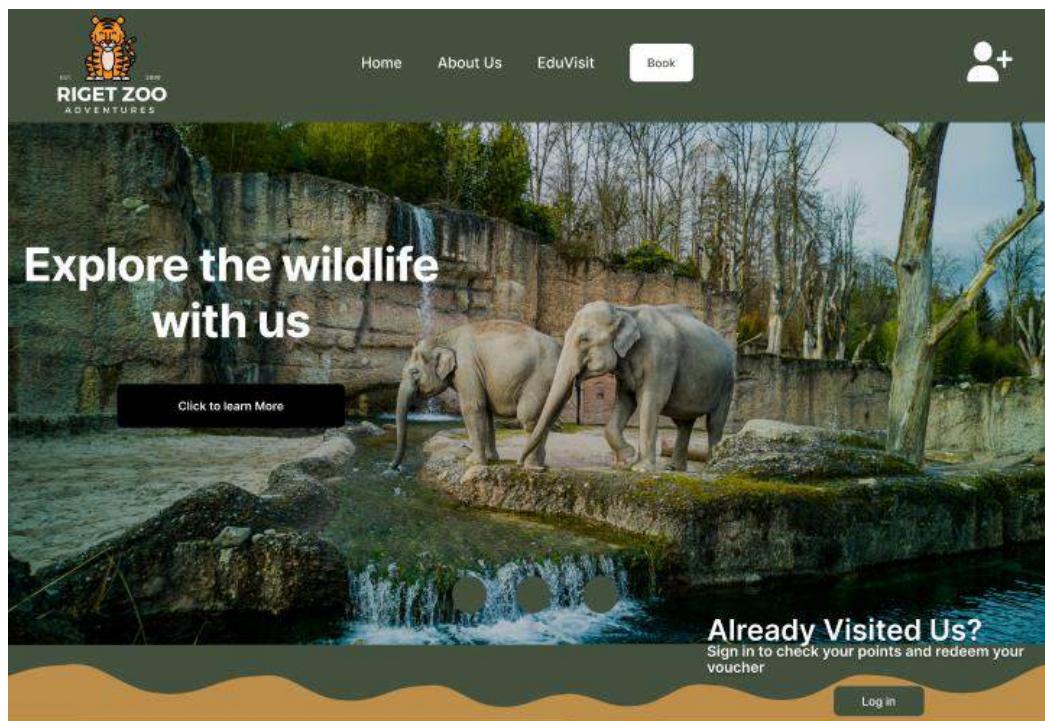
Each prototype includes WCAG AA and AAA compliance status, text content, and a 'permalink' link.

Navigation bar



In the following pages I will attach all the designs that I have made using Figma. I want to mention though, that some of it might be undergoing slight changes once the development of the prototype starts. For example, the booking system is a bit more complex than it is illustrated in the UI designs I've produced, therefore I will need to adjust it to the backend once in development.

Home Page



The banner features a large photograph of two elephants standing on a rocky bank next to a waterfall. Overlaid text reads "Explore the wildlife with us". A black button labeled "Click to learn More" is positioned in the lower-left corner of the banner area.

Already Visited Us?
Sign in to check your points and redeem your voucher
[Log in](#)

We offer a range of educational activities

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[EduVisit](#)

A long journey back home? Don't worry, we got you!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Book a room](#)

Reviews

"100% Recommend - Fantastic day out"



Name
Description

"A fantastic trip with my children"

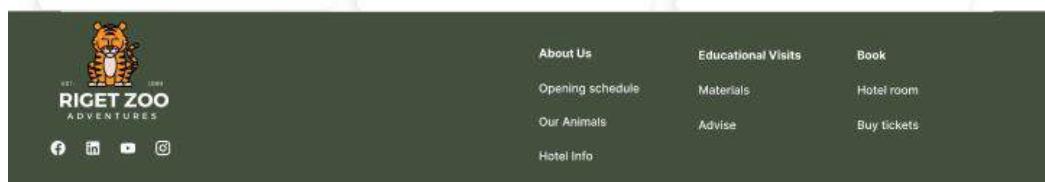


Name
Description

"Great service!"



Name
Description

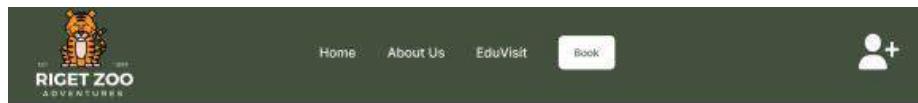


RIGET ZOO ADVENTURES

[About Us](#) [Educational Visits](#) [Book](#)
[Opening schedule](#) [Materials](#) [Hotel room](#)
[Our Animals](#) [Advise](#) [Buy tickets](#)
[Hotel info](#)

[!\[\]\(a00d810fbeb78097f0270123960ceb82_img.jpg\)](#) [!\[\]\(bd35fd57e6836a201893d037b337193c_img.jpg\)](#) [!\[\]\(30243372563eabb1bc155a2ce52f037b_img.jpg\)](#) [!\[\]\(3cba627be6309622e5b8cae3eb47d5e8_img.jpg\)](#)

About Page



Our Animals



Name

Description of the animal



Name

Description of the animal



Name

Description of the animal



Name

Description of the animal



Name

Description of the animal



Name

Description of the animal



WE ARE OPEN!

MONDAY	10AM - 8PM
TUESDAY	10AM - 8PM
WEDNESDAY	10AM - 8PM
THURSDAY	10AM - 8PM
FRIDAY	10AM - 8PM
SATURDAY	11AM - 7PM
SUNDAY	11AM - 7PM

Adult ticket £10 per day

- Feature
- Feature
- Feature
- Feature

Select

Child >13yo ticket \$10 per day

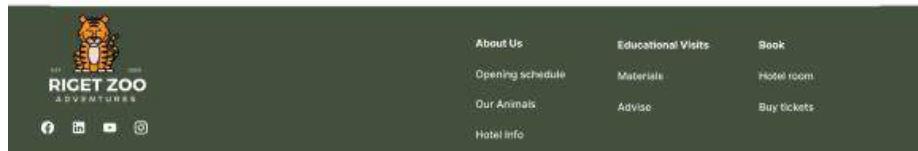
- Feature
- Feature
- Feature
- Feature

Select

Student Ticket £8 per day

- Feature
- Feature
- Feature
- Feature

Select



RICET ZOO ADVENTURES

[About Us](#) [Educational Visits](#) [Book](#)

[Opening schedule](#) [Materials](#) [Hotel room](#)

[Our Animals](#) [Advise](#) [Buy tickets](#)

[Hotel info](#)

[Facebook](#) [Twitter](#) [Instagram](#)

Educational Visits Page

The screenshot shows the 'Educational Visits' section of the Riget Zoo website. At the top, there's a dark header with the 'RIGET ZOO ADVENTURES' logo featuring a tiger, and navigation links for Home, About Us, EduVisit, Book, and a user icon.

WE ARE OPEN!

HOLIDAY 10AM - 8PM
TUESDAY 10AM - 8PM
WEDNESDAY 10AM - 8PM
THURSDAY 10AM - 8PM
FRIDAY 10AM - 8PM
SATURDAY 11AM - 7PM
SUNDAY 11AM - 7PM

Resources

Video Audio Facts File Video

Audio Video Video Facts File

Video Facts File Video Audio

Video Facts File Video Audio

Book Your educational trip today

Student Ticket
£8 per day

- Feature
- Feature
- Feature
- Feature

Select

The footer features the 'RIGET ZOO ADVENTURES' logo with a tiger, and social media links for Facebook, LinkedIn, YouTube, and Instagram.

[About Us](#) [Educational Visits](#) [Book](#)
[Opening schedule](#) [Materials](#) [Hotel room](#)
[Our Animals](#) [Advice](#) [Buy tickets](#)
[Hotel Info](#)

Booking System

RICET ZOO
ADVENTURES

Home About Us EduVisit Book

User icon

Book a room

Book a ticket

Single room
£95 per night

- Feature
- Feature
- Feature
- Feature

Double room
£150 per night

- Feature
- Feature
- Feature
- Feature

King room
£250 per day

- Feature
- Feature
- Feature
- Feature

Adult ticket
£10 per day

- Feature
- Feature
- Feature
- Feature

Child >13y.o ticket
\$10 per day

- Feature
- Feature
- Feature
- Feature

Student Ticket
£8 per day

- Feature
- Feature
- Feature
- Feature

RICET ZOO
ADVENTURES

About Us Educational Visits Book

Opening schedule Materials Hotel room

Our Animals Advise Buy tickets

Hotel Info

Social media icons: Facebook, LinkedIn, YouTube, Instagram

Select ticket that describes you best

Adult ticket £10 per day + Feature + Feature + Feature + Feature	Child ticket \$10 per day + Feature + Feature + Feature + Feature	Student ticket £8 per day + Feature + Feature + Feature + Feature
---	--	--

Select a room that suits you best

Single room £95 per night + Feature + Feature + Feature + Feature	Double room £150 per night + Feature + Feature + Feature + Feature	King room £250 per day + Feature + Feature + Feature + Feature
--	---	---

Next

RIGET ZOO ADVENTURES

- About Us
- Opening schedule
- Our Animals
- Hotel info
- Educational Visits
- Book
- Materials
- Advice
- Buy tickets

Log In/ Register

Create new Account

Already Registered? Log in here:

NAME: Jara Martins

USERNAME: martins123

EMAIL: email@gmail.com

PASSWORD: *****

sign up

Log in into your account

Not a member yet? Sign up here.

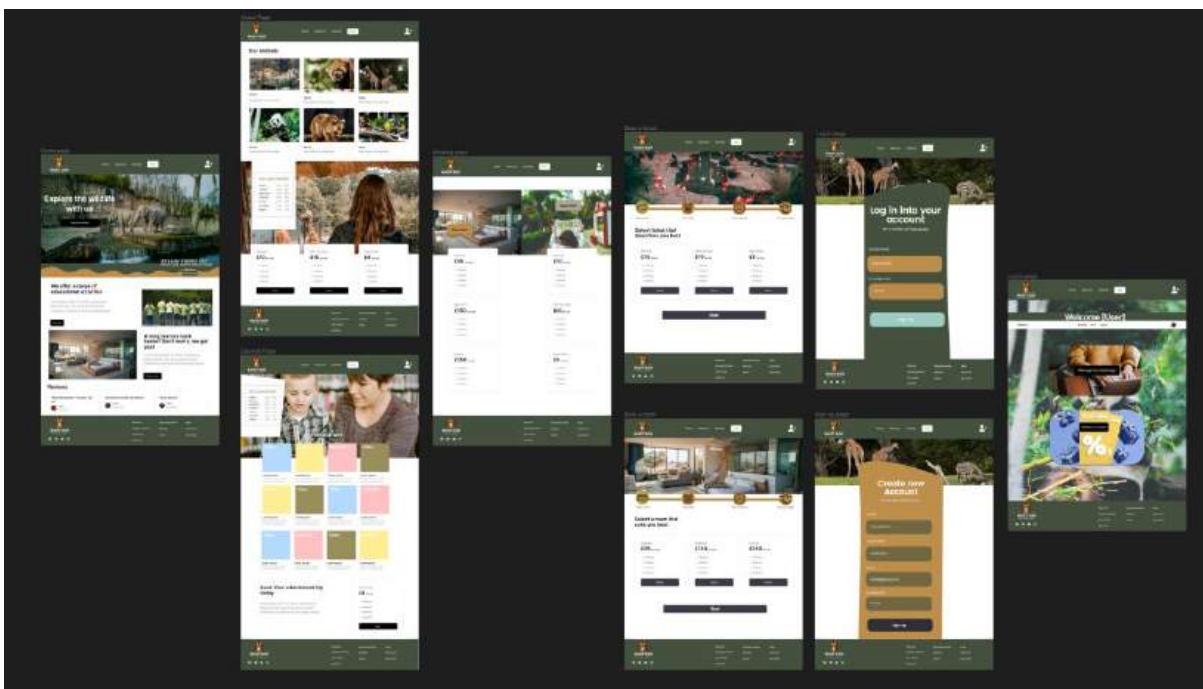
USERNAME: martinst23

PASSWORD: *****

sign up

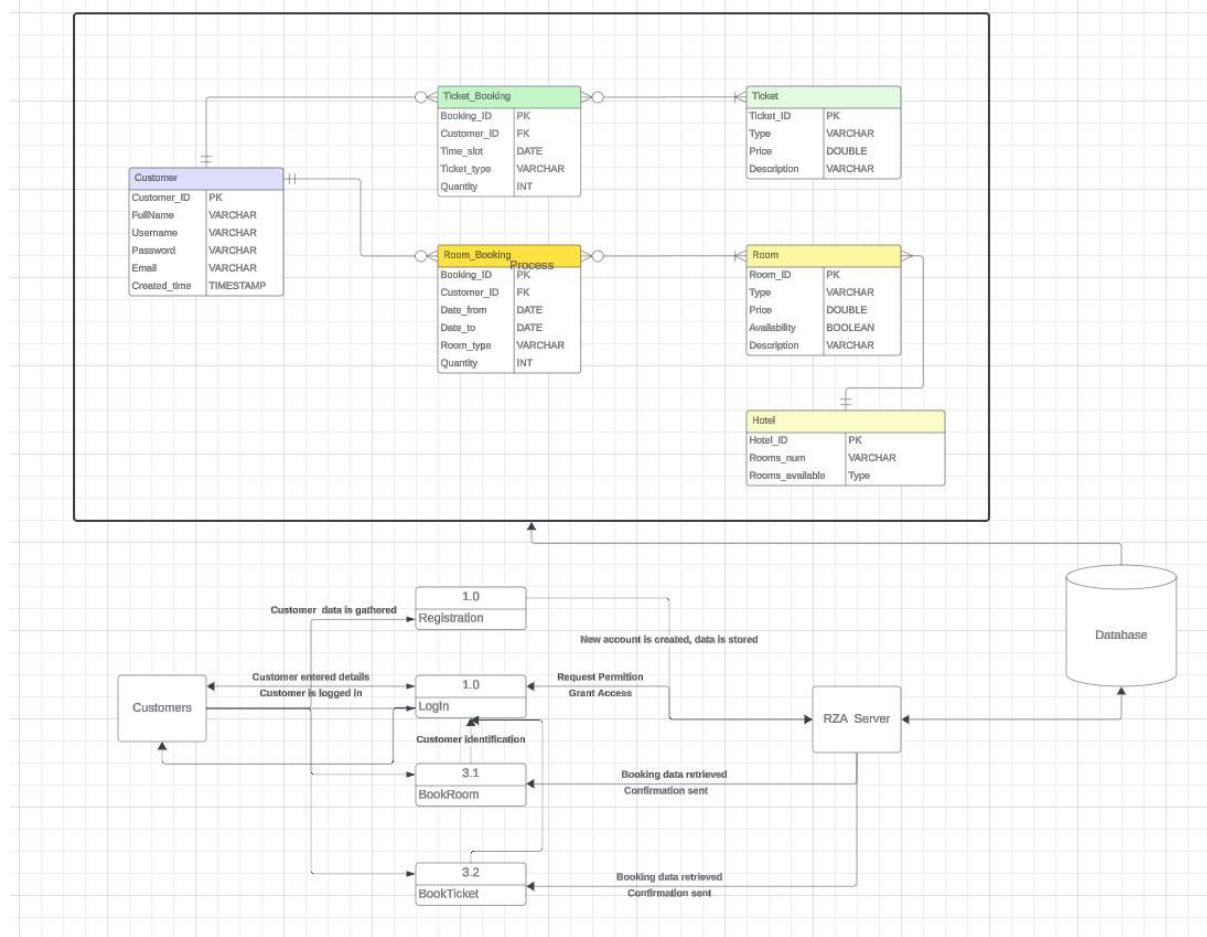
The screenshot shows the Riget Zoo website's user profile interface. At the top, there is a dark header bar with the zoo's logo featuring a tiger and the text "RIGET ZOO ADVENTURES". Below the header, a banner displays the message "Welcome [User]" and the user's current points total, "Points: 4". The main content area features a large, semi-transparent overlay image of a lemur eating bamboo. On this overlay, two interactive buttons are visible: "Manage my bookings" and "Redeem my voucher". The "Redeem my voucher" button is associated with a yellow and blue graphic containing a large percentage sign (%). At the bottom of the page, a footer bar contains links to "About Us", "Educational Visits", "Book", "Opening schedule", "Materials", "Hotel room", "Our Animals", "Advise", "Buy tickets", and "Hotel info". Social media icons for Facebook, LinkedIn, YouTube, and Instagram are also present in the footer.

Full solution

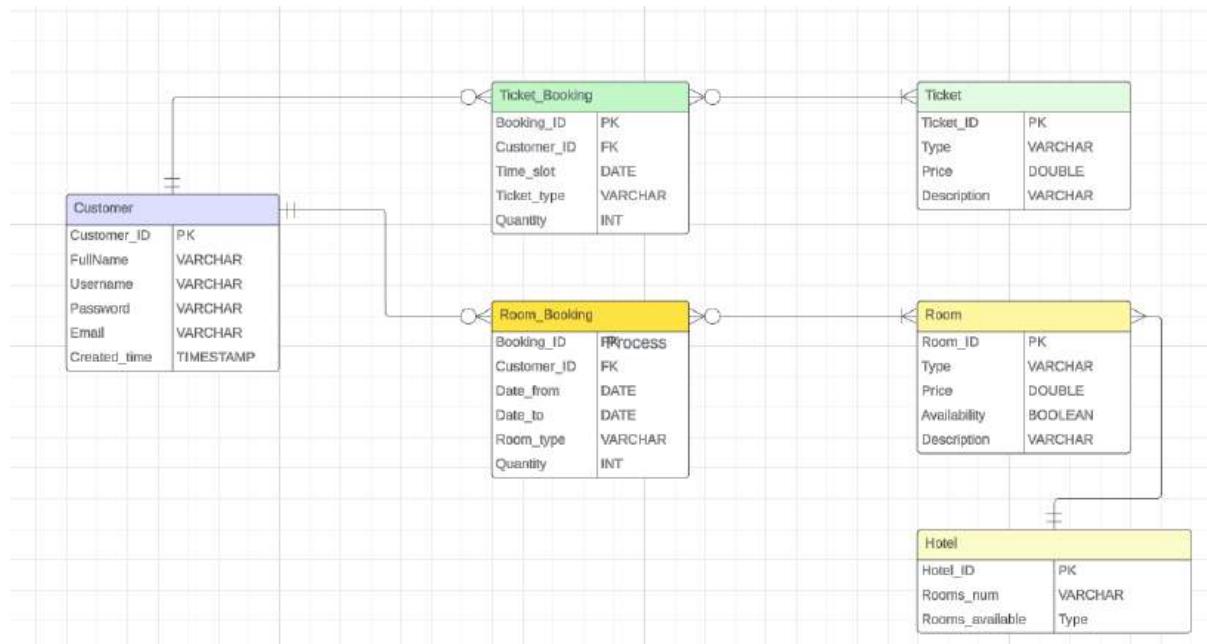


Data requirements

ERD + Data flow



ERD - Closer view



Data dictionary

rza

Print

customers

Column	Type	Null	Default
cust_id (Primary)	int(11)	No	
name	varchar(255)	No	
username	varchar(255)	No	
password	varchar(1000)	No	
email	varchar(255)	No	
created_time	timestamp	No	current_timestamp()

Indexes

Keyname	Type	Unique	Packed	Column
PRIMARY	BTREE	Yes	No	cust_id

hotel

Column	Type	Null	Default
hotel_id (Primary)	int(11)	No	
rooms_num	int(200)	No	
rooms_available	int(200)	No	

Indexes

Keyname	Type	Unique	Packed	Column
PRIMARY	BTREE	Yes	No	hotel_id

rooms

Column	Type	Null	Default
room_id (Primary)	int(11)	No	
type	varchar(255)	No	
price	double(10,2)	No	
availability	tinyint(1)	No	
description	varchar(1000)	No	

Indexes

Keyname	Type	Unique	Packed	Column
PRIMARY	BTREE	Yes	No	room_id

room_booking

Column	Type	Null	Default
booking_id (Primary)	int(11)	No	
cust_id	int(11)	No	
booked_from	date	No	
booked_to	date	No	
room_type	varchar(255)	No	
quantity	int(10)	No	
timestamp	timestamp	No	current_timestamp()

Indexes

Keyname	Type	Unique	Packed	Column
PRIMARY	BTREE	Yes	No	booking_id

tickets

Column	Type	Null	Default
ticket_id <i>(Primary)</i>	int(11)	No	
type	varchar(255)	No	
price	double(10,2)	No	
description	varchar(1000)	No	

Indexes

Keyname	Type	Unique	Packed	Column
PRIMARY	BTREE	Yes	No	ticket_id

ticket_booking

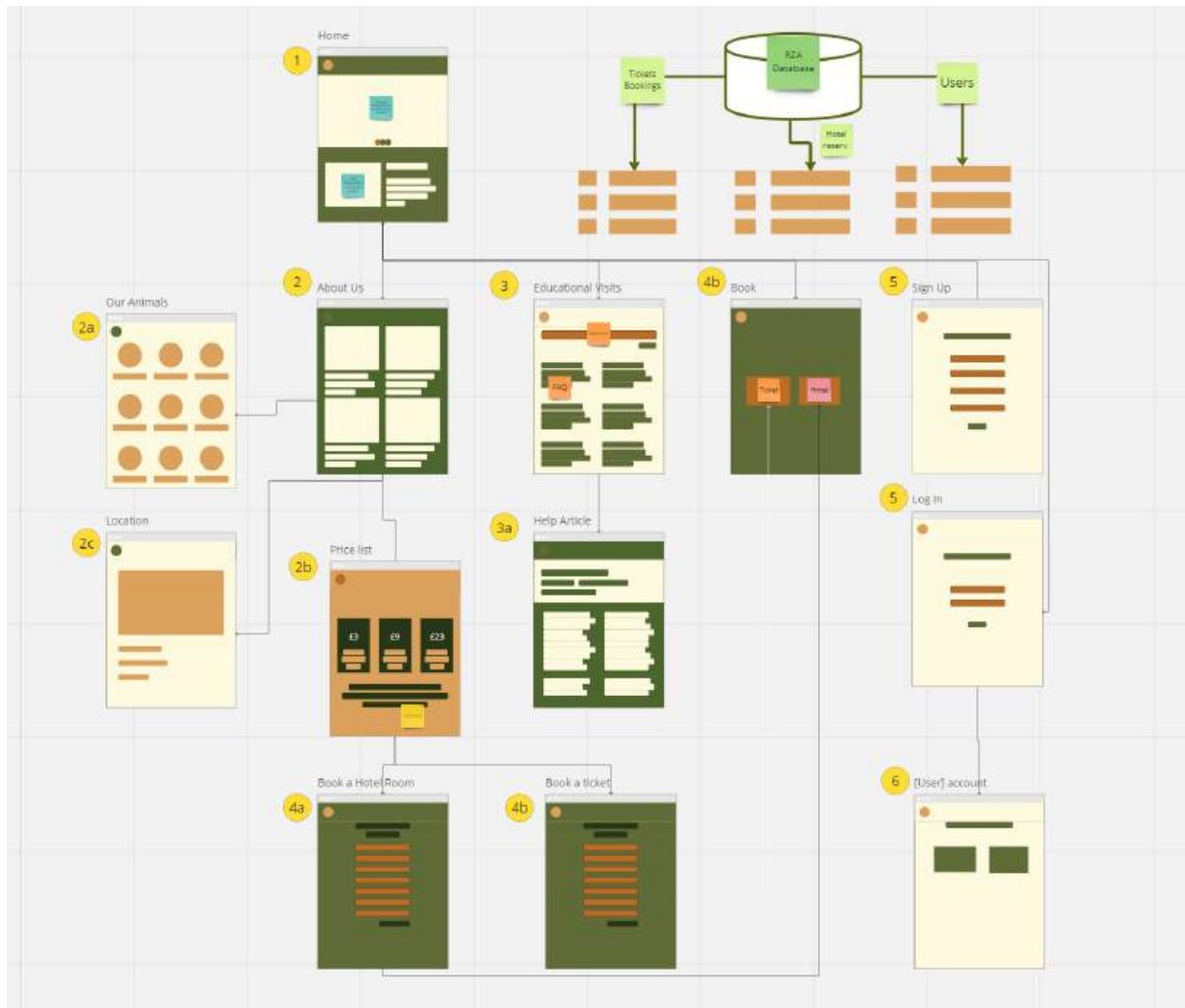
Column	Type	Null	Default
booking_id <i>(Primary)</i>	int(11)	No	
cust_id	int(11)	No	
time_slot	date	No	
ticket_type	varchar(255)	No	
quantity	int(100)	No	
timestamp	timestamp	No	current_timestamp()

Indexes

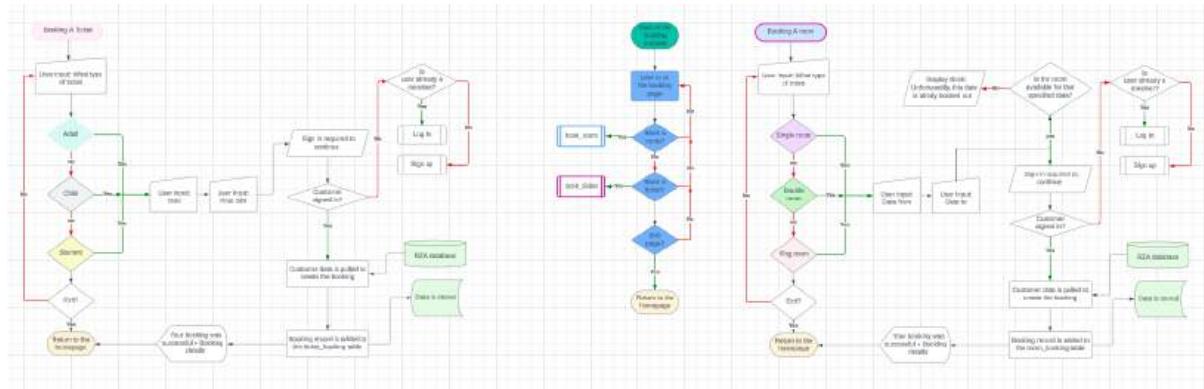
Keyname	Type	Unique	Packed	Column
PRIMARY	BTREE	Yes	No	booking_id

Algorithm

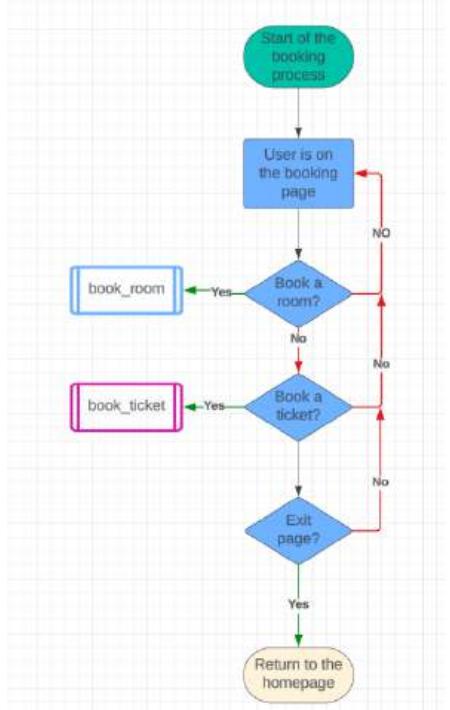
Wireframes and the flow



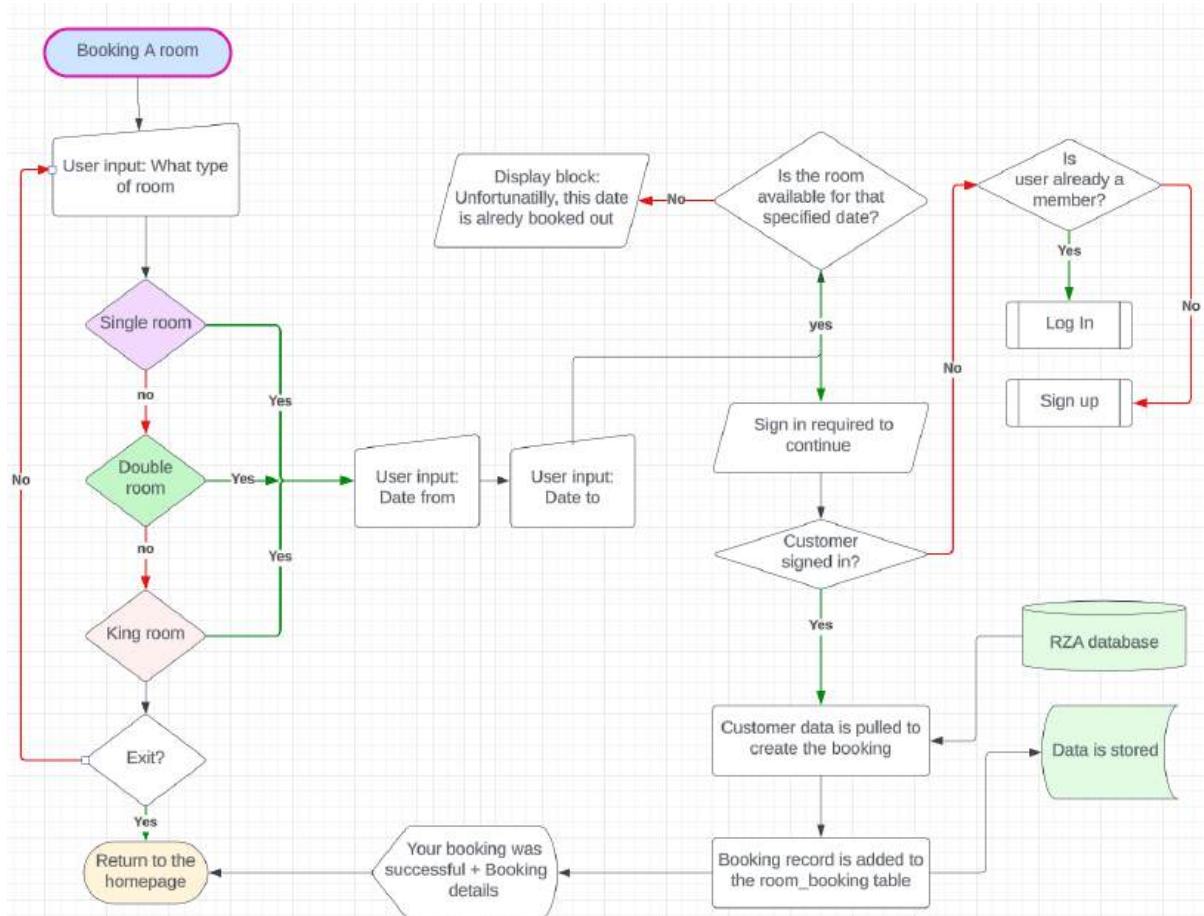
Booking system flowchart, view – full flowchart



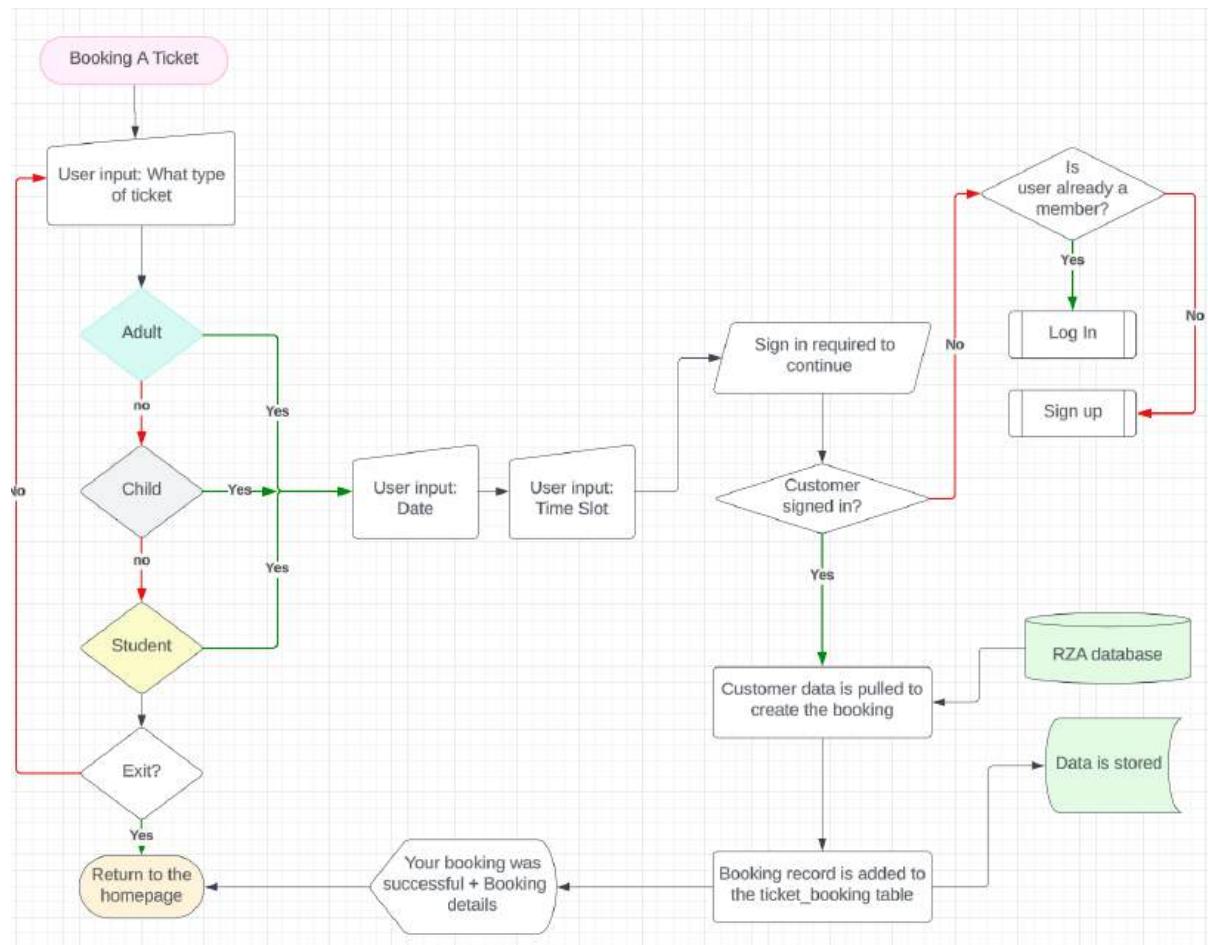
Booking system flowchart, view – closer on main logic



Booking system flowchart, view – closer on the booking a room logic



Booking system flowchart, view – closer on booking a ticket logic



A test strategy

Considering the scope of the project, we are going to be using manual testing. However, for future considerations, automated testing also can be used.

Date of test	Component to be tested	Type of test to be carried out	Prerequisites and dependencies
18 April 2024	Navigation bar	Black box testing -> Functional testing: Integration testing	No data inputs needed at this stage, tester will go through the navbar and test if all the correct pages are loaded. EX. clicking on about us should load about us page
18 April 2024	Homepage	White box testing, Black box testing -> Functional testing: Integration testing, Unit testing	No Data needed. Testing if all the buttons are functional, testing homepage unit, testing integration of homepage within the website.
18 April 2024	About Page	White box testing, Black box testing -> Functional testing: Integration testing, Unit testing	No Data needed. Testing if all the buttons are functional, testing about page unit, testing integration of about page within the website.
18 April 2024	Educational visits page	White box testing, Black box testing -> Functional testing: Integration testing, Unit testing	No Data needed. Testing if all the buttons are functional, testing educational unit, testing integration of eduvist within the website.

18 April 2024	Booking page	White box testing, Black box testing -> Functional testing: Integration testing, Unit testing	No Data needed. Testing if all the buttons are functional, testing booking page unit, testing integration of booking page within the website.
20 April 2024	Booking System	Backend-> database testing	Test if any errors are shown while executing queries. Test data needed for booking a ticket: CustomerId, time_slot, ticket_type; Test data needed for room booking: CustomerId, Date_from, Date_to, Quantity
18 April 2024	Login page	White box testing, Black box testing -> Functional testing: Integration testing, Unit testing	No Data needed. Testing if all the buttons are functional, testing login unit, testing integration of login page within the website.
20 April 2024	Login system	Backend-> database testing	Test data needed: Valid username and password and invalid to check the robustness
18 April 2024	Sign up page	White box testing, Black box testing -> Functional testing: Integration testing, Unit testing	No Data needed. Testing if all the buttons are functional, testing sign up unit, testing integration of sign-up page within the website.

20 April 2024	Sign up system	Backend-> database testing	Test data needed: Name, username, password, repeat password, email
18 April 2024	Navigation bar	Black box testing -> Non-Functional testing: Compatibility testing	OS needed: IOS, MacOS, Windows, Android Browsers: Chrome, Edge, Firefox, Opera, or Safari
18 April 2024	Home page	Black box testing -> Non-Functional testing: Compatibility testing	OS needed: IOS, MacOS, Windows, Android Browsers: Chrome, Edge, Firefox, Opera, or Safari
18 April 2024	About Page	Black box testing -> Non-Functional testing: Compatibility testing	OS needed: IOS, MacOS, Windows, Android Browsers: Chrome, Edge, Firefox, Opera, or Safari
18 April 2024	EduVisit page	Black box testing -> Non-Functional testing: Compatibility testing	OS needed: IOS, MacOS, Windows, Android Browsers: Chrome, Edge, Firefox, Opera, or Safari
18 April 2024	Booking page	Black box testing -> Non-Functional testing: Compatibility testing	OS needed: IOS, MacOS, Windows, Android Browsers: Chrome, Edge, Firefox, Opera, or Safari
18 April 2024	Sign up page	Black box testing -> Non-Functional testing: Compatibility testing	OS needed: IOS, MacOS, Windows, Android

			Browsers: Chrome, Edge, Firefox, Opera, or Safari
18 April 2024	Sign In page	Black box testing -> Non-Functional testing: Compatibility testing	OS needed: IOS, MacOS, Windows, Android Browsers: Chrome, Edge, Firefox, Opera, or Safari

Proposal for Riget Zoo Adventures (RZA)



Contents

Business context	2
Empathy map.....	2
User stories	2
Functional Requirements.....	4
Homepage.....	4
Educational visits page.....	4
Booking system.....	4
Personal Account	5
Non-functional Requirements	5
Security	5
Maintainability.....	5
Performance	5
Usability -> Accessibility.....	5
Decomposition.....	6
KPI's.....	6
Business KPI's.....	6
Website KPI's	7
A description of proposed solution	8
Justification.....	8
How the recommended solution meets the needs of the client.....	9
How protentional risks will be mitigated.....	10
Regulatory guidelines and legal requirements will be addressed.....	11
Appendix 1	13
Hardware and software	13
Emerging technologies.....	14
Meeting different user needs	16
Guidelines and Regulations	25
Appendix 2	26

Business context

Our client, Riget Zoo Adventures (RZA), is a well-established business that is interested in digitalisation in order to keep existing customers satisfied as well as engaging new clients. Currently RZA offers a safari-style wildlife zoo, an on-site hotel and educational visits. A client is looking for a digital solution that would information about attractions and facilities, materials to support educational visits and allow users to book tickets and stays in the hotel.

I am proposing to develop an interactive website that would include all the features that the client requires and some more. In the following passages I will be explaining and justifying my proposal.

Empathy map

Says	Thinks
<ul style="list-style-type: none">- I need more information before visiting this zoo.- Could I buy a book that has all the animals description, so I get to learn while I'm on my educational trip as well?- Could I book my tickets and book a hotel in advance via website?- Could I create my account so I could manage my bookings? I need to cancel my booking for this Saturday because my child is not feeling well.	<ul style="list-style-type: none">- I wish there was a website where I could see all the animals, it would be easy to decide if I want to go this zoo- It would be so much easier if they just had a booking system and I could book a ticket in advance instead of standing in the line for hours.- I would rather book a hotel in advance, what if there are no rooms left when we visit.- Oh, I wish I had more personalised experience, I wish I had my own account. I don't want to lose my money just because I couldn't cancel my visit.
Does	Feels
<ul style="list-style-type: none">- Comes to the zoo with very little awareness- Comes to visit, but the zoo is too full today- Comes to visit and finds out that the hotel is overbooked	<ul style="list-style-type: none">- Overwhelmed- Confused- Stressed and annoyed because of the que to by ticket- Willing to be reassured that the hotel is booked for the time they come

User stories

As a [user]...	I want ...	So that ...	Acceptance Criteria
First time customer	To visit a website and find some information on what the zoo is offering.	I can compare it with other zoos and see why I should choose this one, as well as that I would be able to see if	The system should allow user to see the clear navigation bar at the top, in the main section there should be

	Book my tickets quickly online.	there are animals that I am particularly interested in. I will not have to wait in the que for tickets, when I visit.	a carousel in the main section that will prompt users to all the other sections. When user visits the about page, all of the necessary info will be displayed in there such as how to get here, opening times, animals, facilities, hotel info. On the top right corner there will be a "Book" button that will prompt user to the booking page, it could be a ticket booking or a hotel booking.
Student	To visit website that is easy to follow and does not have unnecessary information, I also want to find educational trip section on there where I can browse and get all necessary materials for my trip, for ex book that describes all the animals that I'm going to see in the zoo.	When I am on my trip I was fully aware of what is going on and had enhanced experience, I also want to learn more when I'm on the trip.	The system should provide the educational visits page for students. On this page there should be a catalogue of things that they might need while on the trip.
Parent	To book a hotel and tickets in advance	I'm sure that when I come with my children we will have where to stay, and I will not need to drive all the way back home the same day.	In the booking area there is an option to book a hotel.
Loyal customer	To have a discount when I visit for the second time. To have my account where I would see how when I have visited. And to be able to cancel my future bookings if I need to do so.	If I visit multiple times, I can save some money. I also want to feel a more personalised experience.	The website should contain an option to create an account and login. When user is on any of the pages, he/she should be able to easily navigate to the Account section. When on the Account page, user should be able to Manage bookings, have reward for each visit. See his/her previous visits.

Functional Requirements

Homepage

The system should display homepage that consists of Navigation bar, main section and footer. In the main section website provides A carousel of pictures with links that prompt user to other areas of the website, ex about page.

No data inputs required for this page.

When the user clicks on the links to different pages it should go to the required page. Ex. User clicks on the Book button, it should quickly navigate the user to the booking page.

Navigation Bar consists of:

- Home
- About
- Educational visit
- Book
- Account

About Page

The system displays the about page which is similar to the homepage and consists of the navigation bar, main section: Opening times, Our animals, Hotel info, How to get here; and a footer.

No data inputs required for this page.

Educational visits page

The system displays the educational visit page which consists of the navigation bar, main section where the user can browse the catalogue of useful materials for the educational trip and the pricing of it, as well as that user should be able to download a pdf guide with all the animals that are in the zoo.

No data inputs required for this page.

Booking system

The system should have two services options to book: book a room or book a ticket. Then user the correct form should be displayed, first user is prompted to select a day and timeslot, then fill in personal details. After user fills in the form, order should be placed and sent to the database, user should see the message of the successful placement or in case of any errors a message that something went wrong during ordering.

User input requirements:

Booking a room	Booking a ticket
<ul style="list-style-type: none">•Stay from [], to []•Room type (Single room, Double Room, Twin Room, Double Room - Disability Access)•Number of visitors•Full name•Email	<ul style="list-style-type: none">•Date and time•Type of ticket (Adult, Child, Student, Educational trip)•Full name•Email

Personal Account

The system should allow user to create an account, or sign in, if the account already exists. Once signed in to their account user should be able to manage their bookings ex. cancel, user should also see previous stays and rewards. The system should allow user to log out once needed.

User input requirements to create an account:



User input requirements to login into the account:



Non-functional Requirements

Security

The system should be secure and robust:

- System must validate all data inputs.
- System must use secure cookies.
- System must use SHA256 Encryption for the passwords.

Maintainability

It is important that after deployment system can be maintained cost-effectively.

To ensure good maintainability, I will only use good coding practises throughout the code, I will ensure that naming conventions are relevant and easy to follow, I will only use standard API formats.

Performance

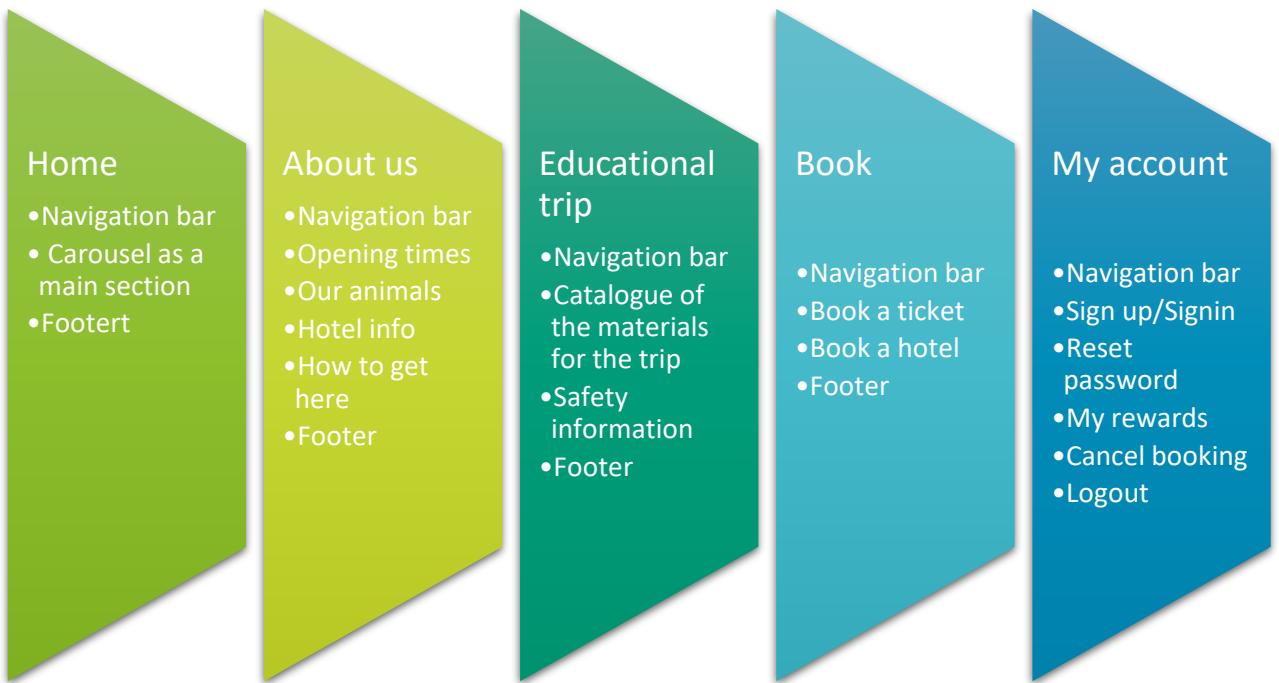
- Page speed/load: webpage should be loaded within 2-6 seconds.
- Latency: it should take not more than 100 milliseconds for system to respond to the user.
- The system should not be overloaded with API calls, as they might slow down the performance.

Usability -> Accessibility

The system should be straightforward to use, both for the end-users and the content editors that oversee backend system.

System should be adapted to different user needs: the system should be following Web Content Accessibility (WCAG) guidelines.

Decomposition



KPI's

Business KPI's

Trustpilot reviews

the higher the ranking on the third party's ranking websites such as Trustpilot the better it is for the business, the reason being is that usually people look for the best option and it is crucial for them to be able to see what other people that have already visited place think, it is due to complex human psychology. Recent example: to conduct research and make a valid proposal I first had a look on the Trustpilot to see what competitors offer.

Visitor satisfaction rate

it can help identifying areas of improvement and therefore boost customer's experience. One way to track this KPI is to ask customers to fill in short surveys. Industry standard is to keep this rate 80% and higher, however the higher rate, better it is for the business, meaning that everything is managed to the highest standard. One drawback is that sometimes customers are too busy to do it and some of the are not bothered to read the question properly. To mitigate that, we need to make sure that the questionnaire is short and has an engaging element to it.

The number of educational programs offered

this can allow the business to make strong connections with public and have even more customers. It can be calculated by adding all of the programs offered per year. If the number growth over years that would mean that business has an adequate scaling up.

Percentage of repeat visitors

It shows us the business' ability to maintain customers. Therefore, if there's a drop in this percentage business can easily spot that there is a problem with customer satisfaction and thus perhaps, they should consider their customer service more. This KPI will allow business to identify areas for improvement and faster long-term loyalty. In order to calculate this KPI business needs to have the number of repeat visitors and total amount of visitors. Then divide repeat visitor by total visitors and multiply by 100.

Revenue growth rate

Asses RZA's financial performance, which can help to perform better informed decisions. The higher the business revenue growth rate the better.

Website KPI's

Page Load time

It is essentially how long it takes for page to load and appear on the user's screen. It is crucial that this time is as low as possible. Even few seconds can result into the loss of the potential client. With the development of the digital sector, people tend to wait less and less if there are any troubles accessing website as they are well aware of the vast amounts of options they've got.

This KPI can be seen using reporting tool, for example Google Analytics.

Bounce Rate

This KPI shows the percentage of users that visit the website and then leave immediately without taking any actions. It is logical that if this rate is high the website is either performing poorly or it is simply not appealing well to the user, one other reason might be hidden in the advertisement, if the website is offered to the wrong audience, it might be that they click without any interest in the sector at the first place. A good website though will keep the visitors to interact at least with few pages before leaving. Therefore, it is a crucial tool that will allow to see if the website needs any changes or not.

Traffic by source

It allows to see different sources of traffic. For example, what devices are most used to visit the website, and therefore RZA could investigate further development of that device. If let's say most traffic comes from smartphones it is sensible to develop a mobile app.

Conversion rate

It indicates how well the website prompts customers to complete the action desired by the client. For example, RZA wants to have n number of bookings and y amount of account registrations per day then we would need to take those two goals per specific amount of time and divide it by total number of users and multiply it by 100%.

It is important that this rate is reasonably high, if the rate is low that would mean that the website is doing its function very poorly.

Average time on page

It shows us how much time on average user spends on the website. Depending on the page this time can indicate different outcomes. For example, if the average time on the homepage or about page is high it's a good indicator as it shows that the content is engaging and relevant for the user however if KPI is high on the booking page then that might show that there are some errors or it's hard for the user to understand. And thus, some changes should be made.

A description of proposed solution

In the above paragraphs I was decomposing, analysing, and setting the requirements for the system. In this section I will be summing up the proposal and its main benefits to the client – RZA.

The final proposal is an interactive website that will include following

Key features and benefits:

- Inclusive solution

The website is going to be an inclusive platform that will allow all users navigate through and use its functionality. In this way RZA will ensure that all customers will be included and therefore satisfied with their services.

- Quick and easy booking

One of the most important features is booking a ticket or a room in advance, which will help reduce queues for the tickets kiosks in the Zoo, as well as that users will be assured that they will have the place to stay overnight, not worrying that the hotel is overbooked.

- Materials for educational visits

The website will allow students and their parents to see all the necessary information and materials for educational visits. As well as that they would be able to download a pdf with all the animals in the Zoo.

- Info Blocks

Will provide customers with information about the zoo and facilities, opening times, hotel, and animals

- Personalised experience

For loyal customers website offers to create an account and have some awards for each visit, for example a discount coupon. As well as that, customers will be able to see their previous visits and manage their current booking. Which will ensure that customers receive personalised experience and come back to the RZA.

Justification

In the above paragraphs I have proposed a digital solution to the client. Which is an interactive website that meets different users needs, I have also stated the requirements: functional and non-functional and provided decomposition. In this section I will be justifying my proposal.

How the recommended solution meets the needs of the client.

Inclusion-driven solution

One of the client's needs is to support a wide range of customers, therefore a lot of emphasis will go into making sure that the website is built with all the customers in mind. The frontend will be developed based on the reliable Bootstrap templates, that follow WSAG. All the colours and contrasts will be checked before implementing the design into the prototype.

The reason being we want the website to be accessible for everyone, ensuring that all the customers are having a good experience. As well as satisfying existing customers, website will be a powerhouse for engaging new customers.

Efficient way to buy and book

Another client requirement is to allow users to book tickets and hotel rooms online. The website will contain an easy to navigate booking system with a robust backend and database. This will help our client to keep track of all the tickets sold and rooms booked. Client will be able to analyse this data and make a better informed strategical and technical decisions. On top of that customers satisfaction rate will grow as they don't have to waste time in the que and worry about availability of rooms in the hotel.

All about educational visits section

Another client need was to support educational visits. I'm proposing to make a separate page dedicated to the educational trips where all the necessary information will be displayed. In this way it will be easy to spot on the navigation bar. And this will help to enhance students' experience.

Informational blocks

Another feature that client required is to do with information about attractions and facilities. What I have proposed is to make an about page where end-user could find all the necessary information. After research into industry, I have found that most of the zoo websites have the animals' sections, where users could see all the current animals in the zoo.

I think it is a reasonable feature to add as it will help customers to make more informed decision. Perhaps, RGA has exactly the animal that one of the protentional clients wants to see, this would bring a new customer. However, if the opposite happens and the customer is interested in the particular animal, but that animal is not in the Zoo, then it would be sensible to the user not to come, which is also a benefit for RZA, as this customer will have a very high chance of coming out not satisfied, which could lower RZA ranking on the third-party rankings' website.

As well as animals' section, I have proposed to add information about the hotel, opening times and attractions. Which will keep protentional customers informed.

Personalised user experience

As an additional feature client has mentioned that users could have their own accounts and perhaps a loyalty system. What I have proposed is a robust registration / login system. Users will

be able to create an account and have some awards for each visit, for example a discount coupon. As well as that, end-users will be able to see their previous visits and manage their current bookings. This will improve their experience with RZA and therefore promote brand's reputation. In the long-term allow RZA for scaling up.

How potential risks will be mitigated.

In the proposal above I have mentioned that the website will contain following features: Info page (About Page), Educational visits, Booking system and personalised account system with loyalty program. In this passage I will walk through the potential risks and their mitigations.

Informational inaccuracy (Poor data quality)

This could lead to lost revenue, poor customer experience and in long term even to the reputational damage.

The way to mitigate it is to hire staff that will oversee editing content and making sure it is up to date. Although for the scope of this project I will not be implementing CMS (Content Management System), it might be a sensible solution for further development, as it will reduce the complexity of maintaining the website, therefore increase efficiency. The reason being is that it allows for content change in a nice user-friendly interface, which essentially does not require programming knowledge, therefore could be done by content creators.

Miscommunications with schools and students

when it comes to educational visits can be an issue, when not handled gracefully. One example could be arranging a visit for the wrong time slot. Another could be misleading information about materials required on the web page. This frankly leads us back to the information inaccuracy issue and the way to mitigate those would be quite similar, however I would highly suggest that there are delegated to manage educational programs. In case of, something going wrong, they would be able to quickly react to the circumstances and come up with a solution.

Booking system – data loss

There are a handful of risks when it comes to the booking system and its implementation like overcomplicating the booking process, not having enough customer support, failing to customize accordingly to business needs. However, what I want to concentrate is system glitches and data loss which could be dreadful to the business reputation. For example, if the data loss happens and the customers that booked a hotel to stay the night, it would be extremely unpleasant experience to them having to change their place and looking for different place on the day of a visit.

To mitigate this, the system must be thoroughly tested. However, for data loss it's not always sufficient, therefore data backups will be a reasonable solution to this potential risk.

Personalised account – data breaches

One of the risks with the most consequences is a data breach. As for the login system, we will gather some customer information, there is always a risk of this data to be stolen. To mitigate this, company should have a robust security plan, that comprise of multiple prevention technics. For this scope I will be implementing password encryptions to enhance the security.

Regulatory guidelines and legal requirements will be addressed.

To make sure the solution that I have proposed above meet the low, I will ensure that the website is compliant with such legislations as GDPR (General Data Protection Policy), COPPA(Children's Online Privacy Protection Act), EU Cookie Law.

Appendix 1

Hardware and software

1. Contactless payments

One of the most important developments, especially in times of the pandemic, is that technology has enabled contactless payments. Additionally, customers might not always be carrying their credit or debit cards on them at all times or don't have immediate access to cash. Enabling cashless transactions makes the whole experience more accessible for clients, as everyone has a smartphone these days, and it also saves time and effort for both customers and employees.

Contactless delivery used to be a convenience earlier, but lately, it was more of a necessity than a convenience because of COVID-19.

2. Voice control

Voice control and voice search options are a massive step towards making the travel industry more accessible for everyone. Most of the apps were not accessible to people with visual impairments, and enabling voice controls will make the apps and websites accessible to a whole new demographic.

Besides the booking experience, voice controls and search options can also help make the customer experience more interactive and exciting by including voice control lighting and heating within hotel rooms and assisting tourists with information about a particular location.

You don't need to have a huge team to help you with tech for your business. You can even hire remote software developers who are highly qualified and can assist you in implementing technology in your operations.

3. Robots

That is probably one of the most exciting advancements in recent times. While voice recognition and cashless transactions have more or less become a norm in our everyday lives, it's not often one gets to see machines doing daily tasks.

Restaurants and hotels can largely benefit from implementing robot technology in their operations. For example, robot support can reduce human effort in food preparation, luggage transport, and other deliveries.

For example, at the Dubai Expo, a food delivery company called Talabat had a marketing campaign advertising the future of food delivery – with GPS-powered robots. This achieved two purposes – it made the brand stand out and therefore made it memorable, making its mark in the customer's minds.

As a business, you should always strive to make a memorable impression in your customer's minds, and Talabat successfully did that by using robot technology in their campaigns.

4. Virtual Reality (VR)

Virtual Reality has become a huge thing, with big names like Meta trying to make their mark in VR. VR will definitely be a massive part of our future, and businesses across various sectors and industries are already accommodating VR in their operations. Travel and Tourism is one of the biggest industries that have the potential to use virtual reality.

For example, with the help of VR, tourists will be able to have a glimpse of the place they're visiting before going there. It's like a trailer of a vacation to help customers make an informed decision.

Thomas Cook made the most of VR technology when they introduced their 'Try Before You Fly' initiative that let people take a virtual tour of the city and its key attractions before deciding if they want to visit. That gave them an edge over their competitors, and as we mentioned before, it made a memorable impression on the consumer's minds.

6. AI-powered chatbots

We've spoken before about how automating processes makes operations convenient for everyone and reduces human effort. Of course, customer service is a big part of that process.

Since most travel-related bookings are made through the internet, there are no fixed timings, and customers often make their reservations at night. Naturally, it's impossible to have a customer service team working round the clock. With the help of artificial intelligence, chatbots can be programmed to help customers complete search queries and get answers to commonly asked questions in live chat without having to speak to a customer service representative.

However, it's understandable that machine learning is not yet equipped to replace human effort altogether. For queries beyond AI chatbots' capabilities, you can hire a virtual assistant to help with customer service.

Emerging technologies

Interactive Maps

Advanced software solutions have become indispensable tools in our interconnected world, reshaping the way we navigate and understand our surroundings. In 2024, mapping

technology has evolved beyond mere directional guidance, offering companies and users a comprehensive and dynamic experience. These interactive [mapping software](#) solutions incorporate real-time data, satellite imagery, and machine learning algorithms to provide accurate and up-to-date maps. Businesses can use these interactive tools to customize their maps to meet the needs of their audiences.

Whether used for urban planning, logistics optimization, or travel navigation, mapping software has transcended traditional boundaries. It not only enables users to find the quickest route from point A to point B but also facilitates a deeper understanding of geographic landscapes. With features like augmented reality overlays and interactive layers, mapping tools continue to redefine our spatial awareness, making them an essential companion in our daily lives.

Augmented Reality (AR) for Enhanced Experiences

For travel and tourism companies aiming to remain competitive, the integration of augmented reality into customer experiences is essential. The AR market is projected to experience a remarkable [CAGR of 38% by the year 2030](#). This growth forecast underscores the increasing importance of AR in the industry, highlighting its pivotal role not only in enhancing customer engagement but also in securing a competitive edge for businesses within the travel and tourism sector.

In 2024, we can expect AR to become an integral part of travel apps, providing users with real-time information and enhancing the experience of their surroundings. Imagine walking through historical landmarks and using AR to witness ancient civilizations coming to life or getting instant translations of street signs. AR will bridge the gap between the physical and digital worlds, offering tourists a more immersive and interactive journey.

Blockchain for Secure and Transparent Transactions

Blockchain technology is gaining traction in the tourism industry, offering secure and transparent transactions. By 2024, blockchain will likely become widely adopted for booking accommodation, flights, and travel services. Its decentralized nature ensures transactions remain tamper-proof while simultaneously lowering fraud risk.

Smart contracts will automate processes, ensuring seamless and secure interactions between travellers and service providers, ultimately fostering trust in the industry.

Artificial Intelligence (AI) for Personalized Travel Experiences

Artificial intelligence is becoming increasingly sophisticated in tailoring travel experiences to individual preferences. In 2024, AI-powered travel assistants will be the norm, providing personalized recommendations for accommodations, activities, and dining based on travellers' preferences and past behaviour.

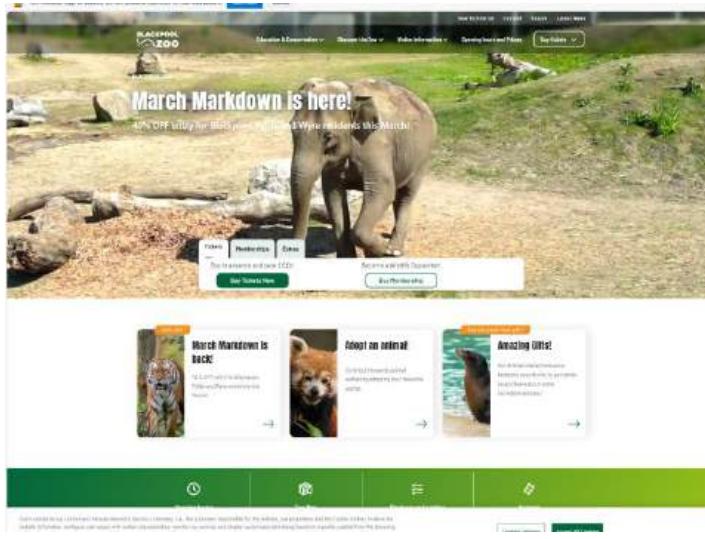
Machine learning algorithms will continuously refine suggestions, ensuring that each trip becomes a unique and tailored adventure. AI will also play a crucial role in customer service, with chatbots providing instant assistance and support throughout the travel journey.

Meeting different user needs

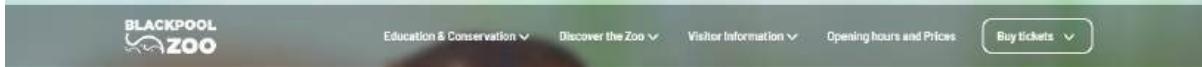
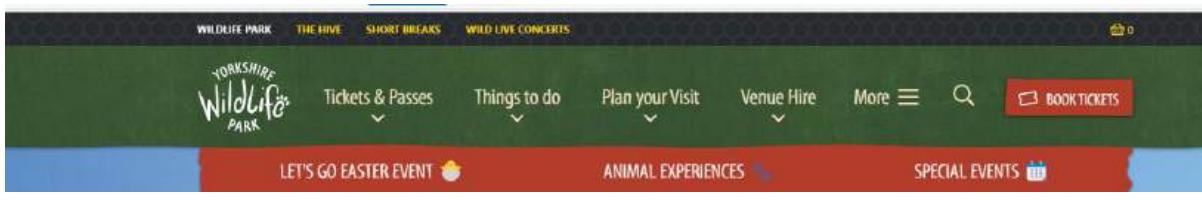
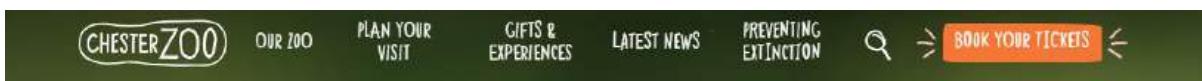
A clear and easy to navigate website, adapted so children can look through it as well. The examples that I have researched are: Chester Zoo, Yorkshire Zoo, Colchester Zoo, West midland Safari Park and Blackpool zoo.



What's Happening



Navigation Bar and options for different users:



How the information about attractions and facilities is displayed:

The screenshot shows the Chester Zoo website's homepage and a detailed view of their animal exhibits.

Homepage Header: Includes links for "OUR ZOO", "ABOUT US", "PARADES", "PLANTS & GARDENS", "ZOO MEMORIES", "REPORT US", and "CORPORATE INFORMATION". Below this is a banner featuring a lemur with the text "Meet our ANIMALS" and "Discover the beautiful animals & habitats at Chester Zoo".

Search Function: A search bar with a magnifying glass icon and a dropdown menu labeled "ANIMAL GROUP".

Animal Grid: A grid of 20 animal cards, each with a photo and the animal's name. The animals listed are: Andean condor, African painted dog, Andean bear, Andean tapir, Asian elephant, Asian short-clawed otter, Aye-aye, Babirusa, Banteng, Black lemur, Black rhino, Bornean orangutan, Brazilian salmon pink bird-seeding loropeltate, Bush dog, Capybara, Caribbean flamingos, Cheetah, Chimpanzee, and Colobus monkey.

The screenshot shows the homepage of the Yorkshire Wildlife Park website. At the top, there's a navigation bar with links for Tickets & Prices, Things to do, Plan your Visit, Venue Hire, Map, and a search bar. Below the navigation is a large banner featuring a close-up of a otter. To the right of the banner is another image of children playing on a swing set. The main content area has a dark green background. It features a section titled "ANIMALS" with a sub-section "Discover the incredible animals that call Yorkshire Wildlife Park home". Below this are four animal cards: Polar Bear, Lion, Giraffe, and Tiger. To the right, there's a section titled "PLAY AREAS" with images of children playing in various playground settings. A red banner at the bottom of the page says "LET'S GO TO YOUR EVENT".

The screenshot shows the homepage of the Colchester Zoo website. The header includes the zoo's name, "Colchester ZOO", and links for About Us, At the Zoo, Plan Your Visit, What's On, Gifts and Experiences, and Support Us. A large tiger fur background image covers the top half of the page. In the center, the text "At the Zoo" and "Our Animals" is displayed. Below this is a call-to-action button "BOOK TICKETS". At the bottom, there's a section titled "Discover over 155 species!" with a list of animals and their enclosure names: "AARDVARK BURROW", "AUSTRALIAN RAINBOWS", "BEARS OF THE RISING SUN", "FOXES", "GOLDEN PARROT", and "HABIBI MONKEY". There are also "BOOK TICKETS", "EVENTS", "OFFER & DISCOUNTS", and "SUPPORT US" buttons.

COLCHESTER ZOO

- About Us
- At the Zoo
- Plan Your Visit
- What's On
- Gifts and Experiences
- Support Us

At the Zoo

Activities and Play Areas

[BOOK TICKETS](#) [EVENTS](#) [OFFER & DISCOUNTS](#) [SUPPORT US](#)

Activities and Play Areas at the Zoo

As you journey around the Zoo, you'll find there's lots to explore with our range of activities available! Click on the link below to check out all the things you can do at Colchester Zoo.

[Click here for ACCESSIBILITY INFORMATION](#)

Hand feed our GIRAFFES!

A few dol mints will be needed to help feed our gentle and docile giraffes. Located outside the Giraffe House.



[BOOK A MEETUP HERE!](#)

[MORE INFORMATION](#)

Release your wild side at JUNGLE TUMBLE!

COLCHESTER ZOO

- About Us
- At the Zoo
- Plan Your Visit
- What's On
- Gifts and Experiences
- Support Us

At the Zoo

Encounter Times

[BOOK TICKETS](#) [EVENTS](#) [OFFER & DISCOUNTS](#) [SUPPORT US](#)

Encounters

Each encounter may be based on a feeding time, training session, enrichment activity or simply the chance to hear from our Animal Care Team. So why not attend some of our daily encounters below for a great way to see and find out more about our amazing animals during your visit.

Don't forget you can use the Colchester Zoo app to get directions to all your favourite animals and the encounters below. Download the app [HERE](#).

Winter Encounter Timetable (from Monday 2nd October 2023 to 18th March 2024)

0830am	Woolly Ape
0900am	Red Panda (River's Edge)
1100am	Ali Carp (Ali Nails)
1130am	Numboldt Penguin (Ice Chalet)
1200pm	Pigmy Hippopotamus (Kingdom of the Wild)
1230pm	Komodo Dragon (Dragons of Komodo)
0100pm	Przewalski's Zebra (Plains Potager)
0130pm	Bornean Orangutan (Borneo's Forest)

Animals

Which is your favourite animal?

Whether big, small, fierce, friendly, cute, or just plain adorable, animals never cease to fascinate us at Blackpool Zoo. Whether it's a snow leopard, tigers, lions, gorillas, elephants, or just our resident penguins, there's something for everyone.

Blackpool Zoo has a diverse range of species housing over 1000 animals. Explore some of the species we have on site below.

Sort By:

Relevance **Alphabetical**

Filter (17 filters)

Geographic

- Africa (14)
- Asia (9)
- South America (7)
- Europe (3)
- North America (2)
- Oceania (2)
- Central America and the Caribbean (1)

Classification

- Mammals (369)
- Birds (88)



Rhino



Ostrich



Otter



Turtle

Educational visits:

COME TO THE ZOO FOR AN INSPIRATIONAL DAY OUT!

Let our activities help to keep learning alive in the classroom, whether you're not far away or a great distance. We can help to plan visits which are most appropriate for your students. Or you might be interested in our self-guided education packages which are designed to enhance the day-on-year culture trip.



SELF-GUIDED VISITS

Blackpool Zoo is a fantastic place to bring your class to learn about animals and their habitats. It's a great way to learn about the natural world. There's nothing better than being able to touch and feel the animals, and ask lots of questions. This is an opportunity to teach your students about the natural world and encourage them to explore it further.



WORKSHOPS

If you're looking for more interactive sessions during your visit, then look no further! Our workshops are designed to give your students a chance to learn about the natural world in a fun and interactive way. They're designed to teach your students about the natural world and encourage them to explore it further.



FREE LEARNING RESOURCES

We have loads of free learning resources available for download, including worksheets, games, and activities. These are designed to help your students learn about the natural world in a fun and interactive way.



Request your free copy of *Discover the Zoo*
Complete the booking form by clicking on the link below

IN ZOO EDUCATION VISIT PRICES

ADULT FEES	PRICE
£11.00 (adult)	£10.00 per adult
£11.00 (adult)	£10.00 per adult
£11.00 per student	£10.00 per student
£11.00 per student	£10.00 per student
£11.00 per additional adult over any 10 adults per class and £10.00	£11.00 per additional adult over any 10 adults per class and £10.00

ACCOMPANYING ADULT PRICES

ADULT FEES	PRICE
One adult per child with every 5 paying children	£10.00 per child
One adult per child	£10.00 per child
One adult per child even if paying students	£10.00 per child
None	Free

IN ZOO WORKSHOP PRICES 2024

WORKSHOP	PRICE
Workshop	£10.00
Workshop	£10.00

Outreach



ENQUIRE ONLINE NOW:

CONTACT NAME *

EMAIL ADDRESS *

TELEPHONE NUMBER

TYPE OF ENQUIRY *

Primary School
 Secondary School
 Further Education
 Higher Education
 Other
(Select all applicable)

SCHOOL NAME

ESTIMATED NUMBER OF STUDENTS

(Leave blank if unknown)

ESTIMATED NUMBER OF STUDENTS

(Leave blank if unknown)

EDUCATION SESSION OPTIONS

At the park
 Other

Booking tickets:

DATE ORDER RETURN

WHEN WOULD YOU LIKE TO VISIT US?

CHOOSE YOUR DATE

TODAY **BOOK SELECTED DATE**

MARCH 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

My booking online today you will get the best value, saving you up to 15% off every ticket. Book online now and be one of the first to receive £20 off on the day of your visit after this date. Offers can be increased with notice before the start of the season.

Visitors with disabilities may add **one accompanying carer** to their quote when they book for a group visit or private cruise. Carer tickets can be purchased via our **Private Queues** feature on arrival. [Find out more here](#).

[Get £20 off online today](#)

You've chosen: Wednesday, 13 March 2024

- ✓ An online saving of up to 15% off entry in the UK's top rated zoo on TripAdvisor
- ✓ Over 27 000 animals and 125 incredible habitats
- ✓ 10 major habitats including the UK's largest tropical forest
- ✓ Adventurous River boat ride
- ✓ Every bit of Nature. The incredible World of Robin Wall's interactive experience
- ✓ 0.9m+ wide adventure playgrounds
- ✓ Babies and Under 12 months go free
- ✓ **Free Parking**
- ✓ Plus, as a charity, every ticket directly funds our vital conservation work

March 2024 >

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	1	2
3	4	5	6	7	8	9
11	12	13	14	15	16	17
18	19	20	21 ✓	22	23	24
25	26	27	28	29	30	31

EASTER HALF-TERM ACTIVITIES
Join us for some Easter Fun across half-term. All included in your Park Admission!
[Find out more here.](#)

WHO'S COMING?

① Prices may vary. Under 16s must be accompanied by an Adult

Admission - Adult (16+) Online from: £24.99 <input type="button" value="-"/> <input type="button" value="0"/> <input type="button" value="+"/>
Admission - Child (3-15) Online from: £20.99 <input type="button" value="-"/> <input type="button" value="0"/> <input type="button" value="+"/>
Admission - Senior (60+) / Student Online from: £22.99 <input type="button" value="-"/> <input type="button" value="0"/> <input type="button" value="+"/>
Admission - Under 3s Online from: £0.00 <input type="button" value="-"/> <input type="button" value="0"/> <input type="button" value="+"/>
Admission - Disabled Adult (16+) Online from: £17.49 <input type="button" value="-"/> <input type="button" value="0"/> <input type="button" value="+"/>
Admission - Disabled Senior (60+) / Disabled Student Online from: £15.49 <input type="button" value="-"/> <input type="button" value="0"/> <input type="button" value="+"/>
Admission - Disabled Child (3-15)

CONTINUE

A 10p booking fee applies to all e-ticket transactions.

① Select a date

21/03/2024 09:00 [X clear event](#)

② Select tickets

Adult Admission

18 - 59 years

This does NOT include entry to additional attractions.

21/03/2024

- 0 +

Child Admission

3 - 5 years

This does NOT include entry to additional attractions.

21/03/2024

- 0 +

Senior Admission

60+ years

This does NOT include entry to additional attractions.

21/03/2024

- 0 +

Under 3 Admission

This is a FREE entry for those under 3 yrs of age.

21/03/2024

- 0 +

Assistant Admission

This is FREE entry for those entering to support a guest with a disability during their visit.

The guest must have their own ticket and verification may be required when entering.

£0.00 - 0 +

21/03/2024

[View more details](#)

Choose your tickets

Please select your Safari Drive-through entry time slot in the next step

Admission Ticket

From: £22.00

- 0 +

Age 3+ years.

Guests with additional needs please click [here](#).

FREE Child (0-2)

- 0 +

Complimentary Ticket

From: £32.00

- 0 +

Only choose this ticket if you have received a complimentary discount code.

Guidelines and Regulations

Legislation	Description
GDPR	If your website is offering goods or services to those located in the European Union, Iceland, Norway, Lichtenstein, Switzerland or UK you must comply with the sweeping privacy laws generated by the General Data Protection Regulation . Complying with the GDPR starts with a comprehensive privacy policy that details what, how, when, and where data is collected.
CCPA	The California Consumer Privacy Act is a data privacy law that regulates how businesses worldwide are allowed to handle the personally identifiable information of California residents. The CCPA is primarily focused on privacy laws that require that you present a cookie policy that explains the cookies you collect and store and how you or third parties may use them. More on cookie consent solutions below. CCPA is also known for their unique definition of the term "sale", and if your website is in business of selling personal information this is the one you should study closely.
CPRA	In November 2020, an addendum to the CCPA was put in place that strengthened the depth and breadth of California's data privacy requirements. The California Privacy Rights Act is a powerful data privacy law that affects the privacy and notice requirements for websites that may be accessible to consumers in California. The CPRA expands on the CCPA by requiring that websites that share personal data be fully compliant with all privacy laws. Previously, only websites that sold data had to be compliant. The CPRA goes into effect Jan. 1, 2023.
COPPA	The FTC enforces the sweeping Children's Online Privacy Protection Act to help protect children's privacy and keep them safe online. COPPA website regulations require that websites obtain consent from parents before collecting personal information from kids under the age of 13.
CalOPPPA	In addition to basic GDPR rules, other legal requirements for websites include complying with the provisions of California's Online Privacy Protection Act . Your privacy policy must use the word "privacy" in a direct link from the website's homepage and reveal third-party information regarding exactly who collects data.
EU Cookie Law	The EU Cookie Directive (otherwise known as either the EU Cookie Law or the ePrivacy Directive) requires websites to have a dedicated cookie policy and to get consent from users before they can store or retrieve personal information on a computer, smartphone, or tablet. Designed to protect data privacy, it strives to make customers aware of just how much information about them is collected by websites. This allows for an informed choice regarding whether or not they should continue providing the information.
Eraser Button Law	The Privacy Rights for California Minors in the Digital World Act (also called the Eraser Button Law) applies to websites that allow users under the age of 18 to register and post content. The Eraser Button Law states that these websites must inform users under the age of 18 that they have the legal right and ability to remove the content or information they have contributed at any time.
ADA	The Americans With Disabilities Act requires certain standards for website accessibility for users facing a disability. This means that all electronic information and technology, including your website, must be accessible to those with disabilities.

Appendix 2

[Software Development for Leisure, Travel & Tourism: Tech Trends for 2023
\(youteam.io\)](#)

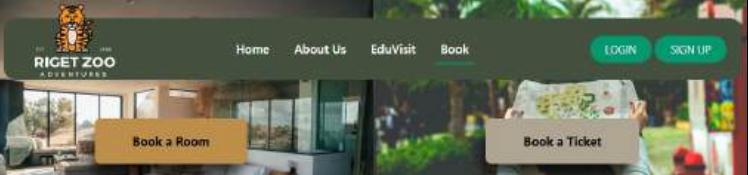
[7 Top Tech Trends Emerging in the Tourism Industry in 2024 | She Owns It](#)

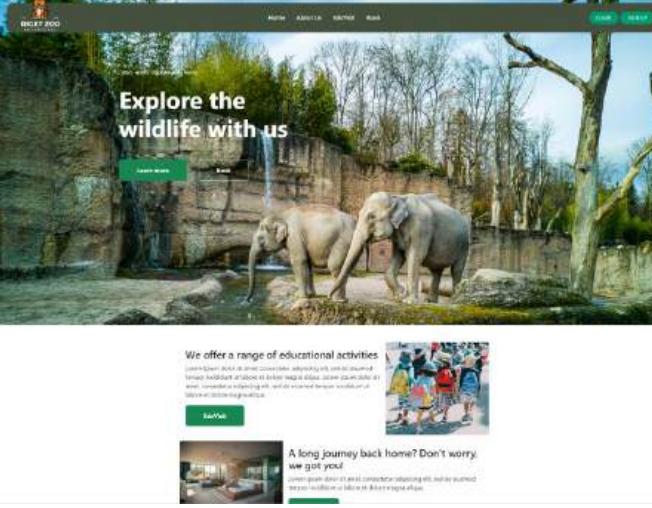
[List of 9 Legal Requirements for Websites and Tips to Meet Them - Termly](#)

[Guide to Non-Functional Requirements | Insight | Box UK](#)

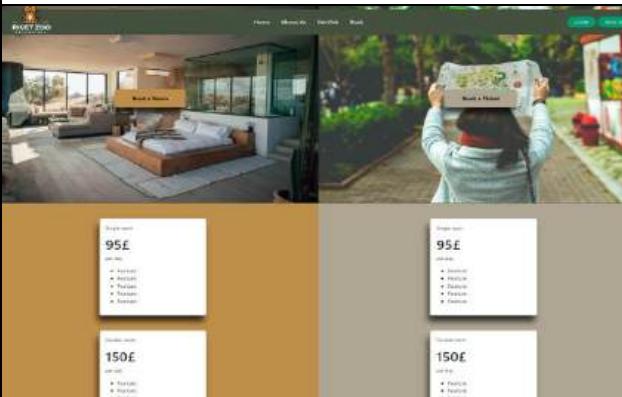
Task 2

Task 2: Test log

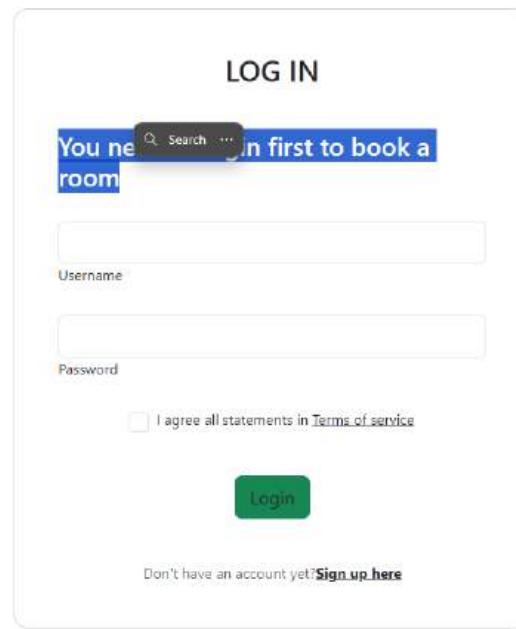
Description of test	Test data to be used (if required)	Expected outcome	Actual outcome	Comments and intended actions
Navigation bar: Black box testing -> Functional testing: Integration testing	No data inputs needed at this stage, tester will go through the navbar and test if all the correct pages are loaded. EX. clicking on about us should load about us page	Navigation bar is displayed properly, it has four 3 sections: logo, links, signup/login. When hover over the links green line eases in. When clicking on the links it takes you to the page that it describes.	 <p>The Navbar works as expected. All the links work.</p>	none
Homepage: White box testing, Black box testing -> Functional testing: Integration testing, Unit testing	No Data needed. Testing if all the buttons are functional, testing homepage unit, testing integration of homepage within the website.	Homepage is displayed properly, all buttons work: when user clicks on learn more button, it navigates to about page, book navigates to main booking page, EduVisit to eduvist page, book that is in the hotel card navigates to	All the buttons work, page is properly integrated within website.	

		booking page		
<p>About Page: White box testing, Black box testing -> Functional testing: Integration testing, Unit testing</p>	<p>No Data needed. Testing if all the buttons are functional, testing about page unit, testing integration of about page within the website.</p>	<p>About page displays five sections: Our animals, opening times, prompt to booking tickets, our facilities and location. All select buttons should lead to the main booking page.</p>	<p>All the sections are displayed; however, I have learned that select options lead straight to the booking ticket, which may lead to an issue as user might be not signed in.</p>	<p>Reroute user to the booking main page instead. For this I will change href for the buttons.</p>

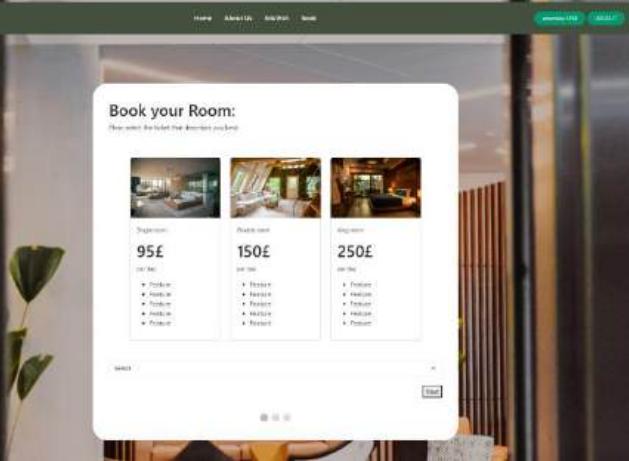
			<pre> Feature Feature Feature </div> <div class=""> <div class="d-grid gap-2"> Select </div> </div> <div class="col"> <div class="card h-100"> <div class="card-body"> <small>Child Tecket</small> <p><h1 class="card-title">5€ </h1><small>per day</small></p> Feature Feature Feature Feature Feature </div> <div class=""> <div class="d-grid gap-2"> Select </div> </div> </div> </pre>	
Regression testing, Checking if previous issue was fixed and if the user is routed to the correct page.	No Data needed. Testing if all the buttons are functional, testing about page unit, testing integration of about page within the website.	All select buttons should lead to the main booking page.	All the buttons now lead to the correct page	

<p>Educational visits page: White box testing, Black box testing -> Functional testing: Integration testing, Unit testing</p>	<p>No Data needed. Testing if all the buttons are functional, testing educational unit, testing integration of eduvist within the website.</p>	<p>EduVisit displays three sections: opening times, section with placeholders for content, prompt to booking tickets. Select button should lead to the booking page.</p>	<p>Select button is not working</p> <p>We offer a range of educational activities</p> <p>Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>		<p>I will add href to this button so it leads user to booking main page.</p> <pre><div class="d-grid gap-2"> Select </div></pre>
<p>Regression testing, Checking if previous issue was fixed and if the user is routed to the correct page.</p>	<p>No Data needed. Testing if all the buttons are functional, testing educational unit, testing integration of eduvist within the website.</p>	<p>Select button should lead to the booking page.</p>	<p>Button leads to booking page.</p>		
<p>Booking page: White box testing, Black box testing -> Functional testing: Integration testing, Unit testing</p>	<p>No Data needed. Testing if all the buttons are functional, testing booking page unit, testing integration of booking page within the website.</p>	<p>Booking page displays two vertical sections, one prompts to book a room and the other to book a hotel. When user clicks on the book a room the system should check if the user is signed in. If yes route the user to</p>			

the booking if not route the user to the login page with the message: You need to login to book a room.



The image shows a login form titled "LOG IN". At the top, there is a blue header bar with white text that reads "You need to log in first to book a room". Below this, there is a search bar with the placeholder "Search ..." and a magnifying glass icon. The main form area has two input fields: "Username" and "Password". Underneath the password field is a checkbox labeled "I agree all statements in Terms of service". A green "Login" button is located below the checkboxes. At the bottom of the form, there is a link "Don't have an account yet? [Sign up here](#)".

			 <p>The main booking page is well integrated within the website. When clicking on book a room or ticket, system indeed checks if user is signed in and if yes lets user to book if not prompts to login with a message.</p>	
<p>Booking System: Test the room booking process.</p>	<p>Test Data: Normal: -Single - From 25/04/2024 To 28/04/2024 - Yes</p>	<p>If user is signed in than he/she can access the booking process, once the test data is entered, new record should be created in the room_bookings table in the database.</p>	<p>The user is signed in and accessed the room booking section, after entering the correct test data a new record was created:</p> <p><input type="checkbox"/> Edit <input type="button" value="Copy"/> Delete 7 1 1 2024-04-25 2024-04-28 2024-04-24 11:52:14</p> <p>And user was routed to the user page where the new booking was added into her bookings with the message: You have successfully booked a room:</p>	

Welcome to your account anastasia1234

Bookings Visits Loyalty Points

Your Room Bookings

Booking Id	Room Id	Booked From	Booked To	Cancel
1	1	2024-04-20	2024-04-27	<button>Cancel</button>
5	1	2024-04-27	2024-04-28	<button>Cancel</button>
6	2	2024-04-24	2024-05-05	<button>Cancel</button>
7	1	2024-04-25	2024-04-28	<button>Cancel</button>

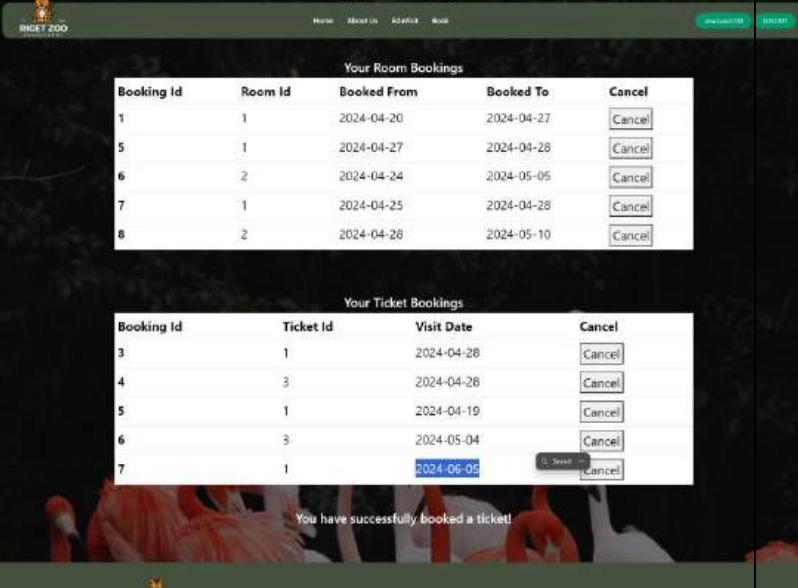
Your Ticket Bookings

Booking Id	Ticket Id	Visit Date	Cancel
3	1	2024-04-28	<button>Cancel</button>
4	3	2024-04-28	<button>Cancel</button>
5	1	2024-04-19	<button>Cancel</button>
6	3	2024-05-04	<button>Cancel</button>

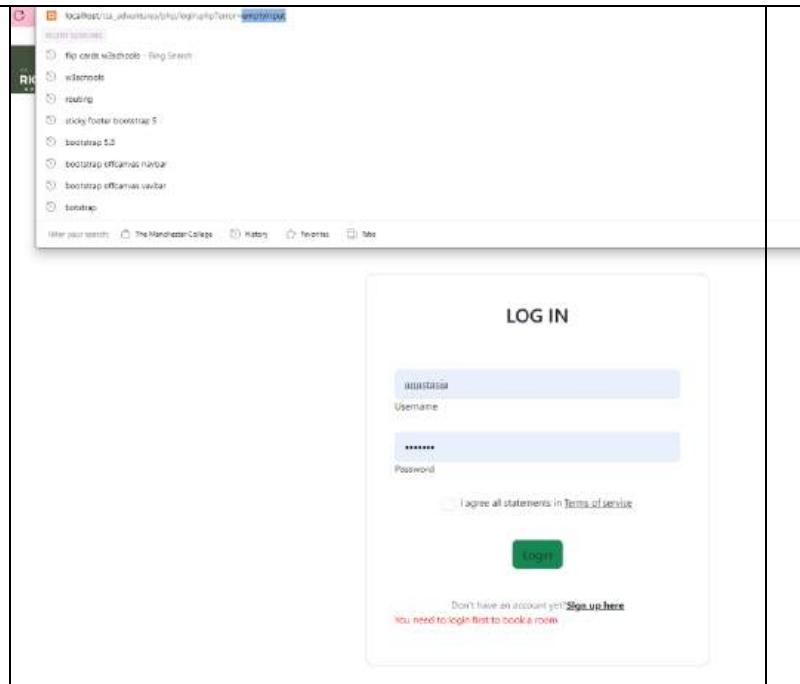
You have successfully booked a room!

<p>Booking System: Test the ticket booking process.</p>	<p>Test Data:</p> <ul style="list-style-type: none"> -Double - From 29/04/2024 To 30/04/2024 - No <p>With no confirmation process should not be completed instead user should get a message: You have not confirmed your booking!</p>	<p>You have not confirmed your booking!</p> <h3>Book your Room:</h3> <p>Please select the ticket that describes you best:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Single room 95£ per day</p> <ul style="list-style-type: none"> • Feature • Feature • Feature • Feature • Feature </div> <div style="text-align: center;">  <p>Double room 150£ per day</p> <ul style="list-style-type: none"> • Feature • Feature • Feature • Feature • Feature </div> <div style="text-align: center;">  <p>King room 250£ per day</p> <ul style="list-style-type: none"> • Feature • Feature • Feature • Feature • Feature </div> </div> <p>Select <input type="button" value="▼"/></p> <p style="text-align: right;">Next </p> <p style="text-align: center;">...</p>	<p>While testing this I came to realise that I have placed the pound sign in the wrong place. I will change it now!</p>
--	---	--	---

Regression testing.		£ signs are in the correct place.	<p>You have not confirmed your booking!</p> <p>Book your Room:</p> <p>Please select the ticket that describes you best:</p> <table border="1"> <tbody> <tr> <td> Single room £95 per day • Feature • Feature • Feature • Feature • Feature</td> <td> Double room £150 per day • Feature • Feature • Feature • Feature • Feature</td> <td> King room £250 per day • Feature • Feature • Feature • Feature • Feature</td> </tr> </tbody> </table> <p>Select <input type="button" value="Next"/></p>	Single room £95 per day • Feature • Feature • Feature • Feature • Feature	Double room £150 per day • Feature • Feature • Feature • Feature • Feature	King room £250 per day • Feature • Feature • Feature • Feature • Feature	
Single room £95 per day • Feature • Feature • Feature • Feature • Feature	Double room £150 per day • Feature • Feature • Feature • Feature • Feature	King room £250 per day • Feature • Feature • Feature • Feature • Feature					
Booking System: Test the room booking process.	<p>Test Data:</p> <p>Normal:</p> <ul style="list-style-type: none"> -Adult - Visit date: 05/06/2024 - Yes 	<p>If user is signed in than he/she can access the booking process, once the test data is entered, new record should be created in the ticket_bookings table in the database.</p>	<p>The user is signed in and accessed the room booking section, after entering the correct test data a new record was created:</p> <p><input type="checkbox"/> Edit Copy Delete 7 1 1 2024-06-05 2024-04-26 09:09:32</p> <p>And user was routed to the user page where the new booking was added into her bookings with the message: You have successfully booked a room:</p>				

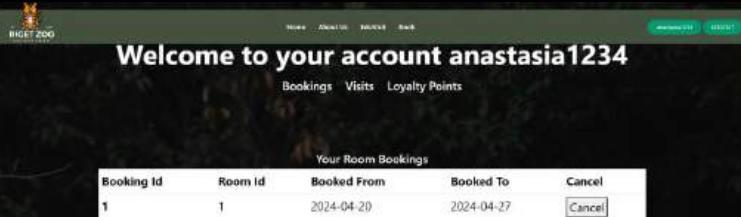
			 <p>The screenshot shows a user interface for managing bookings. At the top, there's a navigation bar with links for Home, About Us, Advertise, Book, and two buttons labeled "Available" and "Book Now". Below the navigation is a section titled "Your Room Bookings" with a table:</p> <table border="1"> <thead> <tr> <th>Booking Id</th> <th>Room Id</th> <th>Booked From</th> <th>Booked To</th> <th>Cancel</th> </tr> </thead> <tbody> <tr><td>1</td><td>1</td><td>2024-04-20</td><td>2024-04-27</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>5</td><td>1</td><td>2024-04-27</td><td>2024-04-28</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>6</td><td>2</td><td>2024-04-24</td><td>2024-05-05</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>7</td><td>1</td><td>2024-04-25</td><td>2024-04-28</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>8</td><td>2</td><td>2024-04-28</td><td>2024-05-10</td><td><input type="button" value="Cancel"/></td></tr> </tbody> </table> <p>Below this is another section titled "Your Ticket Bookings" with a table:</p> <table border="1"> <thead> <tr> <th>Booking Id</th> <th>Ticket Id</th> <th>Visit Date</th> <th>Cancel</th> </tr> </thead> <tbody> <tr><td>3</td><td>1</td><td>2024-04-28</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>4</td><td>3</td><td>2024-04-28</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>5</td><td>1</td><td>2024-04-19</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>6</td><td>3</td><td>2024-05-04</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>7</td><td>1</td><td>2024-06-05</td><td><input type="button" value="Cancel"/> <input type="button" value="Select"/></td></tr> </tbody> </table> <p>At the bottom of the page, a message says "You have successfully booked a ticket!".</p>	Booking Id	Room Id	Booked From	Booked To	Cancel	1	1	2024-04-20	2024-04-27	<input type="button" value="Cancel"/>	5	1	2024-04-27	2024-04-28	<input type="button" value="Cancel"/>	6	2	2024-04-24	2024-05-05	<input type="button" value="Cancel"/>	7	1	2024-04-25	2024-04-28	<input type="button" value="Cancel"/>	8	2	2024-04-28	2024-05-10	<input type="button" value="Cancel"/>	Booking Id	Ticket Id	Visit Date	Cancel	3	1	2024-04-28	<input type="button" value="Cancel"/>	4	3	2024-04-28	<input type="button" value="Cancel"/>	5	1	2024-04-19	<input type="button" value="Cancel"/>	6	3	2024-05-04	<input type="button" value="Cancel"/>	7	1	2024-06-05	<input type="button" value="Cancel"/> <input type="button" value="Select"/>	
Booking Id	Room Id	Booked From	Booked To	Cancel																																																						
1	1	2024-04-20	2024-04-27	<input type="button" value="Cancel"/>																																																						
5	1	2024-04-27	2024-04-28	<input type="button" value="Cancel"/>																																																						
6	2	2024-04-24	2024-05-05	<input type="button" value="Cancel"/>																																																						
7	1	2024-04-25	2024-04-28	<input type="button" value="Cancel"/>																																																						
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3	1	2024-04-28	<input type="button" value="Cancel"/>																																																							
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6	3	2024-05-04	<input type="button" value="Cancel"/>																																																							
7	1	2024-06-05	<input type="button" value="Cancel"/> <input type="button" value="Select"/>																																																							
Login page: White box testing, Black box testing -> Functional testing: Integration testing, Unit testing	No Data needed. Testing if all the buttons are functional, testing login unit, testing integration of login page within the website.	Log in page should display login form where user can enter username and password in the bottom of the form there should be an option to get to the sign up page in case you don't have account yet, when the link is clicked it should lead user to the sign up page	Login page works as acpected, it displayes a form and when clicking the link it displayes signup page instead.																																																							

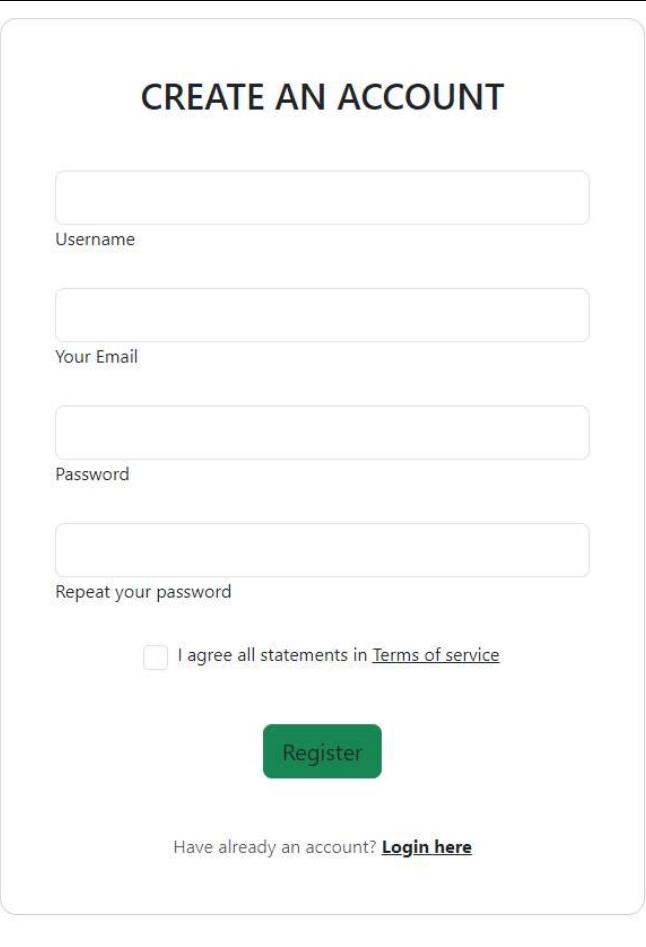
Login system : Backend-> database testing In this test I will be testing validation and thus robustness of the system.	Invalid data: no data or error=emptyinput	The system should catch an error and route user to ?error=emptyinput page that will display error message to the end user saying : You have not filled in all the fields.	I have noticed that I have mistakenly outputted the wrong message even though in the url we can see that the system caught the correct error:	I'm going to change the message that is displayed in the login.php 



Regression testing. Testing to see if the changes work.	Invalid data: no data or error=emptyinput	Correct message is displayed.	 <p>The screenshot shows a 'LOG IN' form with two input fields: 'Username' containing 'anastasia' and 'Password' containing '*****'. Below the fields is a checkbox labeled 'I agree all statements in Terms of service'. A large red error message at the bottom states 'You have not filled in all the fields.' and 'Don't have an account yet? Sign up here'.</p>	
Login system : Backend-> database testing In this test I will be testing validation and thus robustness of the system.	Invalid data(user does not exist): Jhon1234 7777	Error message that says user not found should be displayed.	<p>Similar as in previous test I have displayed the wrong message to the end user, however it is an easy fix since the system cached the error correctly:</p> <p>localhost/rza_adventures/php/signup.php?error=usernotfound</p> <pre>if(\$stmt->rowCount() == 0){ \$stmt = null; header("location: ../php/signup.php?error=usernotfound"); exit(); }</pre>	To fix this I will change the route to /login.php?error=usernotfound in my LoginContr class in classes folder. However that is only one part. As well as that I have to add the error message when this error is caught in the login.php

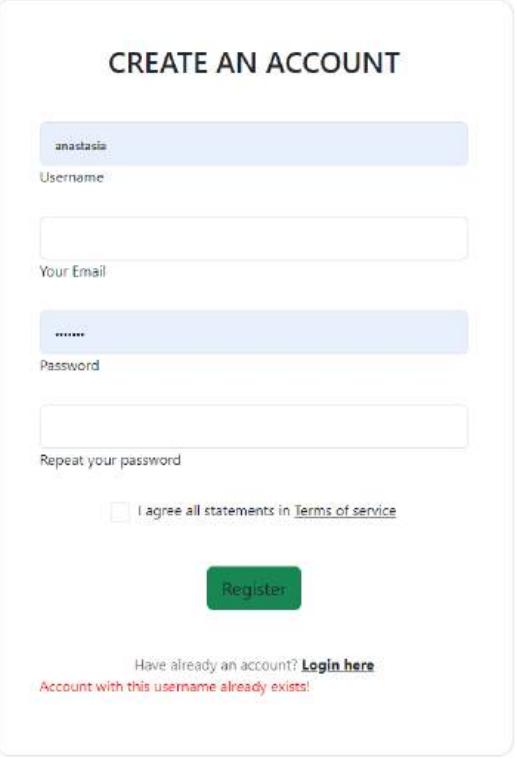
				file
Regression testing	Invalid data(user does not exist): Jhon1234 7777	Error message that says user not found should be displayed	<p style="text-align: center;">LOG IN</p> <p>The screenshot shows a login interface with a light blue header containing the text "LOG IN". Below it is a "Username" field containing "anastasia" and a "Password" field containing "*****". A checkbox below the fields is checked, and next to it is the text "I agree all statements in Terms of service". A green "Login" button is centered below the fields. At the bottom of the page, there is a link "Don't have an account yet? Sign up here" and a red error message "This username is not found.".</p>	
Login system : Backend-> database testing In this test I will be testing against valid data, to test if the user is actually logged	Valid data: anastasia1234 1234	User should be routed to the userpage and top left corner in the navigation bar	The Login works as expected :	

in when the correct credentials are entered		should be changed to username and logout options	 <p>Welcome to your account anastasia1234</p> <p>Your Room Bookings</p> <table border="1"> <thead> <tr> <th>Booking Id</th> <th>Room Id</th> <th>Booked From</th> <th>Booked To</th> <th>Cancel</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>1</td> <td>2024-04-20</td> <td>2024-04-27</td> <td><input type="button" value="Cancel"/></td> </tr> </tbody> </table>	Booking Id	Room Id	Booked From	Booked To	Cancel	1	1	2024-04-20	2024-04-27	<input type="button" value="Cancel"/>	
Booking Id	Room Id	Booked From	Booked To	Cancel										
1	1	2024-04-20	2024-04-27	<input type="button" value="Cancel"/>										
Testing if logout button works	No data needed	The user should be logged out	 <p>Logout works as expected:</p> <p>BIGET ZOO ANIMALS</p> <p>Home About Us Contact Back</p>											

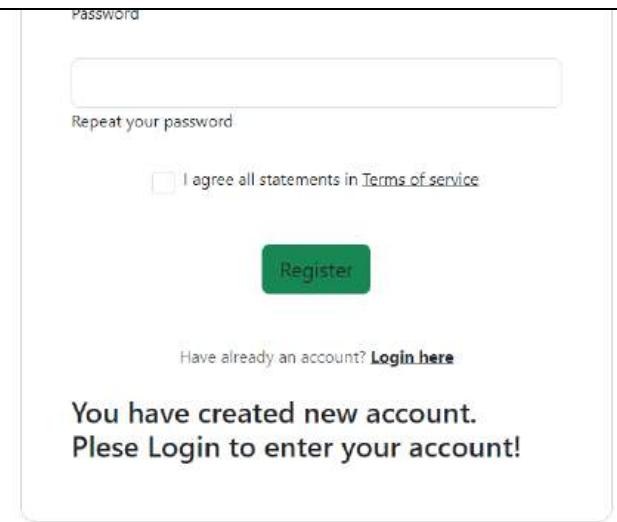
<p>Sign up page: White box testing, Black box testing -> Functional testing: Integration testing, Unit testing</p>	<p>No Data needed. Testing if all the buttons are functional, testing sign up unit, testing integration of sign up page within the website</p>	<p>Sign up page should display signup form where user can enter username and password in the bottom of the form there should be an option to get to the login page in case you already have account, when the link is clicked it should lead user to the sign up page</p>		
<p>Sign up system : Backend-> database testing In this test I will be testing against invalid data so that we can see if the system catches the errors.</p>	<p>Invalid data: no data or error=emptyinput</p>	<p>Empty error message is displayed</p>	<p>The error is handled correctly:</p>	

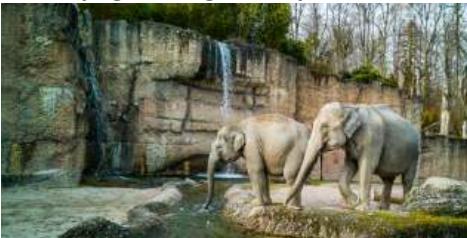
Sign up system : Backend-> database testing In this test I will be testing against invalid data so that we can see if the system catches the errors.	Invalid data (user already exists): anastasia1234 1234	The error should be displayed	<p>The system catches the error:</p> <p>localhost/rza_adventures/php/signup.php?error=userExists</p> <p>However message is not displayed</p>	Change invalidEmail to userExists

```
<?php
if(isset($_GET["error"])){
    if ($_GET["error"] == "emptyinput"){
        echo "<p id='error-msg'>Please make sure you filled in all the fields!</p>";
    }
    elseif($_GET["error"] == "invalidUid"){
        echo "<p id='error-msg'>Please make sure you choose a valid username!</p>";
    }
    elseif($_GET["error"] == "invalidEmail"){
        echo "<p id='error-msg'>Please make sure you choose a valid email!</p>";
    }
    elseif($_GET["error"] == "pwdMatch"){
        echo "<p id='error-msg'>Please make sure your passwords match!</p>";
    }
    elseif($_GET["error"] == "invalidEmail"){
        echo "<p id='error-msg'>Account with this username already exists!</p>";
    }
}
?>
```

Regression testing	Invalid data (user already exists): anastasia1234 email@example.com 1234 1234	The error should be displayed	 <p>A screenshot of a web-based account creation form titled "CREATE AN ACCOUNT". The form includes fields for "Username" (containing "anastasia"), "Your Email", "Password", and "Repeat your password". Below the fields is a checkbox labeled "I agree all statements in Terms of service". A large green "Register" button is at the bottom. At the very bottom of the page, below the form, there is a red error message: "Have already an account? Login here" followed by "Account with this username already exists!".</p>	
Sign up system : Backend-> database testing In this test I will be testing against invalid data so that we can see if the system catches the errors.	Invalid data (passwords do not match): Vlad9999 vlad.ol@yahoo.com 9999 99990	The error should be displayed	Works as expected	

			<p>Repeat your password</p> <p><input type="checkbox"/> I agree all statements in Terms of service</p> <p>Register</p> <p>Have already an account? Login here</p> <p>Please make sure your passwords match!</p>	
Sign up system : Backend-> database testing In this test I will be testing against invalid data so that we can see if the system catches the errors.	Invalid data (passwords do not match): Vlad9999 vladislav 9999 9999	The email error should be displayed	<p>Username</p> <input type="text" value="Vladislav"/> <p>! Please include an '@' in the email address. 'Vladislav' is missing an '@'.</p>	
Sign up system : Backend-> database testing In this test I will be testing against valid data to see if the account is actually created and the record is added to the database	Invalid data (passwords do not match): Vlad9999 vlad.ol@yahoo.com 9999 9999	The record should be added to the database and the success message should be displayed	User record is created in the database with the hashed password for security: <pre>4: Vlad9999 \$2y\$10\$AzclLsXKSltWUlnST2hwAROT7A9vcap9ubslE20BZsq... vlad.ol@yahoo.com 2024-04-26 10:06:08</pre> <p>However, message was not displayed .</p>	I will add a message to the php/signup.php?error=none

Regression testing	No data needed, just refresh the page	Message should be displayed	 <p>The screenshot shows a registration form with fields for Password and Repeat your password, a checkbox for accepting terms of service, and a Register button. Below the form, a success message reads: "You have created new account. Please Login to enter your account!"</p>	

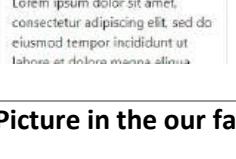
Content	Type	Source	Purpose	Date
Home page background picture 	image	https://unsplash.com/photos/elephant-on-river-during-daytime-8uJ0Am-ZdTA	Catching the eye of the end user, and making it clear what the website is about.	First retrieved during design stage. Second for assets folder on 15/04/2024
Picture in Ed activities card 	image	https://unsplash.com/photos/group-of-people-wearing-white-and-orange-backpacks-walking-on-gray-concrete-pavement-during-daytime-CYIPykF-qAM	Catching the eye of the end user, and making it clear what this section is about.	First retrieved during design stage. Second for assets folder on 15/04/2024
Picture in the hotel card on the homepage  <p>A long jour we got you Lorem ipsum dolor s tempor incididunt ut Book</p>	image	https://unsplash.com/photos/white-mattress-beside-sectional-sofa-emqnsQwQQDo	Catching the eye of the end user, and making it clear what this section is about.	First retrieved during design stage. Second for assets folder on 15/04/2024
Picture in the our animals section:	image	https://unsplash.com/photos/brown-lion-and-lioness-on-rock-5h1_OwBxLNI	Catching the eye of the end user, and showing the end user what animals are in client's zoo	17/04/2024

 <p>Name</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut</p>				
<p>Picture in the our animals section:</p>  <p>Name</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>	image	https://unsplash.com/photos/red-panda-climbing-on-tree-a9NQ6z1zqro	Catching the eye of the end user, and showing the end user what animals are in client's zoo	17/04/2024
<p>Picture in the our animals section:</p>	image	https://unsplash.com/photos/two-giraffe-and-three-zebra-on-green-grass-field-under-trees-at-daytime-tpNCevA1tA	Catching the eye of the end user, and showing the end user what animals are in client's zoo	17/04/2024

 <p>Name</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>				
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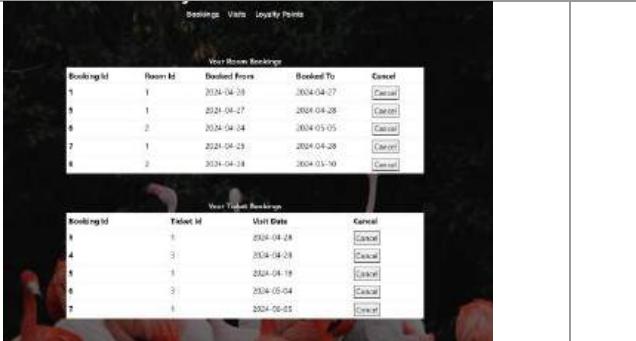
<p>Picture in the our animals section:</p>  <p>Name</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet,</p>		<p>https://unsplash.com/photos/zebra-in-fence-k1Z8oeroFsl</p>	<p>Catching the eye of the end user, and showing the end user what animals are in client's zoo</p>	<p>17/04/2024</p>
<p>Picture in the our animals section:</p>  <p>Name</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet.</p>	image	<p>https://unsplash.com/photos/blue-and-yellow-macaw-perching-on-wood-AJizGPAyC1U</p>	<p>Catching the eye of the end user, and showing the end user what animals are in client's zoo</p>	<p>17/04/2024</p>

Background picture for the timetable section on the about page		image	https://unsplash.com/photos/woman-in-black-leather-jacket-standing-beside-giraffe-during-daytime-T8sYhSINRyU	Showing user what experience they get when visiting rza	First retrieved during design stage. Second for assets folder on 15/04/2024
Picture in the our facilities section:	 Name Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut	image	https://unsplash.com/photos/brown-wooden-table-with-chairs-VmAaEe0vVi0	Catching the eye of the end user, and showing the end user what facilities are in client's hotel	22/04/2024
Picture in the our facilities section:	 Name Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut	image	https://unsplash.com/photos/hallway-of-building-LfqmND-hym8	Catching the eye of the end user, and showing the end user what facilities are in client's hotel	22/04/2024

Picture in the our facilities section:  Name <p> </p>	image	https://unsplash.com/photos/brown-wooden-lounge-chairs-near-pool-surrounded-by-palm-trees-vmlWr0NnpCQ	Catching the eye of the end user, and showing the end user what facilities are in client's hotel	22/04/2024
Picture in the our facilities section:  Name <p> </p> <p> </p> <p> </p> <p> </p>	image	https://unsplash.com/photos/white-bed-linen-with-throw-pillows-Yrxr3bsPdS0	Catching the eye of the end user, and showing the end user what facilities are in client's hotel	22/04/2024
Picture in the our facilities section:  Name <p> </p>	image	https://unsplash.com/photos/bread-with-sliced-lemon-on-white-ceramic-plate-lw3Lqe2K7xc	Catching the eye of the end user, and showing the end user what facilities are in client's hotel	22/04/2024

 <p>Name Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut</p>			
Background image for the Edu visit page 	image	https://unsplash.com/photos/group-of-people-wearing-white-and-orange-backpacks-walking-on-gray-concrete-pavement-during-daytime-CYIPykJ-qAM	Catching the eye of the end user, and making it clear what this section is about. First retrieved during design stage. Second for assets folder on 15/04/2024
% background for main booking page	image	https://unsplash.com/photos/white-mattress-beside-sectional-sofa-emqnSQwQQDo	Catching the eye of the end user, and making it clear what this section is about. First retrieved during design stage. Second for assets folder on 15/04/2024

				
½ background for main booking page 	image	https://unsplash.com/photos/woman-wearing-gray-coat-standing-on-brick-pavement-q7pOFt3J0ks	Catching the eye of the end user, and making it clear what this section is about.	First retrieved during design stage. Second for assets folder on 15/04/2024
Location API on the about page 	API	https://developers.google.com/maps	Making it easy for end user to see where rza is located in an interactive way	22/04/2024
Background for the user page	image	https://unsplash.com/photos/white-and-pink-flamingos-4Gi06ZMns30	I used this picture to still keep the idea of the zoo however I added shade so it does not distract the user from the main information	22/04/2024

 <table border="1" data-bbox="265 239 624 366"> <thead> <tr> <th colspan="5">User Room Bookings</th> </tr> <tr> <th>Booking Id</th> <th>Room Id</th> <th>Booked From</th> <th>Booked To</th> <th>Cancel</th> </tr> </thead> <tbody> <tr><td>1</td><td>1</td><td>2024-04-20</td><td>2024-04-27</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>2</td><td>1</td><td>2024-04-27</td><td>2024-04-28</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>3</td><td>2</td><td>2024-04-24</td><td>2024-05-05</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>4</td><td>1</td><td>2024-04-29</td><td>2024-04-28</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>5</td><td>2</td><td>2024-04-28</td><td>2024-05-06</td><td><input type="button" value="Cancel"/></td></tr> </tbody> </table> <table border="1" data-bbox="265 382 624 509"> <thead> <tr> <th colspan="4">User Ticket Bookings</th> </tr> <tr> <th>Booking Id</th> <th>Ticket Id</th> <th>Visit Date</th> <th>Cancel</th> </tr> </thead> <tbody> <tr><td>1</td><td>1</td><td>2024-04-28</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>2</td><td>2</td><td>2024-04-29</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>3</td><td>1</td><td>2024-04-19</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>4</td><td>2</td><td>2024-05-04</td><td><input type="button" value="Cancel"/></td></tr> <tr><td>5</td><td>1</td><td>2024-05-05</td><td><input type="button" value="Cancel"/></td></tr> </tbody> </table>	User Room Bookings					Booking Id	Room Id	Booked From	Booked To	Cancel	1	1	2024-04-20	2024-04-27	<input type="button" value="Cancel"/>	2	1	2024-04-27	2024-04-28	<input type="button" value="Cancel"/>	3	2	2024-04-24	2024-05-05	<input type="button" value="Cancel"/>	4	1	2024-04-29	2024-04-28	<input type="button" value="Cancel"/>	5	2	2024-04-28	2024-05-06	<input type="button" value="Cancel"/>	User Ticket Bookings				Booking Id	Ticket Id	Visit Date	Cancel	1	1	2024-04-28	<input type="button" value="Cancel"/>	2	2	2024-04-29	<input type="button" value="Cancel"/>	3	1	2024-04-19	<input type="button" value="Cancel"/>	4	2	2024-05-04	<input type="button" value="Cancel"/>	5	1	2024-05-05	<input type="button" value="Cancel"/>				
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Bootstrap components used throughout the website	Bootstrap	https://getbootstrap.com/docs/5.0/getting-started/introduction/	<p>I used bootstrap elements as it is relatively fast to create the frontend, however the main reason is that bootstrap elements are widely used now and became more intuitive to the end user.</p>																																																																

Contents

General layout.....	2
Homepage.....	2
Screenshot of the design	2
Screenshot of the prototype.....	3
About us page	4
Screenshot of the design	4
Screenshot of the prototype.....	5
EduVisit page.....	6
Screenshot of the design	6
Screenshot of the prototype.....	7
Booking main page.....	8
Screenshot of the design	8
Screenshot of the prototype.....	9
Booking Room page	10
Screenshot of the design	10
Screenshot of the prototype.....	11
Booking Ticket page	12
Screenshot of the design	12
Screenshot of the prototype.....	13
Signup page.....	14
Screenshot of the design	14
Screenshot of the prototype.....	14
Login page.....	15
Screenshot of the design	15
Screenshot of the prototype.....	15
Userpage	16
Screenshot of the design	16
Screenshot of the prototype.....	17
Technical notes	17

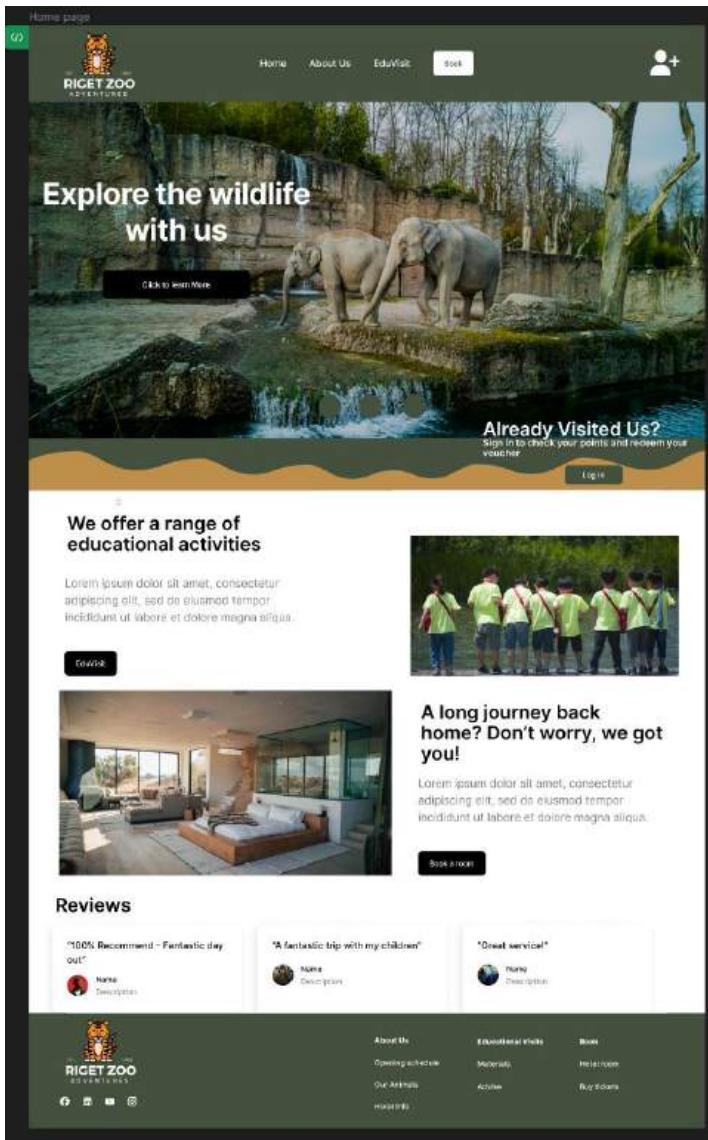
General layout

General layout of the website is fairly close to the designs I have made. The most noticeable change perhaps is the navigation bar. I have decoded to change it closer to the final stages of the development as it seemed more modern and therefore not outdated.

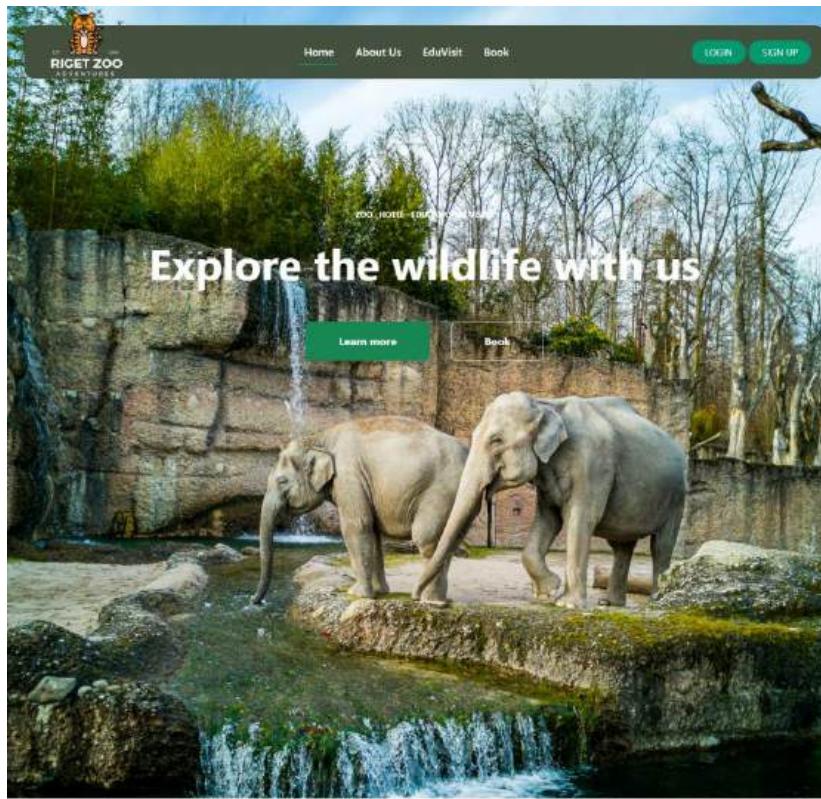
I have kept the colour scheme as in design docs as I wanted it to be WCAG compatible.

Homepage

Screenshot of the design



Screenshot of the prototype



We offer a range of educational activities

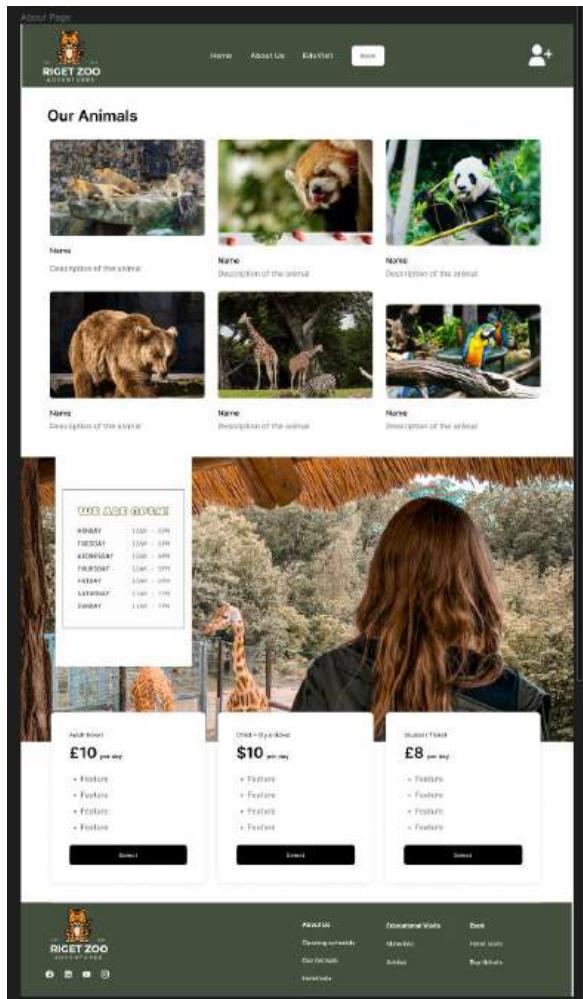
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[EduVisit](#)



About us page

Screenshot of the design



Screenshot of the prototype



Our Animals

A grid of 10 cards, each representing a different animal. Each card contains a small image at the top, followed by the word "Name" and a long block of placeholder text.

Name
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Name
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This screenshot shows the main content area of the website. At the top left is a box titled "WE ARE OPEN" listing the zoo's operating hours. Below this is a section for selecting ticket types. The woman from the previous image is visible again, looking at the giraffes. The top navigation bar is also present.

Adult Ticket

10£

- Student
- Teacher
- Teacher
- Teacher
- Teacher

Select

Child Ticket

5£

- Student
- Teacher
- Teacher
- Teacher
- Teacher

Select

Student Ticket

8£

- Student
- Teacher
- Teacher
- Teacher
- Teacher

Select

Our Facilities

- Name:** Lounge. **Description:** Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam.
- Name:** Hallway. **Description:** Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam.
- Name:** Bedroom. **Description:** Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam.
- Name:** Poolside. **Description:** Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam.
- Name:** Dining. **Description:** Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam.

Our Location

EduVisit page

Screenshot of the design

WE ARE OPEN

MONDAY	10:00 - 16:00
TUESDAY	10:00 - 16:00
WEDNESDAY	10:00 - 16:00
THURSDAY	10:00 - 16:00
FRIDAY	10:00 - 16:00
SATURDAY	10:00 - 16:00
SUNDAY	12:00 - 16:00

Resources

Video	Video	Facts File	Video
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Audio	Video	Video	Facts File
Lorum ipsum Lorum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam.	Lorum ipsum Lorum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam.	Lorum ipsum Lorum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam.	Lorum ipsum Lorum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam.
Video	Facts File	Video	Audio
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Book Your educational trip today

£8 per day

Lorum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore et dolore magna aliquyam.

Submit

Screenshot of the prototype

WE ARE OPEN

MONDAY	09:00 - 17:00
TUESDAY	09:00 - 17:00
WEDNESDAY	09:00 - 17:00
THURSDAY	09:00 - 17:00
FRIDAY	09:00 - 17:00
SATURDAY	09:00 - 17:00
SUNDAY	09:00 - 17:00

Video

Facts File

Audio

Video

Audio

Video

Video

Video

Video

Video

We offer a range of educational activities

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Adult Token

10£

per day

- Feature
- Feature
- Feature
- Feature
- Feature

Book

Booking main page

Screenshot of the design

Booking page

RIGET ZOO
ADVENTURES

Home About Us EduVisit Book

Book a room

Single room
£95 per night

- Feature
- Feature
- Feature
- Feature

Double room
£150 per night

- Feature
- Feature
- Feature
- Feature

King room
£250 per night

- Feature
- Feature
- Feature
- Feature

Book a ticket

Adult ticket
£10 per day

- Feature
- Feature
- Feature
- Feature

Child >13yo ticket
\$10 per day

- Feature
- Feature
- Feature
- Feature

Student Ticket
£8 per day

- Feature
- Feature
- Feature
- Feature

About Us Educational Visits Book

Screenshot of the prototype

The screenshot displays a travel booking website prototype for "RIDGET ZOO". The top navigation bar includes links for Home, About Us, EduVisit, Book, LOGIN, and SIGNUP. The main content area features two large images: one showing a modern room interior with a large bed and a "Book a Room" button, and another showing a person holding up a ticket at a zoo entrance with a "Book a Ticket" button.

Room Booking Options:

- Single room:** 95£ per day. Features: Feature, Feature, Feature, Feature, Feature.
- Double room:** 150£ per day. Features: Feature, Feature, Feature, Feature, Feature.
- King room:** (button)

Ticket Purchase Options:

- Single room:** 95£ per day. Features: Feature, Feature, Feature, Feature, Feature.
- Double room:** 150£ per day. Features: Feature, Feature, Feature, Feature, Feature.
- King room:** (button)

Booking Room page

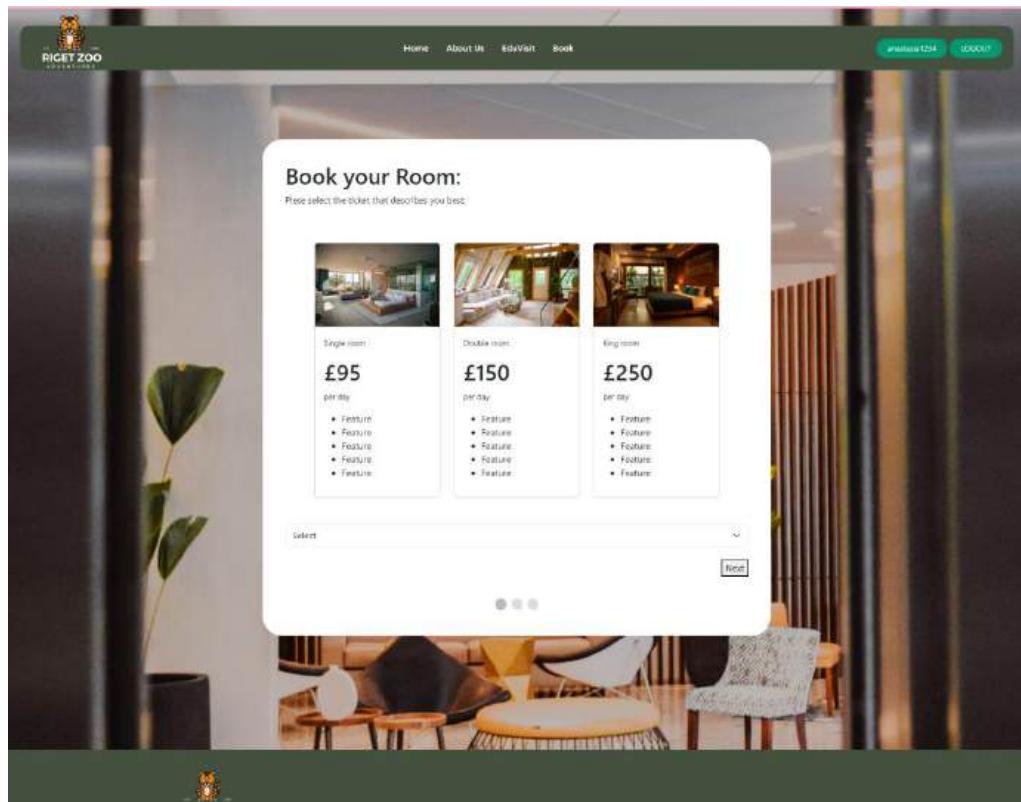
Screenshot of the design

The screenshot shows the booking interface for Riget Zoo Adventures. At the top, there's a navigation bar with links for 'Book a room', 'Home', 'About Us', 'EduVisit', 'Book' (which is highlighted), and a user icon. Below the navigation is a large image of a modern hotel room with floor-to-ceiling windows overlooking a landscape. Underneath the image are four circular icons with icons: a bed (Select a room), a calendar (Pick a time), a person (Sign In / Sign Up), and a hand (Get your e-ticket). A main heading says 'Select a room that suits you best'. Below this are three boxes for room types:

- Single room**: £95 per night. Features: Feature, Feature, Feature, Feature. **Select** button.
- Double room**: £150 per night. Features: Feature, Feature, Feature, Feature. **Select** button.
- King room**: £250 per day. Features: Feature, Feature, Feature, Feature. **Select** button.

A large 'Next' button is centered at the bottom of the main section. At the very bottom, there's a footer with the Riget Zoo logo, social media links (Facebook, Instagram, YouTube), and navigation links for 'About Us', 'Opening schedule', 'Our Animals', 'Hotel Info', 'Educational Visits', 'Materials', 'Advise', 'Book', 'Hotel room', and 'Buy tickets'.

Screenshot of the prototype



Booking Ticket page

Screenshot of the design

Book a ticket

RIGET ZOO
ADVENTURES

Home About Us EduVisit Book

Select ticket Pick a time Sign In / Sign Up Get your e-ticket

Select ticket that describes you best

Adult ticket £10 per day

- Feature
- Feature
- Feature
- Feature

Select

Child >13y.o ticket \$10 per day

- Feature
- Feature
- Feature
- Feature

Select

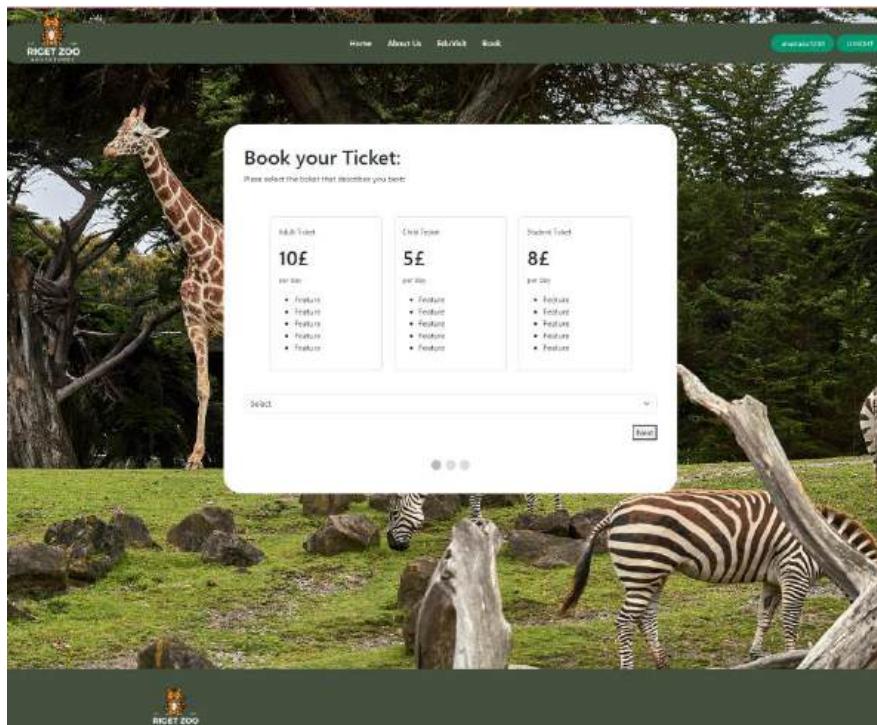
Student Ticket £8 per day

- Feature
- Feature
- Feature
- Feature

Select

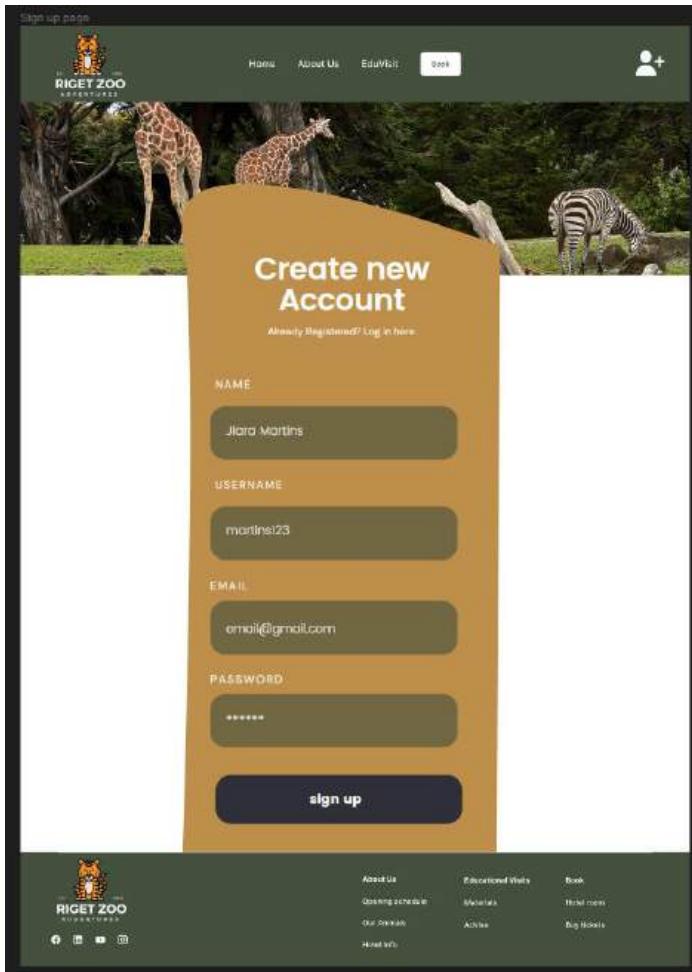
Next

Screenshot of the prototype

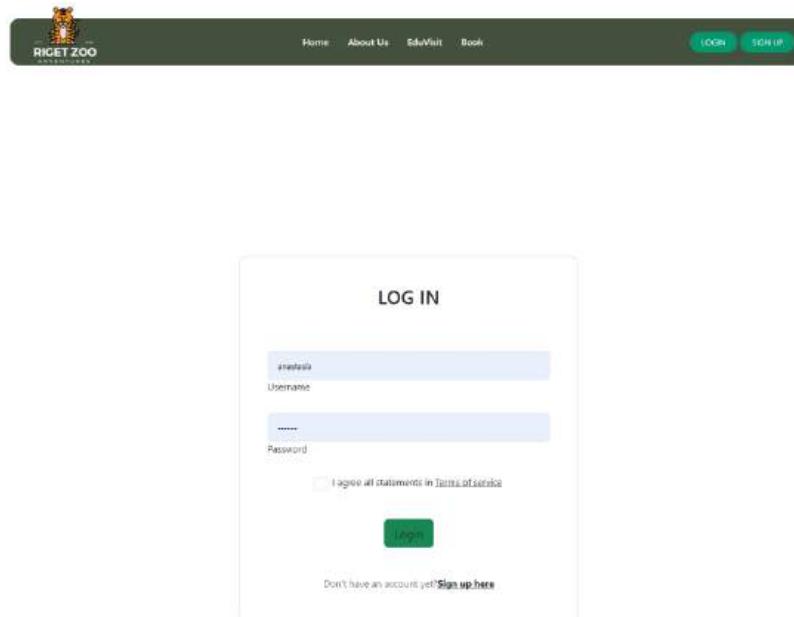


Signup page

Screenshot of the design

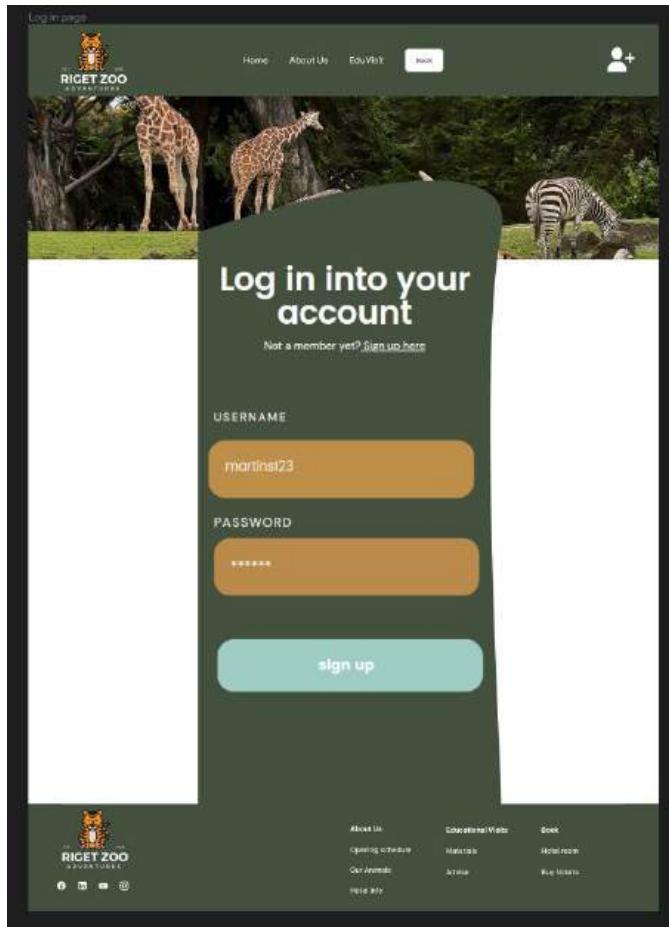


Screenshot of the prototype

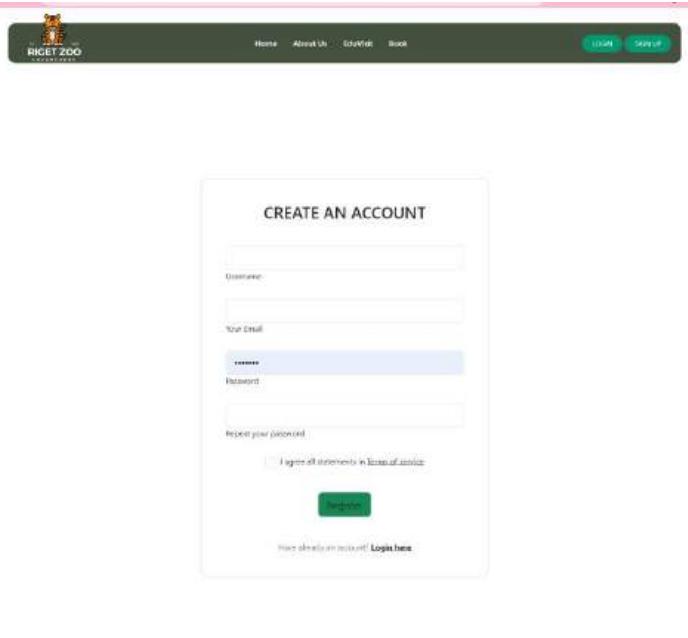


Login page

Screenshot of the design

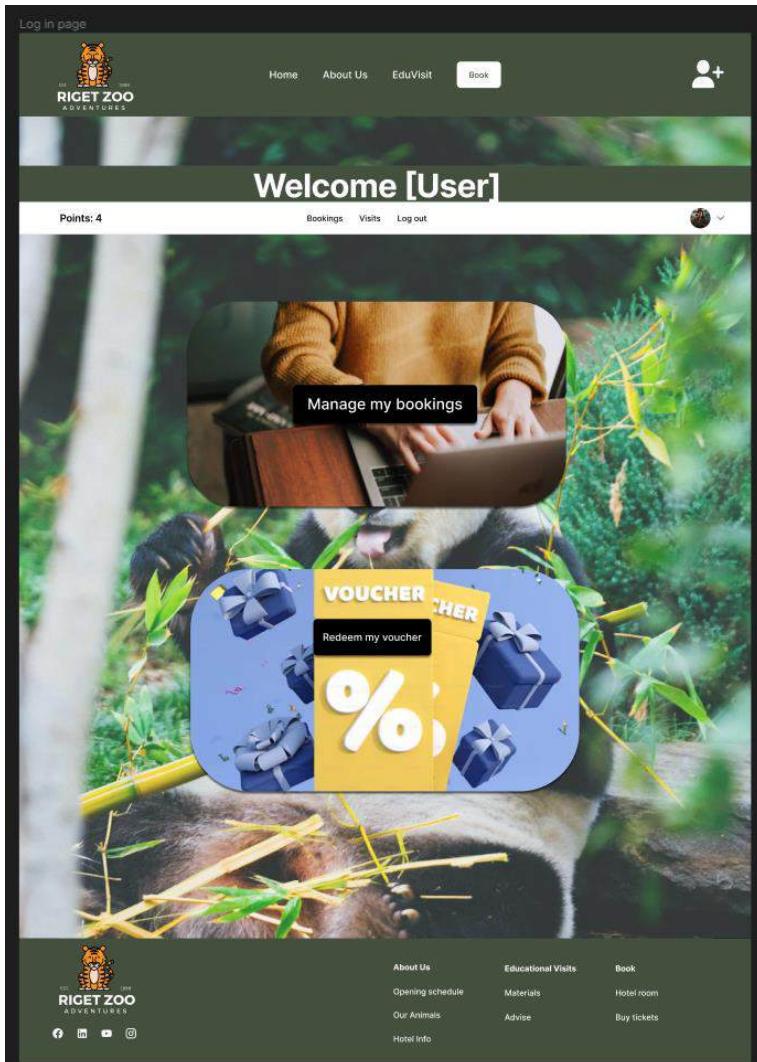


Screenshot of the prototype



Userpage

Screenshot of the design



Screenshot of the prototype

Welcome to your account **jhon5555**

Bookings Visits Loyalty Points

Your Room Bookings

Booking Id	Room Id	Booked From	Booked To	Cancel
2	2	2024-04-16	2024-04-26	<button>Cancel</button>
3	3	2024-04-16	2024-04-28	<button>Cancel</button>
4	1	2024-04-21	2024-05-11	<button>Cancel</button>

Your Ticket Bookings

Booking Id	Ticket Id	Visit Date	Cancel
1	1	2024-04-26	<button>Cancel</button>
2	2	2024-04-24	<button>Cancel</button>

Technical notes

To complete this prototype I have used:

FRONTEND

- HTML
- CSS
- Bootstrap
- JavaScript

BACKEND

- PHP
- SQL
- XAMPP

Task 3a

Feedback action plan for RZA

Contents

Aim of feedback:	2
Feedback Summary.....	5
Synopsis of who was asked for feedback.....	6
Synopsis of who responded and provided feedback	8
Results of feedback (results, charts, graphs, scales etc).....	9
Summary of feedback in detail	43
Overall impression:	43
Navigation:.....	44
Homepage:.....	46
About Page.....	48
Educational visit page	52
Main booking page, booking system & signup/login system.	52
Pure technical questions.....	59

Aim of feedback:

To find out how effective the prototype of the proposed solution is and furthermore to be able to find out how well the solution meets requirements of the client. In this feedback I will be creating questionnaire for two different types of users: technical and non-technical. I will include questions that will cover all the specific aspects of the website rather than just generic questions.

Audience	Prototype options	Prototype you will produce	Questions to ask about the prototype	Method of gathering feedback	Who to get feedback from and why
Non-Technical & Technical	There are a lot of options that I considered before choosing how am I going to demonstrate my website to the audience both technical and non-technical. For example, if it was an actual real-life project, gathering the room of colleagues and getting them to test it whilst observing would be quite sensible thing to do. Another thing that could be done is making a presentation with and present it to the chosen audience after which	Because it is not a real-life project. Some of the options are limited. Therefore, it seems to me that there are two reasonable options: sending the link or the video. Because all of my chosen testers are located within same network, I have an opportunity to send the link to show them the	<ul style="list-style-type: none"> - What is your name? - Please rate overall first impression of the website. - Does the website give you a clear understanding of its purpose? - What do you like least/most about website? - How would you describe the website's design? Is it visually appealing? - Is the layout intuitive and easy to navigate? - How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it? 	I have decided to use Microsoft forms in order to gather feedback from both technical and non-technical users, the reason being it has a lot of functionality like attaching videos and photos to the questions, as well as that there are different	For this project all the testers will be my groupmates. However, there are two different groups that I need to gather feedback from: technical and non-technical. That's when sending the forms out I will specify which category I would like the user to choose and then respond to all the questions in that type of manner.

	<p>showing how the prototype works. Then ask them all the questions prepared prior to that. That would make all the colleges more engaged, and the feedback will show the collective opinion. Some important ideas might come out of such a way of working. However, for the small projects or the ones like this one that has an educational purpose and therefore has a few limitations, there are also other ways of showing the prototype. Two of such methods would be creating a walk-through video and sending the link to the website to classmates. However, for the link, it should only be people that are connected to college network, and the</p>	<p>actual website at work. I find it way more interactive than just showing the video.</p> <p>As well as that the downside of the video would be inconvenience in filling the form and having to stop and go back over the video in case you missed something that is asked in the form.</p> <p>To make their experience better, I decided to create a questionnaire in a so that it walks them through the website and helps to discover features.</p>	<ul style="list-style-type: none"> - Please try to hover over navigation links, does the green line appear? What are your thoughts on it? - Please rate the logo and the navigation bar - The colour palette of the website is: <ul style="list-style-type: none"> o User-friendly, makes me want to spend more time on the website. o Is not very pleasant; I would rather change it. - What would you rate the Homepage? - From seeing only homepage, is the purpose of the website clear? - Have you used any buttons to navigate farther through the website, did they work? - What is your overall impression of the about page? - Please rate the about page. - Do you find it useful to have the animals' section in the about page? Did it capture your attention? - Do you find it sensible to have a section with opening times on the about page and EduVisit page? - What do you think about having embedded map on the about page? - Please rate the EduVisit page (Keep in mind that the placeholders will 	<p>ways to ask users such as to rate, to choose a multiple answer question, to write a long answer. And on top of that it enables you to branch, when needed.</p> <p>Since I have decided to do just that after the question of whether the user is tech or non-tech, Microsoft forms are the most reasonable method for me to gather feedback.</p>	
--	---	---	---	---	--

	localhost should be running otherwise the website would not be accessible.	As well as that in some questions that are focusing on one or two particular aspects of the website, I will be adding screenshots. I will also provide technical users with screenshots of some technical aspects to gather more effective and comprehensive feedback.	<p>be filled with useful information for students once the client provides data and prototype goes into development.</p> <ul style="list-style-type: none"> - Please rate the visual appearance of the main booking page. - Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in? - Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login? - Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalised, having this feature? - Please rate the sign up/login system (Make sure to checkout validation) - Once you are logged in the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate 	There is going to be one form for both technical and non-technical users however at the point of the question about technical skills level the questionnaire will be branched. This will be done to gather as much feedback as possible, as in this way technical users will answer both technical and non-technical questions.	
--	--	--	--	---	--

			<p>back to the booking page and try to book a room now.</p> <ul style="list-style-type: none"> - Have did you find the booking form? What did you like and what did you not like? - Now that you have booked a room and a ticket, can you see your bookings on the user page? - Please choose what is your prior technical skills level - Please look at the database. In your opinion is this table structured in the most efficient way? If not, what changes would you make to improve it? - Please look at the naming conventions and the folder structure. Is it somewhat clear? How easy would that be to continue working on the project in case of reassigning it to you? 		
--	--	--	--	--	--

Feedback Summary

Synopsis of who was asked for feedback

For this questionnaire, I have carefully chosen the audience for the feedback. I have asked 11 people to complete the form the form is the same and the only difference for technical users will be in the end of the form therefore, all 11 testers have completed the non – technical form and 8 completed technical form.

Please see the table below to see the criteria that I was choosing based on, I have only included initials to not disclose personal information of the testers.

	ER – male, has younger sibling is a frequent zoo customer.
	FO – male, has prior experience working for the zoo.
	AN – female, has younger siblings, and very recently had experience booking tickets for Chester Zoo.
	DW – male, advanced technical skills, prior knowledge of the sql databases and php
	SC – male, advanced frontend knowledge and UI/UX design
	CB – male, has prior experience in creating full stack solution.
	BW – male, advanced database knowledge,
	VT – female, is an average user that could potentially become a client of the zoo, she did not have prior experience booking online, therefore will give feedback that will give some insights for this time of audience.
	RO – male, has prior experience in UI/UX design.
	MV – female, has prior experience in UI/UX design and frontend development.
	SS – male, has prior experience in full stack development.

Synopsis of who responded and provided feedback

Everyone that has received the form had responded to the questionnaire. All together 11 answers.

Results of feedback (results, charts, graphs, scales etc)

View results

Respondent
1 Anonymous >
Time to complete
05:11

Please enter your name.
[REDACTED]

Please rate overall first impression of the website.
1 2 3 4 5 6 7 8 9 10

Does the website give you a clear understanding of its purpose?
 Yes
 No

What do you like least/most about website?
It can be a little more welcoming with some CSS or display options but nonetheless it isn't horrible.

How would you describe the website's design? Is it visually appealing?
I think it can be better but overall there are no issues with it.

6
Is the layout intuitive and easy to navigate?
 Yes
 No
 Maybe

7
How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?

The color was distinctively different and it looks great and is easy to navigate and locate so overall it was easy and i had no issues.

8
Please try to hover over navigation links, does the green line appear? What are your thoughts on it?
 It is very interactive; a good feature to have
 I did not like it, it's distracting

9
Please rate the logo and the navigation bar
1 2 3 4 5 6 7 8 9 10

10

The colour palette of the website is:



- User-friendly, goes well with RZA adventures
 Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

12

From seeing only homepage, is the purpose of the website clear?

- Yes
 No

13

Have you used any buttons to navigate farther through the website, did they work?

- Yes, Yes
 Yes, No
 No, No

14

Please rate the about page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

It captured my attention with the visual images and the details were very informative, overall great about me page

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

Yes it helps a lot with navigation and makes things simple and effective.

17

What do you think about having embedded map on the about page?

- It's useful, I like it better than simple text
 I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

19

Please rate the visual appearance of the main booking page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

I simply clicked on the sign up page beforehand so when it redirected me I was surprised that it worked.

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

- Yes, Yes
- Yes, No
- No, Yes
- No, No

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

- Yes
- No

23

Please rate the sign up/login system (Make sure to checkout validation)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

25

Have did you find the booking form? What did you like and what did you not like?

clear and concise but maybe adding some more information and visual images would be nice.

26

Now that you have booked a room and a ticket, can you see your bookings on the user page?

- Yes
- No

27

Please choose what is your prior technical skills level

- Technical user
- Non technical user

1

Please enter your name



2

Please rate overall first impression of the website.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

3

Does the website give you a clear understanding of its purpose?

Yes

No

4

What do you like least/most about website?

The thing i did not like about the site was the footer structure, as most images and icons were not centered and structured well. What i did like was the color design as it looked very appealing and was consistent throughout the site

5

How would you describe the website's design? Is it visually appealing?

Yes it was easy to read and navigate

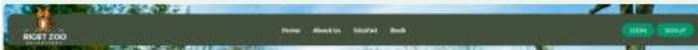
6

Is the layout intuitive and easy to navigate?

Yes

7

How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?



Yes i believe it would be easy for a new user to navigate through the site without getting lost. The logo is very appealing and it stands out very well and easy to identify that it would be a zoo website

8

Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

- It is very interactive, a good feature to have
- I did not like it, it's distracting

9

Please rate the logo and the navigation bar

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

10

The colour palette of the website is:



- User-friendly, goes well with RZA adventures
- Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

12

From seeing only homepage, is the purpose of the website clear?

- Yes
 No

13

Have you used any buttons to navigate farther through the website, did they work?

- Yes, Yes
 Yes, No
 No, No

14

Please rate the about page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

Yes found it very useful

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

Yes found it very sensible

17

What do you think about having embedded map on the about page?

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

19

Please rate the visual appearance of the main booking page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

Found it very good and easy to use and like how you have to login before booking

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

- Yes, Yes
 Yes, No
 No, Yes
 No, No

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

- Yes
 No

[View results](#)

Respondent
< 3 Anonymous >
16:33 Time to complete
...

1
Please enter your name.
[REDACTED]

2
Please rate overall first impression of the website.

1 2 3 4 5 6 7 8 9 10

3
Does the website give you a clear understanding of its purpose?

Yes
 No

4
What do you like least/most about website?

I'm unable to cancel a booking once I've booked, so maybe this could be something to improve in the future to give a better user experience.

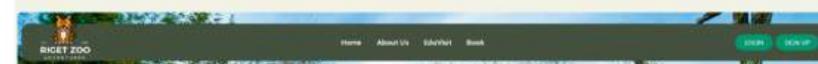
5
How would you describe the website's design? Is it visually appealing?

Yes it is as the colours and background go well together

6
Is the layout intuitive and easy to navigate?

- Yes
 No
 Maybe

7
How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?



Very nice and unique nav bar

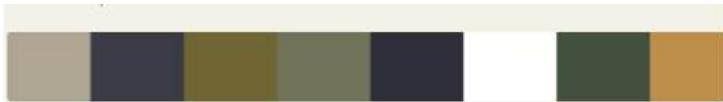
8
Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

- It is very interactive, a good feature to have
 I did not like it, it's distracting

9
Please rate the logo and the navigation bar

1 2 3 4 5 6 7 8 9 10

10



- User-friendly, goes well with RZA adventures
 Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1 2 3 4 5 6 7 8 9 10

12

From seeing only homepage, is the purpose of the website clear?

- Yes
 No

13

Have you used any buttons to navigate farther through the website, did they work?

- Yes, Yes
 Yes, No
 No, No

14

Please rate the about page

1 2 3 4 5 6 7 8 9 10

15

Do you find it useful to have the animals section in the about page? Did it make you interested?

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

Yes as you're giving users information and answers to their questions that if it wasn't there the business may have received calls from customers who just want to know the opening times

17

What do you think about having embedded map on the about page?

- It's useful, I like it better than simple text
 I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1 2 3 4 5 6 7 8 9 10

19

Please rate the visual appearance of the main booking page

1 2 3 4 5 6 7 8 9 10

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

Signup process was quite easy to, but if you were to develop the signup page even further I would include some sort of validation that would automatically go to the next field required, for example when I type in a username and press enter it displays me an error message instead of this allow the system to go onto the next field automatically

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

- Yes, Yes
- Yes, No
- No, Yes
- No, No

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

- Yes
- No

23

Please rate the sign up/login system (Make sure to checkout validation)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

25

Have did you find the booking form? What did you like and what did you not like?

No

23

Please rate the sign up/login system (Make sure to checkout validation)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

25

Have did you find the booking form? What did you like and what did you not like?

The booking is nicely laid out I'd say, but maybe if you could have written some more information in the price boxes to give a better insight into what's included in each ticket or room selection it would make their selection more easy.

26

Now that you have booked a room and a ticket, can you see your bookings on the user page?

Yes

No

27

Please choose what is your prior technical skills level

Technical user

Non technical user

1

Please enter your name

[REDACTED]

2

Please rate overall first impression of the website.

1 2 3 4 5 6 7 8 9 10

3

Does the website give you a clear understanding of its purpose?

Yes
 No

4

What do you like least/most about website?

Like the simplicity of the website but some of the pages might contain too much detail.

5

How would you describe the website's design? Is it visually appealing?

It is alright.

6

Is the layout intuitive and easy to navigate?

Yes
...

7

How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you reckon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?



It is easy to find the menu. The logo is clear but slightly generic. I'd say that average user will quickly recognize it.

8

Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

It is very interactive, a good feature to have
 I did not like it; it's distracting

9

Please rate the logo and the navigation bar

1 2 3 4 5 6 7 8 9 10

10

The colour palette of the website is:



User-friendly, goes well with RZA adventures
 Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1 2 3 4 5 6 7 8 9 10



12

From seeing only homepage, is the purpose of the website clear?

 Yes No

13

Have you used any buttons to navigate farther through the website, did they work?

 Yes, Yes Yes, No No, No

14

Please rate the about page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

It is useful to have all the info in the about page. However, it didn't capture my attention as there are too much text within the same frame

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

Yes it is sensible.

17

What do you think about having embedded map on the about page?

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

19

Please rate the visual appearance of the main booking page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

It is pretty easy to find the signup link and create an account.

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

 Yes, Yes Yes, No No, Yes No, No

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

 Yes No

View results

Respondent
5 Anonymous 24:48 Time to complete... ...

1
Please enter your name

[REDACTED]

2
Please rate overall first impression of the website.

1 2 3 4 5 6 7 8 9 10

3
Does the website give you a clear understanding of its purpose?

 Yes
 No

4
What do you like least/most about website?

I like how wide it feels. You made good use of the available space and the site looks and feels professional.

5
How would you describe the website's design? Is it visually appealing?

I think it is appealing, though some elements seem oddly centered (much like my website). I like your use of many images in the site, and the navigation bar not filling up the entire top of the screen is a nice touch. It seems like some of the images, such as 2 of the ones in the facilities tab, were smaller than the rest though, which makes that section feel less uniform.

6
Is the layout intuitive and easy to navigate?

 Yes
 No
 Maybe

7
How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?


The navigation menu stands out and is easy to navigate. I really like the logo as well, feels like a zoo that has been around for a long time. I do think it's a bit too detailed to only be visible on the navbar. Maybe you should have placed the logo on the homepage as well, so that users can have a closer look at it and better remember it.

8
Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

 It is very interactive, a good feature to have
 I did not like it, it's distracting

9
Please rate the logo and the navigation bar

1 2 3 4 5 6 7 8 9 10

10

The colour palette of the website is:



- User-friendly, goes well with RZA adventures
 Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1 2 3 4 5 6 7 8 9 10

12

From seeing only homepage, is the purpose of the website clear?

- Yes
 No

13

Have you used any buttons to navigate farther through the website, did they work?

- Yes, Yes
 Yes, No
 No, No

14

Please rate the about page

1 2 3 4 5 6 7 8 9 10

1 2 3 4 5 6 7 8 9 10

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

I think it is useful to have the animals here, as they are the most important part of a zoo so people will want to learn about them first.

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

Yes I do, but I also think it would have been useful on the homepage. It's crucial information that a user will want to know quickly, and it would help to make the homepage a bit larger.

17

What do you think about having embedded map on the about page?

- It's useful, I like it better than simple text
 I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1 2 3 4 5 6 7 8 9 10

19

Please rate the visual appearance of the main booking page

1 2 3 4 5 6 7 8 9 10

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

View results

Respondent
6 Anonymous 13:32 Time to complete...
...

1 Please enter your name

2 Please rate overall first impression of the website.

1 2 3 4 5 6 7 8 9 10

3 Does the website give you a clear understanding of its purpose?

- Yes
 No

4 What do you like least/most about website?

I like the login system and think it has good functionality, as well as the booking management system. However I think an improvement that could be made is more information on the educational.

5 How would you describe the website's design? Is it visually appealing?

The website stays consistent throughout and has a good enticing look.

7 How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you think it is easily remembered by the user? Do you believe that the average user will quickly recognize it?



I think it has a unique look and the logo is good and easily recognizable.

8 Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

- It is very interactive, a good feature to have
 I did not like it, it's distracting

9 Please rate the logo and the navigation bar

1 2 3 4 5 6 7 8 9 10

10 The colour palette of the website is:



- User-friendly, goes well with RZA adventures
 Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1 2 3 4 5 6 7 **8** 9 10

12

From seeing only homepage, is the purpose of the website clear?

Yes

No

13

Have you used any buttons to navigate farther through the website, did they work?

Yes, Yes

Yes, No

No, No

14

Please rate the about page

1 2 3 4 5 6 7 **8** 9 10

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

Yes it did intrigue me as a user and i think its a nice addition.

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

Yes it did intrigue me as a user and i think its a nice addition.

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

I think it is good that it is on the eduvist page, however it should also be included on other pages.

17

What do you think about having embedded map on the about page?

It's useful, I like it better than simple text

I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1 2 3 4 5 6 7 **8** 9 10

19

Please rate the visual appearance of the main booking page

1 2 3 4 5 6 7 **8** 9 10

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

I found it fast as it is in the most common place which is good for users as they wont have to search for the sign up page.

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

- Yes, Yes
- Yes, No
- No, Yes
- No, No

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

- Yes
- No

23

Please rate the sign up/login system (Make sure to checkout validation)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

26

Now that you have booked a room and a ticket, can you see your bookings on the user page?

- Yes
- No

27

Please choose what is your prior technical skills level

- Technical user
- Non technical user

28

Please look at the database. In your opinion are the naming conventions for the tables reasonable? Is the customers table structured in the most efficient way? If not, what changes would you make to improve it?

Tables	Fields	Type	Key	Null	Default	Extra
bookings	cust_id, booking_id, date, price	int	NO	YES		
customers	cust_id, name, address, email, password, created_time	int, varchar, varchar, varchar, varchar, timestamp	NO	NO		
ticket_bookings	booking_id, ticket_id	int, int	NO	NO		
users	username, password, email, created_time	varchar, varchar, varchar, timestamp	NO	NO		

Yes they are reasonable and easy to understand for anyone else looking at the database

29

Please look at the naming conventions and the folder structure. Is it somewhat clear? How easy would that be to continue working on the project in case of reassigning it to you?



As they are separated into folders it makes it a lot easier to find what you need.

The booking form was easy to understand and showed up once you had booked a ticket on the bookings page.

1

Please enter your name



2

Please rate overall first impression of the website.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

3

Does the website give you a clear understanding of its purpose?

Yes

No

4

What do you like least/most about website?

I like the functional booking system for both the hotel and tickets and that you can view each booking /

5

How would you describe the website's design? Is it visually appealing?

Yes, the colour scheme fits in with the theme of the website and it is consistent throughout the website

6

Is the layout intuitive and easy to navigate?

Yes

7

How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you reckon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?



The navigation bar is clear at the top of the page and the logo is easily memorable with the tiger icon on it.

8

Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

- It is very interactive, a good feature to have
- I did not like it, it's distracting.

9

Please rate the logo and the navigation bar

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

10

The colour palette of the website is:



- User-friendly, goes well with RZA adventures.
- Is not very pleasant, I would rather change it -

11

What would you rate the Homepage?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

12

From seeing only homepage, is the purpose of the website clear?

Yes

No

13

Have you used any buttons to navigate farther through the website, did they work?

Yes, Yes

Yes, No

No, No

14

Please rate the about page.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

Yes, it allows the user to view information about the animals in the zoo

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

Yes it allows the user to view the businesses operating hours so they can arrive at the correct time

17

What do you think about having embedded map on the about page?

What do you think about having embedded map on the about page?

It's useful, I like it better than simple text

I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

19

Please rate the visual appearance of the main booking page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

Very clear as it is common for it to be in the position it is in. Normally the first place a user looks

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

Yes, Yes

Yes, No

No, Yes

No, No

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

- Yes
 No

23

Please rate the sign up/login system (Make sure to checkout validation)

1 2 3 4 5 6 7 8 9 10

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

25

Have did you find the booking form? What did you like and what did you not like?

I liked the fact that it was in different stages and there was a little progress bar at the bottom to view how many stages there are

26

Now that you have booked a room and a ticket, can you see your bookings on the user page?

- Yes
 No

27

Please choose what is your prior technical skills level

- Technical user
 Non technical user

28

Please look at the database. In your opinion are the naming conventions for the tables reasonable? Is the customers table structured in the most efficient way? If not, what changes would you make to improve it?

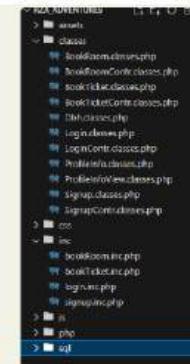


Extra options						
	#	cost_id	username	password	email	created_date
<input type="checkbox"/>	1	1	anastasiia1234	S2Y515A4X00AQ0019-9e5JPIDw4Q DC09%Zn270aDF9Gd8cc	147944@outlook.com	2024-04-15 13:58:51
<input type="checkbox"/>	2	2	anastasiia	S2Y515A4x00M77M8EaIjgjC9Bz-N7V16eCjyPEAMfStAAC	anastasiia@example.com	2024-04-15 13:52:15
<input type="checkbox"/>	3	3	Vitaliy9999	S2Y515A4x1kX05R9PjNtDhu4R0T7A9vqey9AvI2B024q	vitaliy9999@yahoo.com	2024-04-26 11:06:08
<input type="checkbox"/>	4	4	oleg9999	S2Y515A4x00D94HtjgjC9DfOpeq72uEMyIjgjD00D1uKc	oleg9999@gmail.com	2024-04-26 11:57:54
<input type="checkbox"/>	5	5	oleg7777	S2Y515A4x00KABCBW9OB KUL33PvCYVPAN9t00f9pzwXgf...	oleg7777@mail.com	2024-04-26 11:10:18
<input type="checkbox"/>	7	7	vitaliy9999	S2Y515A4x00DDQ4AW1y6fA0C9V1V3uA6t4yVhgnf1t...	vitaliy9999@yahoo.com	2024-04-26 11:31:19

Yes, looks good, the fact it is within one database and the password is encrypted

29

Please look at the naming conventions and the folder structure. Is it somewhat clear? How easy would that be to continue working on the project in case of reassigning it to you?



The structure is clear and consistent and I would be able to continue working on its development and find everything

Respondent
8 Anonymous 11:17 Time to complete

1 Please enter your name
[REDACTED]

2 Please rate overall first impression of the website.
1 2 3 4 5 6 7 8 9 10

3 Does the website give you a clear understanding of its purpose?
 Yes
 No

4 What do you like least/most about website?
least - how short the home page is - most - the colour and consistency in the website

5 How would you describe the website's design? Is it visually appealing?
Yeah, it is visually appealing

6 Is the layout intuitive and easy to navigate?
 Yes
 No
 Maybe

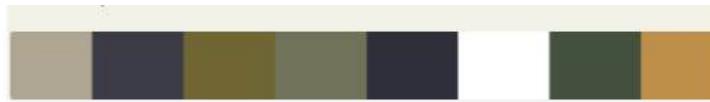
7 How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you think it is easily remembered by the user? Do you believe that the average user will quickly recognize it?

Yeah, it is easy to remember and use

8 Please try to hover over navigation links; does the green line appear? What are your thoughts on it?
 It is very interactive, a good feature to have
 I did not like it, it's distracting

9 Please rate the logo and the navigation bar
1 2 3 4 5 6 7 8 9 10

10 The colour palette of the website is:



- User-friendly, goes well with RZA adventures
 Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

12

From seeing only homepage, is the purpose of the website clear?

- Yes
 No

13

Have you used any buttons to navigate farther through the website, did they work?

- Yes, Yes
 Yes, No
 No, No

14

Please rate the about page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

Yeah, makes it more engaging

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

Yeah

17

What do you think about having embedded map on the about page?

- It's useful, I like it better than simple text
 I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

19

Please rate the visual appearance of the main booking page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

It doesn't work

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

- Yes, Yes
- Yes, No
- No, Yes
- No, No

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

- Yes
- No

23

Please rate the sign up/login system (Make sure to checkout validation)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

25

Have did you find the booking form? What did you like and what did you not like?

I liked it , it was easy to use and good looking

26

Now that you have booked a room and a ticket, can you see your bookings on the user page?

- Yes
- No

27

Please choose what is your prior technical skills level

- Technical user
- Non technical user

I liked it , it was easy to use and good looking

View results

Respondent: 9 Anonymous 67:06 Time to complete ...

1 Please enter your name
[REDACTED]

2 Please rate overall first impression of the website.
1 2 3 4 5 6 7 8 9 10

3 Does the website give you a clear understanding of its purpose?
 Yes
 No

4 What do you like least/most about website?
the layout of the website and the colours

5 How would you describe the website's design? Is it visually appealing?
I would say it is visually clear and it's also very consistent. I wouldn't say it is visually appealing

6 Is the layout intuitive and easy to navigate?
 Yes
 No
 Maybe

7 How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?

the logo stands out, making it easier to be remembered by the user. the navbar is intuitive and easy to understand. I like the design of the header.

8 Please try to hover over navigation links, does the green line appear? What are your thoughts on it?
 It is very interactive, a good feature to have
 I did not like it, it's distracting

9 Please rate the logo and the navigation bar
1 2 3 4 5 6 7 8 9 10

10 The colour palette of the website is:


9

Please rate the logo and the navigation bar

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

10

The colour palette of the website is:



- User-friendly, goes well with RZA adventures
- Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

12

From seeing only homepage, is the purpose of the website clear?

- Yes
- No

13

Have you used any buttons to navigate farther through the website, did they work?

- Yes, Yes

14

Please rate the about page.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

yes, it was clearly a great way to catch the user's attention and to let the user stay a longer time on the website, and be more intrigued about what is in the zoo.

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

i think the user can already find the same exact picture at the end of the about us page, therefore it wasn't needed there.

17

What do you think about having embedded map on the about page?

- It's useful, I like it better than simple text
- I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

19

Please rate the visual appearance of the main booking page.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

View results

Respondent
< 10 Anonymous >
45:52 Time to complete
...

1
Please enter your name
[REDACTED]

2
Please rate overall first impression of the website.
1 2 3 4 5 6 7 8 9 10

3
Does the website give you a clear understanding of its purpose?
 Yes
 No

4
What do you like least/most about website?
I mostly like that all of the buttons, navbar links and functionality seem to work so far

5
[REDACTED]

I mostly like that all of the buttons, navbar links and functionality seem to work so far

5
How would you describe the website's design? Is it visually appealing?

It is simple enough so that user does not get overwhelmed with a lot of information and features on the pages yet lovely as it looks visually appealing and does not look cheap and boring

6
Is the layout intuitive and easy to navigate?

- Yes
 No
 Maybe

7
How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?



It was very easy and the logo looks good and memorable so it will most likely be remembered and recognised by the user

8
Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

- It is very interactive, a good feature to have.
 I did not like it, it's distracting

8

Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

- It is very interactive, a good feature to have
 I did not like it, it's distracting

9

Please rate the logo and the navigation bar

1 2 3 4 5 6 7 8 9 10

10

The colour palette of the website is:



- User-friendly, goes well with RZA adventures
 Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1 2 3 4 5 6 7 8 9 10

12

From seeing only homepage, is the purpose of the website clear?

- Yes
 No

13

Have you used any buttons to navigate farther through the website, did they work?

- Yes, Yes
 Yes, No
 No, No

14

Please rate the about page

1 2 3 4 5 6 7 8 9 10

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

I think it's useful to have it as it tells the user what animals are available and what to expect and it definitely captured my attention

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

I think it's sensible as the user might forget the opening times when they get to one of these pages so it will be convenient for them to see it on that page rather than go back to the other page to see it however you should probably make the positions of the opening times more consistent for example make sure it is on the top or middle of the page on both pages

17

What do you think about having embedded map on the about page?

- It's useful, I like it better than simple text
 I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

19

Please rate the visual appearance of the main booking page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link to create account before logging in?

Vey quickly like around 20 seconds

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

- Yes, Yes
- Yes, No
- No, Yes
- No, No

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

- Yes
- ...

23

Please rate the sign up/login system (Make sure to checkout validation)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the farther development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

25

Have did you find the booking form? What did you like and what did you not like?

I liked that it was easy to use but I didn't like the fact the you can't book both child and adult and that you cant type how many children and/or adults are coming

26

Now that you have booked a room and a ticket, can you see your bookings on the user page?

- Yes
- No

27

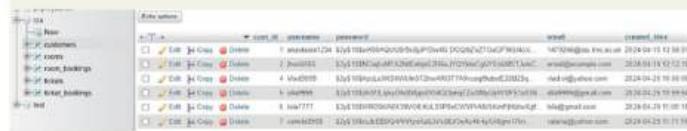
Please choose what is your prior technical skills level

- Technical user
- Non technical user

 Non technical user

28

Please look at the database. In your opinion are the naming conventions for the tables reasonable? Is the customers table structured in the most efficient way? If not, what changes would you make to improve it?



A screenshot of a MySQL database interface showing a list of tables. The tables listed are: users, customers, roles, users_roles, roles_permissions, and permissions. The 'customers' table is highlighted.

The naming conventions seem reasonable and the customers table is structured in an efficient way

29

Please look at the naming conventions and the folder structure. Is it somewhat clear? How easy would that be to continue working on the project in case of reassigning it to you?



It's quite clear but the naming could be a little better like have a '_' in between each word to make it easier to read the file names and it seems like it would be easy to find files if it was reassigned to me but in terms of the easiness of continuing to work on it I need to see the code in order to determine that

[View results](#)

Respondent
12 Anonymous 09:53 Time to complete
...

1 Please enter your name
[Redacted]

2 Please rate overall first impression of the website.
1 2 3 4 5 6 7 8 9 10

3 Does the website give you a clear understanding of its purpose?
 Yes
 No

4 What do you like least/most about website?
The design is very sleek and professional as well as being intuitive to navigate

5 How would you describe the website's design? Is it visually appealing?
Intuitive

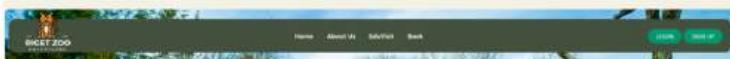
Yes

No

Maybe

7

How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?



The navigation works as expected and the logo is memorable and easy to understand/recognize.

8

Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

It is very interactive, a good feature to have

I did not like it, it's distracting

9

Please rate the logo and the navigation bar

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

10

The colour palette of the website is:



User-friendly, goes well with RZA adventures

Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

12

From seeing only homepage, is the purpose of the website clear?

Yes

No

13

Have you used any buttons to navigate farther through the website, did they work?

Yes, Yes

Yes, No

No, No

14

Please rate the about page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

Yes it is useful as it provides insight to the safari park

What do you think about having embedded map on the about page?

- It's useful, I like it better than simple text
- I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1 2 3 4 **5** 6 7 8 9 10

19

Please rate the visual appearance of the main booking page

1 2 3 4 5 6 7 8 9 **10**

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

- Yes, Yes
- Yes, No
- No, Yes
- No, No

22

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

- Yes
- No

23

Please rate the sign up/login system (Make sure to checkout validation)

1 2 3 4 5 6 7 8 9 **10**

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

25

Have did you find the booking form? What did you like and what did you not like?

The booking process is intuitive and functional. Once criticism would be that bookings cannot be canceled

26

Now that you have booked a room and a ticket; can you see your bookings on the user page?

- Yes
- No

27

Please choose what is your prior technical skills level

Technical user

Non technical user

28

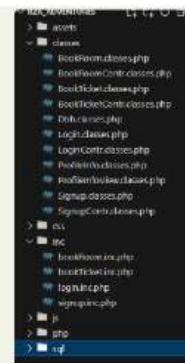
Please look at the database. In your opinion are the naming conventions for the tables reasonable? Is the customers table structured in the most efficient way? If not, what changes would you make to improve it?

		customer_id	username	password	email	created_time
<input type="checkbox"/>	<input checked="" type="checkbox"/>	1	anastasia1234	\$2y\$10\$wK8IAQUvR995jFO+4G.DOG/bnZ70ngF9G4rc...	147524@stu.tmc.ac.vn	2024-04-13 12:58:51
<input type="checkbox"/>	<input checked="" type="checkbox"/>	2	ivan1234	\$2y\$10\$9696qjM7A9HkewgJzR06VQ7mCgYYt003TjwAC...	ivan@example.com	2024-04-19 10:02:11
<input type="checkbox"/>	<input checked="" type="checkbox"/>	3	Vlad6999	\$2y\$10\$BAn1xXK5IVmJET2hewAVO77A1wceufBu8d218fZq...	vlad@yahoo.com	2024-04-26 10:56:08
<input type="checkbox"/>	<input checked="" type="checkbox"/>	4	alex1234	\$2y\$10\$ewVUJLqyDn0EjgCQ4Qdmp7z6SMYjgn0TSj9Xo...	alex@gmail.com	2024-04-26 10:59:54
<input type="checkbox"/>	<input checked="" type="checkbox"/>	5	maria1234	\$2y\$10\$ewVUJLqyDn0EjgCQ4Qdmp7z6SMYjgn0TSj9Xo...	maria@gmail.com	2024-04-29 11:00:18
<input type="checkbox"/>	<input checked="" type="checkbox"/>	6	ivan777	\$2y\$10\$Bm98KA3X3WOS.KL3SPQcVNPMyseurHs6kg...	ivan@gmail.com	2024-04-29 11:01:15
<input type="checkbox"/>	<input checked="" type="checkbox"/>	7	vanya1234	\$2y\$10\$Bm98KA3X3WOS.KL3SPQcVNPMyseurHs6kg...	vanya@yahoo.com	2024-04-29 11:01:15

The naming conventions are appropriate and security was considered via password hashing

29

Please look at the naming conventions and the folder structure. Is it somewhat clear? How easy would that be to continue working on the project in case of reassigning it to you?



The folder structure is clear to understand as files are segmented according to their respective languages.

Summary of feedback in detail

Overall impression:

The result of rating the first impression is 8.45 out of 10 based on 11 responses, where the highest is 10 and the lowest is 7. Personally, I agree with the result as I see how the frontend could be developed farther. On the question, if the website gives a clear understanding of its purpose, all 11 people that completed the form has responded with a yes, which I see as a success, because it will keep the right audience on the website and lower the bounce rate. For the question most/least liked about the website, there are different answers, however almost all the testers seem to like that the website has a lot of functionality that works, the technical users were mentioning the login system, colour and consistency on the website. One of the testers underlined: *I like how wide it feels. You made good use of the available space and the site looks and feels professional.*

For the dislike part some of the user mentioned the footer structure. Which I fully agree with, as I have not spent too much time on the development of the footer, I rather concentrated on the functionality and backend, which took most of the time of the prototype development. And I think I should have added a message “still under development” to show testers that it is going to be farther developed. Similarly, to this, one tester has mentioned: *I'm unable to cancel a booking once I've booked, so maybe this could be something to improve in the future to give a better user experience.* For the feature of managing your bookings I have only done the frontend and therefore it did not function. However, what I could have done is display a message that says this feature is currently being developed, so users know that they're booking was not cancelled and why.

Navigation:

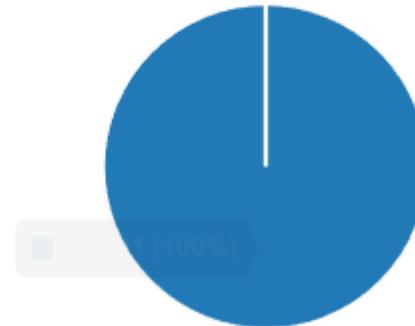
In the questionnaire I have asked the testers to see if the layout is intuitive and easy to navigate to which all the testers answered positively.

To support this, here is a pie chart formed from the answers:

6. Is the layout intuitive and easy to navigate?

[More Details](#)  [Insights](#)

 Yes	11
 No	0
 Maybe	0



The other question that I asked was:

How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?

I have asked these questions to understand if the website will help my client RZA adventures to make strong connections with its customers. I was very much satisfied with the responses that I received. For ex.

The color was distinctively different and it looks great and is easy to navigate and locate so overall it was easy and i had no issues.

Yes i believe it would be easy for a new user to navigate through the site without getting lost. The logo is very appealing and it stands out very well and easy to identify that it would be a zoo website

I think it has a unique look and the logo is good and easily recognizable.

It was very easy and the logo looks good and memorable so it will most likely be remembered and recognised by the user

On the navigation bar I have added a hover effect feature and therefore I wanted to know how would potential end users like it. The question I asked:
Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

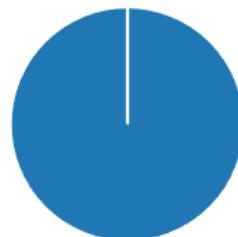
I had very positive feedback, meaning that this is a feature that we need to keep on the website:

8. Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

[More Details](#)

 Insights

-  It is very interactive, a good fea... 11
-  I did not like it, it's distracti... 0



Homepage:

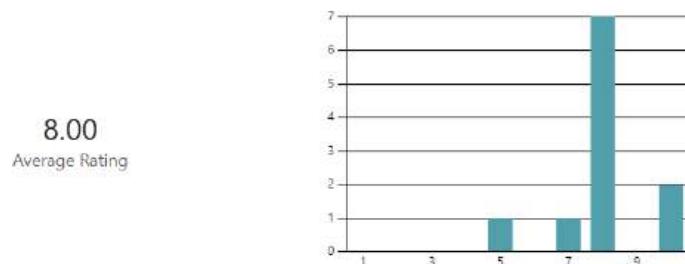
I consider colour palette to be very important when designing and developing the website. As a lot of users out there judge the website by its appearance which is quite sensible, consistent colour palette throughout the website might keep user more engaged, as well as give the feeling of the “save space”. Therefore, I have asked the following question:

10. The colour palette of the website is:



11. What would you rate the Homepage?

More Details Insights



The most important thing about homepage is to capture users' attention and to give a clear understanding of the website, so the user follows to the other pages and potentially becomes a paying customer. Therefore, I have asked the following question:

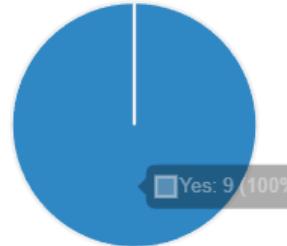
12. From seeing only homepage, is the purpose of the website clear?

[More Details](#)

 Insights

- Yes
- No

9
0

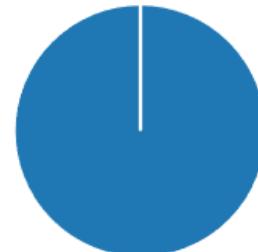


3. Have you used any buttons to navigate farther through the website, did they work?

[More Details](#)

- Yes, Yes
- Yes, No
- No, No

9
0
0



About Page

I have asked testers to rate the about page. The average rating was 7.0 out of 10. Which I find sensible, now that I see that in further development, I could add more information about the RZA.

One section of the about page contains animals that customers will find when they visit zoo. Therefore, I wanted to know if that is something that end user would be interested seeing on the about page. My question: *Do you find it useful to have the animals section in the about page? Did it capture your attention?*

Some of the answers:

It captured my attention with the visual images and the details were very informative, overall great about me page

I think it is useful to have the animals here, as they are the most important part of a zoo so people will want to learn about them first.

yes, it was clearly a great way to catch the user's attention and to let the user stay a longer time on the website, and be more intrigued about what is in the zoo.

I think it's useful to have it as it tells the user what animals are available and what to expect and it definitely captured my attention

From this feedback I can take that this section is very useful and should be kept on the website, Because of such a great review I think in further development this section should be paid a lot of attention.

The other section that I have included on the about page is opening times, therefore I wanted to get testers' opinion on that:

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

I think it's sensible as the user might forget the opening times when they get to one of these pages so it will be convenient for them to see it on that page rather than go back to the other page to see it however you should probably make the positions of the opening times more consistent for example make sure it is on the top or middle of the page on both pages

Yes it allows the user to view the businesses operating hours so they can arrive at the correct time

Yes as you're giving users information and answers to their questions that if it wasn't there the business may have received calls from customers who just want to know the opening times

From these responses, I can conclude that the opening times is a very important section to have.

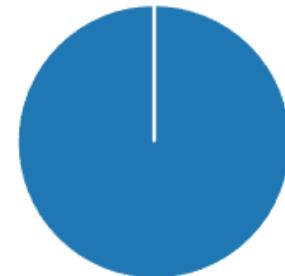
Finally, I have asked about the embedded map as a location guide and according to the feedback testers find it very much useful:

17. What do you think about having embedded map on the about page?

[More Details](#)

 Insights

- It's useful, I like it better than si... 11
- I would not use it, I would prefe... 0

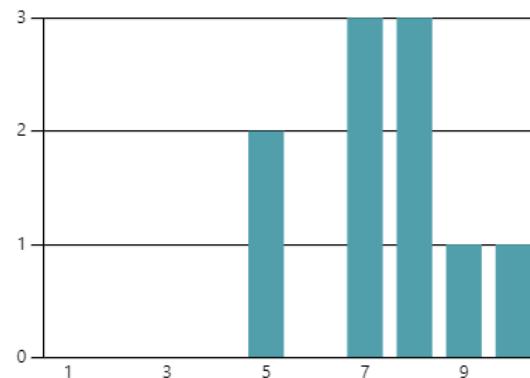


Educational visit page

18. Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

[More Details](#)  Insights

7.40
Average Rating



Main booking page, booking system & signup/login system.

The main booking page consists of two sections divided vertically: book a room and book a ticket. Once you press the button the system automatically checks if the user is signed in or not, if not, refers the end user to the login page first with a message. When user is logged in then he/she can proceed with booking which consists of 3 stages: choosing type of ticket or room, choosing the date and confirmation.

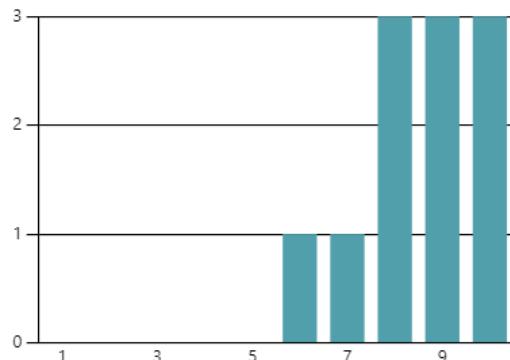
First thing I have decided to ask about this page is if it is appealing at first place:

. Please rate the visual appearance of the main booking page

[More Details](#)

 Insights

8.55
Average Rating



The result 8.55 out of 10 based on 11 people asked is very reasonable.

Since all the testers see the website first time, I've assumed that they will not be logged in or signed up, thus a great chance to test how the booking handles this scenario first. Because the booking refers users to login page and not sign up, it is crucial that users can almost instantaneously and very intuitively find the link to sign up, therefore I have asked the following question:

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

Some answers:

i was able to do the process very quickly and get what I wanted to do done

Very clear as it is common for it to be in the position it is in. Normally the first place a user looks

I found it fast as it is in the most common place which is good for users as they wont have to search for the sign up page.

I knew where to look for it, so I found it quite quickly

Signup process was quite easy to, but if you were to develop the signup page even further I would include some sort of validation that would automatically go to the next field required, for example when I type in a username and press enter it displays me an error message instead of this allow the system to go onto the next field automatically

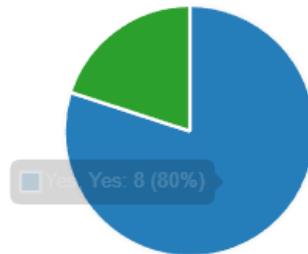
Most of the feedback was extremely positive, which I find satisfying, the very last comment I have added above had a suggestion for further development, which is a very useful piece of feedback. The validation that I have added was a backend validation that will not allow for erroneous data to the database and therefore extremely secure, while using simple html-based validation might lead to the issues. One example would be, someone could change html in browser's development tools and that would then pass and data in or no data in. However, after reading this feedback, I have realised that in actuality the combination of both validations would be the most appropriate way to go about it.

The next question was:

21. Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

[More Details](#)

●	Yes, Yes	8
●	Yes, No	0
●	No, Yes	2
●	No, No	0



In order to make it a more smooth-sailing experience for users, I decided to add a message if users is redirected to the login page through the booking system. Most of the responses show that this function works, and it's easily spotted, however because there were two people that have not noticed this message, it might be sensible in the future development to Change the colour of it or make it an alert type of message.

The following question was:

22. Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

[More Details](#)

Insights

●	Yes	8
●	No	1



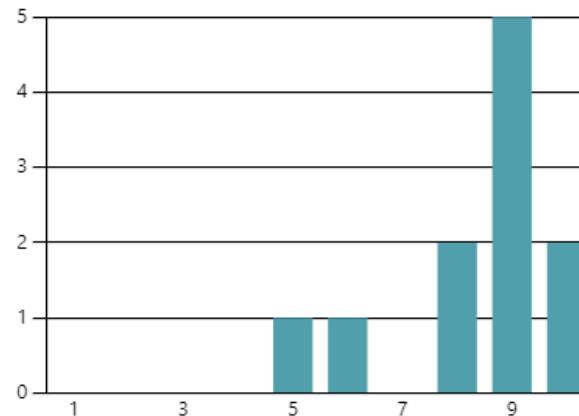
Most responses were positive, but one. It's quite hard to argue one's opinion on their experience. However, I find it, that we are safe to rely on the majority.

3. Please rate the sign up/login system (Make sure to checkout validation)

[More Details](#)

 Insights

8.36
Average Rating



My next question after testers already had experience with booking was:

Have did you find the booking form? What did you like and what did you not like?

Some answers:

clear and concise but maybe adding some more information and visual images would be nice.

The booking is nicely laid out I'd say, but maybe if you could have written some more information in the price boxes to give a better insight into what's included in each ticket or room selection it would make their selection more easy.

The booking form was easy to understand and showed up once you had booked a ticket on the bookings page.

I liked the fact that it was in different stages and there was a little progress bar at the bottom to view how many stages there are

very easy to navigate in, user friendly and i liked it

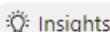
It is easy to use but I cannot book for multiple tickets at once.

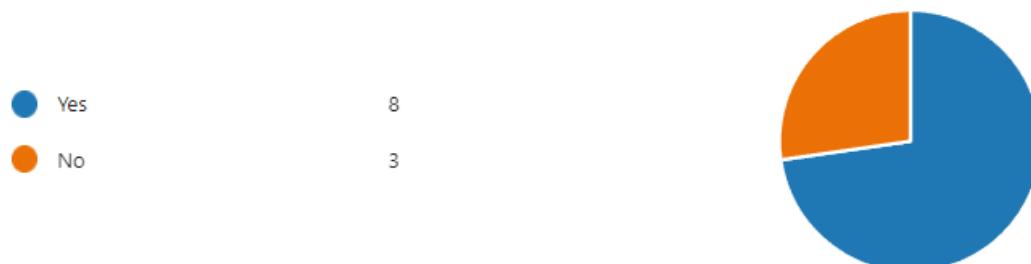
I liked that it was easy to use but I didn't like the fact the you can't book both child and adult and that you cant type how many children and/or adults are coming

All the comments had some positives to say which is really good, however what I really want to focus on here is negatives as that is exactly what drives further development. One of the testers included that some more images and content might be nice the other one said that some more information in price boxes will help the in the selection process. I completely agree with those comments, I have made a pretty generic placeholders that will satisfy the overall design and the website theme. However, when it comes to the actual deployment all the data and appropriate images provided by the client will be integrated instead. Thus, I think this issue will be exhausted by the time the software goes live. The other two comments were on the other hand more serious saying that in the form it does not ask you how many children or adults the tickets are booked for, meaning that the users will need to book all the tickets separately, which might influence their overall experience on the website, depending how many separate tickets they need to book. Therefore, this issue should be addressed first thing in the further development. On the positive side, it is fairly easy to integrate, by adding one more field to the booking form and one to column to the table on the database + validation. On average it should not take more than 1.5 hours to implement.

Another feature that I have added was that when the user has any tickets booked or rooms reserved, they will be shown in the user page, thus the following question:

5. Now that you have booked a room and a ticket, can you see your bookings on the user page?

[More Details](#)  Insights



While creating this form I have encountered a bug in the system: once you sign up for the first time and you don't yet have booking data on the database the system does not handle it gracefully instead shows error messages inside the user page and therefore few questions earlier I explained that to my testers :

24. Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

However, once the bookings are made, the system displays them, and I have tested it multiple times. As well as that 8 responses show that the bookings are displayed. Therefore, I think before deployment it should be something to investigate, however it should be working properly.

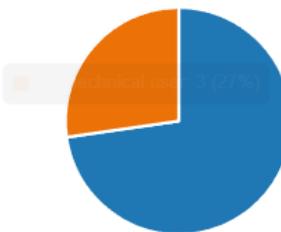
Pure technical questions

I structured my form in the way that all the testers must answer first and biggest chunk of non-technical questions, and then I separate them by asking the question:

27. Please choose what is your prior technical skills level

[More Details](#) 

 Technical user	8
 Non technical user	3



In this way, Technical users could answer both technical and non-technical questions.

In terms of technical questions, I found it the most important to ask the opinion on the naming convention and the clarity of the database structure, since this is important in case this project should be further developed by another programmers.

My question:

Please look at the database. In your opinion are the naming conventions for the tables reasonable? Is the customers table structured in the most efficient way? If not, what changes would you make to improve it?

Some of the answers:

Yes they are structured in an efficient way

Yea it is efficient and nothing is needed to be changed

Yes they are reasonable and easy to understand for anyone else looking at the database

Yes, looks good, the fact it is within one database and the password is encrypted

The naming conventions are appropriate and security was considered via password hashing

My question:

Please look at the naming conventions and the folder structure. Is it somewhat clear? How easy would that be to continue working on the project in case of reassigning it to you?

Some of the answers:

It looks very clear as a technical user and like how it separated in different folder

It is clear and well structured. it might take some time to understand the namings but it will be pretty easy to continue working on the project.

the naming conventions are very clear and they would help any other developer once they're working on it

The folder structure is clear to understand as files are segmented according to their respective languages.

Based on the average answers, I can see, that the way I left the project it could be picked up easily by other technical people, which will greatly benefit my client. As well as that I can see that the database structure is good, which is a very important aspect of the backend.

In conclusion, most of the feedback was positive, which shows the success of the prototype, however there are some areas that need improvement, and therefore will be addressed in the future development or before the project goes live. To see specific issues to be addressed, please see the above sections.

RZA website feedback ↴

Hi! Would you mind taking 7 minutes to complete this form? Thank you! Here is the link to the website: http://172.22.18.103/rza_adventures/php/home.php :)

1

Please enter your name

2

Please rate overall first impression of the website.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

3

Does the website give you a clear understanding of its purpose?

Yes

No

4

What do you like least/most about website?

5

How would you describe the website's design? Is it visually appealing?

6

Is the layout intuitive and easy to navigate?

- Yes
- No
- Maybe

7

How easy was it for you to find the website's navigation menu? What are your thoughts on the logo? Do you recon it is easily remembered by the user? Do you believe that the average user will quickly recognize it?



8

Please try to hover over navigation links, does the green line appear? What are your thoughts on it?

- It is very interactive, a good feature to have
- I did not like it, it's distracting

9

Please rate the logo and the navigation bar

12345678910

10

The colour palette of the website is:



- User-friendly, goes well with RZA adventures
- Is not very pleasant, I would rather change it

11

What would you rate the Homepage?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

12

From seeing only homepage, is the purpose of the website clear?

- Yes
 No

13

Have you used any buttons to navigate farther through the website, did they work?

- Yes, Yes
 Yes, No
 No, No

14

Please rate the about page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15

Do you find it useful to have the animals section in the about page? Did it capture your attention?

--

16

Do you find it sensible to have a section with opening times on the about page and EduVisit page?

--

17

What do you think about having embedded map on the about page?

- It's useful, I like it better than simple text
- I would not use it, I would prefer textual location

18

Please rate the EduVisit page (Keep in mind that the placeholders will be filled with useful information for students once the client provides data and prototype goes into development)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

19

Please rate the visual appearance of the main booking page

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

20

Please try to book a ticket of your preference, you will find that to book a ticket you need to login first? How quickly did you find the sign up link, to create account before logging in?

--	--	--	--	--	--	--	--	--	--

21

Have you seen helpful message : "You need to login first to book a room"? Did you find it easy to create an account and login?

- Yes, Yes
- Yes, No
- No, Yes
- No, No

22

Now that you have successfully logged in do you notice the changes on the navigation bar? Do you find your experience more personalized, having this feature?

- Yes
- No

23

Please rate the sign up/login system (Make sure to checkout validation)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

24

Once you are logged in, the website takes you automatically to the user page, however because you have yet not booked any tickets or rooms there is an error message that will be fixed in the further development. Feel free to navigate back to the booking page and try to book a room now. !(No response needed)

--

25

Have did you find the booking form? What did you like and what did you not like?

--

26

Now that you have booked a room and a ticket, can you see your bookings on the user page?

- Yes
- No

27

Please choose what is your prior technical skills level

- Technical user
- Non technical user

28

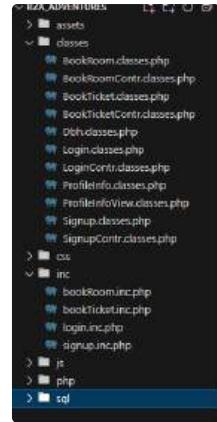
Please look at the database. In your opinion are the naming conventions for the tables reasonable? Is the customers table structured in the most efficient way? If not, what changes would you make to improve it?

Customer ID	Customer Name	Email Address	Last Update Date
1	amanda1234	amanda1234@outlook.com	2024-04-15 13:52:11
2	alex5555	alex5555@outlook.com	2024-04-15 13:52:11
3	ben6666	ben6666@outlook.com	2024-04-15 13:52:11
4	charlie9999	charlie9999@outlook.com	2024-04-15 13:52:11
5	diana7777	diana7777@outlook.com	2024-04-15 13:52:11
6	elena8888	elena8888@outlook.com	2024-04-15 13:52:11
7	frank9999	frank9999@outlook.com	2024-04-15 13:52:11

--

29

Please look at the naming conventions and the folder structure. Is it somewhat clear? How easy would that be to continue working on the project in case of reassigning it to you?



This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

 Microsoft Forms

Task 3b

Introduction

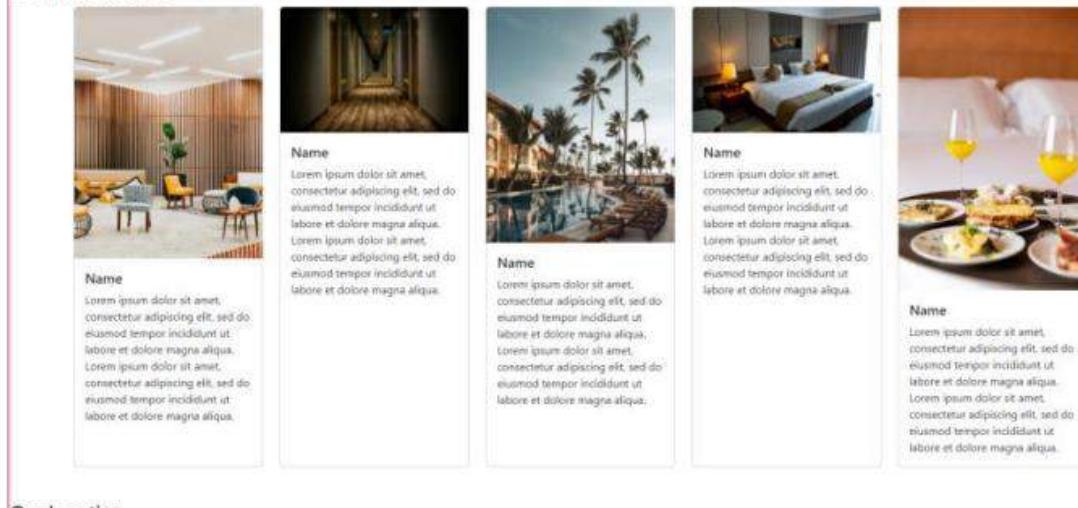
In this passage, I will be evaluating the effectiveness of the digital solution that I've been developing during this assessment period and how it meets requirements. As well as that I will be sharing my ideas as to how the solution can be developed further.

The effectiveness of the assets and content used:

The reasoning behind selection

Most of the assets on the website were chosen in the design stage and then implemented during development. I have carefully chosen all of them, to make sure they are a good representation of my client – RZA adventures.

Our Facilities



Some of the assets like hotel pictures for our facilities section shown above, were chosen slightly later in the process, as I have decided to add this section after the beginning of the development.

Home page background:

I have chosen this specific background for various reasons such as:

- It is a good representation of the zoo, and user can very quickly understand what this website is for, when gathering feedback, I have established that the average user can understand the purpose of the website very quickly. Therefore, it seems now like this picture suites just right.
- It helps to emphasize that RZA is wild safari zoo
- It has a good contrast, thus suitable for different types of end users
- It fits the colour palate that I have previously chosen perfectly

Even though this background seems to me a good solution, it is worth mentioning that is can be easily changed when needed. For example, maybe my client will decide on a different background for different seasons, all that needs to be done is replacing image in the assets folder.



We offer a range of educational activities

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[View More](#)



About page

On the about page I have added four sections: animals, opening times, facilities and location.

All those sections have some assets included. For example, Animals section has handful of animal pictures in there. I have chosen these assets in order to capture the eye of the potential customers, as well as that it will give the end user a chance to see what they are up for if they decide to visit RZA.

Our Animals



Name

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In opening times section, I have carefully chosen the background to emphasize on the amazing experience end users can get if they decide to visit rza.



For our facilities I have chosen different types of pictures to show the overall experience they will get in rza hotel.

In location section I have embedded Google map API. I have decided to do so to make the website more interactive and to enhance user experience.

For the booking pages I have chosen relevant background, for example if you are booking a ticket the background will show the zoo, but if you are booking a room the background will be a hotel lobby, which will make user experience more intuitive and smoother. It will also prevent user from mistakenly booking a wrong ticket.

For User page I have chosen a nice animals flamingos background, however I covered it with black opacity 0.5 shade in order to make sure that it is not distracting user.

The validity and reliability

For all the assets I have used a reliable source such as unsplash, for API I have used Google API. Because I have not added any content like RZA history, information about animals or facilities, there is no risk of invalid information, once the content is provided by the client, then it is going to be added to the website. Specifically, to prevent erroneous information and content on the website I have used Lorem ipsum text as a placeholder in all the places that require some info.

Legal and ethical implications

All the background pictures and icons are Copy right free, therefore legal to use and there is no need to change them before the deployment, unless the client has its own pictures that would like to be used instead. As for the content once again, I think it would be completely unethical to just copy it from competitors' website or just have it written by the AI and therefore I have used placeholders instead.

How the digital solution meets the requirements of the solution

Functional and non-functional requirements

Functional requirements

In my proposal I have stated that the system should include:

- Home page
- About page
- Educational visit page
- Booking System
- Login/Signup/Account system

The solution that I have produced meets all those requirements. I have developed the website that I very close to the initial designs and proposal.

It has the homepage, about page with all 4 required sections: Opening times, Our animals, Hotel info, how to get here. EduVisit page that has main section where the user can browse the catalogue of useful materials (now they are just placeholders, however when content is provided by the client it will contain all that is required). Booking System that has a main page where user can choose what to book: a room or a ticket. Then user is directed to that page. I have changed the logic of the system from the initial design. In the initial proposal I have proposed to make a system that would ask user for details like email and name every time that the booking is made. However, while developing the solution, I realised that this is not the best way to go about it. Instead, the system now checks if the user is signed in, if not kindly asks to sign in or create account first and then to make a booking. In the way, the database is well structured and is easy to track KPI's for my client, however it is also useful for users as it is much quicker and prevents from entering wrong details.

Login system has been developed exactly like I proposed, and I have used same required inputs that I previously proposed, please see below.

Personal Account

The system should allow user to create an account, or sign in, if the account already exists. Once signed in to their account user should be able to manage their bookings ex. cancel, user should also see previous stays and rewards. The system should allow user to log out once needed.

User input requirements to create an account:



User input requirements to login into the account:





LOG IN

Username:

Password:

I agree all statements in [Terms of service](#)

Don't have an account yet? [Sign up here](#)

CREATE AN ACCOUNT

Username:

Your Email:

Password:

Repeat your password:

I agree all statements in [Terms of service](#)

Have already an account! [Login here](#)

The screenshot shows the RIGET ZOO Adventures website's user dashboard. At the top, there is a navigation bar with links for Home, About Us, EduVisit, Book, and a user session indicator (jhon5555) with a LOGOUT button. The main content area features a dark background image of flamingos. A large, bold "Welcome to your account jhon5555" message is centered at the top. Below it are three tabs: Bookings, Visits, and Loyalty Points. The "Bookings" tab is selected, displaying two sections: "Your Room Bookings" and "Your Ticket Bookings".

Booking Id	Room Id	Booked From	Booked To	Cancel
2	2	2024-04-16	2024-04-26	<button>Cancel</button>
3	3	2024-04-16	2024-04-28	<button>Cancel</button>
4	1	2024-04-21	2024-05-11	<button>Cancel</button>

Booking Id	Ticket Id	Visit Date	Cancel
1	1	2024-04-26	<button>Cancel</button>
2	2	2024-04-24	<button>Cancel</button>

Non-functional requirements

Security considerations

The system should be secure and robust:

- System must validate all data inputs.
- System must use secure cookies.
- System must use SHA256 Encryption for the passwords.

All the inputs are validated on the backend level, I have essentially considered both types of validation: frontend(html) validation and backend validation. I have chosen to go with backend validation as it is the most secure method. It prevents malicious users from submitting wrong data using developer tools in browser, whereas html does not protect from this.

System uses secure cookies.

The solution contains signup/login system, I made sure it is secure by hashing all the passwords using SHA256 Encryption before they reach the database and then they're stored in that way.

Accessibility features

- The system should be straightforward to use, both for the end-users and the content editors that oversee backend system.
- System should be adapted to different user needs: the system should be following Web Content
- Accessibility (WCAG) guidelines

All of those requirements are met in the solution. Before starting to develop the prototype, I have made sure that my previous design is inclusive for different types of users. For example, I have checked if all the colours and contrasts are accepted by the WCAG by using online checker.

Another example would be a map API that is easier to use than just a small text in the footer stating the location.

As well as that, I made sure that the website is easy and intuitive to navigate. I have added “walk through” and validation messages all throughout the website. For example, once user clicked on register and wants to switch to sign in, there are two ways to do so, first is to click on the “Already a member? Login” or just to click on the sign up in the navigation bar.

KPI's

For the moment it is just a prototype, and it has no users to track KPI's. For example, KPI's like bounce rate or average time on the page are not yet sensible as it has not been deployed and runs on the localhost. However, it has a working login system and booking system, and all that data is stored on the database in the different tables. By analysing this data business can have insights on how many new users there are, what is the percentage of the users that booked a ticket online or booked a room or both. For example, it would be useful to know the tendency in relations between booking the ticket and the room to understand what RZA get more revenue from. As well as that, RZA could track how many bookings were made per month as I have included automatic timestamps for all the records, and then analyse positive and negative trends. Because I have added those timestamps for when each account is created RZA can also track how many inactive accounts there are and potentially delete them after a year or so.

How the prototype could be developed further

First of all, in further development there should be all the required content added, as for this solution I have not provided the content like animals' info, hotel info. Before deploying this info should be added.

Secondly, because of the security considerations I have not added the feature to buy a ticket or pay for the room in advance. However, I think it would be a sensible feature to have as some users may want to do just that.

Thirdly, it was my intention to develop a rewards system, for example when the user, has three visits to the zoo in her/his account, they get a free visit next or discount on the room, which is a good stimulation for customers. However, in this scope I was not able to develop it. Once the user page is displayed after logging in, there is a placeholder for “Loyalty points” though. Therefore, once it is developed it will be very beneficial feature for the RZA to have.

Another feature, that I consider to be a great feature is Animal API, that could be added to the education page. For example, user is interested in a particular animal, he/she enters the name of the animal and some interesting facts about the animal will be displayed.

Finally, the hosting of the website, currently it is running on the localhost. But to be a live projected it should be deployed.



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