**BTEC Assignment Brief**

|  |  |  |
| --- | --- | --- |
| **Qualification** | | Pearson BTEC Level 3 National Extended Diploma in Computing |
| **Unit number and title** | | **Unit 15: Website Development** |
| **Learning aim(s)** (For NQF only) | | **A:** Understand the principles of website development  **B:** Design a website to meet client requirements  **C:** Develop a website to meet client requirements |
| **Assignment title** | | **Designing, developing and evaluating a website** |
| **Assessor** | | Saima Farhan |
| **Issue date** | | 6th January 2021 |
| **Hand in deadline** | | 24th February 2021 |
|  | | |
|  | | |
| **Vocational Scenario or Context** | | You have recently joined a web development company, Hot Beans Web as a junior web developer. You have been asked as part of your induction and training to select two websites and evaluate them. |
|  | | |
| **Task 1** | | Select two different web sites and write an evaluation of them in which you compare and consider how the principles of website design have been used to create sites which are creative and perform well.  **1a – Review two websites (P1, M1, D1)**  For each website:   * Who is the target audience? * What should the requirements be for their target audience? * Describe the key features used in the website based on the principles of website design you have learned about. (e.g usability, layout considerations, content, use of media, creativity and innovation, optimisation features, scripting.) * How well does the website meet the purpose? * How successful is the website design?  How well does the website meet the needs of the audience? How have the developers tried to make the website more accessible? * Summarise the key strengths and weaknesses of the site.  What improvements might you suggest to the website developers?   Compare the websites side by side considering such things as:   * Key differences * Loading times * Accessibility   Overall success – which website do you think meets its purpose and audience needs more successfully and why? |
| **Checklist of evidence required** | | Evaluation report |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| P1 | Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose. | |
| M1 | Analyse how the principles of website design are used to produce creative, high performance websites which meet client requirements. | |
| D1 | Evaluate how the principles of website design are used to produced creative, high performance websites which meet client requirements | |

|  |  |  |
| --- | --- | --- |
| **Task 2** | | **Design a website to meet client requirements (P2, P3, M2, D2)**  Hot beans have asked you to create a new section for the company’s web site which promotes the company to prospective employees, as they need to recruit more web developers. The company wants you to include the following things:   * A profile of the company itself * profiles of existing trainee web developers * job specifications and required qualifications * an on-line application form * links to web development courses   The target audience for the site is people who have completed training courses or qualifications related to web development and are now looking for a job as a web developer.  Design a website that is intended to meet the client requirements. Make sure you understand the steps involved in developing a design for a client website. Make sure you take the following in consideration:   * Who will your audience be? * Will there be any constraints? How will you solve them?   Create suitable design documents including:  Design sheets (storyboards) Site map  Mock-ups  Identify scripting to be used  Multimedia features   * How colour will be used. (CSS stylesheets?) How will you optimise your search engine? (E.g., indexing (meta tags), use of keywords, importance of updates, limiting crawling etc…) * What other alternative designs is there? (Different colours, layouts, other types of accessibility…) * What laws will you need to be aware of?   You will need to create a test plan, testing all the features in your website. Allow other colleagues to test the website in order to receive authentic results.  Get third parties to review your website design proposals, identify any changes to your designs needed based on the feedback.  Evaluate comprehensive designs for the web site which include:   * identification of user requirements * visual designs for the pages * alternative design options * technical documentation   Produce a justification of the design decisions you made, explaining how it will meet the user needs and be fit for purpose. |
| **Checklist of evidence required** | | * Designs for the web site * Justifications of the design decisions, explaining how they will meet the user’s needs * Test plan * Evaluate the design and optimised website against client requirements |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| P2 | Produce designs for a website that meet client requirements. | |
| P3 | Review the website design proposals with others to identify and inform improvements. | |
| M2 | Justify the design decisions, explaining how they will meet the user's needs and be fit for purpose. | |
| D2 | Evaluate the design and optimised website against client requirements. | |

|  |  |  |
| --- | --- | --- |
| **Task 3** | | **Develop a website to meet client requirements (P4, P5, P6, M3, D3)**  Develop the web site and test it for functionality, compatibility (with different devices and browsers) and usability (including user testing), using appropriate test plans, test schedules and data. You should collect results and feedback and show that you have responded to any problem or errors identified.  Optimise the web site, using the results of testing and user feedback and record the details of the changes you have made so that ‘before’ and ‘after’ versions of the web site can be seen.  Write an evaluation of the development and optimisation of the web site. You should provide a detailed and balanced evaluation of how effectively your completed website meets the client requirements, including appealing to the target audience and meeting its stated purpose, in comparison to alternative solutions.  Your evaluation should be supported by evidence from all stages of the project to reach conclusions and suggest developments. The evaluation must contain a systematic and accurate review of your own skills, performance and behaviours and the impact that this had on the development of the final website.  Present evidence that you have shown individual responsibility, effective time-management in your design and development of the web site making high-quality justified recommendations and decisions. This should include a task plan for completing the assignment and a witness testimony from your tutor. For example, you need to show how you have:   * Planned and managed your time and met targets. * Reviewed and responded to outcomes including the use of feedback from others * Behaved appropriately while completing the assignment – including professionalism, etiquette, supportive of others, timely and appropriate leadership, accountability and individual responsibility * Evaluated outcomes to help inform high-quality justified recommendations and decisions   Used appropriate methods of communication effectively |
| **Checklist of evidence required** | | * Annotated screen shots of the completed web site * Evidence of testing including test plans and data, user feedback and details of the changes made in response to testing * Annotated screen shots of the optimised web site * Evaluation of the design and development of the web site * Evidence of individual responsibility, effective time-management including a time plan and witness testimony from your tutor. |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| P4 | Produce a website for an intended audience and purpose. | |
| P5 | Test the website for functionality, compatibility and usability. | |
| P6 | Review the extent to which the website meets client requirements. | |
| M3 | Optimise a website to meet client requirements. | |
| D3 | Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a website. | |