An analysis of website of British Telemark

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Introduction

After the development of World Wide Web, the trend of websites design has become more popular. It has become as source of information, knowledge, platform for performing business, connecting with peoples, news updates and entertainment. As more people are being engaged in surfing internet and many organizations are investing lots of amount of funds in designing and developing website, there are various factors that contribute in the quality of a website. Some of the factors are responsive design, accessibility, scripted functionality, and style site. Therefore, developers and organizations must consider these basis aspects while designing and developing websites. Similarly, with the evolution of technologies, handheld devices such as smart phones, tablets and e-readers are being popular in the market with different screen size and resolutions. Due to this, clients want their website to be device friendly because people are accessing websites from their hand-held devices more than from their computers. The need of device friendly gives emergence to the ‘responsive design’ of website that enables easy reading and ideal viewing experience for users. Similarly, web accessibility is another important factor which makes the website accessible to everyone which should not exclude people with disability either.

I have chosen website of a British telemark having URL (www.gbtelemark.co.uk) to undertake an analysis.

Responsive Design

The basic concept of responsive design lies in the response of a website to every size and resolution of screen of devices like computers, smart phones, tables and e-readers. With the emergence of new technologies, every client wants their website to be responsive to each and every device. According to Smashing Magazine (2017), responsive design is an approach that allows design and development of a website responsive to the behavior and environment of a user which is based on platform, screen size and orientation. The practice of responsive design involves mix of flexible layouts and grids, images and use of CSS media queries intelligently. For instance, when a user changes their devices such as from their iphone to laptop, the website must switch to accommodate for different resolution automatically. In simple term, it is important that a website must consists of a technology that respond to a user’s preferences involuntary which will further remove the requirement for various design and development stage for different devices.

This website was built with an intention to promote British telemark ski team. Most of this entire website contains front end development. HTML, CSS, JavaScript and some libraries of JavaScript are used to design this website. It changes with change in device screen therefore, it is responsive. Menus of this website stays horizontally in device with large screen like laptop and pc where as they are shown vertically in small devices like mobile phones, but menus are not properly managed for tablets and also looks unmanaged while rotating mobile phones. Based on user’s preferences and device, Images, videos, embedded YouTube videos and font size are automatically resized. To do so viewport was set using Meta tag. Viewport is a visible area of a web page and it varies with devices. Media query are CSS technique that helps to include block of CSS properties only if a certain condition is true and a website can be made more responsive using it. There are many existing CSS frameworks that offer responsive design and this website has also used CSS framework for responsiveness.

Accessibility

The fundamental design of a website is to work for every individual no matter what software, hardware, location and ability. When a web is designed and developed, it is essential that it is accessible to diverse range of people with hearing, sight, movement and cognitive ability (W3C, 2017). Therefore, accessibility is a big challenge as well as important to create high quality websites for developers as well as firms that will not exclude individuals from using services. Also, the UN Convention on the Rights of Persons with Disabilities (2009) recognizes that communication and information technologies embracing the Web as a basic human right. As the inventor of the World Wide Web and director of W3C, Tim Berners-Lee stated “The Power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect” (Low, 2007). Some examples of web accessibility are alternative images for text, keyboard inputs for individual who cannot use mouse, and transcripts of audios. To make a website accessible for everyone one can use W3C guidelines, use of DIVs instead of using only tables (Rossi, 2010).

British telemark website is not built in such a way that would help people who experience disabilities like visual impairment, problem with hearing, movement and cognitive ability. Screen reader, magnifier, on-screen keyboard, narrator are some tools and techniques that helps disable people to use system or websites. Screen reader is a technology that assists people who are blind, illiterate or have learning disabilities. It is a software program that permits users to read the text that is displayed on the computer screen with a speech synthesizer or Braille display and website of British telemark ski team do not have these functionalities. Simply, this site can’t be used with screen reader and there are no other accessibility considerations like changing colors, magnifying screen, visual keyboard, narrator and more others.

Scripted functionality

With the continuous evolution of Internet, the websites are also changing from HTML based to script based which empowers content and functionality of the website (ntc, 2017). To design and develop a website, codes ranges from HTML, XHTML, and CSS to script languages such as Java Script. Scripts is a type of programming language which is applied to create bits of code that defines the behavior of the website in response to particular click request which is sent by a user. JavaScript has lots of importance in developing websites like manipulating HTML elements, changing attributes or styles of an element in certain condition or event, making the website interactive and user friendly, adding animations and dynamic features to the web pages, traffic handling, setting up twitter and other social medias in website, improving button rendering time and more other.

British telemark website has used JavaScript, Jquery and other API’s of JavaScript in order to manipulate HTML elements. Some of the API’s that it used are Google APIs, Facebook APIs, Google analytics APIs, and more other. JavaScript is used in this website to do lot of stuff that includes: setting emoji, restore deprecated and removed functionality using jQuery Migrate plug-in, track and report website traffic, setting up twitter and facebook for website, point specific container, improve button rendering time, and more other.

Site style

Designing and developing a website is being more complex because it is not a single person’s job anymore. Similarly, it is essential to ensure that the design is optimized and consistent to create a good experience for users as well as it meets the objectives of the business. There are two site styles, single page and multi page style. Single pages are becoming more popular and practical in web trend because of more simplicity and speed. Furthermore, they are more responsive which satisfies the needs and requirements of client. Some of the advantages of single page websites are simple and clean design that displays information in an operable and comprehensive manner. Furthermore, it allows user to email subscriptions, newsletters, and sing-ups in the same page. Similarly, single pages can only gather basic information, it takes more time to load and they are not SEO friendly and not scalable (Dimi, 2017). Therefore, it only works for small business operations. Multipage sites are targeted for larger audiences by the business with big operations and activities offering various functions for their users. Some of the characteristics of multipage site are UI is complex and much deeper, it is SEO friendly, and information are divided into various entry points (Schneider, n.d.).

Website that I have chosen is multiple pages website. Since it has many pages and pages are redirected through links and menus, it is multiple pages website. In this website URL changes with change in webpage like gbtelemark.co.uk redirects to home page whereas gbtelemark.co.uk/contact redirects to contact page and every page has its own different URL. URL changes in one page website too like www.hotels.com/#home may redirect to home page, www.hotels.com/#contact may redirect to contact page and so on.

Validity with HTML and CSS

Validation is checking and providing validity. Validations in website are done to check validity like checking text fields are empty or not, email is in correct format or not, numbers are in fixed range or not, password contains special character and number or not and many other validities. HTML and CSS can’t do advance validation, but they can do simple validations like checking text fields are empty or not by using required attribute, checking email is in correct format or not by using input type = email and check more other simple validity.

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