

INFO 2420 - Project 9

Creating a Customer Survey

THE LINKS PAGE IS REQUIRED!!! THE SURVEY PAGE IS EXTRA CREDIT!

Background:

Many organizations use Web forms to gather information from their users. In this project, you will create a Customer Survey for your business Web site you have been using all semester using the HTML form controls and Dreamweaver.

Project Requirements:

Your Survey.html page should have been made with your Dynamic Web Template from Project 8. In this project, you will add a form this page to gather input from a typical visitor of your business Web site. The types of information you should focus on gathering would help you to better understand your target audience and what they want from this business.

Your Links.htm page should have been made with your Dynamic Web Template from Project 8. In this project you will modify this page to contain links, images, and a short description of 5 related businesses that may be favorites for your business.

Setting Up the Project9 Folder:

- Step 1.** Rename your Project8 folder to Project9. There are hidden files in Project8, so you need to follow this renaming process.
You will be using the existing [Survey.html](#) file for your survey form. This page should have been created using your Dynamic Web Template. You will be using the existing [Links.html](#) file for your favorite links information. This page should have been created using your Dynamic Web Template.

Creating a New Favorite Links Page

- Step 1.** Search the Internet to find 3 sites of businesses or information sites related to your business. These businesses should not be competitors of your business, but maybe service providers such as wedding planners, pet stores, ski rentals, Sierra Club, etc.

Record the URL to these 3 sites and write a short paragraph that describes the purpose of the site. The 3 links you find should be unique to your Project9. No other student project should use the same 3 links. Copy the logo or find a related image from each business site you found.

Step 2:

Use your [Links.html](#) file from the previous project. Delete the sample content from the editable region. Do not delete the <section> </section> elements. Make sure you have a good main heading for this page.

In the editable area, you should include the following for each of these 3 Favorite Links on this page:

The business name
The URL as hypertext, open a new window for the business with target="_blank".
A small paragraph of text describing the business or info site
A small image or logo from the business or info site
Format the text and associated links in an interesting manner.
Make sure all the 3 Favorite Links work correctly and images display.

Step 3: Make sure the Favorites link on the site navigation bar and the Favorites hotspot on the Splash page (index.html) correctly link to the Links.html page.

Designing the Customer Survey Form (This is EXTRA CREDIT)

- Step 1.** Decide on the types of information you want to gather from a typical customer of your business. While you may use the Pizza form from the practice activity as an example, your survey must differ from this practice form to match your business and your target audience.
- Step 2.** Most form controls will need a label to inform the user of its purpose. You should also use fieldsets and legends to help organize your form. Then use the most appropriate form control to input the information. You must ask for the customers first and last name, phone number and email as contact information.
- Step 3.** The other types of information you seek should be directly related to your business. For example, if your business is Extreme Honeymoons, you may want to ask about their favorite outdoor extreme sports. There is no set limit on the amount of information you should gather, but you must use each of the following form controls in this project: labels, text boxes, drop-down boxes, radio buttons, checkboxes, and a textarea.. The survey must also have a Submit and a Reset button.

Some hints:

Use a fieldset control to group controls and add a legend.

A common choice for a comment is a textarea control.

Information that is mutually exclusive (only one answer is possible) usually uses radio buttons.

Information with a limited list of possibilities could use a drop-down box or checkbox buttons.

If more than one possibility could be selected, you will probably want to use checkbox buttons.

Whenever possible, you want to provide the user with a limited number of choices.

Setting default *selected* values for a drop-down box is advisable.

Better to make them choose from specific possibilities if the list is more than two items.

You will need to arrange form controls on the form in a logical order, so you may want to sketch their placement on paper before trying to implement the form.

Creating the Form and Setting Form Properties

Step 4. Create a New site for your Project9 in Dreamweaver. Open the Survey.html page.

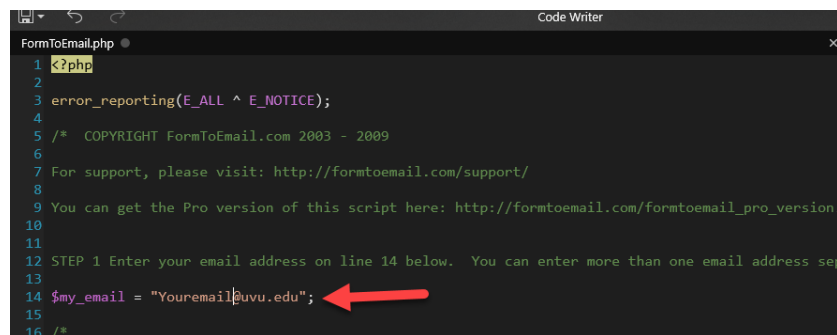
Add a meaningful heading to the page that explains the purpose of the page.

You should also add some brief instructions or a message informing users about the purpose of the survey.

Next, add a form to the page. Name the form: CustomerSurvey (no spaces). Make sure the Target Frame is a New Window.

Set the form action to be FormToEmail.php and set the method to be POST.

Open the FormToEmail.php file and edit Line 14 to include your address. Do not change anything else in this file. Then save and close FormToEmail.php.



```
FormToEmail.php
1 <?php
2
3 error_reporting(E_ALL ^ E_NOTICE);
4
5 /* COPYRIGHT FormToEmail.com 2003 - 2009
6
7 For support, please visit: http://formtoemail.com/support/
8
9 You can get the Pro version of this script here: http://formtoemail.com/formtoemail_pro_version.
10
11
12 STEP 1 Enter your email address on line 14 below. You can enter more than one email address sep
13
14 $my_email = "Youreemail@uvu.edu";
15
16 /*
```

Remember all the form labels and fields must be nested inside the <form> tag. There should only be one <form> on the page.

Adding Form Controls

Step 5. You must not use a <table> to organize your Web form labels and fields. See the Blackstone Bistro practice for help on layout for your form. Use fieldsets to organize the sections of the form and add a legend to identify the purpose of the fieldset.

Step 6. Any CSS styles needed to organize or format the Web survey contents of the form may be added as an embedded style sheet or added to the MyStyles.css external style sheet. There should be no inline CSS Survey.html page.

Common simple style would be to change the background color or fieldset color to match your Sitedesign.html.

For example, adding a label selector with a different font-family to the external style sheet would make all the labels on your form use that font-family. If you are going to position elements with ids on the form or create new class styles, make sure these are named uniquely or other pages could pick up these styles because they are also linked to this style sheet.

Step 7.	Add a label for each form control you use Labels should be placed close to the control it describes.
Step 8.	You should choose the most appropriate form control for the type of data gathered. All form controls except the <fieldset> MUST set a meaningful name and id. Do not use the default name given the control. The id set for each control may be the same as the name or may be different.
Step 9.	All drop-down boxes <select> must have an Initial State or selected=“selected” attribute set. You must set a tabindex to logically move from one control to the next. Labels do not have a tabindex.
Step 10.	The Web form must have both a Submit and a Reset button. You may change the text on the Submit button if you choose.
Step 11.	Make sure the Survey link on the site navigation bar and the Survey hotspot on the Splash page (index.html) correctly link to the Survey.html page.
Step 12.	Make sure the page Survey.htm page still validates to the HTML 5 Transitional standard. Close your Project9 Web site.

Extra Credit Note: An exceptionally styled, well-structured form could receive extra credit as shown in the grading criteria below.

Procedure for Submission:

Submit your entire Project9 Web Site using the following steps:

- Step 1.** Log into your account on the Yoda web server and upload your entire Project9 folder in the Projects folder on the Yoda Web server by 11:55 P.M. on the due date. There are no late days available on this project.

Step 2. View your pages from the Internet using a path similar to:

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project9/Survey.html>

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project9/Links.html>

Make sure all your images display correctly from the Internet path and all your links work.

Revalidate your Survey.html and Links.html pages from the server.

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project9/Survey.html>

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project9/Links.html>

Step 4. Your instructor will grade your project from this Yoda web server after the due date has passed using the grading criteria below. You can see your grade form and feedback under the **ASSIGNMENTS**, Graded tab or from the course menu in **My Grades**.

Points Breakdown:

This project will be graded (roughly) on the following criteria:

Favorite Links page contained 5 links and images to related business sites. Favorite Links page organization was aesthetically done.	20	points
Survey form gathered information specifically related to your business as well as required contact information.	10	points
Survey form used required form controls in an appropriate manner and form submitted using the custom form handler provided.	15	points
Each form control had a meaningful name, id, value, and the selected or checked item set for drop-down lists.	10	points
No inline styles used on form controls or layout. All CSS style rules located in an embedded style sheet or an external style sheet.	10	points
All pages of the web site were linked in the Imagemap on the index.html page and in the site navigation bar.	5	
Validated every page to the HTML 5 standard.	5	points
TOTAL	75	points
Extra Credit: The form was exceptionally organized and styled. Different from the Blackstone Bistro practice form.	+10	points

