

Scenario 1: Concierge Website

Introduction/Project Overview

We have designed and coded an interactive website wherein we offer a concierge service to people who would like to explore the country of Tanzania. The company name is *Red Carpet Tourism* because the services offer a luxury experience for all who are interested. Our target audience is locals, ex-pats, and tourists in Tanzania. The website constitutes a home page – the first thing visitors see is the trademark slogan, “We do the researching so that you can do the relaxing.” Underneath the slogan is a description explaining how *Red Carpet* aims to simplify the holiday booking experience so that customers can sit back and enjoy their well-deserved vacation, stress free. The next page is the “Travel” page, where users are given many options on where they would like to go, and how. In the first section, you have the option to set your routes, join a group of other travelers, or view the gallery of pictures that have been posted by previous customers. Next, there is a section that displays 3 of the most popular guided tours in Tanzania. Each tour description includes the starting price, the duration of the tour, and the locations that will be visited. Underneath the 3 examples is a button to view all of the currently offered tours. Finally, there will be an informational banner to explain how a tour can be booked on the website, just in case users do not know how to do it themselves. The next page is the “Entertainment” page, where we explain how users can keep themselves entertained in Tanzania. It lists the top attractions, the worthy historical sites, and the best beaches. It also contains a description of Mount Kilimanjaro as the highest peak in Africa, and links an available tour to climb the mountain that customers can book, should they be interested. Last but certainly not least, there is a button with a link to the best restaurants in Zanzibar for customers who are looking to eat local Tanzanian food. The following page is the “About Our Team” page, where we showcase a description of every group member, their nationality, and provide a picture of them. The last page – the “Contact Us” page – contains a contact form that customers use when they want to commit to a booking, or when they simply

want to ask us a question. That is the website we have designed. Our goals and objectives were to create a site that is easy to navigate, aesthetically pleasing, and straightforward. We managed to divide the work by assigning the design to 2 group members, the HTML to 2 other members, and the CSS to the 2 remaining members.

How We Used CSS to Style the Website

We used CSS to style our website in different ways. The first thing we did was to link our CSS style document with our HTML document. After that, we selected the HTML elements by targeting tag names, classes and IDs. Those selectors helped us to target specific HTML elements for styling, depending on how we wanted to customize the appearance of the website (and according to our design preferences). We enjoyed the magic of CSS through using strategies like visual styling, implementation of box models and layouts, flexibility and customization, troubleshooting and debugging, responsive design, and collaboration and integration. As we continued to apply style to our HTML, we encountered more advanced CSS concepts, but we kept searching for what would make our webpage look nice, and what would make it an easy experience to navigate.

How We Used Mark-Up in Developing the Website

HTML tags were used to create a well-organized structure for the website. The appropriate use of headings, paragraphs, lists, and semantic elements like `<header>`, `<nav>`, and `<footer>` facilitated both visual and screen reader accessibility. HTML anchor tags were used to create hyperlinks, allowing users to navigate between different pages or sections within the website. Navigation menus were structured using lists and styled with CSS to enhance the user experience. HTML form elements were employed to collect user input, such as contact information. Inputs, text areas, checkboxes, and radio buttons were utilized, and appropriate attributes were applied for form validation and accessibility. Markup was used to embed media elements like images, videos, and audio files. The `img` tag and its attributes were employed to display images, while the `video` and `audio` tags were used to incorporate multimedia content.

How We Made Our Website Responsive

With the proliferation of websites, ensuring a responsive design has become essential. Our website was developed with responsiveness in mind, using the following techniques:

- **Fluid Grids:** CSS grid systems and flexible layouts were implemented to create a fluid grid structure that adapts to different screen sizes. Grid templates and media queries were utilized to rearrange and resize elements dynamically.
- **Media Queries:** CSS media queries were used to apply different styles based on the device's screen size, resolution, and orientation. This allowed us to customize the website's appearance and optimize its layout for various devices, from desktops to smartphones and tablets.
- **Mobile-First Approach:** The website was initially designed and optimized for mobile devices before progressively enhancing it for larger screens. This approach ensured a solid foundation for responsiveness and a seamless experience across all devices.
- **Appropriate Colors:** CSS helped us to use the colors that are attractive to our Red Carpet customers. The colors are useful in web designing because they allow visibility to the website users.

Conclusion and Challenges

This project was very useful in the fact that it allowed us to put into practice what we have learned – HTML and CSS are not easy subjects, so it was interesting to see how this task could help us improve in our skills. It was, however, quite challenging to go from automated projects on Intranet, to coding our own website with little guidance from receipt to submission. Implementing new concepts into our website as we learned them was difficult, because different members of the group take in information faster than others, and the different topics varied in complexity. We addressed this by assigning

tasks based on strengths and weaknesses. We learned that teamwork works best when the work is divided equally.

Technical Recommendations to Improve the Website

- **Modular CSS:** Using preprocessors like Sass or current CSS techniques like BEM (Block Element Modifier) to implement a modular CSS approach might increase code maintainability and scalability.
- **CSS Frameworks:** CSS frameworks, such as Bootstrap or Tailwind CSS, can help us speed up development by leveraging pre-built components and responsive grids.
- **Continuous Testing:** Using automated testing frameworks to examine the website's responsiveness and compatibility across numerous devices and browsers on a regular basis can allow for faster bug detection and resolution. Regularly monitoring and assessing website performance with tools such as Lighthouse or Google PageSpeed Insights to address any bottlenecks that have been found will guarantee optimal loading times and user experience.

Sources

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