Internet Application Assessment 1

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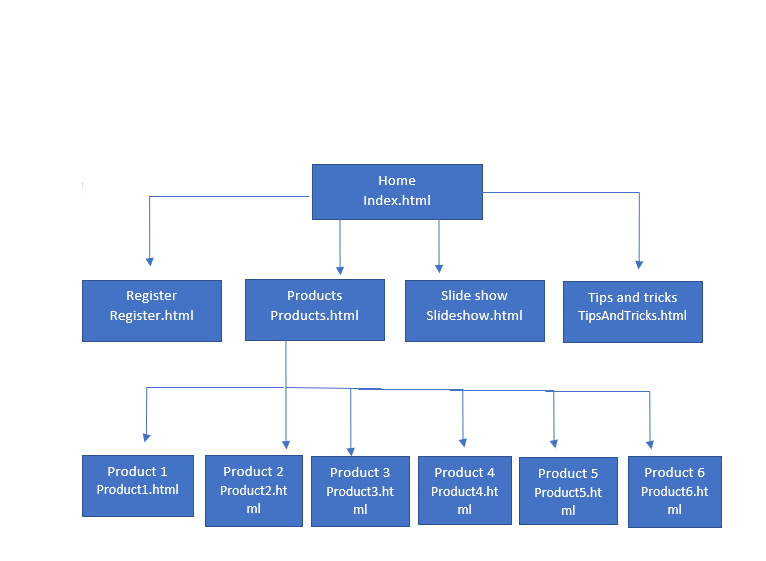
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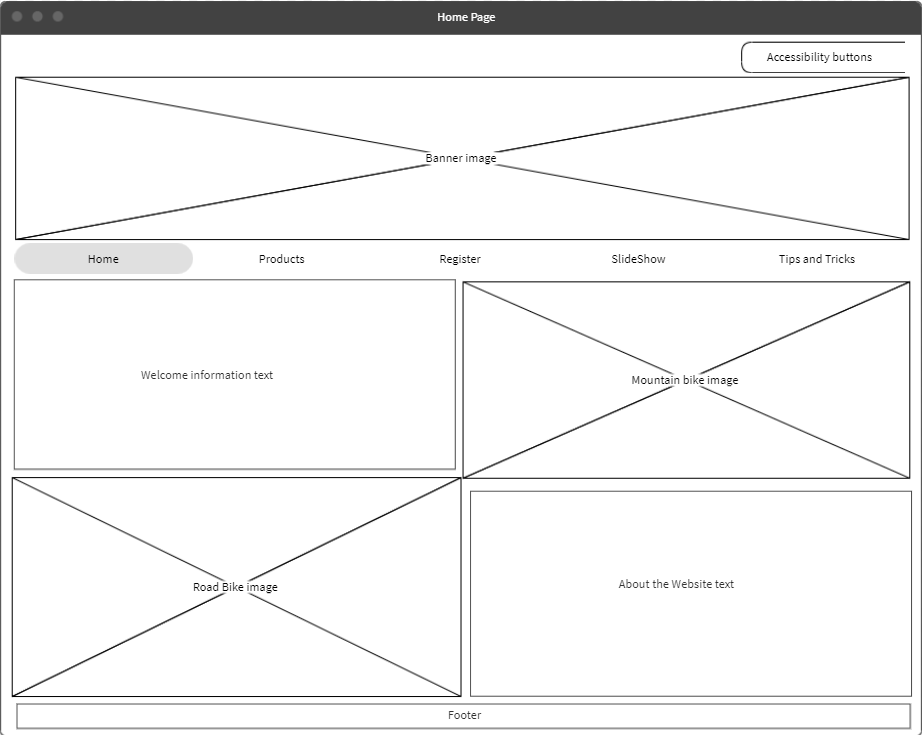
# Purpose of website

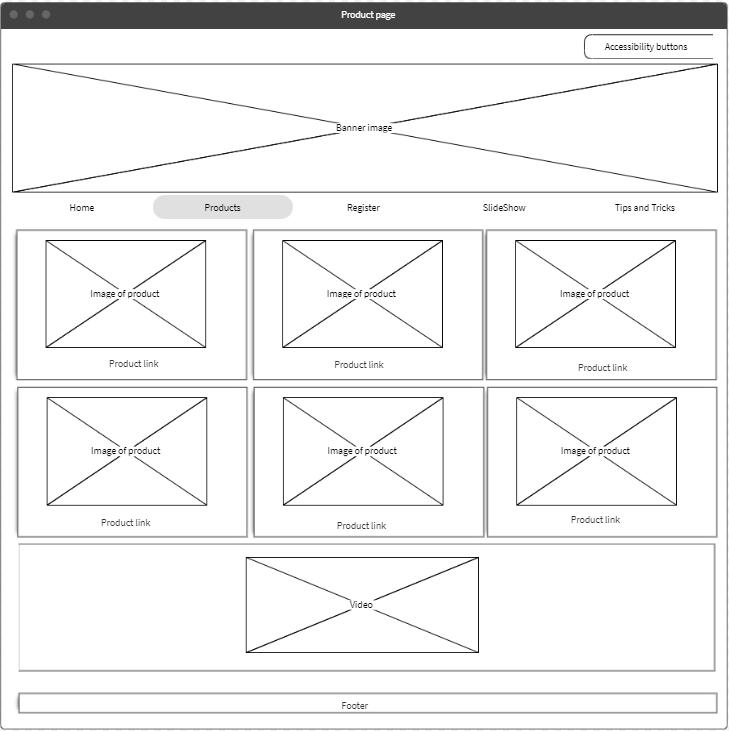
After doing research into different ideas over what I wish the purpose of the website to be, I have decided to make a website centred around selling different biking products. This will range from selling various different kinds of bikes such as road and mountain bikes to selling different gear that a biker may want, from helmets to repair kits. The main target market for this website will be bike enthusiasts and people who may want to be getting into some form of biking. Due to this I need to make sure that my website is both friendly towards the more experienced bikers and the newer bikers.

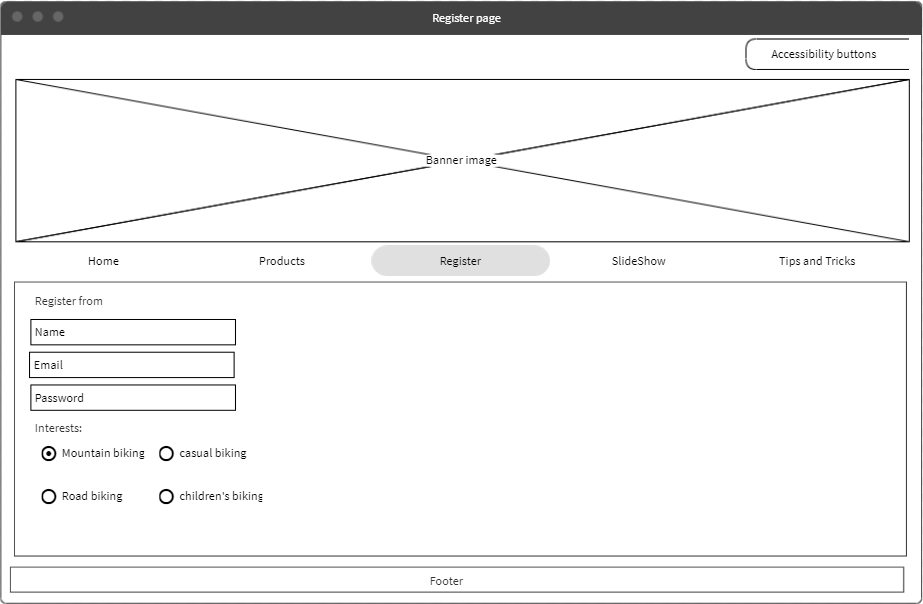
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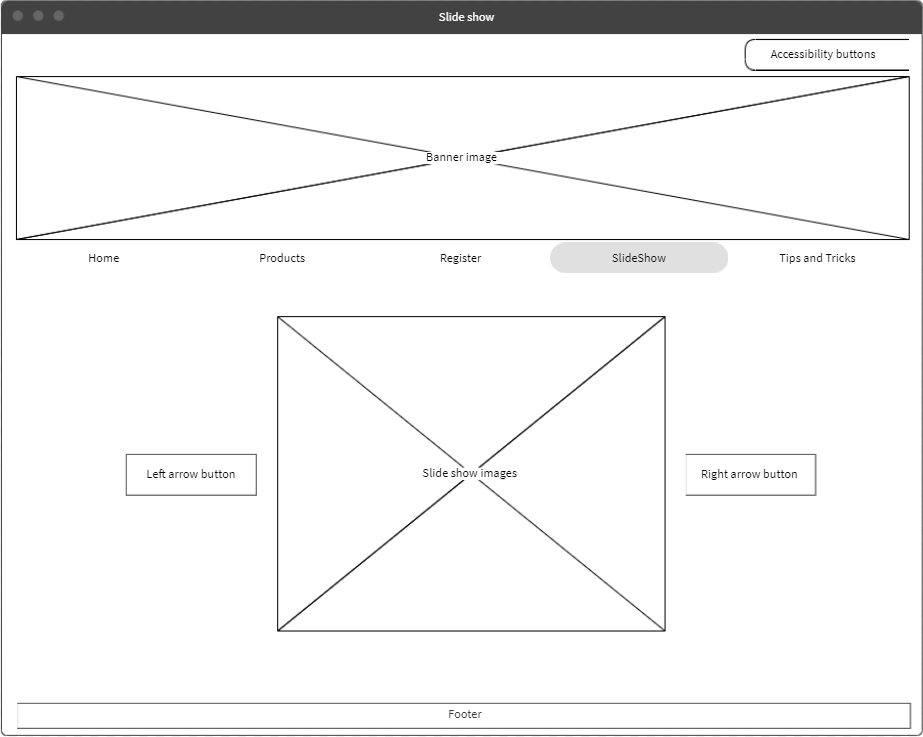


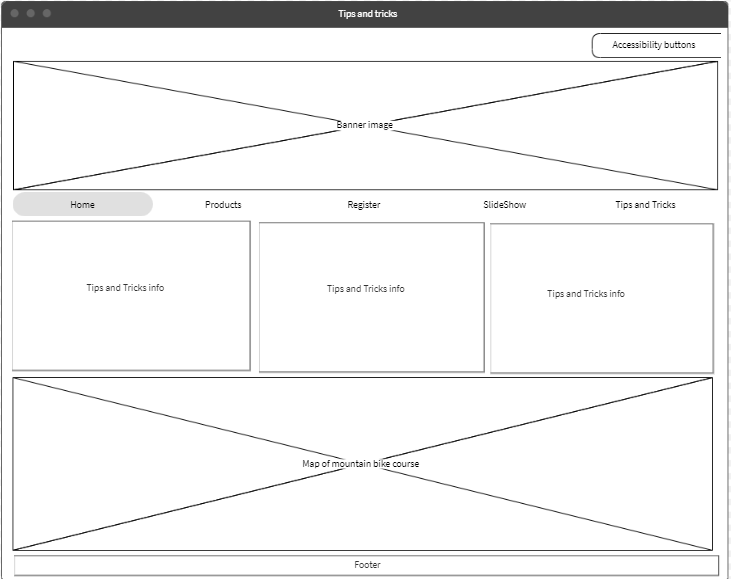
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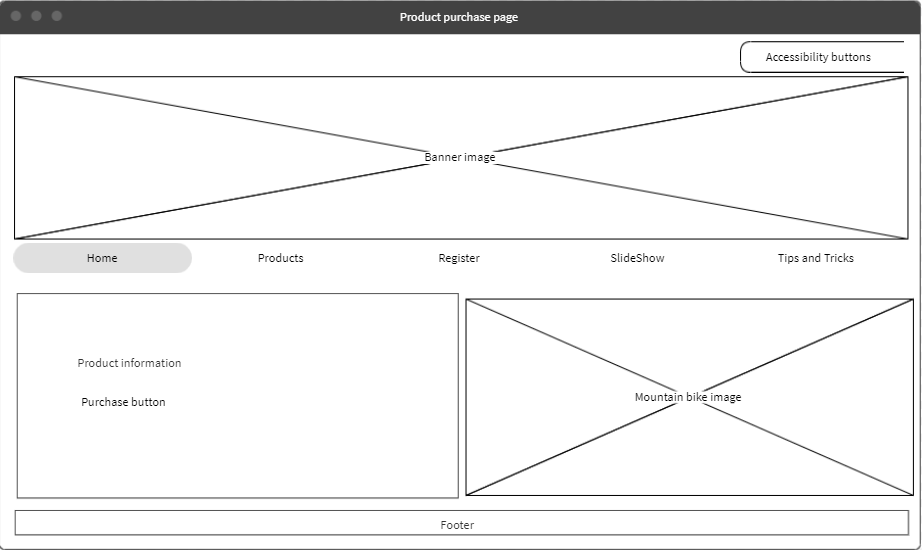


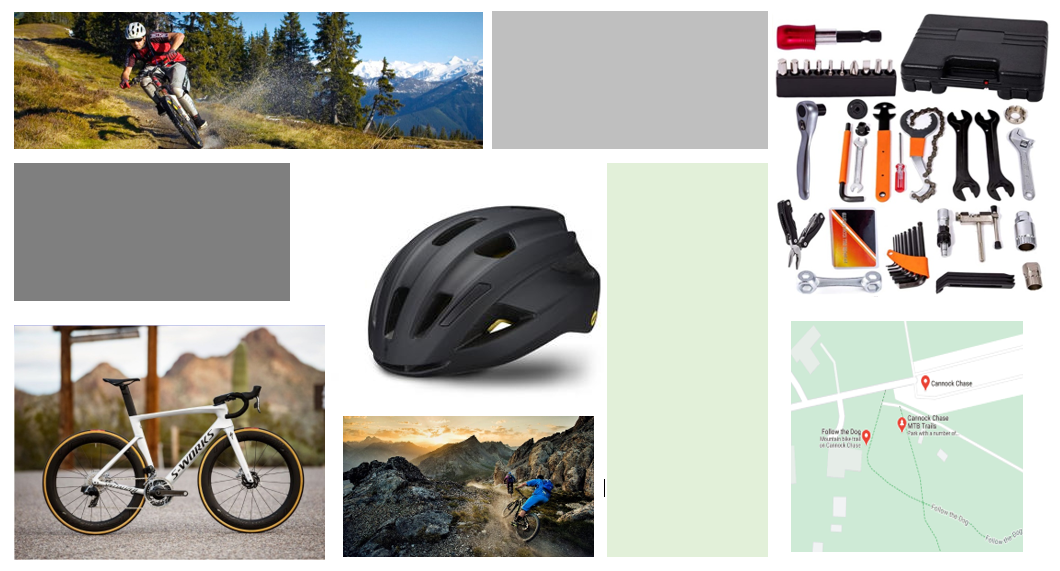








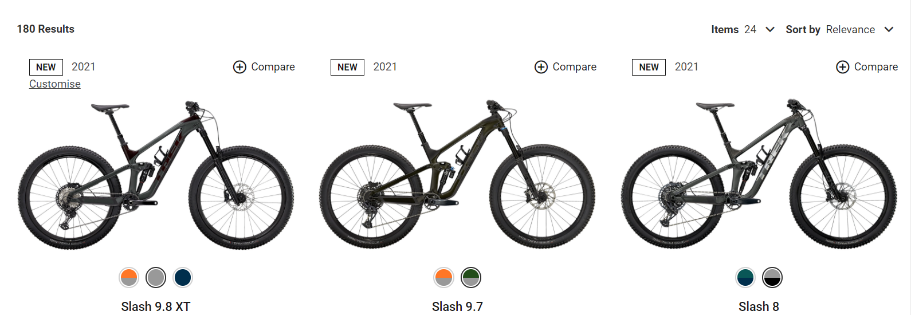


Mood Board:

# Inspiration

My initial inspiration for making a biking website would be my own interest in biking. In the past I have been to many both physical and online biking shops from which I have drawn ideas for the website. One area which I gained some inspiration from is the Halford shops. These shops use very modern design choices using things such as limited colour palettes so as to make the products themselves stand out more than the shops. I’ve taken inspiration from this making sure not to overload the website with colours so that the many images of the products stand out.

Other websites I got some of my inspiration from include the Trek bikes website. Here I also saw the benefits of using a limited colour palette and how to keep the design modern. I also took some inspiration from this site on how I wanted to make the product page. Link to this site can be found in references.



The Trek bikes product page.

# Final design

Over all I am happy with how the website turned out. The main target audience for the website was for bike enthusiasts and people who may wish to get into biking, the website made does cater for both these target markets. The website offers an opportunity to purchase biking related equipment and also offers videos and tips and tricks for new bikers. This creates a user-friendly environment which allows bikers of all skill levels to access the website.

Design wise I’m also happy with the final version. The website is fully responsive being able to fit the screen size of most devices including mobile phones. Furthermore, there are responsive features in place in areas such as the navigation bar which when made small enough will turn from a horizontal design to a vertical design making it easy to read when on smaller screens. There are also accessibility features on the website including buttons to change the font size of the navigation bar and the colour. This should help users of the website be able to read everything in the format they find best.

The website also allows for users to make an account with the website and sign up. This is done using form elements on the register page. Some of the input boxes on this register page have validation to make sure that the user doesn’t insert incorrect information which doesn’t match the requirements.

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