QUESTION ONE

(a) Was it wise for UWCS to invest in developing this website for conservation outreach?

Yes, according to me, investing in a website for conservation outreach is a wise decision for the following reasons:

Global Reach: A website allows UWCS to reach a broader audience beyond local or regional limitations, attracting international support and awareness.

Cost-Effective Communication: It offers a centralized platform for information dissemination, reducing the need for printed materials and physical campaigns.

Engagement and Transparency: Through updates on projects and donation usage, UWCS can build trust and credibility among donors and supporters.

Educational Resource: The website can serve as a valuable educational hub for students, researchers, and wildlife enthusiasts.

Fundraising Potential: Online donation options can streamline the process of receiving financial support and expand the donor base.

(b) The first step in successfully launching and driving the website's creation

The first step is conducting a comprehensive requirements analysis, which involves the following:

Identifying Goals: Clearly outline the website's objectives (e.g., awareness, education, and fundraising) to align its design and functionality with UWCS’s mission.

Audience Analysis: Understand the target audiences (donors, students, researchers, and general public) and their needs.

Content Strategy: Define the content for each section (e.g., wildlife descriptions, project updates, educational materials) to ensure the website is informative and engaging.

Feature Specification: Determine necessary features such as multimedia galleries, donation integrations, registration forms, and a responsive design for mobile users.

Selecting a Team: Assemble a team of developers, designers, content creators, and project managers to execute the plan effectively.

Budget Planning: Allocate resources to cover design, development, hosting, and promotional efforts.

### **QUESTION TWO**

#### **(a) Finding and Choosing the Best Hosting Company**

To select the best hosting provider:

1. **Performance and Reliability**: Choose a host with high uptime (99.9% or above) to ensure the website is always accessible.
2. **Scalability**: Opt for a host that can accommodate traffic spikes as the website gains popularity.
3. **Security Features**: Look for SSL certificates, firewall protection, and malware scanning to secure sensitive user data (e.g., donations).
4. **Customer Support**: Select a provider with 24/7 customer support to address technical issues promptly.
5. **Cost**: Ensure the pricing aligns with UWCS’s budget while offering value for money.
6. **Reputation**: Read reviews and testimonials to assess the reliability of the hosting provider.
7. **Ease of Use**: A user-friendly control panel (e.g., panel) simplifies website management.

#### **(b) Methods to Publicize the Website**

1. **Search Engine Optimization (SEO)**:
   * Optimize content with relevant keywords to rank higher on search engines.
   * Justification: Increases visibility organically to attract more visitors.
2. **Social Media Campaigns**:
   * Share engaging posts, event announcements, and wildlife facts on platforms like Facebook, Twitter, and Instagram.
   * Justification: Social media reaches a diverse audience quickly and affordably.
3. **Email Marketing**:
   * Send newsletters to subscribers with updates on conservation projects and events.
   * Justification: Builds a loyal supporter base and encourages repeat donations.
4. **Collaborations**:
   * Partner with schools, research institutions, and eco-tourism operators to promote the website.
   * Justification: Expands the network and attracts relevant audiences.
5. **Advertising**:
   * Use Google Ads and social media ads to target specific demographics.
   * Justification: Ensures high visibility for targeted campaigns.

#### **(c) Measuring Website Success**

1. **Web Traffic Analytics**:
   * Tools like Google Analytics can track visitor numbers, session duration, and bounce rates.
2. **Engagement Metrics**:
   * Monitor interactions such as clicks on donation buttons, form submissions, and resource downloads.
3. **Fundraising Data**:
   * Evaluate the total funds raised through the website over time.
4. **Feedback Collection**:
   * Gather user feedback through surveys or contact forms to assess satisfaction and areas for improvement.
5. **Social Media Insights**:
   * Analyze the reach and engagement of posts linked to the website.
6. **Event Participation**:
   * Measure registration and attendance for workshops and events advertised on the website.
7. **Search Rankings**:
   * Check if the website ranks higher for relevant keywords in conservation and wildlife topics.

QUESTION THREE:

### Analysis and Redesign of the Victoria University Website

#### a) Information Architecture

Based on an analysis of the **Victoria University Uganda website**, the content is organized as follows:

1. **Home**
2. **About VU**
   * Governance
   * Our Teams
   * Partnerships
3. **Admissions**
   * Undergraduate
   * Postgraduate
   * Academic Upgrading
4. **Academics**
   * Program List
   * Credit Transfers
5. **Students**
   * Charter
   * Life at VU
   * VClass
6. **Library**
   * Lending Services
   * E-Resources
   * Catalogue
7. **Get to Work**
   * Work-Integrated Learning
   * Key Steps
   * FAQs
8. **Gallery**
9. **Contact Us**

The following is the tree diagram for the website's information architecture:

Home

├── About VU

│ ├── Governance

│ ├── Teams

│ └── Partnerships

├── Admissions

│ ├── Undergraduate

│ ├── Postgraduate

│ └── Academic Upgrading

├── Academics

│ ├── Programs

│ └── Credit Transfers

├── Students

│ ├── Charter

│ ├── Life at VU

│ └── VClass

├── Library

│ ├── Lending Services

│ ├── E-Resources

│ └── Catalogue

├── Get to Work

│ ├── WIL Overview

│ ├── Steps

│ └── FAQs

└── Contact Us

B) Example of application content.

An example of application content from the Victoria University website is the **Work-Integrated Learning (WIL)** section. This section provides practical information for students on how to participate in internships and work-based learning opportunities. It outlines steps such as applying for the program, being matched with a partner organization, and progressing through the work experience. The content is interactive and serves a functional purpose, helping users take concrete actions.

**c) Proposed Redesign**

To redesign the **Work-Integrated Learning (WIL)** page using basic HTML and CSS, the approach would involve creating a clean, responsive, and user-friendly interface. The design begins with a **step-by-step process visualization** using an ordered list (<ol>), each step represented with descriptive text and icons implemented using <img> tags. CSS can style the steps horizontally for a timeline effect, achieved through flexbox or grid layouts.

The page would include an **interactive FAQ section**, where HTML details elements (<details> and <summary>) provide collapsible functionality without requiring JavaScript. This ensures basic usability while keeping the page visually organized.

For user actions, a **floating action button** (styled with CSS position: fixed) leads to an application form created using the <form> element. It includes input fields like <input> and <textarea> styled with CSS for a consistent look.

The page would feature a responsive design by using CSS media queries to adjust layouts for different screen sizes, ensuring usability across devices. Branding is maintained using a consistent color scheme (color, background-color), typography (font-family, font-size), and navigation buttons styled with CSS pseudo-classes like :hover for interactivity.

This basic HTML and CSS framework provides a functional yet visually appealing design, supporting WIL content while aligning with the university's user-friendly goals.

**Question five**

c) Do you think using the style sheet above was suitable for this context? Justify your answer (5 marks)

**Clear Layout and Readability**: The CSS gives a clean, easy-to-read design for the restaurant menu, which is essential for customer experience. It ensures the items and their prices are clearly separated, enhancing readability. The use of table for layout, combined with proper padding and alternating row colors (nth-child), aids in making the content more digestible (source: CSS-Tricks).

**Visual Hierarchy**: The header and section titles have distinct background colors (section-header), which visually separate categories like "Appetizers," "Main Courses," and "Desserts." This enhances navigation and helps users quickly find what they're looking for (source: Smashing Magazine).

**Simplicity and Consistency**: The CSS uses a consistent color scheme and style across the page, promoting uniformity. This makes the content look professional and user-friendly, as consistent design elements guide the user's eye.