

COMP 266: Introduction to Web Development
Unit 2: HTML Site Building

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June 15, 2021

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I. Submission Details

There are 12 HTML files included in the .zip file, as well as one folder which contains the images used in the site. The HTML files of interest for this assignment (the ones which were specifically worked on to meet the requirements for this unit) are the following:

1. index.html
2. shop_all_products.html
3. shop_sales.html
4. shop_clothing.html
5. shop_stickers.html
6. shop_stationery.html

II. Reflection

For Unit 2, I have created the three required HTML files, as well as an additional three, in compliance with all requirements for the pages. Through this unit, I learned some of the basics of HTML, starting right from how files are written and transferred to a server, as well as different tags and elements.

Before this course, I had no experience working with HTML. Because of this, everything in this course is new to me. I appreciated having to do my own research and being resourceful to do my learning while still having direction in terms of tasks I needed to achieve. The tutorials were really helpful for setting up the WinSCP and figuring out how to transfer my HTML files since I had no idea how that was supposed to work.

One challenge I faced while completing this assignment was trying to stay within the constraints of this assignment. As a person, I love things that look nice and one of my favourite things about creating is choosing how things look. Because of this, it was really hard to create my webpages and see how boring they looked without being able to change the formatting and styling of them.

Another, more technical, challenge that I faced was working with images. Importing the images was easy but figuring out the sizing of the images was difficult. At first, I thought I had to import photos of a certain size and didn't process that there would be a way for me to resize them in the code. Because of this, I was using an external website to resize my images to certain dimensions before referencing them in my code. This wasn't so much of a struggle to grasp concepts rather than just my not recognizing the capability of HTML as I was writing my code. I ended up realizing that I could set the height and/or width to certain dimensions in my code by simply looking up "resizing images in HTML," and now I've learned to make simple google searches like that sooner in my working process.

One thing that went really well was the general writing and structuring of my code. I love organization in general, so I have a tendency to divide my code into sections using clear comments and grouping together similar commands, or in this case, tags. Following general guidelines and standards was easy throughout the process.

One thing that was relatively more difficult throughout the process of completing this assignment was having to go through every page to update the same elements. For example, I created the initial navigation menu and copied it into every HTML file (not just the 6 I've submitted for this assignment). However, I then decided to adjust the menu items slightly or add/remove hyperlinks from some of the items, which then required me to go through all the files again to update them so they remained consistent. I also had to go through a similar process to add the alternative text for images, which would've just been easier to implement if I had done it at the same time as inserting the images the first time.

From the two minor struggles I had with this assignment, if I were to do it again, or even just to keep in mind for the upcoming assignments, I will be completing simple google searches and using my resources early on before assuming anything needs to be done externally. I also want to make sure that, as much as I can, I think about any changes I might want to make to my initial plan before I go through coding in each of the files to avoid having to double back through all of them multiple times.

Section VI will go into detail about the learning objectives for this unit and how I have met/exceeded them with this submission.

Section VII will describe the rationale for what I have done, explicitly related to the personas and scenarios I developed in unit 1.

III. Critique of HTML Samples

I sectioned my critique of the provided HTML code into two sections. The first section includes points that, while fixing these is not necessary for properly functioning code, these are examples of poor coding practice and compliance issues. The second section includes points which are objectively incorrect syntactically and will yield undesired results in the output of the file.

Poor coding practice:

- Missing language tag at the start of the file
- Missing doctype tag at the start of the file
- Code runs past the page boundaries.
- No indentation
- No comments

- No title in between tags (line 3)
- Inconsistency between upper and lower case in tags
 - Lines 7, 12, 13, 15
 - HTML is generally case-insensitive, but again this is poor coding practice
- List and table both fully written in 1-3 lines
- Image is missing alt text

Incorrect code:

- Missing closing paragraph tags (lines 10, 14, 17, 18, 20)
- Missing closing header tags (lines 12, 16, 22, 25)
- Unclosed tag (line 23)
- Missing multiple closing list item tags (line 23)
- Missing multiple closing table items tags (line 26, 27)

IV. My Website Design

I chose to focus on 6 main pages for this first HTML learning session:

- Home Page
- Shop: All Products
- Shop: Sales + Bundles
- Shop: Clothing
- Shop: Stickers
- Shop: Stationery

Menu:

- At the top of every page, the SVCrafted logo is displayed with the navigation menu directly below. This menu provides an opportunity for users to easily access any pages on the site.

Contact Form:

- At the bottom of every page, a contact form is displayed to allow for direct emails from the site user to myself.
- There are input fields for the user's name and email address, as well as a subject line and body text for their message.
- The form contents will then be sent directly to my email, where I can read and reply to the email address they included in their form submission.

Home Page:

- The home page provides information to the user about what SVCrafted is, who I am, and what they can do on the website.

- The first section is a very brief introduction to the website itself.
- The second section is an introduction to the brand, with a photo of, and message from, myself.
- The last section (before the contact form) is an external link to my Etsy shop. This is where my sales are currently hosted.

Shop Pages:

- All the “shop” are very similar; they contain the same menu, contact form, and general contents between.
- On all pages, the products are listed with the lowest-costing products at the top of the page and highest-costing at the bottom, to make the shopping experience more positive and less daunting for users who are shopping on a budget or worried about not being able to afford products.
- The “all products” page contains information about, and images of, all of my products.
- The “sales + bundles” page contains bundles of multiple products which offer more affordable options for users who are shopping on a budget
- The “clothing,” “stickers,” and “stationery” pages are all filtered versions of the “all products” page. These pages are tailored towards people who know what type of products they want so they can save time on the site.
- Each page will have more products added to it throughout the site development process as I obtain more product images and descriptions.

V. Future Changes

In this current implementation, the HTML files have been created for every webpage, although some of them will say “This page is under construction.” This is to identify which pages have not yet been worked on for this unit, while still providing an idea of the flow for the website in this intermediate stage of development. The navigation menu has been added to all of these pages to allow for the visualization of this flow between pages. The next step will be to add content to these pages.

For international accessibility, the website will be available in multiple languages (namely English and French, potentially more). The index page is currently the home page, although in the future the index page will be explicitly for choosing which language the user would like to view the website in. From this selection, the appropriate pages will be linked for the user to explore the site in their native language.

At this stage, there is no checkout option and there is no opportunity for users to buy any of the products that are displayed on the product pages. This functionality will be added in a future stage.

In the future, there will be filtering/sorting options for the product pages to allow users to search for certain products. For example, users will be able to search by “collection” within each product type. Examples of these collections as they pertain to the personas + scenarios from Unit 1, are Taylor Swift and Mental Health collections.

In the upcoming stages, some additional considerations to make the website more accessible for disabled users is the option to enlarge the font size as well as navigation through the site with the keyboard.

VI. Meeting the Learning Objectives

Requirements:

- A minimum of three HTML pages complying with at least XHTML 1.0 standards
 1. Home/Index
 2. Shop all products
 3. Shop sales + bundles
 4. Shop clothing
 5. Shop stickers
 6. Shop stationery
- At least one image:
 - Multiple images on every page
- Hyperlinks between all the pages (using relative URLs)
 - The navigation menu contains hyperlinks to every page in the website using relative URLs
- At least one hyperlink to an external website
 - On the home page, there is a hyperlink to my Etsy shop (external).
- Sufficient text to require the use of at least two heading styles
 - Each page contains <h1>, <h2>, <h3>, and <p> styling
- At least one list (ordered or unordered)
 - The navigation menu is an unordered list
- At least one <div> tag (preferably more), with a specified name

- There are multiple <div> tags in every HTML file with a specified name, accompanied also by a comment in the code to easily identify the start of each new section
- At least one tag (preferably more), with a specified name
 - The home page contains a tag with a specified name, around the main introductory paragraph
- A table
 - On every page, the contact information is laid out in the form of a table
- A form, the contents of which are mailed to the author
 - On every page, there is a contact form at the bottom, the contents of which are emailed to me at ciards1@mcmaster.ca

Considerations:

- Accessibility + Usability:
 - Alt text for images
 - Multiple language option to be implemented in the future
 - Low-cost to high-cost sorting of products for users shopping on a low budget
 - Navigation menu at the top for easy access
- Organization for files:
 - Within the .zip file, there are the HTML files, and a folder containing all images used
 - Each HTML file contains my name as well as the last date on which I modified the file. This info is also displayed at the bottom of each page.
 - All images were appropriately sized for web display
- Personas + Scenarios:
 - As will be elaborated on in the next section, the personas and scenarios developed in Unit 1 were heavily considered in the development of this stage.

VII. Persona + Scenario Consideration

Christopher Pearson

Christopher knows what he wants, and he wants to spend minimal time on the website. The menu tab is accessible right at the top of the page with clear direction, so Chris can direct himself right to the custom clothing tab and proceed with his shopping experience. Each page also has a brief description under the title, so rather than wasting time looking through the page, Christopher can read the page description to make sure the page is designed for what he wants to

do. As mentioned in the previous section, the custom clothing page specifically is not yet implemented.

Jeanne Fields

Jeanne wants to find a Taylor Swift product and save as much money as possible. To help her shop on a budget, the products are currently listed from lowest to highest price. To help her find a Taylor Swift product, when more functionality is added to the product pages she will be able to filter by “collection,” one of which will be Taylor Swift.

Jeanne also hates to be inconvenienced by incompatibility with iOS. The webpages were tested on both an iOS laptop and iOS mobile device to ensure compatibility for her.

Lastly, Jeanne only speaks French. To help Jeanne navigate the website, there will be an option for her to view the entire website in French. As mentioned in the previous section, the website is not yet available in other languages.

Tom Ryan

Tom wants to find a bulk supplier and learn about this business he is buying from. Tom can find information about my business and myself right on the front page. He can then easily navigate to the bulk clothing tab using the menu right at the top of the page. As mentioned in the previous section, the bulk clothing page specifically is not yet implemented.

Damian Lee

Damian wants to find a gift for his girlfriend and wants to contact the owner for help. To make things easy for Damian, there is a contact section at the bottom of every page. This includes all my contact information as well as a direct contact submission form. Additionally, he can easily navigate to the contact page via the menu at the top of the front page.

Naomi Phillips

Naomi simply wants to learn about my business and check out my website. She is frustrated by unreachable contacts and complicated websites. The website is made very easy to navigate with the menu, and to combat her frustration with unreachable contacts, I have additionally included an estimate of how long she can expect to wait for a response from me.

Annie Walker

Annie wants to get in contact with me and spend time exploring my website. She is frustrated by unreachable support contacts and impersonal, product-only sites. Right on my front page, there is information about myself and my business to show visitors that they are not only visiting a brand’s website, but a person’s. This adds the personal touch Annie is looking for, and contacting me is made easy via the menu tab as well as the direct contact form at the bottom of each page.

Wilma Lewis

Wilma wants to find something within her price range and look through a vast portfolio. She is frustrated by an overcomplicated process and is easily overwhelmed by overpriced products since she is shopping on a low budget. My site is tailored to people with lower midgets to make my brand accessible, so Wilma will automatically be viewing the lowest-cost products at the top of the page. This will ensure she doesn't feel overwhelmed upon first visiting my page. To view a vast portfolio, she can easily navigate to the "all products" tab to see all products in my portfolio on the same page.

VIII. Sources

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