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| **Assessment Details and Submission Guidelines** | |
| **Trimester** | T1 2025 |
| **Unit Code** | BN109 |
| **Unit Title** | Web and Multimedia System |
| **Assessment Type** | Formative Assessment (Individual) |
| **Assessment Title** | Website Documentation for GreenEats – A Sustainable Food Blog |
| **Purpose of the assessment (with ULO Mapping)** | Students should be able to demonstrate their achievements in the following unit learning outcomes:   1. Discuss the Web site development process. |
| **Weight** | 10% |
| **Total Marks** | 30 |
| **Word limit** | N/A |
| **Due Date** | 06/04/2025 |
| **Submission Guidelines including the use of Gen AI Tools** | * All work must be submitted on Moodle by the due date along with a completed Assignment Cover Page. * The assignment must be in MS Word format, 1.5 spacing, 11-pt Calibri (Body) font and 2.54 cm margins on all four sides of your page with appropriate section headings. * Reference sources must be cited in the text of the report and listed appropriately at the end in a reference list using the [APA referencing style](https://library.mit.edu.au/sb.php?subject_id=167570). |
| **Extension** | * If an extension of time to submit work is required, a Special Consideration Application must be submitted directly on AMS. You must submit this application three working days prior to the due date of the assignment. Further information is available at: <https://www.mit.edu.au/about-us/governance/institute-rules-policies-and-plans/policies-procedures-and-guidelines/assessment-policy> |
| **Academic Misconduct** | * Academic Misconduct is a serious offence. Depending on the seriousness of the case, penalties can vary from a written warning or zero marks to exclusion from the course or rescinding the degree. Students should make themselves familiar with the full policy and procedure available at: <https://www.mit.edu.au/about-mit/institute-publications/policies-procedures-and-guidelines/AcademicIntegrityPolicyAndProcedure>   For further information, please refer to the Academic Integrity Section in your Unit Description. |

**Assignment Task and Description**

**Case Study: Website Documentation for GreenEats – A Sustainable Food Blog**

**Background**

GreenEats is a startup focused on promoting **sustainable eating habits**. The founders want to launch a **website** featuring articles, recipes, and an interactive food sustainability calculator. However, before development begins, proper **website documentation** is needed to ensure clarity, organization, and a user-centric approach.

***Note: (Gen AI should not be used for replicating other's work - references should always be used).***

**Your Role**

As a **Web Development Consultant**, you have been hired to **document and plan the preliminary phase of GreenEats' website development**. Your task is to provide a detailed **website documentation report**, covering:

1. **Target Audience Analysis**
2. **Visual Aid Tools (Site Map, Wireframes, Mood Board)**
3. **Folder Structure & File Organization**

**Task 1: Target Audience Analysis**

📌 **Scenario:**  
GreenEats needs to understand its **primary website users** to create relevant content and an engaging interface. The team has provided the following details:

* **Demographics:** Eco-conscious individuals (ages 18–45), health enthusiasts, environmental advocates.
* **User Intent:** Find **sustainable recipes**, read **eco-friendly articles**, use the **food sustainability calculator**.
* **Challenges:** Users may not be familiar with sustainability concepts, so content needs to be **educational but simple**.

📌 **Your Task:**

* Define **three user personas** (example: "Sarah, 27, Vegan Blogger") and describe their needs.
* Justify how **website design, features, and content** will align with their expectations.

✅ **Assessment Criteria:**

* Well-researched **user personas** with relevant motivations.
* Logical explanation of how the website will **engage different audience segments**.
* Clear insights on **user pain points and solutions**.

**Task 2: Visual Aid Tools – Planning Website Structure**

📌 **Scenario:**  
GreenEats' website must be **user-friendly** with a clear navigation system. Before coding begins, you need to **visualize the structure**.

📌 **Your Task:**

* **Site Map:** Create a hierarchy for the website (Example: Homepage → Recipes → Blog → Calculator → Contact Us).
* **Wireframes:** Design rough layouts for key pages (Homepage, Recipe Page, Blog Page).
* **Mood Board:** Show design inspirations (color schemes, typography, layout style).

✅ **Assessment Criteria:**

* Logical, **organized site map** that ensures easy navigation.
* Clear **wireframes** demonstrating **content placement**.
* Aesthetic **mood board** aligning with GreenEats' brand identity.

**Task 3: Folder Structure & File Organization**

📌 **Scenario:**  
The development team will need a **structured file system** to manage assets, scripts, and styles efficiently.

📌 **Your Task:**

* Propose a **folder structure** for website files:

/GreenEats

/assets

/images

/videos

/css

/js

/docs (documentation)

/pages

index.html

* Justify why this structure is **efficient for scalability and maintenance**.

✅ **Assessment Criteria:**

* Well-organized **folder hierarchy**.
* Logical reasoning for **file placement**.
* Use of **industry best practices** for maintainability.

**Final Submission Requirements**

📌 **Deliverables:**

1. **Written Website Documentation Report** (covering all tasks).
2. **Site Map, Wireframes, and Mood Board** (can be done using software like Figma, Balsamiq, or hand-drawn).
3. **Folder Structure Plan** (written explanation or diagram).

📌 **Format:** Typed report (PDF or DOCX) + visual components.  
📌 **Word Count:** Not applicable

📌 **Plagiarism Policy:** Original work only, proper citations where needed.

**Submission**

**Write a written report addressing above requirements in Word.**

**Note that the green icon represents what you need to do in a particular section.**

**References**

Must consider at least five current references. Must follow IEEE referencing style.

**Do not use** Wikipedia as a source or a reference.

Make sure you properly reference any **diagrams/ graphics** used in the report.

The report must be checked for similarity through Moodle Turnitin before submission.

**Marking Criteria for Assignment #**

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| **Section** | **Description of the section** | **Marks** |
| **Target Audience Analysis** | Define **three user personas** (example: "Sarah, 27, Vegan Blogger") and describe their needs. | 10 |
| **Visual Aid Tools – Planning Website Structure** | * **Site Map:** Create a hierarchy for the website (Example: Homepage → Recipes → Blog → Calculator → Contact Us).   **OR**   * **Wireframes:** Design rough layouts for key pages (Homepage, Recipe Page, Blog Page). | 10 |
| **Folder Structure** | * Propose a **folder structure** for website files: | 5 |
| **Conclusion** | Concluding remarks | 5 |
| **TOTAL MARKS** | | **/30** |

**Marking Rubric for Assignment #**

| **Grade/Mark** | **HD 80% +**  **Excellent** | **D 70%-79%**  **Very Good** | **CR 60%-69%**  **Good** | **P 50%-59%**  **Satisfactory** | **Fail <50%**  **Unsatisfactory** |
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| **Overall Marks** |  |
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