2410 Assignment1 Report

**Introduction:**

Mary Poppins, a startup business for providing child care matching service, was in need of a website as an online platform for the contacts between parents and service providers. The website should also offer some indispensable resources and tools, which brings great convenience to parents. More specifically, it is supposed to cover online service application, multi-choices of service providers, detailed skill and experience information about each candidate, easy access for customers to give feedbacks and dicussion forums welcoming different views.

This report illustrates the basic functions of the website, gives reasons for why it is suitable for Mary Poppins and suggests some prospects of this young company. Meanwhile, it demonstrates three major issues we came across during the process of the website construction.

With extensive prevalence of Internet, the world’s economic development is promoted and people’s life are advanced a lot. Moreover, the mode of business operation is influenced and transformed. In fact, today most of companies, businesses and organizations create their websites for introducing themselves to people all over the world, communicating with people who are interested in their products or actions and placing and shipping orders online. In other words, considerable websites in the world bring the opportunities and expectations for making a deal without any face-to-face communications. According to the extraordinary status and the blank market in the children caring area, the Mary Poppins was set up and utilize the convenience of the Internet to provide a communication channel for service providers and parents. Firstly, we considered a wide range of frames, structures, features, appearances and concerns before we designed such a serviced website. We browsed and referred to many websites, brief information and feedback of all the service providers and privacy issues of provider and children are significant to take into our consideration.

The Mary Poppins is a new business established in 2016 in Canberra, Australia. It is committed to become a platform for communication between service provider and parents in the AU. It is made up of two network maintenance engineers and 4 main service providers focused on childcare and childminding. In the future, it will have more groups of staff in the AU. The Mary Poppins website has these 4 primary features:

1. The table for the information of available service providers.

2. The rating and feedback system for service providers.

3. A discussion forum for people chatting about children and childcare.

4. Offer other web resources about child care and parenting.

It is easy to change the setting of the theme by using the tool box provided by the Wordpress. For instance, people use insert picture function, they click the setting and insert button, upload a picture and save the update. However, some modifications, especially changing the background color of a module and replacing the background which is with default picture in the theme, are challenging to operate by mouse and keyboard. After opening the dashboard, we realized that the main body of the theme is designed by PHP language.

PHP is a script language and suit to build a website with connecting to database and server with open free source projects for beginners or engineers. (ZHAO, 2007) Due to the similitude of a large number of themes and uniform settings offered by the Wordpress, in order to impress and attract customers and service providers, we undertook to open PHP and CSS file and modify codes by searching the grammar and parameter on Wikipedia although we did not have any foundational knowledge about that.

After briefly learning, to deal with changing the background color and the location of the header and hyperlink of the footer, we firstly found the row of the code need to be edited by searching the URL of the uploaded logo picture. Secondly, we tried to modify an attribute and add a background color parameter of a class which is one of confused entirety but failed.

Considering to decrease the workload, Yujia deleted the CSS class line by line, and finally acquire the name of the header and footer class called class HD1. With limited HTML and PHP knowledge and the help of Wikipedia, we obtain the parameter to modify the appearance: color, background-color, margin (a parameter to adjust the location). The website transformed to neat and gorgeous by adding the code “background-color: #000000,margin: center” (Onlinehtmleditor.net, 2016) to the class HD1 and adding “color: #000000” (Onlinehtmleditor.net, 2016) to the attribute of the footer URL.

To sum up, the issue of coding is not caused by the limited even blank knowledge of HTML or PHP.

The workload for modification is considerable which may increase the working time by designing website if we cannot gain what we need to alter. Ultimately, we settle this problem with only an hour.

**making contact table:**

We came across another code problem. First, by browsing thousands of blogs and Internet forums, we originally think it is easy to add table to the article as the contact information of service providers. Unfortunately, the Wordpress does not offer this function. Tiange advocated edit the article without any html codes because the editing page is a WYSIWYG (what you see is what you get) mode which is editing the content on screen is closely corresponding to its appearance. (Chamberlin,1987) Hence, we decided to create a table in the Office Word, copy and paste to the website. Disappointingly, this method was failed. Lastly, we were supposed to jump out of this mode and utilize the HTML and JavaScript code which we learned before. We test our codes on the website of online HTML editing (Onlinehtmleditor.net) for several times and obtained the essential feature of article successfully.

Although there are some issues during we consider, design, adjust and edit this website, we deal with them and gain a fairish website with all 4 primary features which make up the blank market between the parents and service providers. However, the website is not perfect and exists the space for progress. The original goal was to design a childcare website not only increased the communications between providers and parents, but also was appropriate and user-friendly for all the device (PC, mobile phone, Pad etc.) and various users. In addition, the website is only with English Language, which means people who are non-English speakers may not understand what the website provides without any translation tools.

After collecting the result of questionnaire survey, we found that our website is short of the amount of service providers. Few service providers may not be satisfied with the huge childcare market in the Australia. Therefore, in the next step, we plan to attract the participation of service providers, especially in the remote areas, such as WA and NT. Furthermore, owing to lack of diverse language and devices supports, it is necessary to add multi-lingual and multi-device features and provide more detailed information of service providers for users to choose in the next version of our website. After collecting the comment of different users, we are able to advance the website and add more features and functions.We hope that the providers and parents in the AU will find the Mary Poppins and its website useful.

This website will benefit FHCW in many ways. First, it provides an effective communication link between FHCW and its patients. It showcases the health center in a new light and embodies its mission and goals publicly. By using it, patients can obtain information about the health center even if they do not want to call or visit. By providing a list of the medical providers at FHCW, the patients can now have a better connection to their doctors. It opens up a sense of community in FHCW. It also highlights the staff and members and essentially caters to all the different audiences that would use the website. It is easy to use and update and we hope that the staff and patients of FHCW will find the website useful.

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