40611222



WEB DESIGN AND DEVELOPMENT

Coursework 1



October 28, 2022

40611222

Matriculation Number

Contents

[3.1 Research Website 2](#_Toc117827728)

[3.2 Mission Statement 2](#_Toc117827729)

[3.3 Evaluation Criteria 2](#_Toc117827730)

[1. USER FRIENDLY 2](#_Toc117827731)

[2. HIGH QUALITY CONTENT 2](#_Toc117827732)

[3. MOBILE FRIENDLY 2](#_Toc117827733)

[4. REVIEWS 2](#_Toc117827734)

[5. SEPARATE PRODUCT PAGES 2](#_Toc117827735)

[6. BRAND STORY 2](#_Toc117827736)

[7. SECURE 3](#_Toc117827737)

[8. QUICK CART 3](#_Toc117827738)

[9. MAP 3](#_Toc117827739)

[10. DISCOUNTS 3](#_Toc117827740)

[3.4 Business Effectiveness 3](#_Toc117827741)

[MARKET EXPANSION 3](#_Toc117827742)

[CUSTOMER INSIGHTS 3](#_Toc117827743)

[ADVERTISEMENTS 3](#_Toc117827744)

[ONLINE COMPETETING 3](#_Toc117827745)

[HIGH GROWTH POSSIBILITY 3](#_Toc117827746)

[3.5 VISUAL STYLE 4](#_Toc117827747)

[Screenshots 5](#_Toc117827748)

# 3.1 Research Website

**a) Thedrinkshop.com**

I visited this website where a lot of low-quality photographs are used, making the website cluttered and overloaded with content that takes longer to load.

All of the categories are displayed on the front page, the typefaces are unappealing, and the text size is irrelevant. The use of graphics is improper, and the colours and address are dated. The age restriction alert is a really useful tool.

I suggest, a website should be less material and more features, with aesthetic colours that make it look appealing and more appealing in each and every aspect.

# 3.2 Mission Statement

The website's objective is to make customer satisfy by allowing them to buy their favourite drink from home without leaving the house. User-friendly design so that it is simple to order for everyone and appealing colours for eye-catching views not only for consumers but also for visitors.

# 3.3 Evaluation Criteria

## 1. USER FRIENDLY

It is easy and enjoyable to use. It’s a website that’s built for the people who use it, like potential customers or your visitors.

## 2. HIGH QUALITY CONTENT

It is necessary to employ high quality material so that customers have a clear understanding of what they are purchasing. It also provides an incredible surfing experience.

## 3. MOBILE FRIENDLY

A website that is user-friendly on mobile devices is considered mobile-friendly. If your website is difficult to use on mobile devices, customers who order from mobile devices will have a tough time using it.

## 4. REVIEWS

When it comes to making a purchasing decision, individuals rely on reviews, ratings, and advice from their peers. Encourage your clients to buy your products by posting product reviews online.

## 5. SEPARATE PRODUCT PAGES

The product page is one of the most important things to get properly on a website. A strong product page is one that gives the visitor the information, guarantees, and motivation they need to become a customer.

## 6. BRAND STORY

A great tale is simple to grasp and explains large ideas in a way that sticks in people's minds. The most successful brands achieve this balance of emotion with just the right amount of information. Additionally, it astonishes, charms, provokes thought and emotion in viewers, and inspires them to act in ways that statistics cannot.

## 7. SECURE

The success of your online store depends on maintaining a safe website. One of the most important aspects of electronic business is cybersecurity. Online shops who don't have the right procedures in place put both themselves and their consumers at danger of payment fraud.

## 8. QUICK CART

This is where your customers will keep their purchases while they complete the checkout procedure. A versatile cart allows both guest and registered users to check out. In contrast, the guest checkout does not require the user to join up on the site, which speeds up the procedure.

## 9. MAP

If your website also includes actual store locations via map, you can increase offline sales by including information for the nearby store. Customers could shop online, reserve for in-store pickup, or browse their local store inventory before making an in-store purchase.

## 10. DISCOUNTS

There is no disputing how difficult it is to resist special offers, discounts, and other promotion strategies. Additionally, 97% of online shoppers pay attention to promotional offers when they visit websites.

# 3.4 Business Effectiveness

## MARKET EXPANSION

Because your site is accessible to everybody all over the world, breaking down geographical barriers has never been easier. Anyone from any country can find your firm and, as a result, is now a prospective consumer.

## CUSTOMER INSIGHTS

Analytic tools enable you to identify your average consumer, how they found you, what they enjoy, and change your business to maximise sales through your website.

## ADVERTISEMENTS

This is the ability to target consumers considerably more precisely and consistently than with conventional offline advertising techniques.

## ONLINE COMPETETING

If you don’t have a website it is highly likely that your competitor will do, this means that you are missing out on gaining new customers and can be in the forefront of their minds.

## HIGH GROWTH POSSIBILITY

Websites are a terrific approach to offer a location that potential investors can be directed to. It demonstrates what your business stands for, what it has accomplished, and what it is capable of in the future.

# 3.5 VISUAL STYLE

**Main style**

> Colours used should be attractive like blue, pink.

> It should be the same across all pages.

> It should be mobile friendly

> Cart should be on same page

> About should be on new page

> Also add a review section

**Navigation bar**

> On the left corner logo should be placed

> On the right, next to the login and cart icons

**Home**

> The background should feature different types of drinks

> Title and sub title should be left aligned

**About**

>An image of drink with the information aligned in centre

>IT should be highlighted

**Login page**

* HUGE text box for user and password with icons
* nav bar should be present

**Register page**

* It should match with login page
* No need to collect unnecessary data from user

**Contact us**

* map should be present with the location
* and to its side form which should collects details of visitors

**Review**

* it should be simply placed
* user photo name and review must be shown

# Screenshots







