Matriculation Number

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Coursework 1

Web design and development

Table of Contents

[Introduction 2](#_Toc1964402363)

[Mission Statement 5](#_Toc1048745698)

[Quality Criteria 5](#_Toc536593629)

[Measurement of Success 8](#_Toc1190353599)

[Conclusion 11](#_Toc1637434697)

[References 12](#_Toc173813173)

# Introduction

Websites are currently used by everyone all over the world. Ecommerce refers as electronic commerce which is buying and selling of goods or product over electronic means.

1.<https://www.drinks.com/>

**Dislikes:**

-Some websites take forever to load slow loading and taking time frustrate us also the website visited where some slow and others were not so slow. Especially for mobile users we face some difficulties. Some webpages where not well indented also they were having problem loading at first. Slow loading always impacts brands image.

-Other thing which was not liked was some websites isn’t optimised for mobile although we used the same website in mobile and they were not responsive at all sometimes we had to pinch and zoom to see the text images where distorted and some things where not aligned properly.

-Another thing is that excess popups although it is very irritating for a person to continuously cancel popups the content in the websites are not visible or is getting covered by numerous popups and questionaries.

-Some websites have too much of ads and promotions which also irritates a person. Too much ads and promotions lose one's interest in seeing the website or visiting it.

**Likes:**

-Some pages are well made keeping things in mind with all age restrictions and things.

-It has contact pages that we can contact whenever we need and also the help is provided fast.

-Some pages are maintained weekly and are kept updated so that user can visit the site again and again and can make use of site properly.

-Login and registration pages are made very well they are properly indented and use of new html series.

2. <https://www.castiron.me/resource/food-ecommerce-website>

**Dislikes:**

-people want things fast within a second and this should be noted.

-After searching for a while website get hang or stop working, they need to be maintained a month or a week to keep them up to date.

-It contains multimedia content that auto plays. sometimes a a lot of websites play inappropriate things that should not be played keeping mind of age viewers they should be make appropriate to all sort of ages. Or else restrictions should be made.

-Some websites boost disoriented animations.

-Proper alt image is not given

**Likes:**

-The way it looks very good made for food commercials.

-Login and signup pages are made properly.

-Proper colour codes and also proper contact details.

3.[www.zara.com](http://www.zara.com/)

**Dislikes:**

-navigation is unconventional.

-Reminiscent of flipping through a magazine which is editorial.

-The text is small and the hamburger hides the menu bar behind it.

-visitors easily become confuse and frustrated

**Likes:**

-journey is very easy to follow on Zaras mobile site.

-Clicking hamburger menu properly and beautifully place all the elements.

-Easy to the visitor to sort through to find what they are looking for.

-Breadcrumbs with proper sorting present.

4.[www.wayfair.com](http://www.wayfair.com/)

**Dislikes:**

-Lack of landing of hierarchy.

-leaves user feeling indecision with paralysed.

-Every element is same sized and colour with same copy and icons.

-users leave the site rather than decide where to click.

**Likes:**

**-**offers are plentiful.

-User interactive chatbot.

-use-full and pick search tool.

-influences how to interact with their website.

5 [**www.ebay.com**](http://www.ebay.com/)

**Dislikes:**

-product pages are very complex. Making of informed decision is critical.

-Excess information on product page is displayed, its information overloaded.

-toggled section with more detailed descriptions and more information on payments when on scrolling.

-Presents several useless options at once.

-forces you to buy more product by always showing popups.

**Likes:**

**-**website has proper login and signup page.

-pages are loaded fast within a second.

-although being irritating it shows options where are left behind so that customer can add to cart any item if left behind.

-very well responsive.

-save and store your Wishlist very well.

# Mission Statement

The main Mission of this project is to build a pretty smooth and elegant website, no side menu to be adapted to small screens. Focus on the local aspect. Provides Easy user-interface allows buying of alcoholic as well as nonalcoholic drinks.

# Quality Criteria

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Criteria** | **Description** | **1** | **2** | **3** | **4** | **5** |
| 1.Proper use of HTML and CSS | Hyper Text Markup Language along with Cascading Style sheet is used to make this website and CSS is used to style our webpage along with proper DOM and indentation. HTML is the skeleton of webpage while CSS adds attractive design to it. It contains various tags like html, body, title, form, etc. Proper styling along with proper margin and padding is given so that website would look more precise. |  |  |  |  |  |
| 2.Appearance | Theme and text entered in the website should be visible to the users properly also correct themes and text should be used to avoid any misunderstanding and also should be proper such that all type of users with any disability should understand it. |  |  |  |  |  |
| 3.Accuracy | As growing in technology demand also increases many new changes are made. Website should be able to adapt new technologies easily and fast. Also, should able to make more users to use them. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 4.Responsive | This website that we created is very responsive that is responsiveness means that the website should look good even when used in mobile or tablet. Media query is used to make it more responsiveness. We set the media such that when the resolution of screen is less than 800 px it changes the style and disappear the nav bar and toggle bar is added to it. It looks good in mobile as well as desktop view. |  |  |  |  |  |
| 5.Navigating Pages | In this website, all the pages we created should be connected to each other such that they can be easily been navigated and be found and easy for users to go to the page they want and navigate anywhere. It creates users' satisfaction Without referring the creator's choice. |  |  |  |  |  |
| 6.Supports Browsers | All websites created should be supported by all the browsers that are in the world. Also, there are many browsers in this world. Website should look stunning in all the browsers and should be able to do its work properly even it is another browser. It should be compatible in any modern website. |  |  |  |  |  |
| 7.Content | The content should always be Timely which can be modifies time to time. Accuracy should also be maintained in the website. Website should be more relevant and easier to use or user friendly. Colours texts should always be more realistic and newer. Headings are Understood Properly. |  |  |  |  |  |
| 8.Time of load | Being slow is not accepted now a days website we created should load within 1.5 seconds. It allows user to gain more interest and also to getter better service they want. |  |  |  |  |  |
| 9.Validation | Proper Validations of forms and others should be made such that they can be used by users without any disturbance or error in it the name or other information's stored in the form should save in data correctly and should be activated whenever we need them. The website should be properly spaced. |  |  |  |  |  |
| 10.Error Detection | Error should be corrected and the website should show where exactly the error is and should indicate it properly and accurately. |  |  |  |  |  |

# Measurement of Success

**Number of sales depicts the total number of sales annually how many drinks are sold and how many of customers register and use the website.**

|  |  |
| --- | --- |
| **1.Number of Visitors** | **One of the main measures of success is number of visitors the site is visited. The first step of every website is visitors. Keeping eye on spike in traffic or decrease in visitors.** |
| **2.Average Time on Page** | unlike according to analyses of your bounce rate, take a look at which sources are sending us the most qualified visitors who spend enough time on your pages. |
| **3.Bounce Rate** | It is the percentage of visits that go to only one page before exiting a site increase awareness about 60% |
| **4.Goal Process** | The first thing you should always ask before kicking off any system. Tracking progress toward those goals is just as important. All goals should be smart specific, measurable, attainable, and timely. |
| **5.Sales** | **Increase purchase and revenue rate by 30% and reduce website Maintenace cost by 20%** |

Visual Style

* A navigation bar in header is very much necessary along with landing page which is attractive. Also, footer should be there.
* Font should be used properly most of them uses Abel sans serif or Sans serif for the website.
* All pages should have relevant heading along with less overed heading.
* All the places which should be hidden should be used by that style example if for password no text should be used instead should always use password for privacy.
* Proper margin padding should be given so that it looks attractive.

HTML Page-

Should always contain closing and opening tags.

It should always begin with html tag and end with an html tag.

Nav Bar-

All pages of webpage should contain nav bar which is horizontally placed at top of the page.

The navigation bar should always contain nav class and should have no colour or should be transparent.

Navigation Bar should always contain Home, About, Contact, Details options.

To provide security and avoid random registrations, Registration option should be available at bottom or side of

Login page.

Name or logo should always be to the left side of nav bar.

Home Page-

On the home page, it contains all the latest products, taglines should be provided.

It contains h1 tag which tells us about the advantages of drinks and then after clicking button it shows us the more information about that.

Light theme with white background

The size width and height of all the images should be same as from start.

Below image contains name of the category and also contains or shows the price of each product.

It also should show top selling drinks along with their price mentioned.

Account Page-

Account page after clicking account page it redirects to login and registration page.

User can login and register themself by clicking on register and login to login themselves.

Product Page-

Products of all categories are displayed in product page.

Below every image there is add to cart option where you can add products to cart and then shop them.

All images should be of same size and with proper margin.

Registration Page-

Create your new account using registration form you can now register yourself and login to enjoy all the services provided.

Input with username password, conform password should me mentioned there.

After hovering colour should change and should be for I second.

Images should always be present to the left of the form.

The height and width of image should be margined and padding should also be given.

Registration should be next to login and should be given effect such that they are in transition and are hidden.

Login Page-

Used to Login the users which is already registered.

It contains form which has two input value username and password.

Password should always use password and not text.

Sign and enjoy everything image should always display in left side of the form.

Login button with background of code dark red which gets changes after hovering over it.

# Conclusion

Above we created an ecommerce website which contains html CSS. Overview of the website followed by number of websites visited and noting their likes and dislikes. A critical quality is made. in general, today’s businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services etc. to continuously be better, faster, and cheaper. In this world of new technology, businesses need to accommodate to the new types of consumer needs and trends because it will prove to be vital to their business’ success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and is something that should be taken advantage of and implantation.

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