**Website Written Assignment - Plan**

This written assignment will allow you to properly plan your website, discuss elements of the website build, and evaluate your experience with this project.

All questions must be answered to meet the criteria needed to pass the qualifications you are taking.

**Guidelines**

* Despite the use of bullet points in this document, bullet points **should not** be used in your report.   
  Instead, answers should be in paragraphs consisting of several sentences.
* Please check that your hosted website works correctly as often websites that appear to work in Visual Studio Code do not work when hosted because a properly hosted website is very case sensitive to page names.
* Please check that you have meaningful alt text present for all **<img>** tags on your website.
* Please replace any place holder text such as Lorem Ipsum with meaningful text before you submit.

**Plan**

1. What is your website about and who is the intended audience?

|  |
| --- |
| The answer to this question covers: |
| TLM Unit 2 Website Software - Criteria |
| 1.1 I can describe what web site content and layout will be needed for each page |

* + Who is the intended audience?
    - You might not have one (list that if that’s the case), however you may be catering to a certain gender, race, age group etc, if so then list that here.
    - Your intended audience might just be people who also enjoy the content of your website, so for example, other fans of your favourite game or tv show.
  + Discuss the topic of your website, and briefly outline the content you will share.
  + What are your goals with this website?
  + What will your 3 web pages be about and what content will be on them?

|  |  |
| --- | --- |
| **Answer:** | For my coffee shop website, my intended audience is not for a specific gender, race or age group. However, because younger computer users are more likely to follow the business through social media, such as Instagram, I believe that the website will be used by the older demographic of customers using computers.  My website will be based on the coffee shop brief. Therefore, I will have an attractive snappy introduction page, and a page for listing the food items and a page for listing the drinks (complete with up-to-date prices). The use of photos of the food and drink is important for attracting new customer-base, as people shop for food with their eyes, so the visual aspect is most important. I will also look to incorporate opening hours, contact details of the coffee shop, and hopefully a contact form to enquire about booking tables.  In order to have a good user-interface, it should have a straight forward and functional navigation bar on each webpage. |

1. Describe how you will use IT to plan and create your website.

|  |
| --- |
| The answer to this question covers: |
| TLM Unit 1 Improving productivity using IT - Criteria |
| 1.1 I can describe the purpose of using IT in my work |
| 1.3 I can plan how to carry out tasks using IT to achieve the required purpose and outcome |

* + Mention using Google for research
  + Mention the wireframe found in the website brief
  + Mention using HTML to build your website and CSS to style your website.
  + Mention using Visual Studio Code to help you write and test your HTML and CSS.
  + Mention using GitHub to host your website

|  |  |
| --- | --- |
| **Answer:** | I will be using IT in my work in a variety of different ways.  During the research stages, I will use google to research some competitors. I will use the information found on these web pages, to spot some things I like and don’t like on each page. I will also use it to gauge the pricing of the items in this coffee shop.  I will also be using some websites to select my colour palette – <https://coolors.co/>; and <https://color.adobe.com/create/color-wheel/>. I will then be using the following websites to test my colour choices for any accessibility needs, such as colour blindness: <https://webaim.org/resources/contrastchecker/>; and <https://www.color-blindness.com/coblis-color-blindness-simulator/>. I will also be using the following website to browse and choose the font for use on my website: <https://fonts.google.com>.  In the brief, there are wireframe diagrams provided to show the layout that the customer would like. In Visual Studio Code, I will then use HTML to build the skeleton of the website, initially using placeholder text (Lorem Ipsum) whilst I am building the structure. I will then look to use CSS to build a linked style sheet, where I shall implement design choices such as fonts, font colour, font style, background colour.  Finally I will be using GitHub to host my website, so that others including my instructor will be able to view and use my website.  I will also be using IT to type up this plan on Microsoft Word. This allows me to break creating this website into smaller bitesize jobs and reduces the risk of forgetting an aspect. |

1. Describe methods, skills and resources needed to complete your website-explain what IT systems and software applications you need to be successful in your website project, and how you will use them.

|  |
| --- |
| The answer to this question covers: |
| TLM Unit 1 Improving productivity using IT - Criteria |
| 1.2 I can describe the methods, skills and resources needed to complete my tasks successfully |
| 1.3 I can plan how to carry out tasks using IT to achieve the required purpose and outcome |
| 1.5 I can select and use IT systems and software applications to complete planned tasks and produce effective results |
| 1.6 I can describe how the purpose and outcomes have been met by the chosen IT systems and tools |

* + Methods could be:
    - Hosting/publishing your website on GitHub so other people can interact with it
    - Planning your website to allow you to know exactly what content needs to be created are where it will be placed
    - Testing your website to ensure it looks right and is useable
  + Skills could be:
    - Using your skills in planning, using the Kanban method on Trello
    - Using your skills in HTML and CSS to build the website
    - Using your design skills, using wireframes to create a good-looking website that retains visitors
  + Resources could be:
    - W3 Schools
    - VSC extensions
    - Similar websites to your own that you took inspiration from
    - Websites you used to get images from (like Pixabay or Shutterstock)
    - YouTube videos or websites you used to help with your learning of code

|  |  |
| --- | --- |
| **Answer:** | In order to maximise my productivity in building this website, it is important to use plan the process using IT, and I will do that by creating this plan in Microsoft Word. This means that I know exactly what content needs to be created and where I will put it. This planning work goes hand in hand with using wireframes to create a layout that will attract and retain visitors. To help with the planning, I intend to have a spreadsheet listing my various tasks, organised in order of importance. And then I can mark those off as and when they are completed and checked.  In order to create this website successfully, I will need to draw on all skills I have learned about HTML and CSS to build this website. If I need to remind myself of any specific coding, I can consult my notes, or the recordings. And anything supplementary, regarding codes to use, can be found online through search engines such as Google or YouTube tutorials.  I will also be using Google to look at competitor websites to find elements that I like and don’t like, and also to know where to pitch the prices of the drinks and pastries. Whilst images have been provided for this task, I could also use websites such as Pixabay or Shutterstock to source other imagery (providing it has the right copyright licensing).  Before publishing, I will test my website and ensure that all the code works as it should, all content loads and links work correctly. I will also run tests that the text colours and layout of my website works for people with accessibility needs, such as colour blindness. This can be checked on websites such as <https://webaim.org/resources/contrastchecker/> and <https://www.color-blindness.com/coblis-color-blindness-simulator/>.  I could publish my website on GitHub, so that others can interact with it and give me feedback on ways I could improve the code. |

1. List the tasks you must do and prioritise them, giving them an ideal deadline that you would like to complete them.

|  |
| --- |
| The answer to this question covers: |
| TLM Unit 1 Improving productivity using IT - Criteria |
| 3.4 I can respond appropriately to problems with multiple page web sites |

|  |  |  |
| --- | --- | --- |
| **High** | **Medium** | **Low** |
| **Task**: Research other coffee shop competitors on Google for inspiration of elements that work well for capturing visitors & help choose the aesthetic. | **Task**: Choose Fonts & Colour Palette & ensure they are fully accessible for people with accessible needs. These CSS style choices can be applied to the HTML afterwards. | **Task**: Write the content for each page, to replace the placeholder text (Lorem Ipsum). |
| **Deadline**:  5.30pm, Wednesday 11th September 2024. | **Deadline**: 5.30pm, Thursday 12th September 2024. | **Deadline**: 11.00am, Friday 13th September 2024. |
| **Task**: Write the initial HTML file, to build the skeleton of the Introduction Page and using placeholder text & “#” for the links. This will be the barebones of it. | **Task**: Using the finished HTML created for the introduction page, use this as the basis to then build the other webpages (Pastries, Drinks, etc.) to maintain a similar structural style throughout. | **Task**: Ensure that each change I make is pushed to GitHub. This can be important as a way of tracking changes to code. |
| **Deadline**: 12.30pm, Thursday 12th September 2024. | **Deadline**: 3.00pm, Thursday 12th September 2024. | **Deadline**: Ongoing. |
| **Task**: Test website fully and work through checklist provided in the brief to ensure all aspects are present and working correctly, before uploading to GitHub. | **Task**: Trial various padding and margin settings with the flexbox of the nav bar to fine-tune the layout and look at adding effects such as underline when hovering over the link. | **Task**: Come up with the name of the coffee shop business. Whilst this is important, it can be applied at any stage of the process. |
| **Deadline**:  12.30pm, Friday 13th September 2024. | **Deadline**: 5.30pm, Thursday 12th September 2024. | **Deadline**: 11.00am, Friday 13th September 2024. |

1. Create a day-to-day plan of these tasks including the breaks you have each day and the duration of your breaks.

|  |
| --- |
| **Day 01 – Wednesday 11th September** |
| **Morning tasks**: Plan website & write up draft of plan. |
| **Break time and duration**: 12.30pm for 30 minutes. |
| **Afternoon tasks**: Plan website & write up draft of plan.  Research other coffee shop competitors on Google for inspiration of elements that work well for capturing visitors & help choose the aesthetic. |
| **Day 02 – Thursday 12th September** |
| **Morning tasks**: Complete final steps of plan.  Write the initial HTML file, to build the skeleton of the Introduction Page and using placeholder text & “#” for the links. This will be the barebones of it.  Ensure that each change I make is pushed to GitHub. This can be important as a way of tracking changes to code. |
| **Break time and duration**: 12.30pm for 30 minutes. |
| **Afternoon tasks**: Using the finished HTML created for the introduction page, use this as the basis to then build the other webpages (Pastries, Drinks, etc.) to maintain a similar structural style throughout.  Trial various padding and margin settings with the flexbox of the nav bar to fine-tune the layout and look at adding effects such as underline when hovering over the link.  Choose Fonts & Colour Palette & ensure they are fully accessible for people with accessible needs. These CSS style choices can be applied to the HTML afterwards.  Ensure that each change I make is pushed to GitHub. This can be important as a way of tracking changes to code.  Submit final plan to course instructor. |
| **Day 03 – Friday 13th September** |
| **Morning tasks**: Come up with the name of the coffee shop business. Whilst this is important, it can be applied at any stage of the process.  Write the content for each page, to replace the placeholder text (Lorem Ipsum).  Test website fully and work through checklist provided in the brief to ensure all aspects are present and working correctly, before uploading to GitHub.  Ensure that each change I make is pushed to GitHub. This can be important as a way of tracking changes to code. |
| **Break time and duration**: 12.30pm for 30 minutes |
| **Afternoon tasks**: Make any amendments to HTML and CSS that arise from testing.  Push final changes to GitHub and submit website build to course instructor. |
| **Day 04 – Monday 16th September** |
| **Morning tasks**: Write Evaluation |
| **Break time and duration**: 12.30pm for 30 minutes |
| **Afternoon tasks**: Hand in Evaluation |

1. There are several laws and regulations that influence how we can use technology.   
   These are things we must be aware of when using IT.   
   Ignorance of the law is no excuse.   
   As web developers, two of the most influential laws are the GDPR, and Copyright.  
     
   Describe the legal guidelines and risks that might impact your website project - how does GDPR and copyright affect website development?

|  |
| --- |
| The answer to this question covers: |
| TLM Unit 1 Improving productivity using IT - Criteria |
| 1.4 I can describe factors that might affect the task |
| 1.7 I can describe any legal or local guidelines or constraints that apply to the task or activity |
| TLM Unit 2 Website Software - Criteria |
| 1.5 I can explain how copyright and other constraints may affect the web site |

* + Write a brief description of what copyright is
    - How does it impact web development?   
      Give an example.
  + Write a brief description of what GDPR is
    - How does it impact web development?   
      .Give an example
  + Does it impact your project? Why / why not?
    - Write that if your website wasn’t for educational purposes, you would have to abide by copyright law but that there is an educational exemption which permits limited use of copyright materials.   
      If you were to use your website beyond an educational purpose, you would have to gain permission from copyright owner to use their material.   
      GDPR law however applies to all websites and IT projects that collect user information.   
      If your website does not collect user information, then GDPR does not apply to your website.   
      If you collect any user information, however, you will have to gain the users positive approval (an opt-out option is not sufficient under GDPR).

|  |  |
| --- | --- |
| **Answer:** | When creating websites, you could potentially run into legal issues regarding Copyright and GDPR.  **Copyright** is a legal right that gives creators control over how their original work (like photos, music, etc.) are used and shared. It helps to protect their work from being copied or used without permission.  Upon researching, it can impact web development in a few ways: Web developers must ensure they have permission to use images, videos and music on their websites, otherwise you can get into trouble legally. Also developers need to make sure that their own code, text and designs are original or properly licensed to avoid copying some else’s work.  For example, a developer uses a photo they found online for their website without asking the photographer. The photographer finds out and takes legal action. The developer should have chosen an image from a stock photo site or sought out written permission.  **GDPR (General Data Protection Regulation)** is a law that protects people’s personal data and privacy. It sets rules for how companies must handle this data.  Upon researching, it can impact web development in a number of ways: Websites must ask users for permission before collecting their personal information; Personal data must be stored safely with strong security measures; websites must let users view, change, or delete their personal data; only necessary information should be collected; and if stolen, users and authorities must be informed quickly.  In web development, if personal information is being collected, the developer must follow the guidelines set out above – if they do this, they will be GDPR compliant. Additionally, the website could take the option to make the website information read-only and remove the need to collect personal data – this way GDPR would not be relevant for this website.  For my website I can avoid copyright legal issues, by ensuring that I am using images I have taken myself (and therefore have copyright) or copyright free images (like the ones supplied by my course leader). I should also not copy code from any other website – I can use it for reference, but it should not be used directly.  Regarding GDPR, I have to make the decision on whether I will include a contact form, either for a query or a table booking request. If I include this form, I will have to ensure all GDPR guidelines are followed. If I don’t include this form, then GDPR will not be relevant for my website. |

1. Identify a feature for your website, which add additional functionality to resolve problems.  
   Describe how you are going to investigate your approach to resolving these problems.

|  |  |  |  |
| --- | --- | --- | --- |
| Additional feature 1: | Add Opening Hours to the About Page. | Plan of investigation: | For a coffee shop, this is vital, as new and regular customers need to know when they can visit you. I could collect user feedback - perhaps by supplying an email address on the website to capture feedback.  I could also examine how competitors display their opening hours on their website.  I could also create design mockups to visualize how the opening hours will appear on the website.  I could also post my website on a technical forum, and ask for feedback.  I would also need to pay attention to regularly updating the hours, specifically around bank holidays, etc. Therefore I should implement a process for this alerting me of upcoming holidays.  The opening hours should be in a table format, so will require the correct layout on HTML. And it should be laid out as a separate section under the introduction to make it clear. |
| Additional feature 2: | Add a section showing the location of your business to the About Page. | Plan of investigation: | It’s important to provide users with clear and easy-to-find information about the coffee shop’s physical location, therefore enhancing user experience and making it easier for customers to visit.  I could research competitor websites to see where they tend to present their location and how it is best displayed.  I should also consider integrating a map (e.g. Google Maps) to provide a visual representation of the location.  I can monitor customer feedback, by having a contact us email address, where any feedback about the website can be collected. |

1. Describe how you plan to carry out the investigation into the additional features from question 7.  
   Identify the sources of relevant and reliable information you will use.  
   Please add the links of these sources.

|  |  |
| --- | --- |
| **Details of your plan:** | I intend to look at competitor websites to get an idea for where they tend to display their opening hours and their location and how they display it.  I will also look at online forums, such as Stack Overflow & Quora, about tips regarding adding and displaying these features on websites. These forums are linked in Part 9 of this plan. |
| **Links:** | Competitor Websites:  <https://www.ezraandgil.com>  <https://www.fdncoffee.com>  <https://www.ancoats-coffee.co.uk>  Other Links:  <https://ballyhoo.co.uk/do-i-need-to-show-my-address-on-my-website/> |

1. In addition to the links provided for question 8, look on online forums to discover how others suggest implementing these elements into your website.  
   List the sources of these online forums and please add the links to these sources.

|  |  |
| --- | --- |
| **Links:** | <https://stackoverflow.com/>  <https://www.quora.com/Where-do-you-put-business-hours-on-a-website> |

1. Following your research for questions 8 and 9, detail the different perspectives given in the sources.

|  |  |
| --- | --- |
| **Answer:** | Regarding Opening Hours, some users on the forums have suggested putting them in the footer of every page. As this means that it can be easily accessed from any page on the website.  Another user suggested that they are placed in the Contact Us page, as this allows customers to view the hours of operation when they are trying to get in touch with the company.  Regarding Business Location, Ballyhoo have stated that following the introduction of the Companies Act 2006, it is now a legal requirement to display your company’s registered office address on your website. Whilst it doesn’t have to be on every page of the website, it must be easily found & they suggest that it could either go in your website footer or in the Contact Us page. |

1. From the results of your investigation, explain the most appropriate solution you have found to implement the additional features on your website.

|  |  |
| --- | --- |
| **Answer:** | From my investigation, it looks like it may be best to put both the opening hours and the business location in the footer of the website, so that it appears on every page. That way it is easily accessible to any customers visiting the website. |