

**Assessment Cover Sheet**

**Student Name**: Ana Carolina Alves Correa de Carvalho

**Student Number**: 10609368

**Lecturer Name**: Ehtisham Yasin

**Module Title**: Web Design and Client-Side Development

**Module Code**: B7IS107

**Assessment Title**: Develop a web application, and create layouts

**Word Count**: 1172 words not including cover sheet

This report will detail my choices and the reasons for these choices when building the website for selling and renting houses that was requested as a web development assignment. It was asked by the lecturer that at least ten pages were created to show properties in the Irish market for sale and rent. These pages should include HTML, CSS and JavaScript language programs. The layout should provide a pleasant experience for the potential clients.

The name chosen for the website was Prime Houses, seeing that this is an easy name to remember and also because it provides a sense of high quality. The website theme colour is green as this colour represents hope and wisdom and according to a marketing perspective, it brings a feeling of balance, harmony and freshness to the content. A minimalist white house logo was positioned at the top left corner to keep a clean and pleasurable page.

When speaking about the main elements that I chose to use to build this website, I selected each of them to provide a better experience for all of the people who would visit the Prime Houses website. I intended to display the properties and all the content in the most user-friendly way possible, providing a responsive and intuitive experience. For this reason, to begin, on the home page, the navigation menu was clear and concise, offering links to necessary additional pages, named “Our Team”, “Avoid Scams” and “About Us”. I also displayed a slider on my home page that offered four different slides, designed specially to align with the visual identity of the pages. The slider was composed of high-quality images to show four different properties for sale. Looking to provide a smooth experience for the user, each slide was linked to the detailed page of the corresponding property.

Following the page, a search bar was positioned over a high-quality image to provide the user with the possibility of searching the properties by specific criteria. The image was of a house interior to keep building the visual identity of the Prime Houses website. A property listing including six different properties to sell and to rent was also presented on the home page. Including pictures and concise information of the properties offered, all the six options were also clickable and for a seamless user experience, each property was linked to the corresponding property's detailed page. A section encouraging clients to book a visit to the properties was also placed. With some written content explaining and offering this feature, a Book a Viewing section was provided. There were spaces for people to write their names, emails, preferred dates and times for booking a view. This section was created to make communication easier between sellers and buyers. The footer of the pages followed the theme colour, green and was minimalist, producing a professional and trustful appearance.

Site Map:

To provide a Site Map which can explain and offer guidelines for the structure, the home page contained a search bar, which was responsible for filtering the properties and also a slider, which demonstrates four different types of houses to buy. Features of those houses were available. The property listings also offered properties available, there were six properties, a total of ten properties. All those properties had links to individual pages. The properties were all placed on the main page of the website to show them more easily to those who visit the website. In all house descriptions, information was included about whether they were properties for sale or rent, so customers could focus on their preferences more rapidly. The individual property pages were ten and on each of those pages, there was a description of the houses including the number of bedrooms, and bathrooms, details about laundry and dining rooms, about the neighbourhood and the design of the house. The price was also included, as well as the price of the rent or the total price to buy, the location with air code, the type of the house, BER ratings and the size of the space. All these features were offered to provide the most detailed information about the houses to give a better picture of the property. Six pictures of the properties were disposed of at the beginning of the page, illustrating how the property would be. The location map of the property was also available, thinking of how the possible buyers and renters would find the property more easily. A specific Contac Us section was displayed on all ten pages, offering the email and phone of Prime Houses in case people wanted to know more about that specific property of the page.

An ”Our Team” page was also created to show the employees of Prime Houses. People who were there to help the possible clients to find the property of their dreams. The names of each of them were written to provide a feeling of approximation to the audience. A colourful photo of the six staff members was disposed of beside the written content to provide a dynamic experience for the user. Another page was named “Avoid Scams”. This page was created to alert customers to the recurring scams that some people experience when trying to buy or rent a property. Informing people about these possible scams was an alternative to offering Prime Houses services, as buying or renting with a company makes everything safer. Following the "Our Team" page, an illustrative photo and written content were placed side by side, avoiding massive reading. The last page was the “About Us”. Here, the story of the Prime Houses as a company was told. Including its values, mission, when it was founded and why. The strategy of a picture beside the written content was also used here. Telling the history of the company was a strategy to build reliance with clients. All the written content was friendly and professional.

Coding considerations:

CSS Styling (styles.css): I ensured a professional look, by using a stylesheet called "styles.css." This stylesheet functions like a department keeping all the styling rules organized and making design management efficient.

Semantic HTML: In web development, I followed the practice of using HTML as a language framework. This approach helps structure the content and improves accessibility. It ensures that the website is easy to understand and user-friendly, for both people and technology interfaces.

Responsive Meta Tags: Made sure the website displays well on different devices by using responsive meta tags. It is an important element of responsive web design and makes the information readable on desktops, tablets, and smartphones.

External Libraries (jQuery): To improve interaction and customer happiness, I added dynamic features to the website using jQuery, a tool that developers frequently utilise.

To conclude, my strategy was to understand the possible needs and desires of potential buyers and renters and provide the most detailed information shaped into a professional and visually appealing website. The layout was designed to provide a pleasant experience for the user, seeing that many vibrant pictures were chosen to create an attractive design following a visual identity.