

# IS221: Web Applications Development Assignment 1 Web Application Design Proposal



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# 1.0 Introduction

WebNova Solutions (WNS) is a company specializing in the development of web applications. WebNova Solutions aims to create dynamic, database driven, responsive and accessible web solutions for its clients which may be businesses and organizations. By building such interactive types of web applications, WebNova Solutions ensures that its users are able to easily navigate themselves in the world of web. The client chosen as part of this project requires a virtual mental health and wellness support platform. In order to achieve this goal, a website named “Best Health” will be developed. The main objectives of the “Best Health” website will be to:

- Allow users to create an account/sign in.
- Allow users to book secure therapy sessions.
- Allow users to view therapist profiles.
- Allow users to read blogs published by therapists.
- Allow users to subscribe to RSS feed.
- Allow users to take self-assessment quiz.
- Allow users to gift booking sessions to other users.

The mission of the “Best Health” website is to reach out to the vulnerable such as youths, people who are combatting personal challenges, stress and anxiety and the elderly in general. This website will provide them with appropriate guidance on improving their mental health conditions if any, through providing insightful articles and mental health assessment tools. This website will also offer secure therapy sessions to its users. This ensures users feel at ease, knowing that their data and conversations with therapists are kept securely. World Health Organization: WHO, 2019 states that the use of digital technology has become part of daily life, connecting the entire world’s population and it being used by the organization to achieve the goal of global health and wellbeing.

As for the uniform resource locator (URL) that will identify the Best Health website, the client has 2 main options depending on their target audience’s geographical location.

- [www.besthealth.com.fj](http://www.besthealth.com.fj) - this is a suitable option if the target audience is people from Fiji. The .com.fj domain is intended for commercial websites that operate in Fiji. This will easily win the end user’s trust as most people are familiar with the .com top level domain. This is primarily due to its widespread usage and popularity, having nearly 300 million registered domains and 40% market share (Domain Name Stat, 2025).

- [www.best.health](http://www.best.health) - if the client is targeting an international audience, the .health top level domain is a good option. It is a professional domain commonly used in the healthcare sector. This would be a more semantic option as the top-level domain accurately depicts the purpose of the website. In addition to this, this option is a modern approach to website URLs, where the domain name is kept very short. This makes the URL structure cleaner and easier for users to remember (EuroDNS, 2025).

## 2.0 Content Goals

The content goals or the type of website “Best Health” includes:

- Public interest – The content of the website is based on a matter in which the general public can be interested in (Office of the Information Commissioner, 2025). In this case, the “Best Health” website is focusing on an idea which has seen growing attention from the general public, that is mental health and wellness. The information present in this website could be used by anyone regardless of age, gender and mental state.
- E-commerce (payment gateway) – This website has one aspect of e-commerce as a content goal. The goal of e-commerce comes into play if a website deals with transactions or has payment gateways. In this case, the users of the “Best Health” website can book for therapy session which requires them to make payments which is a form of transaction to confirm and secure a booking slot.
- Portal – The use of portals enables a website to have interactive features such as user authentication and role-based access. This results in customized experiences (Patel, 2025). For instance, the “Best Health” website will consist of a login feature whereby the both the therapist and the public will be able to login with their credentials. Upon logging into the portal, the therapist and the general users will have two different views. The general users will be able to view an available booking slot to book for the therapy sessions, cancel an already booked session and view their personal records whereas the therapists will be able to view the entire dashboard which includes editing booking slots, adding new booking slots, viewing the entire booking history in the system and viewing the details of each patient.
- Blog – Blogging is an essential tool for businesses to connect with their audience and establish industry authority. The “Best Health” website will consist of blogs written by therapists based on their areas of practice or expertise. Moreover, blogging allows for better engagement. For instance, patients can be kept up to date with information such as tips on how to improve their mental health conditions. Apart from this, blogging also improves a website’s ranking on search engines. Search engines tend to rank websites with blogs much higher than the ones without blogs (Why Blogging Is Beneficial for Healthcare Providers, 2023).
- Really Simple Syndication (RSS) – is a service provided by websites that automatically distribute content. The “Best Health” website will provide updated information to its users through their blog. Users can then access this using an RSS reader through and desktop or mobile device. RSS feeds work best with websites that publish content on a regular basis, whereby RSS readers are able to capture and update the user with the latest information. Hence, the main advantage of RSS feeds to the client side is that the

client/users get a more streamlined content as they will receive all the updates from in one place instead of browsing through multiple web pages (Do Couto, 2024).

## **3.0 Audience**

### **3.1 Target Demographics**

#### **3.1.1 Age Groups**

- Primary: young adults (18-35 years old).
  - Students with academic pressures.
  - Young adults with work-life balance issues.
- Secondary: middle-aged adults (36-55 years old).

#### **3.1.2 Gender Distribution**

- Inclusive approach catering to all gender identities.

#### **3.1.3 Nationality**

- Primary Focus:
  - Fiji - National population, primarily suburban areas as most potential clients will have access to a stable internet connection.
- Secondary:
  - Rural communities through use of articles and videos due to stable internet infrequency.
- Tertiary:
  - International users seeking remote mental health support.

## **3.2 Audience Challenges**

### **3.2.1 Student Pressure**

As stated by Khan et al. (2023), it was observed that students consistently ranked in the highest percentile for depression in a study including unemployed and employed individuals during the COVID-19 pandemic. Furthermore, it was noted that students' mental health was closely linked with place of residence, education level, occupation and income, with higher levels of mental stress experienced by low-income households

### **3.2.2 National Stigma**

As stated by Chang (2011) and referenced in the WHO MIND Series (2009), it was found that Fiji did not have adequate data on the national prevalence of mental disorder, estimating a 90% disparity between Fiji's and global averages by the World Health Organization, highlighting a lack of access to mental health care services.



Furthermore, widespread stigma was sighted as a barrier to patient in pursuing mental health care, sighting the community and family shame as a deterrent. In the same study it was found that mental health was given a lesser priority at health centers, observing that 75% of respondents sighted mental health activities as a moderate to low priority. Moreover, when mental health conflicted with other conditions, it was infrequently considered (Charlson et al., 2019).

### **3.2.3 Mental Health Professionals Shortage**

Additionally, it was found that low- and middle-income countries such as Pacific Island Countries (PIC) tended to have a scarcity of trained psychiatrists which correlated to a high rampancy of depression and suicide, with the study noting “with fewer than 20 qualified psychiatrists serving more than 11 million people” (Patel et al., 2021, p.2).

## **3.3 Audience Needs & Concerns**

Despite the platform’s well-meaning intentions to expand mental health access, it is impeded by challenges that obstruct user investment. To combat these issues the website will compensate for them with its design and functionality.

Mental health sigma remains a prominent barrier to many potential users due to fear of judgement and social perception. This fear will be stifled with the implementation of secure therapy sessions as well as self-assessment tools. Moreover, the use of external links on the website enables users to explore support communities with access to peer groups and engagement with users experiencing similar issues regardless of gender, nationality or age group. This implementation will help foster a sense of self-care and encourage users of all ages and nationalities to seek support without fear of societal judgement.

Additionally, owing to the medium the platform is on technological barriers are presented. Users’ acumen in terms of digital literacy varies vastly. As a result, the website is developed to provide a simplistic interface that emphasizes user-friendly design and clear instructions. This ensures there is a structured holistic design, incorporating user experience, functionality and accessibility in mind to navigate throughout the website. Support documents such as educational articles and blogs, videos as well as illustrations are provided to accommodate different types of users and give content in a digestible manner. This approach resonates with the primary age target demographic (18-35) as many wish for a digital first platform, while also giving users the convenience of scheduling online therapy and consultation at their leisure and flexible scheduling to accommodate busy lifestyles.

Furthermore, financial constraints often limit individuals from seeking trained mental health support. To address this challenge, the website offers both free and paid resources. One-on-one paid therapy and consultation sessions are priced reasonably to ensure users are able to afford it and make professional help more accessible. Moreover, as previously stated, articles and blogs are also provided to give users an insight into various mental health concepts, coping strategies and self-care practices for a universal audience regardless of occupation such as academic pressures or work-life imbalances. By offering a combination of both options, the platform ensures accessible mental health services to everyone without burdening them financially.

In addition, establishing trust and credibility is essential on a mental health platform. Users require complete transparency and confidentiality to feel safe in sharing their personal struggles. Therefore, by providing clear policies such as data protection, encryption and privacy, as well as access to professional therapists credentials, alleviates and mellows user concerns, fosters a secure environment for seeking help and builds confidence on the service and brand.

Moreover, Fiji being a culturally diverse and multi-faceted country necessitates approaching the website from an inclusive and accessibility first mindset, ensuring that it is able to cater to all users regardless of cultural identity or ability. To achieve this, the content on the website is displayed in a universal language (English – UK), which is sighted as an official language in Fiji (My Fiji, 2024). This ensures that both indigenous groups of Indo-Fijian and Fijian as well as foreign groups can access and navigate the website with relative ease, promoting inclusivity. Additionally, the alt text attribute is given to images to provide descriptions, making them accessible to users with disabilities. The integration of these features enables the website to provide equitable information to everyone.

## **4.0 Site Content & Requirements**

### **4.1 Site Content**

- An “all therapists” page will display a list of all the therapists that the platform offers with a link to their profile
- A “specific therapist” page will display images and the names of therapists that are providing their service via the website.
- A “all blogs” page will display a list of all articles that have been written ordered by the publish date.
- A “specific blog” page will display an article based on a specific topic, written by a specialized therapist.
- Videos are provided on the home page for visual learners.

The Best Health website provides a structured holistic content layout to strategically to support mental health and wellbeing, ensuring users gain a thorough understanding of the services provided.

### **4.2 Functional Requirements**

- External links to join communities with like-minded individuals. Footer links allows users to engage in discussion and share advice on various topics. This helps foster community, adding credibility to the website.
- Booking system to enable appointment scheduling with therapists. The user is able to decide between which type of booking is necessary for them; gift session to another user or book for themselves. Carousel scrolling gives interactivity to users in picking any therapist of their choosing along with search functionality to find any specific therapist. Upon selecting a therapist, users will be shown the price and time slot in which they are available for a one-on-one session (Zubarieva, 2024).
- Literary resources such as blog articles on mental health topics, comprehensive guides and wellness strategies. Each article is stored on the articles page from where users can access all articles with its publication date and author name provided for reference.
- RSS feed will allow users to subscribe to blogs posts through the use of a RSS reader. This will allow new blogs to be delivered to users without the need to visit the website. The RSS feed will be helpful for proactive users that find

online platforms very distracting and need a simple way to access mental health related information.

- Additionally, a free self-assessment tool is made available for users who require guidance in evaluating their condition, have an interest in taking a proactive stance to mental health management or may not have the immediate funds for a one-on-one session. This tool includes a questionnaire that provides a brief evaluation on a user's mental wellbeing. Upon responding to all the questions, the user will receive a summary of their results including potentially arising issues and methods to mitigate them.
- User authentication is achieved by using user credentials for login as well as social logins such as through one's Google account.
- Gifting sessions is also available on the website. This allows friends and loved ones to give a one-on-one therapy session to users battling mental challenges and are unable to book a session for themselves. Moreover, this functionality also aids users who do not have the finances to afford professional mental health services. Furthermore, the process of gifting a session in itself is linear and simplistic, allowing users to select number of sessions, therapist choice and securely complete the transaction. This process also complies with the Keep It Simple, Stupid (KISS) design principles by allowing the receiver to not take any steps beyond receiving the gifted session (Peek, 2024).

## **4.3 Non-Functional Requirements**

- Blog post validation and cool down implementation keeps content sanitized and safe for readers. Before publication, the administrator must review and validate each blog or article to ensure accurate, credible, and the content being published does not trigger nor distress users with mental health conditions. Even after moderation, the blog post will remain on a 24-hour cooldown before being published, in the case the therapists decide to make amendments and decide that the topic being covered is not suitable.
- Password hashing protects plaintext passwords, converting passwords into a fixed length of characters which appear random using the hash cryptographic function, SHA-256 (Secure Hash Algorithm 256-bit). This algorithm takes the user's password and produces a fixed 64-character hexadecimal string. Unlike encryption, hashing enables it so that it cannot be converted back into the actual password in case of database breaches. Additionally, this method adds cross-platform protection for users that reuse passwords across multiple platforms (Ilott, 2023).
- Inclusion of an SSL (Secure Sockets Layer) certificate enables secure transmission of sensitive data between the client's server and user's device, ensuring the security user messages, therapy session information and personal

health details. The use of public-key cryptography and symmetric encryption enables SSL encryption to work. The client server provides an SSL certificate with a public key whenever a user connects to the website. The user's browser and client server then establish a secure connection using this key. In doing so the data is encrypted with a session key (symmetric encryption), ensuring it cannot be intercepted or altered. The session key is exchanged securely, protecting the user's sensitive data like passwords and financial information from malicious attackers (Cloudflare, 2025). Moreover, this implements the "s" in the https protocol along with a lock icon given on browsers. This gives comfort to users in trusting the website as their sensitive data is secured.

Websites used to gain insight on the inner working of a mental health platform in regards to what things to add to the site include [mentalhealth](#), [betterhelp](#) and [mental health america](#). These were chosen as each website offers its own unique approach to mental health care.

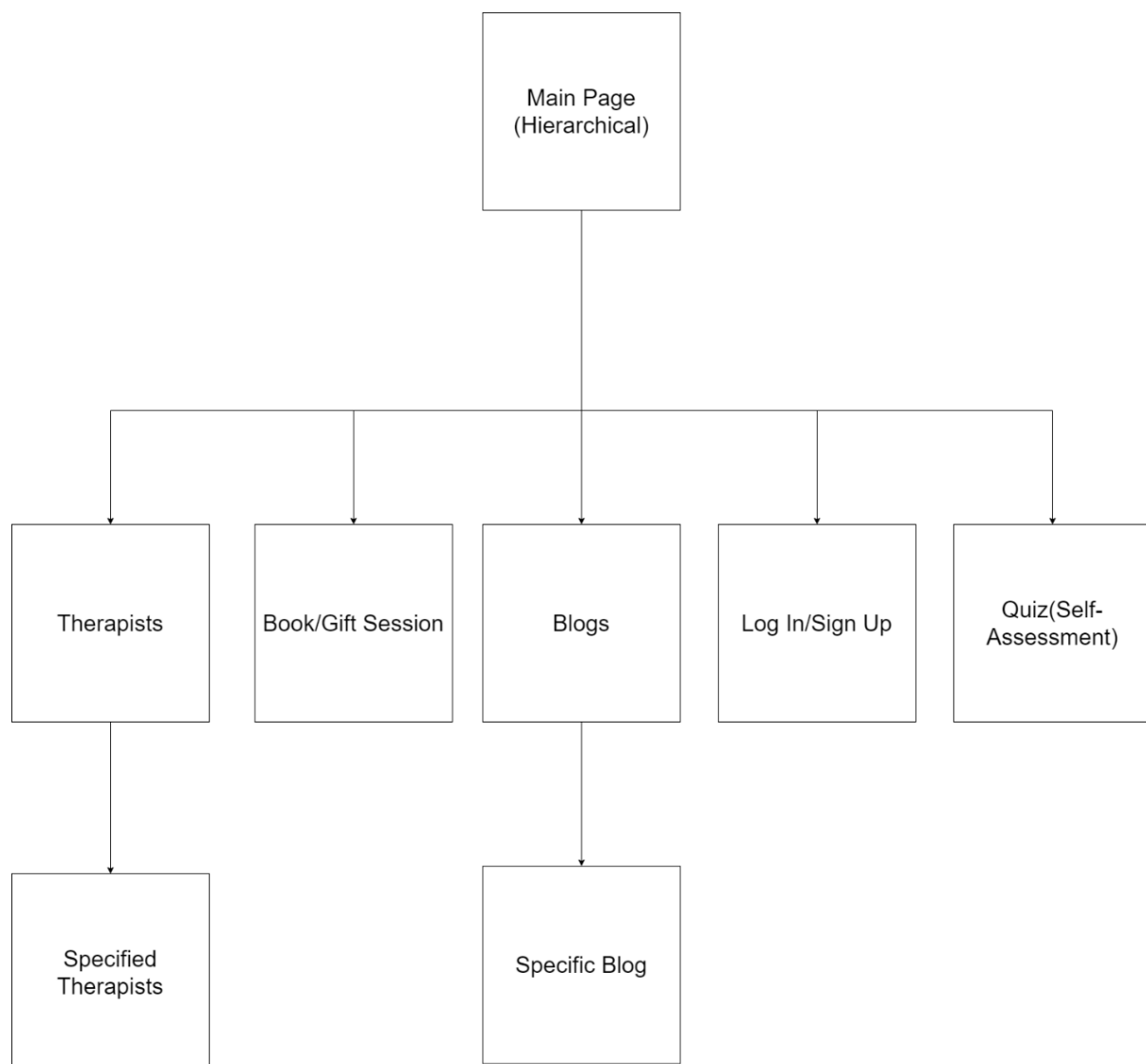
## 5.0 Site Structure

### 5.1 Primary Structure Selection & Rationale

Virtual Mental Health & Wellness Support Platform with a medical service nature. Therefore, hierarchical structure is suitable for it.

A mental health support platform requires clear core functions categories, this website organizes the functionality of the website into three pages: Therapists Information, Therapist booking and Blog. Hierarchical structure divides them into separate sections, helping users quickly locate services they need. It also makes it easier to add or remove functionality in the future.

### 5.2 Storyboard



## 6.0 Site Navigation

The navigation system for Best Health has been thoughtfully designed to provide an intuitive and supportive user experience that guides visitors through the website. The website utilizes a hierarchical structure, whereby the home page is the root page and branches into individual pages. In addition, accessibility is accommodated using bold fonts and headings to communicate the importance and hierarchy of information. Similarly, accent colors are used to denote buttons, which helps provide clear visual cues for navigation and user orientation.

Furthermore, to address the question of "Where am I?", the website will have a fixed navigation bar which will highlight the link corresponding to the current page. The active state will be denoted using a heavier font weight (bold), as well as using pseudo elements to create underlines on the active link. This helps create visual contrast and helps the user easily identify which of the available pages they are on.

Moreover, to answer the question of "Where can I go?", the website navigation menu provides clear visibility of available links and pages. Adding on to that, users can use the hero, services, and call-to-action sections on the home page to direct themselves to a service which best suits their needs. Additionally, external links to YouTube videos are provided above the footer to help users who wish to use a visual medium to enhance their understanding of the content. Furthermore, social media links in the footer give easy access to external platforms to help users engage with communities, access additional resources, and stay connected through updates. It also helps enhance credibility by showing an active online presence.

Additionally, to address "How do I get there?", the navigation bar allows the user to easily traverse any page, as it is in a fixed position to the top of every page. Therefore, serving convenience users in exploring any page, hence boosting accessibility. Furthermore, simplistic menu labels using plain, non-clinical language are used to enhance accessibility for users unfamiliar with mental health terminology, while simple illustrations are used to avoid overwhelming users with visual elements. Additionally, all navigation components maintain high contrast ratios for optimal readability.

Finally, to help users answer, "How do I get back to where I started?", the navigation menu could be used to return to a page already visited (including home link), as it is available on every page. Moreover, browsers with navigation compatibility enable users to go to previous pages using the in-built back button.

## **7.0 Site Layout**

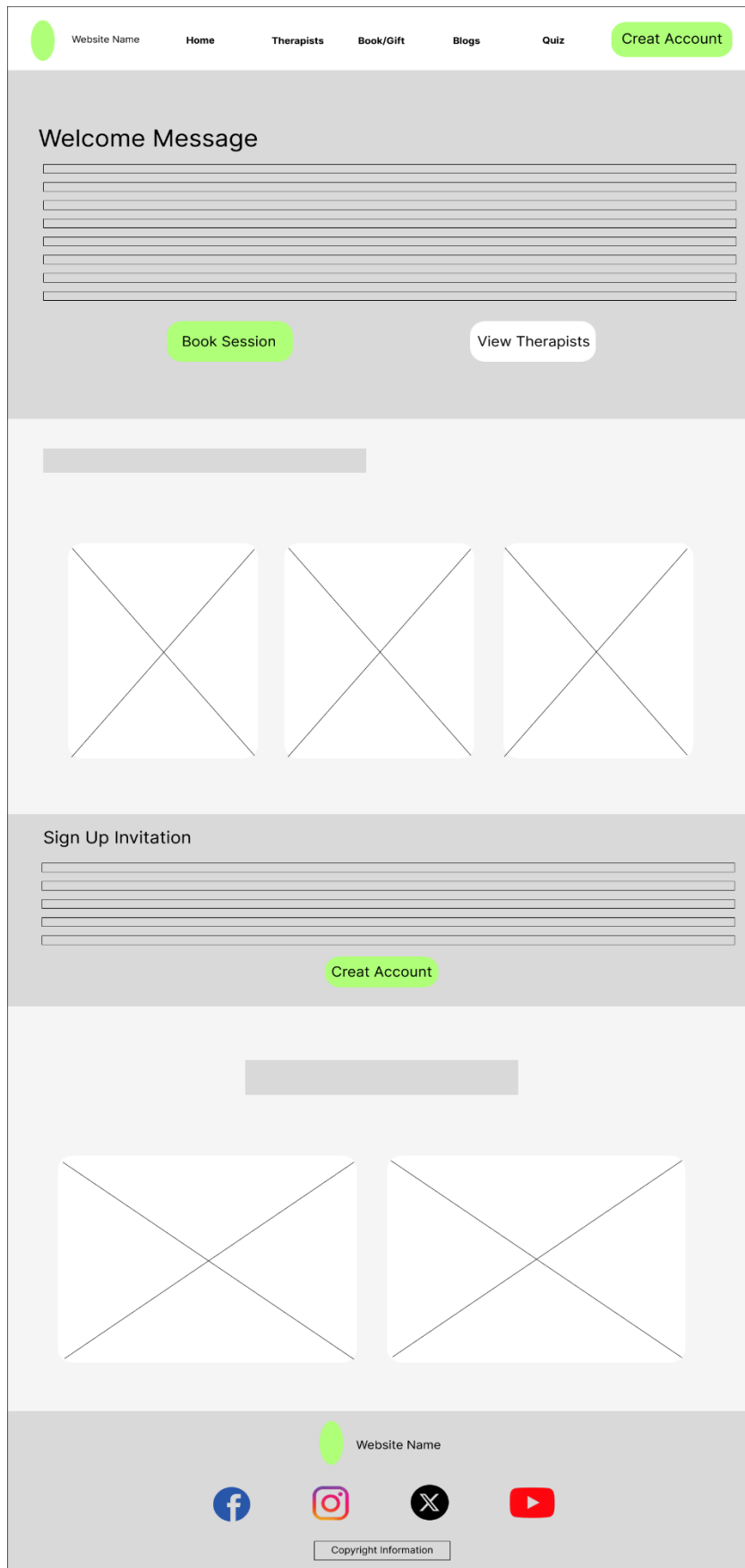
### **7.1 Templates**

#### **7.1.0 General Active White Space**

- Space between options (rectangles) in the navigation bar (the white rectangle area above the welcome message) and footer (grey rectangle at the end of the page). These active white spaces are to separate the individual function buttons to avoid visual crowding and to ensure that users can distinguish between different functions
- Space between each content area (under navigation bar and above footer), navigation bar and footer. These white spaces are used to visually separate these areas, ensuring the independence of the navigation bar, the content area and footer. These white spaces avoid the overlapping of their contents and guide the user to scroll downward. Additionally, these white spaces make navigation bar and footer more recognizable.



## 7.1.1 Home page



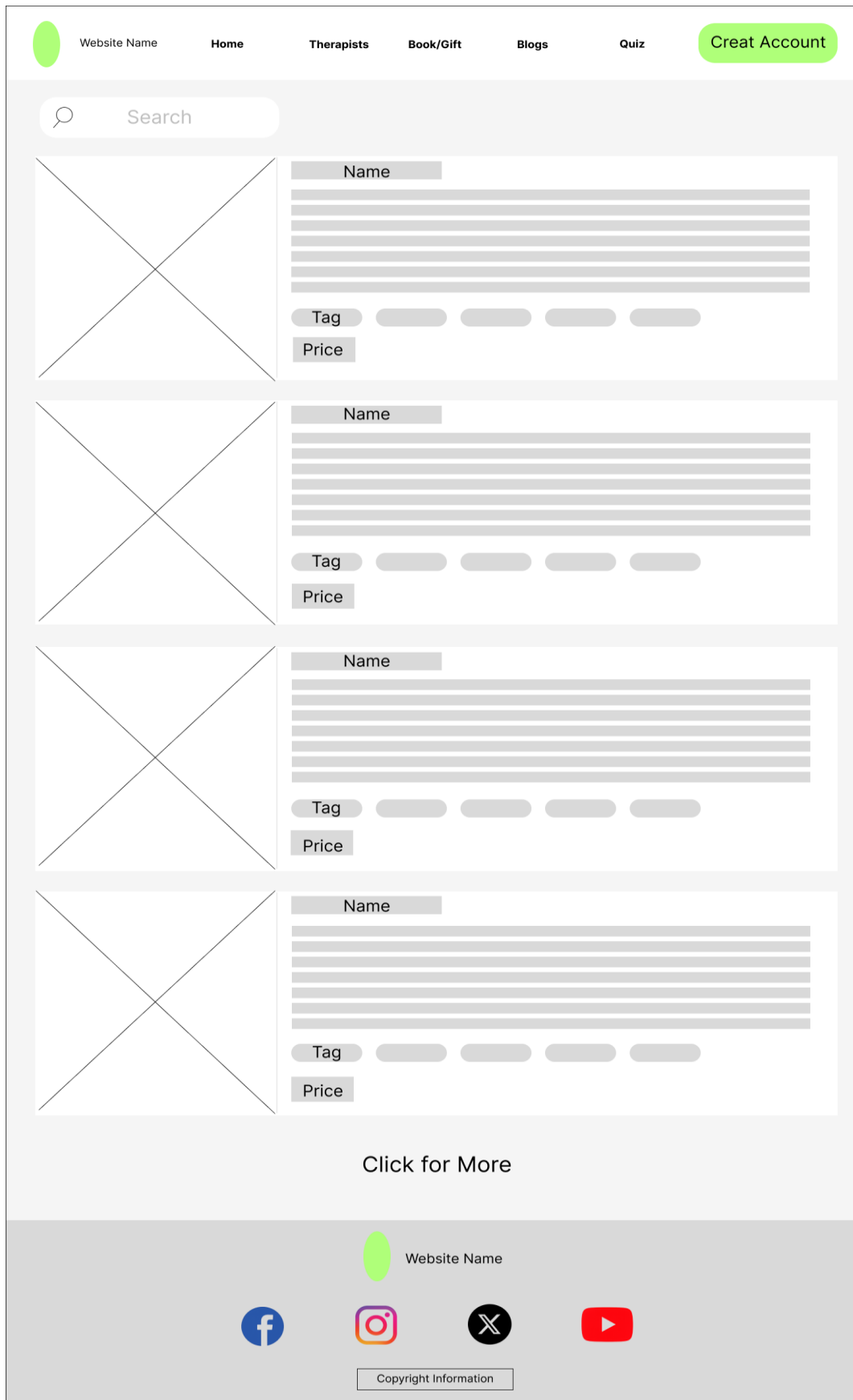
### Active White Space:

- Space around each button (round rectangle) and content block (big white rectangle with cross inside).  
They serve to emphasize those buttons and content blocks.
- White space between content blocks.  
For separating each block, Space avoids content overlapping, making it easier for users to view one by one

### Passive White Space

- Space between titles and texts/content block.  
Created by natural alignment of content and default spacing of elements, enhancing readability of long texts to prevent visual fatigue
- Space between each line of the text  
Improve readability.

## 7.1.2 Therapists




### Active White Space

- Space between counsellor avatar (white square with cross) and content block  
Separate these two sections and avoid content overlapping.
- Space between each counsellor card (below counsellor features options card).  
Make each card independent and easy to choose.
- Blank margin on both edges of the page  
Help users concentrate on content area
- Space around “Click for more”  
Guide users to notice the hyperlink

### Passive White Space

- Space between the title and the text within each card, spaces between lines of text  
Improve readability.
- Spaces between tag blocks (the grey rectangles in the penultimate row of each counsellor card)  
Natural margin, improve readability.

## 7.1.3 Specific Therapist



Website Name

Home

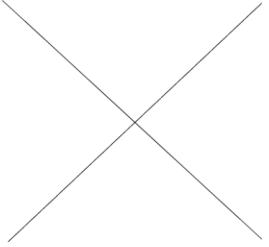
Therapists

Book/Gift

Blogs

Quiz

Create Account



Name

Consulting Hours

Consulting Modalities

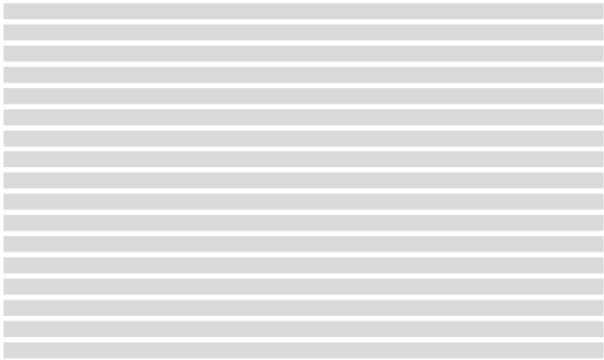
Price

Language


Edit


This button is only visible for therapist

Introduction







Credentials





Website Name



Copyright Information


### Active White Space

- Space between counsellor avatar and content block  
Separate these two sections and avoid content overlapping.
- Space around “Edit” button  
Emphasize the button
- Space between Introduction block and Credentials block  
Avoid content overlapping and separate the two blocks

### Passive White Space

- Space between contents beside avatar  
Natural blank. Improve readability.
- Spaces between text lines within introduction and credential blocks
- Natural blank. Improve readability.

## 7.1.4 Book Session



Website Name

Home


Therapists

Book/Gift


Blogs

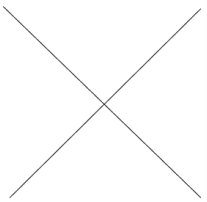
Quiz

Creat Account

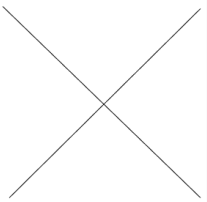


Search

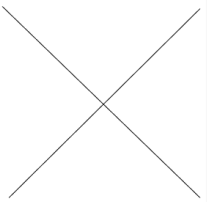





Counsellor Name  
Price



Counsellor Name  
Price



Counsellor Name  
Price




Time Slot


Amount: 


Pay


Gift




Website Name









Copyright Information

### Active white space


- Spaces around search bar  
Emphasize the search bar, guide user to notice it
- Space between search bar and counsellor cards area  
Guiding users to scroll downward, separating two areas
- Space between each counsellor card and beside two arrows  
Emphasizing clickable options
- Space between counsellor cards and Time Slot block  
Guiding users to scroll downward, separating two areas
- Space between textbox and time slot options  
Guiding users to scroll downward, separating two areas
- Space around Pay and Gift button  
Emphasize those two buttons

### Passive White Space

- Space between “Counsellor” and “Price”  
Natural blank. Improve readability.
- Space between time slot options  
Avoid visual crowd



## 7.1.5 Quiz (Self-Assessment)

 Website Name

Home

Therapists

Book/Gift

Blogs

Quiz

Creat Account

Question

Agree ☐ ☐ ☐ ☐ ☐ Disagree

Question

Agree ☐ ☐ ☐ ☐ ☐ Disagree

Question

Agree ☐ ☐ ☐ ☐ ☐ Disagree

Question

Agree ☐ ☐ ☐ ☐ ☐ Disagree


Question





Agree ☐ ☐ ☐ ☐ ☐ Disagree

Question

Agree ☐ ☐ ☐ ☐ ☐ Disagree

Submit

 Website Name



Copyright Information

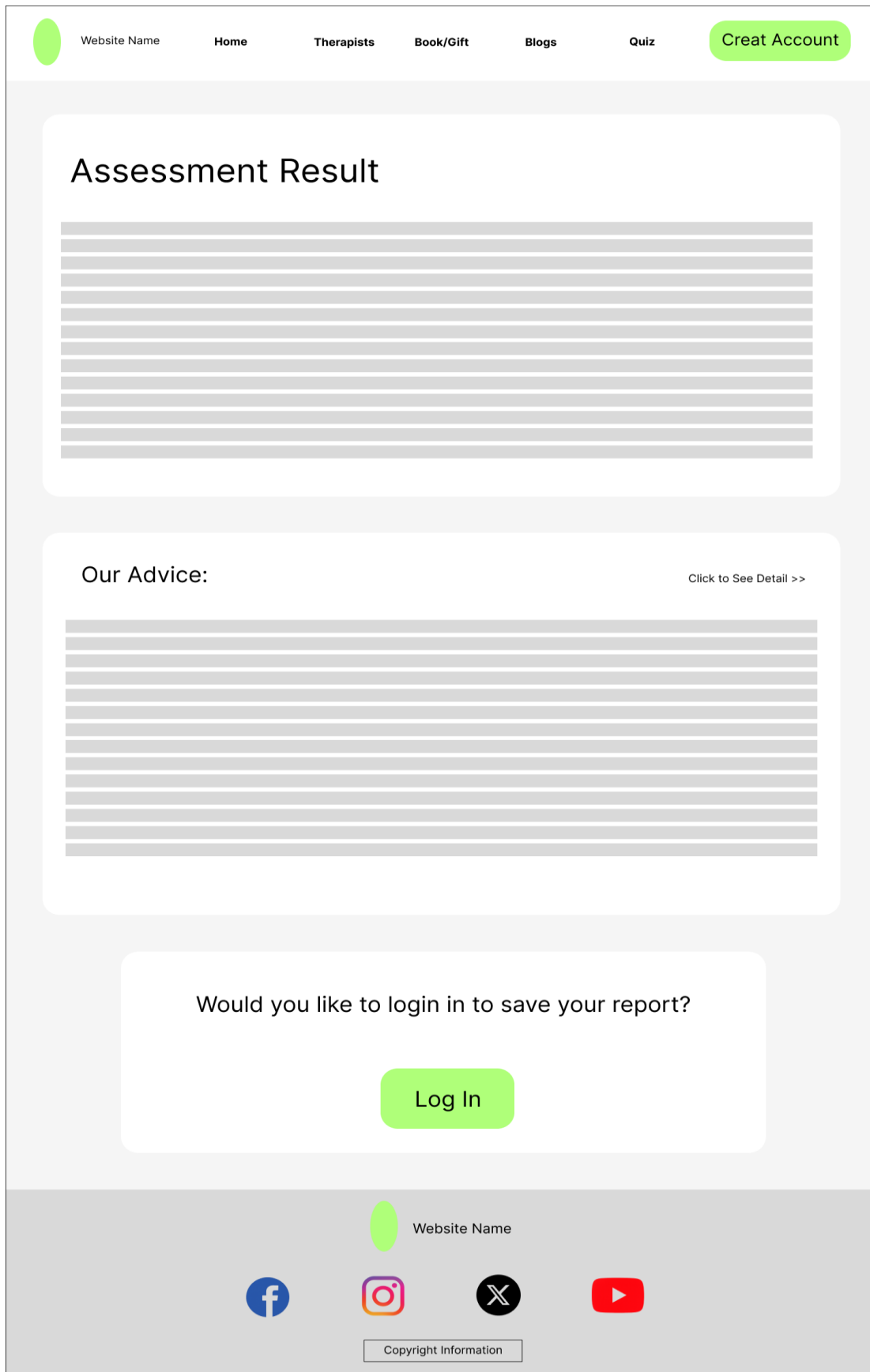
### Active White Space

- Space between each question  
Make each question become an individual block, avoiding content overlapping
- Space between “Agree” and “Disagree”  
Visual guidance, emphasizing that the scale is a continuous choice to enhance mental coherence
- Space around “Submit” button  
Emphasize the button, guide users to click it
- Blank margin around the questions area  
Help users concentrate on content area

### Passive White Space

- Space between each circle option  
Natural blank. Improve readability.

## 7.1.6 Quiz Result



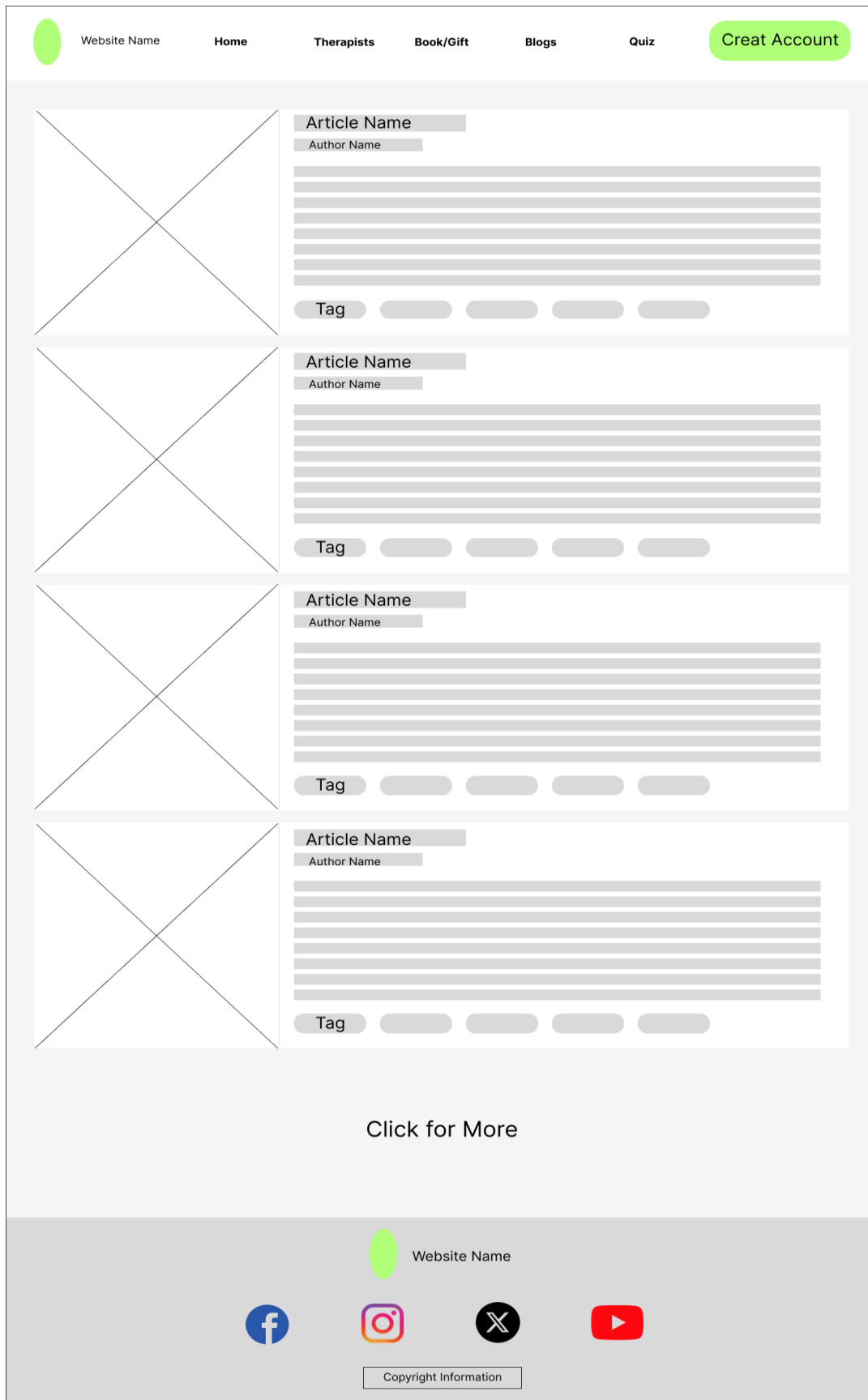
### Active White Space

- Space between each block contents  
Avoiding content overlapping
- Space around “Log In” button  
Emphasize the button, guide users to click it
- Blank margin around content blocks  
Help users concentrate on content area

### Passive White Space

- Space between each line of text  
Natural blank. Improve readability.

## 7.1.7 Blogs



### Active White Space

- Space between each blog card (below counsellor features options card).  
Make each card independent and easy to choose.
- Blank margin on both edges of the page  
Help users concentrate on content area
- Space around “Click for more”  
Guide users to notice the button

### Passive White Space

- Space between counsellor picture block (white square with cross)  
Separate these two sections and avoid content overlapping.
- Space between the title and the text within each card, spaces between lines of text  
Natural blank. Improve readability.
- Spaces between tag blocks (the grey rectangles in the penultimate row of each counsellor card)  
Natural margin, improve readability.

## 7.1.8 Specific Blog



### Active White Space


- Space between navigation bar and blog cards  
Make navigation bar more recognizable
- Space between the article text block and article author details  
Acts as a visual buffer, while clearly separating the body text and author information two content blocks
- Space between author details block and footer  
Make the footer more recognizable, avoiding visual fatigue
- Blank margin on both edges of the page  
Help users concentrate on content area

### Passive White Space

- Space between article name, author name and each line of the text  
Improve readability



## 7.1.9 Log In / Sign Up

 Website Name

### Log In

Do not have a account? [Sign Up](#)


Email


Password

Log In

[Forget Password](#)

OR

Google

Facebook

### Active White Space

- Space around the main content (white) block  
Help user to focus on the main content block in the middle
- Space between logo and main content block  
Help user to concentrate on the main content block
- Space between email textbox and password textbox  
Avoid visual crowding, guiding users to fill blank one by one
- Space between Login button and textbox  
Separate two different areas, emphasizing the login button
- Space between login button and Forget Password  
Separate two areas, avoiding visual overlapping
- Space around OR  
Guide users to notice there are two other options for login/sign up
- Space between Google and Facebook  
Separate two buttons, avoiding overlapping

### Passive White Space

- Text padding within the textbox and buttons  
Natural blank set by browser, making the text clear and avoid overlapping with the border

## 7.2 Smooth Transition & Unified Design

### 7.2.1 Unified Design

In this website, a unified design will be achieved in three aspects: Color Scheme, Font Specification and Component Styling.

Firstly, the color will be used for all pages are the same: White (#FFFFFF), Slate Blue (#001e2b), Forest Green (#00684a) and Spring Green (00ed64).

Secondly, this website uses the Merriweather font for headings and the Geist Sans font for everything else to improve readability and avoid confusion caused by inconsistent fonts.

Lastly, all components of the same type are identical in shape, for example, all the buttons have 15px padding on the Y-axis, 30px padding on the X-axis and a 30px border radius.

### 7.2.2 Smooth Transition

The general layout of each page is consistent by placing the same navigation bar and footer on each page, reducing the feeling of disorientation for the user.

Additionally, this website contains add fade-in/fade-out effect of page transition, which make the transition smoother.

## 8.0 Accessibility

Accessibility in websites has gained great importance. It is important for websites to be accessible to all types of users, even those with disabilities of any kind. This allows people with disabilities to have access to the same kind of information that is available to everyone else (Seibert, 2023).

The users will be able to access this website on various types of devices. This includes:

- Mobile devices – such as smartphones, tablets and iPads with its respective operating system, for example, Android and IOS.
- Desktops and laptops – such as personal computers operating on Windows and macOS operating systems.

## 8.1 Design Considerations

- Responsive Design – ensures that the website is displayed in a user-friendly manner across different types of screens (Boehm, 2024) This website will use responsive design in order to reduce the need to scroll horizontally. In addition, the main advantage of building a website that has a responsive design is to ensure that the website loads quickly and without and distortion. This will ensure that the users do not have to manually resize the content in order to view it (Arsenault, 2017).
- Smooth transitions – This website will ensure that transitions are kept smooth, and this will be achieved through maintaining consistent design elements and keeping the navigation elements uniform across all the pages. It will also ensure that users do not feel being lost on a website. While transitions allow for smooth navigation within the website, it is important to ensure that transitions being used are compatible with screen readers. Avoiding the use of distracting effects is another factor to consider while implementing transitions in a web page as these effects to be disorienting for sensory sensitive users (Developer, 2024).
- Keyboard-accessible navigation – users who have difficulty or are unable to access the mouse or the trackpad may need equipment's such as ergonomic keyboard in order to navigate through the website (Osman, 2025). To add on, users with physical disability are generally relying on other input methods such as keyboards, thus, it is important to ensure that elements such as buttons and menus are accessible just through keyboard interactions. In doing so, this website will be made more user – friendly for people with physical disabilities (Halpin, 2025).
- Usage of alt text – As part of its design consideration, this website will also make use of alternative text in non-text content such as images and logo. Non

text content is not processed properly with screen readers, thus, using alternative (alt) text with such content will help users in visual disabilities to understand the content being processed by the screen reader (Osman, 2025).

- Usage of Active White Space – This website will use active white spaces as part of its design considerations. Active white space is a white space used deliberately when designing websites. Using active white space ensures that the content being displayed is pleasing to the eye while improving text legibility at the same time (Timmers, 2024).
- Calm colour pallet – This website makes use of calming colours such white as the primary colour and shades of green as the secondary colour. The website uses white as its primary colour. The colour white creates a sense of purity and simplicity amongst the site visitors, and this will bring about a sense of clarity in relation to the information being portrayed (Counsel, 2024). In addition to this, the website also uses colour green as its secondary colour. The colour green has been found to bring to mind feelings of hope, renewal and harmony. It helps users going through mental disturbance by providing them with feelings of peace and togetherness (Asher, 2023).
- Simple booking procedure – This website implements a simple booking procedure whereby the user needs to click only three buttons to create a booking. This prevents users from mentally breaking down during the booking procedure. The simple booking procedure also contributes to the keep it simple, stupid (KISS) principle. The KISS principle means that a website design is as simple as possible in order to avoid complexity (What Is Keep It Simple, Stupid (KISS)? 2024). This guarantees high levels of user interaction on the website as this website aims to assist people who are facing mental challenges. Hence, the simple booking procedure ensures that users can book a session without facing much complexity.
- Performance – This website uses optimization techniques such as asset compression and lazy loading to achieve minimum load times. This prevents users from getting frustrated and making rash decisions. GeeksforGeeks, 2024 also states that performance optimization ensures that websites load quickly in order to deliver a smooth user experience (UX). In doing this, the website will also maintain high traffic.

## 9.0 Domain & Hosting

### 9.1 Domain Name Registration

Registering a custom domain name is one of the most important parts of designing and developing a website. Domains promotes branding and helps establish a professional online presence. A domain can be purchased through a domain registrar, based on a yearly payment model. Free domain names and secure socket layer (SSL) certificates will not be taken into consideration. This is because free domains will hurt company branding and free SSL certificates lack proof of site ownership (Namecheap, 2025). Since Best Health will deal with sensitive user data and operate at a large scale, only premium services will be discussed, to mitigate potential risks.

#### 9.1.1 Local Domain Registration

In the case for Best Health, if the company decides to focus on Fiji as its primary target, [www.besthealth.com.fj](http://www.besthealth.com.fj) would be the best option. This domain can be purchased from [FJ Domain registry Services](#) at \$100.00 FJD, followed by \$60.00FJD annually. FJ Domain registry Services is a self-service portal offered by the University of the South Pacific, which also oversees the underlying systems and infrastructure (Finau et al., 2021). FJ Domain Registry Services does not offer any SSL certificates and business E-mail. A separate SSL certificate can be purchased from SSL.com for \$37.00 / year (SSL Corp, 2025). Along with this, Google Workspace can be used to create business E-mails for \$13.00 USD / month (Google Workspace, 2025).

The screenshot displays the 'Review & Checkout' page of the FJ Domain Registry Services. The page is divided into a left sidebar with a menu (Home, Announcements, Contact Us) and a main content area. The main content area shows a table with the following items:

Product/Options	Price/Cycle
Domain Registration <a href="#">Edit</a> <a href="#">besthealth.com.fj</a>	\$100.00FJD 1 Year - Renewal \$60.00/yr

Below the table, there is a button labeled 'Empty Cart'. To the right, the 'Order Summary' section shows:

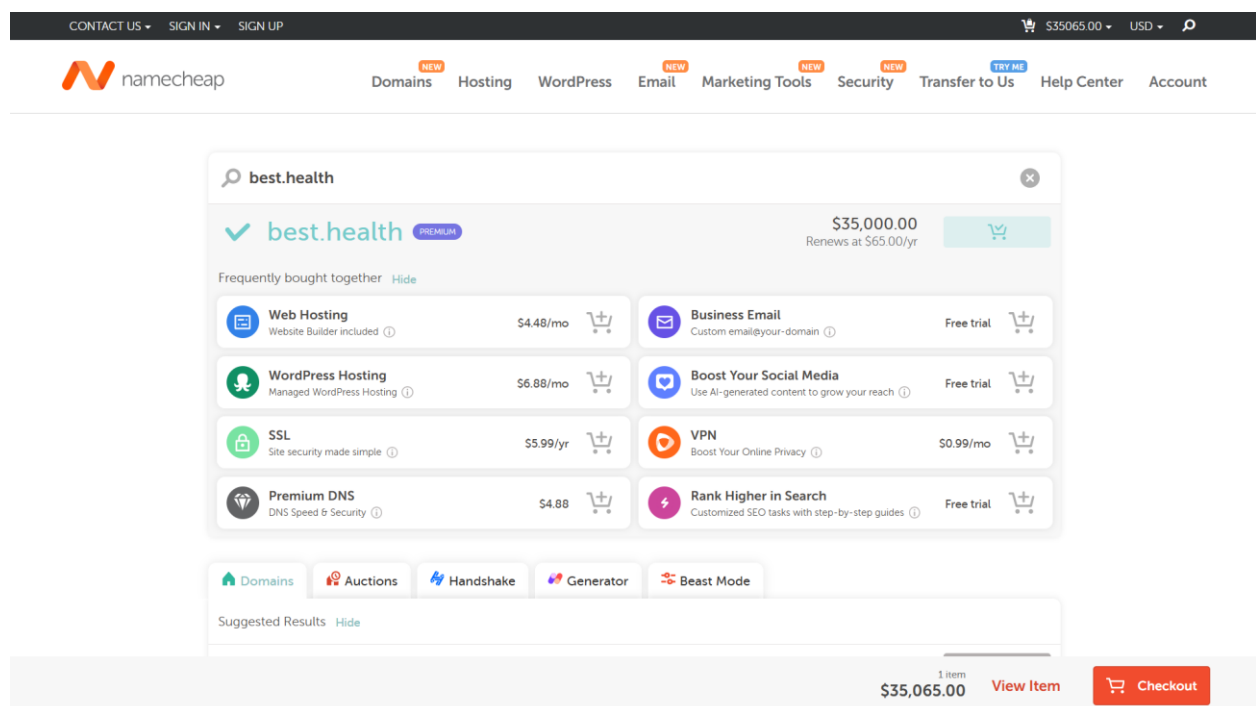
Subtotal: \$100.00FJD  
Totals: \$60.00FJD Annually  
**\$100.00FJD**  
Total Due Today  
[Checkout →](#)  
[Continue Shopping](#)

At the bottom of the main content area, there is a section for applying a promo code, including a text input field and a 'Validate Code' button.

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## 9.1.2 International Domain Registration

On the other hand, if Best Health decides to target an international audience, a great option would be [www.best.health](http://www.best.health). There are various international domain registrars such as GoDaddy and Name.com that offer the .health top level domain. Among these, an affordable option is Namecheap, which offers the domain for \$35,000.00 USD, followed by \$65.00 USD annually. Namecheap also offers secure socket layer certificates for \$6.00 USD / year plan, along with a free business email trial which can be upgraded to the \$4.00 USD / year. The paid version of the email services includes 75GB storage for emails across 5 mailboxes (Namecheap, 2025). This combination would be perfect for Best Health as it will allow their website to be served over HTTPS, and allow them to have 5 custom emails, for instance, [contact@best.health](mailto:contact@best.health) and [booking@best.health](mailto:booking@best.health).



## 9.1.3 Free Domain Registration

For the purposes of this assignment, the Best Health website will be using a free domain name offered by Vercel due to budget constraints. Vercel offers a .vercel.app domain on all deployments made on the platform (Vercel, 2025). The website will be available at <https://best-health.vercel.app>. The free domain offered by Vercel comes with a free SSL certificate and basic web analytics (performance and traffic metrics). The main disadvantage of this approach is that the domain will include the name of the company providing the free domain (in this case, Vercel), which hurts the clients branding.

## 9.2 Website Hosting

After the website has been built and the domain has been purchased, the last stage would be to host the website and make it accessible to everyone via the internet. Best Health will also require a database server to store information such as therapist profiles and session booking. Depending on the company's needs, there are multiple hosting solutions available.

### 9.2.1 Managed Hosting

If Best Health prefers not to worry about any server maintenance, they can opt for a managed solution like Vercel or Netlify. These are popular Platform as a Service candidates that let companies host their websites with minimal setup and configuration. Both these platforms offer a \$20.00 USD / month plan on their pro tier (Netlify, 2025), with features such distributed denial of service attack mitigation and advanced web application firewall protection.

**Free & Starter**  
Single-member plans for personal projects, prototypes, or getting started.

**Free** or \$0 / month and pay as you go

**Start for free**

**Highlighted features:**

- ✓ Single member seat
- ✓ Global edge network
- ✓ Live site previews with collaboration UI
- ✓ 100GB bandwidth
- ✓ 300 build minutes
- ✓ Instant rollbacks

**Pro**  
Team collaboration for professional web projects.

**\$19** per member / month

**Buy now**

**Everything in Starter, plus:**

- ✓ Background functions
- ✓ Password-protected sites
- ✓ 1TB bandwidth
- ✓ 25,000 build minutes
- ✓ Team audit logs with 7-day history
- ✓ Shared environment variables

**Enterprise**  
Control, compliance, and support for large scale organizations

**Custom**

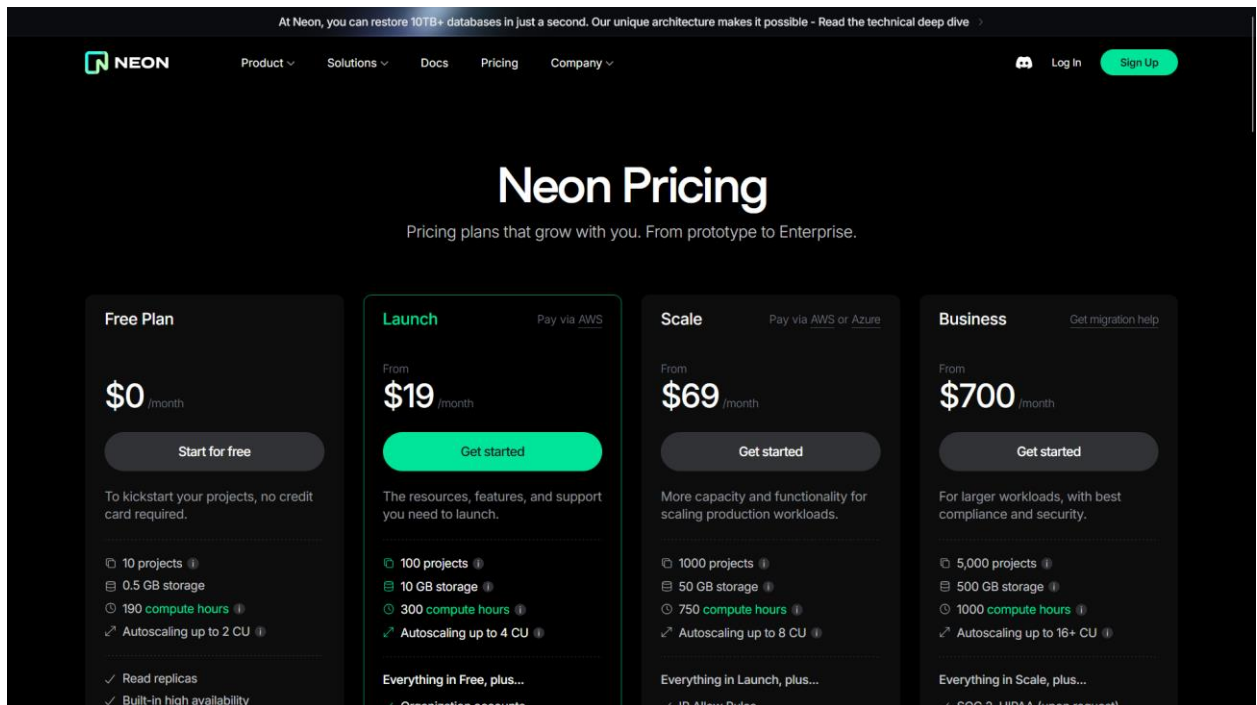
**Contact Sales**

**Everything in Pro, plus:**

- ✓ Secrets controller
- ✓ Security features
- ✓ Org-level SSO and SCIM
- ✓ Organization management
- ✓ Custom billing
- ✓ New sites from ora-wide themes and

Since these platforms do not specialize in database servers, Best Health will need to resort to a Database as a Service platform such as Neon. This service offers managed PostgreSQL servers for a starting price of \$19.00 USD / month, which can be upgraded to a \$69.00 USD / month plan as the company's data needs grow (Neon, 2025).





## 9.2.2 Cloud Hosting

Alternatively, if Best Health wishes to manage everything themselves, they can go for an Infrastructure as a Service model. This allows the company to set up their own virtual private servers on enterprise cloud providers such as Amazon Web Services, Google Cloud Platform and Digital Ocean. This approach would also require configurations of related cloud components such as virtual cloud network, egress/ingress rules and storage. Pricing tends to be tricky for such a platform due to hidden costs and complicated pricing models. For example, if Best Health's average traffic can be run on a machine with 8GB RAM and 2 vCPUs, then it would cost \$63.00 USD / month (DigitalOcean, 2025). To make the most use of this approach, the company would benefit from having a cloud solutions architect on their team.

← Back to overview

- Basic
- CPU-Optimized
- General Purpose
- Memory-Optimized
- Storage-Optimized
- Additional product pricing
- FAQ

## General Purpose Droplets

General Purpose Droplets have a balanced ratio of memory to dedicated CPU, suitable for a wide variety of production workloads. They're best for general purpose workloads that require dedicated computer power. The Premium variant of General Purpose Droplets also provides up to 10Gbps outbound network speeds and NVMe SSDs.

CPU Options Regular Premium Intel

Memory	vCPU	Transfer	SSD Variant	SSD	\$/hr	\$/mo	
8 GiB	2 vCPUs	4,000 GiB	1x	25 GiB	\$0.09375	\$63.00	→
16 GiB	4 vCPUs	5,000 GiB	1x	50 GiB	\$0.18750	\$126.00	→
32 GiB	8 vCPUs	6,000 GiB	1x	100 GiB	\$0.37500	\$252.00	→
64 GiB	16 vCPUs	7,000 GiB	1x	200 GiB	\$0.75000	\$504.00	→
128 GiB	32 vCPUs	8,000 GiB	1x	400 GiB	\$1.50000	\$1,008.00	→
160 GiB	40 vCPUs	9,000 GiB	1x	500 GiB	\$1.87500	\$1,260.00	→

Most IaaS platforms have their own database service offering. In the case of Digital Ocean, Best Health can make use of their PostgreSQL service. A single node server with 4GB RAM, 2 vCPUs and 60 GB storage will cost \$60.00 USD / month (DigitalOcean, 2025). This will suffice for the compays initial stages and will require an upgrade later on.

← Back to overview

- MongoDB
- Kafka
- MySQL
- PostgreSQL
- Caching
- OpenSearch
- FAQ

## PostgreSQL

PostgreSQL is an open source, object-relational database built with a focus on extensibility, data integrity, and speed. Its concurrency support makes it fully ACID compliant, and it supports dynamic loading and catalog-driven operations to let users customize its data types, functions, and more.

CPU Options Basic Regular Basic Premium Intel Basic Premium AMD General Purpose Storage Optimized

Additional Nodes 0 1 2

Memory	vCPUs	Disk	\$/hr	\$/mo	
1 GiB	1 vCPU	10 GiB	\$0.02254	\$15.15	→
2 GiB	1 vCPU	30 GiB	\$0.04531	\$30.45	→
4 GiB	2 vCPUs	60 GiB	\$0.09063	\$60.90	→
8 GiB	4 vCPUs	140 GiB	\$0.18170	\$122.10	→
16 GiB	6 vCPUs	290 GiB	\$0.36362	\$244.35	→


### **9.2.3 Self Hosting**

Finally, if Best Health is concerned with leaving their data with third parties, they can go for a self-hosted model whereby the compute, storage and networking infrastructure will reside in house. This is also referred to as a bare-metal deployment. This option is the hardest to configure and maintain but offers the company full control over their data. The initial setup price for this setup will be very high as the company will need to acquire various computing hardware and software. An office-friendly tower server with a base configuration of 8 GB RAM and 8 cores will cost around \$3,000.00 USD (Dell USA, 2025). For the database server, Best Health could either buy a separate tower server and run a database on that or use virtualization and containerization technology to run a database server on the same tower that will host the website. These would be just the beginning of the initial costs, which will transition into maintenance costs after the initial setup.

### **9.9 Free Hosting**

For the purposes of this assignment, the Best Health website will be hosted on Vercel (free tier). It is a serverless platform that allows static sites to be hosted very easily. A core feature of this platform is automatic CI/CD. This means if the codebase lives on a remote git repository (like GitHub), Vercel will automatically deploy the site every time a change is made to the source code. The free tier also offers 100 GB /month bandwidth and image caching.

# 10.0 Static Home Page

HomeTherapistsGiftingQuizBlogs[Create Account](#)


## Prioritize Your Well-Being Embrace Your Journey

Your mental wellness is important. We offer the support, tools, and resources you need to feel better and live more fully. Join our community and start your journey to well-being today.

[Book Session](#)[View Therapists](#)

## What We Offer


We provide professional support, a safe space to talk, and tools to help you take charge of your well-being.



### Therapy Sessions

Private sessions with licensed therapists to discuss emotions, challenges, and personal growth.


[Book Session](#)



### Session Gifting

Gift a therapy session to support a loved one's emotional well-being and mental health.

[Gift Session](#)



### Self Assessment

Assess your mental well-being, identify stress levels, and discover areas for personal growth.

[Take Quiz](#)

## Join Best Health Today

Investing in your mental health is the most important investment you'll ever make.

[Get Started](#)

## Join Best Health Today

Investing in your mental health is the most important investment you'll ever make.

Get Started

## Helpful Resources

You're not alone. These resources are here to offer guidance, comfort, and support whenever you need them.



## Mental Health Hotlines

These resources are available 24/7 for immediate support during crisis situations.

Organization	Service	Phone Number
National Suicide Prevention Lifeline	Crisis intervention and suicide prevention	9999991
Campus Wellness Connect	Specialized support for depressed and anxious university students	9999992
Student Minds Helpline	Peer support and resources for students experiencing depression	9999993
Workplace Balance Line	Support for adults dealing with work-related stress and burnout	9999994
Career Wellness Alliance	Counseling for professionals experiencing workplace anxiety	9999995

Mental Health Crisis Hotlines Directory



[Facebook](#) [Instagram](#) [Twitter](#) [YouTube](#)

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# Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

## Showing results for bse-web-devs.html

Checker Input

Show ☐ source ☐ outline ☐ image report Options...

Check by 

file upload ▾

Browse...

 bse-web-devs.html

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Check

**Document checking completed. No errors or warnings to show.**

Used the HTML parser.

Total execution time 5 milliseconds.

[About this checker](#) • [Report an issue](#) • Version: 25.3.6

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