



## Unit: Designing and Developing a Website

### Assignment title: Standing Desks Ltd

Spring 2024 – Winter 2024

#### Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** read the NCC Education document *Academic Misconduct Policy* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Students must **not** use templates that they have not designed or created in the website assessment. This includes website building applications, free HTML5 website templates, or any software that is available to them to help with the assessment. Students must create their own HTML pages including CSS files and ideally, they will do this through using Notepad or a similar text editor.

## Introduction

Standing Desks Ltd has been recently set up and is conscious of the health benefits to users. It is looking for an online e-commerce website to help it promote the rising desks and the health benefits to users.

## Scenario

The Standing Desk Company (SDC) has approached you and asked you to help them develop a website where they can share information on the different equipment that they have available and sell the health benefits to the users. There will be a Contact Us section on the form for customers to ask for further information. The website should be visual and viewable on different devices.

The Standing Desk Company (SDC) has the following basic requirements for the contents of the website which must be mobile friendly and include responsive image and text size:

- **Home Page:**
  - This page will introduce customers to the special offers that are available and should include relevant images of the standing desks and some of the health benefits.
  - The text should be appropriate, and visuals should be used to break up the written content.
  - This page should include a navigation bar (with drop down features), including multimedia elements, header, sections, and footer.
  - Modal popup window that is displayed on top of the current page which provides a “hello” message.
- **Rising Desks:** Examples of the different rising desks that are available e.g., those for laptops on desks or those that are floor standing.
- **Contact Us Page:** This page should have with responsive contact section including first name, last name, and submit button (through email)
- **Health Benefits page:** This page should give the customers information on the health benefits of using the desks.
- **Basket:** Page created which allows the customers to add products to their basket.

At the initial stage of the development process, you are required to make an HTML/CSS prototype of the website that will clearly show SDC how the final website could work.

Content hasn't been provided. Familiarise yourself with possible types of content by choosing an appropriate organisation (by using web resources) to help you understand the context in which the company operates. However, do not limit yourself to web-based sources of information. You should also use academic, industry and other sources. Suitable content for your *prototype* can be found on the web e.g. images. Use Creative Commons (<http://search.creativecommons.org/>) or Wikimedia Commons ([http://commons.wikimedia.org/wiki/Main\\_Page](http://commons.wikimedia.org/wiki/Main_Page)) as a starting point to find content.

Remember the content you include in your site must be licensed for re-use. Do not spend excessive amounts of time researching and gathering content. The purpose is to provide a clear indication of how the final website could look and function. The client would provide the actual content at a later point if they are happy with the website you have proposed.

## Task 1– 25 Marks

### HTML

The website must be developed using HTML 5 **and** feature a minimum of FIVE (5) interlinked pages which can also be viewed on a mobile device. The website must feature the content described above **and** meet the following criteria:

- Research relevant content to inform the design of the website.
- Be usable in TWO (2) different web browsers including being optimised for mobile devices and responsive design. You should consult your tutor for guidance on the specific browsers and versions you should use.
- Include relevant images of standing desk equipment and the health benefits of using these that you have selected from your research including the use of headers, sections and footers.
- Home Page:
  - Text should be appropriate and visuals should be used to break up the written content.
  - This page should include a navigation bar (with drop down features), including multimedia elements, header, sections, and footer.
  - Responsive design and ONE (1) multimedia element
  - Header
  - Sections
  - Footer (including social media links)
- Rising Desks: Examples of different rising desks that are available e.g. those for laptops on desks or those that are floor standing including THREE (3) floating objects.
- Contact Us Page: This page should have responsive contact section including first name, last name, and submit button (through email).

- Health Benefits Page: with responsive design and embedding video and audio for multimedia experiences.
- Basket – Page created which allows the customers to add products to their basket.

## Task 2 – 25 Marks

### CSS

Create an external CSS file that specifies the design for the website. Each of the HTML pages must link to this CSS file. There should be no use of the style attribute **or** the <style> element in the website.

The boxes on the home page should include relevant elements such as a slideshow, responsive image grid, transparent overlay text, navigation bar, border radius, box-shadow, hover etc.

Include on-page animated text search to allow customers to search for different products.

## Task 3 – 15 Marks

### Test the website and write a test report

You must use the W3C validation service (<http://validator.w3.org/>) to check your HTML **and** CSS code. You should attempt to remove as many non-compliant features as possible. Make sure the *show source* is selected **and** save the output from this tool.

You must also test your website for accessibility using a relevant screen reader **and** note the findings from the testing. You should also describe how the site works for disabled users.

You must test your website on TWO (2) browsers and give a description of the differences between the browsers and the reasons for these.

Investigate the test discrepancies **and** identify and rectify their causes. Produce a summary outlining what you have found supported with screenshots to show the amendments you have made.

Write a short report assessing the suitability of your testing. Provide an evaluation of any outstanding problems and recommendations for how these could be fixed. Explain the role of the W3C.

The written part of your test should not exceed FIVE HUNDRED (500) words.

## Task 4 – 35 Marks

### Critical evaluation

Write a report of FIVE HUNDRED (500) words evaluating the website you have submitted:

- a) Discuss and evaluate the suitability of the tools, techniques and software used to develop the website.
- b) Evaluate how intuitive interfaces contribute to delivering an improved User Experience.
- c) Appraise TWO (2) accessibility features you have included in your forms.
- d) Recommend improvements for further development of the website in line with the business objectives for growth to increase the product's market share.

### Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

### Submission requirements

- A word-processed, printed document containing all the written components of the assignment (Tasks 3 and 4), signed, and dated by your tutor/lecturer.
- A copy of all the word-processed material (Tasks 3 and 4) together with the website (Tasks 1 and 2) on appropriate media (CD, USB flash drive, etc.). Ensure that the web pages can be viewed directly from the submitted media. Do not submit any server-side code; it is not required for this assignment.
- The word count for your report is **500 words** for tasks 3 and 4.

## Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education document *Academic Misconduct Policy* and ensured that you have acknowledged all the sources that you have used in your work? ☐

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.** ☐

Have you ensured that your work has not gone over or under the recommended word count by more than 10%? ☐

Have you ensured that your work does not contain viruses and can be run directly? ☐