**WSQ WordPress Website Creation Summative Assessment**

**Individual Project**

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| **Prepared By** | |
| **Name of Learner:** |  |
| **Signature** |  |
| **Date** |  |

**Instruction:**

**The Individual Project consists of THREE Parts. You must complete all tasks indicated in each part.**

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| **Enterprise Profile** | | | | |
| **Name of Enterprise** |  | **Type of Entity:** | SME/ Non-SME  *(\*Delete where applicable)* | |
| **Vision** |  | | | |
| **Mission** |  | | | |
| **Type of Business** | * Private Company * Public Company | **Type of Industry** | |  |
| **Customer Segment** | **eg. Health-conscious individuals / Students and educators. Demographics – eg. Age, Gender, Income, Occupation Psychographic – eg. Lifestyle, Beliefs Behavioral – eg. Regular Purchases/Brand Loyalty Geographic – eg. Region / Climate** | | | |
| **Products/Services** |  | | | |

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| **Part 1:** **WordPress Website Design Blueprint** | |
| **Identify the business and user requirements for your WordPress website project.** | |  |  | | --- | --- | | **Business Requirements** | **Description** | | **Purpose & Goal (of website)** | **Fill in based on your business: eg. e-commerce, portfolio, blogs** | | **Target audience** | **Fill in based on your business:  eg. Primary Audience, Demographics, Interests, Online behavior, Beliefs** | | **Content Management** | **Fill in based on your business: eg. User-friendly? frequent updates?** | | **Design & Branding** | **Fill in based on your business: eg. What Color Schemes, look & feel?** | | **Functionality & Features** | **Fill in based on your business: eg. Shopping cart, social media** | | **SEO & Marketing** | **Fill in based on your business:  eg. increase website traffic / lead generation / online sales build brand awareness? Or Others?** | | **Budget & Timeline** | **Fill in based on your business: eg. $?, Timeline?** | | **Maintenance & Support** | **Fill in based on your business: Web Maintenance / Technical Support?** |  |  |  | | --- | --- | | **User Requirements** | **Description** | | **User Experience (UX)** | **Fill in based on your business: eg. Mobile responsive, easy to navigate** | | **Content Relevance & Quality** | **Fill in based on your business:  eg. What types of contents? Engaging? Valuable contents / high quality images** | | **Performance & Speed** | **Fill in based on your business: eg. Fast loading speed?** | | **Accessibility** | **Fill in based on your business: eg. Easily readable fonts and colours, compliable with WCAG standards** | | **Security** | **Fill in based on your business: eg. Use plug-ins with security functions, secured transactions** | | **Interactivity & Engagement** | **Fill in based on your business: eg. Social media sharing, fresh contents?** | | **Feedback & Support** | **Fill in based on your business: eg. Live Chat, Feedback form?** | |
| **Define the purpose, target audience, and key features** | |  |  | | --- | --- | | **Purpose** | **Description** | | **Online presence and branding** | **Fill in based on your business: eg. Increase brand visibility?** | | **Sales and ecommerce** | **Fill in based on your business:  eg. To drive sales and conversions on website?** | | **Customer engagement  and support** | **Fill in based on your business: eg. To encourage positive feedback, reviews and testimonials from satisfied customers?** | | **Marketing & Promotion** | **Fill in based on your business: eg. Using the website as a tool for marketing products or services, and for sharing news, updates, and special offers.?** | | **Lead Generation** | **Fill in based on your business: eg. Capturing leads through contact forms, newsletters, and other calls to action?** |   **Target Audience: eg. Urban millennials aged 25-35 who prioritize organic and sustainable food choices and are willing to pay a premium for quality and ethical sourcing.**   |  |  | | --- | --- | | **Key features** | **Description** | | **Homepage** | **Brief of what is in this page:  *eg. The front page that introduces the business, its value proposition*** | | **About Us** | **Brief of what is in this page: eg. Provides background information about the business, its history** | | **Products/Services** | **Brief of what is in this page: eg. Detailed pages about the products or services offered, often with pricing, specifications, photos, or videos.** | | **Contact Information** | **Brief of what is in this page: eg. Essential details like physical address, phone number, email address, and a contact form** | | **Blog Posts** | **Brief of what is in this page: eg. Regularly updated content related to the business, industry news, tips, or educational material.** | | **Social Media Integration** | **Brief of what is in this page: eg. Links to social media profiles and features for sharing content directly from the website.** | |
| **Provide evidence of the research and review of the WordPress design standards, methods, and best practices.** | **Do some research on other websites. Screen grab 2 screenshots and paste it here.**  **Describe briefly on the website you have screen grab for and explain briefly on:  Design Standards – eg. Responsive Methods – eg. Use of theme  Best Practices – eg. Content Hierarchy whereby to Use a clear hierarchy in content layout, with headings and subheadings, User feedback, Cross-Browser Compatibility, Regular Maintenance** |
| **Provide at least three standards and methods that align with your project.** | **Standards**   |  |  | | --- | --- | | **Responsive design** | **eg. Describe. Ensure the website is mobile-friendly and looks good on all devices?** | | **Consistent Branding** | **eg. Describe. Use colors, fonts & layouts that align with the business's brand identity.** | | **Image optimization** | **eg. Describe. Use high-quality images but optimize them for fast loading.** | | **Minimalism** | **eg. Describe. Minimalism: A clean, uncluttered design can improve user experience  and load times.** | | **Readability** | **eg. Describe. Choose fonts and sizes that are easy to read.** |     **Methods**   |  |  | | --- | --- | | **Use of themes** | **eg. Choose a reliable, well-coded theme that suits your design needs?** | | **Page builder** | **eg. Tools like Elementor, Beaver Builder, or Divi can be used for drag-and-drop design customization?** | | **Custom CSS** | **eg. Use custom CSS for more control over the design?** | | **Widget-Ready Areas** | **eg. Utilize widgets and widget-ready areas for flexible design elements such as search, map, contact form?** | |
| **Choose and recommend appropriate design tools, themes, and plugins for your WordPress website project.** | **Design Tool – eg. Canva, Adobe Creative Suite, Sketch?**  **Design Theme & Colour – eg. Minimalist, Flat, Material, Vintage, Modern, Illustrative, Typo-Driven etc.?**  **Plugins – eg. Click to Chat, Yoast SEO, UpdraftPlus, Wordfence Security, Popups for Divi, WPforms?** |
| **Explain your selections and how they align with the organisation's practice and design principles.** | **Design Tool – eg. Explain WHY you choose this based on question above.**  **Design Theme & Colour - eg. Explain WHY you choose this based on question above.**  **Plugins – eg. Explain WHY you choose each of these plugins based on question above.** |
| **Develop a WordPress website design blueprint that outlines the structure, layout, and key components of your website. Include details about the chosen theme and plugins.** | **Structure**  **Eg. Home, About, Products, Contact, Blog**  **Homepage - eg. Includes logo, navigation menu, and contact information.**  **About Us - eg. Detailed company background, Team member profiles, Mission and vision statements.**  **Services/Products - eg. Individual pages for each service or product, Detailed descriptions, pricing, and images or videos.**  **Blog - eg. Regularly updated articles or news, Comment section for user engagement.**  **Contact Page - eg. Contact form using WPForms, Google Maps, Contact details and operational hours.**    **Layout & Design**  **Theme - eg. Divi theme for a flexible and customizable layout.**  **Color Scheme - eg. Align with brand colors such as ? Ensure good contrast for readability.**  **Typography - eg. What type of Typography? Is it Consistent and web-friendly fonts?**  **Responsive Design - eg. Ensure the website is mobile-friendly?**  **Accessibility - eg. Follow WCAG guidelines for accessibility.**  **Key Components**  **Navigation – eg. Is it intuitive or easy to find ?**  **Content – eg. Is it Engaging & High Quality Content**  **Call to Action – eg. What is your call to action? Prominent, Subscribe, Sign Up?**  **SEO – Yoast SEO for on-page Optimization**  **Social Media Integration – Link to Social Media Profiles**  **Click to Chat – Why use click to chat?** |

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| **Part 2: WordPress Theme Customisation and Digital Marketing Integration** | |
| **Customise a WordPress theme to align with your project requirements. Modify the theme's appearance, layout, and typography. Document your changes.** | 1. **Screen Grab Homepage** 2. **Screen Grab of Proof of Customizing of Theme (Homepage)** |
| **Select and configure plugins that support digital marketing efforts. This could include SEO, social media integration, and contact forms.** | **Click to Chat**  **Contact Form** |

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| **Part 3:** **Design documentation for the WordPress Website Project** | |
| **Prepare a simple a design documentation for the WordPress website project that includes:** | |
| 1. **Overview of the design concept and objectives.** | **Design Concept**  **Theme – Describe**  **Colour Scheme – Describe**  **Typography - Describe**  **Imagery – Describe**  **Design Objectives**  **Engagement – Describe why important?**  **Usability – Describe why important?**  **Brand Representation – Describe why important?**  **SEO Optimization – Describe why important?** |
| 1. **Detailed functional specifications, including a description of features and user interactions.** | **Home - Describe what is on this page? Eg. Slider, featured section**  **About - Describe what is on this page? Eg. About Us, Brand Story**  **Blog - Describe what is on this page? Eg. Articles**  **Contact Form - eg. Allow users to send enquiries**  **Gallery - Describe what is on this page? Showcase images or products?**  **Call Integration - eg. Allow customers to connect immediately** |
| 1. **Recommendations for WordPress standards, methods, and tools.** | **Themes – eg. Use reputable, well-supported themes**  **Call/Message – eg. Why use Click to Chat ?**  **Security – eg. Implement security best practices, including regular update and backups; using Wordfence**  **SEO – Why Use Yoast SEO? for optimizing content?**  **Backup – eg. UPdraft for backups** |
| 1. **A wireframe or flowchart illustrating the website's structure.** | **Create your flowchart here. Example below. Kindly delete this flowchart after pasting your own flowchart. . A black background with text** |
| 1. **A breakdown of trade-offs and their implications.** | |  |  | | --- | --- | | **Comparison** | **How to achieve balance** | |  |  | |  |  | |  |  | |