**WSQ WordPress Website Creation Summative Assessment**

**Individual Project**

| **Prepared By** | |
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| **Signature** | **BW** |
| **Date** | **18/5/2024** |

**Instruction:**

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

| **Enterprise Profile** | | | | |
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| **Name of Enterprise** | **ASK Tuition** | **Type of Entity:** | SME/ ~~Non-SME~~  *(\*Delete where applicable)* | |
| **Vision** | To be a leading tuition center known for innovative teaching methods, exceptional results, and nurturing confident, well-rounded individuals. | | | |
| **Mission** | To empower students with personalized, high-quality education, fostering academic excellence and a lifelong love of learning. | | | |
| **Type of Business** | * Private Company * ~~Public Company~~ | **Type of Industry** | | Education |
| **Customer Segment** | Parents with children who are current students (Primary/ Secondary) in Singapore local schools | | | |
| **Products/Services** | Products  Assessment books  Services  Tuition classes | | | |

| **Part 1:** **WordPress Website Design Blueprint** | |
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| **Identify the business and user requirements for your WordPress website project.** | | **Business Requirements** | **Description** | | --- | --- | | **Purpose & Goal (of website)** | Online presence, e-commerce | | **Target audience** | Parents with children who are current students (Primary/ Secondary) in Singapore local schools | | **Content Management** | Frequent content updates via blog, user-friendly interface | | **Design & Branding** | Formal theme, subtle colors | | **Functionality & Features** | Shopping cart | | **SEO & Marketing** | Increase website traffic, lead generation, online sales, build brand awareness | | **Budget & Timeline** | $2k, 4 months | | **Maintenance & Support** | Hosting Provider support |  | **User Requirements** | **Description** | | --- | --- | | **User Experience (UX)** | Responsive web design, easy navigation | | **Content Relevance & Quality** | Engaging quality content with high quality images | | **Performance & Speed** | Local hosting provider for fast loading speed | | **Accessibility** | Clean, readable fonts and colours, compliable with WCAG standards | | **Security** | Use plug-ins with security functions, secured transactions | | **Interactivity & Engagement** | Click to Chat, updated content | | **Feedback & Support** | Click to Chat, feedback form | |
| **Define the purpose, target audience, and key features** | | **Purpose** | **Description** | | --- | --- | | **Online presence and branding** | Elevate brand visibility | | **Sales and ecommerce** | Drive conversions and sales on website | | **Customer engagement  and support** | Encourage positive feedback, reviews and testimonials from satisfied customers | | **Marketing & Promotion** | Use the website as a tool for marketing products or services, and for sharing news, updates, and special offers | | **Lead Generation** | Capture leads through contact forms, newsletters |   **Target Audience:** Parents with children who are current students (Primary/ Secondary) in Singapore local schools   | **Key features** | **Description** | | --- | --- | | **Homepage** | Front page of website that introduces the business and its value proposition | | **About Us** | Brief background information about the business and its history | | **Products/Services** | Detailed pages about the products or services offered, with pricing, specifications, photos, or videos. | | **Contact Information** | Essential details like physical address, phone number, email address, and a contact form | | **Blog Posts** | Regularly updated content related to the business, industry news, tips, or educational material. | |
| **Provide evidence of the research and review of the WordPress design standards, methods, and best practices.** | **Design Standards –** Responsive web design **Methods –** Use of clear sans-serif fonts theme  **Best Practices –** Use of 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** | Ensure the website is mobile-friendly and looks good on all devices (laptop, tablet, phone) | | --- | --- | | **Consistent Branding** | Use colors, fonts & layouts that align with the business's brand identity. | | **Image optimization** | Use high-quality images but optimize them for fast loading. | | **Minimalism** | Minimalism: A clean, uncluttered design can improve user experience and load times. | | **Readability** | Choose fonts and sizes that are easy to read. |     **Methods**   | **Use of themes** | Choose a reliable, well-coded theme that suits the design needs | | --- | --- | | **Page builder** | Tools like Elementor, Beaver Builder, or Divi can be used for drag-and-drop design customization | | **Custom CSS** | Use custom CSS for more control over the design | | **Widget-Ready Areas** | 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 –** Canva, Adobe Creative Suite  **Design Theme & Colour –** Minimalist, Flat, Material  **Plugins –** Click to Chat, Yoast SEO, WPforms |
| **Explain your selections and how they align with the organisation's practice and design principles.** | **Design Tool –** Canva is easy to use  **Design Theme & Colour -** Green and yellow theme to symbolise growth  **Plugins –** Click to Chat for communications, Yoast for SEO, WPforms for feedback |
| **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 -** Home, About, Products, Contact, Blog  **Homepage -** Includes logo, navigation menu, and contact information.  **About Us -** Detailed company background, Team member profiles, Mission and vision statements.  **Services/Products -** Individual pages for each service or product, Detailed descriptions, pricing, and images or videos.  **Blog -** Regularly updated articles or news, Comment section for user engagement.  **Contact Page -** Contact form using WP Forms, Google Maps, Contact details and operational hours.    **Layout & Design**  **Theme -** Divi theme for a flexible and customizable layout.  **Color Scheme -** Align with brand colors Ensure good contrast for readability.  **Typography -** Clear and consistent typography using web-friendly fonts  **Responsive Design -** Ensure the website is mobile-friendly  **Accessibility -** Follow WCAG guidelines for accessibility  **Key Components**  **Navigation –** Intuitive and easy to find  **Content –** Engaging & High Quality Content  **Call to Action –** Prominent Call-to-action (e.g. Subscribe, Sign Up)  **SEO –** Yoast SEO for on-page Optimization  **Click to Chat –** Provide site visitors a quick and easy way to connect |

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

| **Part 3:** **Design documentation for the WordPress Website Project** | |
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| **Prepare a simple a design documentation for the WordPress website project that includes:** | |
| 1. **Overview of the design concept and objectives.** | **Design Concept**  **Theme –** Theme customized using Divi  **Colour Scheme –** Green and yellow theme to symbolise growth  **Typography -** Clean, minimalist fonts  **Imagery –** Clear photos of location  **Design Objectives**  **Engagement –** Builds trust and brand loyalty  **Usability –** Ease of use, feature-rich  **Brand Representation –** Strengthen online presence  **SEO Optimization –** Boost visibility online |
| 1. **Detailed functional specifications, including a description of features and user interactions.** | **Home -** Slider, featured section  **About -** About Us, Brand Story  **Blog -** Articles  **Contact Form -** Allow users to send enquiries  **Call Integration -** Allow customers to connect immediately |
| 1. **Recommendations for WordPress standards, methods, and tools.** | **Themes –** Use reputable, well-supported themes  **Call/Message –** Provide site visitors a quick and easy way to connect  **Security –** Implement security best practices, including regular update and backups; using Wordfence  **SEO –** Use Yoast SEO for optimizing content  **Backup –** UPdraft for backups |
| 1. **A wireframe or flowchart illustrating the website's structure.** | **A black background with text** |
| 1. **A breakdown of trade-offs and their implications.** | | **Comparison** | **How to achieve balance** | | --- | --- | | Functionality | • Assess the need for each feature that the client has requested in relation to their unique business objectives.  • Prioritize Features, determine which features are essential based on the primary objectives.  • Consider if there are any affordable solutions or add-ons available to achieve similar functions. | | Interoperability | • Ensure that all chosen plugins and custom features work seamlessly together. Incompatibilities between different components can lead to increased troubleshooting and maintenance costs.  • Opt for plugins and themes known for their compatibility with a wide range of WordPress tools. | | Efficiency | • Complex features can impact website loading times. Optimize images and animations to maintain website speed.  • Use lightweight plugins and clean coding practices to prevent bloat and ensure efficient performance | |