ASSIGNMENT SUBMISSION COVER SHEET

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Cohort: 2025

Assignment title: SCIS WMD_2025 A01

Date of submission: 25/05/25

Programme of Study:

Year of Study: YEAR 1

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Website Specifications

Vision

The BAC Merchandise Store website is envisioned as a comprehensive e-commerce platform for Botswana Accountancy College (BAC) that not only facilitates the sale of branded merchandise, such as clothing, stationery, accessories, and gifts, but also strengthens the college's brand identity. It aims to provide a seamless and engaging online shopping experience for the BAC community while serving as a digital extension of the institution's values, including innovation, excellence, and sustainability.

Objectives

The primary objective of the BAC Merchandise Store website is to deliver a user-friendly, accessible online storefront for students, alumni, staff, and supporters. Business specific goals include:

- Increasing online engagement by 20% within the first six months of launch.
- Supporting BAC's sustainability initiatives by offering eco-friendly merchandise.
- Driving sales through targeted campaigns and exclusive discounts during events like the annual BAC Open Day and roadshows

Target Audience

The BAC Merchandise Store website is designed for individuals aged 18 to 35, primarily students and young professionals affiliated with Botswana Accountancy College (BAC). This demographic includes a balanced mix of genders, with most users residing in Botswana and a small segment consisting of international alumni. Given their educational and professional background, the audience has a moderate to high level of technical aptitude and is comfortable with online shopping and mobile device usage.

The website will be developed as an e-commerce platform with complementary informational content. It will feature a structured product catalogue organized into categories such as **Clothing, Stationery, Accessories, and Gifts & Souvenirs**, along with supporting pages like **About Us** and **Contact Us**. The content and interface will be tailored to the needs and preferences of the target audience by offering a responsive design, high-quality visuals, intuitive navigation, and mobile first accessibility, as 70% of users are expected to access the site via smartphones.

Information Design & Taxonomy

The BAC Merchandise Store website has an information architecture designed to facilitate easy navigation and organized content categorization. A visual representation of the site's structure, illustrated in the site map and storyboard flowchart, clearly delineates the hierarchy and paths that users can follow to access products and information seamlessly. The website is divided into several primary sections:
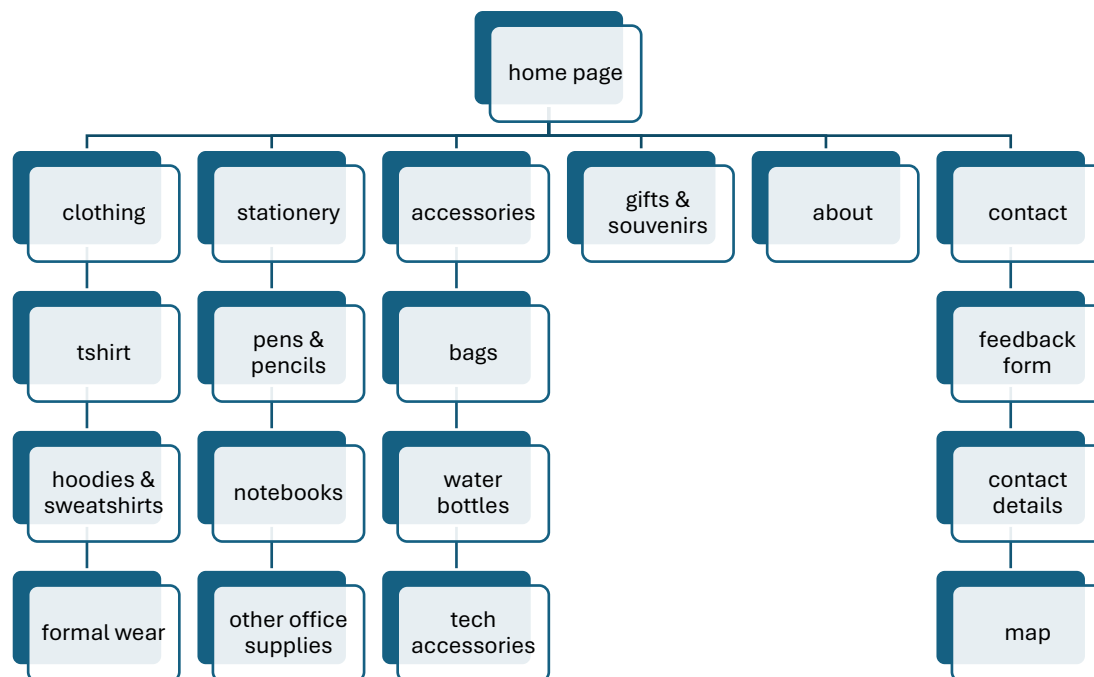
Page Template Design

The page template design maintains consistency across all pages while keeping the full-screen layout flexible to different devices. The layout is divided into three main sections: the header, the main content area, and the footer. Wireframes for all five needed pages (index.html, clothing.html, gifts.html, about.html, and feedback.html). These wireframes accurately represent the final website's design, with full-width portions that take up the entire screen on PCs, tablets, and mobile devices.
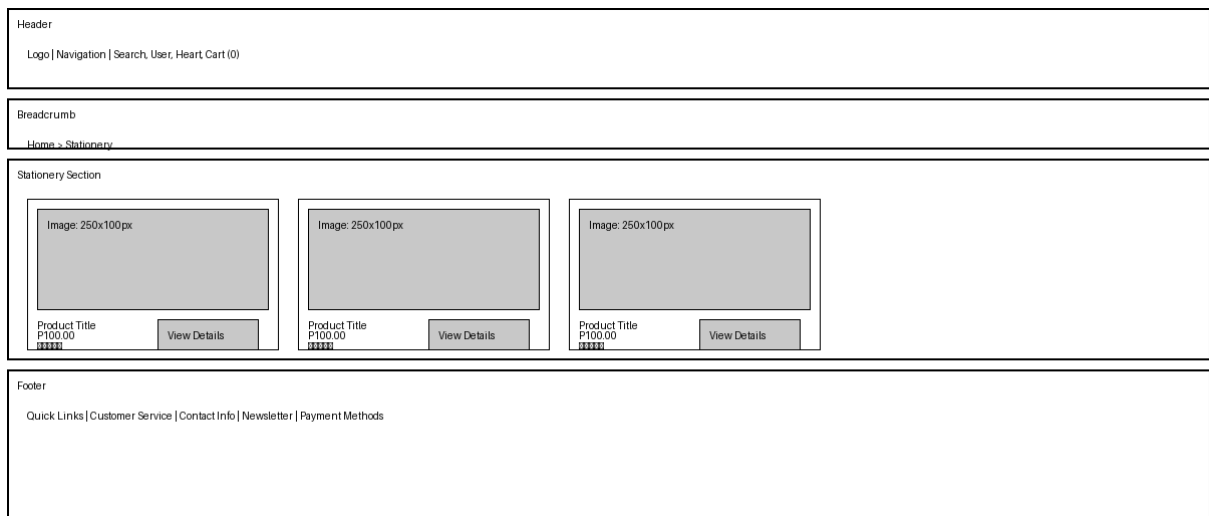
Wireframes

Header

Logo | Navigation | Search, User, Heart, Cart (0)

Breadcrumb

Home > Stationery

Stationery Section

| Image: 250x100px | Image: 250x100px | Image: 250x100px |

Product Title
P100.00   View Details

Product Title
P100.00   View Details

Product Title
P100.00   View Details

Footer

Quick Links | Customer Service | Contact Info | Newsletter | Payment Methods

Figure 1. stationery page wireframe

Header

Logo | Navigation (Home, Clothing Dropdown, Stationery, Accessories, Gifts, Limited Editions, All Products) | Search, User, Heart, Cart (0)

Hero Section

Image: 1200x100px

Welcome to BAC Merchandise Store

Categories Section

Shop Now

4 Cards: Clothing, Stationery, Accessories, Gifts

Image: 250x100px

Explore

Featured Products

| Image: 250x100px | Image: 250x100px | Image: 250x100px | Image: 250x100px |

Product Title
P100.00   View Details

Product Title
P100.00   View Details

Product Title
P100.00   View Details

Product Title
P100.00   View Details

Promo Banner

Special Offer: 20% Off All Clothing!

Shop Now

Spotlight Section

2 Cards

Image: 350x100px

Footer

Event Title | Description

Quick Links | Customer Service | Contact Info | Newsletter | Payment Methods
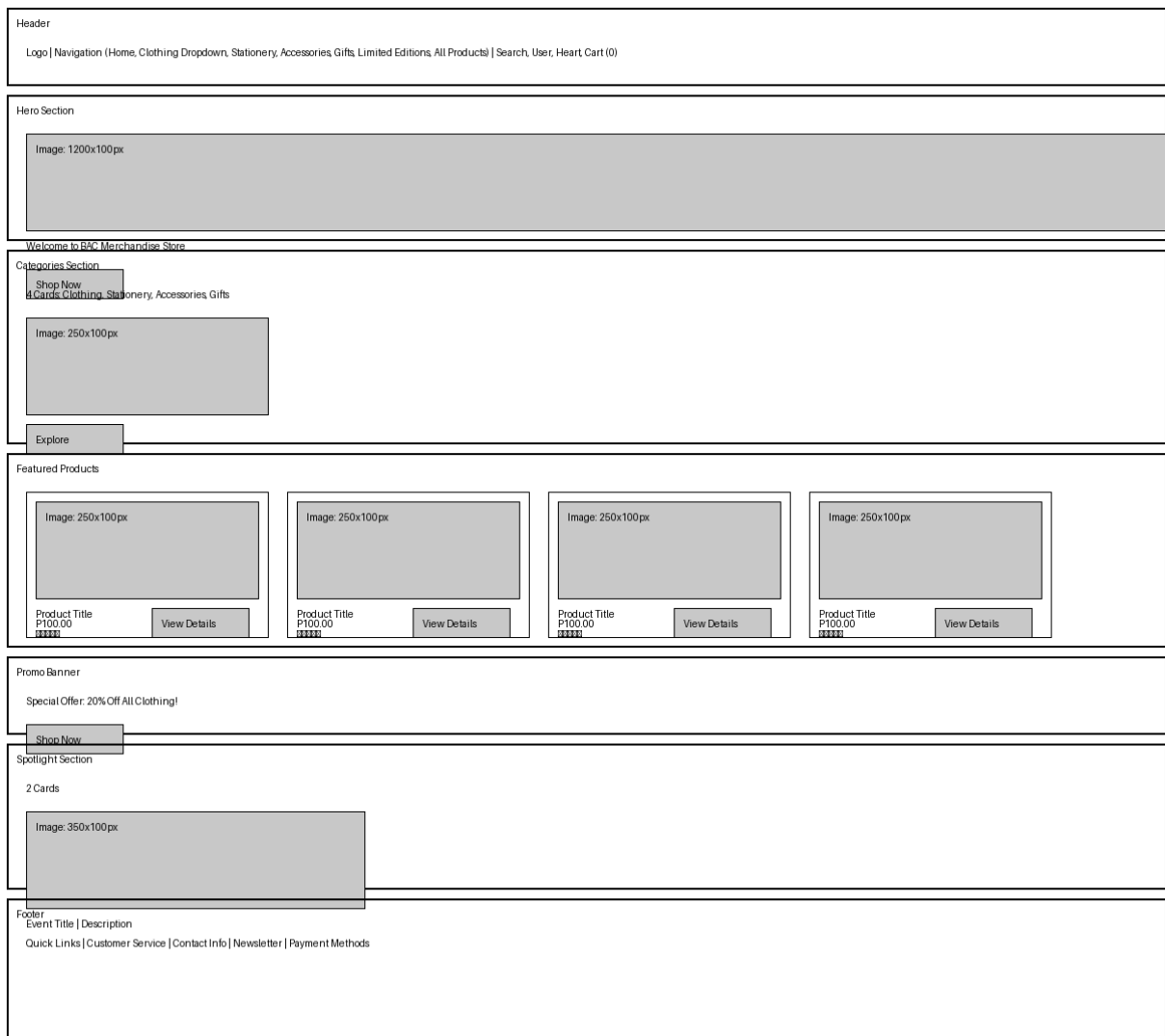
Figure 2. index page wireframe

Header

Logo | Navigation | Search, User, Heart, Cart (0)

Breadcrumb

Home > Gifts & Souvenirs

Gifts Section

Image: 250x100px

Product Title
P100.00

View Details

Footer

Quick Links | Customer Service | Contact Info | Newsletter | Payment Methods

Header

Logo | Navigation | Search, User, Heart, Cart (0)

Breadcrumb

Home > Contact

Contact Section

Form

Name Field

Email Field

Message Field

Submit

Contact Info

Email | Phone | Address

Image: 200x50px

FAQ Section

Accordion: FAQs

Footer

Quick Links | Customer Service | Contact Info | Newsletter | Payment Methods

Figure 3. gifts page wireframe

Header

Logo | Navigation | Search, User, Heart, Cart (0)

Breadcrumb

Home > Contact

Contact Section

Form

Name Field

Email Field

Message Field

Submit

Contact Info

Email | Phone | Address

Image: 200x50px

FAQ Section

Accordion: FAQs

Footer

Quick Links | Customer Service | Contact Info | Newsletter | Payment Methods

Figure 4. feedback page wireframe

Header

Logo | Navigation | Search, User, Heart, Cart (0)

Breadcrumb

Home > All Products

All Products Section

Image: 250x100px

Product Title
P100.00

View Details

Image: 250x100px

Product Title
P100.00

View Details

Image: 250x100px

Product Title
P100.00

View Details

Image: 250x100px

Product Title
P100.00

View Details

Image: 250x100p

Product Title
P100.00

Footer

Quick Links | Customer Service | Contact Info | Newsletter | Payment Methods

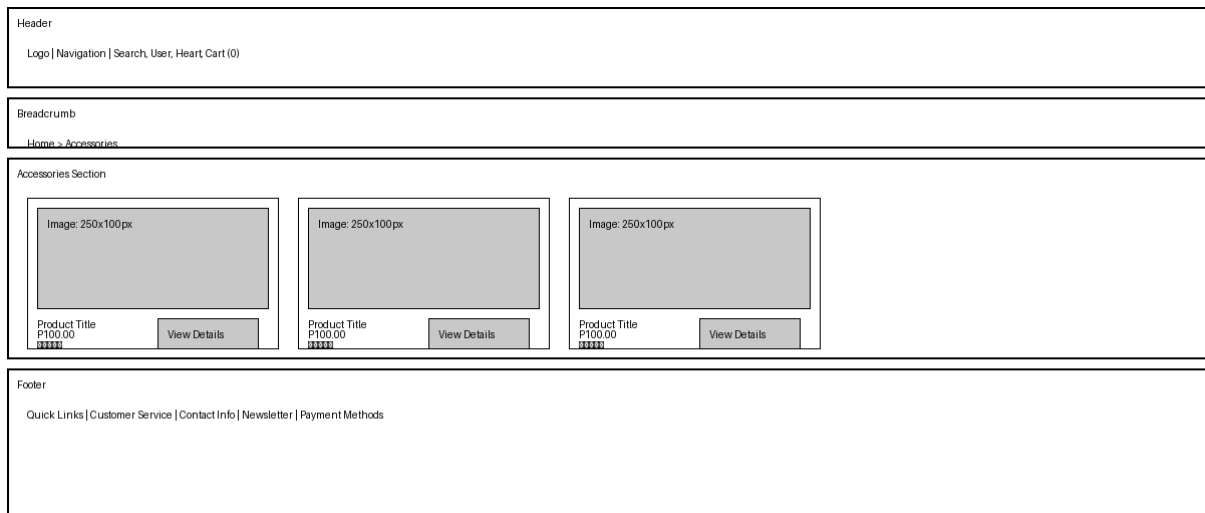*Figure 5. all products page wireframe*
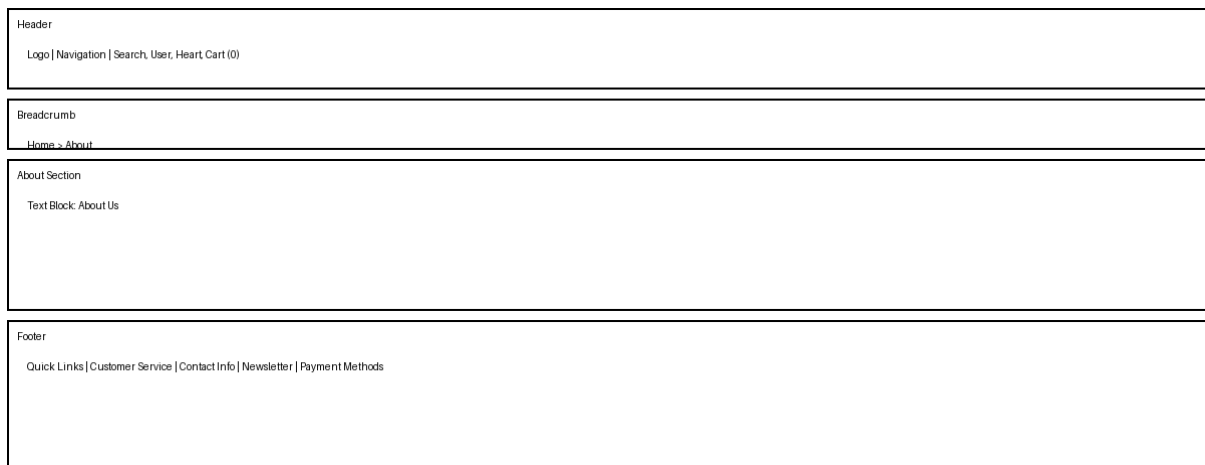
Figure 6. accessories page wireframe

Figure 7. about page wireframe

Technical Brief

The website was developed using a combination of technologies suited to its e-commerce functionality and responsive design requirements:

- HTML5: Used for structuring the content and ensuring semantic markup, adhering to W3C standards.
- CSS3: Applied for styling, with an external styles.css file for custom styles and Bootstrap 5.3.2 (via CDN) for responsive grid layouts and components like the navigation bar and cards.
- JavaScript: Implemented for dynamic features, such as updating the cart count, using an external script.js file.
- Software Tools: Visual Studio Code for coding, GIMP for creating graphics (e.g., BAC logo, product images, banners), and GitHub for version control and hosting.

- Resources: Font Awesome 6.0.0-beta3 for icons, Google Fonts (Open Sans and Poppins) for typography, and CDN-hosted Bootstrap for styling.

These technologies were chosen to match the complexity of an e-commerce website, ensuring scalability, responsiveness, and a modern user experience.

Quality Assurance

Quality assurance testing was conducted to ensure the website functions correctly across different browsers and devices. The following tests were performed, with screenshots included:

•Browser Compatibility Tests: The website was tested on Google Chrome (Version 123), Mozilla Firefox (Version 115), Safari (Version 17), and Opera (Version 108). All pages rendered consistently, with no layout issues.

•Mobile Device Tests: The website was tested on an iPhone 14 (iOS 17), Samsung Galaxy S23 (Android 13), and iPad Air (iPadOS 16). The full screen layout adjusted seamlessly, with columns stacking vertically on smaller screens as intended.

Publishing & Promotion

The website is hosted on GitHub Pages, accessible at https://bida24-234.github.io/WMD-ASSIGNMENT/

The following GitHub commands were used to manage and deploy the website:

- git init: Initialized a new Git repository.

- git add .: Staged all files for commit.

- git commit -m "Initial commit": Committed changes with a message.

- git remote add origin https://github.com/[username]/bida21-234.git: Linked the local repository to GitHub.

- git push -u origin main: Pushed the code to GitHub.

GitHub Desktop was used to monitor changes during development, and GitHub Pages was enabled in the repository settings to host the website. The link is provided for assessor review.

Future Developments/Recommendations

To improve the functionality, user experience, and overall effectiveness of the BAC Merchandise Store website, the following six enhancements are recommended:

- Integrate a Payment Gateway: Add a secure payment gateway such as PayPal, Stripe, or local options (e.g., Orange Money or MyZaka) to allow seamless online transactions.
- Develop a User Account System: Enable users to create personal accounts to track orders, manage returns, view purchase history, and save preferences for faster checkout.
- Implement a Live Chat Feature: Incorporate a real-time customer support tool like Tawk.to or Zendesk Chat to assist users instantly and improve customer service.
- Introduce Product Reviews and Ratings: Allow customers to leave reviews and rate products, helping other users make informed purchasing decisions and building trust in the merchandise.
- Enable Wishlist and Save-for-Later Functionality: Add the option for users to save items they are interested in for future purchases, encouraging return visits and boosting conversion rates.
- Optimize for Search Engine Visibility (SEO): Improve the website's visibility through SEO best practices, including keyword-optimized product descriptions, meta tags, and image alt texts, to attract more organic traffic