

## **INFO 2420 - Project 9**

### **Creating a Customer Survey**

#### **Background:**

Many organizations use Web forms to gather information from their users. In this project, you will create a Customer Survey for your business Web site you have been using all semester using the HTML form controls and Expression Web. You will also add JavaScript validation to the survey to make sure users input information in the correct format.

#### **Project Requirements:**

Your Survey.html page should have been made with your Dynamic Web Template from Project 8. In this project, you will add a form this page to gather input from a typical visitor of your business Web site. The types of information you should focus on gathering would help you to better understand your target audience and what they want from this business.

Your Links.htm page should have been made with your Dynamic Web Template from Project 8. In this project you will modify this page to contain links, images, and a short description of 5 related businesses that may be favorites for your business.

#### **Setting Up the Project9 Folder:**

- Step 1.** Rename your Project8 folder to Project9. There are hidden files in Project8, so you need to follow this renaming process. You will be using the existing [Survey.html](#) file for your survey form. This page should have been created using your Dynamic Web Template. You will be using the existing [Links.html](#) file for your favorite links information. This page should have been created using your Dynamic Web Template.

#### **Creating a New Favorite Links Page**

- Step 1.** Search the Internet to find 5 sites of businesses or information sites related to your business. These businesses should not be competitors of your business, but maybe service providers such as wedding planners, pet stores, ski rentals, Sierra Club, etc.

Record the URL to these 5 sites and write a short paragraph that describes the purpose of the site. The 5 links you find should be unique to your Project9. No other student project should use the same 5 links. Copy the logo or find a related image from each business site you found.

**Step 2:** Use your [Links.html](#) file from the previous project. Delete the sample content from the editable region. Do not delete the rightcolumn <div>. Make sure you have a good main heading for this page.

In the editable area, you should include the following for each of these 5 Favorite Links on this page:

- The business name
- The URL as hypertext, open a new window for the business with target="\_blank".
- A small paragraph of text describing the business or info site
- A small image or logo from the business or info site

Format the text and associated links in an interesting manner.  
Make sure all the 5 Favorite Links work correctly and images display.

**Step 3:** Make sure the Favorites link on the site navigation bar and the Favorites hotspot on the Splash page (index.html) correctly link to the Links.html page.

## Designing the Customer Survey Form

**Step 1.** Decide on the types of information you want to build a profile of a typical customer of your business. While you may use the Customer Service form from the practice activity as an example, your survey must differ from this practice form to match your business and your target audience.

**Step 2.** Most form controls will need a label to inform the user of its purpose. Then use the most appropriate form control to input the information. You must ask for the customers first and last name, phone number and email as contact information.

**Step 3.** The other types of information you seek should be directly related to your business.  
For example, if your business is Extreme Honeymoons, you may want to ask about their favorite outdoor extreme sports.

There is no set limit on the amount of information you should gather, but you must use each of the following form controls in this project: labels, text boxes, drop-down boxes, group box, radio buttons, checkboxes, a file upload control, and a textarea.. The survey must also have a Submit and a Reset button.

Some hints:

Use Groupbox control (fieldset) to group controls and add a legend.

A common choice for a comment is a textarea control.

Information that is mutually exclusive (only one answer is possible) usually uses radio buttons.

Information with a limited list of possibilities could use a drop-down box or checkboxes.

If more than one possibility could be selected, you will probably want to use checkboxes.

Whenever possible, you want to provide the user with a limited number of choices.

Set default selected values or checked value for drop-down box, radio buttons is applicable.

The last resort should be a textbox, which is unconstrained input and could result in user error.

Better to make them choose from specific possibilities.

You will need to arrange form controls on the form in a logical order.

So you may want to sketch their placement on paper before trying to implement the form.

## Creating the Form and Setting Form Properties

**Step 4.** Open your Project9 as a Web site in Expression Web.  
Open the Survey.htm page.

Add a meaningful heading to the page that explains the purpose of the page.

You should also add some brief instructions or a message instructing users as to the purpose of the survey. Mark required fields and let users know this in the instructions.

Next, add a form to the page. Name the form: CustomerSurvey (no spaces). Make sure the Target Frame is a New Window.

Set the form action to be FormToEmail.php and set the method to be post.

Remember all the form labels and fields must be nested inside the <form> tag. There should only be one <form> on the page.

## Adding Form Controls

**Step 5.** You must not use a <table> to organize your Web form labels and fields. See the Expr Web Practice 3 for help on layout for your form. Use Groupboxes (fieldsets) to organize the sections of the form and add a legend to identify the purpose of the Groupbox.

**Validation Note:** The <fieldset> name attribute may need to be changed to an id so it will validate.

You may want to use an HTML list (ol or ul) and list items for each label and field pair. Be sure to set the **list-style:none** if you use a list this way.

- Step 6.** Any CSS styles needed to organize or format the Web survey contents of the form should be added to the MyStyles.css external style sheet. There should be no inline CSS or embedded CSS on this Survey.htm page.  
For example, adding a label selector with a different font-family to the external style sheet would make all the labels on your form use that font-family. If you are going to position elements with ids on the form or create new class styles, make sure these are named uniquely or other pages could pick up these styles because they are also linked to this style sheet.
- Step 7.** Add a label for each form control you use with text that will tell the user the control's purpose: i.e. FirstName, or Favorite Extreme Sport. Labels should be placed close to the control it describes.  
  
Add the **for** attribute to each label which contains the same id of the control to which the label refers. For example, a text box with the id="FirstNameTXT" would need a **for="FirstNameTXT"** in the label control.
- Step 8.** You should choose the most appropriate form control for the type of data gathered.  
All form controls except the <fieldset> MUST set a meaningful name and id. Do not use the default name given the control.  
The id set for each control may be the same as the name or may be different.
- Step 9.** All drop-down boxes <select>, radio-button groups, and checkbox groups must have an Initial State or **selected= "selected"** attribute set.  
You must set a **tabindex** to logically move from one control to the next. Labels do not have a tabindex.
- Step 10.** The Web form must have both a Submit and a Reset button.
- Step 11.** Make sure the Survey link on the site navigation bar and the Survey hotspot on the Splash page (index.html) correctly link to the Survey.html page.
- Step 12.** Make sure the page Survey.htm page still validates to the HTML 5 Transitional standard. Close your Project9 Web site.

**Extra Credit Note:** An exceptionally styled, well-structured form could receive extra credit as shown in the grading criteria below.

### Procedure for Submission:

Submit your entire Project9 Web Site and your Resume Web Site using the following steps:

**Step 1.** Log into your account on the Yoda web server and upload your entire Project9 folder in the Projects folder on the Yoda Web server by 11:55 P.M. on the due date. There are no late days available on this project.

**Step 2.** View your pages from the Internet using a path similar to:

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project9/Survey.html>  
<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project9/Links.html>

Make sure all your images display correctly from the Internet path and all your links work.

Revalidate your Survey.html and Links.html pages from the server.

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project9/Survey.html>

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project9/Links.html>

**Step 4.** Your instructor will grade your project from this Yoda web server after the due date has passed using the grading criteria below. You can see your grade form and feedback under the **ASSIGNMENTS**, Graded tab or from the course menu in **My Grades**.

### Points Breakdown:

This project will be graded (roughly) on the following criteria:

Favorite Links page contained 5 links and images to related business sites. Favorite Links page organization was aesthetically done.	<b>20</b>	points
Survey form gathered information specifically related to your business as well as required contact information.	<b>10</b>	points
Survey form used required form controls in an appropriate manner and form submitted using the custom form handler provided.	<b>15</b>	points
Each form control had a meaningful name, id, value, and the selected or checked item set for radiobuttons, checkboxes or dropdownlists. Labels should use the for attribute.	<b>10</b>	points
No inline or embedded CSS used on form controls or layout. All CSS style rules located in the external stylesheet.	<b>10</b>	points

points

All pages of the web site were linked in the Imagemap on the index.html page and in the site navigation bar.	<b>5</b>	
Validated every page to the HTML 5 standard.	<b>5</b>	points
<b>TOTAL</b>	<b>75</b>	points
<b>Extra Credit:</b> The form was exceptionally organized and styled. Different from the Expr Web3 practice form.	<b>+10</b>	points