Ellen’s Bed & Breakfast Galway

Website Report

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Module Leader: Clive Gargan

Student:10349734 – Karen Feeley

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1. INTRODUCTION 
   1. Purpose of Document

The purpose of this report is to outline the techniques used in the design and functionality of my website “Ellen’s Bed & Breakfast – Galway” to improve accessibility for all visitors and optimize the website so that it would be easy to find using a Search Engine.

* 1. Scope of project

|  |  |
| --- | --- |
| Design requirements | **Description** |
| Design Website | Design a brochure style website with 6-8 pages |
| User Interface | The website should have a consistent professional user interface (UI) with appropriate layout, fonts and colour scheme. |
| Graphics and media | Should be optimised for the web |
| Navigation system | Should be clear and move the visitor clearly through the site |
| Website Browsers | Should be tested and working in all major browsers |
| Best practice | Demonstrate good UI design principles, accessibility, and current web standards. |

1. Accessibility
   1. Website Layout

As part of my overall design, I considered several elements to improve the presentation, usability, and accessibility of the web pages.

* The spoken language has been designated as “en” English within the html element lang attribute.
* Text colour has sufficient contrast with the background colours and images presented.
* Colour scheme is limited to 2 main colours plus white for additional contrast in forms and tables.
* Common font plus alternative fonts have been used consistently throughout the web pages
* Home page – image slideshow plus expanding containers providing more information about the web page to interest the visitor to explore further.
* All other pages have a consistent 2 column format in a ratio of 2:1 where the larger column provides the main content and the smaller column provides additional information related to the page.
  1. Skip Navigation

Skip navigation links “skip to main content” have been provided on each of the web pages with the aim of providing screen reader and keyboard users the capability of going directly to the main content of the page without having to “tab” and read all the navigation links.

They have been hidden from normal view but can been seen and activated when “tab” is pressed.

* 1. ARIA Landmark roles

I have used ARIA methods to increase the accessibility of my web pages by configuring the HTML semantic elements relating to the major sections with landmark roles as follows: -

* Header – role=”banner”
* Navigation bar – role=”navigation”
* Slideshow on home page & Left column of other pages – role=”main”
* Right column – role=”complementary”
* Table & Forms – role=”grid” & role=”form”
* Footer – role=”contentinfo”

Using both combinations (HTML semantic tags & landmark roles) has increased the accessibility of my web pages, particularly where the HTML tag used does not match the actual usage of the tag and by adding the landmark role, the tag usage is clearer. E.g. for my top navigation bar, I initially used <div id=”topnav”> and have now added the landmark role to the element <div role=”navigation” id=”topnav”>. This navigation role provides clarity as to this elements usage.

* 1. Images and Alt descriptions

I have added Alt descriptions to images within the web pages to assist with screen reader users. These have been applied to all images without a <figcaption> which already describes the image and therefore adding the Alt description would be redundant and cause screen read visitors to hear the description twice unnecessarily.

* 1. Navigation Bar, Table & Forms
     1. Navigation bar – all pages
* ***Unordered list*** - The navigation bar has been created using an unordered list with the aim of assisting accessibility for screen reader applications that provide more verbal information for items organised in lists.
* ***Active webpage visible*** – The active web page is highlighted through using a different background colour and the cursor is set to default. These elements are designed to assist visual users.
* ***Nav links in Footer*** - The navigation links have also been included in the footer of each web page so that users do not need to return to the Top of the web page to navigate to other pages.
* ***TOP button*** – a top button will appear once the page has scrolled down. This can be used by users to return to the Top of the web page efficiently if required.
  + 1. Table – Ellen\_Rooms.html

I have used table sections to identify the head, foot & body of the table and to increase accessibility I have associated the table data cell values with their corresponding headers.

I used the recommended method of assigning the Id attribute to the <th> tag to identify a specific header and then assigning this header to the appropriate <td> data cell.

* + 1. Forms – Contact form & Booking forms

Within the form, I have used a variety of elements to increase overall accessibility and usability for all users, namely fieldset, legend and label elements.

* Fieldset element – Groups the elements and assigns a border for visual assistance
* Legend element – Provides the heading for the forms, e.g. “Contact Form” and “Booking Form” to clearly indicate the purpose of the elements in the web pages.
* Label element – This connects the label with the actual form control. If a user clicks on the label, the cursor will open the relevant form fields to be populated.

1. Search Engine Optimisation
   1. Page Titles & Description Meta Tag

All page titles are descriptive and include the website name “Ellen B&B” plus the differing page names e.g. Ellen B&B – Home.

Each page has a meta description tag, which includes a summary of the site, with different content being provided depending on the page being searched.

* 1. Keywords & Favicon

Each page has generic keywords relating to bed & breakfast in Galway that would hopefully increase the probability of visitors finding the site plus specific keywords relating to each page’s content.

Each page has a favicon plus a shortcut so that if visitors bookmark the site, the “Ellen logo” is stored as part of the bookmark.

* 1. Structural Tags

All headings are created using heading tags <h1> etc. and some of these headings have been replicated in the keywords of the page to increase optimisation.

* 1. HTML Site Map & Navigation

A html sitemap has been provided within the footer of each page, showing the webpages and their hierarchy to enable searching.

I consider the navigation straightforward and easy to follow, with one dropdown menu containing two pages.

* 1. Hyperlinks

All hyperlinks, both internal and external are working.

* 1. Web Page Content & Images

My aim was to include appropriate content and images suitable for a visitor to Galway and hopefully entice a visitor to choose this bed & breakfast in favour of other accommodation based on the content and the overall appearance of the website.

1. functionality
   1. Image Slideshow

Within the homepage, an image slideshow displays 5 images repetitively, changing every two seconds. I believe that this type of functionality would appeal to most visual visitors and enhances the presentation of the website.

* 1. Expanding containers

Within the home page, I have included 3 expanding containers to provide additional information about the images provided, lounge, dining room and bedroom with the aim of further enticing visitors to continue viewing the rest of the website.

* 1. Booking form – date checking

I have added some validation of the booking form to ensure that users are unable to book a checkout date earlier than the check-in date. The output provides a warning and asks the user to try again. Once the checkout date is later than the check-in date, a confirmation of reservation notice is sent.

* 1. Image changing event

Within the About Us page, I have added a change image event depending on mouse movement over or out of the image to display both the front and back of the property.

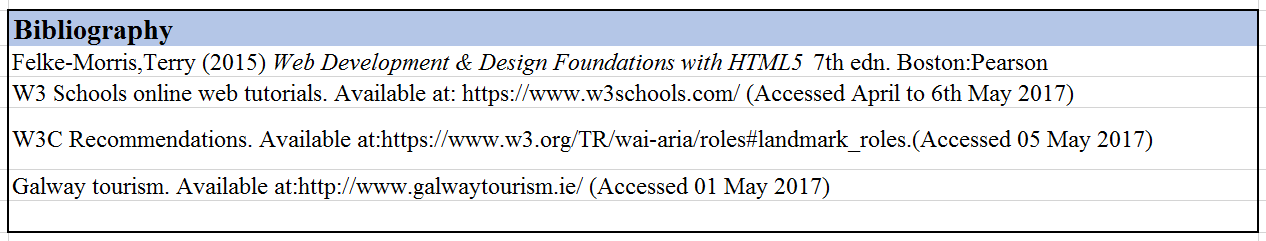
* 1. Contact Form Validation

Required attributes have been assigned to fields marked with an asterisk. I have also used the new semantic Html5 tags of email and tel. I have added additional form validation functionality to accommodate browsers that do not yet support these elements.

* 1. Browser testing

This website has been tested in both Chrome and Firefox browsers with little difference in how the website is presented and the functionality works consistently. I have done limited testing in Internet explorer due to varying rendering issues depending on the IE version.

Bibliography



1. What did I learn & what I would do differently

***What I learned..…***

The power and importance of CSS, how adding styles can completely transform ordinary looking text into something interesting. I also learned unfortunately the hard way, how CSS can be very frustrating when styles are inherited and attempts to overwrite them have failed numerous times due to a missing “;”.

***What I would do differently…***

Before starting my website, I spent a lot of time deciding on the overall framework and how the basic structure could work for each of the pages etc. The element that I omitted to consider was size and upon reflection, I would structure the site for mobile first and then expand on that structure for desktops and standard screens. I think that this would be an easier, more future proof approach and would have avoided a lot of rework.

