

## Criterion A: Planning

### Defining the Problem

My client, Peter Li is a business owner who owns a company called Nexus business brooking and is in need of a new website that stands out from competing companies. Their current website does not suit various screen sizes as it uses a fixed width and height, and the overall aesthetic of the website has much room for improvement. Furthermore, various functions such as the form in their “Properties for Rent” page, do not function as intended and do not allow users to search for businesses effectively.

My client is open towards a change in the design of their website and believes it requires an update to create a more user friendly environment for possible clients to browse. However, he requires a web designer/developer who can help code a functional prototyped design which can later be implemented with his company’s database.

As a friend of Peter, I was willing to help him with his company’s new web design as I noticed that his website was rather plain and unprofessional which could deter potential clients. I will work with Peter to ensure that he is satisfied with the end product and my computer science teacher, Graham Amos has agreed to advise me for this project.

### Starting Success Criteria

- i. A website coded using HTML and CSS that is aesthetically pleasing and looks highly professional
- ii. The website is user friendly and easy to navigate
- iii. A functional webpage in which the user can navigate through links
- iv. Website that is appropriate and relevant to the business
- v. The website should demonstrate how the design of the website could function (include examples of how listings are to be displayed on the website)
- vi. The website must be coded to fit a variety of screen sizes
- vii. The website must include the following sections under the titles:
  - Home
  - For Sale
  - Confidentiality Agreement
  - Appraisal
  - Company Profile
  - Contact Us

## **Rationale for proposed solution**

I have chosen to create a prototype which can showcase the website's design and its intended features. As I have limited access to the company's database and servers, I am not able to create functional forms for the company. It would be unadvisable to link the forms to a new database as the company has already been running for over 10 years and wishes to link it to their own database once they've decided they are happy with the design. In addition, a prototype would be an appropriate product to propose to the company's board who is yet to consider implementing my website design.

The prototype I will create will include designs for the different pages required including how business listings would be shown on the webpage and a slider to calculate the pricing for their services. I will use HTML, CSS as well as JavaScript to create and demonstrate the design of the website. In addition, I will use Dreamweaver to create the website as it will allow me to effectively create an interactive and professional website.

382 words