

Task 3: web design and development

Springfield Zoo wants to create a website to provide information about the zoo and to attract new visitors.

They commissioned a web developer to create the website.

After discussions with users, the following end-user requirements and functional requirements were identified.

End-user requirements

Users want to:

- ◆ see pictures of the animals in the zoo
- ◆ watch real-time footage of animals
- ◆ read a daily animal profile
- ◆ apply to adopt an animal
- ◆ donate money to the zoo
- ◆ find information on educational excursions and booking birthday parties
- ◆ read about the history of the zoo
- ◆ find contact information and location details

Functional requirements

The 'Home', 'History', 'Animals' and 'Events' pages should contain:

- text displaying relevant information to the user
- appropriate images
- contact information and location details

The 'Profile' page should:

- display an introductory paragraph and a fun fact about the daily animal, when an image button is selected
- have a video showing the animals in real-time

The 'Donate' page should:

- contain a form that allows users to submit a donation to the zoo

The 'Adopt' page should:

- provide users with information on how to adopt a tiger
- allow users to submit their email address to request an information pack

The 'Parties' page should:

- contain information about booking a birthday party at the zoo

The 'Excursions' page should:

- provide information on how to book educational excursions

Task 3: web design and development (part A)

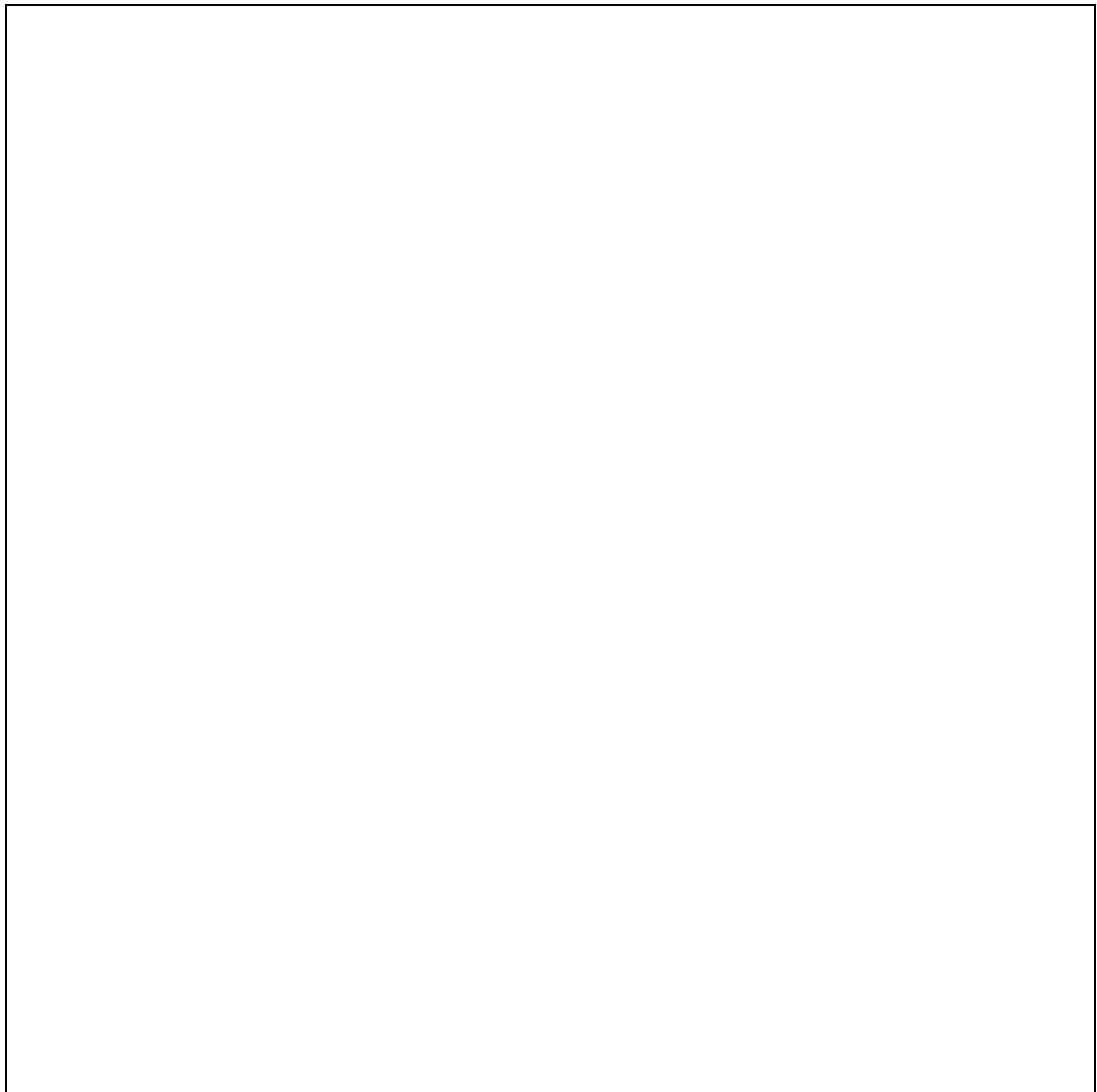
- 3a The website will have a multi-level navigation structure. This will have a 'Home' page with a horizontal navigation bar that links three main web pages: 'History', 'Animals' and 'Events'.

The 'Animals' page will have links to three sub-pages: Profile, Donate and Adopt.

The 'Events' page will have links to two sub-pages: Parties and Excursions.

Design a multi-level navigation structure for this website, clearly showing the navigation bar and associated pages.

(3 marks)



- ♦ Check your design carefully. You cannot return to part A after you hand it in.
- ♦ When you are ready, hand part A to your teacher or lecturer and collect part B.

Candidate name_____ Candidate number_____