Candidate Name: Iram Mehdi

ICT – Associate Professional – Software Developer Answer Sheet – Web Development (7540-044)

Task A – Design a five-page website

1. Prior to designing your website, it is important that you understand exactly what is required.
   Firstly, you need to interview the head of marketing (the Assessor), for **Howth** Town. You will need to gain the following information from the interview:
   - the aim and content of the website
   - any user requirements
   - timescales for completing the website.

   Once you have this information you will need to produce a plan that outlines the details you have learned.

In order to design a website that meets customer requirements, I set out to interview the head of marketing for Howth Town. In this interview, I asked a series of questions regarding the website to find out what exactly the client expects to receive.

Aim and Content of the Website

From speaking to the customer, it has been made relatively clear that the main purpose of this website, is to attract more tourists to the town of Howth and the surrounding areas. As the town is a tourism town, the area already attracts many tourists, particularly from both the UK and the US.

The head of marketing in this organisation would like to promote Howth as a prime tourist destination for people from mainland Europe. They want Howth to become a hub for the area, and for more tourism both in Howth and the surrounding areas such as, Sutton, Clontarf, Bull Island, Portmarnock, Raheny, Malahide, etc.

They would like tourists to come visit Howth for tourism purposes and then branch out to these other areas, as this will help them achieve their goal of generating more revenue to the businesses and local areas surrounding Howth and also Howth itself.

The head of marketing would like the website to be a source of information for the tourist attractions, pubs, hotels, cafes, any sites worth visiting, etc, for Howth. They have expressed that they would like the website to have many images and possibly a section for tourism, such as the attractions and historic sites available, and revenue, such as hotels and pubs nearby. The main purpose is to promote tourism in the area, and the user should be able to find things very easily, and how to get to these places.

They have decided that the URL for the website will be http://www.howth.ie. The title of the website is Howth, as this is a website for Howth town.

Howth is already a tourist destination with majority of its oversea tourists coming from the United States and the United Kingdom. The marketing team for Howth have decided that they would like this website to be aimed at people from mainland Europe, with an age profile of 40+ as these people would typically have more disposable income than those from the US/UK. They feel as if Europeans are more liberal with their income compared, and that this will generate more revenue growth within the town and the surrounding areas with this target audience. For this reason, the client would not like Irish on the website, as this may alienate people who may get overwhelmed by the strong culture from the language. The client has said that they would not mind a line or two in the Irish language, but nothing more.

User Requirements

Having spoken to the customer, it has been made clear that a number of features are essential for this website. These include:

- **Interactive features:**
  The customer would like 2 interactive features displayed on the website.
  1) *Contact Form* – this form will ask the user on the website for their name, subject, and a comment. This is a great way for any users on the website to ask any queries they may have, or just to leave a comment. It is vital for a webpage to have some form of contact options for the end-user.
  2) *Interactive Google Map* – The customer has left it up to us to decide on another interactive feature for this website. After speaking to the customer, it has been decided that a good feature to add may be to add an interactive Google Map that highlights Howth on the map, so that users will be able to see the area, and surrounding area. This will be placed on the contact page.

- **Navigation bar** – the customer has required that there is a navigation bar that is the same on every page. They would like users to be able to navigate from any page, to any page. This would also include the headings of the five pages – Home, About, Contact, Tourism, Attractions

- **Logo** – A logo that is unique and that matches the colour scheme that has been outlined by the client. It is also essential that when the logo is clicked, it brings the user back to the homepage.

- **Images** – The client has also made a note to say that they would like the website to feature lots of images.

- **Email** – The client would like their email address, info@howth.ie to be displayed across every page. They do not have specific requirements as to where, but would like a simple design overall, so wherever it suits best.

- **Animation** – The client has also asked that there is at least one animation on the website.

There are also other features that the client has stated that would be nice, but are not by any means essential to the website, such as:

- Pictures for attractions/hotels that link to other websites
- Mobile friendly design
- Bottom page navigation bar
- Links to social media
- Adding a section for comments from users who have visited attractions/hotels. Input and feedback from the users on their experiences

As Howth is a seaside destination, the client has stated that they would like the main colour for the website to be blue, as it is associated with the seaside, but it is also calming and a trusting colour. However, they would not like dark blue, but instead more of a baby blue shade as this is a bright and cheery colour.
They would also like colours that may compliment this shade of baby blue which can be obtained by using a colour wheel.

The client has stated that they would like a *five page website*. These five pages include:

- **Home** – The homepage should include a logo, a navigation bar (that will also be on each page), an image on the homepage that showcases Howth, 3 columns with content regarding attractions, hotels, experiences, and also an image of the map of Howth that can highlight some of the main attractions worth visiting.

- **About** – This page should feature information about the town of Howth, its history, and a little bit about the http://www.howth.ie organisation and the aim of the website.

- **Contact** – This page should feature a form that a user is able to fill out. It will ask the user for their name, a subject, and any comments that they may have. The contact page will also feature contact information for the http://www.howth.ie organisation, such as an email to contact in regards to any inquiries, an address to the main company building and a telephone number.

- **Tourism** – The client expects to see this page feature mostly text and a few images. They expect to find information about the history of Howth and maybe even links to a few hotels that tourists can visit.

- **Attractions** – The client expects to find information about the main attractions in Howth. They are expecting images and text for this section.

Each of these pages will feature the same logo and navigation bar at the top of the page, and they will also link into each other, so that the end user will be able to go from any page, to any other page on the website using the navigation bar at the top.

For more information regarding the style of the website, please see Task A2 which will showcase the website wireframe for each page.

Timeframe

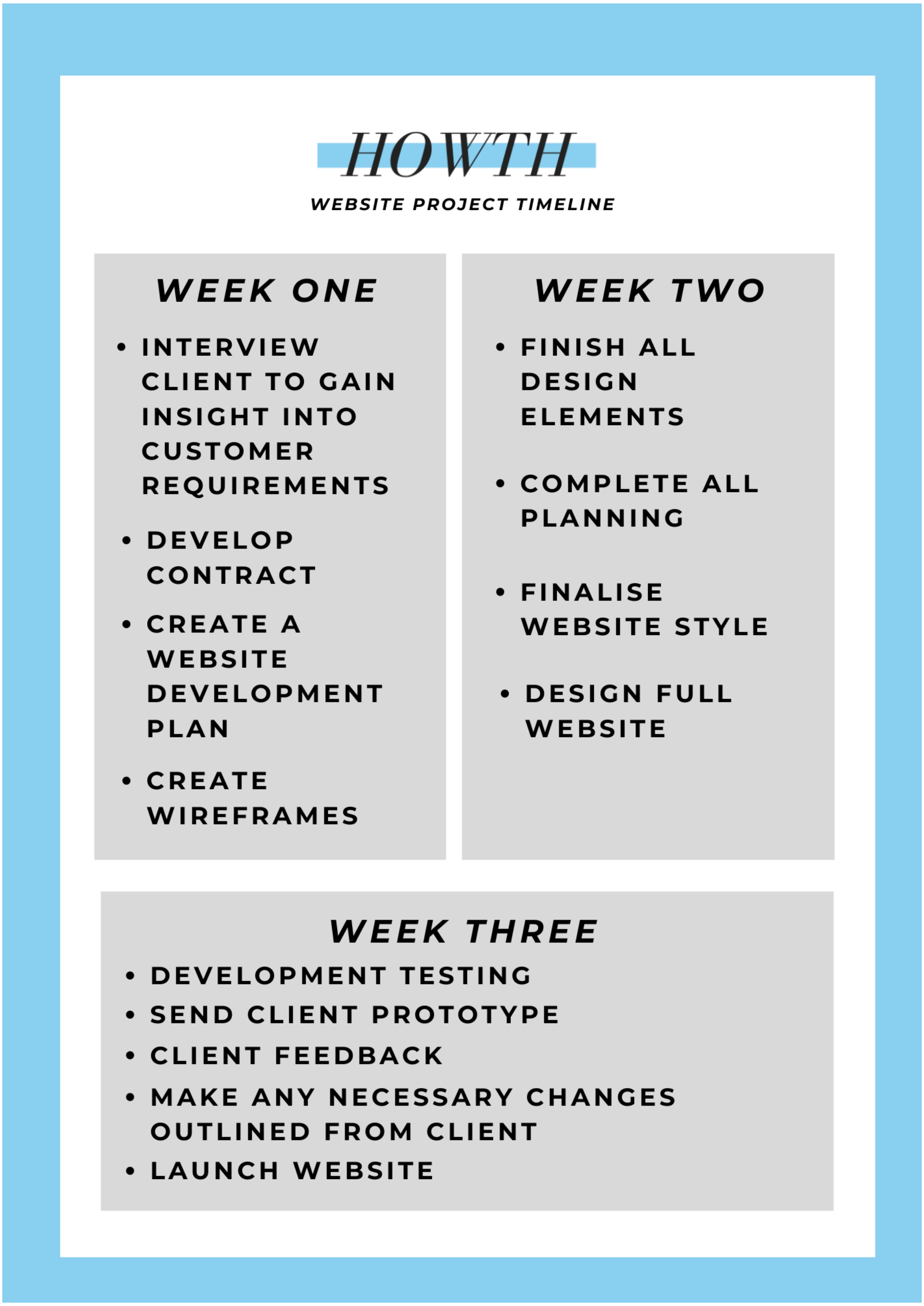
The client has stated that the deadline for this website and all of its supporting documents is the 14th of February, 2020.

The duration of the project is 3 weeks.

They are also expecting a prototype of the website by the 10th of February 2020, which will provide the client with time to point out if there are any issues or things that they would like changed before the website goes live.

Please see the following page for the project timeline schedule.

Project Timeline



HOWTH

WEBSITE PROJECT TIMELINE

WEEK ONE

- INTERVIEW CLIENT TO GAIN INSIGHT INTO CUSTOMER REQUIREMENTS
- DEVELOP CONTRACT
- CREATE A WEBSITE DEVELOPMENT PLAN
- CREATE WIREFRAMES

WEEK TWO

- FINISH ALL DESIGN ELEMENTS
- COMPLETE ALL PLANNING
- FINALISE WEBSITE STYLE
- DESIGN FULL WEBSITE

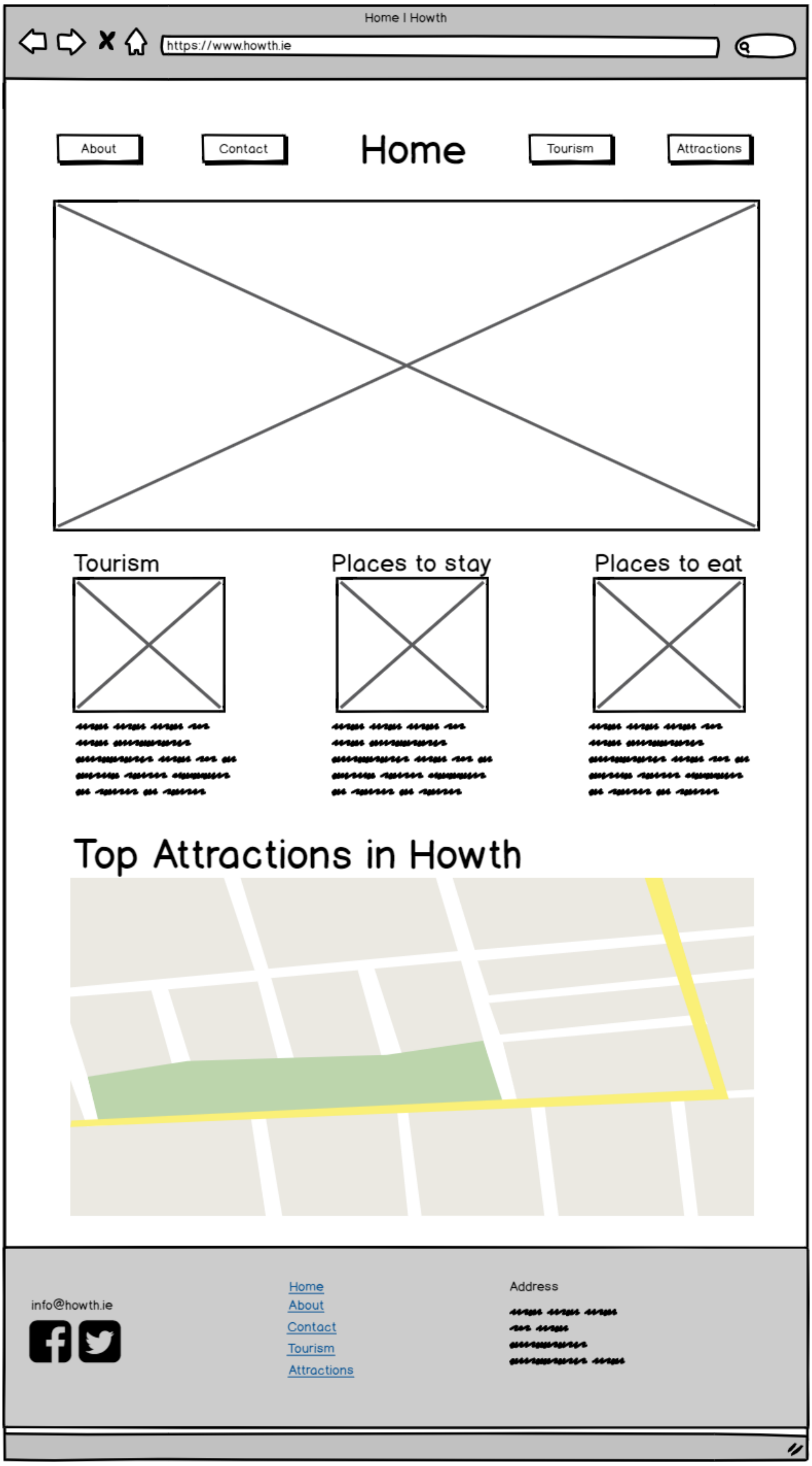
WEEK THREE

- DEVELOPMENT TESTING
- SEND CLIENT PROTOTYPE
- CLIENT FEEDBACK
- MAKE ANY NECESSARY CHANGES OUTLINED FROM CLIENT
- LAUNCH WEBSITE

2. The head of marketing has asked you to design a **five**-page website that advertises Howth Town to tourists. The designs need to show the following:
    - layout of each page
    - a navigation diagram/storyboard
    - the format of content including CSS
    - any interactive features
    - an email link for enquiries
    - images
    - any animation

Wireframes – Layout of Each Page

- Home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https://www.howth.ie
About
Contact
Home
Tourism
Attractions
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Places to stay
Places to eat
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Contact
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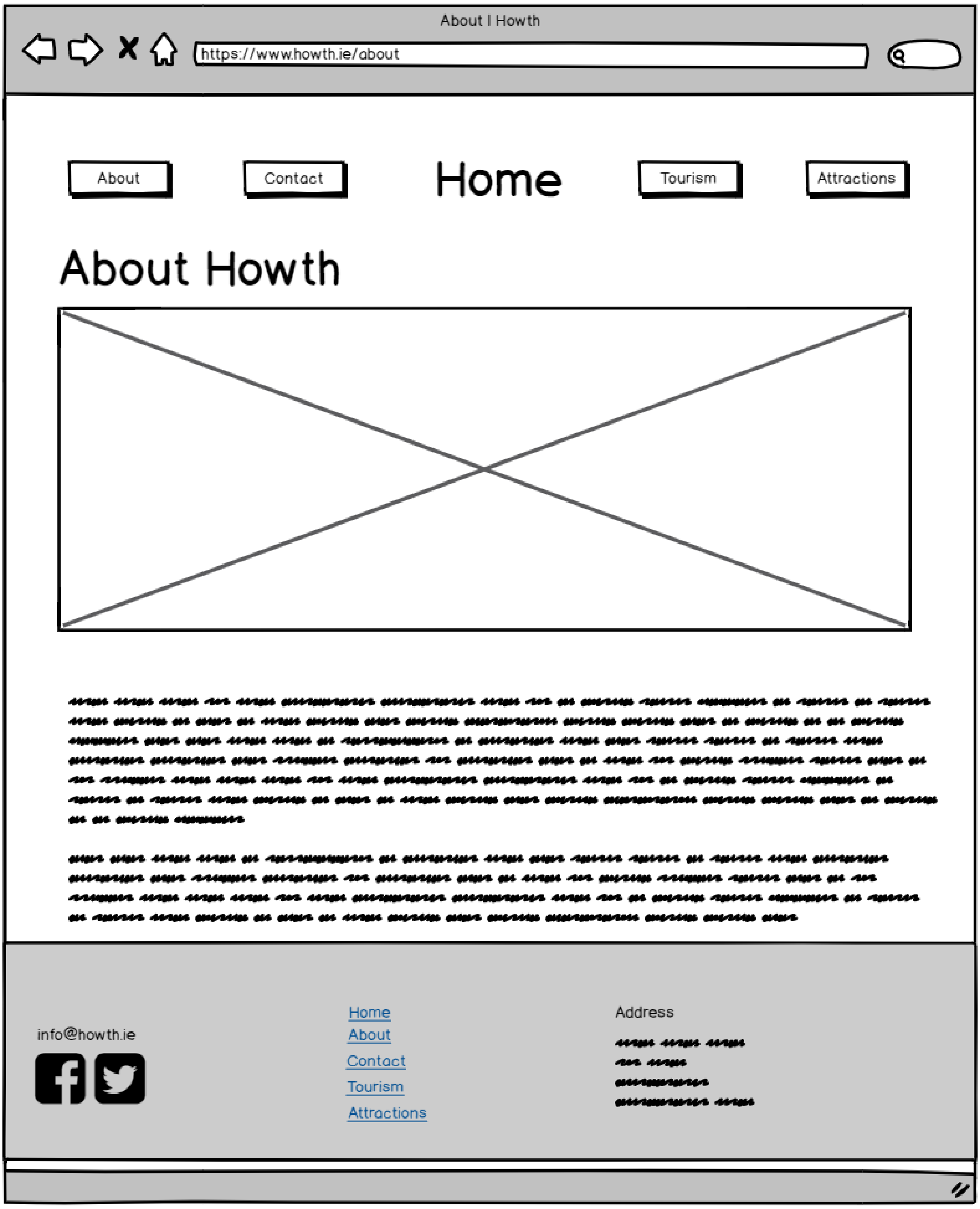
- About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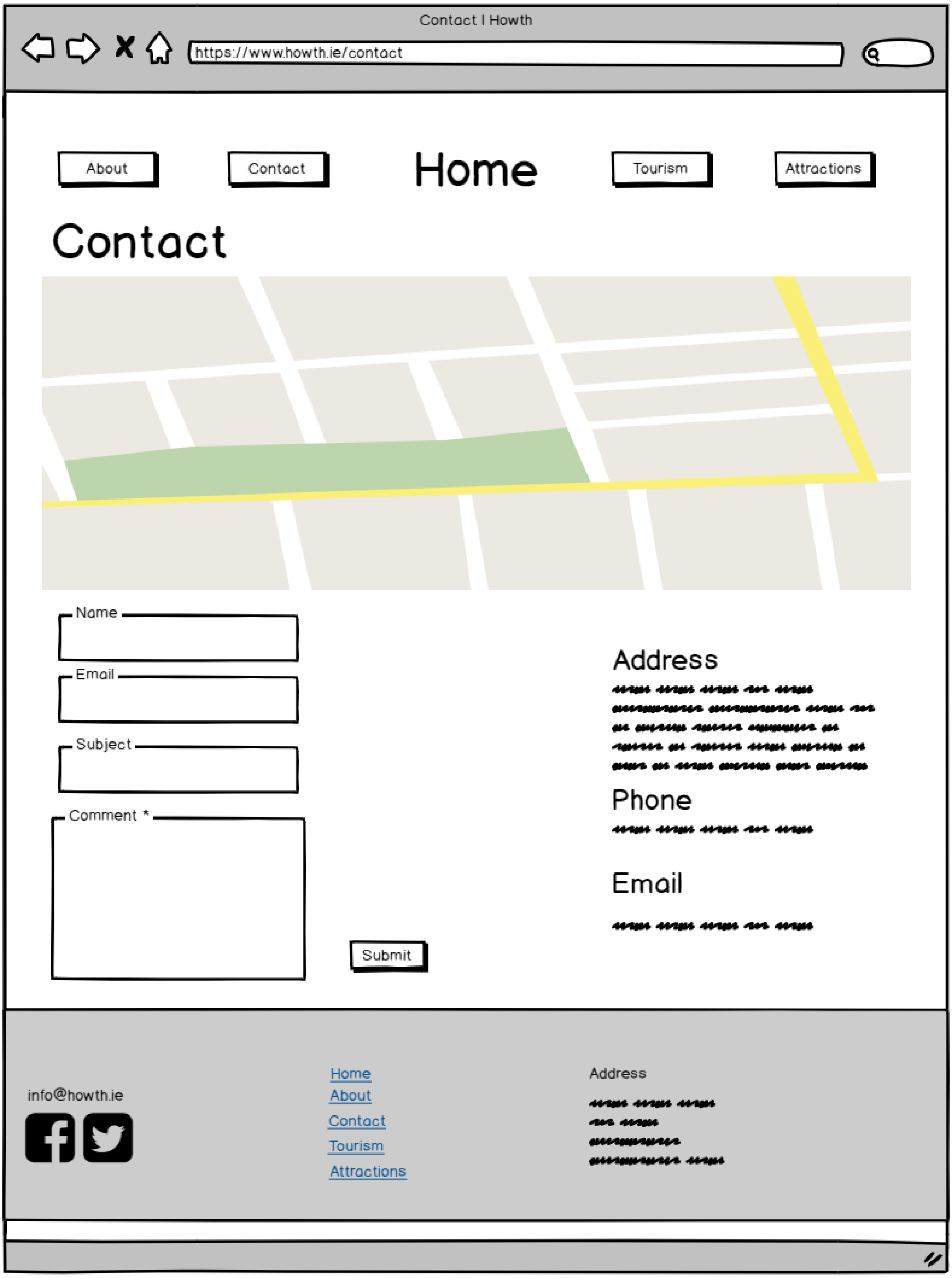
- Contact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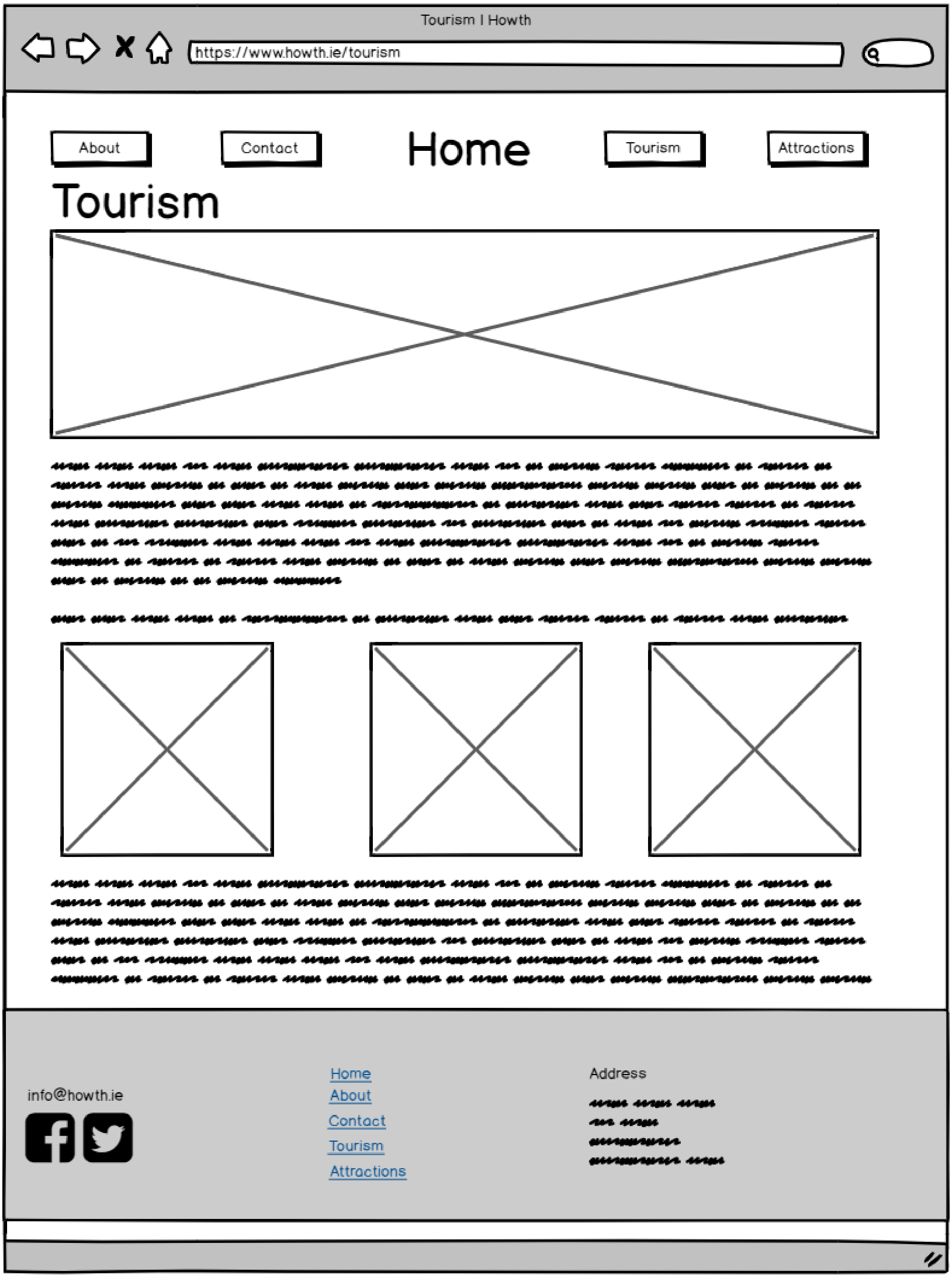
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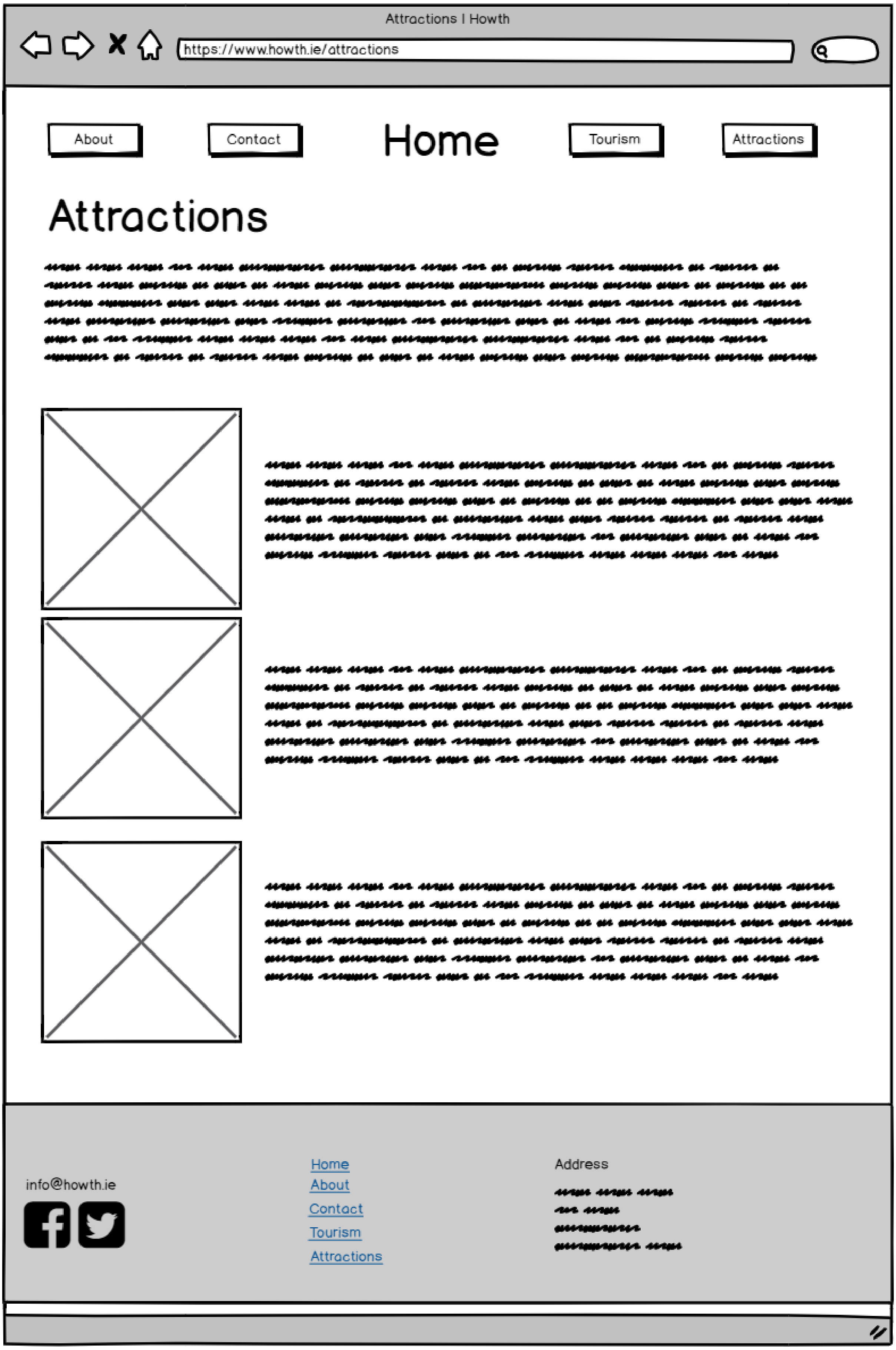
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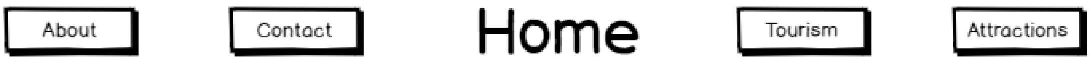
- **A navigation diagram/storyboard**


About
Contact
Home
Tourism
Attractions

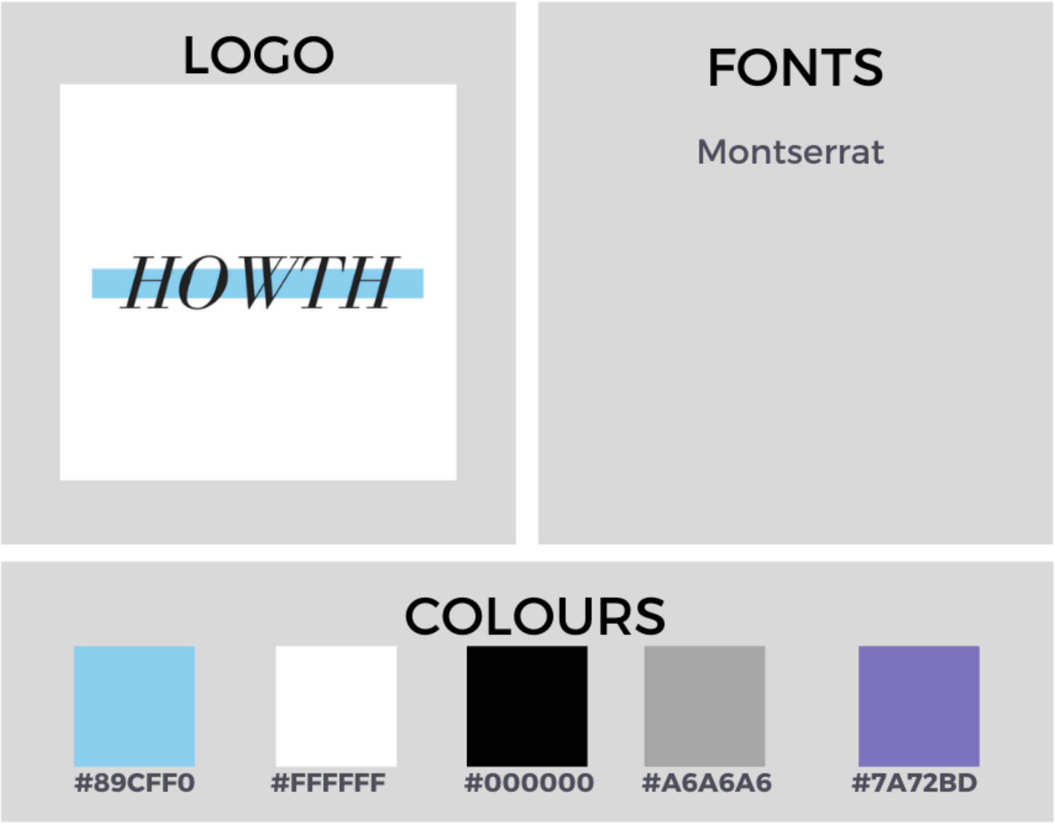
The same navigation is going to be used for each page, which makes it very simple for users to navigate throughout the website. This navigation bar will be at the top of the page, featuring the company logo. Clicking the logo will bring the user back to the homepage. Using a navigation bar makes it simple for users to visit different pages on the website easily.

- **The Format of Content Including CSS**

On this website, a single stylesheet using .css will be used. The same style sheet, “style.css” will be used for each of the 5 pages. The style will be linked into each webpage. The font style used will be Montserrat. Below can be seen the brand guidelines, which is the style that the website will feature. The logo and the main brand colour features a baby-blue shade, #89CFF0. When the logo is clicked, it will redirect back to the homepage.

• *h1*	font-size: 24px;	font-weight: bold;
• *h2*	font-size: 22px;	font-weight: bold;
• *body*	font-size: 20px ;	
• *font-family*	'Montserrat';	

Brand Guidelines


LOGO
HOWTH
FONTS
Montserrat
COLOURS
#89CFF0
#FFFFFF
#000000
#A6A6A6
#7A72BD

- **Interactive Features**

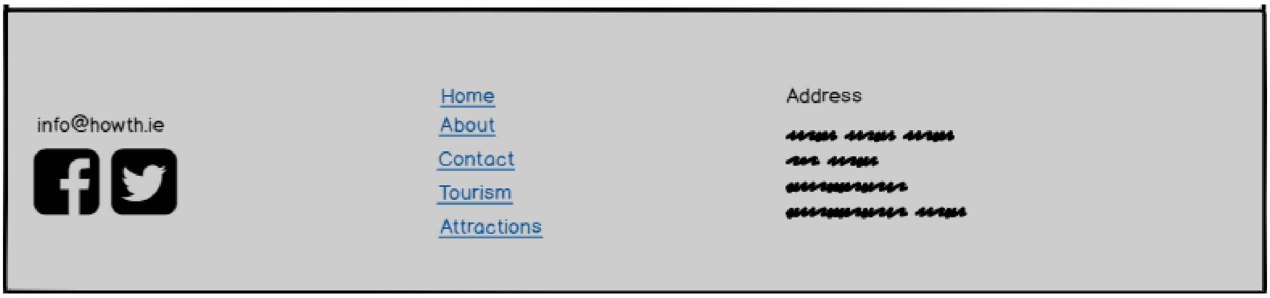
The client would like 2 interactive features displayed on the website.

1) *Contact Form* – this form will ask the user on the website for their name, subject, and a comment. This is a great way for any users on the website to ask any queries they may have, or just to leave a comment. It is vital for a webpage to have some form of contact options for the end-user.

2) *Interactive Google Map* – The customer has left it up to us to decide on another interactive feature for this website. After speaking to the customer, it has been decided that a good feature to add may be to add an interactive Google Map that highlights Howth on the map, so that users will be able to see the area, and surrounding area. This will be placed on the contact page.

- **Email Link for Enquiries**

A specific requirement from the client is that the email address, info@howth.ie is on each page, in order for the end-user to see an email that they may contact in regards to queries. This email address will be placed in the footer of each webpage. The image below is what we hope the end product of the footer will look like.



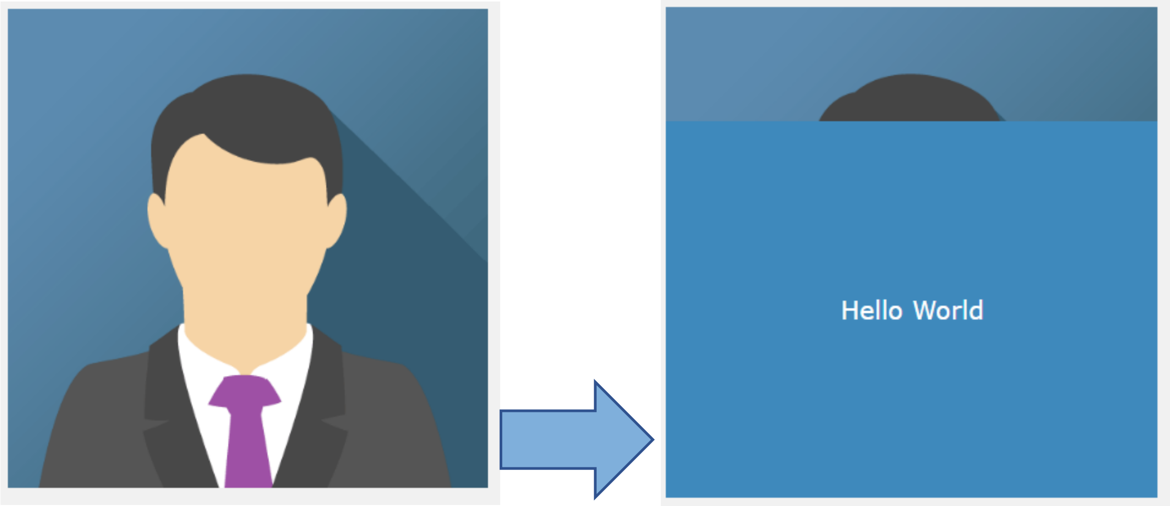
- **Images**

As the main purpose of this website is to be a source of information for attractions, hotels, cafés, restaurants, etc. for a town, it is especially important for the website to be very visual – as this will entice more people to actually visit Howth if it looks visually appealing. There will be images all over the website. On the homepage, there will be a logo at the top which will be present on each page on the website. The homepage will also feature a large image under the navigation bar, and a column of 3 photos with 3 headings – such as, tourism, places to eat and places to see. There will also be an image of a map that will highlight the main attractions. This will be on the homepage to attract tourists as to what the best sights in Howth are.

The 'About' page will feature one large image of Howth. The 'Tourism' page will feature a few pictures, possibly 3 of the most popular tourist spots within Howth. The 'Attractions' page will feature a list of attractions, each with an image and also information on the attraction. We hope that the use of images on this website will attract more people to visit Howth and strive to make the website as visually appealing as possible.

- **Animation - Image Overlay Slide**

The client's requirements state that the website must feature an animation. The animation that has been chosen for this website is an image overlay slide. When the user highlights their mouse over certain images on the webpage, a sliding overlay effect with text will appear when hovering.

Example of this animation: