

Criterion B: Analysis

Proposed solution

Mathivannan and I initially considered the following options:

1. Flyers and brochures to everyone.
2. Advertisements in the local TV channels and newspapers.
3. Announcements with loudspeakers on a vehicle in villages and towns.
4. Websites made using web designing softwares like Microsoft Expression Web, Dream weaver, Notepad, Sublime text or Atom.
5. Use of templates in cloud-based web development platforms like Wix or Go daddy.
6. Download website templates and changing their content in a web editing software like Microsoft expression web.

Going through the advantages, disadvantages and feasibility of each solution. We both chose the option of creating a website for the company.

Requirement specification

IT System requirements

Hardware	<ol style="list-style-type: none">1. Laptop with Internet connection2. SD card for backup3. Mouse with quick response time
Software	<ol style="list-style-type: none">1. Notepad and Microsoft expression web 4.02. Microsoft Movie maker and Photo editing software such as Befunky (open source software)3. Web browser (i.e. FireFox, Chrome)

System interaction

1. The website made has to work with a range of browsers such as Microsoft edge, Mozilla Firefox and chrome.
2. Microsoft expression web and Movie maker is already installed on my laptop.

Input / output requirements

Input requirements	Text (by Mathivannan) <u>Format -</u> PDF or DOCX	<ol style="list-style-type: none">1. Message from the founder (K.Mathivannan)2. Information about all the businesses3. Contact information4. Address5. Company profile6. Opening and closing hours of each business7. Staff details
	Images and videos <u>Format -</u> JPG for images MP4 for videos	The images and videos of the company were taken by me for use in the gallery and other web pages. The photos of staff, location, the six businesses and the founder has to be taken separately in different categories.

<p>Output requirements</p>	<ol style="list-style-type: none"> 1. Consistent page layout with organized images, text and images. Also, a consistent colour and font theme. 2. Menu with the links to the 6 businesses, about the company, home, location, office hours, a gallery and a contact page. 3. Connecting custom made contact form with Google forms. 4. A land page where the user gets welcomed into the main page. 5. Google map is embedded. 6. Slide show in homepage. 7. A page of sliding images acts as albums which opens up on click into the gallery of that particular album. The image scales up its size and album description fades in when hovered on one album of the slider. 8. A time line of the company's businesses and detailed information of how the company started off.
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	9. A short video describing the main business run by the client.
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Processing

1. Menu items can be clicked to navigate through the website.
2. Drop downs for specific menu items for further refining of the particular menu item
3. Clicking on images in album slider to open the full gallery of that particular category.
4. Loading bar in landing page.
5. Object animations for specific elements.

To measure the effectiveness of website

1. Make the navigation menu easily understandable and must be able to showcase all the aspects of the website very effectively.
2. The website must have a consistent design and theme.
3. The website must provide graspable contact information, office hours and an online contact form to make Mr. Mathivannan and his staff to be easily contactable for enquiry purposes.

Justification of chosen solution

The website can help the customers get maximum information about the businesses which Mr. Mathivannan has established, and at the same time resolve problems of publicity and income.

Since Mr. Mathivannan was already running on only a few profits, he had requested for a cost-effective method in a short time for publicising the company and in turn creating a profitable income for him. He feels that the website will attract customers to his businesses. The alternative methods using a Desktop Publishing software to make brochures, posters or flyers were not that realistic, because making them would create a wastage of resources like paper and he must also consider spending a ransom for printing and distribution. Moreover, he did not like wasting resources like paper since some people found it useless, and others felt lazy to read. Newspaper advertisements were way too expensive, and the content appeared in black and white, which did not appeal to the customers. TV advertisements were costly and could only be seen at certain times and could not be viewed again. Announcements created noise pollution and could be done during the day time only; it was not a good thing to do at night. Overall a tremendous amount of information and media forms (Images and videos) could be conveyed in the form of a website.

Mr. Manivannan also felt that making a website in a custom way was a better solution than using an online template as it gives his website more flexibility and creativity to reflect the company. The company can portray a

tremendous amount of information with the help of various web pages within a website. He did not have a logo and locations in maps.

I have chosen to do this project, because I was very interested in exploring how websites were made. I had learnt basic HTML in the smaller grades, and I had the Microsoft Expression Web software already installed on my laptop by the school's IT team. I also had experience in online photo and video editing software which helped me to edit photos and videos with ease.