

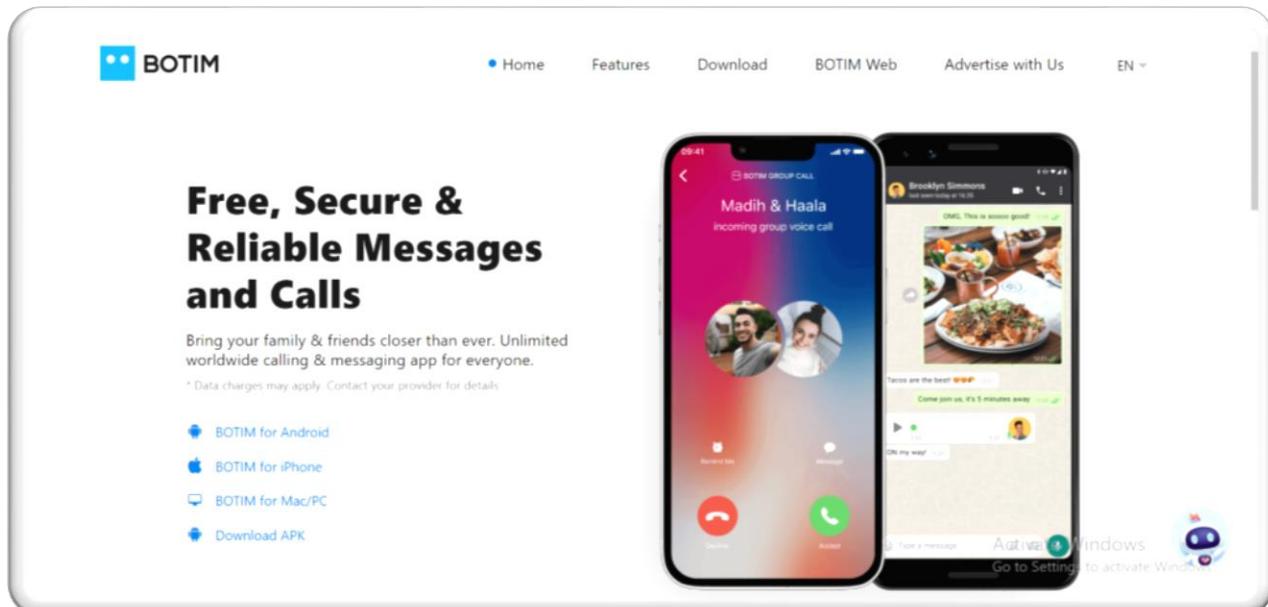
Introduction.....	2
P1 Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose	2
The first website.....	2
The second website.....	4
M1 Analyse how the principles of website design are used to produce creative, high-performance websites that meet client requirements.....	5
D1) Evaluate how the principles of website design are used to produce creative, high-performance websites that meet client requirements.....	10
P2) Produce designs for a website that meet client requirements.....	12
SQIRO	12
Prototyping.....	13
Paper sketches.....	17
P3) Review the website design proposals with others to identify and inform improvements.....	19
M2) Justify the design decisions, explaining how they will meet the user's needs and be fit for purpose..	20
D2) Evaluate the design and optimised website against client requirements.....	25
P4) Produce a website for an intended audience and test the website for functionality, compatibility and usability. Purpose.....	27
Website version 1.....	27
P5) Test the website for functionality, compatibility and usability.....	32
P6) Review the extent to which the website meets client requirements.....	36
M3) Optimise a website to meet client requirements.....	38
Website version 2.....	39
D3) Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a website.....	46
References.....	47

Introduction

I've asked to compare two websites with the same purpose and in the same line of work. And also analyze how web design and development principles are applied and compare the designs and features of each website. They asked me to tell them how other websites can satisfy the site owner's needs.

A.P1) Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose

The first website:



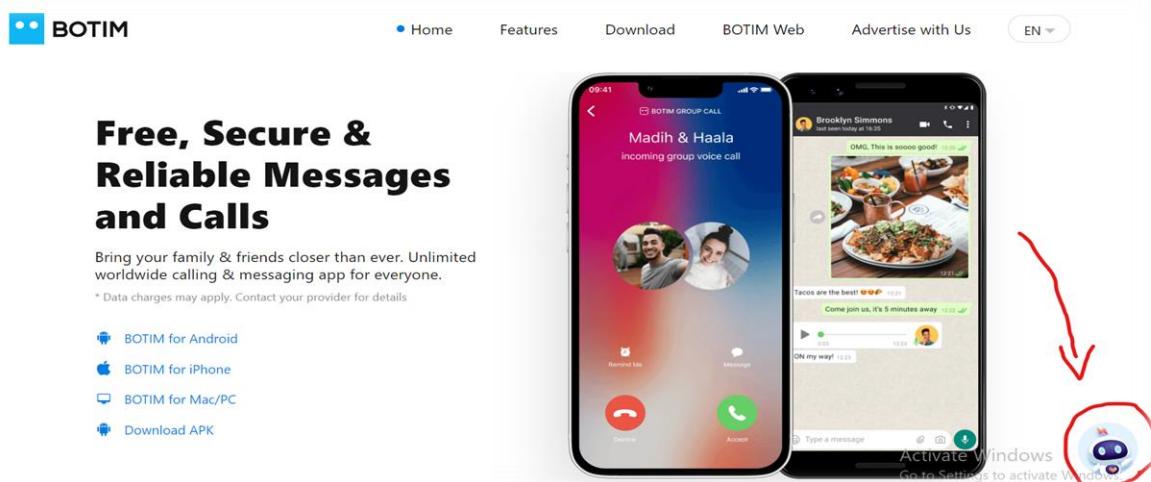
The screenshot shows the official website for BOTIM. At the top, there is a navigation bar with links for Home, Features, Download, BOTIM Web, Advertise with Us, and EN. Below the navigation bar, the main headline reads "Free, Secure & Reliable Messages and Calls". A sub-headline states "Bring your family & friends closer than ever. Unlimited worldwide calling & messaging app for everyone." Below this, there is a note about data charges and download links for Android, iPhone, Mac/PC, and APK. Two smartphones are displayed side-by-side, showing the app's interface with messages and a group call screen. The bottom of the page features a footer with social media icons and a "Download" button.

- **Botim:** Botim is the largest website for video and phone calls. If you want to communicate with your family or your friends, you can easily call them or phone them. Botim also gives you many chances that enable you to have very high-quality video calls. Botim was originally founded in 2018 by Lei Guo.

- **Purpose of the website:** If you are at home or office or mall or everywhere botim helps you to have easy communication with people. Users of the botim platform can connect by video, audio, phone, and chat.
- **Target audience:** Botim targets all people from all over the world and from all ages. Botim has approximately 70,000,000 users. If you want to communicate with anyone in the same country as you or even anywhere in the world, botim is the right choice.
- **Suitability:** The basic function of the botim is voice calls, video calls, and chatting as well. It makes communication between people easier and more effective, and it is also suitable for everyone.

✓ **Botim proses:**

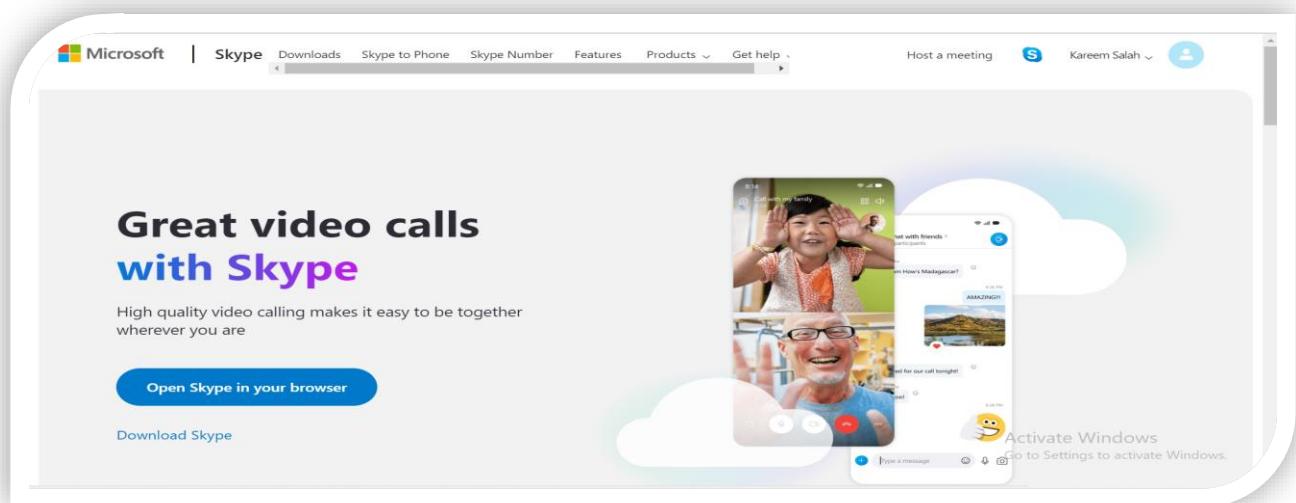
1. High-quality video calls
2. The chat will be fully-secured
3. Botim web is also available
4. When you enter the website you will find this robot logo it will help you if you have any issues



- Botim cons:

1. The video call has some slowness or loading
2. The mobile app has annoying ads

The second website:



Skype: Skype is a website that makes communication easy between people from all over the world through different ways which are video calls, voice calls, and chats. Skype is founded by Niklas Zennström and Janus Friis in 2003.

Purpose of the website: Skype enables you to communicate with your friends effectively through free video calls and voice calls with high quality.

Target audience: Skype enables you to communicate with your friends effectively through free video calls and voice calls with high quality. Skype has approximately 100,000,000 users.

- **Suitability:** Skype is very good for communicating with people worldwide. Skype is great and reliable for video, audio, messages and file sharing. It is very simple to use and the part I like the most about skype is the option for recording the call and reacting with the emojis.

✓ **Skype proses:**

1. Audio and HD video calling
2. Call recording and Live subtitles
3. Screen sharing
4. Private conversations

- **Skype cons:**

1. Some slowness on the mobile app
2. Bad customer service

A.M1) Analyse how the principles of website design are used to produce creative, high-performance websites that meet client requirements

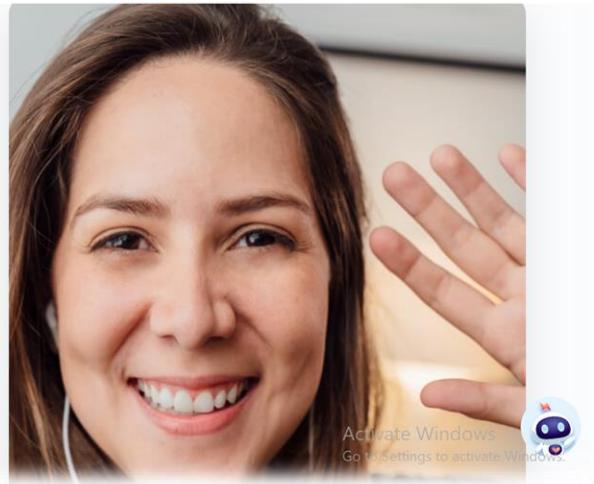
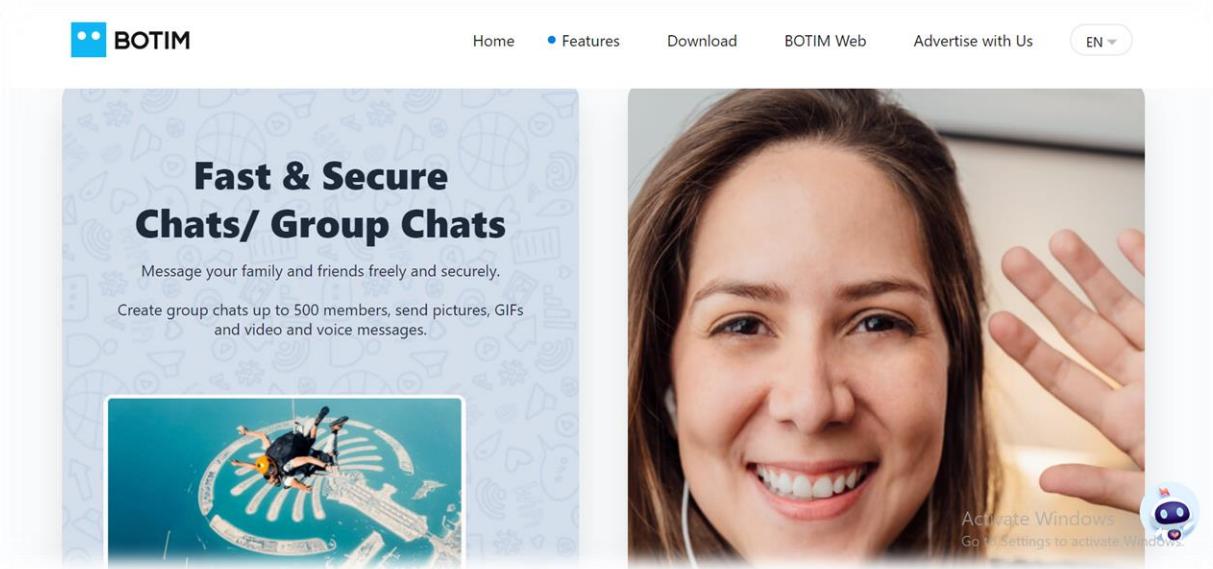
The first website:



- **Simplicity:** When you enter the botim website, you will find almost a very normal screen, not even attractive to the user. You will only find a picture of two phones, and this is not good at all for the site, and this is what I didn't like about this website.

A screenshot of the BOTIM website. At the top, there's a navigation bar with the logo, links for Home, Features, Download, BOTIM Web, Advertise with Us, and a language selector (EN). Below the navigation is a large banner with the text "Free, Secure & Reliable Messages and Calls". Underneath the banner, it says "Bring your family & friends closer than ever. Unlimited worldwide calling & messaging app for everyone." and includes a note about data charges. To the right of the banner are two smartphones displaying the BOTIM app interface, showing a group call screen and a messaging screen with food photos and messages. At the bottom right, there's a "Activate Windows" button and a small cartoon character.

- **Content:** The content of the botim website is about communication between people from all over the world and how to communicate with them, and this is what the website tries to explain to us.
- **Navigation:** The menu items are visible for easier navigation. For example, if you press the Features button directly, it will take you to the features that the website contains, so navigation is fairly easy on the website.



- **Loading time:** For the botim website, there is no delay or loading at all, and this is evidence that it is well-developed and optimized.
- **Mobile friendly:** Botim works perfectly on mobile phone, but still have annoying ads I hope they can remove them.



- **Visual hierarchy:** Visual hierarchy is present on the botim website for the important word in the page like (Free, Secure & Reliable Messages and Calls).

 **BOTIM**

- Home Features Download BOTIM Web Advertise with Us
- EN ↴

Free, Secure & Reliable Messages and Calls

Bring your family & friends closer than ever. Unlimited worldwide calling & messaging app for everyone.

* Data charges may apply. Contact your provider for details

 [BOTIM for Android](#)
 [BOTIM for iPhone](#)
 [BOTIM for Mac/PC](#)
 [Download APK](#)

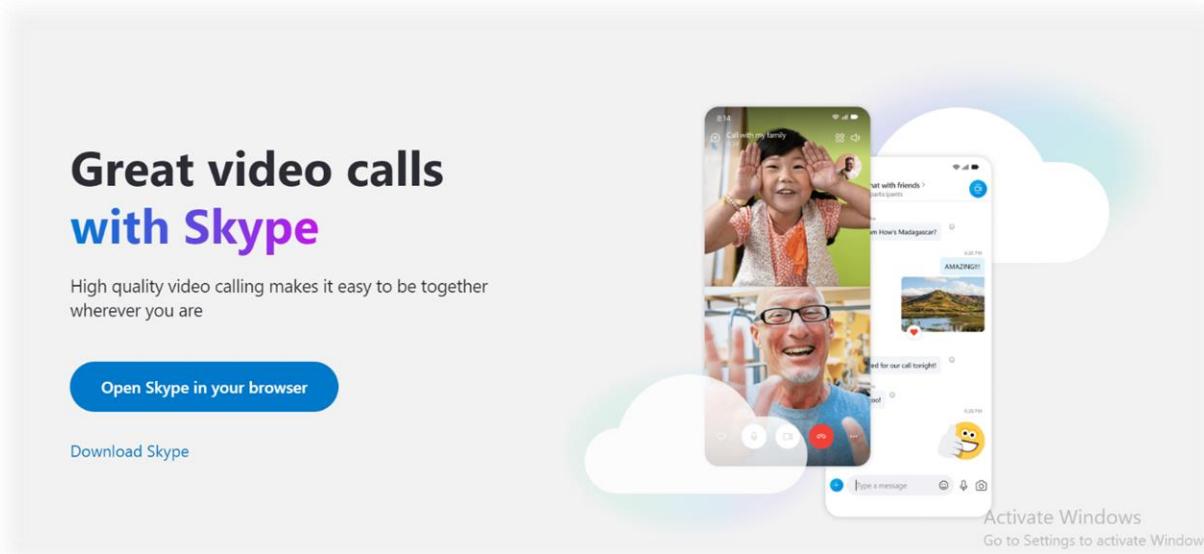



- **Consistency:** Consistency is also present on the botim website, as everything is consistent in terms of pictures, words and colours as well.

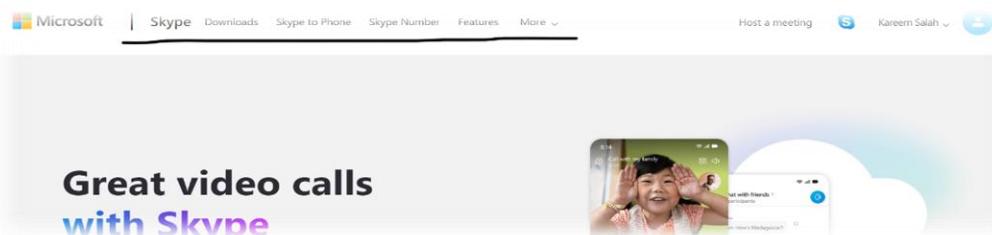
The second website:



- **Simplicity:** When you enter the Skype website you will find a fairly good screen and this is good in terms of advertising for the website and also for attracting users.



- **Content:** The content of the Skype website is about communication between people from all over the world with high-quality video and audio calls and how to communicate with them, and this is what the website is trying to explain to us.
- **Navigation:** Menu items are almost not visible. You will find the options at the top of the screen in my opinion, this is ineffective in how the navigation will be easy.



- **Loading time:** For the Skype website, there is some loading or slowness, and to be honest I did not like this at all.

- **Mobile friendly:** Skype has some lagging or slowness on the mobile application, and this appears when you want to send a photo or video. You will notice some loading in downloading the video or photo.



- **Visual hierarchy:** Visual hierarchy appears on the skype website for the important word in the page like (Great video calls with Skype).

Great video calls with Skype

High quality video calling makes it easy to be together wherever you are

[Open Skype in your browser](#)

[Download Skype](#)



- **Consistency:** Consistency appears on the Skype website in terms of colours, geometric shapes, and images, and this is excellent.

A.D1) Evaluate how the principles of website design are used to produce creative, high-performance websites that meet client requirements

❖ I will evaluate whether the two websites are using Jacob Nielsen's Heuristic Evaluation or not, and how it can help to create a suitable website that meets the client's requirements.

Jacob Neilsen has 10 Heuristic Evaluations they are:

- Visibility of system status.
- Match between the system and the real world.
- User control and freedom.
- Consistency and standards.
- Error prevention.
- Recognition rather than recall.
- Flexibility and efficiency of use.
- Aesthetic and minimalist designs.
- Help users recognize, diagnose, and recover from errors.
- Help and documentation.

The two websites



- **Visibility of system status** is the first principle and means to keep users informed of what is happening when the user knows the current status of the system, they learn the outcome of their previous interactions so that they can better define their next step. And I think this is present in both websites botim and skype.
- **Match between the system and the real world** this principle means that the system should always speak the language of the user by including some concepts and terms that are related to the real world in addition, to avoiding strange or unfamiliar expressions for the user. Unfortunately, I didn't find this in the botim website, but I found it in Skype in form of telling the user about the features on the website.

- **User control and freedom** means to give the users control over the website. A suitable website must give users the full freedom to decide and take the actions they want. To be honest, i felt free and comfortable while using both websites
- **Consistency and standards** the goal of this principle is to prevent user confusion by using the same language or dialect throughout the system. Honestly, this is what i found in the two websites, but specifically, i found it profusely in the Skype website in the language option, so I could convert the language to more than one option, and there were more than 10 language options, unlike the botim website there is only two options (Arabic-English)
- **Error prevention** means stopping or preventing errors from happening and this is very important for creating creative, high-performance websites. For instance, if the user takes a wrong action, the website will send automatically a confirmation message to the user to confirm whether he wants to do it or not. Unfortunately, i didn't find this in any of the websites.
- **Recognition rather than recall** this principle aims to facilitate site navigation by not imposing any load or stress on the user and making the important options in the website visible to the user in this way, you will have a high-quality and suitable website. I also found this in both websites.
- **Flexibility and efficiency of use** your website must be flexible and effective for all users by making some methods or features that make the website easy to use. Flexible website can help users in different ways so, people can choose whichever method fits their needs. I also touched this in both websites.
- **Aesthetic and minimalist designs** means to create interactions that contain only basic information or tips. By adding some simple aesthetic images and avoiding unnecessary or unfamiliar visuals that can confuse and distract users. This is also available in the two websites.
- **Help users recognize, diagnose, and recover from errors** when any user takes a wrong or incorrect action, the system should send him a corrective message to correct the error or give him suggestions for the correct answer, and it must be written in a correct and clear form and free of codes and characters. Also provide the users with a solution, like a shortcut that can solve the issue quickly. This is not available in both websites.

- **Help and documentation** Jacob Nielsen's final principle focuses on documentation and how it will benefit the users in understanding how to complete their tasks. Also content should be easy to find. And in my opinion, this is not present in both websites.

In my opinion, skype is a more integrated website because it completes 7 principles out of 10, unlike botim, which completed 5 out of 10. A suitable website should contain as many web design principles as possible.

B.P2) Produce designs for a website that meet client requirements

Design a website to meet client requirements

- **User requirement**

The customer and the target audience are the major considerations for web designers while creating a website. As website developer, I must satisfy both the user and the client.

- **Purpose requirement**

Requirements are developed when all available information has been obtained. There are 5 main requirements that must be collected in an intelligent way. When we mention SMART criteria, we are referring to

- ❖ **Specific:** Target a specific area for improvement.
- ❖ **Measurable:** Quantify or at least suggest an indicator of progress.
- ❖ **Achievable:** Specify who will do it.
- ❖ **Realistic:** State what results can realistically be achieved, given available resources.
- ❖ **Time-constrained:** Specify when the result can be achieved.

SQIRO

(Sampling Questionnaire Interview Reading Observation) is a research strategy that combines sampling-questionnaire-interview-reading-observation as techniques for collecting data. I will explain them now.

- ❖ **Sampling:** The best way to analyze a system is to collect facts from existing documents and also from human sources.

-  **Questionnaire:** Another effective fact-finding strategy for collecting data from a large number of users is the use of questionnaires. Users respond to the system analyst's questions by filling out the forms that are provided by the system analyst. Because the system analyst does not need to interview every user, questionnaires can save time. And also more effective if the interview time is limited.
-  **Interview:** Interview is the most commonly used technique to collect information from face-to-face interviews. The purpose of the interview is to find, verify, identify requirements and collect ideas and opinions.
-  **Reading:** Reading is the process of gathering information through reading submitted writings or documents. This can include books, reports, essays, and other forms of written material.
-  **Observation:** An additional method for gathering information is observation. This method involves the system analyst participating in the organization, examining the document flow, applying the current system, and interacting with the users. When a system analyst has access to the user's perspective, observation may be a beneficial technique.

Prototyping

A prototype is an incomplete model of a site or application that allows a designer to monitor a certain process on users. Prototyping is mostly used for testing new features and basic design concepts.

Name	Description	Example	advantages	disadvantages
Lofi prototype	Are frequently paper-based and disallow user involvement. They range from printouts to a collection of hand-drawn mock-ups. Low-fidelity drawings may be made more quickly.	Manually (paper-ben)	Inexpensive Fast Clarifying	Uncertainty during testing Limited interactivity
Hifi prototype	Are computer-based and often enable realistic user interactions (mouse-keyboard). High-fidelity prototypes are thought to be far more effective at collecting accurate data on human performance.	Digitally (keyboard-mouse)	Testability of specific UI elements or interactions	Higher costs

- **Storyboard**

A storyboard is a visual presentation of a narrative, idea, or script divided into logical sections. They are commonly used to illustrate how a screenplay or story would seem when animated or performed, but they are also used in several situations.

- **SEO**

(Search engine optimization) is known as SEO. Simply defined, it refers to the process of upgrading your website to support its visibility when users search for services or goods linked with your organization on Google.

- **SEO techniques**

- **Update old content**

Old content needs updating periodically because rankings don't last forever, especially if you're targeting time-sensitive topics.

- **Create content hubs**

Content hubs are interlinked collections of content about a topic.

- **Optimize internal links**

Internal links are links from one page on your website to another.

- **Learn from your competitors**

Competition makes life harder, but your competitors can also be a source of topic ideas.

```
<head>
  <meta name="description" content="We are a diving club that specializes in teaching
  diving to beginners to make them professional in diving">
  <meta name="keywords" content="Scuba diving in Dubai provides you with better and
  safer training">
  <title>Scuba diving </title>

<link rel="icon" type="Logo/png">
</head>
```

➤ Client-side scripting

Internet browsers carry out client-side scripting, and the way it functions is that when a web browser runs a client-side script on the server, it will execute on the user's web browser and send overwritten code to it rather than the web server, making it run directly over the user's computer's internet functionality. One of its important uses is the storage of cookies or other data that matches the preferences of the user.

➤ Original Assets:

Original assets are those that you have designed by yourself or that are your own original works since they were produced by you and don't need anybody else to copy you. This ensures that original assets are entirely secure for usage, but it doesn't allow you to steal other people's ideas. Only original materials that weren't stolen or stolen should be in your possession. The only exception is if you explicitly state that their concept influenced you.

➤ Ready-made assets

Ready-made assets are any assets or materials that you have utilized but do not own. You will need the creator's or designer's consent before using them. Without the developer's consent, you face the risk of breaking copyright laws, which may be quite expensive.

Testing plan

Test ID	Action	Test data	Expected result	Actual result	Test result
1	Open the link	URL	Scuba diving home page	Home page opened	Home page opened successfully
2	Click about us	-	About us section	About us section opened	Pass
3	Click services & products - equipment serving	-	Services & products section	Services & products section opened	Pass
4	Click packages offered- beginners	-	packages offered section	packages offered section opened	Pass
5	Click contact us	-	Contact us section	Contact us section opened	Pass

Identifying constraints:

- **Technical**

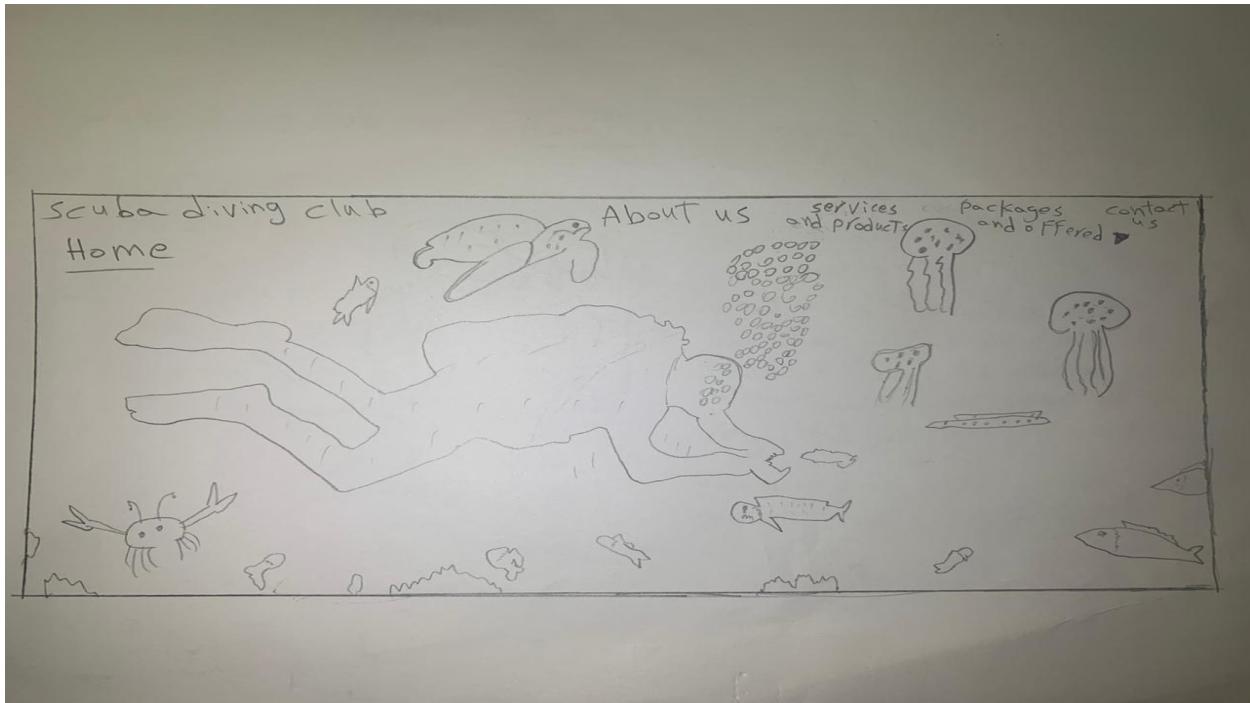
IT specialists. Since website development abilities are not always available, people may need to be hired or trained to complete the necessary design and development tasks.
IT infrastructure. The website may need specific hardware or software that must be bought or installed before the website design and development can start.

- **Financial**

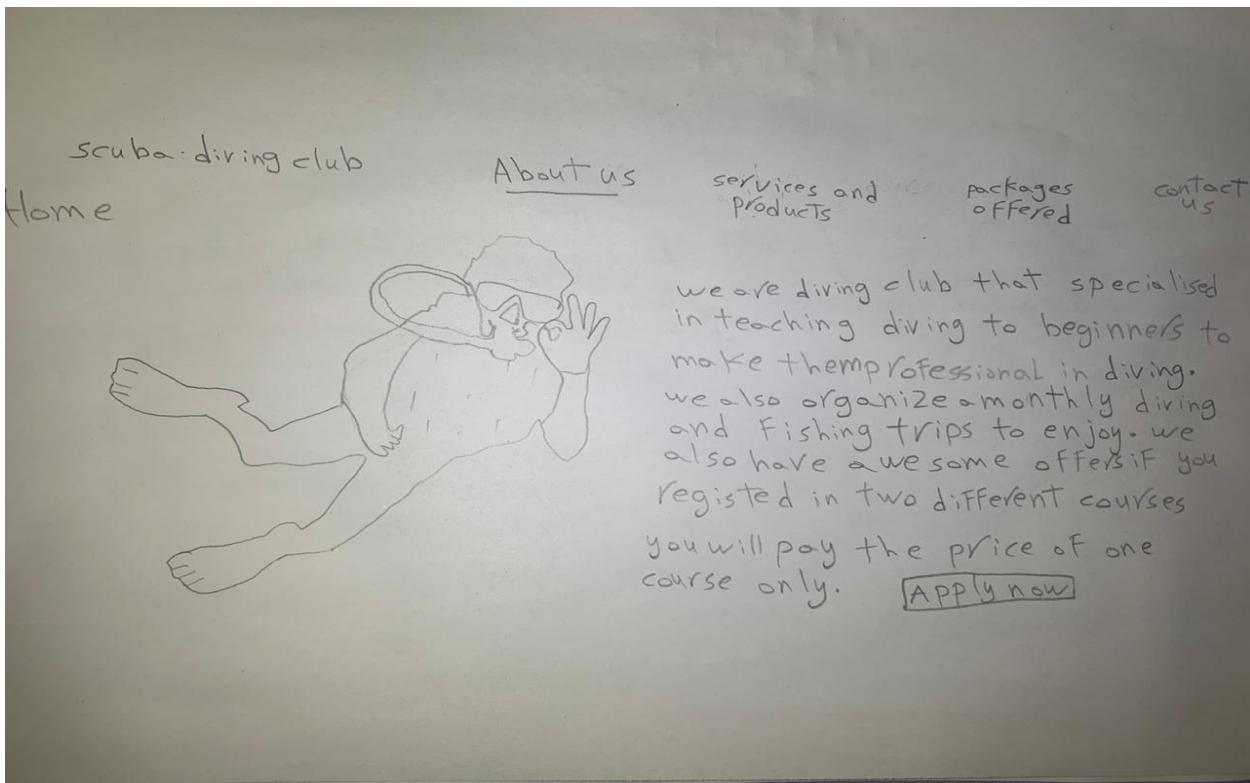
The financial refers to finance (money). The customer's budget may not allow for the website needs the client wants. With the customer, you will have agreed on a budget that you must stick to. However, if the client requests things that will cost more than the budget, they may decide to boost the budget in order to obtain the desired results.

Paper sketches

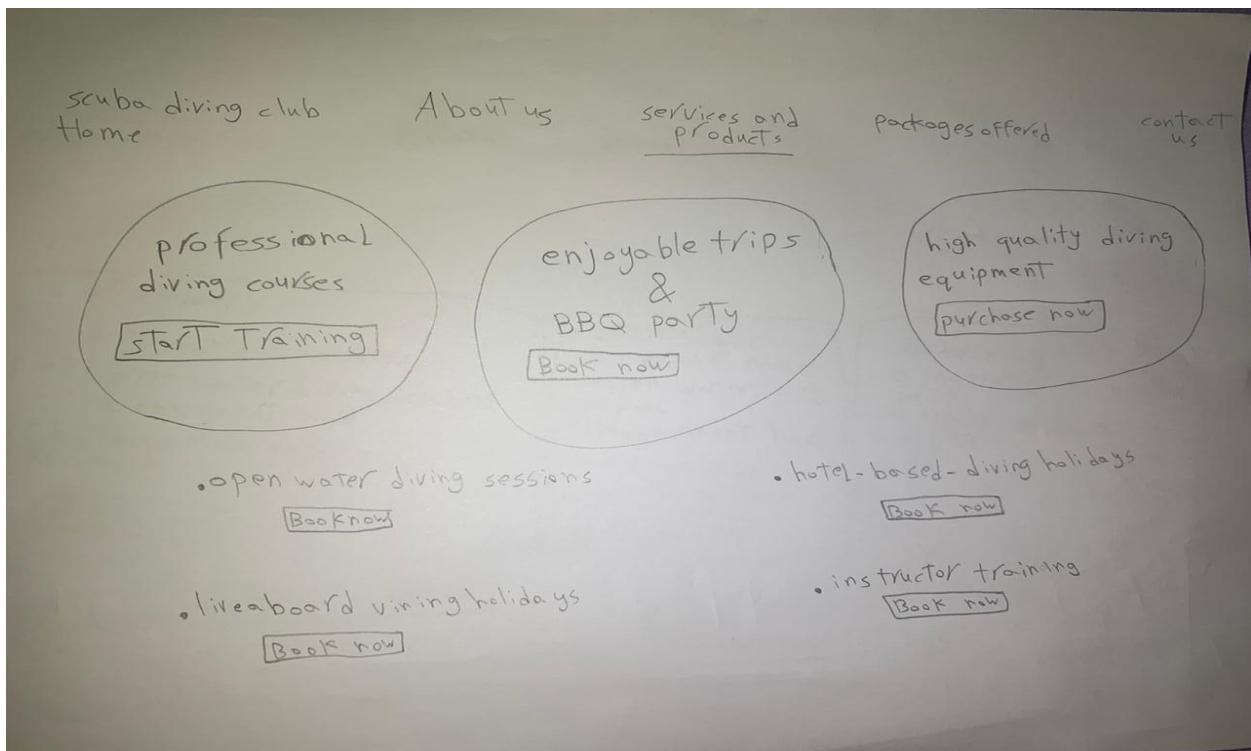
Home page



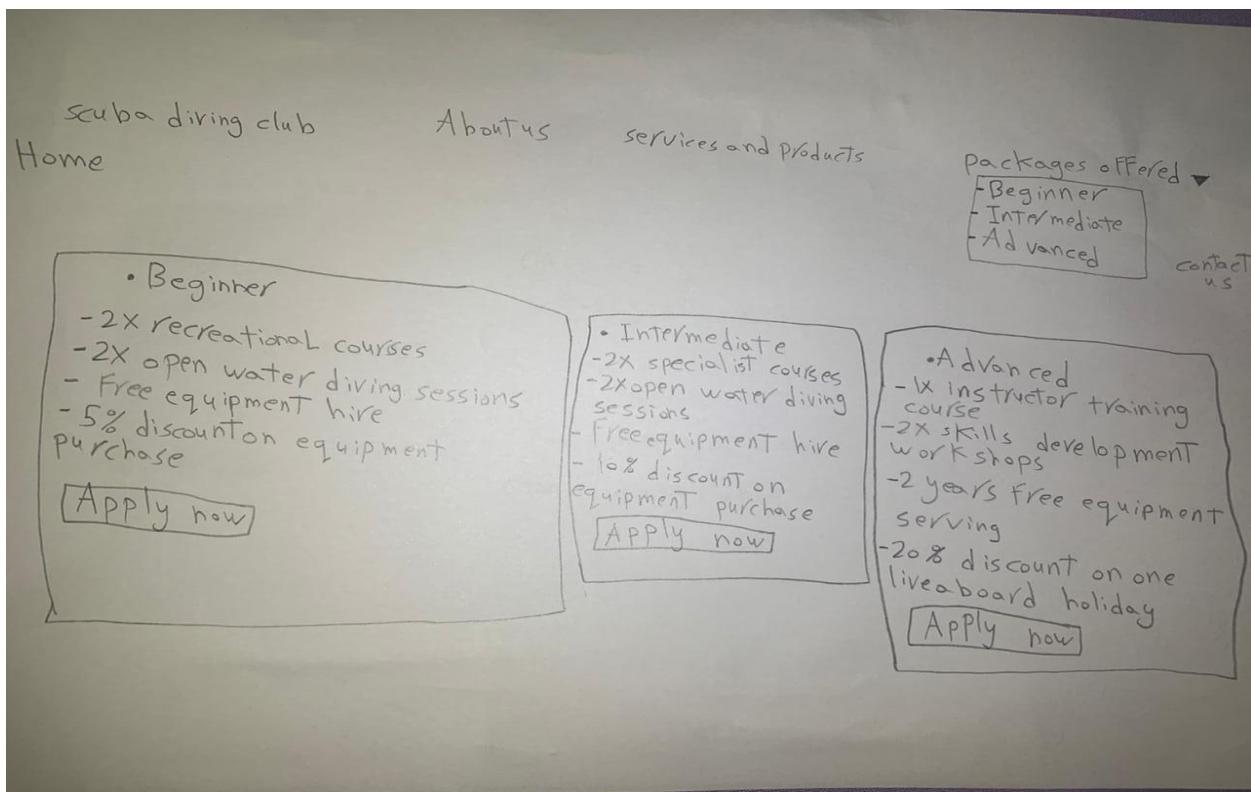
About us page



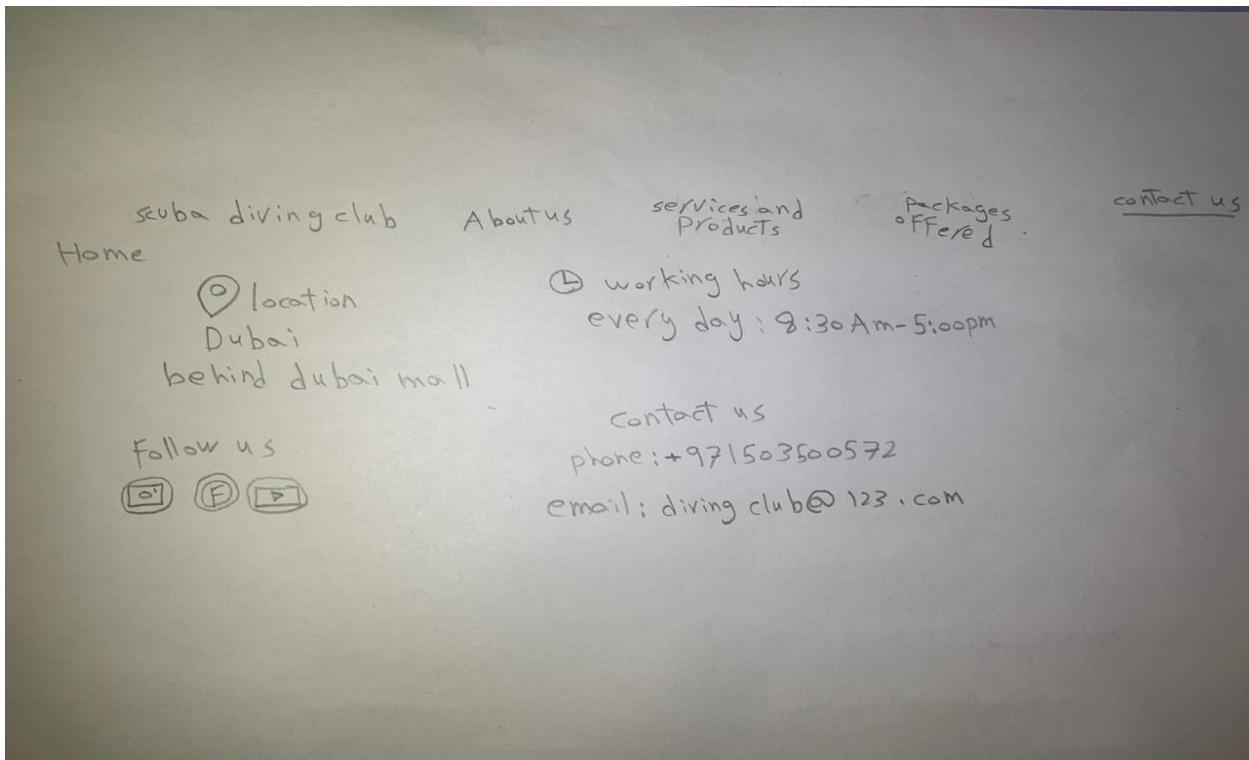
Services & products page



Packages offered page



Contact us page



B.P3) Review the website design proposals with others to identify and inform improvements

Marvel app link

<https://marvelapp.com/prototype/9bf762i/screen/89808119>

❖ Users feedback:

- Users asked for more explanation in the about us section
- Users asked to add skill development workshop
- Users asked to add custom packages
- Users asked to add the names of the seven emirates to make navigation much easier in the website
- Users asked for a free open number to contact the company
- Users asked to include social media icons to follow up with the website
- Users asked to include a map for the club
- Users asked to have a 20% discount when applying for beginner package

B.M2) Justify the design decisions, explaining how they will meet the user's needs and be fit for purpose

- ✓ Users asked for more explanation in the about us section

A hand-drawn wireframe of a website page for a "Scuba diving club". The page has a header with "Scuba diving club" and "Home" links. Below the header is a cartoon illustration of a person in a diving suit and mask. To the right of the illustration are four menu items: "About us", "services and products", "packages offered", and "contact us". Under "About us", there is descriptive text about the club's services and a button labeled "APPLY now".

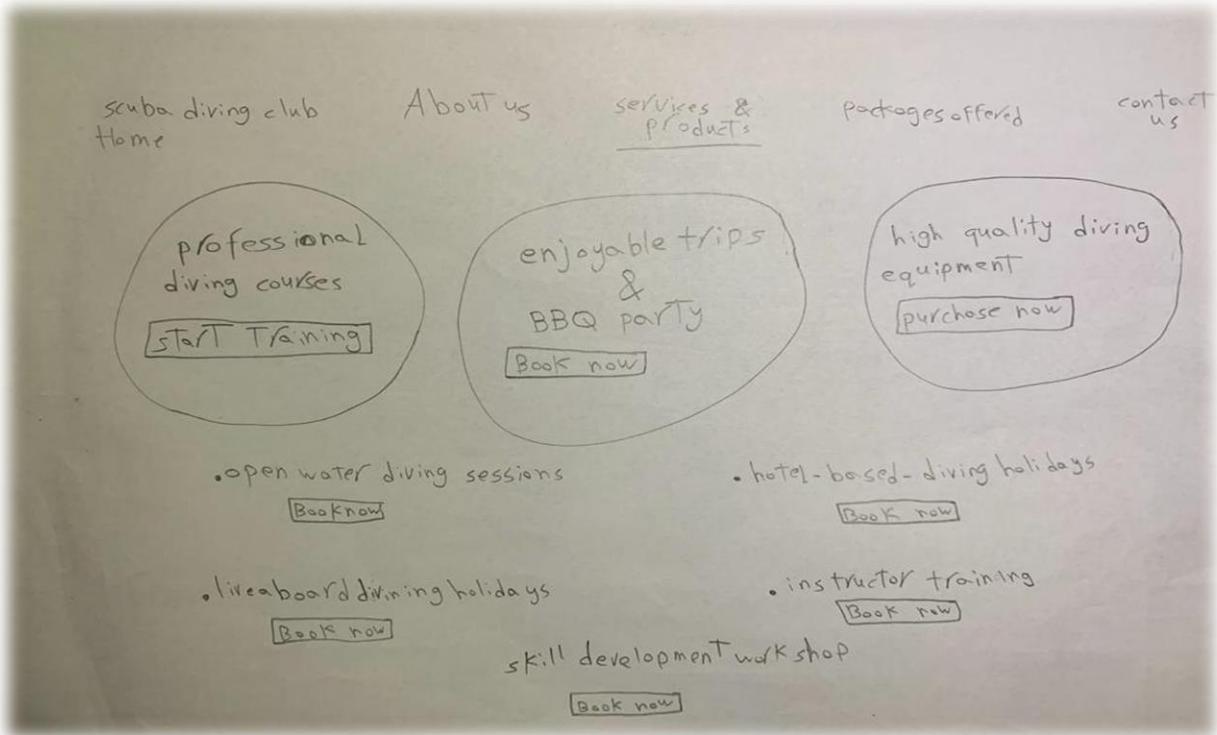
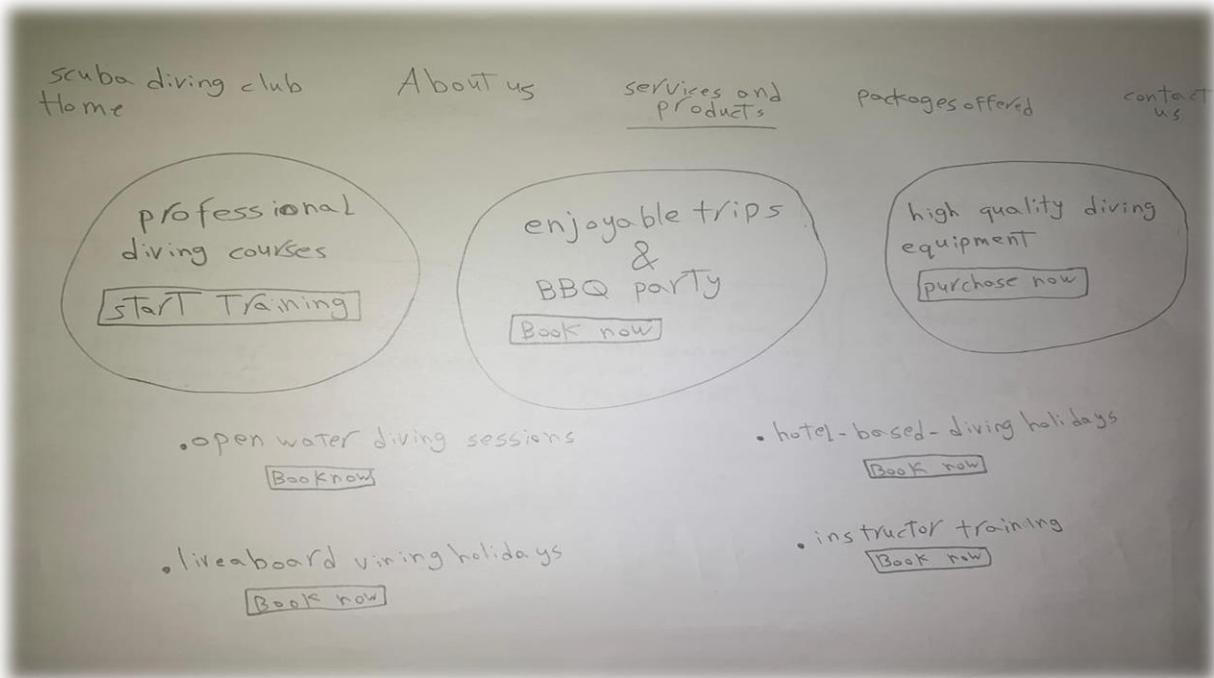
we are diving club that specialised in teaching diving to beginners to make them professional in diving. we also organize monthly diving and fishing trips to enjoy. we also have awesome offers if you registered in two different courses you will pay the price of one course only.

[APPLY now](#)

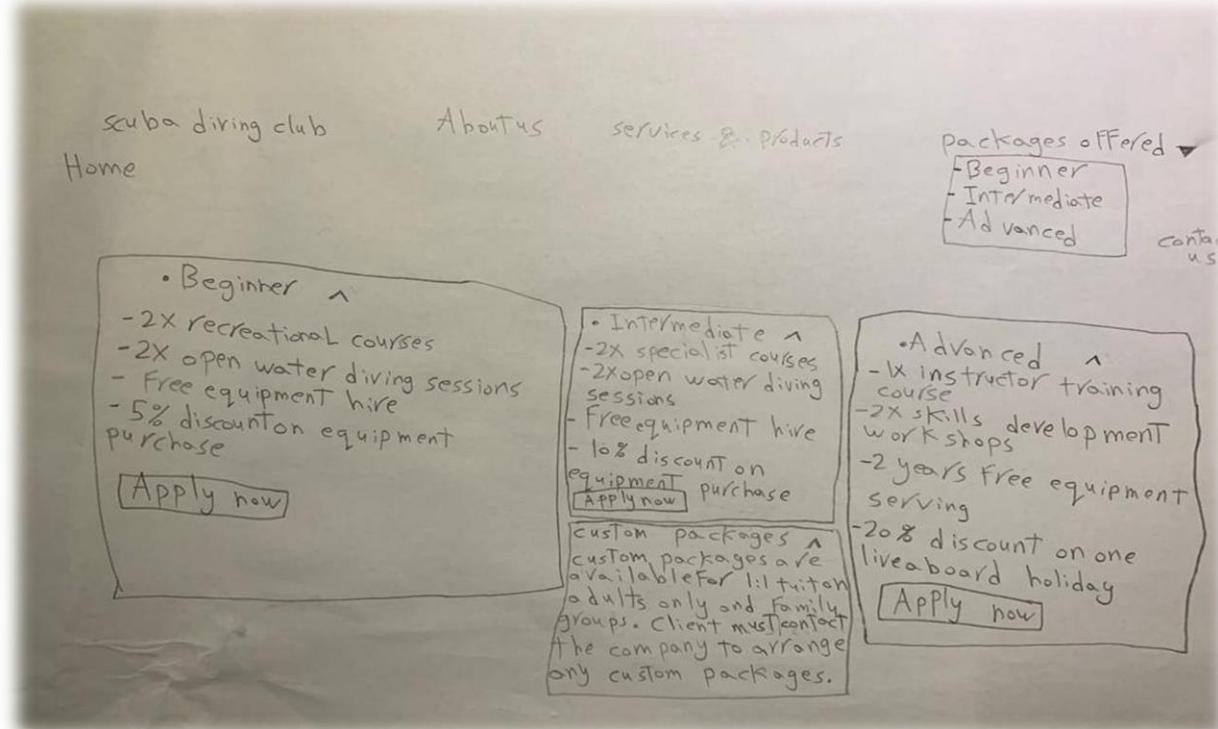
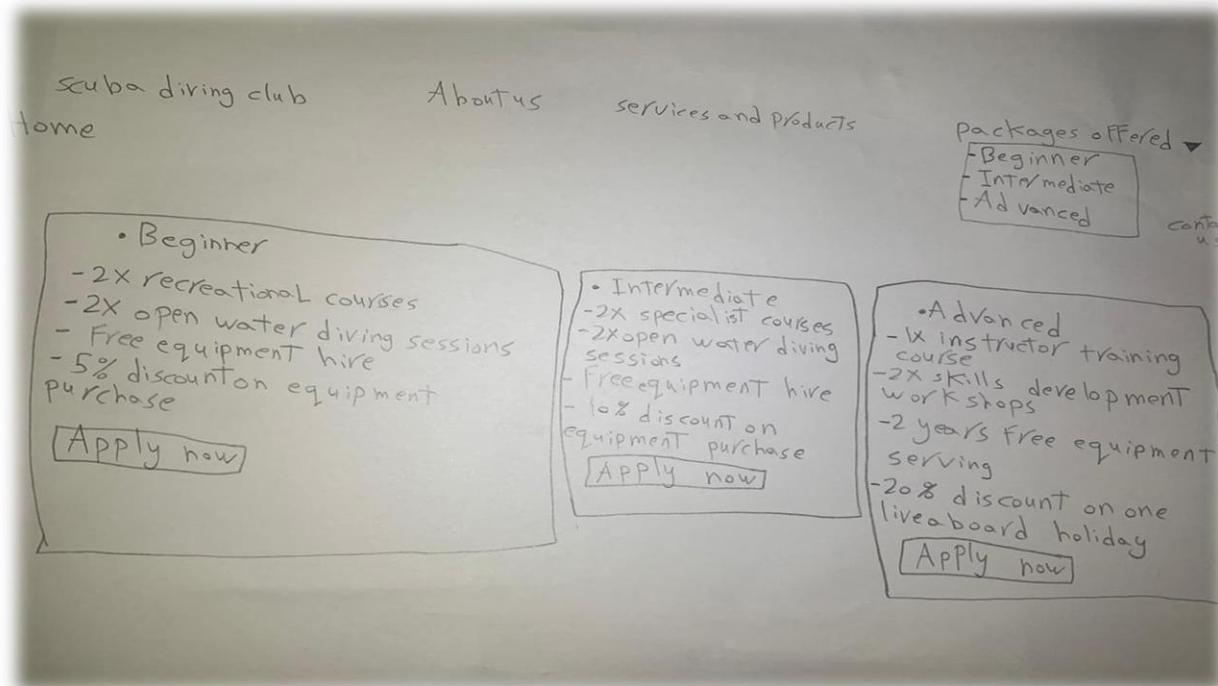
A hand-drawn wireframe of a website page for a "Scuba diving club". The page has a header with "Scuba diving club" and "Home" links. Below the header is a cartoon illustration of a sea turtle. To the right of the illustration are four menu items: "About us", "services & product", "packages offered", and "contact us". Under "About us", there is descriptive text about the club's services and a large blue curved arrow pointing from the text area towards the "services & product" link.

Scuba Diving in Dubai
We are a diving club that specializes in teaching diving to beginners to make them professional in diving. We also organize monthly diving and fishing trips to enjoy. We also have offers and discounts. If you registered for two different courses, you will pay the price of one course only. Think diving with the little sea creatures. Isn't that fun?
Scuba diving will make you discover the Arabian Gulf and enjoy its stunning landscape. Scuba diving offers a wide range of recreational activities and watersports making it the perfect spot for fun and thrill seekers.

- ✓ Users asked to add skill development workshop

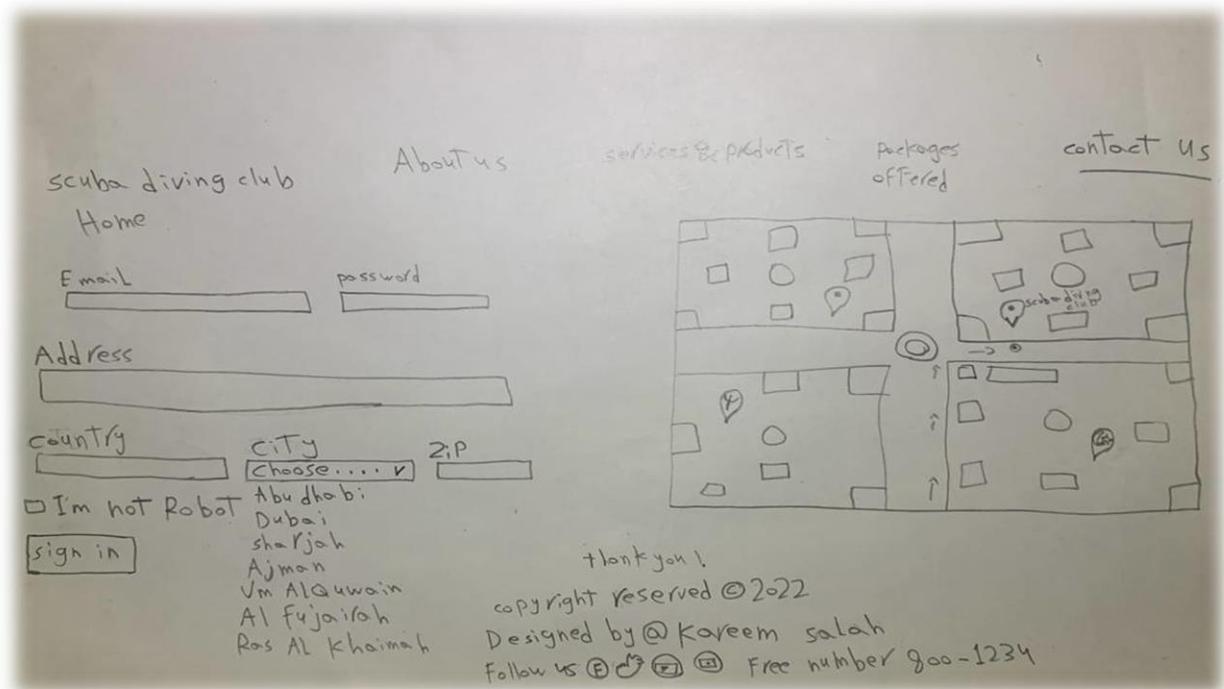
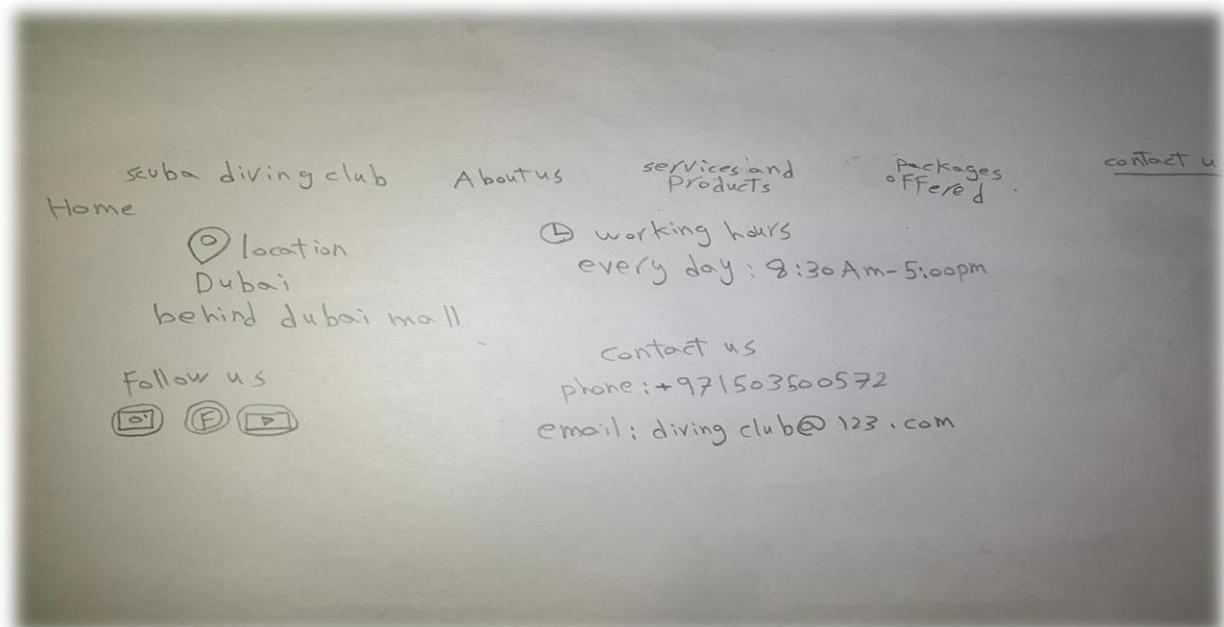


- ✓ Users asked to add custom packages



- ✓ Users asked to add the names of the seven emirates to make navigation much easier in the website
- ✓ Users asked for a free open number to contact the company
- ✓ Users asked to include social media icons
- ✓ Users asked to include a map for the club

I did some changes to improve the design



- Users asked for more explanation in the about us section

Adding more information in the About Us section will make it easier for users to obtain important information effectively, and this is one of the features of a suitable website.

- Users asked to add custom packages

Adding a custom package is also important in making website navigation more efficient and easier

- Users asked to add the names of the seven emirates to make navigation much easier in the website

If I was a user and I came to register on the website. I started writing my email and my password, and when I start writing my address, I found that the names of the seven emirates are already written without the need for me to write them. This will facilitate my time and effort.

- Users asked for a free open number to contact the company

Adding a free open number for users will make communication easier between the club and the user, and this is very useful

- Users asked to include social media icons

Adding social media icons to users will make them aware of everything new about the website in general

- Users asked to include a map for the club

Adding a map of the club's location will make it easier for users to identify its location. If users have any questions they can go to it and they will find answers to their questions.

✓ Suggested feedbacks I applied

- Users asked for more explanation in the about us section
- Users asked to add skill development workshop
- Users asked to add custom packages
- Users asked to add the names of the seven emirates to make navigation much easier in the website
- Users asked for a free open number to contact the company
- Users asked to include social media icons to follow up with the website
- Users asked to include a map for the location of the company

- Suggested feedback I didn't apply
- Users asked to have a 20% discount when applying for beginner package

This is good feedback, but I can't increase or decrease this number because this is up to the company. Because of that, I couldn't add this feedback.

B.D2) Evaluate the design and optimised website against client requirements

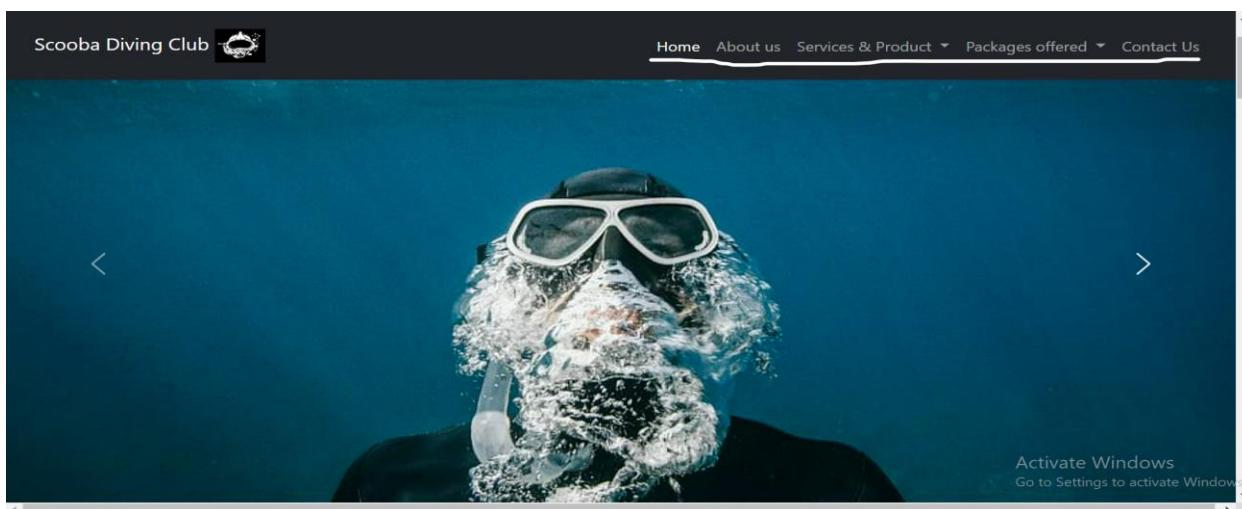
I will use Jacob Neilsen's Heuristic Evaluation to evaluate the website requirements.

The first principle is **Visibility of system status**.

As I said above, this means keeping users informed of what is happening or anything new related to the website, and this is present in my website by informing users of anything new related to packages or any discount

Match between the system and the real world. As we said above, this means that the system must always speak the language of the user and this is present in my website by explains what the website is and what is its usefulness in the field of diving

User control and freedom. This means giving users control over the website. A suitable website should give users complete freedom in dealing with it, and this is what my website provides. Through the click of a button, you can move freely through the website



Consistency and standards. The goal of this principle is to prevent user confusion by using the same language or dialect throughout the system. This is also present in my website by using the same language and style throughout the website

Error prevention. This means stopping or preventing errors from happening and this is very important for creating creative, high-performance websites. This is also present in my website

Recognition rather than recall. This principle aims to facilitate navigation on the website by not imposing any stress or pressure on the user and making the important options on the site visible to the user, and this is also present on my site by organizing explanations, colours and images

Flexibility and efficiency of use. This is also present in my website by making some methods and features that make the website more effective and easy to use and this is one of the advantages of a suitable website

Aesthetic and minimalist designs. As we said above, this means creating interactions that contain only basic information or tips. This is also available in my website in how to sign in to the website

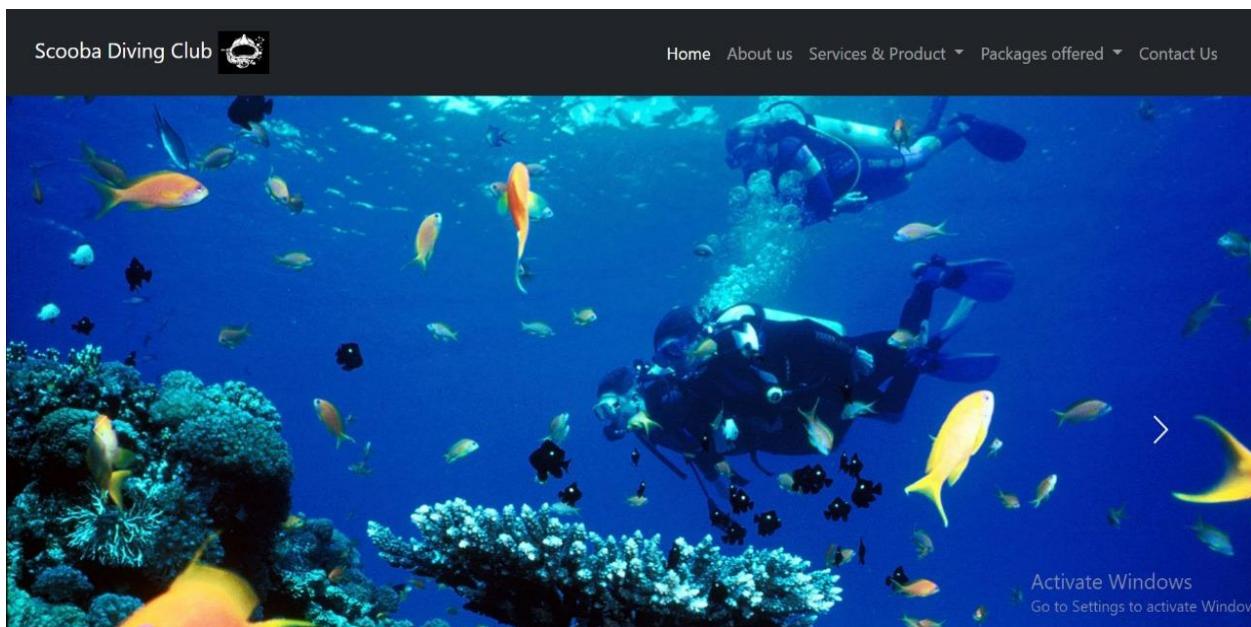
Help users recognize, diagnose, and recover from errors. This means when any user takes a wrong or incorrect action, the system should send him a corrective message to correct the error or give him suggestions for the correct answer. This is available in my website for example if u want to log in to the website and you write your email without this (@) the system will send you a corrective message to correct your user name

Help and documentation. This is Jacob Nielsen's last principle focuses on documentation and how it will benefit the users in understanding how to complete their tasks. This is also present in my website

C.P4) Produce a website for an intended audience and test the website for functionality, compatibility and usability. Purpose

Website version 1

Home page



About us page

A screenshot of the 'About Us' page for 'Scooba Diving Club'. The header is the same as the home page. The main content includes a large heading 'About Us', a section titled 'Scuba Diving in Dubai' with descriptive text, and a blue 'Apply now' button. To the right is a large, circular inset image of a diver swimming over a coral reef. A 'Next' button is on the right side of the inset. In the bottom right corner of the page, there is a watermark for Windows activation.

Services & products pages

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

Services & Products



Recreational and specialist scuba diving courses
Fun and entertaining diving courses under the supervision of professional and specialized instructors.

[Start Training](#)



Equipment hire and purchase
High quality diving equipment at affordable prices.

[Purchase Now](#)

Activate Windows
Go to Settings to activate Window

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us



Equipment servicing
If you purchased any equipment and then faced any problem in using it, or even if it broke down, you can contact us and we will help you fix it.

[Learn More](#)



Other activities:
Enjoyable diving and fishing trips & BBQ parties.

[Book Now](#)

Activate Windows
Go to Settings to activate Window

[Learn More](#)

Other activities:

Open water diving sessions

hotel-bases diving holidays

liveabroad diving holidays

instructor training

[Book Now](#)

Activate Windows

Go to Settings to activate Windows

Packages offered page



Packages Offered

Beginners



- 2 x recreational courses
- 2 x open water diving sessions
- free equipment hire
- 5% discount on equipment purchase.

[Apply now](#)

Intermediate



Advanced



Scuba diving in Dubai provides you with better
and safer training [Start Training](#)

Activate Windows

Go to Settings to activate Windows

Contact us pages

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

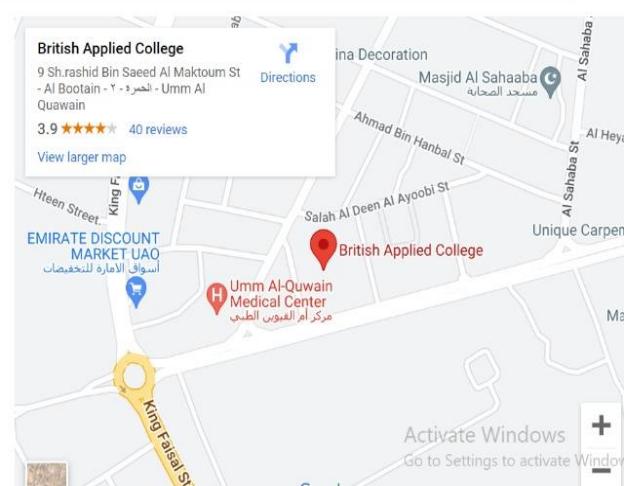
Contact Us

Email Password

Address

Country city Zip

I'm not a Robot



Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

Address

Country city Zip

I'm not a Robot



Thank you!

Copyright Reserved © 2022

Designed by @Kareem Salah

Activate Windows
Go to Settings to activate Window

How my website will meet the client requirements?

Based on the client's viewpoints, the website was created. And created using modern, alluring, and easy-to-use elements. The website has been set up into certain parts to make it simple for users to simply and quickly find what they are looking for with the click of a button. If the users have any questions or doubts, they can contact the company to ask for further information.

What is Graphical User Interface (GUI)

The software that evaluates the graphical user interface is known as GUI testing. By checking displays and controls like menus, buttons, and icons. (GUI) testing aims to ensure that the software application's functionality meets requirements.

GUI testing used for:

Check whether the Error messages are being shown correctly or not.

- ✓ Verify that the text is set correctly or not.

The screenshot shows a website for "Scooba Diving Club". The header includes the logo "Scooba Diving Club" with a small icon, and navigation links for Home, About us, Services & Product, Packages offered, and Contact Us. The main content area features a large oval-shaped image of a scuba diver swimming over a vibrant coral reef with many small orange fish. Below the image, the text "Activate Windows" is visible. To the left of the image, there is a section titled "Scuba Diving in Dubai" with descriptive text about the club's services and offers, and a blue "Apply now" button.

About Us

Scuba Diving in Dubai

We are a diving club that specializes in teaching diving to beginners to make them professional in diving. We also organize monthly diving and fishing trips to enjoy. We also have offers and discounts. If you registered for two different courses, you will pay the price of one course only. Think diving with the little sea creatures. Isn't that fun? Scuba diving will make you discover the Arabian Gulf and enjoy its stunning landscape. Scuba diving offers a wide range of recreational activities and water sports making it the perfect spot for fun and thrill seekers.

Apply now

Activate Windows

- ✓ Confirm whether the application's font is clear or not.

The screenshot shows the top navigation bar of the website. On the left is the logo "Scooba Diving Club" next to a small icon of a diver. To the right are the menu items: Home, About us, Services & Product ▾, Packages offered ▾, and Contact Us.

Services & Products



Recreational and specialist



Equipment hire and purchase
High quality diving equipment at

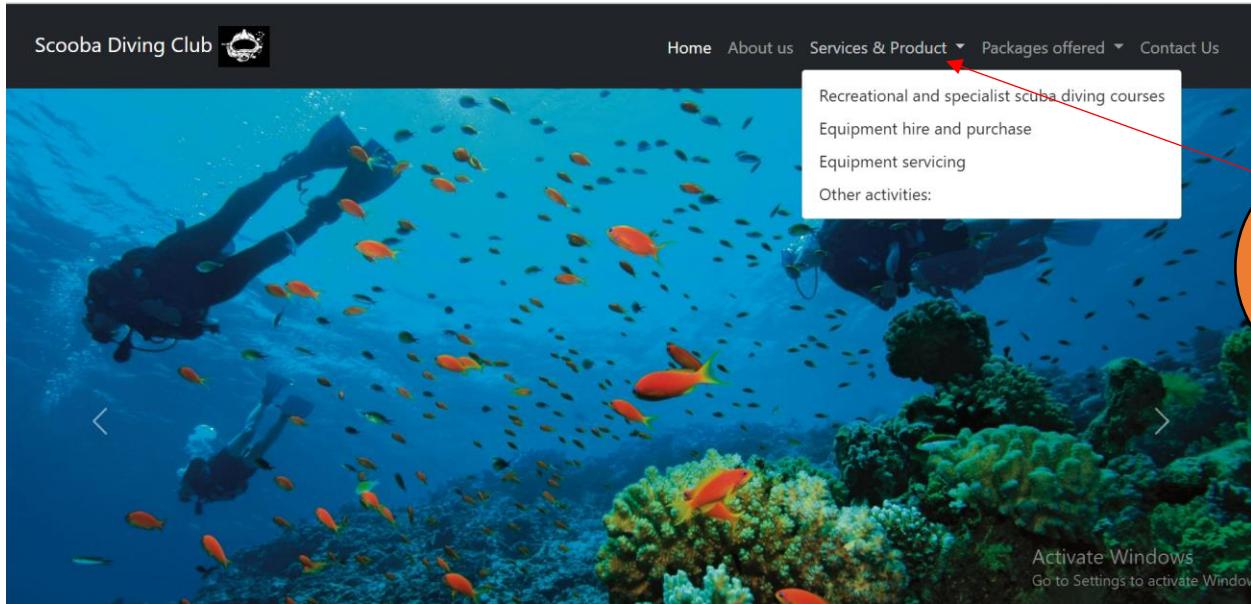
- ✓ Check the quality of the images.

The screenshot shows a large, vibrant underwater photograph of several divers swimming over a coral reef. A school of small orange fish is visible. In the bottom right corner of the image, there is a watermark for Windows activation: "Activate Windows Go to Settings to activate Windows".

C.P5) Test the website for functionality, compatibility and usability

[Website testing](#)

1-Testing the alignment of the text and other elements are working or not



- ✓ menu heading buttons are tested successfully

2-Testing the font whether it is readable or not

The screenshot shows the 'About' page of the website. The title 'About' is at the top. Below it is a section titled 'Scuba Diving in Dubai' with a descriptive paragraph about the club's services. A blue button labeled 'Apply now' is visible. To the right of the text, there is a decorative graphic of a stylized blue wave.

Scuba Diving in Dubai

We are a diving club that specializes in teaching diving to beginners to make them professional in diving. We also organize monthly diving and fishing trips to enjoy. We also have offers and discounts. If you registered for two different courses, you will pay the price of one course only. Think diving with the little sea creatures. Isn't that fun? Scuba diving will make you discover the Arabian Gulf and enjoy its stunning landscape. Scuba diving offers a wide range of recreational activities and water sports making it the perfect spot for fun and thrill seekers.

Apply now

- ✓ Font was tested successfully

3-Testing the error message whether it is displayed or not

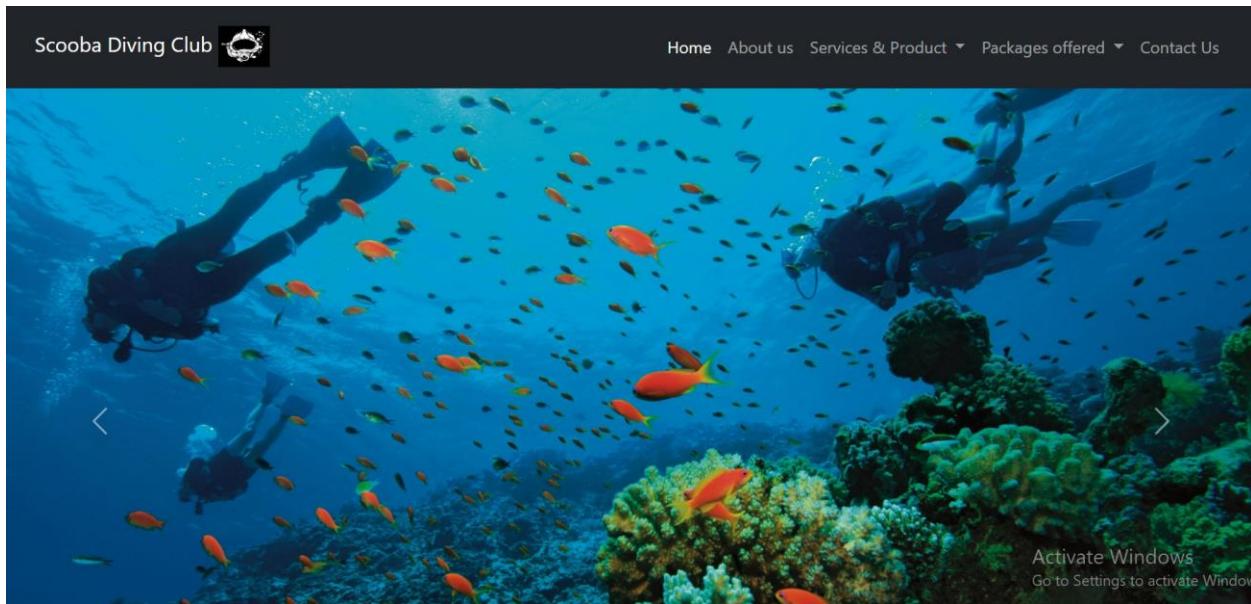
The screenshot shows the contact page of the Scooba Diving Club website. At the top, there is a navigation bar with links for Home, About us, Services & Product, Packages offered, and Contact Us. The main heading is "Contact Us". Below the heading, there is a form with fields for Email, Password, Address, Country, City, Zip, and a CAPTCHA field labeled "I'm not Robot". A blue button labeled "Sign in" is at the bottom right of the form. An orange circle on the left is labeled "Error message" with an arrow pointing to the error message box. The error message box contains the text: "Please include an '@' in the email address. 'ebuvierbvejvb123hef' is missing an '@'." To the right of the form is a map showing the location of British Applied College in Umm Al Quwain, UAE.

Contact Us

The screenshot shows the contact page of the Scooba Diving Club website. The "Email" field contains the invalid email address "ebuvierbvejvb123hef", which has been highlighted with a blue border. An orange circle on the left is labeled "Error message" with an arrow pointing to this highlighted field. A yellow error message box is displayed above the field, stating: "Please include an '@' in the email address. 'ebuvierbvejvb123hef' is missing an '@'." The rest of the form includes fields for "Password", "Address" (1234 Main St), "Country", "City", "Zip", a "Choose" dropdown, and a CAPTCHA field with the text "I'm not Robot". A blue "Sign in" button is at the bottom right. To the right of the form is a map of Umm Al Quwain showing the location of British Applied College and other nearby landmarks like EMIRATE DISCOUNT MARKET UAO and Umm Al-Quwain Medical Center.

- ✓ Error message was tested successfully

4-Testing whether the images have good clarity or not



- ✓ Image was tested successfully

Testing plan

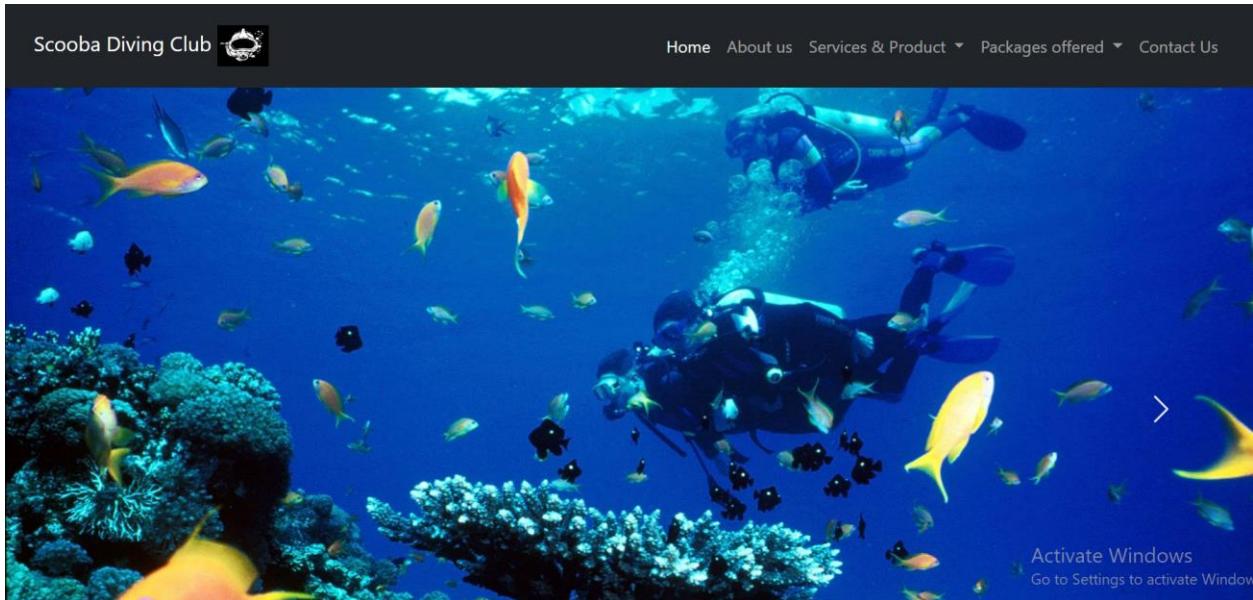
Test ID	Action	Test data	Expected result	Actual result	Test result
1	Open the link	https://scubadivingclub.netlify.app/	Scuba diving home page	Home page opened	Scuba diving opened successfully
2	Click about us	-	About us section	About us section opened	Pass
3	Click services & products - equipment serving	-	Services & products section	Services & products section opened	Pass
4	Click packages offered- beginners	-	packages offered section	packages offered section opened	Pass
5	Click contact us	-	Contact us section	Contact us section opened	Pass

Functionality, compatibility

- ✓ Functionality: The website functioned successfully
- ✓ Compatibility: The website can work on different devices (laptops- phones- ipads)

C.P6) Review the extent to which the website meets client requirements

- ✓ Users asked to include HD images



- ✓ Users asked to include more buttons to navigate the website easily

Packages Offered

Beginners	▼
Intermediate	^
- 2 x specialist courses	
- 2 x open water diving sessions	
- free equipment hire	
- 10% discount on equipment purchase.	
Apply now	
Advanced	▼



Scuba diving in Dubai provides you with better and safer training

[Start Training](#)

Activate Windows
Go to Settings to activate Window

- ✓ Users asked to include a free number to contact the company

Thank you!

Copyright Reserved © 2022

Designed by @Kareem Salah

Follow us [f](#) [t](#) [y](#) [i](#) [Free number 800-1234](#)

The purpose of my website: The purpose or goal of my site is to provide courses to teach people to dive under the supervision of professors who specialize in the field of diving

About Us

Scuba Diving in Dubai

We are a diving club that specializes in teaching diving to beginners to make them professional in diving. We also organize monthly diving and fishing trips to enjoy. We also have offers and discounts. If you registered for two different courses, you will pay the price of one course only. Think diving with the little sea creatures. Isn't that fun? Scuba diving will make you discover the Arabian Gulf and enjoy its stunning landscape. Scuba diving offers a wide range of recreational activities and water sports making it the perfect spot for fun and thrill seekers.

[Apply now](#)



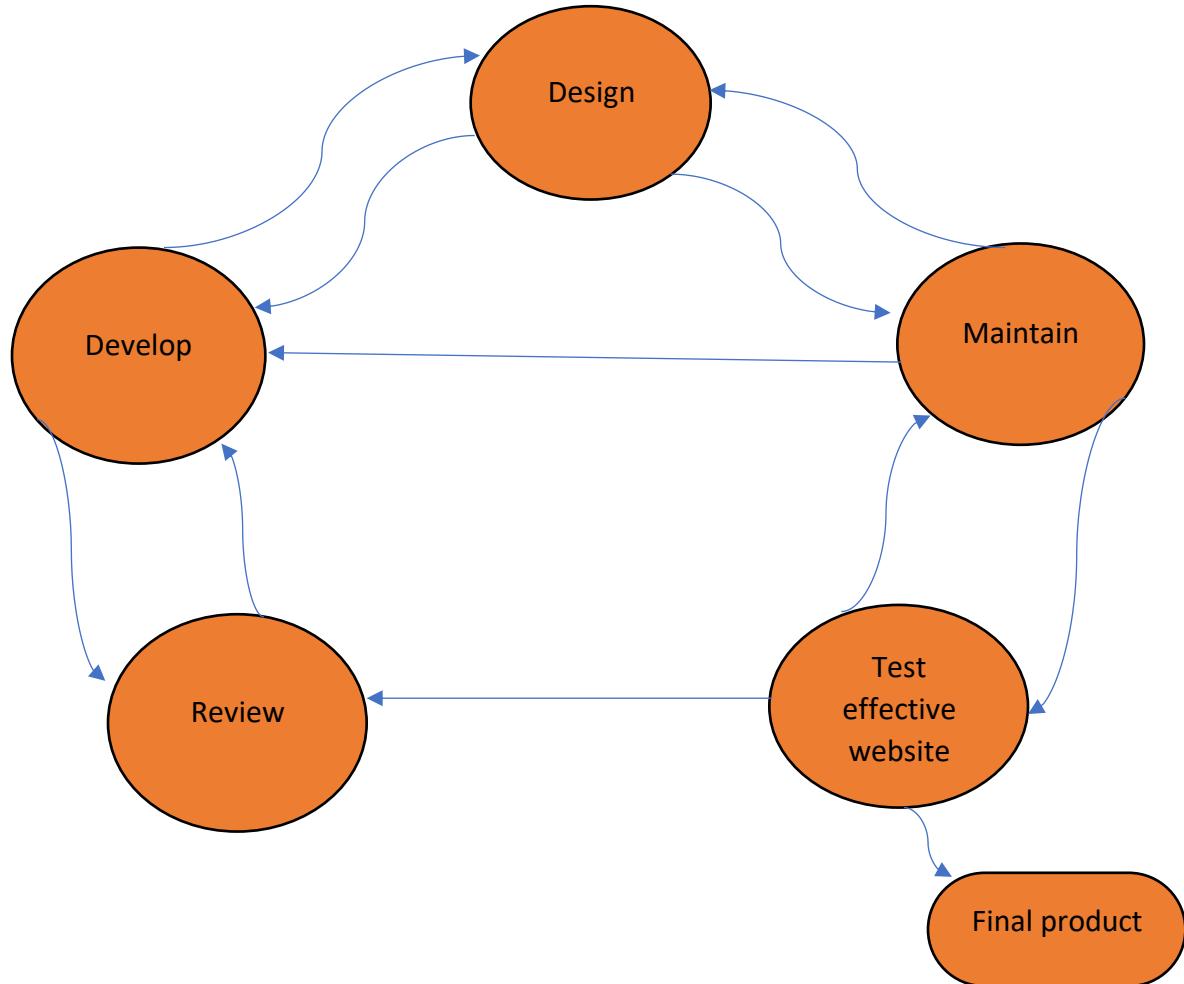
Activate Windows
Go to Settings to activate Window

Target audience: The target audience of my website are people from the age of 10 to 50 or anyone who can dive or wants to become a professional scuba diver.

C.M3) Optimise a website to meet client requirements

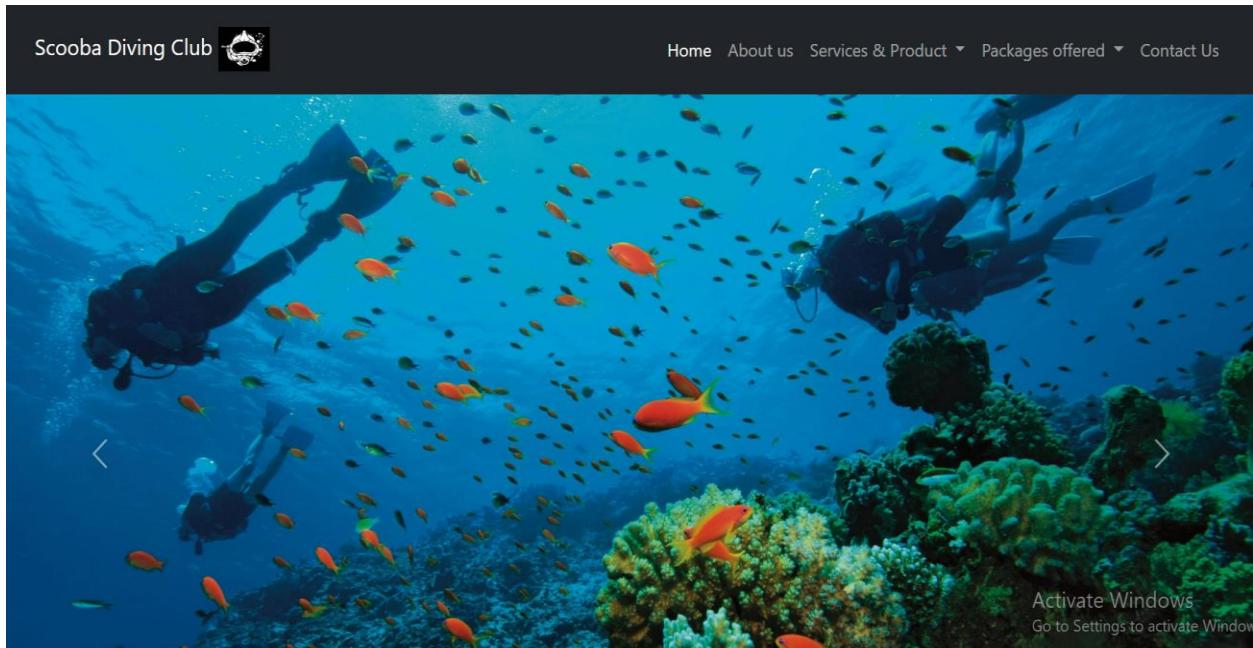
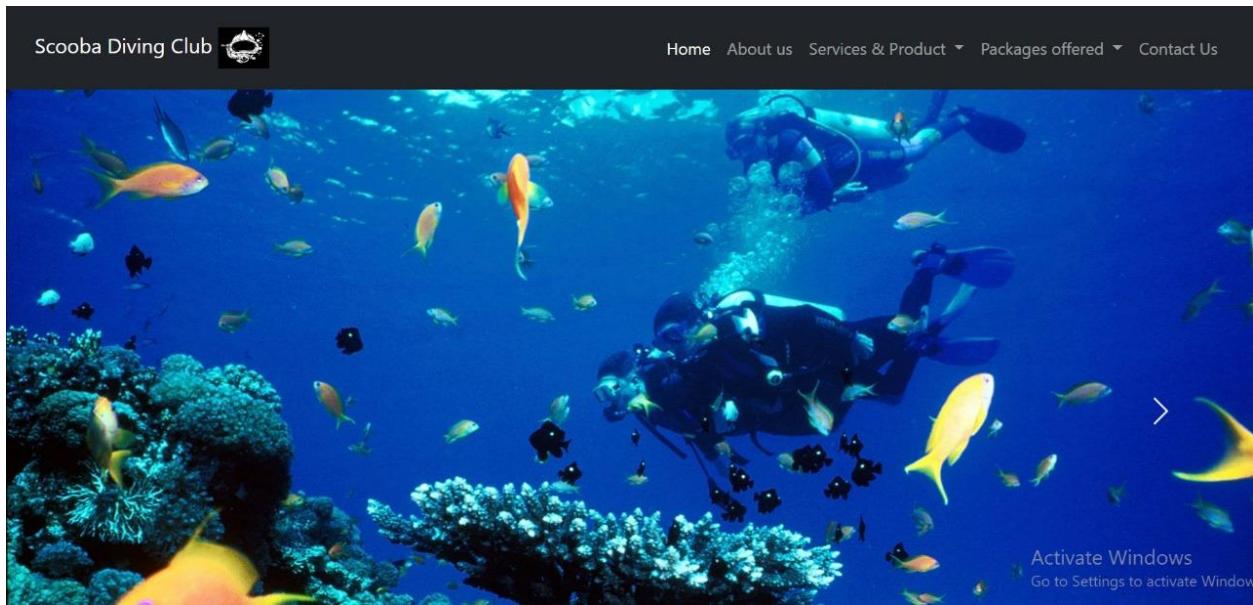
<https://scubadivingclub.netlify.app/>

Model for interaction design



Website version 2

Home page



About us page

I have added more explanation in About Us section to make it easier and faster to extract the important information

The screenshot shows a dark-themed website header. On the left is the logo "Scooba Diving Club" next to a small icon of a scuba diver. To the right are five menu items: "Home", "About us", "Services & Product", "Packages offered", and "Contact Us".

About Us

Scuba Diving in Dubai

We are a diving club that specializes in teaching diving to beginners to make them professional in diving. We also organize monthly diving and fishing trips to enjoy. We also have offers and discounts. If you registered for two different courses, you will pay the price of one course only.

[Apply now](#)



Activate Windows
Go to Settings to activate Window



The screenshot shows the same dark-themed website header as the first version, with the "Scooba Diving Club" logo and five menu items: "Home", "About us", "Services & Product", "Packages offered", and "Contact Us".

About Us

Scuba Diving in Dubai

We are a diving club that specializes in teaching diving to beginners to make them professional in diving. We also organize monthly diving and fishing trips to enjoy. We also have offers and discounts. If you registered for two different courses, you will pay the price of one course only. Think diving with the little sea creatures. Isn't that fun? Scuba diving will make you discover the Arabian Gulf and enjoy its stunning landscape. Scuba diving offers a wide range of recreational activities and water sports making it the perfect spot for fun and thrill seekers.

[Apply now](#)



Activate Windows
Go to Settings to activate Window



Services & products page

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

Services & Products



Recreational and specialist scuba diving courses
Fun and entertaining diving courses under the supervision of professional and specialized instructors.

[Start Training](#)



Equipment hire and purchase
High quality diving equipment at affordable prices.

[Purchase Now](#)

Activate Windows
Go to Settings to activate Window

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us



Equipment servicing
If you purchased any equipment and then faced any problem in using it, or even if it broke down, you can contact us and we will help you fix it.

[Learn More](#)



Other activities:
Enjoyable diving and fishing trips & BBQ parties.

[Book Now](#)

Activate Windows
Go to Settings to activate Window

I also added Skill development workshop

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

Learn More

Other activities:

- Open water diving sessions
- hotel-bases diving holidays
- liveabroad diving holidays
- instructor training

Book Now

Activate Windows
Go to Settings to activate Windows

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

Learn More

Other activities:

- Open water diving sessions
- Hotel-bases diving holidays
- liveabroad diving holidays
- Instructor training
- Skill development workshop

Book Now

Activate Windows
Go to Settings to activate Windows

Packages offered page

I also added Custom packages

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

Packages Offered

Beginners	^
– 2 x recreational courses	
– 2 x open water diving sessions	
– free equipment hire	
– 5% discount on equipment purchase.	
Apply now	
Intermediate	▼
Advanced	▼



Scuba diving in Dubai provides you with better and safer training [Start Training](#)

Activate Windows
Go to Settings to activate Windov

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

Packages Offered

Beginners	▼
Intermediate	▼
Advanced	▼
custom packages	▼

Custom packages are available for 1:1 tuition, adults only and family groups. Clients must contact the company to arrange any custom packages.

[Apply now](#)



Scuba diving in Dubai provides you with better and safer training [Start Training](#)

Activate Windows
Go to Settings to activate Window

Contact us page

I also added the names of the seven emirates to make it easier for users when they log in to the website

The screenshot shows the 'Contact Us' page of the Scooba Diving Club website. On the left, there are input fields for Email, Password, Address (1234 Main St), Country, city (dropdown menu), Zip, and a checkbox for 'I'm not a Robot'. Below these is a 'Sign in' button. On the right, there is a map of a local area with several landmarks labeled: British Applied College, Masjid Al Sahaaba, Umm Al Quwain Medical Center, and Emirate Discount Market UAO. A callout box for 'British Applied College' provides its address (9 Sh.rashid Bin Saeed Al Maktoum St - Al Bootain - ٢ - الخضراء - Umm Al Quwain), a rating of 3.9 stars from 40 reviews, and a 'View larger map' link. A blue curved arrow on the left side points towards the dropdown menu.

This screenshot is identical to the one above, but the 'city' dropdown menu is now expanded, showing a list of options: Choose, Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al Quwain, Al Fujairah, and Ras Al Khaimah. The rest of the page, including the map and other form fields, remains the same.

I also added social media icons and free open number to facilitate the process of communicating with the company

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

Address
1234 Main St

Country city Zip

I'm not Robot

[Sign in](#)

3.9 ★★★★☆ 40 reviews
[View larger map](#)



Keyboard shortcuts Map data ©2023 Terms of Use

Thank you!

Copyright Reserved © 2022
Designed by @Kareem Salah

Activate Windows
Go to Settings to activate Windows

Scooba Diving Club 

Home About us Services & Product ▾ Packages offered ▾ Contact Us

Address
1234 Main St

Country city Zip

I'm not Robot

[Sign in](#)

View larger map



Keyboard shortcuts Map data ©2023 Terms of Use

Thank you!

Copyright Reserved © 2022
Designed by @Kareem Salah

Follow us     Free number 800-1234

Activate Windows
Go to Settings to activate Windows

C.D3) Demonstrate individual responsibility, creativity and effective self-management in the design, development and review of a website

I started by reading all of the specifications and the company's information. Then I created several prototype sketches that included specifications and details from the company. I kept the goal of the website and the intended audience in mind. I used simple and clear sentences and high-quality images. I also included a logo and a navigation bar. I used the visual hierarchy using size, colour, and style. In order to arrange website items based on columns and rows, I used a grid system. Then I asked my university colleagues for their suggestions and feedbacks to develop my design.

I used vs code to build the website. With languages HTML and CSS. And I used bootstrap to add the navbar codes. Furthermore, my website can adapt to different screens laptops-phones-iPads. This makes the website more user-friendly and increases our visitors.

What did I learn

I learned the basics of HTML and CSS. I learned some frameworks like bootstrap. I also learned Web Design Principles and how to use them. And Jacob Neilsen's Heuristic Evaluations. And I learned SEO techniques and SQIRO strategy and lofi & hifi prototype and how to use them to design a suitable website.

References

Botim website: <https://botim.me/home/>

Skype website: <https://www.skype.com/en/>

Jacob Nielsen's Heuristics evaluation: <https://www.nngroup.com/articles/ten-usability-heuristics/>

SMART criteria: https://en.wikipedia.org/wiki/SMART_criteria

Lofi & hifi prototyping: <https://bootcamp.uxdesign.cc/what-is-the-difference-between-low-and-high-fidelity-prototypes-b1f3612f85f7>

<https://aelaschool.com/en/interactiondesign/10-usability-heuristics-ui-design/>

Storyboard: <https://www.storyboardthat.com/articles/e/what-is-a-storyboard>

GUI Testing: <https://www.softwaretestinghelp.com/gui-testing/amp/>

Principles of a suitable website: <https://kinsta.com/blog/web-design-principles/>

Scuba diving website: <https://scubadivingclub.netlify.app/>

Netlify: [Develop and deploy websites and apps in record time | Netlify](#)

Bootstrap: [Introduction · Bootstrap v5.0 \(getbootstrap.com\)](#)