## Criterion A: Planning

Client: Dr Nabil Mohammed

1. Defining the problem

Doctor Nabil Mohammed is a university professor that’s looking to support a company that specializes in providing several services for medical equipment in labs and hospitals. Dr Nabil has trouble in relation to advertisement and highlighting the missions and visions of the company, as well as the services the company is providing. Dr Nabil tested out advertising through newspapers and brochures, however he was unsatisfied with the results and believes it does not reach out to his target audience. Dr Nabil Mohammed looks for a way to achieve the following:

* Highlighting the mission of the company.
* Outline the services of the company.
* Contact information to get in touch and discuss the services needed.
* Showcase the company’s starters and partners history to reach where they are now.
* Display the company’s policies that ensure the client’s satisfaction.
* Cross web-browser compatibility

After consulting with Dr Nabil through emails and interviews, we’ve agreed that a solution that would satisfy Dr Nabil’s needs and wants would be a website on the internet. With several tabs and specific web pages for each of Dr Nabil’s requirements. As well as the use of RSS reader to showcase the recent updates of the company efficiently. The use of newspapers and brochures will be discarded as it does not achieve the client’s needs. It would be more expensive however worth it as the possible clients will easily find it through the keywords on a search engine. Javascript will also be used as to make the website more user friendly and make the website overall looks more lively.

This website will showcase and highlight the important as well as side information of the company to possible investors and or clients looking for services.

1. Rationale for solution

A possible application to create the website is Microsoft Frontpage, while it is a good application, I agreed with the client to use DreamWeaver as it supports several third party extensions that would provide more functionality than FrontPage. Dreamweaver also enables viewing of the page in multiple browsers which is a success criteria I’ve set with the client. Dreamweaver is a WYSIWYG program which improves functionality, as well as the ability to split the screen between the code and the design view. Those functionalities plus many others is the reason I believe Dreamweaver is a superior program than Microsoft FrontPage . As well as the option to show the web pages in different possible browsers to make increased accessibility easier.

1. Criterions for success

* A reader friendly design and layout that would be easy to navigate by the user.
* Easy to read font that is visible to the reader.
* All content requested by the client is relevant and is displayed on the webpages.
* Javascript to improve website functionality and interactivity
* Hyperlinks functionality
* Images fit the web pages as intended
* Website is accessible throughout most web-browsers