Web Development Report

for

Gillian Moore

of

Moore's B&B

Galway City

By

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Module: B8IT115 Web Design & Development

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1.0   Introduction

The purpose of this report is to outline the development of the website for the client Gillian Moore of Moore's B&B as the project assessment for this module.

1.1   Requirements Analysis

The functional requirements that were agreed with Gillian are detailed in the briefing document from Gillian, which is considered a client statement of works. A high level summary can be considered as follows:

   a. Detail and visual illustration of all rooms/suites and nearby/local attractions
   b. Detail of Gillian's business, reviews/testimonials and how to contact her
   c. Website made attractive with good UI design and highlight of credits like trip advisor awards.

1.2   Scope Statement

Scope for this project is as follows.
Included:

   a. Front-end design to physical design stages highlighting a well designed User Interface (UI).
   b. Limited to functional requirements detailed in Gillian's statement of work (briefing document).

Excluded:

   a. Server side design and implementation
   b. Storage design and implementation
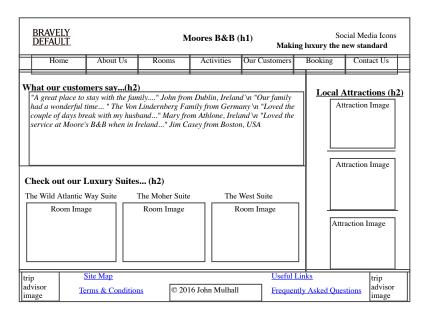   c. Front End deployment and implementation

1.3   Conceptual Design

The conceptual design for Moore's B&B site was driven by Gillian's views and experience in the following areas:

   a. Target Market – 30+ professionals and families are her target market
   b. International Presence – yes, there is a strong international element to her customer base
   c. Repeat Business – difficult to tell but she does remember many repeat customers
   d. Design – brochure design should have a professional yet welcoming feel to it
   e. UX – easy and pleasant for customers with low price sensitivity
   f. UI – easy to navigate with a good customer UX primarily for desk top web access

Wireframe mock up of the site illustrating conceptual design is as follows:

Home:

BRAVELY DEFAULT		Moores B&B (h1)			Social Media Icons	
				Making luxury the new standard		
Home	About Us	Rooms	Activities	Our Customers	Booking	Contact Us

What our customers say...(h2)

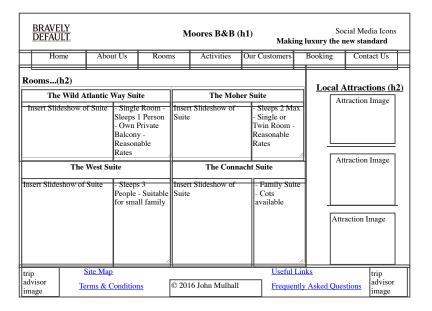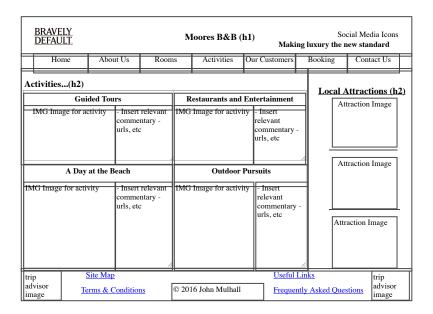*"A great place to stay with the family...." John from Dublin, Ireland \n "Our family had a wonderful time... " The Von Lindernberg Family from Germany \n "Loved the couple of days break with my husband..." Mary from Athlone, Ireland \n "Loved the service at Moore's B&B when in Ireland…" Jim Casey from Boston, USA*

Local Attractions (h2)

Attraction Image

Attraction Image

Check out our Luxury Suites... (h2)

Attraction Image

The Wild Atlantic Way Suite	The Moher Suite	The West Suite
Room Image	Room Image	Room Image

trip advisor image	Site Map		Useful Links	trip advisor image
	Terms & Conditions	© 2016 John Mulhall	Frequently Asked Questions	

About Us:

BRAVELY DEFAULT		Moores B&B (h1)			Social Media Icons	
				Making luxury the new standard		
Home	About Us	Rooms	Activities	Our Customers	Booking	Contact Us

About Us...(h2)

Our Story (h3)

Over 10 years ago, Gillian Moore saw an opportunity to bring luxury to the tourist market in the scenic county of Galway in Ireland. Her love of quality that working families can afford was driving her passion to bring a bed and breakfast business to the heart of Galway for professionals and working families alike who wanted to take a short break or stay a short while....

Local Attractions (h2)

Attraction Image

Attraction Image

Meet the Team... (h3)

Attraction Image

Gillian Moore	Derval Devine	John Joyce
Pic of Gillian	Pic of Derval	Pic of John

trip advisor image	Site Map		Useful Links	trip advisor image
	Terms & Conditions	© 2016 John Mulhall	Frequently Asked Questions	

Rooms:

BRAVELY DEFAULT			Moores B&B (h1)		Social Media Icons	
			Making luxury the new standard			
Home	About Us	Rooms	Activities	Our Customers	Booking	Contact Us

Rooms...(h2)

Local Attractions (h2)

The Wild Atlantic Way Suite		The Moher Suite	
Insert Slideshow of Suite	- Single Room - Sleeps 1 Person - Own Private Balcony - Reasonable Rates	Insert Slideshow of Suite	- Sleeps 2 Max - Single or Twin Room - Reasonable Rates
The West Suite		**The Connacht Suite**	
Insert Slideshow of Suite	- Sleeps 3 People - Suitable for small family	Insert Slideshow of Suite	- Family Suite - Cots available

Attraction Image

Attraction Image

Attraction Image

trip advisor image	Site Map			Useful Links		trip advisor image
	Terms & Conditions		© 2016 John Mulhall	Frequently Asked Questions		

Activities:

BRAVELY DEFAULT			Moores B&B (h1)		Social Media Icons	
			Making luxury the new standard			
Home	About Us	Rooms	Activities	Our Customers	Booking	Contact Us

Activities...(h2)

Local Attractions (h2)

Guided Tours		Restaurants and Entertainment	
IMG Image for activity	- Insert relevant commentary - urls, etc	IMG Image for activity	- Insert relevant commentary - urls, etc
A Day at the Beach		**Outdoor Pursuits**	
IMG Image for activity	- Insert relevant commentary - urls, etc	IMG Image for activity	- Insert relevant commentary - urls, etc

Attraction Image

Attraction Image

Attraction Image

trip advisor image	Site Map			Useful Links		trip advisor image
	Terms & Conditions		© 2016 John Mulhall	Frequently Asked Questions		

Our Customers:

BRAVELY DEFAULT

Moores B&B (h1)

Social Media Icons
Making luxury the new standard

| Home | About Us | Rooms | Activities | Our Customers | Booking | Contact Us |

Our Customers...(h2)

Reviews from our latest customers... (h3)

| CustomerName | HomeTown | Review in 250 words or less |
| CustomerName | HomeTown | Review in 250 words or less |

Frequently Asked Questions... (h3)

How can I get to Galway from the Airport?

How can I get to Moore's B&B from Dublin by road?

How to I get to Moore's B&B from Galway City and what time can I check in by?

Local Attractions (h2)

Attraction Image

Attraction Image

Attraction Image

| trip advisor image | Site Map / Terms & Conditions | © 2016 John Mulhall | Useful Links / Frequently Asked Questions | trip advisor image |

Booking:

BRAVELY DEFAULT

Moores B&B (h1)

Social Media Icons
Making luxury the new standard

| Home | About Us | Rooms | Activities | Our Customers | Booking | Contact Us |

Booking...(h2)

Suite Reservation Request... (h3)

First Name:

Last Name:

Mobile Number:

Arrival Date:

Smoker: | Yes/No::

Parking: | Yes/No::

Special Needs/Comments:

Email Address:

Suite Choice: | DropdownList

Total in Party | DropdownList

Departure Date:

Late Check In: | Yes/No::

Payment: | DropdownList

Our Rooms (h2)

Room Image

Room Image

Room Image

| trip advisor image | Site Map / Terms & Conditions | © 2016 John Mulhall | Useful Links / Frequently Asked Questions | trip advisor image |

Contact Us:

It is noteworthy that the conceptual design illustrated via the above wireframes is an *approximation* of how the site will be designed thus useful as a guide only to the physical design of the sites front end. Changes to some pages making them simpler to focus the visitor on a more singular message will be implemented.

2.0   Site Optimization

The site has been optimised for accessibility using HTM5 headings noting the following implementations:

1. Page design has <header><body><article><section><footer> tags to break out the design. <article> tags present to house <section> tags when there is complex designs like panels or multi section content
2. Main tags have id or class headers that are descriptive of the content
3. <em> <strong> <figure> <figcaption> and <blockquote> tags are used to highlight meaning in content where appropriate
4. Form fields in contact us and bookings have bigger then normal lettering for entering with placeholders guiding the user through any input requirements
5. Useful_links.html and sitemap.html design in such a way that information seekers to these pages will have good accessibility to what they are selecting through the highlighted css features making font very large when hovered over to read before clicking.
6. Good UI practice for brochure sites implemented to make the site pages easily readable and consistent in look and feel.

7. <meta> tags were used to provide meta data information for SEO Optimization. This plus the semantic implementation of the design should produce a good SEO rating subject to verification over a 4 week post deployment period where web traffic will impact analytics and subsequent SEO ratings.

3.0   Logbook

The Log Entries for this project are as follows:

Date: **Details:**

01/12/2016   Created file structure, drafted a plan and collected and processed the first set of raw images. Designed the B&B logo also. In addition, saved the reset.css file to the new project folder structure and laid out the bones of this report opening up the logbook.

02/12/2016   Custom designed and produced a suite of branded favicons and logos for Moore's B&B to 256pxX256px. Also tested FileZilla for FTP protocols with the server but the download was dirty. Malware was detected by my software (PUA) when unzipping so I went with Cyber Duck instead. It worked find on cellular tether due to server side policies banning FTP over Wi-Fi.

03/12/2016   Completed requirements summary and started conceptual design including the wireframe mock-up of the site. Completed draft of section 1 (Introduction) of the report.

04/12/2016   Completed the conceptual design and illustrated same via completed wireframe mock-ups. Downloaded raw images for internal room shots. When pages are built, will test for suitable sizing at 256pxX192px. Completed directory build and part built index.html to get a start on the physical build. Implemented reset.css and deployed new default settings for the site via style.css. Tested some imaging positions in the header and footer completing the header and in part the footer. Nav bar and footer completion are next before proceeding to complete the standard "page" structure and then start in on content implementation. Initial upload via ftp to fr10042622.studentweb.ie per specs is complete.

20/12/2016   Reviewed page design and made it an inset at 95% width on the page with blue skies background. Executed image review and upgraded the image quality of logo, social media icons and revised background colour scheme. All code tested against W3 validators (HTML5/CSS) and are without errors.

06/01/2017   Body of about_us.html was partly developed with main content and imagery inserted that is accessible via figure semantics. The background image was revised and reinserted using a new image and better css styling code. The body is styled and brochure text added pieces on the 3 images to be wrapped as a class for styling purposes. Newly developed code tested against W3 validators (HTML5/CSS) and is without error.

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07/01/2017   Worked on sitemap.html. Fully developed the HTML5 and CSS3 for this page. No plans for any JavaScript implementation. Page tested ok on Chrome and Safari. HTML5/CSS3 code tested against W3 validators and are without error. Next page is useful links ending the single column layout, then onto the more complex double column pages.

08/01/2017   Worked on useful_links.html. Downloaded 150x68 key logos to process as slideshows on the top and bottom of the useful links content. Page developed with HTML5/CSS3 code validated (W3) pending JavaScript implementation review.

09/01/2017   Partly developed the HTML5 and CSS for the homepage (index.html). Inserted a unordered list of customer comments and an image for the bottom half of the page. Next step is a slideshow for the top half. Page code validated in CSS/HTML validators

10/01/2017   Processed the home page slideshow images at 800x533px *4 and loaded the HTML5 code for them onto index.html. Coded the JavaScript and JQuery for the slideshow but not the css. Loaded js and jQuery scripts into index.html. Validated html5/css code.

11/01/2017   Implemented on home page a slideshow using JQuery and CSS over 4 images with a follow on to a sales pitch in a detailed list. Full styling needs to be revised for this. Also revised header and footer CSS styling to make presentation more consistent across multiple "desktop" screen sizes implementing the changes in all HTML pages.

15/01/2017   Finished the home page (index.html) with an aside with local attractions, video footage of Galway city and finished styling the page. Completed the visual HTML and CSS parts along with some JavaScript functions for the contact_us.html page. Index.html and contact_us.html along with style.css were validated and passed without error. Updated project loaded to studentweb.ie. Only Validation of fields left before contact_us.html page is finished.

16/01/2017   Inserted form validation into the contact_us.html page. Issue with js function working in response to validated submission. Unresolved per today due to the required field. Time constraints may block resolution on this project.

17/01/2017   Completed the our_customers.html, bookings.html, activities.html, and rooms pages with CSS styling completing the draft of the website. All code is now validated for HTML and CSS. No further JavaScript of JQuery implementations due to time constraints for this release. Code validated (HTML/CSS) with 1 warning on article header requiring h2 (ok as it improves accessibility semantics). Report completed and uploaded 24 hours to deadline.

4.0 Learned Lessons

The following are learned lessons from the project:

1. **Wireframes** – don't mess with the frame size (default) as its best for web projects unless you have a specific corner case need that requires page reduction or maybe are designing mobile apps. Reducing it only causes alignment issues and presents with too much white space on the page.
2. **Images** – More time for image processing as its very time consuming to get it right
3. **JavaScript** – Better thought to be put into JavaScript and JQuery implementations as they seem to be at odds for now with HTML5 when required fields are used
4. **Testing** – More time to be given to testing. All links and page formats tested. Browser testing on Firefox, Chrome and Safari was not extensive enough.
5. **Frameworks** – Whilst a cool project, the time needed to get positioning partially correct without the use of frameworks (or responsive design techniques) was extremely large making frameworks and responsive design techniques very necessary. To be done in real projects for sure.

End of Report