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**TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE**

FACULTY OF COMPUTING AND INFORMATION TECHNOLOGY

BAIT2133 WEB ENGINEERING

TUTORIAL 6

**Answer all the Questions:**

1. Explain the following goals of web design:
   1. Simplicity

. Simplicity in design isn’t just about the minimal colors you use or the whitespace you include, it’s about going deep into your user’s minds and using that understanding to design a product that rids itself of inconsequential elements and closes the gap between the user’s goals and the means to achieve those goals through your system.

* 1. Consistency

Consistency enables users to feel familiar with your website, your brand, etc. and to be reassured that it is your company with whom they are interacting. Ensuring consistency means careful attention throughout the conceptualization and design phase of your site.

* 1. Identity

A brand identity is more than just a logo. It is made up of the name, the mark, the tag line, the colour palette, fonts, typesetting, copy tone of voice and photography style. All of these elements should come together to proudly express the personality of your business, what you believe in, your values, your level of quality and the promises you make.

* 1. Robustness

The user expects robust content and functions that are relevant to the user’s needs.

* 1. Navigability

Navigation should be simple and consistent. It should also be designed in a manner that is predictable. The user should understand how to move about the WebApp without having to search for navigation links or instructions.

* 1. Visual Appeal

The look and feel of content, interface layout, color coordination, the balance of text, graphics and other media, navigation mechanisms must appeal to end-users

* 1. Compatibility

WebApp will be used in a variety of environments (e.g., different hardware, Internet connection types, operating systems, browsers)

1. When designing a Web Application, quality is one of the importance considerations. Briefly describe **THREE** (3) quality factors that a Web Application should possess.

Reliability:- Meaning of reliability is that which all can trusted upon, which has the assurance and which will be reliable. This term ‘reliability’, is very significant because we know that web applications is believed by the consumers who utilizes the e-commerce sites and also banking applications to accomplish there all transactions or proceedings. In the reliability we assure that all data or information to be dispatched in fact accepted by the target, it assure that all copied information can be perceived and cleaned out. Reliability is very significant quality factor.

Security:- As we all know that security is the most crucial element or section for any web application. For the security purpose require to control the access to the information, to confirm the consumer’s identities and also encode to the secret details or informations . Because few informations like credit card information, financial information etc must all be secured from the random visitors of the site. Usability:- Usability is also an important quality factor.

Usability is a technique to create websites smooth to utilize for the end user. The application or software should be easy or smooth to perform or operate. Application should be intelligible or understandable and also application should be charming and attractive.

1. Explain the purpose of Conceptual Architecture.

The intent of conceptual architecture is to direct attention at an appropriate decomposition of the system without delving into the details of interface specification. Key constructs are identified, including significant architectural elements such as components and relationships among them, as well as architectural mechanisms. Architectural mechanisms are designed to address cross-cutting concerns (i.e., those not localized within a single component).