**Web Design Assessment 1, Part 1 –**

1. **Create an appropriately sequenced schedule of the activities you need to complete for this project, according to the client’s timeframe (this can be in a table). This must include specific tasks for designing, developing and implementing the website.**
2. **Describe two uses of the website.**

Two uses of the website include:

* Highlighting the unique attractions found nearby in the local area, such as the beaches at Port Phillip Bay and Bass Strait.
* Allowing interested customers to contact the apartment owners through an enquiry form found on the website. Which will collect details such as name, email address, and booking date.

1. **Create a persona of a typical visitor to the website.**

|  |  |
| --- | --- |
| John Smith | |
| Age Demographic: 40s to 60s  Occupation: Office Worker  Salary: $60,000 to $90,000  Location: Melbourne CBD  Status: Married  Likes: Family, Nature, Animals, Water Sports | “As a middle-aged office worker who is currently married, I’m finding myself constantly stuck between work, travel, and family. I think my wife and I are long overdue for a vacation. We’ve been discussing it and decided someplace peaceful right by the coast would be perfect. We can spend some time close to nature with just the 2 of us.” |

1. **List the web page components (content) that the client has provided you with.** 
   * **Is the provided content suitable for inclusion? Why or why not?**

The client has provided us with a variety of visual resources to use. Whilst some of them are acceptable, many of the images are not suitable to include in their website. This is due to several factors including:

* Resolution of the image being too low
* The images themselves not being aesthetic (Lack of contrast/saturation)
* The images fail to highlight the beauty of the local area

1. **List the sections of a web page that are required for an effective layout, as well as those that the client has requested.**

Sections that are required for an effective layout:

* Home Page
* Navigation Bar
* Contact Us
* About Us
* Customer Testimonials
* Local Attractions
* FAQ
* Pricing

1. **Determine what pages are required for the website and build a suitable sitemap.**

Graphical user interface, website

Description automatically generated

1. **Design and build wireframes that depict the structure for the Home and Contact pages. Include the following:**
   * **Required sections as listed in Task 5 above**
   * **Specific measurements or proportions of each section.**

Graphical user interface, PowerPoint

Description automatically generated

1. **Develop the testing approach to be used for testing the finished website, including appropriate test cases and a testing checklist.**

*Functionality Testing:*

* Check that all links are working
* Enquiry form functioning as intended
* Testing cookies
* Error handling/messages

*Usability Testing (Use a varied group of individuals):*

* Menus/buttons/link visibility and consistency
* Check content for spelling errors
* Images/videos have an “alt” text

*Compatibility Testing:*

* Ensure website displays correctly across devices
* Browser compatibility
* OS compatibility

*Performance Testing:*

* Load at different connection speeds
* Stress test website under load
* If crashed, how does website recover

*Security Testing:*

* Ensure access to code is restricted
* Sessions should be killed after inactivity

1. **Select the most appropriate mark-up language to meet all the requirements for the site, its uses and audience, as well as industry best practice, and discuss why this is the best choice.**

The most appropriate mark-up language and its version for this task would be HTML5. As the most recent version of HTML it is currently recommended by the World Wide Web Consortium (W3C), which is the main international standards organisation for the World Wide Web. HTML5 is also maintained and supported by a consortium of major browser vendors, including Apple, Google, Mozilla, and Microsoft.

HTML5 aims to support the latest multimedia improvements and keep the language easily readable by both humans and hardware. It performs without XHTML’s rigidity and also remains backward-compatible with older versions. Aligning with its original goals, HTML5 provides an extensive list of modern features such as video and audio importing capability.

Due to its continued maintenance and success, HTML5 is recognised as an industry standard. This makes it a more than suitable tool for this project.