

The Drink Club

Prototype Development

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# Prototype to Professional Website

Following the development of a working prototype several steps are needed before it is turned into a professional website. Consultation should occur with anyone involved in the development of a website on the things that could go wrong and devise backup plans in the likelihood that some of these will occur, Cox (2020),.

Setting up staging sites on private servers that can be used to develop and proof code changes before they go live. It allows for the experimentation with potential updates in an environment that is identical to the live website. This would allow for any changes that would be added later to the website. By working in a copy, the danger of adding bugs or potentially crashing the website is removed. Later on the content and templates of the staging environment and can be synced with the live website through Content Management Systems (CMS).

Another crucial element to the professionalisation of a website is the confirmation of testing procedures. This is to ensure that testing of the website can occur ensuring all components work and that a systems is present for the tracking of bugs and adding modifications. One person could be delegated responsibility for prioritising bugs and filtering out feedback from other members of the team. It is therefore important to have a system in place which can track bugs ideally prior to launch but also during.

Although a website may be functional, well designed and tailored to the user it is unlikely to have achieved everything set out in the original objective or how it was envisioned upon first launch.. One approach to website development known as growth driven design prioritises creation of a solid website and further testing and development to happen on top of that.

There are several factors which need to be tested before a website goes live. This includes, speed which influences user experience, conversion rate and search engine rankings. Secondly all images should be checked for proper compression and loading, and consistent in size and quality. SEO management ensuring title tags and meta description are unique. A website that is mobile responsive could generate more leads and give the company a competitive edge. Items such as forms, links and spelling should also be checked prior to launch.

A website should also have an SSL certificate ensuring website is encrypted so hackers cant intercept data. An XML sitemap should be kept on the server and configured so that relevant URL’s are kept enabling search engine web crawlers determine the structure of the site. Filters should be set up exclude traffic from the IP(s) of your own office.

To prevent any copyright issues and trademark infringements a legal team should be consulted. Lastly, it is useful to conduct a stress test or load test. This is especially important for a company that expects a large influx of visitors to the website.

# Reflection on the module

There are several things the Web Design module has opened my eyes too.

Firstly, as a person of no coding experience the module has been of great benefit in introducing me to code especially in regard to front web development. It has introduced me to languages such as HTML, CSS as well as PHP and how they were structured. This left me able to navigate and structure websites with relative ease and a stable base upon which to further expand my knowledge.

Of great importance of organisation in coding especially on complex projects such as developing a website. An example would be the use of scripts where code and styling can be added and referenced in different pages. This saved time in having to code the same thing repetitively and prevented the risk of errors being introduced. The use of things like scripts also simplified a job that could quickly become overwhelming. I also took a greater appreciation of how different languages and tools often had their own strengths and weaknesses and had to be used in concert to deliver a project.

A developer might also overlook the perspective the user in the development of a website. An example of this might be the navigability of a website. It should be easy for the user start from the home page and access different parts of the website without losing track of where that person is. This can also be seen in the content of a page, where too many monotonous words can deter user and contribute to the feeling of being lost. Web Development showed me some of the compromises developers had to make it terms of amount of content and communication, where fewer and more concise words as well as links helped the user feel more confident about navigability.

It also became clear from the module that as well as technical skill some emotional and aesthetic understanding helped contribute to an effective website. This could include things such as style of text and use of colour to provide a certain impression to the client i.e. a website that is modern and “snazzy” or that is more classic and authoritative.

Working on the coursework I became acquainted with the lifecycle of a website, its prototype development in a company and the steps needed before it went live. These included the creation of staging websites, having systems in place that can help debug the code as well as enabling further updates and additions. This also went into technical detail such as the use of SSL certificates for privacy, filters to control traffic and tests for factors that might affect user experience as well as stress tests.

I have also gained a deeper understanding of how full-stack software and app development works . This includes how backend and front end work together and the different technologies used to achieve this. I also got a better grasp of the field of software development in general knowing about the differences in frameworks such as ASP.NET and PHP.

# URL’s

Enabling access to PHP my admin and the databases present there.

<http://localhost/phpmyadmin/index.php>

Under “phplogin” database then “accounts”

Home page:

<http://localhost/phplogin/DrinkSiteHome.html>

Products:

<http://localhost/phplogin/AboutUs.html>

Sign up and login pages

Sign Up:

<http://localhost/phplogin/register.html>

Log In:

<http://localhost/phplogin/index.html>

Login Access Only:

<http://localhost/phplogin/home.php>

Profile:

<http://localhost/phplogin/profile.php>

Login Access:

Username: test

Password: test

# Self Assessment

|  |  |  |
| --- | --- | --- |
| Coursework achievement grid | Exists: yes or no? | Give the requested information in this column. |
| Please give the full URL (web address) of your home page on the server | Yes | <http://localhost/phplogin/DrinkSiteHome.html> |
| There must be at least 3 web pages (list 3 filenames) | Yes | <http://localhost/phplogin/AboutUs.html>  <http://localhost/phplogin/register.html>  <http://localhost/phplogin/index.html>  <http://localhost/phplogin/DrinkSiteHome.html> |
| I can register a new account (on which page?) | Yes | <http://localhost/phplogin/register.html> |
| There is a way of logging in (on which page?) | Yes | <http://localhost/phplogin/index.html> |
| logging in is only successful for the right password (true or false) | True |  |
| There is feedback telling me whether I am or am not logged in. (what feedback?) | Yes | Incorrect username and/or password! [Login Page](http://localhost/phplogin/index.html)  http://localhost/phplogin/authenticate.php |
| Can your application create a table row on the database? (How can I check?) | Yes | <http://localhost/phpmyadmin/index.php> |
| Can your application read from the database? (How can I check?) | Yes | Profile Page:  http://localhost/phplogin/profile.php |
| Can your application update a database entry? (How can I check?) | No |  |
| Can your application delete a database table row? (How can I check?) | No |  |
| There are pages you can only reach if you have logged in (which pages?) | Yes | <http://localhost/phplogin/profile.php>  <http://localhost/phplogin/home.php> |

page4image2531626544page4image2531626832page4image2531627120

Please give the full URL (web address) of your home page on the server  
There must be at least 3 web pages (list 3 filenames)

I can register a new account (on which page?)  
There is a way of logging in (on which page?)

logging in is only successful for the right password (true or false)  
There is feedback telling me whether I am or am not logged in. (what feedback?)

There are pages you can only reach if you have logged in (which pages?) Can your application create a table row on the database? (How can I check?) Can your application read from the database? (How can I check?)

Can your application update a database entry? (How can I check?)  
Can your application delete a database table row? (How can I check?)

# References

# [Lindsay Kolowich Cox](https://blog.hubspot.com/agency/author/lindsay-kolowich) (2020), “The Website Launch Checklist: 14 Things You Need to Review Before Going Live” Accessed: 27/04/21. Available at:

<https://blog.hubspot.com/agency/website-launch-checklist>

PHP code for backend data management;

https://codeshack.io/secure-login-system-php-mysql/

https://codeshack.io/secure-registration-system-php-mysql/