C:\KEEP\Desktop2\drunken.gifSET11112 Web Design and Development

Coursework 2

Matriculation number: 40452569

* + 1. **Write, in 25-50 words, a mission statement for your web site. A mission statement will help you to visualise what you and your client want from the site, and ways to achieve this. Mission statements are often the decision of higher management. However, if the client is not forthcoming, the web designer can make suggestions as a basis for negotiation.  
         
       In this section you will be marked on clarity of vision and whether you are able to keep to the word limits.**



**(25-50 words, 3 marks)**

* Wine2Door is an alcoholic beverage online delivery service that gives our customers the ability to order their favourite beverage at the comfort of their home using a computer or mobile devices, make payments and have it delivered to their doors. This also provides efficient order management to the managers.

**Word count**: 50.

* + 1. **One of the labs you did at the start of the module was to research similar web sites. Eventually you will need a way of comparing the quality of your prototype with that of its competitors. Compile a list of ten criteria which could be used to measure the quality of a site such as yours. Try to select criteria on which independent assessors might agree. For example “nice” is too open to individual interpretation; “generous use of white space” is better; “the page height lies within the average browser window so scrolling is not necessary” is very precise, though not necessarily applicable.  
         
       For each criterion, give a short description of why you decided that it was important in this context.   
         
       In this section you will be marked on the clarity and feasibility of your criteria and explanations.**

**(10 criteria, 10 marks)**

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| No | Criterion | Description |
| 1 | Website should be reliable and be accessible at all time or at least most of the time with warning or notice of downtime. | It is crucial to maintain the customers’ trust and it would negatively impact the company’s image if the customer try to access the website and not being able to do so. While doing some research into the current competitor sites, it has been seen that some website would have a warning/notice sign up to inform the customer that everything is under control and the disruption is temporary. |
| 2 | Website’s appearance and logic (icon, theme, etc.) should follows common sense with attempt to imitate real world scenarios. | Except for frequent users, often for a new user, when it comes to trying a new website or service, they would follow common sense and anything that resemble real world situations (Anna Kaley, 2018). Having the website designed with this principle in mind would helps improve usability and user experience. |
| 3 | Consistency should be maintain throughout the site (theme, icons, names for functions, etc.). | The same name, concept should be used throughout the site to ensure that the users do not get confused. |
| 4 | For each categories or main text, there should not be too many subcategories. | In particular, every part of the page should not have more than 3 chunks of information underneath it to ensure that the content can reach maximum user’s attention. |
| 5 | There should be animations and reaction to show that the last user action has been recognised. | Reactions from the site to indicate user’s input is important to show that the last action has been recorded therefore, the customer do not have to repeat the action without any clue. |
| 6 | The site should have functionalities to remember login details and basket for users, etc. | Functionality to remember login details and shopping basket helps minimise the user’s time and effort in accessing website’s functionalities, this should also consequently increase the company’s goal in user engagement and eventually profit. |
| 7 | Functionalities of handle unexpected events such as uncompleted transactions and browser disconnection. | Errors are bound to happen with software and with online shopping services it is even more likely. Ability to recover from errors that lead to uncompleted transactions improve would improve the usability of website(Jakob Nielsen, 1994). |
| 8 | A main navigation bar is visible from all children sites. | A clear and consistent navigation bar is a must for almost every decent website. This allows the customers to know whereabout are they in the website while providing a quick and intuitive mean to go to the exact part of the site should the user want. |
| 9 | Products information should be completed with photo and detailed descriptions. | Complete information about the product is important in any case to avoid complains and dispute after sale. An addition of a photo would intrigue the customer into buying the product even more. |
| 10 | There should be a search function to allow the customers to quickly look for what they want specifically. | Not all customers want to wander about the website, for some specific customers, they know what they wanted and only care about that. A search bar allows them to do this quickly. |

* + 1. **Courseworks one and two only cover the production of a prototype web site. If your proposal and initial prototypes are approved, you will be awarded the contract for the complete web site. Write out a set of requirements for the complete web site   
         
       A good test of quality for a set of requirements is, "Can you hand these to a professional developer and get a good working site in return?"  
         
       Requirements are decisions. No marks will be given for general principles. Thus, "A pale background" will not attract marks, whereas "A pale yellow background" will. You will be marked on the detail and clarity of your requirements.**

**(500 words max., 12 marks)**

For the purpose of constructing this website, after investigating the market, to ensure the functionalities of the site to ultimately achieve the proposed mission statement, here under are the requirements that have been drafted out. There would be two type of requirements: functional and non-functional.

**Non-functional requirements**

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| --- | --- | --- |
| **Req.No** | **Requirement** | **Justification** |
| NFR.a | There should be a company logo on the top left of the page throughout the sites with the details about the company along with contact details at the end of the page under the main content. | Brand recognition is important and layout consistency is praised within this design to ensure the customer recall the website. |
| NFR.b | Functional icons on the site must follow common sense usage of icons. | A trolley icon for basket, a magnifier glass for a search button, etc. are ways to helps the customer to see that the website was designed with the customers in mind and have had reduced the need of thinking too much on the customer’s side. |
| NFR.c | Logical flow of the site should follow real world situations (After adding an item into basket, the customer would be then taken to review their basket. Selecting delivery options, any discount code, final summary of the order and payment). | Since “recall over recognition”, consistency would help improve user’s experience by reducing the need to memorise the sequence of actions for the same task (Raluca Budiu, 2014) . |
| NFR.d | There should only be no more than 3 subtext/subcategories for any given main text/category. | It has been pointed out that since human’s attention span is reducing (Cision Contributor, 2018). It is advisable to keep the content clear without complicated nesting levels. |
| NFR.e | There should be an instantaneous reaction from the user interface to show that the last user action has been recognised. | Animations or changes in colour if a link/button/component is clicked/acted upon should be implemented throughout the side to improve usability. |
| NFR.f | Website should be accessible from a computer or a mobile device without any unexpected layout distortion. | Portability is very important especially when the majority of shopping order are now originated from mobile devices. |

**Functional requirements**

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| **Req.No** | **Requirement** | **Justification** |
| FR.a | There must be a login form for registered customers and a link to a registration page for unregistered user. | There should be a mean to store and authenticate user information for the ultimate purpose of this sit is commercial. |
| FR.b | There should be functionalities to remember user’s login details should the user want to and remember the basket’s content between sessions. | This would enhance the user’s experience and maximise profit. This could be achieve by using cookies and session variable and a robust database system. |
| FR.c | There must be a search bar to allow product searching. | The search bar should appear on most pages. |
| FR.d | There must be functionalities to accommodate payments and transactions | Transactions and transaction rollover must be implemented |
| FR.e | There must be an admin/manager side to allow mangers/shop owners to manage orders, payments and contents. | Management admin side of this site must be develop to manage content of the site on daily basis. |

* + 1. Submit a zipped file containing a simple horizontal prototype for the site, containing three linked web pages. "Horizontal prototype" means that it looks real, but it doesn't actually work. The pages are to be of HTML, CSS and images only, i.e. no PHP or other server languages. Please write your own code and do not use the code of others (this rules out the use of frameworks). The pages are to be as follows:
* The application's landing page (home page)
* A page containing an HTML form.
* Another page for the web-site.

Marks will be given for appearance, uniformity, correct use of the technologies and an appropriate file structure. As with all coursework, higher marks will be awarded for work of a higher standard.

**(15 marks)**

# Works Cited

Anna Kaley, 2018. Match Between System and Real World: 2nd Usability Heuristic Explained [WWW Document]. Nielsen Norman Group. URL https://www.nngroup.com/articles/match-system-real-world/ (accessed 11.1.19).

Cision Contributor, 2018. Are Declining Attention Spans Killing Your Content Marketing Strategy? [WWW Document]. Cision. URL https://www.cision.com/us/blogs/2018/01/declining-attention-killing-content-marketing-strategy/ (accessed 11.1.19).

Jakob Nielsen, 1994. 10 Heuristics for User Interface Design: Article by Jakob Nielsen [WWW Document]. Nielsen Norman Group. URL https://www.nngroup.com/articles/ten-usability-heuristics/ (accessed 11.1.19).

Raluca Budiu, 2014. Memory Recognition and Recall in User Interfaces [WWW Document]. Nielsen Norman Group. URL https://www.nngroup.com/articles/recognition-and-recall/ (accessed 11.1.19).