

**Electronic Assignment Cover sheet**

**Please fill out and attach as the first page of Assignment.**  
**Student (s) Number as per your student card:**  
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**Course Title:** Higher diploma in Computer Science  
**Module Code**: B8IT115  
**Lecturer Name:** David Gordon  
**Module/Subject Title:** Web Design and Development  
**Assignment Title:** Report  
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What approach you have taken toward the design of the website?  
  
There were many approaches that was taking into consideration towards completing the development of the website. The first step was to develop the website by analyzing the business case. To know what the client wanted and fully understand what is required to do to develop the website. A brainstorm was used to brainstorm what possible features the client needs and wanted beyond what was written in the business case such as what types of customer the client is looking to target specifically with his website. Through using a brainstorm, a structured plan was broken down step by step. To plan out how the website was going to be developed. This plan also broke down a time frame to ensure that was tested and worked in all major browsers such as Chrome, Firefox, Microsoft IE, Opera and Safari.  
  
The second step was carrying out research on how the website will look like to create a consistent professional user interface with appropriate layout, fonts and color scheme for the website There were different type of bed and breakfast websites that were looked to ensure that the website targeted customers which were mainly high paying customers. Popular types of bed and breakfast websites were looked at through TripAdvisor. The top-ranking Bed and breakfast were chosen from TripAdvisor. After looking through the top ten bed and breakfast websites designs from TripAdvisor based. Two websites called Le Quartier Sonang and merrion hotel were choosen as guides to use to design the website   
  
  
Another step taken to develop the website was determining what name to call the website. This was inspired from the two website that were used as reference guide. From analyzing these two websites. The name Tír na nÓg Bed & Breakfast was chosen from the two websites that were used as reference guide as they both website names are based on the historical culture of their respected countries.

The name Tír na nÓg Bed & Breakfast is an Irish fairy tale about a paradise location which was used to market to customers of a timeless paradise. The user interface of green, white, and orange of the website was inspired by the Irish flag to draw tourist who are looking to experience the Irish culture and to create nostalgia about old Irish childhood fairy tale story when they visit the website.  
  
After analyzing both Le Quartier Sonang and Merrion hotel websites. There were many iteration of the website that was done by sketching the website by hand to get a simple perspective of what the website would look like before coding the website which was based on what the client was looking for from the business case and from looking at the website design of both Le Quartier Sonang and merrion hotel.

After agreeing on a website design. A software tool called Webflow was used to design the website in more detail as it allowed for the website to be design in detail without the use of any coding involved. The built-in code editor features of both Firefox and chrome was also useful tool to get specific measurement of what the website layout would look in real-time before coding the website.   
  
From obtaining the specific measurement need to code the layout of the website from the use of webflow, and Chrome and Firefox. An easy to use code editor called Bracket was used to code the website. Bracket was chosen over popular code editor such as sublime and notepad++ as it included a live preview feature that allow for the developer to see in real time changes to the website when coding the website.   
  
  
  
2. What techniques you have used to improve the accessibility of the website i.e. ensuring that the site is reasonably fast across desktop and mobile.  
  
They were many techniques used to improve the accessibility of the website in order to ensure that the site is reasonably fast across desktop and mobile. One technique to improve the accessibility of the website was reducing the resolution of image to ensure that the images of the site loads fast both on the desktop and mobile. Another technique used was by adding a contextual link that included phrases like the “Book now” link on header of the website to allow the user to quick go straight to book a room.  
  
The Alt text abbreviation was used with every image to ensure that the user is able to know what the image is if the image does not load. The Alt text is useful as it provides information about the page for search engine’s like google and duck duck go allow the website to be more accessible to the user.  
  
The website was coded to be responsive to allow for the website to be accessible both on the desktop and mobile. This was obtained through allow for the navigation menu to adjust when the user is using a mobile device or a desktop. The serif font was used as it is a popular font type that most users would recognize to allow for a easier reading experience both on the desktop and mobile.

3. The SEO strategy you have applied to ensure that the site will attain an optimal ranking in the search engines. (There is no requirement to achieve an optimal search engine ranking as soon as the site goes live, but a viable SEO strategy must be in place).  
  
This website Search engine optimization strategy was focused on using targeted keywords in the title page and incorporating variations of the keywords relating to high standarded bed and breakfast into the headers. The keywords used in the head of this website are related to “tripadvisor”, “luxury bed & break dublin” and “luxury b&b dublin”.

The keyword “luxury b&b dublin” was used as a keyword as it is related to the location of the place the user would be searching for high standard b&b in Dublin. It was also used to target mainly highly paying consumers. There were variation of word b&b” and “bed and breakfast” was also considered into the head of the website in case the user either searches b&b or bed and breakfast. The keywords were all listed in lower case as the user is more likely to use lower case when searching for the website.  
  
A meta description was used with less than 200 characters to describe the website that was included in the header of the web page to grab the attention of high paying customer by mentioning the phrase “place to relax”, “ luxurious 5 Star Bed & Breakfast” and “Dublin city centre”.  
  
4. A short reflection (150 words) on what you have learned through the process of developing this site and what you would do differently if you had to undertake such a project again. what you would do differently if you had to undertake such a project  
  
I learned a lot through the process of developing the Tír na nÓg Bed & Breakfast website. I learned how to create a three-column layout website from watching YouTube videos. The w3school website was my main source of reference to understand the code and to reduce code errors. I learned mainly from observing other website code. I felt that the more mistake I made coding the website, allowed me to understand the code instead of reading through class notes.  
  
There are many things I would have liked to do differently if giving another chance to do the project again. The main issue when developing the website was accepting what I could code and not able to code. Looking at other websites when doing research for developing the website. I was in denial that I could not do some of the features I saw from other websites. Which influence me to rebuild the website several times. Overall, I feel if I better managed my time and to not compare my website to other websites I would enjoyed creating this website even more.