

Website Development

B&Q is a UK based commerce shop that has both a physical and online presence, they support shipping directly to the customers from their webpage but mainly also functions as a stock checker for instore pickups as well as a tool to browse potential design options for your house, this means an emphasis on image and image quality is important while also having a good search bar that supports filtering by Color etc.

According to YouGov most brits still shop in-store for technology so B&Q may not be concerned with modernising their website and instead using it to shop and instead use it to browser potential items.

Wickes

Wickes is a home improvement retailer and garden centre whose main demographic is men that are keen to DIY and home improvement that are between the ages of 30 and 60 [as shown here](#) similarly to B&Q you would want to browse the selection by viewing the website and then go in shop to confirm the purchase this means having a easy to navigate website is vital and a previews would be extremely important.

However it differs to B&Q in that it has more key focus on interior design while B&Q differs in that its more focused on the DIY aspect such as selling materials to build sheds and selling lawnmowers etc., this means that the majority of purchases that are done are for expensive items such as a new patio however this leads to more infrequent purchasing.

Design

• B&Q - Colour

B&Q uses its signature orange and white motif with the background being white any interactable being clearly visible as they are orange, the use of colour helps the users navigate the website subconsciously. Anything that comes from B&Q is orange while anything from its partners is Blue, this helps the user easily distinct them from each other so they aren't misled about a third party product. Other than that they use a ash grey Colour for the search bar as to not overwhelm the user with Color this helps the website look professional and clean having a very simple UI that you could navigate alone just based on the Color scheme.

• Wickes- Colour

Wickes Colour scheme is almost contrasting the B&Q colours having Blue as its most forefront colour on most pages with green being used to highlight new products, reviews and places of interest directing you to look at them, with extraordinary objects that wouldn't normally be there are highlighted in red such as deals, offers and announcements, these help the user distinguish which is what and guiding them through the page

• B&Q - Navigation / Layout

The website has simple design and allows the users to quickly navigate it this is done by featuring tiles that contain an image and title this allows users to quickly discern the appropriate tile to then click on it and be navigated to their required section, as soon as you load into the webpage they have a big banner announcing any ongoing deals and if you scroll down it has the categories of the website you can click on allowing for quick and easy navigation of the website, however if you cannot find your chosen category on the front page there is an expanded selection at the top and if you cant find it there there is a search bar, all these features basically guarantee you will be able to navigate your desired products, this makes the website feel snappy and easy to use towards the users as they don't have to spend any time at all navigating through millions of submenus as well as benefitting those with reading disabilities such as dyslexia.

B&Q also changes it website dynamically depending on the device you are viewing it on. to best suit the user viewing it

On mobile devices the categories that would usually be at the top are compressed into a menu button that pops them out as needed, this helps to avoid visual clutter by having to many objects on screen at once.

Items are also vertically aligned to best suit having a taller display than a wider one.

• Wickes- Navigation/layout

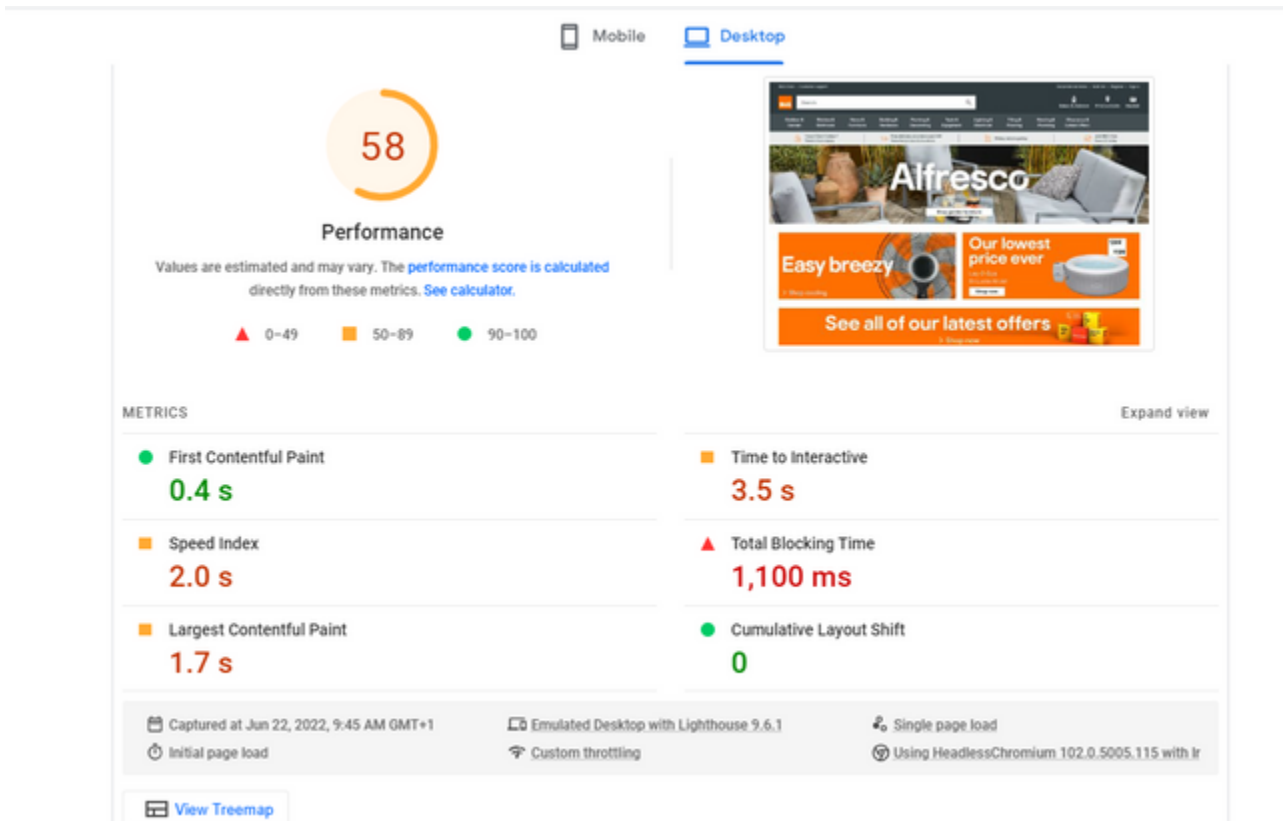
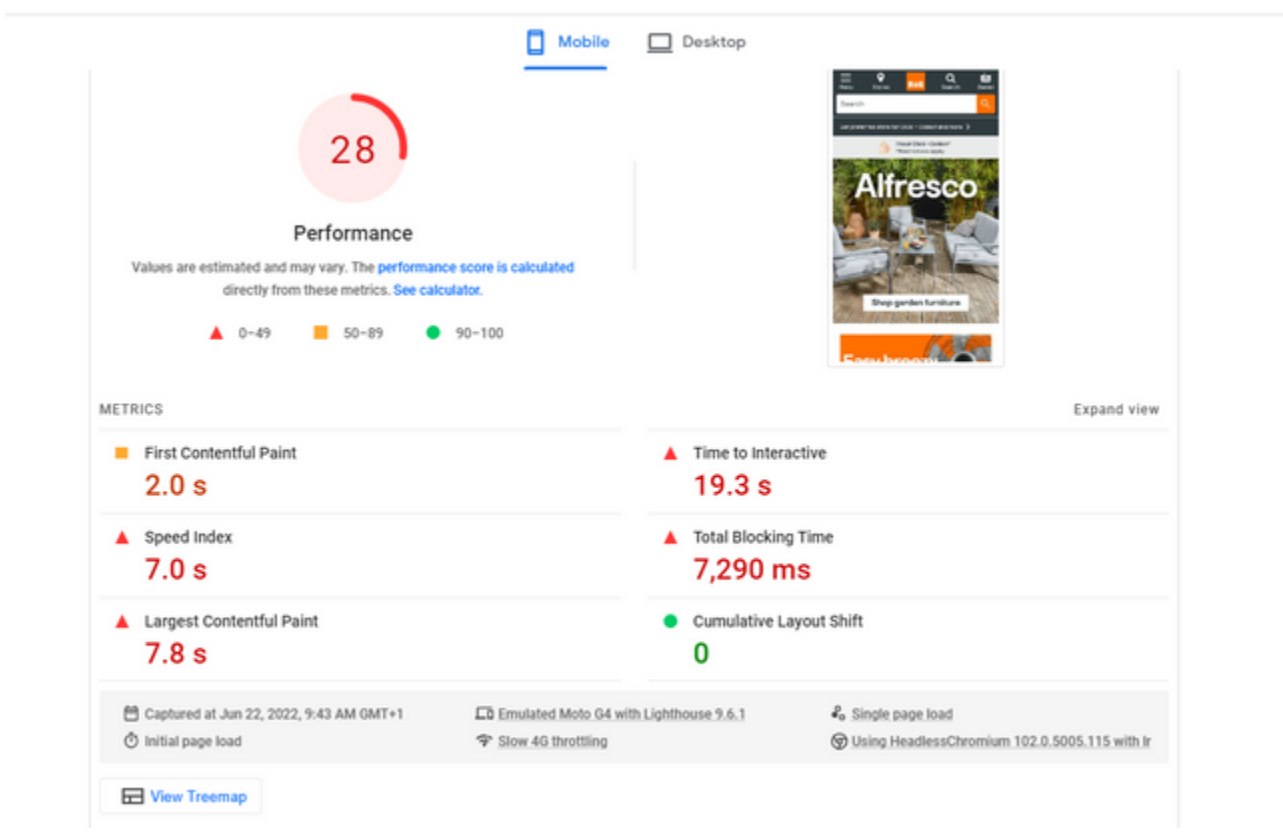
While Wickes follows a similar layout out to B&Q it differs in some ways such as on the front page instead of having all the categories laid out they instead have partners and stories about how people have done a successful renovation, these are used to inspire people to try and take the leap into purchasing a kitchen and renovating, a single item from Wickes is worth much more than a single item than B&Q, only if you continue to scroll down will you see the deals and product line up which is similarly organised to B&Q in a tile format with each tile having a picture and a name of the objects. After you search for a product through the search bar
The mobile version of the website is very similar to the desktop however it differs in a few key aspects.

- Elements on the page are aligned vertically instead of horizontally better suiting a mobile audience and the typical display size of a mobile device allowing for easier navigation.
- There is a scroll to top button that when pressed scrolls you back to the top of the page eliminating the need to keep scrolling back up, this change benefits mobile users as it makes the website easier to navigate and helps the user from feeling lost.

Performance

You can gauge a websites performance and see element load times using the built in Chrome performance analysis tool as well as Google's PageSpeed Insights tool

B&Q's - website performance is poor it takes roughly **3.5** seconds to become interactive on desktop and around **19.3** seconds to become interactive on mobile on the custom setup used to benchmark websites.



This is bad news for consumers that use a mobile device as mobile devices count for 54.4% of Global internet traffic [as shown here](#) and the statistic for B&Q is quite likely very similar to that. If your webpage takes around 14 seconds before you can do anything the client is very likely to just pick another website to do business at, But the performance for desktop users isn't bad and is probably their main focus.

This is due to around 12 - 13 client side scripts having to download and then execute before the website loads as well as the copious amount of images on the website, Another problem is that unused scripts are being downloaded which potentially delays each pages load time by around 1.5s.

However they do try and increase performance by having the images on the website compressed in a WEBP format which reduces the file size by around 80% which benefits the clients as it would increase load times and reduce bandwidth usage allowing for easier navigation of the website.

Roughly each page requires amount 9MB worth of downloads, this may be a problem for users with a restricted amount of bandwidth or for users with slower internet speeds.

-Wickes

Wickes takes **8** seconds to fully load in and around 2 seconds to become interactive on desktop which makes about 43% faster than B&Q this is due to a lesser reliance on scripting and it passes the core web vitals designed by google for mobile however it fails the desktop test due to it having too much CLS which essentially means that the content of the page shifts too much as it loads in potentially distracting the user but other than that its speeds passes with the page being well optimised.

Wickes also use the webp file format for images, this format like B&Q offers a good compromise between file size and quality, file size is important to keep low as it increased file size means longer load times and each page can have hundreds of images so its important to keep it low, this makes the website feel more dynamic to the user as the less time that is spent loading it can instead be stead spent browsing the products.

Media used

- B&Q

B&Q as a commerce website will typically use a copious amount of image as its important for the end user to understand what they are getting, while videos and other media are used sparingly with product pages occasionally having a video button so that the customer can see exactly what the product does and see it in action, this can help the client better connect with product they are purchasing. Each product has both a thumbnail image and more higher quality images for when you click on the product, thumbnails are excellent ways to preview a product without having to commit bandwidth to transmitting a full sized image,

- Wickes

Wickes on the other hand while still using primarily images features many more videos advertising big products, for example all kitchens and bathroom units all have video tours showing exactly what they will like from all angles this is convenient for the user as they wont have to go out to view the product because it is already demonstrated online.

Like B&Q they also employ thumbnails to preview the product before actually viewing the product which when clicked take you to the product page with the full image

Client Requirements

B&Q

B&Q satisfies its client requirements in its ways as a online commerce shop with a physical presence while also pleasing its stakeholders and owners

- Its domain name ("www.diy.com") is recognisable and while it may not be the best for people looking for B&Q specifically anyone who searches for DIY will immediately see B&Q top the search results.
- Has a certified Global Sign GCC SSL certificate.
- Uses Google Targeted advertising to try and bring back in customers that previously viewed a product
- Has a store locator to help direct clients to store

Wickes-

Wickes satisfies it client requirements as well fulfilling the need of a physical storefront with online purchasing and online marketing this is done by it

- Having an identifiable domain name ("www.wickes.co.uk")
- Advertising via various social media platforms
- Showing and moderating users reviews so that the products quality is assured beforehand
- Proper SEO optimisation by allowing crawlers, having a robots.txt, having a high Alexa ranking and Proper keyword usage these all mean that it will skyrocket to the top of the search results.

Task 2

My website is hosted at (<https://pithub.com/sdkv2/fuzzy-eureka.github.io>) and properly fulfils the requirements as it

- Has a known and recognisable color scheme to match the themes of the movie (black and blue)
- Has both audio media and visual elements to fully immerse the user in the movie
- Has a big button that plays a sound whenever it is clicked, creating a sense of immersion in the user
- Built in IFrame players to external sources (in this case youtube)