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Corporate Website Reports (IMD311)

Information and Communication Technology Application (Universiti Teknologi MARA)

FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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Diploma in Information Management

(IM 110)

Introduction to Web Content Management of Design

(IMD 311)

"CORPORATE WEBSITE REPORT"

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10 January 2021

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ACKNOWLEDGEMENT

Bismillahirrohmanirrohim,

First of all, we would like to thank God as finally we were able to finish our group assignment that has been given by lecturer to us. This task had been done with all effort by group members cooperation.

Besides that, we would like to express our sincere gratitude to our lecturer, Sir Mohd Firdaus Bin Mohd Helmi because without his guide and encouragement, our group assignment cannot be done properly.

Finally, thank to our beloved friends that always stick together and also work hard to produce a good assignment with all effort and responsibility. Hope that all the effort will give a lot of benefits to us and also to our group assignment. Last but not least, a lot of appreciation to all those who gave us the possibility to complete this group assignment.

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1.0 <u>INTRODUCTION</u>

A systematic development process can follow a number of standard or company specific frameworks, methodologies, modeling tools and languages. As an industry practice, the software development life-cycle adheres to certain set standards which need to be followed by the development team to stay on track with respect to timeliness and quality control. Just like software, websites can also be developed using certain concrete methods that have provisions for customization to the existing software development process.

1.1.1 About the Company

The corporate website that we create is about women accessories. We named is as The AISA Accessories which mean the symbolic from our name. There are several type of women accessories that we include in our website which is Brooch, Necklaces, Bracelet, Rings and Handbag. Besides that, we also list all the price that regarding to each Accessories. We try to make sure the website that we create are suitable for all the criteria that people needs and affordable for our customer to purchase. Every Accessories have their own styles and uniqueness that can attract some visitors to see and buy it through our website. We ensure that each of our customer that purchase from The AISA Accessories have their own rights to decide whether they want it or not. We also stated our contact in the website for customer to contact us if they have any enquiry about our product such as link to our Instagram and also our WhatsApp contact.

Figure 1: *The AISA Accessories Logo*

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1.1.2 Location

The AISA Accessories are online company that mean all of our business have been run through online platform. We only have office for employees which four of us work together to deliver and packing all the order and our office located at Pahang.

1.1.3 Business activity

Business activity involved in business is we provide service to the customer especially in answering any enquiry and frequently ask question (FAQ).

1.1.4 Contact

Customer can contact us through WhatsApps number and Instagram account @aisa_accessories04 for further question.

1.2 Objectives of the company

- Helping every woman to feel more confidence in wearing accessories for their daily activities and match with their outfit
- Provide a high quality of accessories with an affordable price for our customer to purchase
- Bringing and sharing a joy to every woman every time they receive their accessories.
- Helping customer to look pretty and elegance in wearing their own jewelry.

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2.0 PLANNING

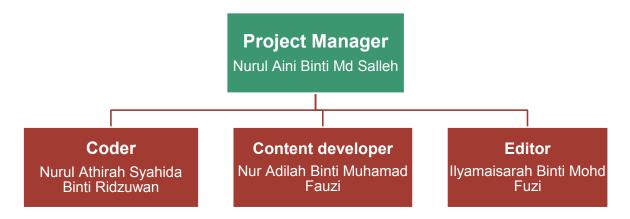### 2.1   The Developers

2.1.1 Organization Charts

Figure 2: *Organization Chart*

8.1.2 Descriptions of roles & responsibilities of team members

Figure 3*: Nurul Aini Picture*

Project Manager

Roles and responsibilities

▪ Played a big role in dividing members into the task and also directing the completion of the project and making sure the project finished within time. Involved in helping the coder to developed the website.

Figure 4*: Nurul Athirah Syahida Picture*

Coder

Roles and responsibilities

▪ Played a role in transferring all the information and design into codes. Help in providing material and designing website pages and elaborates more information in websites. Help in brainstorming an idea for a systematic website design and layout.

3

Content Developer

Role and responsibilities

▪ Played a role in developing content in website such as determine the name of the product, price, description of the product and also the company description in the website. Do a copywriting and also updating websites. Contribute in writing website report for corporate website.

Figure 5: *Nur Adilah Picture*

Editor

Roles and responsibilities

▪ Responsible for the content and image used in the website. Making a plan and als preparing picture of product and capturing the picture of product to be include in the website. Responsible in editing video and image of product. Contribute in writing the website report for corporate website

Figure 6*: Ilyamaisarah Picture*

8.2 Concept/Theme

The concept of our website is based on minimalist design. The minimalist design can avoid customer who visit the website to feel distract over the illustration if it being put a lot. The minimalist will keep the website simple, clean, and easy to follow the instruction in the website.

8.3 Hardware

The hardware while finishing this project are:

i) Laptop

The laptop used for developing website and also used for searching all the reference need and editing that require laptop feature.

ii) Mobile phone

Mobile phone use to capture a picture of product such as rings, earrings, bracelet and necklaces.

8.4 Software

Software used in developing and designing website are:

i)   Notepad

Used notepad in translating information into code for website. All html, CSS and JavaScript code include in the notepad.

ii) Lightroom Application

Lightroom application used to edit the photos taken to use in the website. Used to edit photos brightness to make the photo turn out great and suit for the website.

iii) YouCut – Video editing

YouCut Application functioning as video editing application that help in compiling video and also editing to ensure all the transition for video look good.

iv) Canva

Canva helped in designing website's banner and also other picture. Help in making the banner look more neat and have a lot of feature to use in creating the design for banner.

8.5 Project timeline (Each box ▭ represent from week 1 – weeks 14)

Month / Activities	October			November			December			January		
Learning HTML coding	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓		
Defining task and selecting topic for project	▓	▓										
Generating ideas and collecting information	▓	▓	▓									
Sketching outline and dividing task	▓	▓	▓									
Design websites and editing photos				▓	▓	▓	▓	▓				
Develop website and coding						▓	▓	▓				
Testing and review the website								▓				
Recording presentation								▓				
Submission website and report									▓			

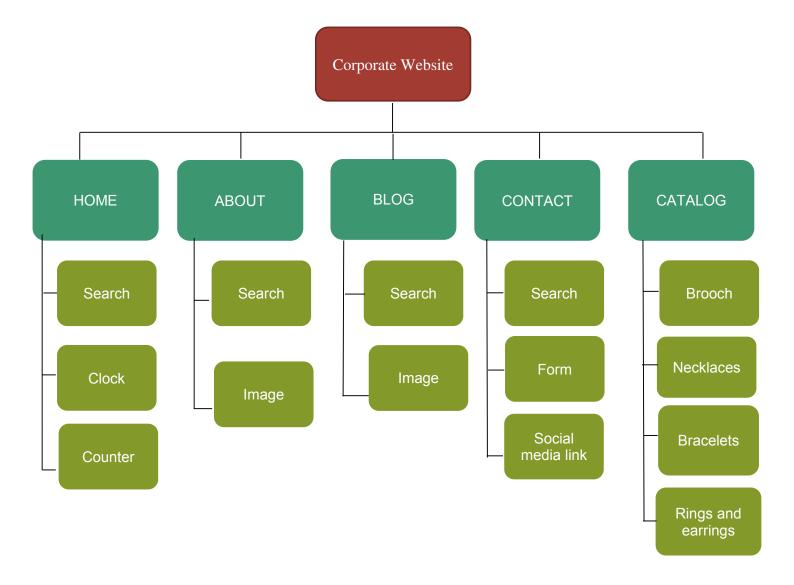Figure 7: *Timeline Project*

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Figure 8: *Sitemap chart*

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3.0 <u>ANALYSIS & DISCUSSION</u>

For the analysis and discussion during the creation of our website, we as the creator have discussed and decide on how should we do before we create an official website for AISA Accessories. So, all of us have been agreed to refer and make some research about another website that can be similar to our variety of products on the google. After a week we have make some research and calculation to do the website, finally we have come out with an idea where we will use our knowledge that we have learned through our course in IMD311.

Creating a website is not easy for us because it involved HTML coding and others. So, we as a group, we try to learn how to provide the products for the customers and people by create our own official website. We have analyse what the requirement criteria that we need to include into our website. There are some layout and design that we select to make our website look very simple, minimalist and user friendly for people to use it and through our discussion, we also have decided the style and the content that we need to input to our website such as the story of our products, contacts and other related information. We ensure that we provide enough information for customers by reading our blog and others information in our AISA Accessories website.

The planning of AISA Accessories website has its own purpose which is we create the website for the people to see the items and the products that we have sells on our website. For AISA Accessories target market are teenagers, elders and young people. We provide them the good accessories that suitable for them and suit to their taste following with the trends of generation nowadays. We ensure that our website content serves its purpose of website and satisfies our target market. We aim to provide useful information that benefits the customer in some way.
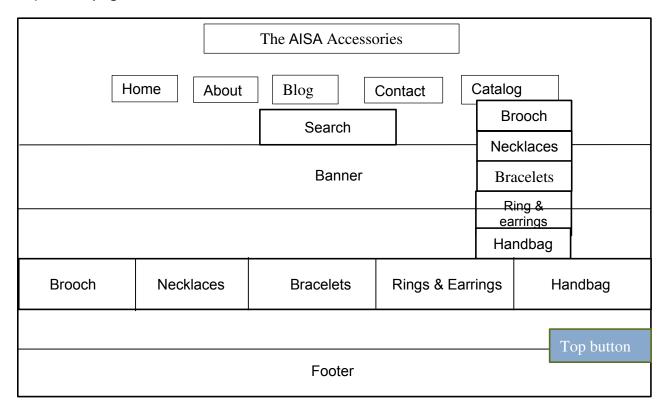
AISA Accessories website are navigable for readers to easily control and use it for quickly finding the information that they need on AISA Accessories website. Our website purpose and audience will affect the site design that we have create. Our target audience may appreciate our website because we create it to make the website look official, corporate, creative, fun and modern. On our website, we have put some images and videos of our products that we sell for customers to see it before they purchase from us. We arrange the images and the prices together to avoid the customers confused when they using our website.

We planned to provide the content on AISA Accessories website directly refer to our target audience. We also decided to provide a form in order to get many feedback and opinion from them about the products that they buy through our website. This website has achieved our purpose in order to help us to continuing to improve the products on our website. We need to make sure that our target audience are very satisfies with the information that we provide for them through this website and can help them to make choices before buying the product
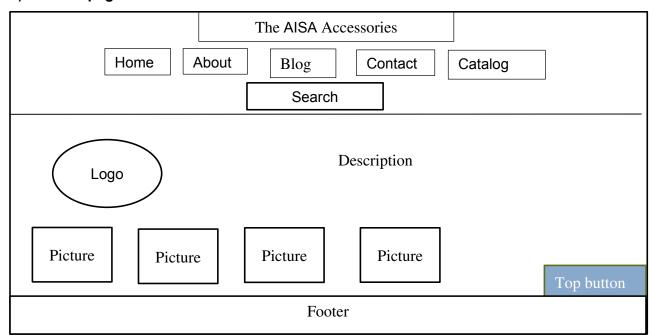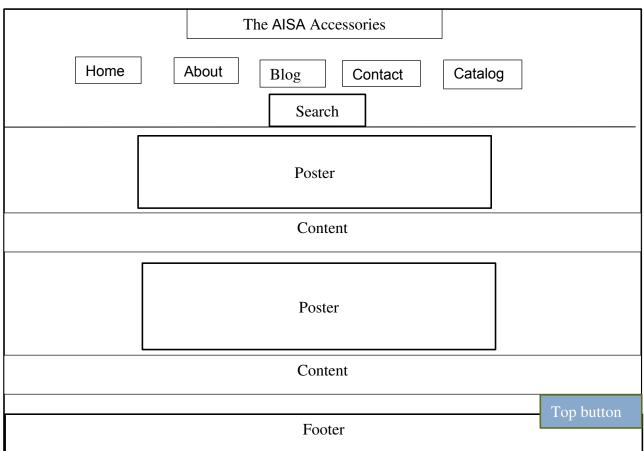
8

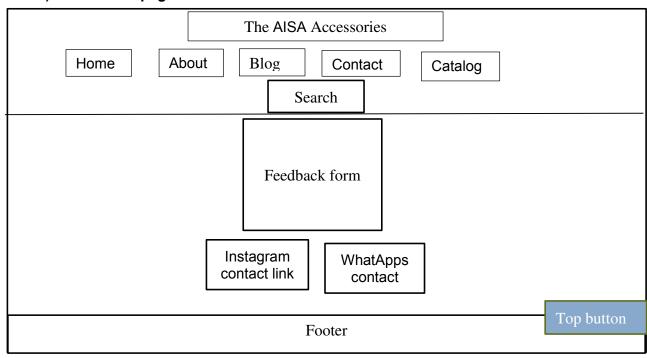## 4.0 **PROTOTYPING & REVIEW**

4.1 Storyboard

i) Index page

	The AISA Accessories

ii) Contact page

iii) Blog page

The AISA Accessories

Home | About | Blog | Contact | Catalog

Search

Poster

Content

Poster

Content

Top button

Footer

iv) Contact page

The AISA Accessories

Home | About | Blog | Contact | Catalog

Search

Feedback form

Instagram contact link | WhatApps contact

Top button

Footer
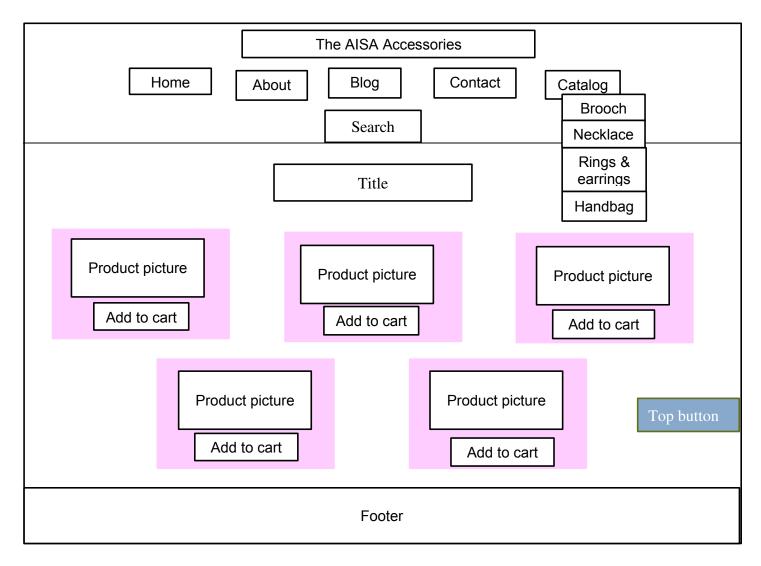
v) Dropdown pages (Brooch, Necklaces, Bracelets, Rings and Earrings, Handbag)

The AISA Accessories

Home | About | Blog | Contact | Catalog

Search

Catalog dropdown:
- Brooch
- Necklace
- Rings & earrings
- Handbag

Title

Product picture

Add to cart

Product picture

Add to cart

Product picture

Add to cart

Product picture

Add to cart

Product picture

Add to cart

Top button

Footer

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5.0 <u>DEVELOPMENT & TESTING</u>

We have make some development on our website which we do web testing to checking the website for potential bugs before its made live and is accessible to general public. We use web testing for checks the functionality, usability, security, compatibility, performance of the website. We test all links in our website pages if they are working correctly and make sure there are no broken links. AISA Accessories also include test forms and expect to be working as expected. We need to ensure that all the selected requirement is working properly before we hosting our website pages to people. By doing this, we can detect what problem and fix it before our customers use it for their purchased and avoid from any trouble.

There are many web testing that we do such as usability testing that has now become a vital part of any web based project. It was carried out by us to the target audience of the website pages. We test the site navigation for menus, buttons and links to different pages on our website to make sure it can be easily visible and consistent on all web pages. Besides that, we include interface testing as a test system response when connection between the three layers which are application, web and database that cannot be established and show only appropriate message to the end user. Database is one critical component of our AISA Accessories website and testing activities will include the test to detect any errors while run the system and make sure that test data retrieved from our database are being show directly from our website.

We follow all the development and testing of website to ensure that our website can be working properly and have a secure database from being steal from another person. It is important to avoid our website from drown and be ignore by people because of its error. This can make us being critic if we do not check and test the website before we hosting our website on the google and other server.

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6.0 <u>RELEASE & SEO</u>

a. Meta name description (index page)

<meta name="description" content="This is website about women accessories.">

This is the description for our website which is content about women accessories. Customer or computer users who make a research can get to our website if they search relate to the accessories and also specifically for women. This description can help to make our website know to others.

b. Meta name description (about page)

<meta name="description" content="This is website about The Aisa accessories.">

This description's content related to the history and also creator of the website. This pages can gain users and customer trusted about our website and business.

c. Meta name description (blog page)

<meta name="description" content="This is website about blog The Aisa Accessories.">

In this pages told the description about the blog in the AISA Accessories. In this blog pages show about the tips and how the business begins. This also can get people to come to our website especially for those who is going to start business they can get the tips there

d. Meta name description (contact page)

<meta name="description" content="This is website about contact of The Aisa Accessories.">

This pages include the contact and feedback form for customer to give feedback and also for other inquiries.

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e. Meta name description (Brooch)

<meta name="description" content="The types of The Aisa Accessories is Brooch">

This pages can attract users or customer who searching for the brooch they can be directly to our website because of the keyword use or the description.

f. Meta name description (Necklaces)

<meta name="description" content="The types of The Aisa Accessories is Necklaces">
Buyers whose search for the necklaces can find our website if the description relate to the necklaces then our website can be found. The description used to make sure our website can be on the search engine.

g. Meta name description (Bracelets)

<meta name="description" content="The types of The Aisa Accessories is Bracelets">

This page also can be directly to the bracelets collection on the engine search. Users and customer can easily find the bracelet available on our website

h. Meta name description (rings and earrings)

<meta name="description" content="The types of The Aisa Accessories is Rings & Earrings">

Customer can be direct to our website if they use the description that we used in our website such the ring, accessories and earrings.

i. Meta name description (Handbag)

<meta name="description" content="The types of The Aisa Accessories is Handbags">

The customer who search for handbag can also found our website because we also include the description about the handbag. Using the description words, our website can appeal on the searching engine.

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7.0 <u>MAINTENANCE</u>

For maintain our website, we use the method of keep updating and upgrade the content of information on our AISA Accessories website frequently to ensure that our website is being used daily from the people and users. Every month, we will make sure that we can produce a new brand of products to improve the rating of website from fall behind. Besides that, we will try to change the design and make some decoration that suitable to our website. This is happened when we change the design, some of customers or people may like to visit again on our website because of its unique and colourful design. They may feel attract to the creative design on our website that have been create by us. We will try to change the style of information and font on the website for people to ensure they can be easily read and understand the main point of AISA Accessories website.

In order to keep continue our website always under the maintenance, we have hired a professional and expert person to help us keeping our website safely. We also will be paying for website maintenance services and make it as our advantage to secure and maintain our website for the future use.

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8.0 <u>CONCLUSION</u>

In conclusion, we hope that AISA Accessories website can be use by all the people around the world without any server problems and other errors on our website. This website is suitable and can be access for all the range of age. We do not have any limits for the customers to keep open our website because it will help us to get many visitors and increase our rating on this website. By access to AISA Accessories website, a lot of people may get experience in using our website because of its easy navigation to control it and follow customer choice in selecting the information that they want to know on our website.

Furthermore, we allow the customer to log in into our website and can choose our items on AISA Accessories website for them to buy their selected items that they want. When they log in into our website, they can pick and click the items to add into their cart which means that they are interest to buy or purchase the items. So, by having AISA Accessories website, we can gain many visitors and customers to encourage them to access recently to our website for looking the updated items on our website.

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1. **Discussion with group members**

2. **Dicussion with lecturer**

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