



Group Assignment IMD311 (Corporate Website Report)

Introduction to Web Content Management and Design (Universiti Teknologi MARA)



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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT
DIPLOMA IN INFORMATION MANAGEMENT (IM 110)

INTRODUCTON TO WEB CONTENT MANAGEMENT OF DESIGN
(IMD 311)

GROUP ASSIGNMENT:

“CORPORATE WEBSITE REPORT: IRIZ LA COSTUMIERE”

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DATE OF SUBMISSION:

23rd JANUARY 2022

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Finally, we would like to thanks to all my group members that aways stick together and also work hard to produce a good assignment with all effort and responsibility. This task had been with all effort by group members cooperation. We hope our group assignment is complete and will be receive.

1.0 INTRODUCTION

A structured development process can use a variety of frameworks, techniques, modelling tools, and languages, depending on whether they are standard or company-specific. The software development life-cycle follows a set of industry standards that the development team must adhere to in order to stay on schedule and maintain quality control. Websites, like software, may be built using certain concrete procedures that allow for customization of the software development process.

1.1.1 About the Company

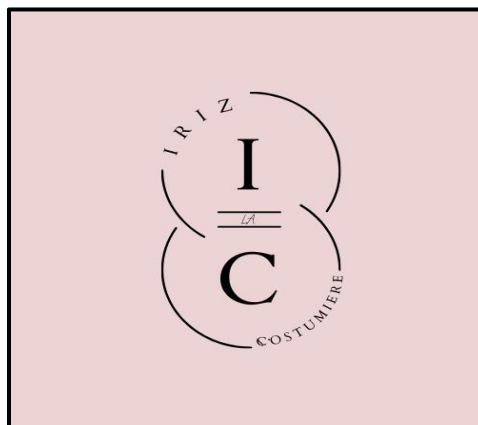


Figure 1: The Iriz La Costumiere Logo

The corporate websites we create are all about different types of women's clothing. We named our corporate website The Iriz La Costumiere which is Costumiere comes from the French word for "wardrobe." We decided to open this business because Muslims are required to wear clothes that cover the aurat and are neat in fulfilling their worship and responsibilities in the world. Apart from that, this polite and neat image will facilitate our daily affairs, such as choosing the appropriate clothes to wear during job interviews and so on. Thus, wear becomes the yardstick of an individual today in assessing their self-progress. We've worked with clothing suppliers to purchase high-quality bundle apparel and ensure that the items are constantly up-to-date, as fashion trends change so quickly nowadays. Everyone, especially for teenagers, is welcome to use our service. This is because,

according to the survey, young women, particularly adolescent women, want to dress in the current fashion. We provide a variety of women's apparel on our website, including clothes, pants, skirts, and dress. In addition, we've also included a list of all the prices related to each item of our products at the outlet. We make every effort to ensure that the websites we design suit all of the public's requirements and are within our customers' budgets. On the home page, we also put pictures of models that will attract customers to look at our website for longer and buy our products. The users and customers can surfing our website to see various types of interesting products provided by our outlet, gifts offered, style combinations that have a mix and match concept. Our Iriz La Costumiere website also has a privacy policy on which can gain users and customer trusted about our website and business. Each item of clothing in our outlet has its own styles and uniqueness, which may entice some people to come view and buy it in physical or online through the website we have set up. We will ensure that every one of our customers who purchases clothing from The Iriz La Costumiere has the freedom to choose whether or not to purchase the items.

1.1.2 Location

The Iriz La Costumiere is physically open and online to the public. We have our own outlet where our customers can come during working hours to see and buy clothes that fit and suit their tastes. In addition, we also provide convenience services especially to those who sit in remote areas making it difficult to come to our outlets where they can visit the website provided to view and buy the clothes they want online. And after the customer makes the payment, we will packaging the product using a high-quality shopping bag with the asthetic design and we will post out our product using JnT service. The Iriz La Costumiere located at No. 20, Jalan Jambatan, Kampung Pantai, 75100 Melaka.

1.1.3 Contact

We have provided a contact link at The Iriz La Costumiere website where customers can contact us via WhatsApp number, Instagram account [@irizlascostumiere](#) and Twiter account [@irizlascostumiere10](#) for purchase our product or further question about our product.

2.0 PLANNING

2.1 The developers

2.1.1 Organization Charts

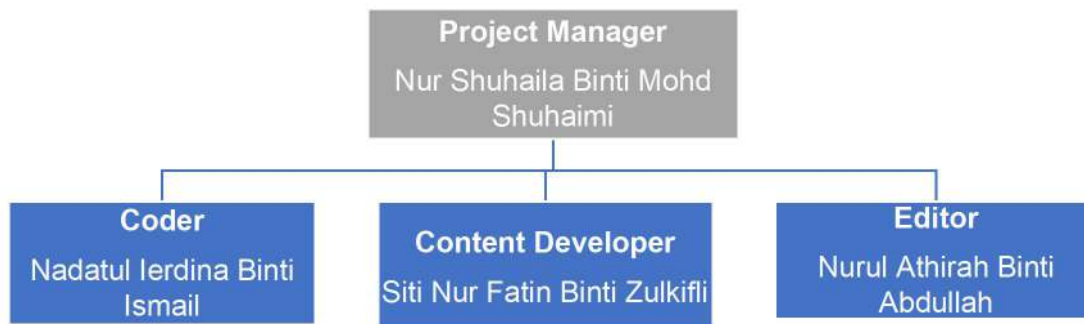


Figure 2: Organization Chart

2.1.2 Roles & responsibilities

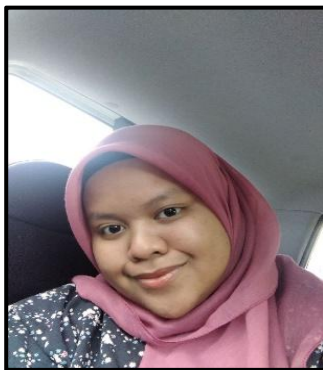


Figure 3: Nur Shuhaila picture

Project Manager

- The project manager was responsible to divide the task and help the others members task in order to make sure each that task can be done on exact time. In addition, she also must lead the team member in completing each other task especially coder.



Figure 4: Nadatul Ierdina picture

Coder

- Coder is responsible for writing the code that makes up computer software. She also tasked with masterminding the workflow of a program, writing the code, testing the program functionality and creating documentation for the program.



Figure 5: Siti Nur Fatin picture

Content Developer

- Content developer was responsible to develop content for the website such as producing a video and making content for the website such as details for each of product.



Figure 6: Nurul Athirah picture

Editor

- Editor was responsible to plan and decide the content such as picture, video, price and also others details of products for the website. In addition, she also need to write reports for the website development.

2.2 Theme / Concept

The concept that we used in for our corporate website is aesthetic and minimalist design with a well-arranged content which simplify the visitors to review our website. We choose this concept because it will look like our website simple and friendly.

2.3 Hardware

i. Laptop

It used for developing website and also for searching all the reference that we need for our website and editing media such as video and photo for the website.

ii. Mobile phone

we use mobile phone to capture photo of product and also record video that require for the website.

2.4 Software

i. Notepad

Notepad used for translating information into code for website such as html and CSS.

ii. Canva

Canva used for editing content of website such as photo and its layout.

iii. W3school

We used it for referring code development that require for our website.

2.5 Project timeline

Month Activity	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 media such as photos and videos															
Develop website and coding															
Testing and review the website															

Recording presentation																	
Submission website and report																	

3.0 ANALYSIS & DISCUSSION

For analysis and discussion, our team members had do discussion about the website that we want to create. We had discussed about title of the website, content, design, the product, fonts and moreover. In addition, we had refer to some similar websites which are dUCk, Neelofar, Heeladina and The Hijab.Co. This is for us to make it as our resources and to collect idea and inspiration. We ultimately came up with a plan for how we would apply the information we received in IMD311 to our project after a few days of research and calculations for the website.

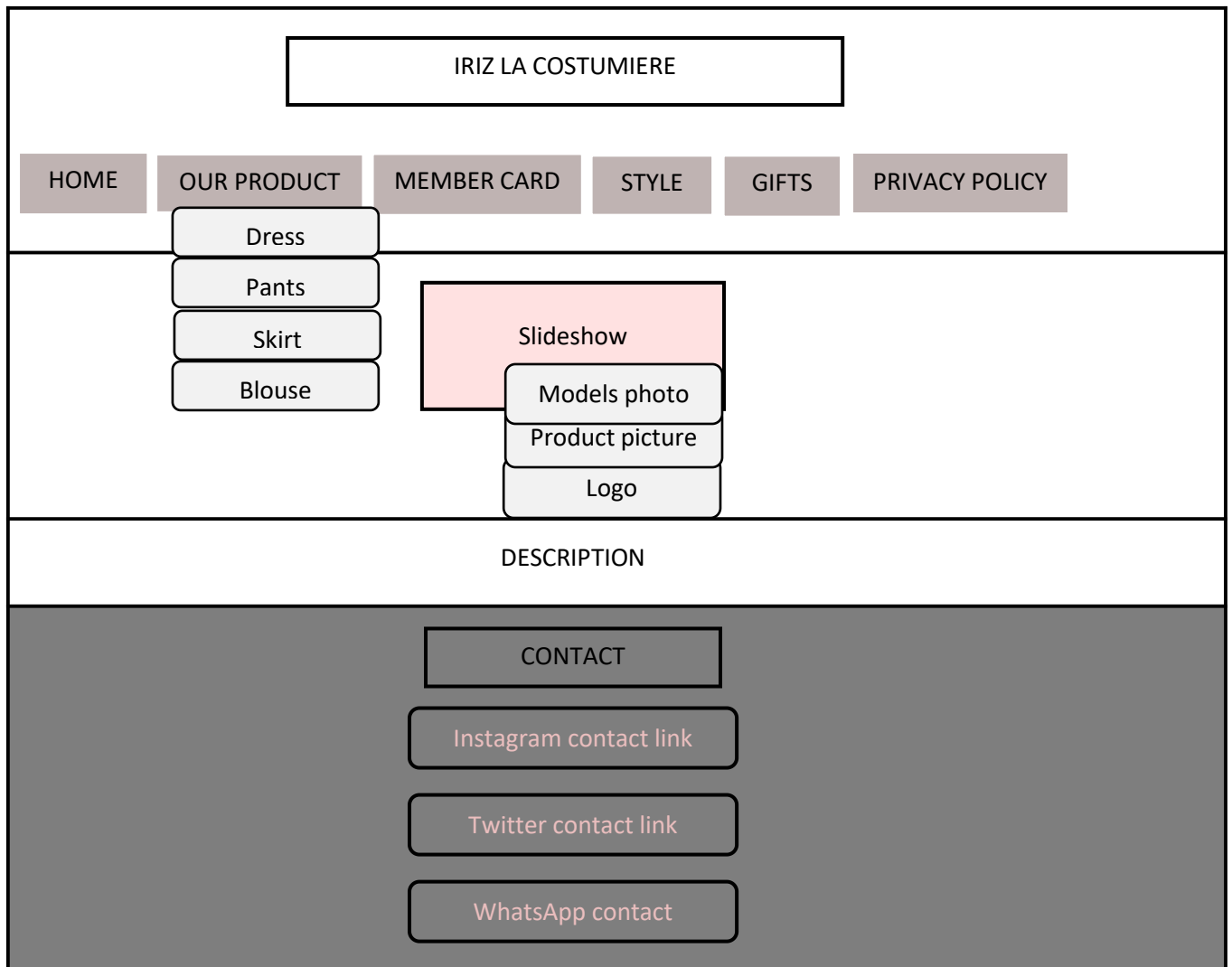
We are striving to discover how to provide things to customers and people by establishing our own official website, despite the fact that we are conscious that the procedure of developing a website is not straightforward and necessitates HTML coding and other expertise. We examined the requirements that must be presented on our website. Certain layouts and styles were chosen to make our website look basic, minimalistic, and user-friendly.

The Iriz La Costumiere website is simple to navigate and use, allowing users to quickly find the information they want. The purpose and target audience of our website will influence the design we create. Because we created our website to appear official and corporate, our target group may find it enticing. We also provide photos and videos of the items we sell on our website for consumers to view before purchasing from us. To reduce confusion when exploring our website, we bundle the photos and price together.

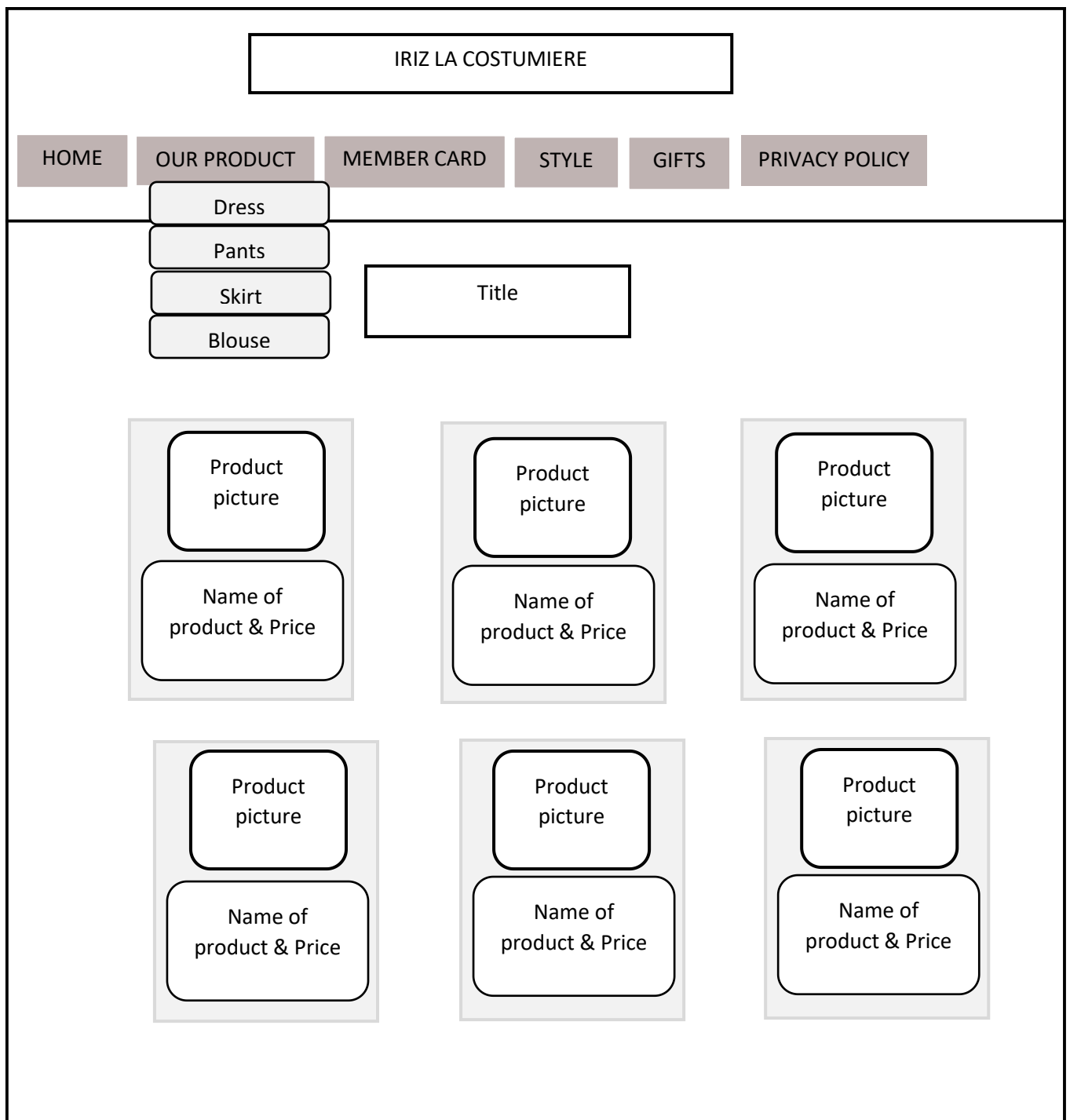
4.0 PROTOTYPING & REVIEW

4.1 Storyboard

i) Index page



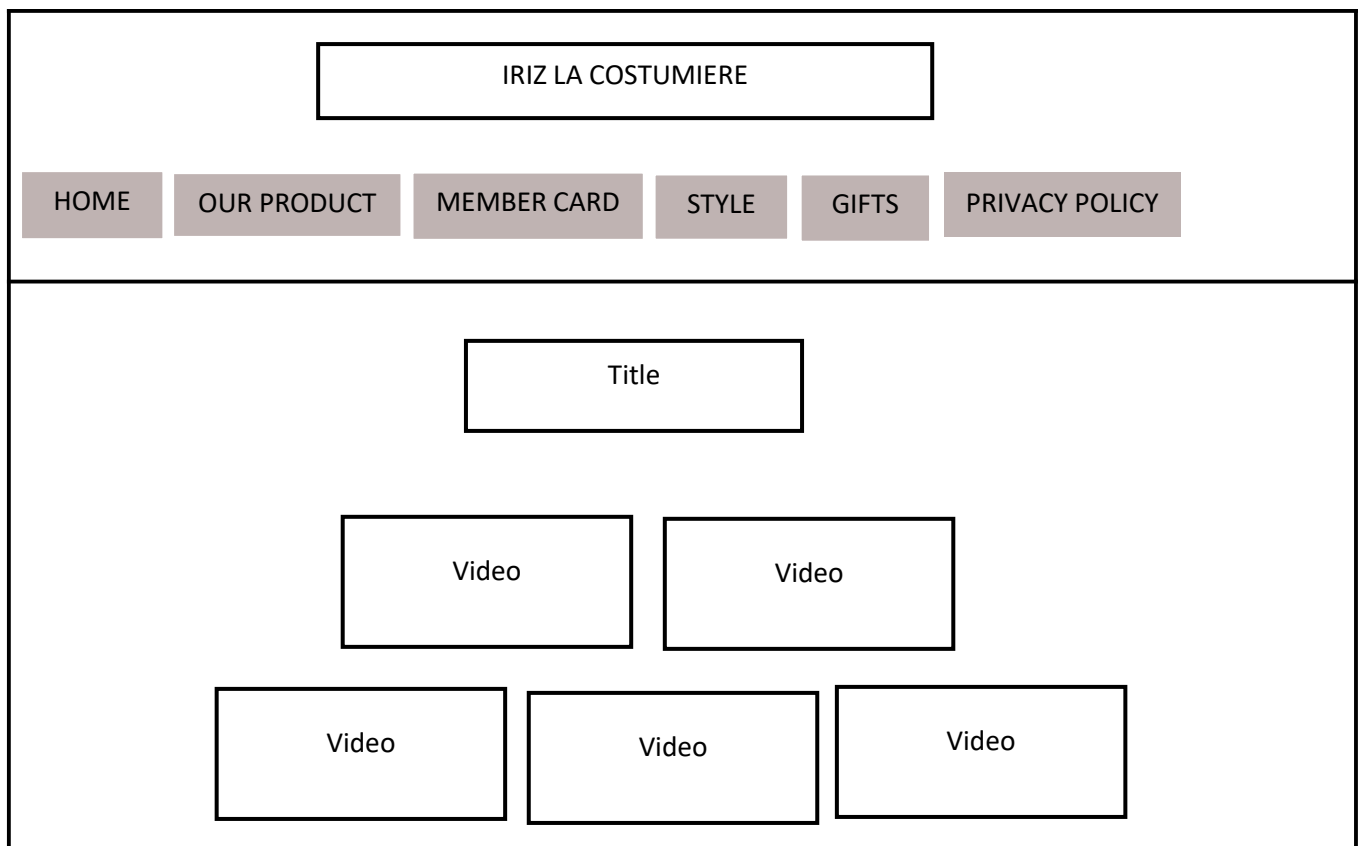
ii) Dropdown pages (Dress, Pants, Skirt, Blouse)



iii) Member card page

<div>IRIZ LA COSTUMIERE</div>					
HOME	OUR PRODUCT	MEMBER CARD	STYLE	GIFTS	PRIVACY POLICY
<div>Title</div> <div>Picture of member card (front and back look)</div>					
Description					
<div>Feedback form</div>					

iv) Style page



v) Gifts page

IRIZ LA COSTUMIERE					
HOME	OUR PRODUCT	MEMBER CARD	STYLE	GIFTS	PRIVACY POLICY
<div>Title</div> <div><div>Picture of gift</div><div>Picture of gift</div><div>Picture of gift</div></div>					
Description					
<div><div>Picture of gift</div><div>Picture of gift</div><div>Picture of gift</div></div>					
Description					

vi) Privacy policy page

IRIZ LA COSTUMIERE					
HOME	OUR PRODUCT	MEMBER CARD	STYLE	GIFTS	PRIVACY POLICY

Title

Title

DESCRIPTION

Title

DESCRIPTION

Title

DESCRIPTION

Title

DESCRIPTION

Title

DESCRIPTION

5.0 DEVELOPMENT & TESTING

We have made some changes to our website, and we run web testing to ensure that the website is free from any errors before it starts working and is available to the general public. We employ web testing to ensure that the website's functionality, usability, security, accessibility, and performance are all satisfactory. We check that all links on our internet pages are operational and that there are no error messages. The Iriz La Customiere also features test forms, which should function well. Before we make our website pages accessible to the public, we need to make sure that all of the criteria are fulfilled. By doing so, we can identify and correct any issues before our customers utilise them for their purchases, thus overcoming any problems.

Besides that, we do a variety of web testing services, including usability testing, which has become an essential component of every online-based project. It was done to the potential customers of the website pages by us. We check our website's navigation for menus, buttons, and links to various pages to ensure that it is effectively accessible and consistent throughout all web pages. In addition, we provide interface verification as a trial system response when the connectivity between the three levels, namely application, web, and database, cannot be performed, and the end user is shown just the relevant message. Our Iriz La Customiere website's database is an essential element, and testing tasks will involve determining any flaws while running the system and ensuring that test data generated from our database is shown directly on our website.

We constantly monitor all website development and testing to make sure that our website functions properly and has a secure database that cannot be hijacked by a third party. It is critical to keep our website from drowning and being ignored by the public as a result of its errors. If we do not verify and check the website before hosting it on Google or another server, this might lead to a complaint.

6.0 RELEASE & SEO

a. Meta name description (index page)

`<meta name="description" content="This is website about Iriz La Customiere.">`

This is the description for our website's content, which is about women's outfit. Customers and users who conducting the research might visit our website if their searches are related to outfit, particularly for women. This description may assist in the public awareness of our website. Besides that, in this pages include our contact in the website for customer to contact us if they have any enquiry about our product such as link to our Instagram, Twitter and also our WhatsApp contact.

b. Meta name description (Dress)

`<meta name="description" content="This types of The Iriz La Costumiere is Dress">`

This pages can attract users and customer who searching for the dress they can be directly to our website because of the keyword use. We also provide the price and types of dress to make it easier for our customers to see the various types of elegant dress and the prices that have been set by our outlet.

c. Meta name description (Pants)

`<meta name="description" content="This types of The Iriz La Costumiere is Pants">`

Users or customers whose search for the pants can find our website if the description relate the pants then our website can be found. The description used to make sure our website can be on the search engine and we also include the price and type of pants to help our customer to make a choice.

d. Meta name description (Skirt)

`<meta name="description" content="This types of The Iriz La Costumiere is Skirt">`

The users or customer who search for skirt can also found our website because we also include the description about the types and price of skirt. Using the description words, our website can appeal on the searching engine so that our customers can see the various of skirts provided by our outlet.

e. Meta name description (Blouse)

`meta name="description" content="This types of The Iriz La Costumiere is Blouse">`

This page also can be directly to the blouse collection on the engine search. Users and customer can easily find the various type of blouse available on our website. Other than that, we also include the price of blouse because it will simplify matters and speed up the time for our customers to ask and wait for a reply from us.

f. Meta name description (member card)

`<meta name="description" content="This is website about member card The Iriz La Costumiere.">`

In this page customers will be told a description of how to obtain and use a membership card in every purchase at The Iriz La Costumiere. Also at this pages include feedback form for customer to give feedback about our service and products.

g. Meta name description (style)

`<meta name="description" content="This is website about style The Iriz La Costumere.">`

This pages included video where will can give our customers ideas for makes new combination like mix and match the concept according to the current trends nowadays.

h. Meta name description (gifts)

```
<meta name="description" content="This is website about gifts The Iriz La Costumiere.">
```

This page can attract customers where they will receive a gifts during the purchase according to the purchase conditions that have been set. In addition, gifts will also be given to customers when special events to be held.

i. Meta name description (privacy policy)

```
<meta name="description" content="This is website about privacy policy The Iriz La Costumiere.">
```

The content of this description relates to the privacy and policy of the website under which any personal information of the customer received will be protected. And if the product that has been purchased has a defective or damage problem, the customer can return or exchange it according to the stipulated conditions. This page can gain trusted users and customers about our website and business.

7.0 MAINTENANCE

To guarantee that our website is utilised on a daily basis by individuals and users, we adopt a strategy of often updating and upgrading the content of information on our website for website maintenance. We will ensure that we can create a fresh line of things every month in order to maintain website ratings from falling behind. Aside from that, we'll work hard to improve our website's look and add some necessary decorations. We also will update the design such as decoration, fonts and product following the trend in nowadays. In addition, to make sure that our website is always maintained, we have hired a professional and expert to help us keep our website safe. We will also pay for website maintenance services and use them to our advantage to protect and maintain our website for future use.

8.0 CONCLUSION

In conclusion, we hope that the Iriz La Customiere website can be used by everybody worldwide without having any technical errors or other mistakes. This website is suited for people of all ages and may be accessible by them. We don't place limitations on customers who want to visit the website open on our website because this will help us attract more visitors and improve our overall rating. Many individuals may get skill in using our website by access it because of its simple navigation to manage it and following customer choice in accessing the information that they want to see on our website.

Furthermore, we allow customers to go to our website and choose from a variety of things on the Iriz La Customiere page, which they may then purchase. They may choose and click products to add to their cart when they check in to our website, expressing that they are interested in buying or purchasing the items. As a result, by creating an Iriz La Customiere website, we may attract a large number of visitors and customers, encouraging them to visit our website frequently to check for new things.

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