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| Website Planning and Development: Hand-in Sheet |

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# Background Information

## A. Organisation

**What is the name of your imaginary organisation?**

|  |
| --- |
| Type your answer here |

## B. Product

**Which emerging technology does your organisation retail?**

|  |
| --- |
| Type your answer here |

## C. Website

|  |
| --- |
| Insert the link to your Wix website here |

# 1. Website Planning

## A. Goals and Audience

**Which audience does your organisation target? Provide three characteristics of your audience.**

|  |
| --- |
| 1. Type your answer here (max. 100 words) |

5 marks

**What are the three prime goals of your website? Consider the needs of your organisation and your target audience when writing your goals.**

|  |
| --- |
| 1. Type your answer here (max. 100 words) |

5 marks

## B. Competitor Analysis

**Discover two competitors of your imaginary organization and conduct a competitor analysis by filling out the table below. Assess the websites against three criteria.**

|  |  |  |
| --- | --- | --- |
|  | Insert a link to your competitor’s website here | (e.g. *https://www.micro soft.com/)* |
| Screenshot | (Competitor 1) | (Competitor 2) |
| 1. Type your criteria here |  |  |
| 2. |  |  |
| 3. |  |  |

10 marks

## C. Content

**List down five different types of content you will use on your website. Be specific.**

|  |
| --- |
| 1. Type your answer here (max. 50 words) |

10 marks

## D. Website Structure

**Complete the hierarchical website structure below. Provide at least five sections (i.e. add two sub-sections).**

|  |
| --- |
| Section1: Type your answer here (max. 50 words)  Section2:  Section 3: |

10 marks

# 2. Wix Website Development

## A. Name and logo

|  |
| --- |
| Paste a screenshot of your name and logo here |

10 marks

## B. Header and footer

|  |
| --- |
| Paste a screenshot of your header here |

5 marks

|  |
| --- |
| Paste a screenshot of your footer here |

5 marks

## C. New pages

|  |
| --- |
| Paste a screenshot of your second page here |

5 marks

|  |
| --- |
| Paste a screenshot of your third page here |

5 marks

## D. Applications

|  |
| --- |
| Paste a screenshot of your functional application here |

5 marks

|  |
| --- |
| Paste a screenshot of your second application here |

5 marks

# 3. Reflection

## A. Design

**Why did you design your website this way? Consider your organisation and audience, as well as the design tips you have learnt.**

|  |
| --- |
| Type your answer here (max. 200 words) |

10 marks

## B. Functional application

**Justify how one of your applications is an example of functional content. Explain the reason why you selected this application for your website.**

|  |
| --- |
| Type your answer here (max. 200 words) |

10 marks