

# [Designing a website](https://assignbuster.com/designing-a-website/)

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Plan the website and Identify client requirements Assessment Objective: AAA, b a) use the Planning and Review Form provided at the back of the assignment to record the activities that you will undertake for this task. B) Review the Information provided by the client. The client has a small independent training company and is successful through word of mouth recommendations. The Manager wants to modernize the image of the company so is needing a website. I have been asked to produce the plans and ideas for the proposed training company website.

An idea of the amount of time and money would be involved In maintaining and updating the website needs to be Included. I need to produce an Initial plan for the website, create the basic structure, a template and to add Information about the company, its location, successes and facilities. A review of the website and advise to the Manager on the benefits of having a website should be taken. The secretary may provide you with all required information and photographs to help you create the website. C) Identify the client's requirements.

You may have a discussion with your tutor who ay act as the client. Produce modern plans and ideas for training company Amount of time and money to maintain and update Initial plan for website Create the basic structure; template Add information about company; its location, successes, & facilities d) You may Include other evidence of your planning methods, egg a storyboard, visualization, design brief, flowchart, sketches or a site map. I Planning Methods I I Make an initial plan for the website. I I Research how much time and money will be involved in maintaining and updating the website.

I I Create the basic structure, a template and add Tyler and layout with client . Review the website and advise the Manager on the benefits of having a website. TASK 2: Create the website structure Assessment Objectives: 1 a, AAA, b Using the plan you produced in Task 1 you must use appropriate software to define the website. A) You must include information for the client about: How to use a web browser ? Step 1 A web browser is a software application for retrieving, presenting, and traversing information resource on the world wide web. Get acquainted with the web browsers you are using.

All web browsers are relatively similar, but the two most popular web rowers are Microsoft Internet Explorer and Maxilla Firebox. Open the web browser by double-clicking on the icon on you desktop or right-clicking the icon and choosing " Open. " step 2 Once the browser is open, time the time to notice the Address Bar, which is the URL (website address) where you are located. To easier identify the Address Bar, it will be located at the top of the browser itself and the URL in the Address Bar will usually begin with " http://www. " step 3 Next, notice the tools that are surrounding the Address Bar.

For example, there will usually be a " Page Back" and " Page Forward" button, usually indicated by a forward and backward arrow. There may even be a picture or icon that will stand for " Home Page," which is the first web page that is viewed when the web browser is opened. Step 4 Above the web browsers icons that you've Just looked at, you'll notice a series of help menus, such as " File," " Edit," View," " History," " Bookmarks" or " Favorites,", as well as " Tools," and " Help. " All of these menus are placed there because they may be able to help you at one time or the other.

For example, clicking once on " Bookmarks" or Favorites" will show you a list of all the websites that you have place in you What are the different method(s) of connecting to the Internet? There are three main ways of connecting to the internet Modem, LANA, and DSL. You may go for which one is easy for you. Look you may connect internet by using modem. This will only need a telephone connection in addition. You have to go into settings of internet and you will be connected to the internet. Another method is that of LANA. It is Local Area Network. It is a cable network.

It can be switched on my contacting local area cable network servers. They provide you facility o go for what ever you want to do on internet. This will help you out. The cable operator will do the settings for you. Third option is to get DSL connection. You may connect internet on many computers at home by connecting DSL. It is very active and fast. You will be surprised of it in many ways. It is fast to use and good to work. Here are the names of a few- Broadband, Woman, Wi-If. What methods can be used to access web pages? Computer, mobile phone, personal digital assistant (PDA), television, palpitation 3, or Oxbow.

What is the role of Internet Service Providers (ISP)? An Internet Service Provider (ISP) also known as an Internet Access Provider (PAP) is a company that offers its customers access to the Internet. The ISP connects to its customers using a data transmission technology appropriate for delivering Internet Protocol datagram's, such as dial-up, DSL, cable modem or dedicated high-speed interconnects. Sips may provide Internet e-mail accounts to users which allow them to communicate with one another by sending and receiving electronic messages through their Sips' servers. As part of their e-mail service, Sips usually offer the user n e-mail client software package, developed either internally or through an outside contract arrangement. ) Some Sips may provide other services, such as storing data files on behalf of their customers, as well as other services unique to each particular Explain the purpose of the website. By creating a presence on the Internet. Ridgeway Training Company Ridgeway Training Company is a small independent company.

The company's success is based on word of mouth recommendations, however the Manager realizes that in this day and age the company needs to modernism its image by creating a presence on the Internet. You have been asked to produce plans and ideas for the proposed training company website. The Manager would also like an idea of how much time and money will be involved in maintaining and updating the website. You have been asked to produce an initial plan for the website, to create the basic structure, a template and to add information about the company, its location, successes and facilities.

You should then review the website and advise the Manager on the benefits of having a website. The secretary may provide you with all required Provide details for the client about the benefits of the website. 1. Far Cheaper and Much More Flexible Than Print Advertising The Internet is extremely different from print advertising in that space is cheap, your advertisement is accessible for a longer period of time, the content can be changed without having to ask someone to do it for you (if you use a content management system) and you can potentially reach a wider audience.

This is not to say that you should not use other forms of advertising at all You can use it to entice people to visit your website and find out about your company and potentially open two-way communication between the potential customer and a sales errors. 2. Market Expansion The Internet has allowed businesses to break through the geographical barriers and become accessible, virtually, from any country in the world by a potential customer that has Internet access. 3. Diverse Revenue Streams A website is not Just a medium for representation of your company, it is a form of media from which everybody can acquire information.

You can use this media to sell advertising space to other businesses. A recent trend has risen where businesses feature their very own directory of complimentary services, where the visitor can search for information on a business hat will enhance the use of your service. The business sells complimentary businesses a listing in their directory. A good example is a catering company featuring a directory with businesses such as event co-coordinators, electronic equipment rental companies, etc. 4. 4 7 365 No more turning customers away when its time to close shop, putting up a note saying closed for public holiday, or leaving a message on your answering service specifying your trading hours tell them to visit your website for information they are It is far more convenient for a person to research a product on the Internet than it is o get in a car, drive somewhere and look for or ask someone for information on a product. Also, a potential customer won't have to Judge a call centre agent to determine whether he/she has their best interests in mind, or Just wants to make a sale.

The potential customer can visit your website whenever they like in their own privacy and comfort, without any stresses or distractions. Your website is a self-service medium for example, instead of having to wait in a long cue to pay your TV License, you can now do it electronically through the TV License website. 6. Add Value and Satisfaction By offering convenience, a point of reference and that touch of individualized customer service, you ultimately add value to your offering and your customers experience a higher level of satisfaction.

Your website can add value in other ways too, by featuring tips, advice and general interest content you can entertain your customers. This will also help them remember you better. 7. Standardize Sales Performance By looking at which approached / pitches have worked in the past and those which have not, you can produce the ultimate pitch and use it with your website, so that you use it on every customer. . Improve credibility A website gives you the opportunity to tell potential customers what you are about and why you deserve their trust and confidence.

Many people use the internet for pre-purchase research so that they can determine for themselves whether a particular supplier or brand is worthy of their patronage. The Internet also allows for Viral Marketing where your visitors spread positive word-of-mouth about your business - your customers do your marketing! 9. Promote your Presence Getting lost trying to find a place can be frustrating for a potential customer. You can publish map on your website, which shows directions and landmarks graphically, and the potential customer can print it out when looking for your premises.

You might advertise a promotion on your website encouraging the visitor to visit your Brick n Mortar premises (e. G.. At a branch near you! ). Also, if you recently moved to a new location, you will have to wait for the next phone directory to come out before people figure out where you currently are. Because a website is flexible you can change the content as you like you can change you contact details instantly and lower the risk of losing customers when moving to a new location. 0.

Growth Opportunity A website serves as a great place to refer potential investors to, to show them what your company is about, what it has achieved and what it can achieve in future. 1 1 . Two-Way Communicative Marketing Customers can quickly and easily give feedback on your product and/or marketing approach. 12. Cheap Market Research You can use features on your website such as visitor polls, online surveys and your website statistics to find out what your customers like more and how they feel about the way you do business. Create folders for the website with suitable names. Provide screen print evidence of our folder structures. ) You must provide evidence to demonstrate an understanding of the reasons for using templates egg ease of updating, consistency. Why web templates make sense in web design? Speed and cost, web templates offer a lot of variety in both style and presentation, with all the unity gritty problems already solved. The most time consuming part of the process where the client and web designer go back and forth trying to come up with the look the client wants. A web template turns a complex process into something simple: The client selects the style they want from a collection of web templates.

Once the linen makes their choice, the web designer can easily customize the template to the client's needs. As you can see reducing the production costs. Use at least one template for the standard page properties (e. G. Title, background image, background color) and standard content (egg navigation table and copyright notice). You should use the template to create other web pages for the website more efficiently. Create a minimum of 6 web pages using HTML tags. The website must include text, graphics and hyperlinks. You should produce evidence of enhancing web pages, for example by using different fonts, sizes and colors.

Examine, view and edit HTML tags in a text editor (e. G. Notepad) as required and provide evidence of viewing the web pages in a web browser. Use the site management tools of your web authoring software to manage files egg folder list/structure or a site panel. You should use appropriate naming conventions for all the web pages in the website. Objectives: la, b a) Add content to the web pages you created in Task 2. The completed website must show evidence of a range of tools and features of your web authoring program. You must include internal hyperlinks and at least one external hyperlink (egg to another

URL, to an email address, to external document(s)). You must include at least two of the following: list formats (egg ordered/unordered); a table and evidence of adjusting table properties (egg nested tables, split/merged cells, cell padding, cell spacing, borders); graphics in table cells an image map (you may create this or use one from within the web authoring program). B) You should show that you have considered appropriate design principles e. G. Client needs and prototype testing. C) You must test the website for broken links and for browser compatibility.

In doing so, you should consider the needs of the client hat you identified in Task 1. TASK 4: View the website in a browser and review the finished product Assessment Objective: AAA a) Use the Planning and Review Form to record a review of the website. The review could be carried out as a discussion between you and your tutor acting as client (as you may have done in Task 1). B) Review the website against the original brief. C) Comment on how the website fulfills the original brief and review the website against the plan you produced in Task 1 . D) Comment on the quality of the finished website and its fitness for purpose.