



Assignment Brief



Qualification

Cambridge TEC in ICT (Level 2)

Unit number and title

Unit 09 – Website Development

Start date

Deadline

Assessor name

Assignment title

Unit 09 Assignment Brief 2013 – 4Js Takeaway

The purpose of this assignment is to ensure you:

- Know web architecture and components,
- Understand how websites can be used by organisations,
- Are able to design website components,
- Are able to create website components.

Scenario

4Js Takeaway is a local family run business located in Coventry. They have asked for your help in designing and creating a website for them. They sell a variety of takeaway cuisines, all cooked by their chef. Over the last few years business has built up and they are now the second largest delivery business within the city, however the owner is looking for ways to improve and feels it would be easier for customers to place orders via the internet rather than phoning up.

The owner has asked you to design and make an interactive website which allows customers to order food online.

The website will need to have:

- At least 5 pages
- A variety of graphics and media
- Facilities to navigate between pages
- Hyperlinks to external sites
- Use of interactive features including rollovers
- Email address link
- An order form so food can be ordered online

Task 1

The manager of 4Js is a little out of touch with technology and has asked you to prepare a document of your choice (e.g. memo, leaflet, newsletter, report or presentation) which explains the main components which form the internet and how they link together to provide different services.

Your chosen document needs to include the following content:

- Components:
 - Hardware (e.g. servers, routers)
 - Software (e.g. browser, communications, web)
- Web Architecture
 - Internet Service Providers (ISP)
 - Web hosting services
 - Domain structure and name registrars
 - Worldwide Web
- Web functionality
 - Web 2.0

- Blogs
- Wikis
- Online applications
- Commerce

Your report must identify and discuss what the hardware and software listed are and how they help with web functionality – diagrams may help to show how hardware and software talk to each other.

You must also describe what each of the web architecture components are and what they are used for.

Provide real life examples and references to support your descriptions.

[P1] [P2]

Task 2

The owner of 4Js has also thought that having a website is a good idea however his business partner has always been against the idea. Produce a document of your choice (e.g. memo, leaflet, newsletter, report or presentation) which clearly explains the purpose of websites for business use and how they can help the business do things better.

Your document needs to:

- Clearly explain the purpose of websites and how they can be used by
 - customers (e.g. marketing, sales, business information, business updates)
 - employees (e.g. intranets, repositories, training, shared resources).

You must explain how websites can be beneficial to an organisation - this may be demonstrated using historical and recent technologies in online practice such as blogs, online applications and web 2.0.

[P3]

Task 3

Research existing takeaway websites and produce design documentation for the site which you intend to create for 4Js Takeaway. The design documentation you produce needs to include:

- Key user requirements for the site based on the scenario,
- Storyboards for your proposed site,
- A navigation map for the proposed site,
- An explanation of what the house style will be (colours and text).

[P4]

For the award of a **M1** your design needs to be in more detail and take full consideration of the user needs.

M1 should be an extension of the evidence already created for **P4** and include:

- Key user requirements for the site based on the scenario,
- Detailed annotated storyboards which show an appropriate layout including colour schemes and font styles. All elements will be shown and assets to be used clearly identified with sources stated.
- An accurate navigation map,
- An identification of how the proposed site design meets the user's needs.

[M1]



An easy way to show that your designs meet the user needs is list them after the designs and write a sentence or two which states how the user requirement is going to be achieved.

Task 4

Using suitable software create the website which you have designed for 4Js Takeaway. Use a wide range of tools and techniques to build the site and remember to include a range of graphics, media and interactive elements.

Ensure that the following evidence is produced once the site is finished:

- Annotated screenshots for each of your web pages highlighting the elements you have created yourself and notes stating how they were made. Elements could include styles for text, edited appropriate images for the site, created template page and edited additional components e.g. video, animation, sound. **[P5]**
- For **M2** you must explain how the components which you have chosen to include on the site (e.g. images, video, animation, sound, as well as styles and layouts) enhanced the site justifying how they are appropriate. **[M2]**
- Submit your completed website to your tutor so it can be assessed as part of **P6**. The site must have at least five pages, use a template, include hyperlinks, interactive features, a method of navigation and meet the client's needs. **[P6]**
- For the award of **D1** your website needs to be of a good quality and use a range of advanced techniques. This criterion will be awarded based on the website submitted to your tutor.

The completed website must contain use a template, include hyperlinks, interactive features, be visually appealing, include an effective method of navigation and meet the needs of the user and client. At least two accessibility features should be included in the site e.g. ALT tags on images, text size changer, text only version. **[D1]**

Task 5

Write a report which evaluates the website which you have produced for 4Js Takeaway identifying how it meets the users' needs, the sites strengths and weaknesses, and how it can be changed to meet the requirements more closely.

For the award of **P7** a short report can be produced to cover functionality, readability, usability and accessibility (if included) of the website. You must discuss how your site meets the needs of the user and the client and suggest possible improvements. **[P7]**

Task 6

For the award of **M3** you must show that you have made improvements to the website which has been identified during testing and from client feedback.

You need to create a test plan/table with at least six appropriate tests for each page of the website and show, with before and after screen shots, that errors found have been fixed.

You must also produce a short questionnaire that obtains useful feedback from the target audience group. At least three questionnaires must be completed, which should suggest improvements. You must then evidence, with before and after screen shots, the improvements which have been made. **[M3]**

Explanations must be provided for the all the improvements made.

Task 7

Identify two commercially prepared sites similar in topic or purpose to your own and write a comparison report between these and the site you have produced.

You must evaluate the functionality, readability, usability and accessibility of the commercially prepared websites and in comparison to your own sites. To illustrate your points include reference and evidence in the form of screenshots.

This brief has been verified as being fit for purpose

Internal verifier CTJ

Signature C Johnston

Date 24-01-2013