

Assessment Cover Sheet

Information Technology

Submission 1	Submission 2
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**St John Rigby
Sixth Form
College**

Programme/ Course	BTEC National Certificate – ICT Practitioners
Student Name	Jessica Walsh
Unit	Unit 13 – Website Development
Assignment Title	Understand the uses and features of websites
Date set	16/9/14
Submission deadline	07/10/14
Assessor	Stuart Hazelden
Internal Verifier	John Sanders

This assignment will allow the achievement of all the assessment criteria towards the overall grade for this unit.

Criteria	P1	M1	D1	
Achieved				

Centre Authentication

Copying someone else's work from any source, including the Internet, is plagiarism and constitutes gross misconduct

Student Declaration.

I confirm that this assignment is all my own work and I have recorded all the sources I have used including the Internet in the Bibliography.

Student signature		Date:
Staff Declaration and signature	<i>I confirm that to the best of my knowledge that this is the students own work.</i>	Date:
		Signature:
Assessor Signature		Date:

IV Grade Awarded:		Signature:	Minimum target grade	
		Date:		

Reviewing Websites

Screenshot of Website 1 – E-Commerce Website

The screenshot shows the Amazon.co.uk homepage. At the top, there is a navigation bar with the Amazon logo, links for 'Your Amazon.co.uk', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. On the right, there is a promotion for the 'fire PHONE' and a 'Hello, Sign in Your Account' link. Below the navigation bar is a search bar with a 'Go' button and a 'Basket' icon. A left sidebar lists various product categories like 'Amazon Instant Video', 'Digital Music', 'Appstore for Android', etc. The main content area features a large advertisement for the 'fire PHONE' with the text 'INTRODUCING fire PHONE' and 'NO UPFRONT COST ON SELECTED MONTHLY TARIFFS'. To the right of the phone is an advertisement for 'amazon fireTV' with the text 'INTRODUCING amazon fireTV' and 'Unlimited Streaming of Movies & TV'. Below these are smaller product recommendations and a 'What Other Customers Are Looking At Right Now' section.

Website URL (WWW)	www.amazon.co.uk
Name of the organisation	Amazon
Uses / Purpose of the website?	The purpose of Amazon is to sale different products to people all around the world it is also used to sell products.
Target Audience (Age range)	16+
Features of the Website (what does it let you do?)	Some of the features of Amazon are hyperlinks to the most popular products that people want. Amazon also has a search bar so that people can search for what they want if they can't find it on the home page. Action buttons are also a main feature of Amazon they help you to get to where you want to go without try to find it. Another feature of Amazon is it has a basket which allows you to look at products you want to buy. Amazon has a google maps on it to so you can find the closes store.

<p>(M1) Explain how the features in the website could improve presentation, usability, accessibility and performance?</p> <p>Must include features such as:</p> <ul style="list-style-type: none"> • Presentation (layout, colours, fonts) • Usability (ease of use, quick to find products and information, navigation bar) • Accessibility (use of colours & fonts, any features for disabled users) • Performance (speed of the website, speed of images loading, how quickly the search facility works) 	<p><u>Presentation:</u> The layout improves Amazon because it is very simple and easy to see what is on the website and to use all you have to do is click on what you won't and it takes you straight there. The colours are also very basic and the same all the way though the website they catch your eye and also give a friendly feel o the website. The font on the Amazon site is simple yet effective they bring the person in to the site.</p> <p><u>Usability:</u> The usability of this site is very good, when you type in the search bar what it is you are looking for and press enter it comes up straight away with what you need. The information on this site is also very good it has a lot of information about the product you want to buy.</p> <p><u>Accessibility:</u> The use of colours on Amazon is very effective they are simple but eye catching to the audience. The font is as simple in places but it does have the old place where it is bigger to attract the person on the site.</p> <p><u>Performance:</u> The speed of Amazon is quick when you first click on it but when you type in what you won't and then press search it takes a while to come up with the results.</p> <p><u>Other Improvements:</u> Amazon should put on their website a feature for disabled people. And a feature for people to make there text bigger or smaller.</p>
<p>(D1) Discuss the strengths and weaknesses of the website Introduction – what you think of the website and why are you looking at the strength</p>	

and weaknesses of it.

3 Strengths – design strengths of the website NOT the content e.g. DVD's, CD's, prices.

3 Weaknesses - design weaknesses of the website NOT the content e.g. DVD's, CD's, prices.

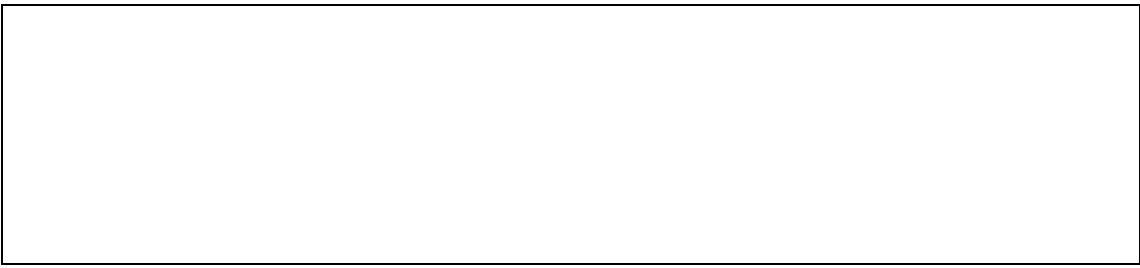
Conclusion – what you think overall of the website.

Amazon is a great website if you need to look for something you won't you can just search for it and I am looking at the strengths and weaknesses:

- One of the strengths of Amazon is the layout of the website because it is easy to use and it's easy to find what you are looking for. Also the layout is also easy to follow thought out the whole site if you click on something it's easy to see it and look for it and if you find what you are looking for people are more likely to stay on the site and not look for another site.
- The speed of Amazon is also very good because as soon as the click on it from google it comes up straight away onto the homepage and it shows everything on the website.
- Another strength of Amazon is the accessibility. The reason the accessibility is so good is because of the colours and the font, the colours are simple they are not too much in your face they are just the right colours and the colour scheme also stays the same thought out the whole site. The font of the website is also very good because it is the right size so you can just look at what you want.

- One if the weaknesses of Amazon is it has no features for people who are disabled people, this ultimately makes the people not go on Amazon because they find the website hard to follow.
- The colour scheme of Amazon is very poor because the colours on the whole website are plain and which makes it hard to look what you are looking for because they dot stand out.
- Another weakness is the images, because there is a lot of images of the products it takes the images a while to load.

In conclusion I think overall Amazon is a good website if you are looking for different products because they will be on there and the layout is very easy to follow.



Screenshot of Website 2 – Education Website



Website URL (WWW)	http://www.bbc.co.uk/schools/gcsebitesize/
Name of the organisation	Bitesize
Uses / Purpose of the website?	The purpose of BBC Bitesize for an educational purpose for students who need help with their GCSEs in any lessons they can also use Bitesize to watch videos and play games based on their subject.
Target Audience (Age range)	13+
Features of the Website (what does it let you do?)	Some of the features of Bitesize are: Hyperlinks are a main feature of the site, these take you straight to the subject you want. Another feature is the action buttons; these help you to get to where you want to go without having to find it yourself. Bitesize has a search so you can search for what you are looking for. Also Bitesize has a place for you to sign in so that you can keep what you did on the website. Bitesize gives you the chance to listen to the radio so you keep update with what is going on in the world. On Bitesize there is a link to Facebook so you can share what you find on the website with other people.

(M1) Explain how the features in the website could improve presentation, usability, accessibility and performance?

Must include features such as:

- **Presentation** (layout, colours, fonts)
- **Usability** (ease of use, quick to find products and information, navigation bar)
- **Accessibility** (use of colours & fonts, any features for disabled users)
- **Performance** (speed of the website, speed of images loading, how quickly the search facility works)

Presentation:

The layout of the website is simple. It helps for people to understand what they are looking for and what they need help with on the webpage. The colours on Bitesize are bright and eye catching so it draws the audience in and it keeps them focused. Bitesize has a good size font it is clear to see and easy to read for any student looking for help.

Usability:

Bitesize as a whole is easy to use because it is simple, on Bitesize it also easy the find what you are looking for example it is easy to find the subject you need. The information is simple to read and easy to follow.

Accessibility:

The use of colour improves Bitesize because is very effective because it helps to keep the people using it and focused on what is on the screen. The font on the website is simple so that you can understand it and read it easy. Bitesize doesn't have a feature for disabled users.

Performance:

The speed of the website is very good it comes on straight on after you click on it and also when you click the subjects they come up quick to. The search facility is also very good because when you search something it come up.

Other Improvements:

(D1) Discuss the strengths and weaknesses of the website

Introduction – what you think of the website and why are you looking at the strength and weaknesses of it.

3 Strengths – design strengths of the website NOT the content e.g. DVD's, CD's, prices.

3 Weaknesses - design weaknesses of the website NOT the content e.g. DVD's, CD's, prices.

Conclusion – what you think overall of the website.

I am looking at the strengths and weaknesses that Bitesize as has a whole website.

- One of the strengths of Bitesize is the colours which are thought out the site they are very colourful and keep you focused on the website and they also help you to read the site a lot easier.
 - The speed of Bitesize as a website is very quick as soon and you click on the website link you are taken straight to what you clicked on.
 - Bitesize as a whole is easy to use because it is simple, on Bitesize it also easy the find what you are looking for example it is easy to find the subject you need.
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- One of the weaknesses of Bitesize is the lack of features for people who are disabled which mean they are more likely to leave the site and not go back on it.
 - Another weakness is the images, because there is a lot of images of the products it takes the images a while to load.
 - The font on Bitesize needs to be a bit bigger so that all people can read it and understand what they are reading for their GCSEs. It is also all in one colour which might make it hard to read for some people.

In conclusion I think overall Bitesize is a good website because it help people who need help with their exams to understand them a lot easier.

FEEDBACK

Programme/ Course	BTEC National Certificate – ICT Practitioners
Student Name	
Unit	Unit 13 – Website Development
Assignment Title	Information and how organisations use it
Date set	
Submission deadline	
Assessor	Stuart Hazelden
Internal Verifier	John Sanders

Assessment criteria	Grading criteria	Feedback
P1	Explain the intended uses and features of two different websites.	
M1	Review how the features in two websites improve presentation, usability, accessibility, and performance.	
D1	Discuss the strengths and weaknesses of the websites	

Student's signature

Date

Tutor's signature

Date