Unit:
Designing and developing a website

Assignment title:
Bean Boutique Coffeeshop

Introduction

You are tasked with creating a modern, responsive website for a boutique coffee shop that is expanding its presence online. The shop, Bean Boutique, has been successfully operating in a local neighbourhood and now aims to reach a wider audience by showcasing its unique coffee blends, brewing equipment, and coffee-related events online. The website should be visually appealing and user-friendly across various devices, setting the stage for future e-commerce capabilities.

Scenario

Bean Boutique has outlined several key requirements for their website to ensure it effectively represents their brand and offerings:

- **Home Page:**

  - The main page should welcome visitors with enticing images of coffee beans, brewing equipment, and people enjoying coffee. The aim is to evoke a sense of warmth and community.

  - Use visuals prominently to minimize text clutter, enhancing the user experience with high-quality images and infographics.

  - Include a navigation bar that features smooth hover effects, a slideshow of featured products and events, a well-structured header, informative sections, and a footer.

  - Implement a modal popup window for first-time visitors, offering a discount on their first purchase in exchange for email signup.

- **Coffee Selection:**

  - This page will display a catalogue of the coffee shop's unique blends and single-origin coffees. Each listing should include a brief description, tasting notes, and recommended brewing methods.

- **Brewing Equipment:**

  - Showcase a range of brewing equipment sold by the boutique, from espresso machines to French presses, including detailed descriptions and usage tips.

- **Events and Workshops:**

  - A section dedicated to upcoming events and workshops, such as coffee tasting sessions, brewing classes, and meet-the-roaster events. Include a registration feature for users to sign up online.

- **Shopping Cart:**

  - Allow visitors to add their favourite coffee blends and equipment to a shopping cart for future purchases. This feature should save user selections and offer an easy checkout process once online transactions are enabled.

- **Special Offers and Subscriptions:**

  - Highlight special promotions and introduce a subscription model for regular coffee deliveries. Detail the subscription levels and benefits.

- **Additional Requirements:**

  - Integrate at least THREE (3) different plugins or widgets, such as social media feeds to showcase the shop's community engagement, an interactive map to locate the shop and events, and a security feature to protect customer data.

At the initial stage of the development process, you are required to make an HTML/CSS prototype of the website that will clearly show how the final website could work.

Content hasn't been provided. Familiarise yourself with possible types of content by choosing an appropriate organisation (by using web resources) to help you understand the context in which the club operates. However, do not limit yourself to web-based sources of information. You should also use academic, industry and other sources. Suitable content for your prototype can be found on the web e.g. images. Use creative commons (http://search.creativecommons.org/) or Wikimedia Commons (http://commons.wikimedia.org/wiki/Main_Page) as a starting point to find content. Remember the content you include in your site must be licensed for re-use. Do not spend excessive amounts of time researching and gathering content. The purpose is to provide a clear indication of how the final website could look and function. The client would provide the actual content at a later point if they were happy with the website you have proposed.

Students must not use templates that they have not designed or created in the website assessment. This includes website-building applications, free HTML5 website templates, or any software that is available to them to help with the assessment. Students must create their own HTML pages including css files and ideally, they will do this by using notepad or a similar text editor.

Aim

The aim is to create a website for the boutique coffee shop.

Task 1 – HTML Development – 25 Marks

Objective: Create a fully functional, visually appealing website for Bean Boutique using HTML5, ensuring the site is mobile-friendly and compatible across different web browsers.

Requirements:

- **General:**

  - Develop the site with HTML5, featuring at least SIX (6) interlinked pages.

  - Ensure the website is viewable on mobile devices and at least TWO (2) different web browsers, focusing on responsive design.

  - Research and incorporate relevant content that aligns with the coffee shop theme, including high-quality images of coffee products, brewing equipment, and coffee shop ambience.

- **Home Page:**

  - Design with minimal text, utilising visuals to enhance the page's appeal.

  - Implement a navigation bar with internal linking and hover effects.

  - Include a responsive layout adaptable to various screen sizes and at least one interactive plugin.

  - Structure the page with a header, multiple sections for different content areas, and a footer that includes social media links.

- **Coffee Selection and Brewing Equipment Pages:**

  - Present a catalogue-style layout that adjusts responsively across devices.

  - Integrate two distinct plugins or features, such as an animated text search for products and a dynamic product display.

- **Events and Workshops Page:**

  - Allow users to view upcoming events and register online.

  - Implement an interactive calendar or event listing with a responsive design.

- **Shopping Cart:**

  - Enable a feature for users to add items to a shopping cart, highlighting a seamless user experience with responsive design elements.

- **Special Offers and Subscriptions Page:**

  - Display promotional items and subscription plans in a catalogue format, ensuring the design is responsive and includes engaging visuals.

Task 2 – CSS Styling – 25 Marks

Objective: Utilise an external CSS file to define and apply a consistent and appealing design theme across all pages of the Bean Boutique website without inline styles.

Requirements:

- **Consistency:**

    - Link all HTML pages to a single external CSS file to ensure a unified look and feel.

    - Avoid the use of inline styling (**style** attribute) and the **<style>** element within HTML documents.

- **Design Elements:**

    - Use CSS to create visually appealing elements, including rounded borders (**border-radius**), shadows (**box-shadow**), and hover effects for interactive elements.

    - Implement responsive design techniques to ensure the website's layout and content adjust elegantly across different screen sizes and devices.

- **Interactive Features:**

    - Introduce an on-page animated text search feature, allowing users to dynamically search for coffee blends, equipment, or events.

    - Design the website elements such as buttons, forms (for events registration), and the shopping cart with user experience in mind, ensuring easy navigation and interaction.

Task 3 – Website Testing and Reporting – 15 Marks

Objective: Conduct a thorough evaluation of your website's code and accessibility, followed by a detailed report on your findings.

Instructions:

- **Code Validation:**

  - Utilise the W3C Validation Service (http://validator.w3.org/) to validate your website's HTML and CSS code. Strive to correct as many issues as possible to ensure compliance. Remember to activate the "show source" option and document the validation results.

- **Accessibility Testing:**

  - Perform accessibility checks using a suitable screen reader tool to assess how the website accommodates users with disabilities. Document your observations and suggest improvements to enhance accessibility.

- **Cross-browser Testing:**

  - Evaluate your website's performance on two different web browsers. Note any discrepancies in rendering or functionality and investigate and rectify the underlying causes. Provide a comparative analysis, including screenshots of the changes made.

- **Report Writing:**

  - Summarize your testing process, highlighting findings and corrective actions taken. Assess the efficacy of your testing methods, discuss any unresolved issues, and propose solutions. Clarify the significance of adhering to W3C standards.

Your report should succinctly encapsulate your testing methodology and findings, capped at 500 words.

Task 4 – Comprehensive Analysis – 35 Marks

Objective: Offer a critical assessment of your website, focusing on the integration of plugins, the utilisation of development tools, the potential business impacts, and proposed enhancements.

Report Content:

1. **Plugin Evaluation:**

   - Critique the selection and implementation of three distinct plugins within your website. Assess their effectiveness and how they contribute to the user experience.

2. **Development Tools Analysis:**

   - Reflect on at least two web development tools employed in creating your website. Evaluate their functionality and impact on your development process.

3. **Business Benefits:**

   - Analyze the advantages of web services for the business, considering the specific case of RCC. Discuss how these services can propel business growth and enhance customer engagement.

4. **Website Improvements:**

   - Suggest actionable recommendations for the website's further development, aligning with RCC's strategic growth objectives.

Guidance and Submission:

- Seek advice from your tutor for any uncertainties regarding the assignment.

- Submit a printed document containing the reports for Tasks 3 and 4, duly signed and dated by your tutor.

- Provide a digital copy of the reports along with the website files on a chosen medium (CD, USB, etc.), ensuring the website is directly accessible from the media. Exclude server-side code from your submission.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education document *Academic Misconduct Policy* and ensured that you have acknowledged all the sources that you have used in your work? ❑

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.** ❑

Have you ensured that your work has not gone over or under the recommended word count by more than 10%? ❑

Have you ensured that your work does not contain viruses and can be run directly? ❑