GCSE Information Technology
OCR ICT B Scheme 1095/1995
Coursework Scenario
Year of Examination 2003 to 2005

The new context for the ICT B 1095/1995 is the Use of ICT in Retailing. The coursework following this scenario can be submitted as follows:

Year	Session	Unit	Type	Theme
2003	June	2	Coursework	Use of ICT in the Entertainment Industry **Or** Use of ICT in Retailing
	June	3	Coursework	Use of ICT in the Entertainment Industry
2004	January	2	Coursework	Use of ICT in Retailing
	January	3	Coursework	Use of ICT in Retailing
	June	2	Coursework	Use of ICT in Retailing
	June	3	Coursework	Use of ICT in Retailing
2005	January	2	Coursework	Use of ICT in Retailing
	January	3	Coursework	Use of ICT in Retailing
	June	2	Coursework	Use of ICT in Retailing **Or** Use of ICT in the Health Service
	June	3	Coursework	Use of ICT in Retailing

All of the coursework tasks are centred on an imaginary retail company.

The following assignments offer guidance only as to the types of activities that candidates might wish to undertake to fulfil the requirements of the coursework units. In completing the assignments, candidates must identify the data requirements, select the correct hardware and software and design a system that would be appropriate in the set context. Candidate portfolios will be assessed in accordance with the marking criteria for internally assessed work outlined in the specification. Candidates undertaking a Full Course will need to extend the assignment to meet the additional requirements for the course.

A guide to the tasks is included. The contents of the exemplar work should not be divulged to candidates. The exemplar work is intended as a working document to aid Centres' delivery of the course.

Centres should be aware that the question papers for Unit 4 set for 2004 and 2005 will primarily focus on the use of I.T. within the retail environment.

GCSE INFORMATION TECHNOLOGY
COURSEWORK TASKS
UNIT 3 - Website

Analysis

Analysis – find out what the user wants.

Is a computerised solution best?

Will the benefits outweigh the costs?

Look at the various methods of advertising identify the advantages and disadvantages.
Recommend one method and justify

Research chosen method. Look at how other companies use that method – what do you like / dislike about it.

As a result of research list findings – is there a common theme.
List objectives what are you going to do/ include

Example of Report – Analysis AO2a

For years Future Fashions have advertised new lines in fashion by producing a brochure and distributing it among its current customers. However due to the current climate in the fashion industry competition is strong, Future Fashions needs to attract more customers if it is to remain a profit making company. Future Fashions needs to advertise – how might the company do this.

Before deciding on the best way for Future fashion to advertise I will look at the current system of advertising and find out exactly how advertising is done. I can do this by talking to the staff that deal with the advertising of the company and I will look at the current system of advertising and consider what would be the best method of advertising to benefit customers and the company itself. I will also find out what customers would like to see on adverts and where they find out what a company has to offer by interviewing customers and potential customers

There are a number of ways companies can advertise. These include –

- **In newspapers and magazines**
- **On posters**
- **Television and radio**
- **Free leaflets**
- **Direct marketing (**sending out letters to individuals who have bought goods from Future Fashions before)
- **Brochures**
- **Billboards**
- **The Internet**

I will also gather information about advertising and look at the advantages and disadvantages of each method.

Free Leaflets –

- Leaflets can be designed to be eye catching and can be displayed anywhere but distributing leaflets is quite expensive. This is because of the postage cost if delivered with the mail.

Poster –

- Posters can be viewed by anyone at no cost to them and as they go about their business. However posters cannot hold a lot of information so advertising a complete range of goods would not be possible.

Direct marketing (sending out letters to individuals who have visited the store before and left their details)

- An advantage of this type of advertising is that it targets people who have already shown interest in the products. A disadvantage of it is only able to target people who have already bought from Future Fashions and their details are held in a database.

Billboards

- Billboards are eye-catching and can be put on roadsides where people travelling cannot help but see it. You are limited in the places billboards can be displayed so some people might not see it.

Newspaper advertisements

- Weekly adverts can work out costly and would need to be redesigned when items changed. To reach a wider audience advertisements would need to be in a national paper rather than a local paper. This would be costly.

The Internet

- Web sites can also be viewed world wide, making the audience far wider than the more traditional methods of advertising. The Internet offers two ways of advertising - through sending out e-mails to individual customers and through the use of web sites. However people have to have access to the Internet to view the information and it costs money to go on line. If the company do not have trained staff

they would have to pay a web designer to set up the site. Web sites need to be kept up to date or people will not want to view the information.

Looking at the possible means of advertising I have decided to create a Web Site to improve the communication between both customers and Future Fashions. This will benefit the company and customers.

Benefits

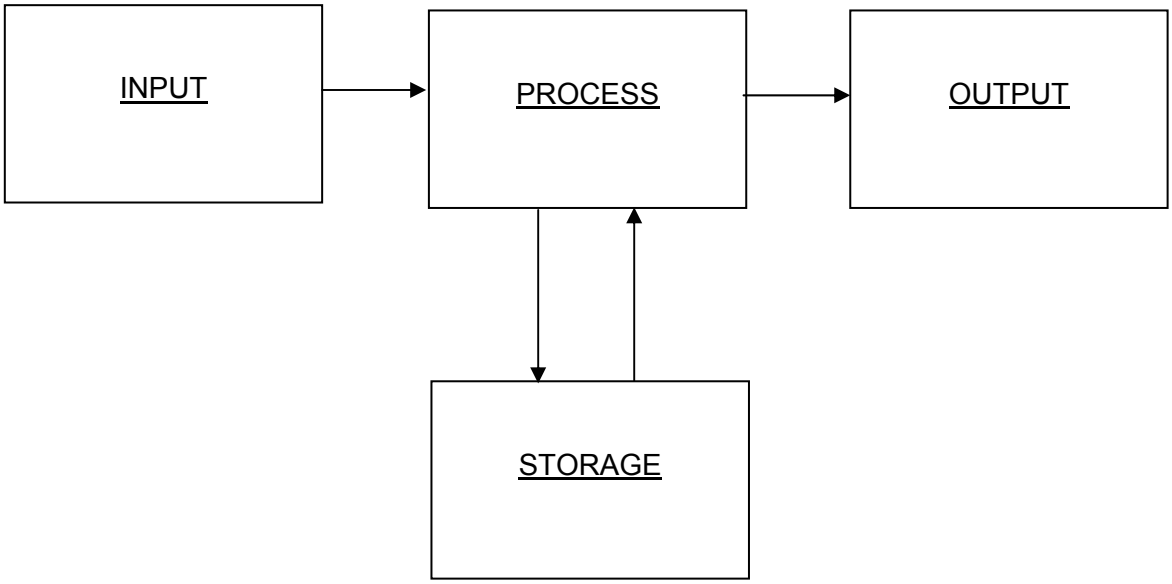
- Future Fashions will be able to advertise their goods worldwide and so attract a wider audience
- The web site will create a more modern up to data image for the company
- Customers will be able to view the goods 24hrs a day / 7 days a week
- The site could be developed to sell goods as well, attracting a new type of customer.
- If the site is developed to sell goods as well as advertise it will have less overheads – fewer staff / less outlets.

Limitations

- Future Fashions might need to employ an expert to set up the site.
- More staff might be needed to maintain the site, as information that is out of date could be damaging to the company.
- Existing staff will need to be trained to up date the site or else new staff might have to be employed to do this.
- If Future Fashions decides to sell on line then the site would need to be secure
- Web advertising can't target a particular group for example an advert in a teen magazine such as Bliss will target female teenagers with in a particular age group.
- Customers will not be able to get personal service or assistance over the Internet if the site is developed to sell goods as well as advertising.

Example of Report – **Hardware Used AO1a/b/d/e**

Hardware is the term used to describe all the actual pieces of equipment in a computer system.



Input Devices – are used to transmit data to the CPU from outside the computer. Examples include –

A Keyboard
An OMR
A Touch Screen – Input and Output
A Mouse
A Tracker Ball
A Scanner
Digital Camera

Keyboard – This is used to enter information into the computer. It has keys with letters, symbols and numbers on them. Most computers come with a keyboard as standard and enable a person with good keyboard skills to enter data very quickly. However it is easy to make human errors when entering data this way.

There are however different ways of entering data, which avoids using a keyboard such as OMR (Optical Mark Reader) or Bar Code Readers.

OMR – Optical Mark readers are able to sense marks made in certain places on pre printed forms. A lottery ticket is an example of a data capture form that would be input into the computer using a OMR. Using this form of input has many advantages one of these is it is a quicker way of entering the data than using a keyboard however; a disadvantage is the data has to be prepared in a form that is machine.

Touch Screen –- A touch screen is both an input and output device. Data can be entered by into a computer by touching it with a finger. Items are selected, as they would be using a mouse or light pen. Most interactive whiteboards work in much the same way as a touch screen. Touch screens are ideal in theatres, museums, shops, and Internet booths. They are also ideal for information kiosks. An advantage of using a touch screen is people who are not familiar with computers can use touch screens instead of a keyboard, as they can be easier to use. A disadvantage is it limits the options available for input.

My Choice

I decided the best input device for inputting the text into my web site would be a keyboard. I am a fast typist and the text can be changed as I type, a touch screen would take longer than a keyboard to enter the data. And is not suitable for inputting large quantities of data. An OMR would be a better choice if the data I was entering was the same for example forms customers fill in with their details

Mouse - A mouse is a hand held tool that is used to point to and select items on the screen for example to open a file. Like keyboards, mouse designs are very similar however there can be useful features on a mouse that might not be on another

Tracker Ball - A tracker ball is an alternative design where instead of moving the mouse around on a mat, you rotate a ball in a socket.

My Choice

I could have easily used a tracker ball to select on the screen when building my system because it would do the basic functions a standard mouse does. The advantage of the tracker ball over a mouse is that it remains stationary and therefore does not require as much space as a mouse. Because space in the classroom between computers is limited this might have been a better choice of input for me than a mouse.

Scanner - Detects images on a page as a series of dots and sends the data to the computer in an accessible form. Scanner may be handheld or flatbed. Scanning, particularly flat-bed, is a very accurate method of inputting image data, giving high resolution as every dot of a picture is stored. However scanned images take up a lot of disk space.

Digital Camera - Takes photographs in the same way as a traditional camera, except that it does not use light sensitive film. Digital camera has a memory in which images are stored and extra memory cards can be bought to increase the camera's storage capacity. No film is needed and there are no expensive developing costs. The user can also normally see the picture that has just been taken on a small screen at the back of camera and, if the image is not suitable, can delete it straightaway. Image data can then be transmitted with voice data or text messages to allow video conferencing.

A disadvantage of using a digital camera is specialised software is required to edit, store and display pictures on the computer.

My Choice

I would have chosen to use the digital camera to take pictures of Future Fashion clothing, as this would allow real life pictures to be used and also allow me to delete unflattering pictures that would not help the clothes sell. A scanner could only be used in this situation if a picture of the item of clothing already existed.

Output Devices - receive information from the CPU and change it into a form, which can be understood by humans. Examples include –

A monitor
A Printer
A flatbed plotter
A speaker

Monitor - Display is composed of tiny dots called pixels. Pixels react to the electronic signals received from the central processing unit, producing an image. Standard VDUs on desktop computers work in the same way as the screen on a standard television set, but this technology is too bulky for portables or other handheld devices. These use liquid crystal displays, made from flat plates with liquid between them. A monitor is very useful for users working interactively with the system. However it is unsuitable for users with visual problems.

Dot – Matrix - A dot matrix printer has a print head that travels across the paper. These printers are cheaper to buy than the ink jet or laser printer, however the print quality is a lot poorer than that of the inkjet or laser printer. Not as many printouts can be printed out per minute when compared to an inkjet or laser printer.

Ink jet printer - Print head of an inkjet printer consists of nozzles through which ink flows and is heated, to form bubbles. Each bubble expands and breaks, releasing a tiny ink droplet. Good quality black and white or colour printing can be produced of a better quality than a dot-matrix printer but these printers are more expensive to run when compared to a dot-matrix printer.

Laser Printer - It produces output by using a laser beam to build up an electrical image of a page on a light sensitive drum. The image is built up from dots. These printers produce very fast printouts, faster than the inkjet or dot matrix printer but are more expensive to buy and run than an inkjet printer.

Loudspeakers - Work in the same way as speakers used with music systems. ICT systems designed to run multimedia software are often supplied with speakers as an integral part. On other systems, cables to special hardware fitted inside the computer casing connect speakers. Speakers are invaluable for users who are visually impaired as they produce audible output – music and other sounds, also voice output. However they do not produce permanent output.

My Choice

I choose a monitor to view the data as I worked; the monitor I used was only 15” so was not the ideal size. When working with a desktop publishing program it is far better to have a larger monitor to work with graphics. A monitor would be the most common output device to view the web site on when published, although it is possible now to view websites through TV and mobile phones. An alternative to the monitor to view the web site could be a touch screen.

However reports and documentation needed to be produced. For this I chose a laser printer because it is faster than the inkjet. Speed was not as important for this task because I only needed to print out one copy of each document. I used the ink jet printer to print out the user guide because I wanted this in colour and a colour inkjet printer is cheaper to use than a colour laser printer. If I were printing out a lot of user guides the laser printer would be my choice because of speed.

I did not need speakers because no sound was used on my site, however if at a later date I decided to use sound, speakers or headphones could be used. Headphones are better when used in a classroom situation where the noises from speakers are a distraction to others.

Storage Devices -A storage device is any device that holds information in an ICT system. The data/information may be held in a volatile, or non-volatile form, depending on the device. Where memory is volatile, it will be lost when the device is switched off.

Read Only Memory (ROM) - A chip inside the processor is used to hold data that cannot be changed by the user. Programs relating to the operating system are stored on ROM chips. This data will usually be the software that tells the computer how to load the operating system (called the boot program) when it is switched on or rebooted. This memory is Non-volatile, which means the data is not lost when the machine is switched off. It also has extremely fast access to recall vital data required by the computer system. A disadvantage is it has a small capacity and cannot be used to store new data.

Random Access Memory (RAM) This device comprises a computer’s main store memory. Held on a chip inside the processor, but only temporarily, the memory is volatile. Data held disappears if power is switched off. RAM is used to hold both data and programs during processing. Also holds contents of the screen during use. This memory has fast access to store and recall data but a small capacity and can be expensive.

Other types of storage devices are known as backing stores. They hold data outside the central processing unit. Although access to backing stores is slower, they provide non-volatile storage. Examples include -

Hard Disk
Floppy Disk
CD
DVD
Magnetic Tape

Hard Disk - Usually fixed inside the hard disk drive of the central processing unit. The disk is made of metal and is inside a hard disk drive and is made from more than one disk. Hard disks hold a lot of data, typically Gigabytes and data on hard disks is retrieved very quickly using random access. This access time is very important because modern software often needs to move data to and from a hard disk. It does not hold everything in memory all the time. A disadvantage is the read-write heads move across the disk extremely close to the surface so a speck of dust can easily cause damage – it is normal to seal hard disks inside the disk drive. This also keeps moisture away from the disks' surface.

Floppy Disk - Made of plastic coated with a magnetisable material that can hold electronic signals in code. The disk is sealed into a protective case with openings to allow data to be written and read. These disks are light and portable, easy to exchange and transport. However access is slower than to hard disks and can only hold a limited amount of data.

Magnetic Tape - Tapes are written to and read by a tape drive. These tapes can hold very large amounts of data, and are used as a backup media. Tapes cannot be used for random access as the machine has to search through the tape to find the data required. This is called serial access. Transfer of data is quite slow, however it is faster than a floppy disk but slower than the hard disks.

CD-Rom – Compact Disk (Read Only) - Works in the same way as compact disks used to store and play music – data is stored digitally. The light is reflected differently according to whether the bit stored is a 1 or a 0. A low intensity beam is used to read the data but a higher intensity beam is needed to write the data on to the disk. CD ROM's are very reliable and can hold large quantities of data so ideal for graphics, encyclopaedias, and photographs. They are also easy to transport between computers. A disadvantages is once the surface of a CD-ROM has been altered to store data, it cannot be changed so that, although these disks can be read many times, they can be written only once. However, disks that can be written by the user (CD-R), and disks that can be written and read many times over (CD-RW) are available.

DVD – Digital Versatile Disk - Works like a CD-ROM but specifically stores multimedia files in digital format. The capacity is much greater than a CDROM – can be used to store applications software, multimedia programs and full-length films, they also produces much better quality pictures and sound than standard video tape. DVDs are used for viewing only at present – strict copyright restrictions apply to the films, software, etc. stored on them.

My Choice

I used the hard drive to save my web site because it loaded in quickly from this. The web site also contained a large number of graphics, which take up a large amount of memory. The hard drive has this memory; a floppy disk did not have enough memory to hold the web site. If I had been able to save to a floppy disk I would have been able to take the work home to complete. The computers at school were networked and so I was able to access my work on any of the computers in school which is one of the advantages of having networked computers.

When designing a web site there are many programs available to do this. Each program has its own advantages and disadvantages.

HTML

HTML means Hypertext Mark-up Language and is the code that is used to write web pages. To use HTML you would have to learn the language, but because the code is often repeated within the web pages it is not as difficult as other programming languages to learn. However there are no error messages in the use of HTML, which makes finding errors difficult.
Problems could occur when using HTML because American spellings are used. An example is when changing the colour of fonts and the background the code would need to be spelt COLOR instead of COLOUR. Using HTML allows you to use Notepad to type in the code, however you cannot see how the page is looking without opening the page in the browser.

Microsoft Front Page

Software available for web design includes special software for example Microsoft Frontpage. This software is specially designed to make the creation of web sites easy. It has all the tools available to create a good website

Word processor and DTP

Now more advanced word processors and desktop publishing software allow you to design web pages. One advantage of using this software is that it is WYSIWYG, which translates –What You See Is What You Get.
This means that you can see how your page is developing, adding pictures and text very easily. There is no need to keep viewing the site using the browser to see how it is developing.

If you want make an appealing web site, you may need more than just an editor to get the job done. Most sites have a very attractive visual look and feel to their sites. This is done by using various programs, which manipulate images such as Paint shop pro. You can also search the Internet for graphics to add to your web site.

My choice of software

The software I am going to use for the design of my web pages will be a Desktop publishing program called Microsoft Publisher. I have used this software before for the design of leaflets and posters so I am familiar with the tools available. I will add clipart and motion clips by searching the Internet for graphics or using a scanner to scan images. New skills I will need to learn will be how to create hyperlinks to move between the web pages and how to scan pictures in using the scanner.

INPUTTING DATA AND THE NEED FOR ACCURACY AO1d

INPUT DEVICES

When the data is entered into the computer it is important that it is entered correctly and that the information is up to date. If information on the web site is inaccurate then this will cause problems for the company and also for customers. For example If the price of goods are displayed wrong the company could lose money especially if the goods are advertised at a lower price than they should be. In the fashion industry fashions change rapidly, the company will loose customers if the fashions they are advertising are not up to the date. If hyperlinks do not work properly then some pages might never be viewed.

It is important that the data entered onto the web site is correct for the viewer. Also that new data is updated whenever it needs to be, as information that is out of data is of no use to the customers.

There are two methods that can be used to check data has been entered correctly, these are verification and validation.

Verification

A verification check is designed to make sure data entered or transferred from one medium to another has been copied accurately. There are various ways of verifying data on input or transfer. When data is entered at a keyboard, verification is often achieved by having the data typed in twice. When data is entered by keyboard, two operators are asked to enter the same data. These two versions can then be compared and if they match the data is stored. Also the data can be verified by proof reading it to find any errors.

Verification of my web site

I will check the data on my web site is correct by proof reading it. I will also use the spellchecker to help find mistakes. Having two people enter the data would be very time consuming. I will check that hyperlinks work correctly by checking every hyperlink on every page.

Validation

Validation checking is carried out on the software to make sure it is sensible and will cause no problems when it is processed.

Different types of validation are carried out to check different types of errors.

Type checks make sure that numeric data does not contain letters such as 'O', which takes the place of zero, but this is not noticed when it is verified.

A range check is used to make sure that data is inside a fixed set of values e.g. a date of birth might have to be between 1900 and the present date. It can be used on letters as well as numbers.

A presence check makes sure that a value has actually been entered in a particular field. This type of check may also be used to make sure that a particular bit of data has been entered.

Check digits are used to check numeric data especially where large digits are being entered. Check digits are present in barcodes and also account numbers.

Validating my web site

If a web site had an order form for customers to order goods from then validation checks would be necessary. Goods ordered would probably be paid for using a credit card, and the credit card details and number would have to be entered by the customer. A validation check for this might be a presence check; this would check that all numbers had been entered. A presence check would also be used to make sure that all data necessary to buy the goods had been entered for example, the customers' address or postcode.

Ease of Use

To cut down on data errors and speed up data entry, combo boxes and list boxes would be included. Drop down boxes where the customer enters Title would contain Mr, Miss, Mrs. The user would not need to type anything into these boxes but choose from the list provided. This will mean that data entered will be correct – no spelling mistakes and more importantly it will be entered the same time and again. This speeds up the customers filling any forms in on the web site and cut down on spelling mistakes.

A User Guide
Creating A Web Site

Click on *Start / Programs / Microsoft Publisher 98*

Click on *Blank Publications* choose *web page*

A blank web page will now be on the screen

Change the width of the page by clicking on the *File / Page Set-up* **/** ***Click on*** *Wide / OK*

When using Microsoft Publisher to design your web site Design Gallery Object provides all the tools necessary to add extras. The most used are listed below.

Inserting the *web masthead*
Click on *Insert* from the menu toolbar at the top of the screen
Click on *Design Gallery Object*
Click on *web masthead*
Choose the *web masthead* that you want on the top of your web page
Click on *insert*

This *web masthead* can be customised with your own house style and logo by first ungrouping the objects—click on *Arrange / ungroup objects* and then changing the individual objects. To regroup the *web masthead* click on each object holding down the shift key then click on the *group object button*

Inserting your logo
Open the file that contains your logo
Select the logo
Click on *Edit / Copy* return to your web page click on *Edit / Paste*

The first page can form the basic layout for all other pages in the web site

To add pages
Click on Insert / Page
Click on the radio button - *Duplicate all objects on page* and check the box next to this has the number *1* in. This will make sure your house style is on every page in the web site.

Inserting Web Navigation Bars—this will automatically create the hyperlinks to connect your web pages.
Click on *Insert* from the menu toolbar at the top of the screen
Click on *Design Gallery Object*
Click on W*eb Navigation Bar*
Click on the W*eb Navigation Bar* that you want on your web page
Click on *Insert.*
This will provide the links to all pages in the web site.

Additional hyperlinks can easily be added by -
Click on the object to be the hyperlink
Click on *Insert / hyperlink* / *choose another page in your web site* choose the page number from the drop down box

Add text to your web site by—
Click on the *Text frame tool*
Draw a text box and then type in the text

Add pictures to your web site by—
Click on *Insert / Picture from file*
Choose the Drive and folder that you have saved the pictures to
Click on the appropriate picture

Add an order form by—
Click on *Insert* from the menu toolbar at the top of the screen
Click on *Design Gallery Object*
Click on *Web Reply Forms* choose the type of form you want
Click on *Insert / Object*

User Guide Evaluation

I tested my User Guide by asking a friend to use it and then to give me some feedback. Not all the feedback I received was positive. Improvements needed included -

- Adding screen dumps would allow the user to see what the actual screen should look like, this way they would know they had opened the correct menu or screen.
- Add bullet points to separate the instructions**.**
- Colour would make the User Guide more interesting.
- A smaller booklet type User Guide would be easier to handle and store.

However there was some positive feedback –

- The guide covered most of the essential steps needed to create a web site.
- The use of *Italics* for words that the user would find on screen was helpful

In view of the feedback given I refined my User Guide to include some of the points made. I added –

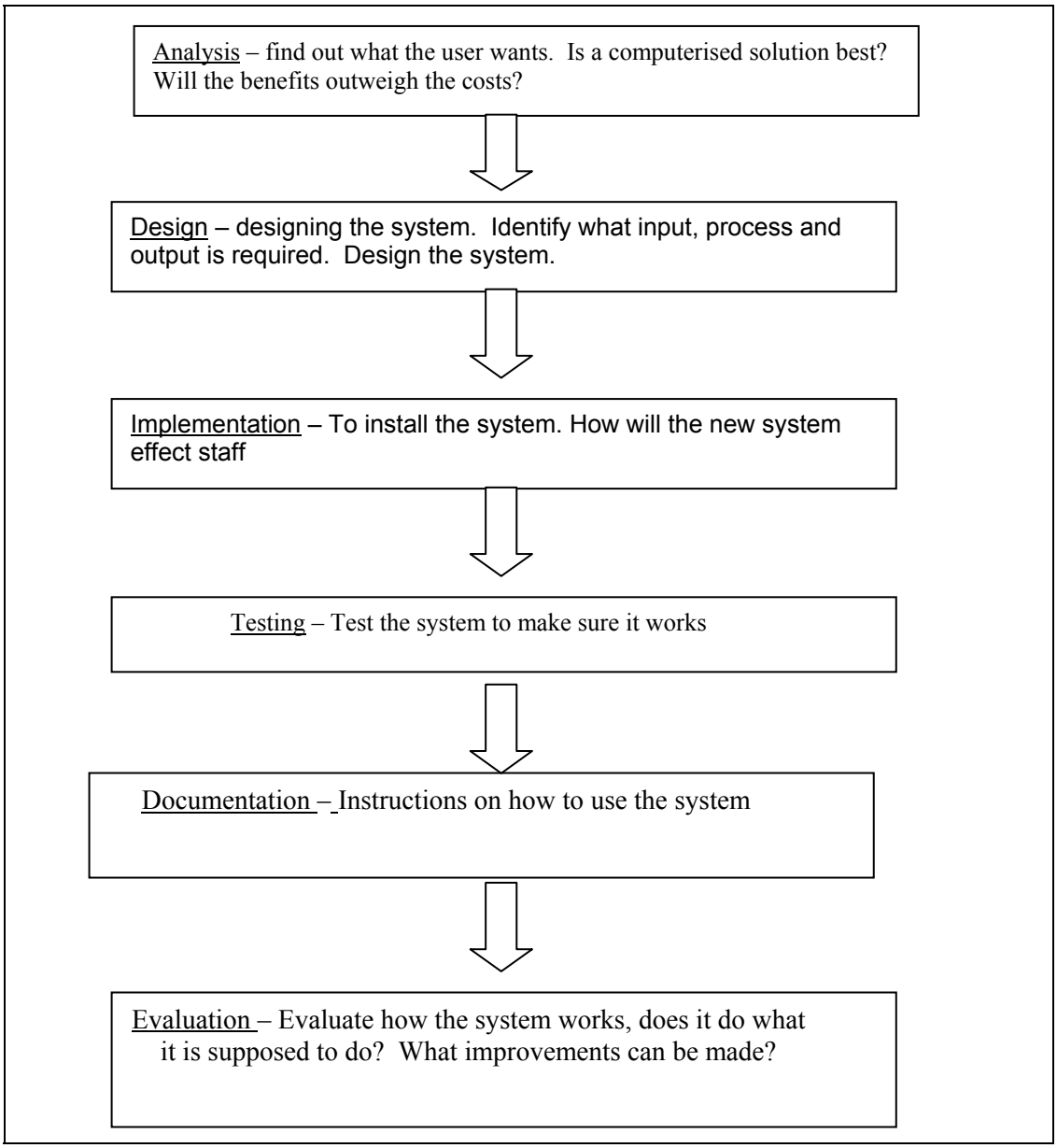
- Adding screen dumps
- Add bullet points
- Added colour

However if I were printing out lots of the User Guides, colour would be a very expensive option. Most companies would print out in black and white because of the costs involved or even make an on screen User Guide or tutorial. I thought the idea of a smaller booklet type User Guide was a good idea but time did not allow me to make these changes.

A section on FAQ or a troubleshooting guide would be useful to include in the User Guide. At present the user guide has no way of helping the user if things go wrong.

Designing a system

When designing a system there are various stages of design



Improvements and Future Developments – AO2c

With more time and a greater knowledge of website design I could have made many improvements to the website. These developments include having a competition page or pages, a newsletter for customers and a special offers section. The site however would have become much larger and more difficult to produce, document and maintain if these were implemented. Also a page dedicated to frequently asked questions and a newsletter.

If I was to re-do the project I would have liked to use a program like Front Page, this has many extra features but still is easy to use. Microsoft Publisher had very limited tools for website design and only simple sites can be produced. Web sites are not published efficiently as each occurrence of an image is saved, which means it has to be downloaded. Every page had the Future Fashion logo so it should have only needed to be downloaded once, using Microsoft Publisher meant it was downloaded each time a person visited that page.

There are many programs available that allow you to animate pictures, if I had more times I would have experimented with one of these and produced my own animated gifs.

As technology is constantly changing, Future Fashion would also need to keep up to date with this and alter their web site accordingly to take into account these changes.

Research – AO2a

Having decided to use a web site to advertise I researched other web sites on the Internet to find out how they advertised and what they included on their site.

Research

I looked at the following web sites -

River Island
www.river-island.com

River Island is shown large at the top of every page and it is very clear to see. There is a house style of red, white and black and the home page is split into two parts – one side for women's clothes the other for men's. Once you start looking at the clothes the main pictures are of the clothes you are viewing but down the side it still has men's clothes and women's clothes so you can easily look at these pages if you want to. Along the top of the pages is the River Island order line and it also shows how to order online, what credit cards you can use and a link so you can see your account and see what you have ordered. There is also a help page, which is available through a hyperlink at the top of each page.

Copy of River Island logo included in original

JJB Sports
www.jjbsports.com

Straight away on the site you can see that the house style is green and blue. Along the top is a hyperlink tp a help page, a competition page link and other links such as store locator, leisure facilities, corporate information and a link back to the home page. Down the side of every page is lots of other links to pages such as football, footwear, new arrivals, golf, gift vouchers and bikes. The JJB logo is shown in the corner of every page. There is also a box on every page with 'jump to' written in it. If you click on the arrow near this box you can go to any page on the JJB web site without having to look for it. The web site also has the current date in the corner and along the bottom it has ©

Copy of JJB Sports logo included in original

 When you click on a product a large picture of it will appear with any information you will need about it.

My Findings
I found that the web sites all had a consistent layout and the company logo was displayed on most pages. The best sites contained more pictures than text, I think this is because the customers would prefer to see what goods are available rather than read the text. However the prices were important and needed to be displayed. Some sites had order forms so that goods could be ordered on line, however these sites must be secure in case personal details are misused when passed over the Internet. When the home page took a long time to load in I closed that web site down as I found it very frustrating waiting a long time for a web site to load.

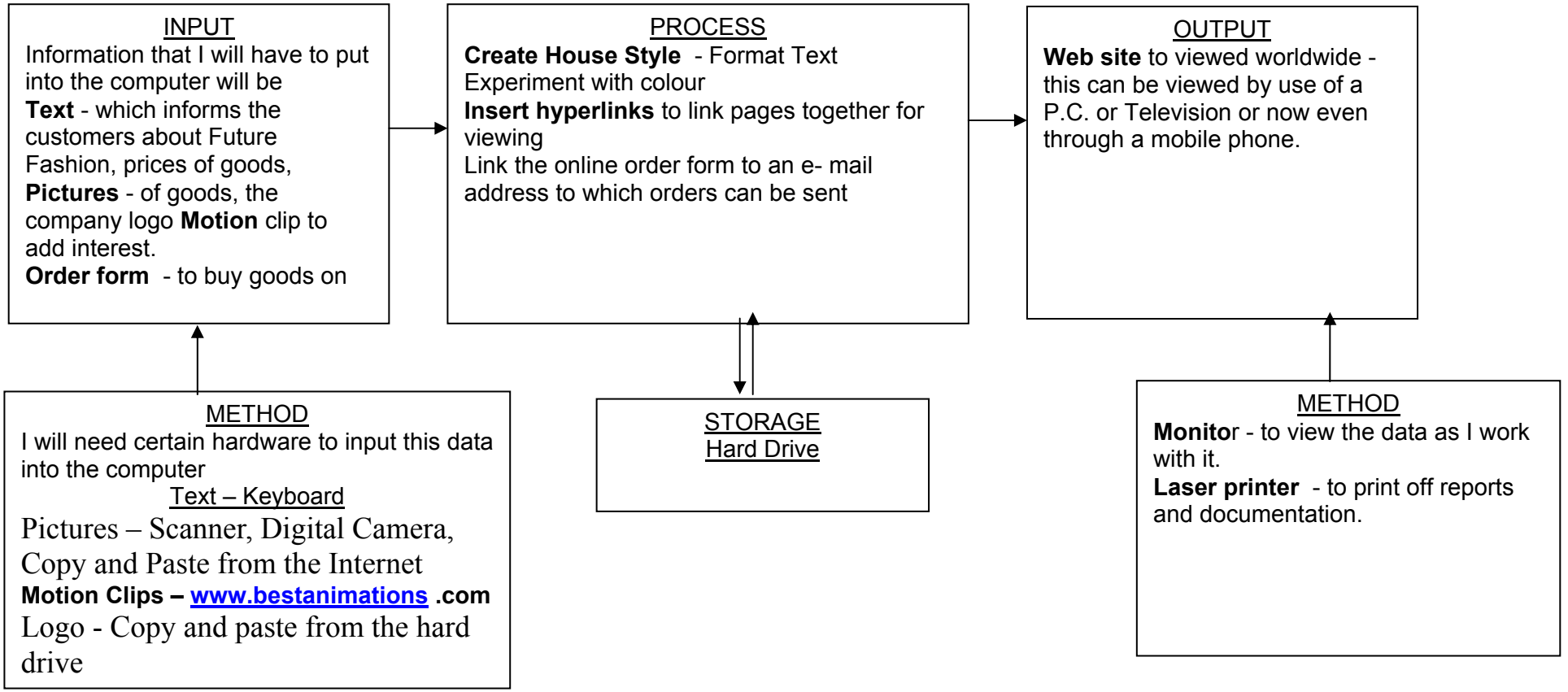
Objectives

As a result of my analysis I will

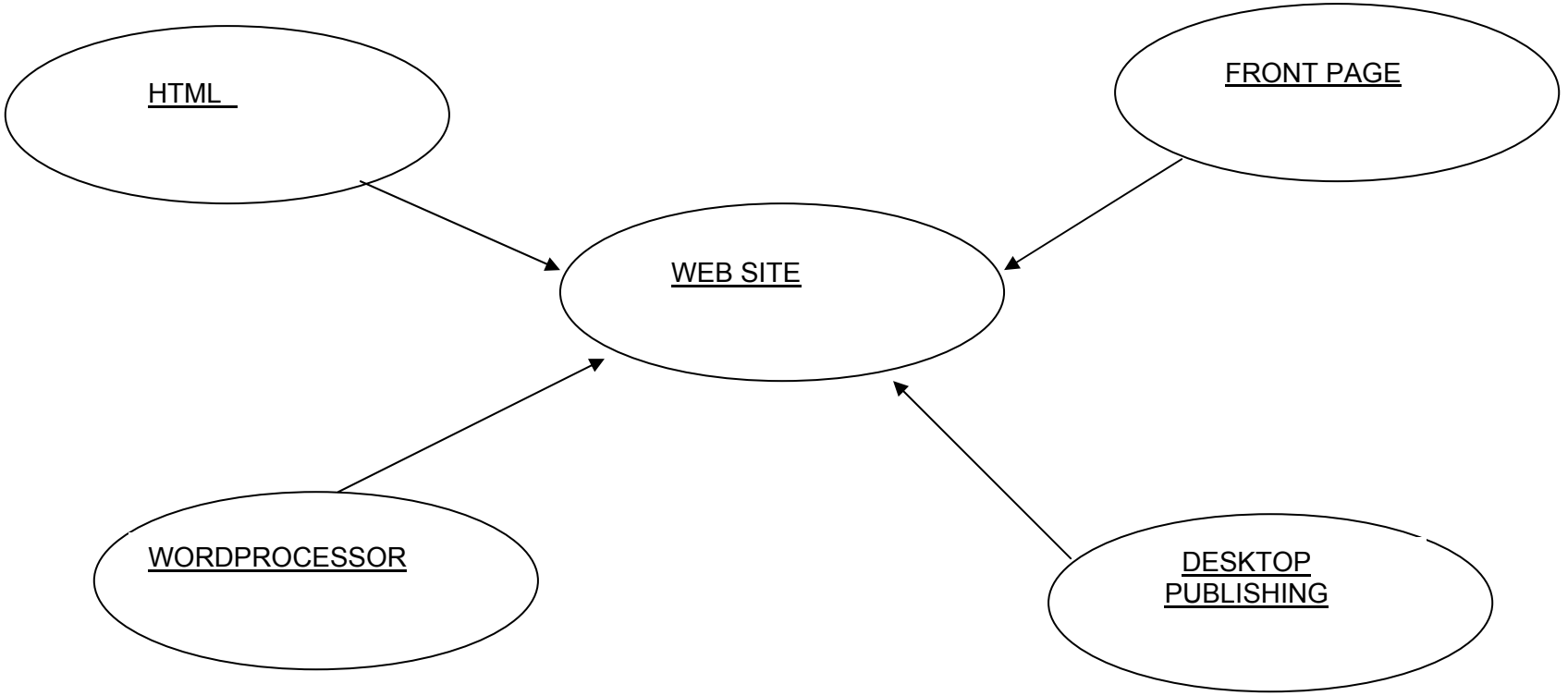
- Develop a company house style, which will be consistent throughout the web site.
- Include the company logo and company contact details on every page.
- Each page will contain a different type of clothes e.g. Ladies, Mens
- I will include hyperlinks on every page so that users can move around the pages any way they wish.
- Prices will be displayed of the goods available.
- The location of all stores will be displayed on a separate page on the site.
- A page of FAQ will be accessible to the viewer
- Avoid lots of picture on the home page so that the web site will load in quickly
- Include an on line order form so that customers will be able to order goods on line

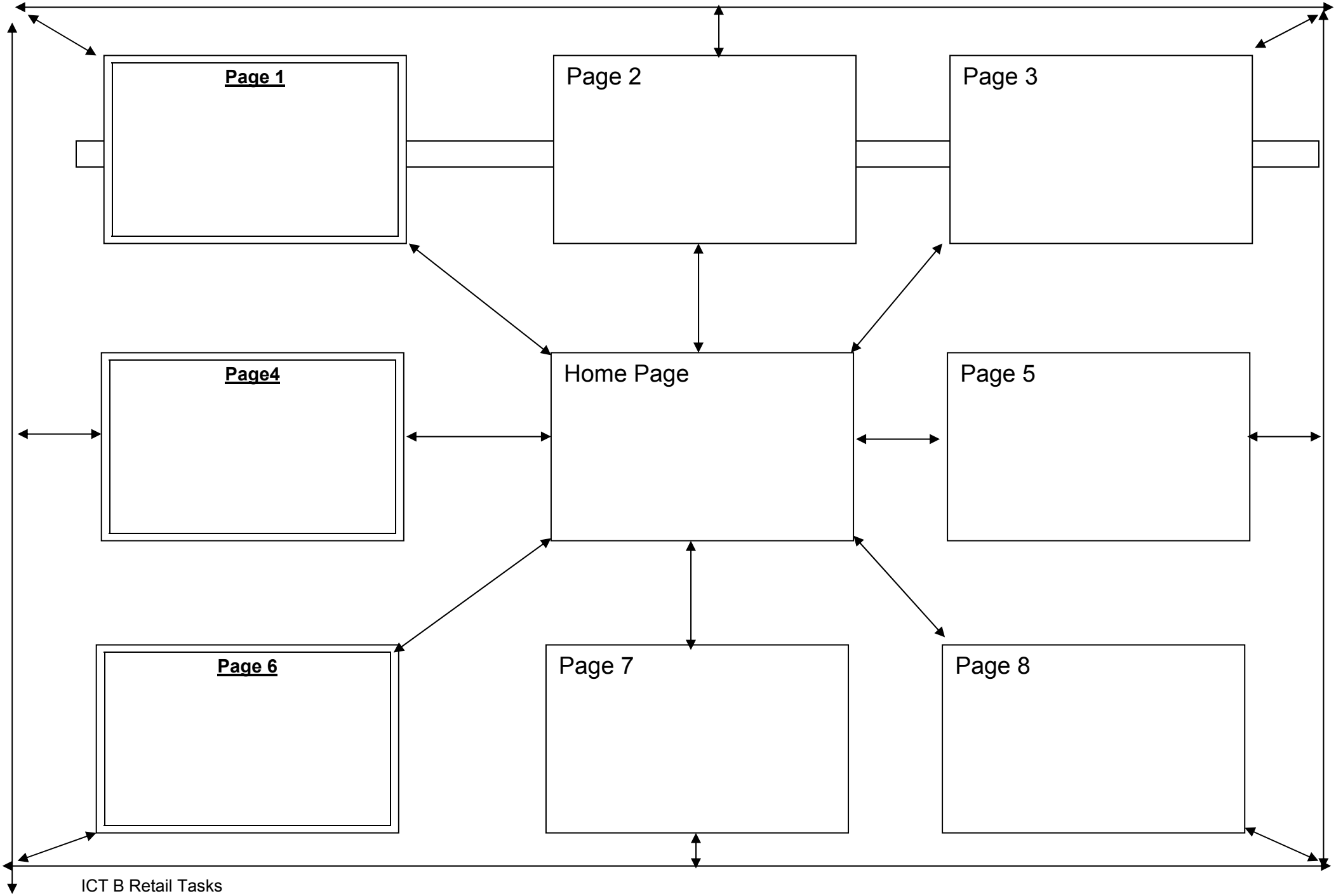
Design – INPUT – PROCESS - OUTPUT

After completing my research I have been able to identify what Input – process and Output will be required.



SOFTWARE


HTML
FRONT PAGE
WEB SITE
WORDPROCESSOR
DESKTOP PUBLISHING


Page 1
Page 2
Page 3
Page4
Home Page
Page 5
Page 6
Page 7
Page 8

Page No	Content	Hyperlinks	To Page	Yes	No	Corrected
1	Home Page					
		Woman	2			
		Men	3			
		Children	4			
		Sport	5			
		Shoes	6			
		Order Form	7			
		Store Locator	8			
		FAQ	9			
2	Ladies					
		Home	1			
		Men	3			
		Children	4			
		Sports	5			
		Shoes	6			
		Order Form	7			
		Store Locator	8			
		FAQ	9			
3	Mens					
		Home	1			
		Woman	2			
		Children	4			
		Sport	5			
		Shoes	6			
		Order Form	7			
		Store Locator	8			
		FAQ	9			

Page No	Content	Hyperlinks	To Page	Yes	No	Corrected
4	Childrens					
		Home	1			
		Woman	2			
		Men	3			
		Sport	5			
		Shoes	6			
		Order Form	7			
		Store Locator	8			
		FAQ	9			
5	Sport					
		Home	1			
		Woman	2			
		Men	3			
		Children	4			
		Shoes	6			
		Order Form	7			
		Store Locator	8			
		FAQ	9			
6	Shoes					
		Home	1			
		Woman	2			
		Men	3			
		Children	4			
		Sport	5			
		Order Form	7			
		Store Locator	8			
		FAQ	9			

Page No	Content	Hyperlinks	To Page	Yes	No	Corrected
7	Order Form					
		Home	1			
		Woman	2			
		Men	3			
		Children	4			
		Sport	5			
		Shoes	6			
		Store Locator	8			
		FAQ	9			
8	Store Locator					
		Home	1			
		Woman	2			
		Men	3			
		Children	4			
		Sport	5			
		Shoes	6			
		Store Locator	7			
		FAQ	9			

The aims of my web site and how these aims have been met

When designing my web site I set the following objectives

- Develop a company house style, which will be consistent throughout the web site.

I have achieved this by using ensuring all pages have a similar layout and will be instantly recognisable by use of font and colour scheme. The company colours were taken from the logo I designed and used throughout the site.

- Include the company logo and company contact details on every page.

Every page on the web site contains the company logo at the top of the page and the contact details at the bottom of the page.

- Each page will contain a different type of clothes e.g. Ladies, Mens

There are nine pages on my web site each containing different types of clothing

- I will include hyperlinks are every page so that users can move around the pages any way they wish.

The hyperlinks on my web site enable the user to move to any page, from any page and also to the home page from any where on the web site.

- Prices will be displayed of the goods available.

All clothes advertised contain the price so that customers can see if the item is affordable.

- The location of all stores will be displayed on a separate page throughout the site.

I was not able to include this page but would do so with more time to develop the site. This is something can could be added at a later date to improve the web site for customers.

- A page of FAQ will be accessible to the viewer

A page where frequently asked questions are answered would help customers who are having problems. This objective was not met and would be a page for future development and be added at a later date. It is not essential for the running of the web site but again would be useful for the customers.

- Avoid lots of picture on the home page so that the web site will load in quickly

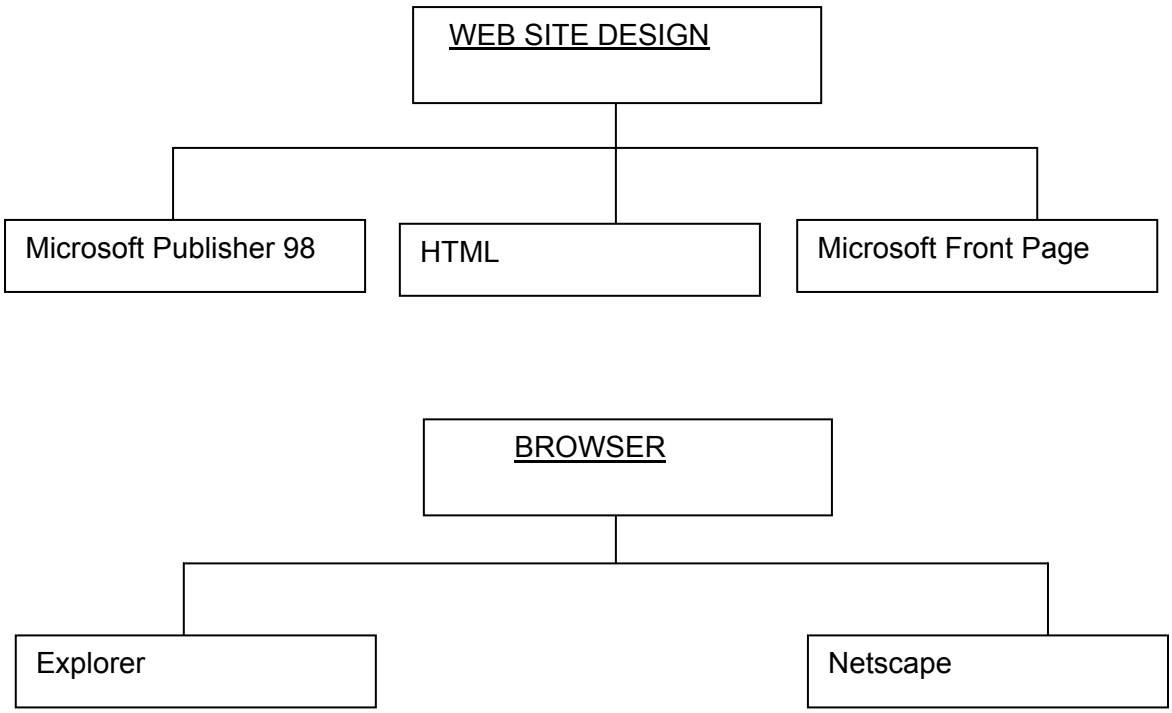
I included pictures on the home page, but tested the web site on the browser to make sure the pictures included did not take too long to load in. Testing the web site proved they were quick to load in and because they were saved as jpeg did not take up too much memory.

- An on line order form so that customers will be able to order goods on line

This was included in the web site to allow customers to order goods on line. However this page would need further development and rigorous testing before being used.

Design

I feel that the best way to advertise will be using the Internet, although I would still use some of the more traditional ways so that customers will get to know the web site address. I will use a Desktop publishing program to design the web site but I will also need a browser because this is the software necessary to view a web site through a PC



How staff at the Future Fashion will be effected and meeting training needs

Staff training will need to be considered by Future Fashion, as updating of the web site will be very important. Stock turnover in the fashion industry is very rapid, new stock will need to be constantly added to the web site, prices of goods changed, special offers added and updated and items that might be reduced in price displayed.

Training will be essential if the system is to operate effectively, and to enable staff to use the different facilities available. While staff are new to the job or being trained, errors could occur. This might result in the information on the web site being inaccurate and cost the company money. Some staff might not have used a computer before and so will need the basic skills. Staff training will cost the company money

Future Fashion could employ a company to maintain the site, but this might mean redundancies for some staff members or a job change. Some people might fear they will use their jobs through redundancies if fewer staff are required. New technology often makes jobs that were done manually more efficient and quicker to complete and so this is a real threat to existing staff. Employees who work in the shops might fear that sales over the Internet might see a slump in their sales and the closure of shops. Shops have high overheads, for example electricity, shop fittings and displays; the Internet does not require expensive premises from which to run a business.

The creation of the website will create a lot of new jobs in this area – technical staff to deal with any problems that might occur with the website, staff to update the information being displayed, graphic designers to make sure the user interface is appealing to the viewers. Staff to deal with e-mail correspondence and staff to deal with on-line sales, and dispatch of goods. Information on customers will need to be entered into a database and staff will need to know how this operates. Also staff will need to deal with queries on line and answer e- mail enquiries.

The way of working for staff might change in other ways. Web sites can be maintained from home, this might result in the work being contracted out or staff now being able to work from home. Problems of working from home include isolation as they would have little contact with other staff, however it does allow workers to work hours more suitable to them. Travelling and being stuck in traffic jams is no longer a problem when working from home, many every day problems such as sleeping in, missing buses and trains, the car not starting are no longer problems. The company also saves money, as big company premises are no longer needed.

Improvements and Future Developments

With more time and a greater knowledge of website design I could have made many improvements to the website. These developments include having a competition page or pages, a newsletter for customers and a special offers section. The site however would have become much larger and more difficult to produce, document and maintain if these were implemented. Also a page dedicated to frequently asked questions and a newsletter.

If I was to re-do the project I would have liked to use a program like Front Page, this has many extra features but still is easy to use. Microsoft Publisher had very limited tools for website design and only simple sites can be produced. Web sites are not published efficiently as each occurrence of an image is saved, which means it has to be downloaded. Every page had the Future Fashion logo so it should have only needed to be downloaded once, using Microsoft Publisher meant it was downloaded each time a person visited that page.

There are many programs available that allow you to animate pictures, if I had more times I would have experimented with one of these and produced my own animated gifs.

As technology is constantly changing, Future Fashion would also need to keep up to date with this and alter their web site accordingly to take into account these changes.