

Task 3: web design and development (part A)

Customised Cakes makes and sells custom cakes for family events and celebrations. This includes birthday cakes, wedding cakes as well as cakes for other events.

It wants a website containing the following elements:

- the title 'Customised Cakes'
- a short statement about the shop's promise to customers
- separate pages for each category of cake: birthday cakes, wedding cakes and other special occasions
- a 'Recommend a Friend' page that gives details on how to register for rewards for you and your friend
- at least one photograph on each page showing cake designs
- a video on the home page showing a cake being iced
- an external link on the 'Recommend a Friend' page to 'The Great British Bake Off' website

3a State **one** end-user and **two** functional requirements for the website.

End-user requirement	(1 mark)
End-user requirements could include any one of the following for 1 mark: The user would like to: <ul style="list-style-type: none">• see images of the cake designs• watch the video of a cake being iced• view different types of cake• find out how to register for rewards	
Functional requirement 1	(1 mark)
Functional requirements could include any two of the following for 1 mark each: The website should... <ul style="list-style-type: none">• display images of cakes• display information about cake categories• play a video of a cake being iced• provide navigation between pages• provide external links to similar sites• provide information about rewards• provide information about the company (title/slogan)• provide information about the company promise	
Functional requirement 2	(1 mark)

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- ☐ Check your answers carefully, as you cannot return to part A after you hand it in.
- ☐ When you are ready, hand part A to your teacher or lecturer and collect part B.

Task 3: web design and development (part B)

3b Your teacher or lecturer will give you a copy of the unfinished website.

Open the website and look carefully:

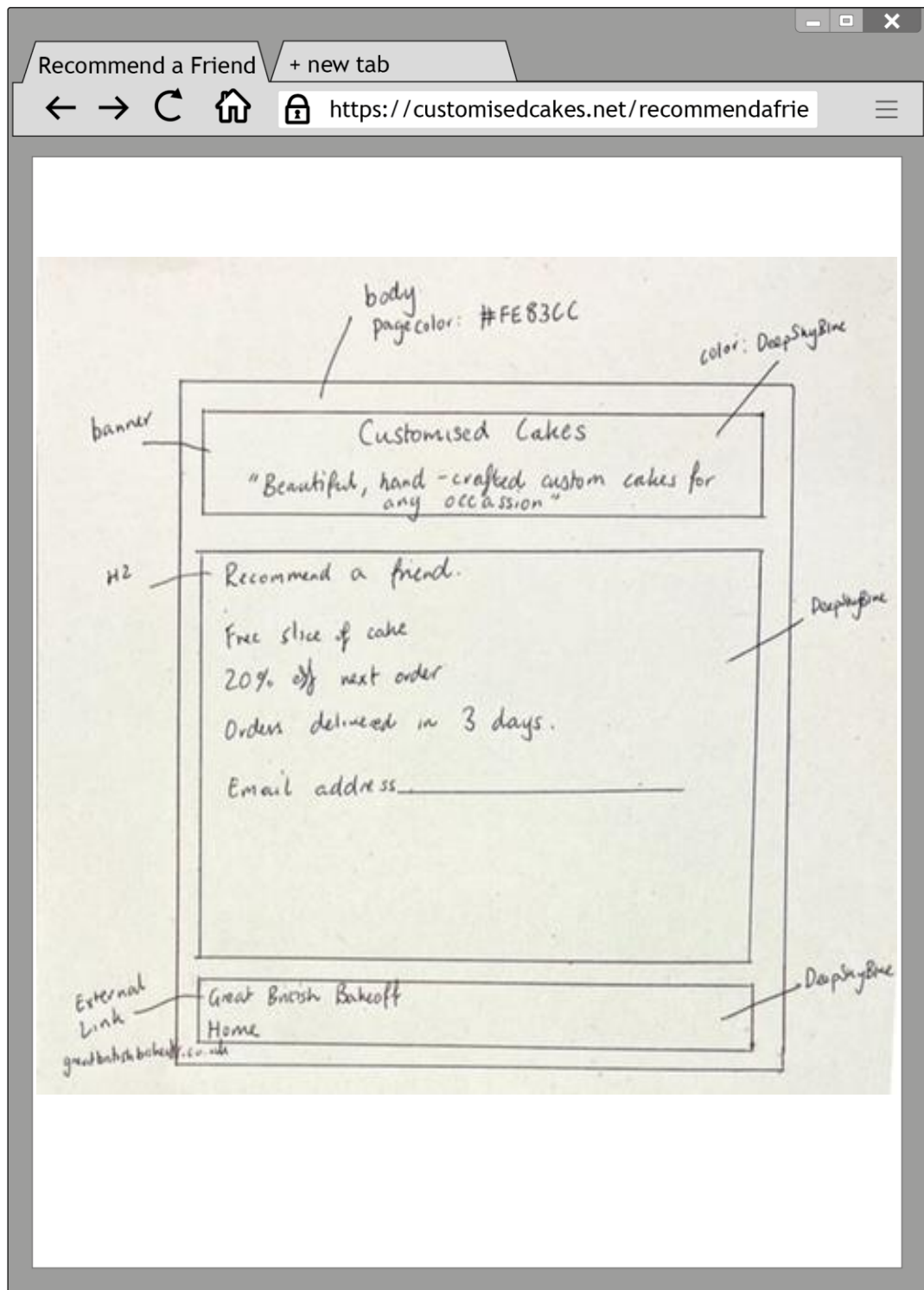
- ☐ at the layout of each page
- ☐ at the content of each page
- ☐ at the navigation within the website
- ☐ for any text and graphics that appear on every page

The 'Recommend a Friend' page currently has no content. When complete, it should be consistent with the other pages and include the following additional content:

- ☐ a message stating that for every friend you recommend who places an order, you will receive a free slice of cake
- ☐ a message stating that both you and your friend will receive 20% off your next order
- ☐ a message stating that most orders are delivered within three days
- ☐ a message telling the user that they can take part in the 'Recommend a Friend' scheme by emailing their friend's name and email address to ReferAFriend@CustomisedCakes.net
- ☐ an image (300 x 240 pixels) of a slice of cake
- ☐ an external link to 'The Great British Bake Off' website <https://www.thegreatbritishbakeoff.co.uk>
- ☐ a hyperlink back to the home page

Complete the wireframe on the following page, showing the website layout and the content for the 'Recommend a Friend' page.

(2 marks)



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3c Open the recommend.html and styles.css files so you can edit them.

Implement your design of the 'Recommend a Friend' web page using HTML, including all of the content and any hyperlinks required.

An image of a slice of cake ('cakeSlice.jpg') is provided in the files.

(4 marks)

3d Customised Cakes wants to add the video file 'cakeVideo.mp4' to the homepage.

Edit the home.html file to implement this change.

(1 mark)

Print evidence of your code in the edited home.html file.

3e The table below shows feedback received during testing and the required changes:

Feedback received	Required changes
"The website would look better if the coloured sections on each page were the same colour."	Change the coloured sections to DeepSkyBlue (#00BFFF).
"The company motto 'Beautiful, hand-crafted custom cakes for any occasion' needs to look more professional."	Change the font size to 22 and the font to Arial.
"The link to 'The Great British Bake Off' website does not stand out enough."	Change the style of the text in the link https://www.thegreatbritishbakeoff.co.uk to colour OrangeRed (#FF4000) with a font size of 16.

Edit the recommend.html and styles.css files to implement these changes.

(3 marks)

Print evidence of your code from these edited files:

☐ recommend.html

☐ styles.css

3f Initial analysis identified the following functional requirements for the website. It should display:

☐ the name of the shop and the shop's customer promise

☐ at least one image of each type of cake

- ☐ details of the 'Recommend a Friend' promotion
- ☐ a video of a cake being iced
- ☐ a link for each page of the site and a link to 'The Great British Bake Off' website

Use the above analysis to evaluate your finished website in terms of fitness for purpose.

(2 marks)

3f	<p>1 mark each for:</p> <ul style="list-style-type: none"> ◆ statement that their website is/ is not fit for purpose, matching their website ◆ justification of above (all the requirements have/have not been implemented) 	<p>If an error in 3c and 3d mean the functional requirements aren't met, do not award a mark if the candidate states their code is fit for purpose.</p> <p>If the candidates website is fit for purpose do not award a mark if the candidate states it is not fit for purpose.</p> <p>If the functional requirements are listed in the answer, all five are required.</p>	2	Evaluation
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Candidate name_____ Candidate number_____