

Assignment

BB1753 Information Technology for Business

About

The ITB assignment requires the analysis, design and implementation of a small business website in semantic XHTML and CSS. It is worth 70% of the overall ITB grade. The design (or redesign) can be regarded as a prototype (5 to 10 web pages are sufficient – you are NOT expected to redesign a whole site).

It is an individual piece of work, which should be presented in the form of a report on the work undertaken, for Monday 20th December. Work will be submitted as a single Microsoft Word document with appropriate structure, layout, text, correctly sized images and HTML markup with CSS design. It is planned for work to be submitted through the ITB module digital drop box in studyspace.

The work is organised into several parts, where the outputs from each part are clearly specified.

Part Two

One – Finding equivalent sites

Use a search engine (or any other mechanism) to find two other companies from the same sector or offer the same service which are about the same size organisationally.

Identify whether the web sites are better or worse than the company web site you chose in Part One.

You could think about any of the following

- Look
- Identity
- Brand
- Features
- Functionality
- Audience
- Reach

Two - Deconstruct your company website

Think about the same feature list as above – does your company do it better or worse?

What you need to do

In your Word document create a section called “Comparison with other sites” and write up your analysis from *One – Finding equivalent sites*

Next - create a section called “Site evaluation” and write up your conclusions from *Two - Deconstruct your company website*

You should include correctly sized images and URLs where appropriate