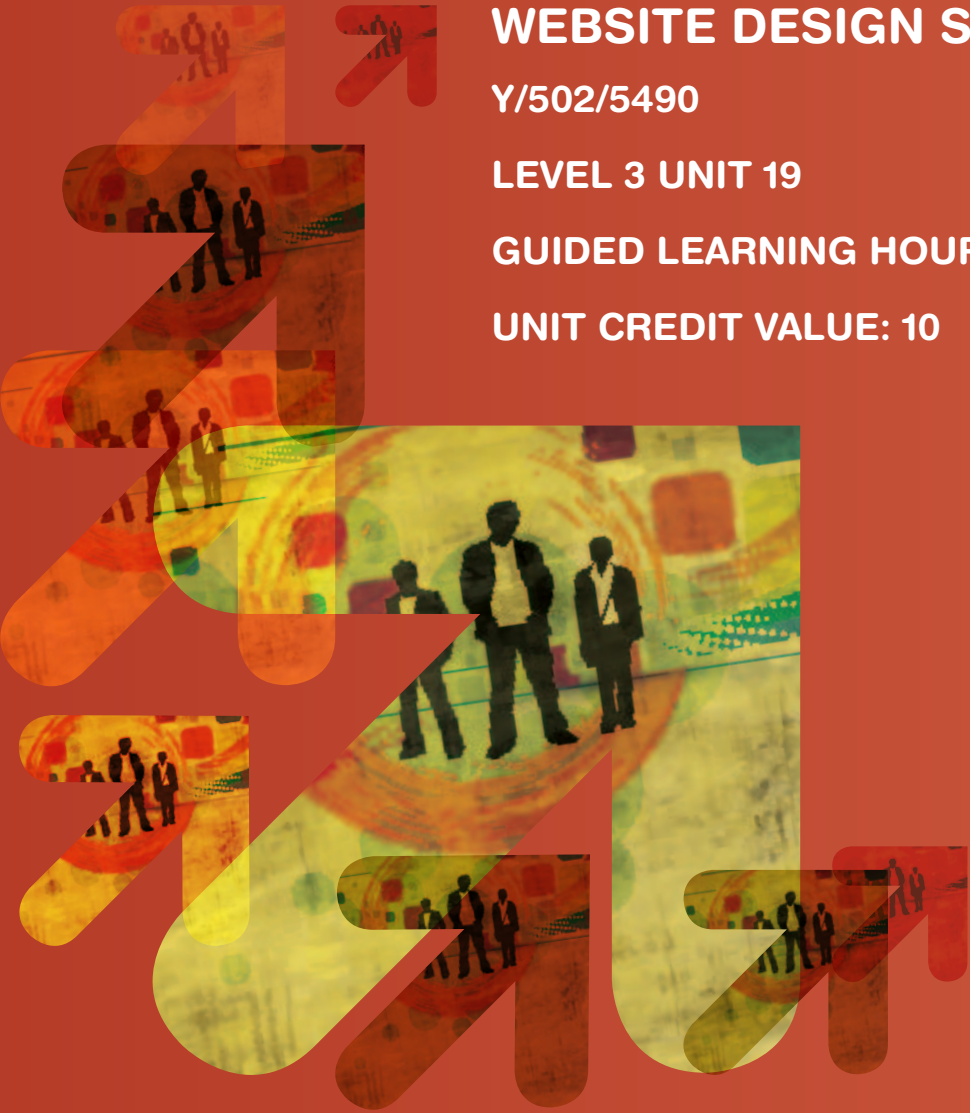




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# OCR LEVEL 3 CAMBRIDGE TECHNICAL CERTIFICATE/DIPLOMA IN BUSINESS



## WEBSITE DESIGN STRATEGY

Y/502/5490

LEVEL 3 UNIT 19

GUIDED LEARNING HOURS: 60

UNIT CREDIT VALUE: 10



# WEBSITE DESIGN STRATEGY

Y/502/5490

LEVEL 3 UNIT 19

## AIM OF THE UNIT

It is becoming more common for businesses to operate online in order to keep up with competitor activity. An online presence enables a wide customer base and customers often research products and prices online before they make a purchase. It is vital to a business to have an eye catching website design that meets the needs of their audience and targets its market effectively to promote the products and services offered. An important skill within a business is the ability to update, maintain and design a website to engage customers. This unit gives learners the opportunity to explore the purpose of websites and the main features that make a website effective.

Learners will explore the design process for a business website, from planning and design stages to the launch, all from a practical perspective as they will plan the development themselves. The development will ensure that learners gain an understanding of how to appeal to a defined target group and meet the needs of this target group. This will give learners a thorough grounding in the strategy behind website design, offering them insight into one of the fastest growing areas in modern business.

## ASSESSMENT AND GRADING CRITERIA

<b>Learning Outcome (LO)</b>  The learner will:	<b>Pass</b> The assessment criteria are the pass requirements for this unit.  The learner can:	<b>Merit</b> To achieve a merit the evidence must show that, in addition to the pass criteria, the learner is able to:	<b>Distinction</b> To achieve a distinction the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
1 Know the purposes of a range of websites	P1 describe how three contrasting organisations use their websites for business purposes		
2 Understand the main elements in web design for usability and visual appeal	P2 explain the usability features of the websites of three contrasting organisations		
	P3 describe how the websites of three organisations have been designed to appeal visually to their users	M1 compare the success of the design of the websites of three organisations in taking into consideration the needs of different users	D1 evaluate the design of one website with recommendations for improvements for meeting the needs of different users
3 Be able to plan the development of a website for an organisation	P4 design a website for a specified organisation to meet stated purposes for a defined target group		
	P5 draw up plans to assess the design of a website aimed at meeting a specified purpose	M2 explain the strengths and weaknesses of your website design, taking into account the stated purpose for a defined target group	D2 make reasoned recommendations to improve the website design, in order to meet the stated purpose for a defined target group
	P6 draw up a plan for the launch of a website for a specified organisation		

## TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

### Learning Outcome 1 Know the purposes of a range of websites

- **E-commerce:** developing business goals/needs, increase capacity or sales, targeted promotions, advertising, email campaigns,
- **Providing information:** corporate communications, customer support, technical support, information on goods and services
- **Entertainment:** social networking, blogging, downloads (music, film, video), gaming
- **Education:** news, share information, influence opinions, technical information

- systems, quality v quantity of information on each page, domain name, hosting, security and maintenance, maintenance costs, appropriate software, W3C guidelines and accessibility recommendations
- **Launch plan:** secure system, frequency of updates and maintenance, promotion of new website

### Learning Outcome 2 Understand the main elements in web design for usability and visual appeal

- **Usability features:** accessibility (computer, mobile phone, PDA), reliability, accuracy, speed of responses, managing information securely, secure payments, language, time taken to load page (large file sizes take longer), functionality (e.g. search, links, help), navigation and structure (e.g. navigation bars, buttons and menu, link to home, parent and child pages, hyperlinks, image links)
- **Visual appeal:** 1st impression, page layout, types of pages, colours, font and font size, images and graphics, animation, sound, videos, branding, appeals to target market

### Learning Outcome 3 be able to plan the development of a website for an organisation

- **Aims and objectives:** meeting the businesses strategic aims, addressing marketing objectives, purpose of website, target market (e.g. individuals, groups, businesses), budget
- **Design development:** multi browser capacity, accessible on mobile phone internet, connectivity issues, ability for those with limited ICT experience to still access, menu

## DELIVERY GUIDANCE

### Learning Outcome 1

In small groups the learners could investigate a range of websites and identify the different purposes. They should be encouraged to investigate examples such as search engines, government services, charities, retail, online trading, banking, news websites and online learning sites. Learners must select three contrasting organisations and describe the purpose of the businesses website. The learners could suggest aspects that make the businesses website effective and how they think it achieves its purpose.

### Learning Outcome 2

A speaker with experience of website design could discuss the main features with the learners, they should include information on usability features and how websites are designed to appeal visually to their users. The learners could apply this information and research a variety of websites in order to research how businesses address the features of usability and visual appeal. The learners must then select a minimum of three contrasting organisations and explain the usability features of the website, plus how the website has been designed to visually appeal to its users.

### Learning Outcome 3

The learners must be able to plan the development of a website. To introduce this topic a speaker from a local business could explain how their website was designed, developed and tested pre-launch, and how it is maintained. In small groups the learners could plan the development of a website for a selected organisation. The organisation could be a local business that currently does not have a website, or an example taken from a case study. The learners could undertake research based on the businesses strategic aims, their marketing objectives and the needs of their customers. The learners could use this information as part of their planning for the launch of a website for the business.

## SUGGESTED ASSESSMENT SCENARIOS AND TASK PLUS GUIDANCE ON ASSESSING THE SUGGESTED TASKS

### **P1, P2, P3, M1, D1**

Scenario and task:

You have been asked to undertake research for an online business magazine looking into the use of websites by businesses and their customers.

Choose three contrasting businesses and produce a case study for each. Your case study might consist of fact sheets, a video/dvd, presentation or a written report. For each business, state its purpose and how they use their website to meets its strategic aims.

You must also explain the usability features of the businesses website and how it has been designed to appeal visually to their customers.

M1 Your research must compare the success of the three organisations websites. You could produce a factsheet to analyse the effectiveness of the design of the websites, taking into consideration the needs of different users.

D1 You must be able to recommend design improvements for a business to meets the needs of its users. You could add a special feature to your factsheet to evaluate the usability and visual appeal of one of the businesses websites. You must be able to justify your recommendations and suggest improvements to meet the needs of customers more effectively

### **P4, P5, P6, M2, D2**

Scenario and task:

You have been asked to design a website for a local business that is seeking to launch their online presence.

Research the aims of the business and the customer group it wishes to target. Use this information to design a website for the business that will meet its strategic purposes.

Create plans to assess the design and development phase of the website. Plus, produce a plan for the launch of the website.

M2 Produce a report for the local business explaining the strengths and weaknesses of your website design. Take into account the aims of the business and its customer target group.

D2 Add to your report for M2 make recommendations for improvement to the design, justifying why they should be made, and how they meet the needs of the target group.

## LINKS to NOS

**CfA BAD322** Analyse and report data (Partial)

**CfA BAA227** Website software (Partial)



## **CONTACT US**

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We're always delighted to answer questions and give advice.

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