

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE DEPARTMENT OF MARKETING

7/ MAR 2022

Web Design

MKT511

TIME: 3 HOURS

EXAMINATION

INSTRUCTIONS TO CANDIDATES

1. Answer **ALL** questions
 2. Each question carries 20 Marks.
 3. No Cell Phones are allowed in the Examination Room.
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Question One [Case Study]

Sertifi -Web Development

Rebuilt old, slow website with an upgraded experience for users and editors alike.

Sertifi is an industry leader of Agreement and Authorization Platforms, built for organizations who need an efficient, secure way to manage a contract process from start to finish. The marketing website is typically the first touch point for prospective clients, so having a simple, easy-to-use website that best demonstrates the product and its value is essential to generating leads and revenue for the organization.

The Challenge

Sertifi was dealing with a website that was over 8 years old. The back-end was clunky, it was difficult for the team to make updates, and they were unable to implement new brand guidelines necessary for the website. The site had been Frankensteined over the years on Wordpress through a number of plugins that ended up slowing down the site and causing additional issues with performance and user experience.

The team needed a simple solution to update the design and functionality of the website, with a focus on upgrading the user and editing experience. They also needed a fast, secure content management system that allowed them to scale and to customize a solution to better meet their needs.

The Analysis

In order to come up with an improved solution for the site, our team utilized existing Google Analytics data and UX best practices to rethink the layouts of each page.

We collaborated with the Sertifi team, cross-referenced with data, to see how users typically use the website, what information they are interested in, and what information is most useful to them. We then utilized this data to create an updated Information Architecture to inform the new site structure and to improve the navigation.

This information led us to create updated layouts translated to an updated editing experience by creating intuitive interfaces for editors to adjust site content with ease and with little training.

The Solution

Our team created a new site on the Umbraco CMS with updated page layouts and a completely fresh, intuitive editing experience. We utilized updated design elements and creative assets to build pages centred on current and prospective users.

We also developed a new section of the site to better showcase all three of their products and to better showcase and differentiate each product.

Source: <https://www.marcelldigital.com/case-studies?page=4>

Required

- a) Evaluate the main challenges faced by Sertifi on its old website.
- b) Explain any five user experiences best practices used in web development.
- c) Explain how Google Analytics enhanced web design.

[20 marks]

[10 marks]

[10 marks]

[40 Marks]

Create a folder and use your registration number as the name of the Website.

Question Two

Create a Webpage that displays the following table of student records.

Name	Regno	Test 1	Test 2	Test 3
Tobias	B225806B	80	75	84
Tinovonga	B220538B	66	86	90
Paul	B225740B	79	74	86
Martha	B224142B	85	70	83

Save the webpage in the folder with your registration number e.g. tableB22086B.html

[20 Marks]

Question Three

Create a color table below. Only the RGB code may be used for the colors. Select the appropriate color codes for R, G, and B as well as combinations of R+G, R+B, and B+ G. Choose a fanciful color for the background for the composition row. The background color is silver.

Color			
Composition of Color			
	Red	Red + Green	
	Blue	Blue + Green	
Redblue	Blue	Blue + Green	Green

Save the webpage in the folder with your registration number e.g. *colorB22086B.html*

[20 Mark]

Question Four

Create an HTML form with the following details.

Name

Surname

Date of birth

Address

City

Phone Number

[20 Marks]

Save the webpage in the folder with your registration number e.g. *formB22086B.html*

END OF THE PAPER