Planning (6 Marks)

Defining the problem

The problem that I wish to address is the general fear preventing generations, young and old, from interacting more with the Internet. My aim is to produce an absolute 'beginners guide' to website development, attempting to encourage more to get involved.

My project will be aimed at anyone who fits the description of lacking knowledge in this area, and who would appreciate a resource of articles and tutorials to help them out. My aim will be to begin by introducing the concept of the internet, followed by deeper looks into the methods of interaction. Based on previous experience with fellow students at school who required a helping hand in this area, I know that the demand for such a resource is high. Therefore, I have decided to use take the initiative and produce a website with such resources, in what I see as being a gap in the market. I acknowledge that there are hundreds, if not thousands of articles relating to website design, but the focus is almost always at the experienced. I wish to bridge the gap between beginner and professional.

In order to ensure that my focus remains entirely on the needs of the 'client', I will be receiving tips from my advisor, Andy who runs a successful online business.

Rationale for the proposed solution

There are a number of reasons why I feel that a website is the best solution for this issue. Whilst I have often helped out fellow students with their problems, time constraints now make this unrealistic to do so, on a 1 to 1 basis. Having left school and gone to college, I

 also no longer have daily contact with them. My solution would allow users to learn and work at the same time (using the same medium). Putting the resources on a single network (such as at school or college intranet) would severely limit my clientele. For this reason, a website fits all the criteria, as it is cheap, relevant to the subject area, and has a global appeal.

Andy will be particularly important in developing the website, as his knowledge in the Internet (promoting, layout, and most significantly for this product, targeting a specific audience) will guarantee that the website fulfils its aims.

Starting success criteria

1. Develop a **template** so that there is consistency between pages.

2. Develop a database to store tutorial & site content.

3. Develop at least one **dynamic** page that allows user interaction

4. Ensure that the layout of the website is **easy to read**.

5. Allow the user to change the size of font if they wish.

6. Ensure the website is viewable by those with colour blindness.

7. Develop a website optimised for search engines.

8. Develop an attractive, intuitive, user friendly interface.