

REPORT TEMPLATE

Module: Introduction to Web and Database Concepts (ACCA4023)

Assignment: HTML & CSS Web Development

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1. Introduction (Abstract)

This report is a representation of the development of a responsive website called Cafe Bliss. It was created using HTML and CSS. Three main pages are included in this website. The three main pages are: Home, Menu and Contact page. These pages allows users to access and view basic cafe information.

This report explains how the website was designed, implemented and evaluated. This includes the usability, accessibility, and performance of the website.

2. Requirements

The purpose of the Cafe Bliss website was created so users are provided with basic and useful information such as: Cafe Bliss's menu, services and contact information. The website was specifically designed to be simple, clear and very easy to understand and navigate so that customers and users can easily find what they are looking for.

The subject of the website is a modern café that offers a variety of drinks and food items such as coffee, pastries and desserts. The website aims to promote the café and attract customers. This is done by the café having an appealing and presentable menu.

The target audience for this website includes: local residents, students and customers who are invested in visiting a café. The design is kept simple, clean and responsive in order for it to be used on both desktop and mobile devices, as the website is designed with user experience in mind, ensuring easy navigation and readability.

3. Implementation

In this section, I am going to explain how the website was developed using HTML and CSS. The website consists of three pages which are: Home, Menu, and Contact. Each page is linked through a navigation bar. This enables users to move between pages easily. The design is clean and focuses on simplicity, readability and how responsive it is.

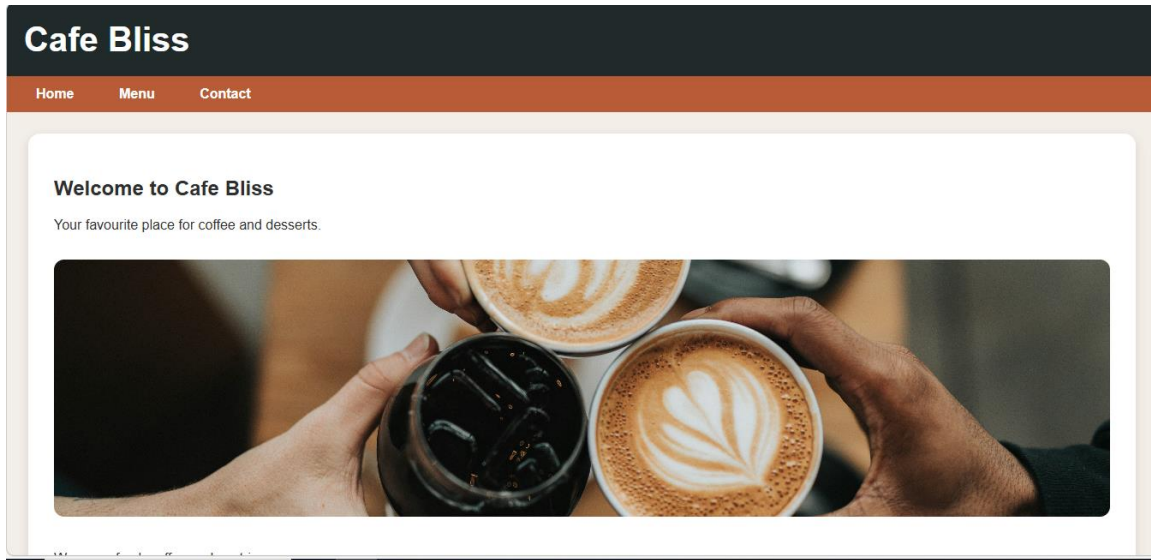


Figure 1: Home Page of Café Website

The home page provides an overview of the café to viewers and customers. It includes a warm design and has a welcoming layout and a large, featured image to attract users.

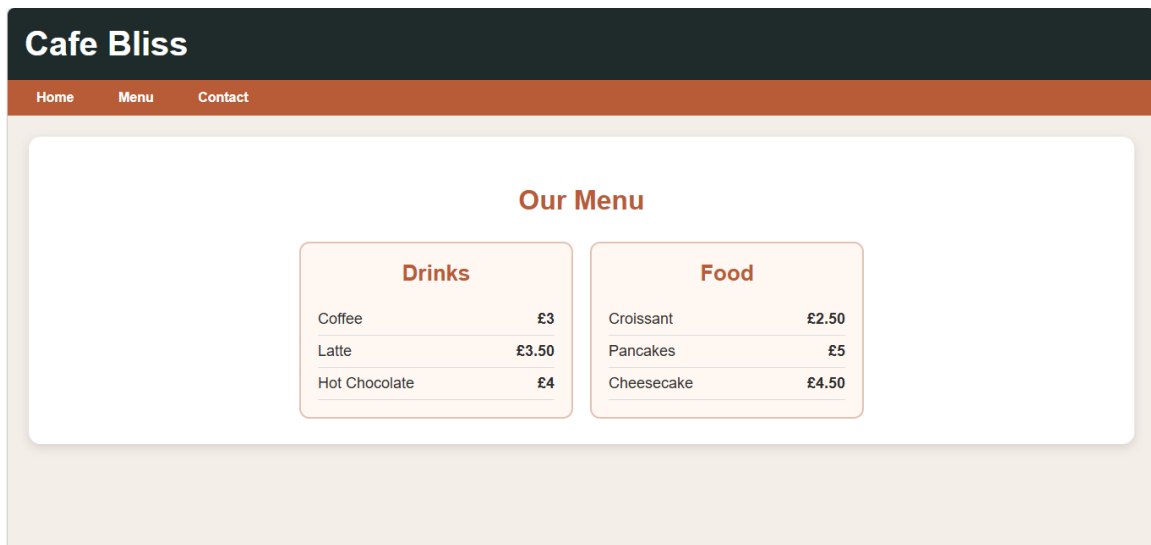


Figure 2: Menu Page of Café Website

The menu page displays the available drinks and food items in a structured, neat format. This makes it easy for users to choose what they want.

Contact Us

Email: hannahcafe@email.com
Phone: 07123456789

Place an Order

Your Name:

Your Order:

Figure 3: Contact Page of Café Website

The contact page includes contact details such as : Email and Contact Number. It also includes an order form which allows users to communicate with the café.

CSS was used to style the website. This includes things such as: colours, layout, spacing and fonts. A consistent design was applied across all existing pages so that there is a professional and clean appearance. Furthermore, the layout of the website is responsive, which allows the website to work across different screen sizes.

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Use the Message Filtering button below to hide/show particular messages, and to see total counts of errors and warnings.

Message Filtering

- Warning** Consider adding a `lang` attribute to the `html` start tag to declare the language of this document.
From line 1, column 16; to line 2, column 6
TYPE: `html` `<html>` `<head>`
For further guidance, consult [Declaring the overall language of a page](#) and [Choosing language tags](#).
If the HTML checker has misidentified the language of this document, please [file an issue report](#).
- Error** The character encoding was not declared. Proceeding using `windows-1252`.
- Error** An `img` element must have an `alt` attribute, except under certain conditions. For details, consult [guidance on providing text alternatives for images](#).
From line 25, column 1; to line 25, column 81
``

Document checking completed.

Used the HTML parser.

Total execution time 3 milliseconds

Figure 4: HTML Validation Result for index.html

The HTML validation for the home page identified a small number of issues. These included a missing language attribute in the HTML tag, missing character encoding declaration, and an image without alternative text. These issues were reviewed and corrected to improve standards compliance and accessibility .

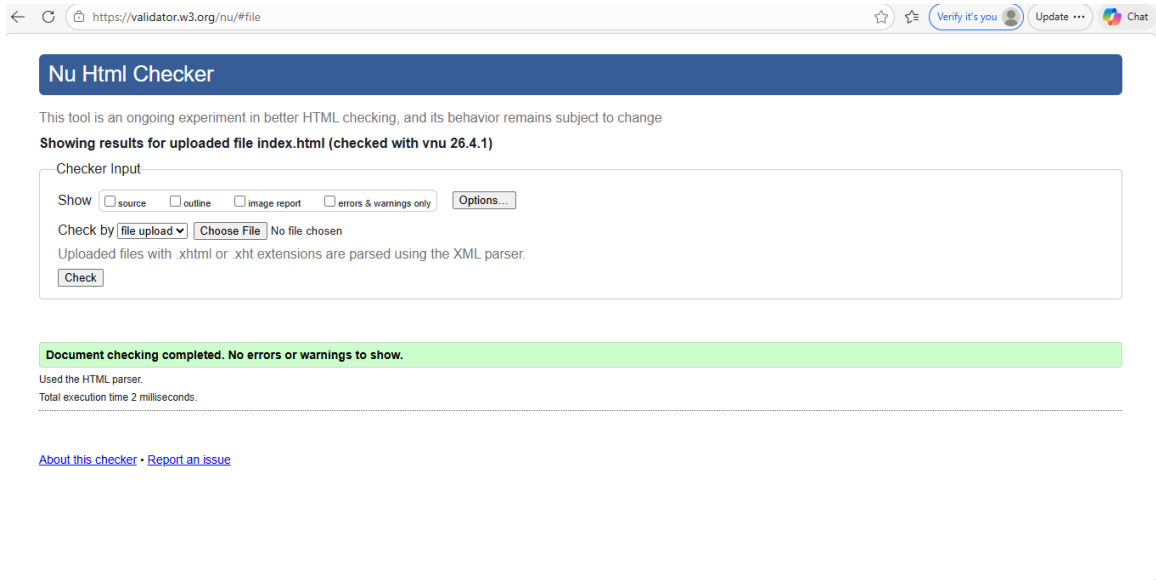


Figure 5: HTML Validation Result After Correction

After making corrections to the HTML code, I retested the website using the W3C HTML Validator. As shown in the image above, there are no errors or warnings present. This confirms that the code follows web standards and is correctly structured. This improves the website's reliability and overall performance.

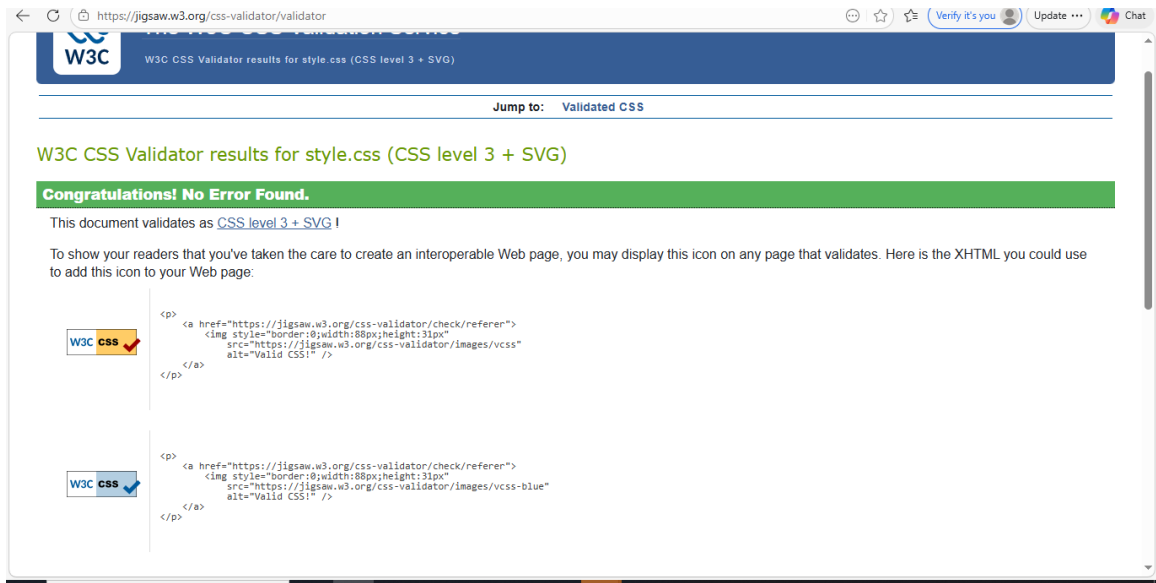


Figure 6: CSS Validation Result

The CSS file was validated using the W3C CSS Validator. The results showed that there are no current errors in the style sheet. This confirms that the CSS code follows correct standards and is well structured.

4. Evaluation

a) Research:

- Usability

Usability refers to how easily users can interact with a website and complete tasks efficiently. A usable website should include clear navigation, readable text and a consistent layout. According to Nielsen (2012), improved usability increases user satisfaction and reduces frustration, leading to better engagement [3].

- Accessibility

Accessibility means making sure a website can be used by everyone, including people with disabilities. According to WCAG 2.1, websites should be perceivable, operable, understandable and robust. This includes features such as alt text, colour contrast and keyboard navigation [1]. An accessibility tool such as WAVE could be used to test the website and identify issues based on WCAG 2.1 guidelines [1]. These features relate to WCAG 2.1 principles such as perceivable (clear text), operable (navigation), understandable (simple layout) and robust (works across browsers)

- SEO

Search Engine Optimisation (SEO) is used to improve a website's visibility on search engines like Google. This includes using headings, keywords and structured HTML. Websites with good SEO rank higher and attract more users [2].

b) Website Evaluation:

- Usability & Utility

The Cafe Bliss website is useful because provides users with clear and relevant information about the café, including what is offered and how to get in contact or place an order. The website achieves its main purpose by allowing users to easily access the Home, Menu and Contact pages.

In regards usability, the website is simple and has consistent layout across all pages. The navigation bar is displayed clearly at the top of each page, making it easy for users to move between the Home, Menu and Contact sections without confusion. This improves the overall user experience by reducing the time needed to find information.

The Home page provides a welcoming introduction with a clear heading and a large image of coffee, which helps users quickly understand the purpose of the website. The Menu page is well organised into "Drinks" and "Food" sections, with prices clearly displayed, allowing users to easily scan and compare options. The Contact page includes important details such as email and phone number, as well as a form for placing an order, which increases the functionality of the website.

However, there are some areas for improvement. The website could include more interactive elements such as buttons or hover effects to make it more engaging. Additionally, improving spacing and alignment would enhance the visual appearance. The order form could also include clearer instructions or validation to improve usability.

Overall, the website is effective in providing useful information and is easy to navigate, but further improvements could enhance user interaction and overall experience.

- SEO Techniques Used

Several basic SEO techniques were applied in the development of the Cafe Bliss website to improve its visibility on search engines.

Firstly, clear and descriptive headings are used across all pages. For example, the Home page includes “Welcome to Cafe Bliss”, the Menu page includes “Our Menu”, and the Contact page includes “Contact Us”. These headings help search engines understand the structure and purpose of each page.

Secondly, the website uses structured HTML elements such as h1 and h2 headings to organise content. This improves SEO by making it easier for search engines to read and index the website.

Relevant keywords such as “coffee”, “desserts”, “menu”, and “café” are included within the content on the Home and Menu pages. These keywords help search engines match the website to user searches related to cafés and food.

Images are used on the Home page to enhance the visual design. However, these images currently do not include detailed alt text. Adding descriptive alt text would improve SEO by helping search engines understand the content of the images.

Internal linking is implemented through the navigation bar, which connects the Home, Menu and Contact pages. This allows search engines to crawl the website more effectively and improves the overall structure.

However, some improvements could be made. Meta descriptions would help more and more advanced keyword optimisation could be used. Adding these features would further improve the website’s search engine ranking.

Overall, the website applies basic SEO techniques such as structured headings, relevant keywords and internal linking, but could be improved by implementing more advanced SEO strategies.

- Accessibility (WCAG 2.1)

In terms of accessibility, the Cafe Bliss website applies different basic techniques to improve usability for a wide range of users. The website uses clear headings such as “Welcome to Café Bliss”, “Our Menu” and “Contact Us”, which help structure the content and make it easier for users and screen readers to understand each page.

The navigation bar is placed at the top of every page and remains consistent across the Home, Menu and Contact pages. This allows users to move easily between pages without confusion, which supports users who rely on simple and predictable layouts.

On the Home page, a large image of coffee is used to enhance the design and create a welcoming feel for users. However, this image currently does not include descriptive alt text. Adding alt text such as “coffee cups on table” would improve accessibility for visually impaired users who use screen readers.

The Menu page is clearly organised into “Drinks” and “Food” sections, with prices displayed next to each item. This structured layout makes it easier for users to scan and understand the content quickly.

The Contact page includes a form where users can enter their name and order. While this improves usability, accessibility could be improved by ensuring all form fields have proper labels and can be accessed using a keyboard.

The website uses a simple colour scheme with dark headers and light backgrounds, which makes text readable.

Overall, the website includes basic accessibility features such as consistent navigation, clear headings and structured content. However, improvements such as adding alt text, would help better meet WCAG 2.1 guidelines.

c) Website Comparison:

In this section , I'll be comparing the BBC website and the GOV.UK
- Usability

When it comes to usability, the BBC website provides a wide range of content such as news, sport and entertainment. However, the homepage can feel crowded due to the large amount of information displayed however the GOV.UK has a simple and clean layout, making it easy for users to quickly find the information they need.

- Accessibility

When it comes to accessibility, the BBC follows accessibility guidelines, but the use of images, videos and complex layouts may make it harder for some users to navigate. However, the GOV.UK is designed with accessibility as a priority, using clear text, simple language and strong contrast.

- SEO

The BBC uses strong SEO techniques such as clear headings, relevant keywords and frequently updated content, which helps it rank highly in search engines whereas, the GOV.UK uses structured headings and clear page titles, making it easy for search engines to understand and index content.

- Mobile Friendliness

The BBC website is responsive and works well on mobile devices which makes it mobile friendly, but pages can appear busy due to the large amount of content.

The GOV.UK is highly mobile-friendly due to its simple design and clear layout, making it easier to use on smaller screens than the BBC website

- Conclusion

Overall, GOV.UK is the more effective website in terms of usability and accessibility due to its simple layout, clear structure and user-focused design. While the BBC website offers more content and features, GOV.UK provides a more efficient and accessible experience for a wider range of users. This shows that simpler websites tend to provide a better user experience compared to content-heavy websites.

5. Conclusion

In conclusion, this project involved the designing and developing a responsive website using HTML and CSS. I created and designed the Cafe Bliss website to provide users with clear information about the café, including menu items and contact details, while also allowing basic interaction through the order form.

Overall, the website meets its main objectives by providing a simple and easy-to-navigate structure. The use of consistent navigation, clear headings and organised content improves usability, while basic SEO techniques such as structured headings and keywords support search engine visibility. Accessibility was also considered through the use of readable text, consistent layout and structured content, although further improvements could be made to better meet WCAG 2.1 standards.

The evaluation of the website highlighted both strengths and areas for improvement, such as enhancing interactivity, improving accessibility features and applying more

advanced SEO techniques. The comparison with other websites also demonstrated the importance of simplicity, accessibility and user-focused design.

Overall, this project demonstrates an understanding of web development concepts and the practical application of HTML and CSS in creating a functional website.

6. References (IEEE Format)

- [1] World Wide Web Consortium (W3C), “Web Content Accessibility Guidelines (WCAG) 2.1,” 2018. Available: <https://www.w3.org/TR/WCAG21/>
- [2] Google, “Search Engine Optimization (SEO) Starter Guide,” Available: <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
- [3] N. Nielsen, “Usability 101: Introduction to Usability,” Nielsen Norman Group. Available: <https://www.nngroup.com/articles/usability-101-introduction-to-usability/>
- [4] BBC, “BBC Homepage,” Available: <https://www.bbc.co.uk>
- [5] GOV.UK, “GOV.UK Homepage,” Available: <https://www.gov.uk>

7. Appendices

Appendix A: HTML Code(index.html)

```
<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<title>Cafe Bliss</title>

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<link rel="stylesheet" href="style.css">

</head>

<body>

<h1>Cafe Bliss</h1>
```

```
<nav>

<a href="index.html">Home</a>

<a href="menu.html">Menu</a>

<a href="contact.html">Contact</a>

</nav>

<div class="content">

<h2>Welcome to Cafe Bliss</h2>

<p>Your favourite place for coffee and desserts.</p>



<p>We serve fresh coffee and pastries.</p>

</div>

</body>

</html>
```

Appendix B: HTML Code(menu.html)

```
<!DOCTYPE html>

<html>

<head>

  <title>Menu</title>

  <meta name="viewport" content="width=device-width, initial-scale=1.0">

  <link rel="stylesheet" href="style.css">

</head>

<body>

  <h1>Cafe Bliss</h1>

  <nav>
```

```

    <a href="index.html">Home</a>

    <a href="menu.html">Menu</a>

    <a href="contact.html">Contact</a>

</nav>

<div class="content">

    <h2 class="page-title">Our Menu</h2>

    <div class="menu-container">

        <div class="menu-box">

            <h3>Drinks</h3>

            <p>Coffee <span>£3</span></p>

            <p>Latte <span>£3.50</span></p>

            <p>Hot Chocolate <span>£4</span></p>

        </div>

        <div class="menu-box">

            <h3>Food</h3>

            <p>Croissant <span>£2.50</span></p>

            <p>Pancakes <span>£5</span></p>

            <p>Cheesecake <span>£4.50</span></p>

        </div>

    </div>

</div>

</body>

</html>

```

Appendix C: HTML Code(contact.html)

```

<!DOCTYPE html>

<html>

```

```
<head>

<title>Contact</title>

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<link rel="stylesheet" href="style.css">

</head>

<body>

<h1>Cafe Bliss</h1>

<nav>

<a href="index.html">Home</a>

<a href="menu.html">Menu</a>

<a href="contact.html">Contact</a>

</nav>

<div class="content">

<h2>Contact Us</h2>

<p>Email: hannahcafe@email.com</p>

<p>Phone: 07123456789</p>

<h2>Place an Order</h2>

<form>

  <label>Your Name:</label><br>

  <input type="text"><br><br>

  <label>Your Order:</label><br>

  <textarea></textarea><br><br>

  <button type="submit">Submit Order</button>

</form>

</div>

</body>
```

```
</html>
```

Appendix D: CSS Code (style.css)

```
body {  
    font-family: Arial, sans-serif;  
    background-color: #f4eee8;  
    margin: 0;  
    color: #2f2f2f;  
}
```

```
h1 {  
    background-color: #1f2a2a;  
    color: white;  
    padding: 20px;  
    margin: 0;  
    font-size: 40px;  
}
```

```
nav {  
    background-color: #b85c38;  
    padding: 12px 20px;  
}
```

```
nav a {  
    color: white;  
    text-decoration: none;  
    font-weight: bold;  
    margin-right: 20px;  
    padding: 8px 14px;  
    border-radius: 6px;
```

```
}  
  
nav a:hover {  
    background-color: #8f4529;  
}  
  
.content {  
    background-color: white;  
    margin: 25px;  
    padding: 30px;  
    border-radius: 14px;  
    box-shadow: 0 4px 12px rgba(0,0,0,0.12);  
}  
  
.page-title {  
    text-align: center;  
    font-size: 32px;  
    margin-bottom: 30px;  
    color: #b85c38;  
}  
  
img {  
    width: 100%;  
    max-height: 320px;  
    object-fit: cover;  
    border-radius: 12px;  
    margin: 15px 0 20px 0;  
}  
  
.menu-container {  
    display: flex;
```

```
    gap: 20px;

    flex-wrap: wrap;

    justify-content: center;
}

.menu-box {

    background-color: #fff7f2;

    border: 2px solid #e2c2b3;

    border-radius: 12px;

    padding: 20px;

    width: 280px;
}

.menu-box h3 {

    text-align: center;

    color: #b85c38;

    margin-top: 0;

    margin-bottom: 20px;

    font-size: 26px;
}

.menu-box p {

    display: flex;

    justify-content: space-between;

    border-bottom: 1px solid #ddd;

    padding: 8px 0;

    margin: 0;

    font-size: 18px;
}
```

```
.menu-box span {  
    font-weight: bold;  
}  
  
@media (max-width: 600px) {  
    nav a {  
        display: block;  
        margin-bottom: 10px;  
    }  
    .content {  
        margin: 10px;  
        padding: 20px;  
    }  
    h1 {  
        font-size: 30px;  
    }  
}  
  
form {  
    margin-top: 20px;  
}  
  
input, textarea {  
    width: 100%;  
    padding: 10px;  
    border-radius: 8px;  
    border: 1px solid #ccc;  
}
```

```
button {  
  background-color: #b85c38;  
  color: white;  
  padding: 10px 20px;  
  border: none;  
  border-radius: 8px;  
  cursor: pointer;  
}  
button:hover {  
  background-color: #8f4529;  
}
```