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Assignment Title: HTML & CSS Web Development

Module Title: Internet Technology and Security

Course Title: Applied Computing

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1. Introduction

This report will include:

- A brief overview of the website created for this project, the relevance of the website and the target audience that will be using the website and the purpose of it.
- Screen shots of all the pages on the website.
- Validation of the HTML and CSS code files and the results of the tests.
- An accessibility evaluation using the WCAG 2.1.
- An evaluation on the on-page search engine optimisation.
- An evaluation of the design, content, usability and improvements.

2. Requirements

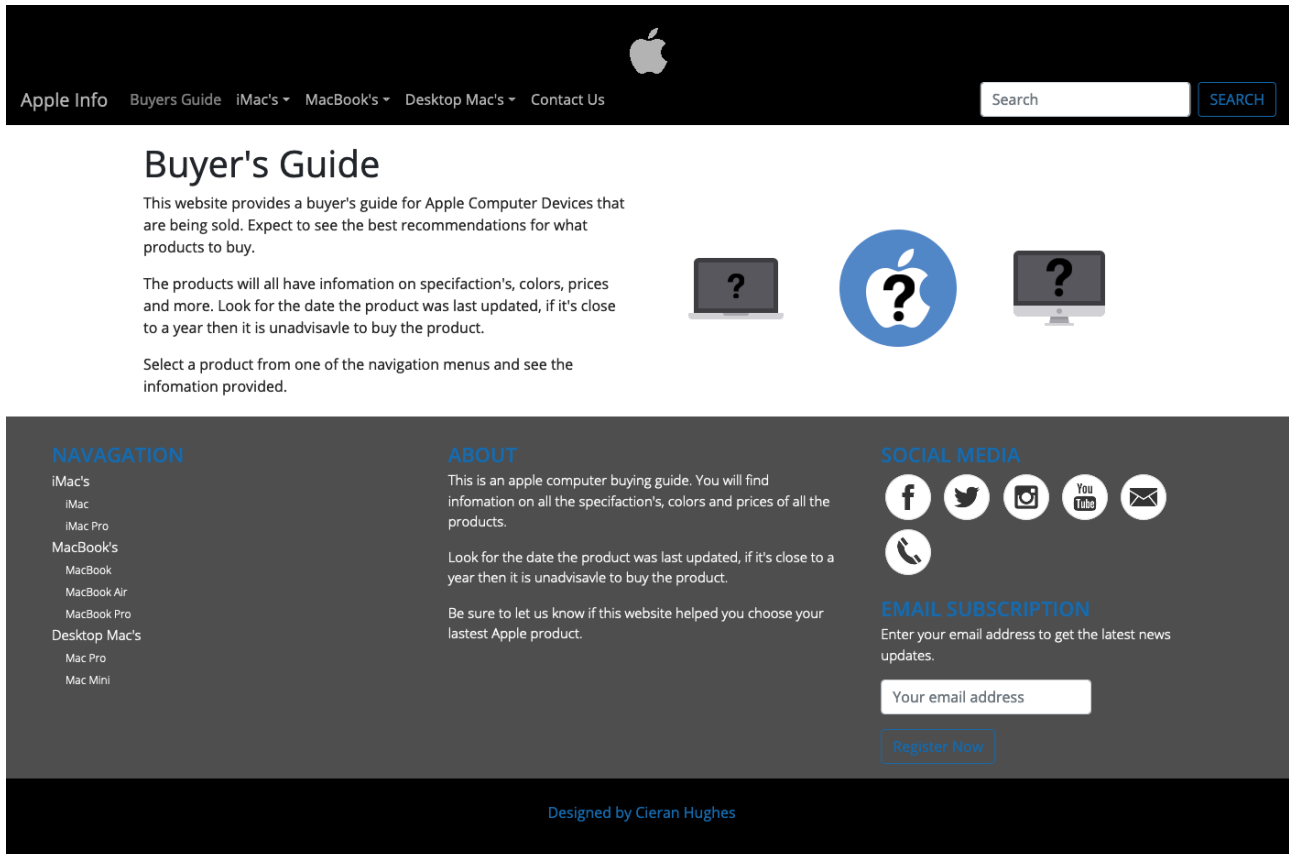
The website that has been created for this report is an Apple Buyers Guide. It shows the computers that have recently been released by Apple and all the information on them. This information will include all specifications from the finish to the hardware combinations of each product. The target audience for this product is anyone looking to update an existing apple computer, or someone looking to buy a new one. As this is the target audience it gives the website a lot of users as there are many people who are looking to upgrade their machine to get a new Apple machine. This makes the website relevant as Apple keep releasing products and their sales of the products are only increasing.

The purpose of the website is it inform the target audience about the new products and help them pick the right one. As on the website it has when the product was last updated and this isn't on Apples official website. This is an important figure as it shown when it will be next updated so the website and inform the reader to wait or not get the product if its being updated soon.

3. Implementation

3.1 Page Screenshots

3.1.1 Home Page



3.1.2 iMac Comparison

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iMac's

The iMac transforms the desktop experience by fitting powerful, easy-to-use technology into an elegant, all-in-one design. The iMac takes that idea to the next level as its packed with the latest processors, faster memory, and phenomenal graphics. All coming to life on the brightest, most vibrant Retina display ever on a Mac.

The iMac Pro It's packed with the most powerful graphics and processors ever in a Mac, along with the most advanced storage, memory, and I/Os all behind a breathtaking Retina 5K display in a sleek, all-in-one design. This machine is for everyone from photographers to video editors to 3D animators to musicians to software developers to scientists, the iMac Pro is ready to turn your biggest ideas into your greatest work.

iMac

(Hover to zoom)

iMac Pro

(Hover to zoom)

Specifaction Table

	PORTS					COLOUR	
	Audio Jack	SDXC Card Slot	USB-A 3	Thunderbolt 3	Ethernet Port	Space Grey	Silver
iMac	✓	✓	✓	✓	✓	✗	✓
iMac Pro	✓	✓	✓	✓	✓	✓	✗

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Look for the date the product was last updated, if it's close to a year then it is unadvisavle to buy the product.

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3.1.3 iMac

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iMac

Apple's iMac is a thin all-in-one desktop computer, available in two sizes with many different build-to-order upgrades you can choose from. The iMac family was updated with quicker processors, faster SSDs, and improved displays in June of 2017.

This product was last updated over 600 days ago.
We do not recommend buying this product as it will be updated soon.



Specification Table

	21.5-Inch Low-End	21.5-Inch Mid-Range	27-Inch High-End
Display	21.5-Inch LED Display	21.5-Inch Retina 4K Display	27-Inch Retina 5K Display
Resolution	1920 x 1080	4096 x 2304	5120 x 2880
Processor	2.3GHz Dual-Core Intel Core i5	3.0GHz Dual-Core Intel Core i5	3.4GHz Dual-Core Intel Core i5
Price	£1,049	£1,249	£1,749
Memory	8GB of 2133MHz DDR4 Memory	8GB of 2400MHz DDR4 Memory	8GB of 2400MHz DDR4 Memory
Storage	1TB (5400-rpm) Hard Drive	1TB (5400-rpm) Hard Drive	1TB Fusion Drive
Graphics	Intel Iris Plus Graphics 640	Radeon Pro 555 with 2GB of VRAM	Radeon Pro 570 with 4GB of VRAM
Finish	Sliver	Sliver	Sliver

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3.1.4 iMac Pro

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iMac Pro

The iMac Pro is Apple's top-of-the-line iMac with top processors, high graphics, Thunderbolt 3, and a unique Space Gray body. New upgrade options have been added to the product in March 2019.

This product was recently updated.
We recommend buying this product as it won't be updated soon.



Specifaction Table

	21.7-Inch Low-End	21.7-Inch High-End
Display	27-Inch Retina 5K Display	27-Inch Retina 5K Display
Resolution	5120 x 2880	5120 x 2880
Processor	3.2GHz Intel Xeon W 8-Core	2.3GHz Intel Xeon W 18-Core
Price	£4,999	£15,699
Memory	32GB of 2666MHz DDR4 Memory	256GB of 2666MHz DDR4 Memory
Storage	1TB SSD	4TB SSD
Graphics	Radeon Pro Vega 56 Processor with 8GB of HBM2 Memory	Radeon Pro Vega 64x Processor with 16GB of HBM2 Memory
Finish	Space Gray	Space Gray

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3.1.5 MacBook Comparison

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MacBook's

The goal with MacBook is to do the impossible: engineer a full-size experience into the thinnest, lightest Mac notebook yet. And not only is it compact — it's more powerful than ever. The new MacBook delivers up to 20 percent faster performance with new seventh-generation Intel Core m3, i5, and i7 processors, and up to 50 percent faster SSD storage.

The MacBook Air is available in silver, space gray, and gold, the new thinner and lighter Mac features a brilliant Retina display, Touch ID, the latest-generation keyboard, and a Force Touch trackpad. The iconic wedge is created from 100 percent recycled aluminum, making it the greenest Mac ever. And with all-day battery life, MacBook Air is your perfectly portable, do-it-all notebook.

MacBook Pro elevates the notebook to a whole new level of performance and portability. Wherever your ideas take you, you'll get there faster than ever with high-performance processors and memory, advanced graphics, blazing-fast storage, and more.

MacBook

(Hover to zoom)

MacBook Air

(Hover to zoom)

MacBook Pro

(Hover to zoom)

Specifaction Table

	PORTS			COLOUR		
	TouchBar	Audio Jack	Thunderbolt 3	Space Grey	Gold	Sliver
MacBook	✗	✓	✓	✓	✓	✓
MacBook Air	✗	✓	✓	✓	✓	✓
MacBook Pro	✓	✓	✓	✓	✗	✗

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3.1.6 MacBook

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MacBook

The MacBook is Apple's thinnest, lightest Macbook with a low-power processor, USB-C, and a revamped trackpad. The MacBook was updated with Intel's new processor, new graphics, an updated keyboard, and a faster SSDs in June 2017.

This product was last updated over 600 days ago.
We do not recommend buying this product as it will be updated soon.





Specifaction Table

	12-Inch Low-End	12-Inch High-End
Display	12-Inch LED-Backlit Display with IPS Technology	12-Inch LED-Backlit Display with IPS Technology
Resolution	2304 x 1440	2304 x 1440
Processor	1.2GHz Dual-Core Intel Core m3	1.2GHz Dual-Core Intel Core i5
Price	£1,249	£1,549
Memory	8GB of 1866MHz LPDDR3 Memory	8GB of 1866MHz LPDDR3 Memory
Storage	256GB PCIe-Based SSD	512GB PCIe-Based SSD
Graphics	Intel HD Graphics 615	Intel HD Graphics 615
Finish	Rose Gold, Space Grey, Silver	Rose Gold, Space Grey, Silver

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IMac

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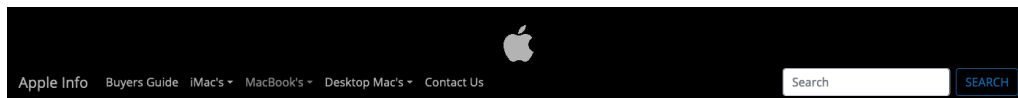
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3.1.7 MacBook Air



MacBook Air

The MacBook Air is available in space grey, gold and silver. The new thinner and lighter MacBook Air has a Retina display, Touch ID, latest-generation keyboard and a Force Touch trackpad. It is equipped with a T2 chip for security and two Thunderbolt 3/USB-C ports.

This product was last updated in 2018, under 200 days ago.
It is still new so we recommend purchasing this MacBook.



Specifaction Table

	13-Inch Low-End	13-Inch High-End
Display	13.3-Inch Retina Display	13.3-Inch Retina Display
Resolution	2560 x 1600	2560 x 1600
Processor	1.6GHz Dual-Core Intel Core i5	1.6GHz Dual-Core Intel Core i5
Price	£1,199	£1,399
Memory	8GB of 2133MHz LPDDR3 Memory	8GB of 2133MHz LPDDR3 Memory
Storage	128GB PCIe-Based SSD	256GB PCIe-Based SSD
Graphics	Intel UHD Graphics 617	Intel UHD Graphics 617
Finish	Gold, Space Grey, Silver	Gold, Space Grey, Silver

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3.1.8 MacBook Pro



MacBook Pro

The MacBook Pro elevates the notebook to a whole new level of performance and portability. Wherever your ideas take you, you'll get there faster than ever with high-performance processors and memory, advanced graphics, amazingly fast storage and more. Last updated on July, 2018, introducing new 8th-generation Core processors, more RAM, True Tone displays, and more.

This product was last updated over 250 days ago.
It is coming to the end of its lifespan, it could be updated September 2019.



Specifaction Table

	13-Inch Low-End	13-Inch Mid-Range	15-Inch High-End
Touch Bar	No	Yes	Yes
Display	13.3-Inch LED Display with IPS Technology	13.3-Inch LED Display with IPS Technology	15.4-Inch LED Display with IPS Technology
Resolution	2560 x 1600	2560 x 1600	2880 x 1800
Processor	2.3GHz Dual-core Intel Core i5	2.3GHz Quad-core Intel Core i5	2.6GHz 6-Core Intel Core i7
Price	£1,249	£1,949	£2,699
Memory	8GB of 2133MHz LPDDR3 Memory	8GB of 2133MHz LPDDR3 Memory	16GB of 2400MHz DDR4 Memory
Storage	128GB SSD	512GB SSD	512GB SSD
Graphics	Intel Iris Plus Graphics 640	Intel Iris Plus Graphics 655	Radeon Pro 560X with 4GB of GDDR5 Memory
Finish	Space Grey, Silver	Space Grey, Silver	Space Grey, Silver

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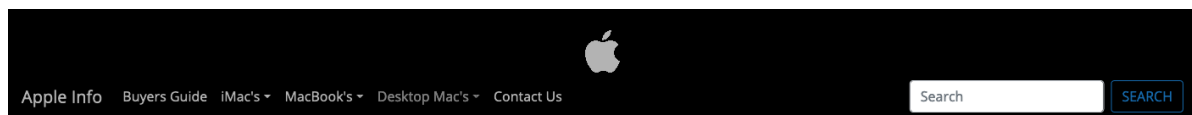
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3.1.9 Desktop Mac's Comparison



Desktop Mac's

The Mac has always been built around a singular vision: to create machines that are as powerful and functional as they are beautiful and intuitive. Mac Pro is a stunning realisation of that ideal. All the elements that define a pro computer — graphics, storage, expansion, processing power, and memory have been rethought and reengineered. So you have the power and performance to bring your biggest ideas to life.

The Mac mini powers everything from home automation to giant render farms. And now with eighth-generation Intel quad-core and 6-core processors and Intel UHD Graphics 630, Mac mini has even more compute power for industrial grade tasks. So whether you're running a live concert sound engine or testing your latest iOS app, Mac mini is the shortest distance between a great idea and a great result. Packing this much power into a small enclosure required an all-new thermal architecture including, a bigger fan, expanded vents, and a redesigned power supply.

Mac Pro

(Hover to zoom)



Mac Mini

(Hover to zoom)



Specifaction Table

	PORTS							COLOUR	
	Audio Jack	Power Slot	USB-A 3	Thunderbolt 2	Thunderbolt 3	HDMI Port	Ethernet Port	Space Grey	Black
Mac Pro	✓	✓	✓	✓	✗	✓	✓	✗	✓
Mac Mini	✓	✓	✓	✗	✓	✓	✓	✓	✗

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3.1.10 Mac Pro

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Mac Pro

Apple's Mac Pro hasn't been redesigned since December, 2013. A new pro machine is rumored to be relised by Apple in 2019.

This product was last updated in 2013, around 2000 days ago.
We really recommend not buying this macine as it will be updated in 2019



Specifaction Table

	6-Core Low-End	8-Core High-End
Display	Supports 3 5K Monitors	Supports 3 5K Monitors
Processor	3.5GHz 6-Core Intel Xeon E5	3.0GHz 8-core Intel Xeon E5
Price	£2,999	£3,899
Memory	16GB of 1866MHz DDR3 ECC Memory	16GB of 1866MHz DDR3 ECC Memory
Storage	256GB PCIe-Based SSD	256GB PCIe-Based SSD
Graphics	Dual AMD FirePro D500	Dual AMD FirePro D700
Finish	Black	Black

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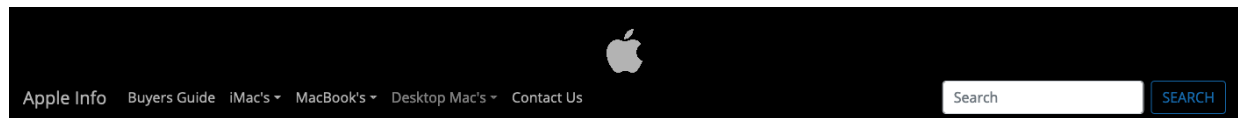
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3.1.11 Mac Mini



Mac Mini

The Mac mini was updated in October 2018 after waiting more than four years without one. The machine has a processors up to five times faster than the previous Mac mini, four Thunderbolt 3/USB-C ports. It also includes Apple's T2 chip for added security.

This product was last updated in 2018, under 200 days ago.
It is still new so we recommend purchasing this Machine.



Specifaction Table

	4-Core Low-End	6-Core High-End
Processor	3.6GHz Quad-Core Intel Core i3	3.0GHz 6-Core Intel Core i5
Price	£799	£1,099
Memory	8BG of 2666MHz DDR4 SO-DIMM Memory	8BG of 2666MHz DDR4 SO-DIMM Memory
Storage	128GB PCIe-Based SSD	256GB PCIe-Based SSD
Graphics	Intel UHD Graphics 630	Intel UHD Graphics 630
Finish	Space Grey	Space Grey

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3.1.12 Contact Us

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Contact Us

Contact us using the using below or on any social media platfroms we are on. Let us know of any imporvments you have, or questions you have for us. We'd love to hear from you.

Social Media

 - Facebook

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 - Email

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Name:

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Subject:

Message:

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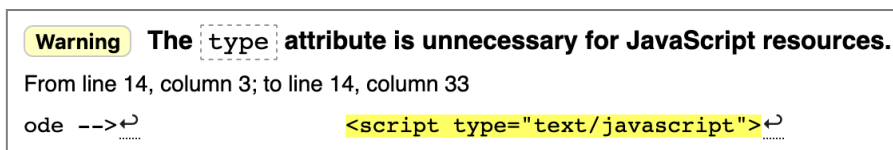
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3.2 Validation

3.2.1 HTML Home Page Code

The only error for the validation of the html code for the home page is below.



As this error won't effect the page and cause a bug it doesn't need to be fixed.

3.2.1 HTML Home Page Code

There were no errors found in the main css stylesheet used on the website. This can be seen below.

Congratulations! No Error Found.

4. Evaluation

4.1 Accessibility Evaluation

4.1.1 Overview

WCAG state rules to comply with when making a website to make it more accessible to people with disabilities [1]. It is important for a website to meet these guidelines as it will help these user access and use the website. There are four principles are: perceivable, operable, understandable and robust.

4.1.2 Perceivable

The first sections is perceivable. These are user interface components, and the guidelines state that they must be presented in a way that they can be perceived [1]. There is a level system that can be met by complying with more of the guidelines. The main part of this section is colour and the contract of the foreground and the background, so the text colour and the background colour is it placed on. The perception of webpages is important and web developers need to need to take full advantage of this [2]. After testing all the combinations of foreground and background colours on my main page, the results (Appendix 1 - Contrast Test Results) show that all of the combinations apart from two meet all of the guidelines. The first of the combinations that done meet is the headings in the footer. This combinations doesn't meet any of the guidelines. The second combination that doesn't meet all the guidelines is the selected tab in the navigation bar. It meets the Level AA, AA18px and AAA18px but not the AAA18px meaning the combination is fine if the font is over 18px, but under 18px it fails. This guideline is the enhanced contrast guideline [2].

4.1.3 Operable

The second sections is operable. This is the user interface components and the navigation [1]. The navigable section in the guidelines has nine success criteria:

- | | | |
|-----------------|---------------------------------|--------------------|
| - Bypass Blocks | - Link Purpose - Context / Link | - Focus Visible |
| - Page Titles | - Multiple Ways | - Location |
| - Focus Order | - Headings and Labels | - Section Headings |

These criteria's are mostly met on the website created. As comparing them one-by-one shows that they are all met bar Bypass Blocks. This aren't met as the bypass blocks isn't needed as the information on the webpages is minimal so there is no need for options to skip over blocks of text.

4.1.4 Understandable

This section is important to the accessibility to a website as if it isn't understandable then it's not usable causing a barrier to the accessibility of the website [3]. This section can be split into two sections, readability and input assistance.

The first section, readability is making the content readable and understandable [1]. This is mainly the language used. The guideline says that if abbreviations are used there must be a mechanism for identifying the expanded form [1]. It also says that if jargon is used there must also be a mechanism for identifying the specific definition [1]. This is ok for my website as there are no abbreviations used and the jargon is kept to a minimum meaning there is no need for a mechanism for identifying the language used.

The second section is input assistance. The levels achieved by the website in this section is, Level A on error identification as the email field detects invalid email addresses and prompts the user to enter a valid email address. Level A on labels or instructions as the guideline says,

"Labels or instructions are provided when content requires user input." [1]

In all the fields where the user needs to input data there is a label saying what information needs to be put in.

4.1.5 Robust

This is the fourth section in the and in the document the overview of the section states:

"Content must be robust enough that it can be interpreted by a wide variety of user agents, including assistive technologies." [1]

This means that not all people accessing the website will be using the same technology, there will be people on different operating systems, browsers and different versions of these different components [4]. So sites need to be made to deal with this as it will give the user the freedom of choice to choose their own technology.

The guidelines for this section are very brief but just state that all the tags must be closed, IDs are unique and there aren't duplicated attributes [1]. This is saying the code must be correct and not written sloppy as this will be more likely to cause bugs. My website complies with all the guidelines of this section as the three guideline points in the section are all met.

4.2 Completed Website Evaluation

4.2.1 Design

As spoken about before, looking at the contrast of the background and foreground colours, in areas this can be improved. The main area is the footer headings. This is the case as it scored low on the WCAG contrast section meaning it is harder to see. The blue needed to be a lighter shade to make it easier to see.

When looking at the website, the repetition of the design layout helps the reader follow the website with a normal flow. This is the case as the design on all the pages follows one of two layouts. The first has a title, an overview block paragraph, an image and then an information table. This keeps the reader flowing down the page to the image and then the table and not letting them stop reading and working out where to go next. This is important as it keeps them on the page. The second design layout is only on two pages, the Home page and then Contact Us page. This layout is a title and two columns of information, always one of these columns has less information on it than the other as there is one main column. Looking at the home page the reader will read the first paragraph, then look at the images on the right. Then looking at the contact us page. They will read the paragraph on the left and then look at the social media tags. After this naturally the contact form on the right will catch their eye.

When looking at the alignment of all the items on the pages, in their area they are centred as this makes it easier to look at. So all the images and the tables are in the middle of the page. Then depending on the page layout the headings are either right justified or also centred. In the footer all the headings are left aligned and there are three sections, each an equal third of the page.

When designing the pages, the spaced between the elements was important to get right as this will change the feel of the page dramatically. If the spacing was too small then all the element would look squashed and the page would have too much going on. But if the gaps are too much then the elements will looked too spaced out and the page won't flow as well as it could. After trying many variations i settled on what I thought was the correct spacing.

4.2.2 Usability

The website is very usable as there is two methods of navigation and all of the navigation link are in the same place on every page. Also all the buttons are formatted the same so that the user can recognise the buttons when scanning the page.

4.2.3 Content

The content on the website is the most important part of the website as it is a website based on informing the reader on the topic, so if it isn't accurate the website will be invalid and have no purpose. It would be nice to see more information on the website on each of the products as it is slightly brief but still give enough information to get by.

4.2.4 Improvements

If there was to be recommendations for improvements for the website the first one would be the contrast in colours. The footer headings are hard to read and it would improve the look and ease of reading if these colours were changed to make the writing easier to read.

Another recommended improvement would be to add more information to the product as it will improve the function of the website as the functions is to provide information on the product. But as this is the function then unless the website had all the information ever realised on the product it could always have more. There is a fine line of too much information that would cause the reader to get board and too little information.

4.3 On-Page SEO Evaluation

4.3.1 SEO Friendly URLs

To get a SEO friendly URL there the URL needed to comply with two different standards. The first one of these is having a long URL. It isn't advised to have a long URL as it will be confusing to make out what the page topic is, google will use the first 3-5 words in the URL to determine the topic of the page [5]. Using short URLs help the single place rank better, but if this method is used across the whole website then it also helps the whole website rank higher. The second one of these is making the link enticing. Lots of people look a the URL to see where the link will take them, so using symbols, uppercase letters or number is bad practice. This is the case as it makes the URL look less confusing and gives you more of a chance of them using the link.

The links that are used on my website follow these standards. After the resource name, the files are called simple names that explain the topic of the page, these words are all lowercase and are spread out by dashes.

4.3.2 Time Spent on Page

If someone exits the landing page of the website then google immediately know this and flag the page as a bad page that had bad content. To figure this out google has developed 'Dwell Time' [6]. This is a process they use to see how long a user spends on the page. The higher the dwell time the more likely they are to put you website higher in the results. To boost dwell time there are many techniques, but they all mainly make sure that the user stays on the page. Some of these are the use of multimedia, animations and long content [6].

I've implemented all of these in to aspects of my website. There is lots of images to keep the user interested on the website, there is different animations on different pages to stop the user from being bored from reading text but there is also long content to keep them on the page.

4.3.3 Conclusion

All of these techniques add up to give the website a higher rank that google will give it. This all then translated to it being higher in the result list giving it a good on-page search engine optimisation.

5. Appendix

5.1 Appendix 1 - Contrast Test Results

HISTORY			SHARE HISTORY		SAVE PDF
STATUS	FOREGROUND	BACKGROUND	SAMPLE		
AA AAA AA 18+ AAA 18+ P 531 Ratio: 8.32	#FFFFFF (255,255,255)	#4E4E4E (78,78,78)	SAMPLE TEXT sample text	SAMPLE TEXT sample text	✕ REMOVE ↻ SHARE
AA AAA AA 18+ AAA 18+ F 180 Ratio: 1.49	#176BAE (23,107,174)	#4E4E4E (78,78,78)	SAMPLE TEXT sample text	SAMPLE TEXT sample text	✕ REMOVE ↻ SHARE
AA AAA AA 18+ AAA 18+ P 537 Ratio: 10.02	#B3B3B3 (179,179,179)	#000000 (0,0,0)	SAMPLE TEXT sample text	SAMPLE TEXT sample text	✕ REMOVE ↻ SHARE
AA AAA AA 18+ AAA 18+ M 384 Ratio: 5.32	#808080 (128,128,128)	#000000 (0,0,0)	SAMPLE TEXT sample text	SAMPLE TEXT sample text	✕ REMOVE ↻ SHARE
AA AAA AA 18+ AAA 18+ P 765 Ratio: 21	#000000 (0,0,0)	#FFFFFF (255,255,255)	SAMPLE TEXT sample text	SAMPLE TEXT sample text	✕ REMOVE ↻ SHARE

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