

WWW102 ASSIGNMENT 1 WORKSHEET

My client's industry is sports drinks.

These are the sites I looked at:

- <https://rightwaycanada.com/>
- <https://mapleimmigration.ca/>
- <http://www.actionimmigration.ca>

CONTENT-BASED FEATURES

1. Besides a home page, what other pages do these sites have? How many pages make up each of these sites? What content will be present on each page?		
Site 1	Site 2	Site 3
About Us, Contact Us, Immigration, Sponsorship, Study permit, Visitor Visa, Super Visa, Citizenship. It has 13 pages. Each page contains relevant information on how to get a special type of Canadian visa.	About, Contact, Programs, Book a schedule, Employers. It has 10 pages. Programs page contains the different ways to get a visa as a visitor or permanent resident of Canada.	About us, News, Free assessment, Immigration Programs, Useful Links, Booking, Contact Us. It has 8 pages. It is a bi-lingual website.
Based on this information, what will you do for your site?		
I will create "About" and "Contact" pages and refer to the different types of services in the home page.		

2. Search Engine Optimization (SEO) – What <meta> tags are present? Are the key words and description relevant?		
Site 1	Site 2	Site 3
No meta tag for keywords. Description meta tag has detailed information. This site is optimized with the "Yoast SEO plugin v9.5". A "WordPress" website.	No meta tag for keywords. Description meta tag is almost relevant. It covers a minor part of website services. A "WordPress" website.	Description meta tag without detailed information. No meta tag for keywords. It is a "Jumla" website.
Based on this information, what will you do for your site?		

I will add meta tags for keywords and a comprehensive description also I will use robots meta tag for my web site to be indexed and followed by search engines.

3. Social Media – Which ones are present on each site? Does it make sense for this industry to use them? (Refer to audience in #5.)

Site 1	Site 2	Site 3
<p>It contains Tweeter, Facebook, Instagram, Vimeo, Pinterest, Linked-in, Google+ and youTube.</p> <p>Social media is an essential way for being in touch in this industry because the audience mostly live abroad and social media are the easiest way for them to get connected.</p>	<p>It contains Tweeter, Facebook, Instagram and youTube.</p> <p>Social media is an essential way for being in touch in this industry because the audience mostly live abroad and social media are the easiest way for them to get connected.</p>	<p>It uses Telegram and Facebook.</p> <p>Social media is an essential way for being in touch in this industry because the audience mostly live abroad and social media are the easiest way for them to get connected</p>

Based on this information, what will you do for your site?

I will use social media for sure.

4. Site Metaphor - What message or feeling does each site convey?

Site 1	Site 2	Site 3
<p>Decision making, choosing the way. Reputation.</p>	<p>Exploring, traveling to new places. Dreams are coming true.</p>	<p>Canadian proud, honor</p>

Based on this information, what will you do for your site?

I will use both decision making and exploring in my web site.

5. Audience – Who is this site made for or marketed towards? Think demographics.		
Site 1	Site 2	Site 3
Mostly non-Canadians. people all around the world who are looking for a better future and place to live and work Adults. All genders.	Mostly non-Canadians. People all around the world who are looking for a better future and place to live and work. Also Canadian employers who are seeking skilled workers or caregivers among non-Canadians. Adults. All genders.	Mostly Non-Canadians. Farsi speaking people. Adults. All genders.
Based on this information, what will you do for your site?		
Mostly non-Canadians. people all around the world who are looking for a better future and place to live and work Adults. All genders.		

STYLE-BASED FEATURES

6. COLOUR – How many? What is the accent colour? What is the background colour? How would you describe the colours and the colour palette? Do they fit the client's industry?		
Site 1	Site 2	Site 3
Black text, white background, Occasionally red and gray. Branding color is red.	Mainly red for text and white background with a very large mp4 video filled almost half of the home page.	A dark red brand accent colour. Light gray background. Dark theme for the header and footer.
Based on this information, what will you do for your site?		
I will use red color because it is the color of maple leaf in the Canadian flag.		

7. Use of images – How many? How big? Where are they located? How are they used to convey content? Are they decorative?		
Site 1	Site 2	Site 3
A large slide show located at the top of page, consists of a maze and the Company logo and its employees. A medium size picture of the company founder. The slide show is decorative and meaningful. Six small images related to the advantages of the company in the middle of the home page with. A beautiful layout. Company logo at the top left.	Pictures of Canadians of all genders and all ages. A very large movie of the nature of Canada. A Youtube movie from the founder in the middle. Company logo at the top left.	One big Image in the header. Company logo at the top left. Two small flags for bilingual contents.

Based on this information, what will you do for your site?

I will add a couple of pictures of attractions of Canada for my home page. May be Canadian flag. Not very large and no more than 10 images.

8. Layout – Single column or multi-column or a combination? Why is this layout a good choice for the content?

Site 1	Site 2	Site 3
Multicolumn. It looks good. Specially the layout of "Why choose Right way" section. There is a harmony with the number and variety of the contents. Also pictures in this section are meaningful.	Mainly multicolumn. I didn't find any special or innovative design.	Multicolumn. Nothing special or attractive.

Based on this information, what will you do for your site?

I will create a multi-column website. I think three columns will be good looking and have enough space for the corresponding contents.

9. Font choices – How many? What type? Where are they used?

Site 1	Site 2	Site 3
Four fonts. I didn't find their names. I liked the one used for the navigation at the top.	Two fonts. One for headings and for paragraphs. Google fonts plus Font awesome.	Four fonts. Tahoma, Geneva, Arial, Helvetica.

Based on this information, what will you do for your site?

I will use two or maximum three fonts for my website. I will pick them from Google Fonts and/or Font squirrel.

10. Navigation – Where is it located? What links does it have?		
Site 1	Site 2	Site 3
it is stretched all over the top of the page. About us, Contact us, Immigration, Sponsorship, Study permit, Visitor Visa, Super Visa, Citizenship	It is on top-right of the page. It has About us, Contact, Programs, Book now, Employer and Get started	It is on top of the page above the large picture. It contains About us, News, Free assessment, Immigration Programs, Useful Links, Booking and Contact Us.
Based on this information, what will you do for your site?		
Home, About us and Contact us pages.		

Other things of interest

11. Did you discover anything else of interest? Web accessibilities strengths or weaknesses, slide shows, animations, effects, other curiosities, first impression, etc.		
Site 1	Site 2	Site 3
It is a WordPress website so it has some accessibility feature like ARIA-* attributes. I don't like the size of the slide show but contents are good.	Rarely used semantic elements. Lots of inline styles and scripts. Some web accessibility considerations.	Weak web accessibility. Not attractive layouts and fonts.
Based on this information, what will you do for your site?		
I will use HTML5 with semantic elements. Styles will be in a separate file.		

When you are finished this worksheet, save it as a pdf and submit it as part of your assignment by uploading it to your "assignment_102_1" subfolder. Create a link to it on your design_rationale.html page.