Website Design Specification
Element 3
Module:

Website Design Specification

1. Introduction

This document specifies the purpose and contents of an Estate Agents website called "Hendon Land Lettings", where web users can anonymously view properties for renting around the Hendon[1] area. The types of properties available on the website will vary according to the number of bedrooms and the price, the two main criteria that the user can employ to search for properties.

The "Hendon Land Lettings" will have a specific focus in teachers and young families, taking into account their specials need of having a property close to a primary or secondary school. Therefore, another of the criteria that the website users can utilise at the time of searching for rented property (always within the Hendon Area) is the location of a school in Hendon, how far the property will be for a given school.

The website will also contain a small section with a handful of properties for sale, in order to standardise the portfolio of what it is expected from an Estate Agents, but the main focus of the business activity for the website is renting.

The intended audience of this website will mainly be mid-age working-class people from 25 to early 40s who are looking for renting a property around the Hendon area. This group of people will include newly graduated teachers and young families. The minimum rent of the property per month will be £500; therefore the intended audience is expected to have certain level of economic power to spend in renting.

2. Site-map Diagram

Due to the amount of web sites fulfilling this service (the service of renting properties), the navigation menu has to be very friendly and intuitive, with access to all the pages of the website on the top banner. Some of the pages that I will include are:

Home
Renting
Registration
Links
About Us
Help
FAQ (Frequently Asked Questions)

Each page will display at the bottom a quick link to the help and FAQ pages. Also, the logo for the company will be displayed on the top left corner. education

3. Page Layout

Though still in the early stages, this is more or less how the website will look. The two keys attached to a read house is the actual logo of the company, and every time you click on it you will be re-directed to the home page. The main menus will be displayed at the top of every page, giving quick access to any part of the website for the users.

Hendon Land Lettings

Welcome to Hendon Land Lettings, where you will find the property you are looking for at an affordable price. Our offices are located in Hendon Road (NW10 1AB), just outside the tube station.

Come an visit us for the best prices!

The background colour has intentionally being left blank to enhance the text and the pictures. The name of the company is on a bigger font and with red colour to catch the eye and make it attractive.

4. Form Details

The registration page will include a page similar to this one displayed. The user is asked to input some confidential information like his/her surname and e-mail, and configure the alert settings that will receive by e-mail.

To validate the entries in the form a properly fill in or selected, I will use Java scrip code validation available free to use in this website: http://www.w3schools.com/JS/js_form_validation.asp

Hendon Land Lettings

Home - Renting - Registration - Links - About Us - Help - FAQ

Please complete the details below to received regular updates about properties available in the Hendon Area:

Name [   ]   Surname [   ]

E-mail [   ]

Alert settings:

Type of property:

○ House
○ Flat
○ Room

Price per month:

○ £150 - £350 pcm
○ £350 - £550 pcm
○ £550 - £800 pcm

[Submit]

5. *Web Accessibility*

One of the reasons of choosing the white background colour is to help people with colour blindness, by removing any background colour that could potentially disrupt the reading of the website.

The minimum size of the font in 12 to help easy reading, and the colour of the font use is black, so that it contrasts well with the white background colour.

I also would like to put a footer on each page of the website with a link to the accessibility standards and guidelines policy as stated in this bbc webpage that I include as an example: http://www.bbc.co.uk/accessibility/bbc/standards.shtml

6. *Security Considerations*

The website will not have any encrypted page, and all of them will be tested to work under different web browsers like Internet Explorer and Firefox. However, the registration form should include some sort of limitations by IP address, preventing the same machine to register again and again, thus limiting the possible usage of the website by spammers.

Though I will be overlooking the security, I believe it is wiser to entrust it in the capable hands of the people who will host my website. Considering that it is vital for a Estate Agent Company to have a website running 24x7, I will stress that the host company ensure my website is always available and can support a reasonable amount of hints without degrading its access.

References

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[1] Hendon suburb. http://en.wikipedia.org/wiki/Hendon [Accessed 19 May 2010]