Criterion B: Analysis

Proposed solution

Keith and I initially considered the following options:

- Flyers posted through local doors
- Advert in the local papers
- Advert in shop windows
- Website using software on my computer eg. Microsoft Word, Notepad, Adobe Dreamweaver
- Use of pre-designed web based templates and using Web 2.0 tools

After discussing the advantage, disadvantages and feasibility of the various solutions, Keith and I chose to create a website.

Requirement specification

IT System requirements
- Hardware – PC with Internet connection, memory stick for backup
- Software – Notepad, Adobe Dreamweaver, Photo editing software such as Adobe Photoshop, web browser (i.e. Internet Explorer, FireFox, Opera), FTP software

System interaction
- The proposed website would need to work with the software on the ISP server
- Ensure that his website functions correctly in a range of browsers such as Internet Explorer, Mozilla Firefox and Opera.
- Dreamweaver is already installed on my PC.

Input / output requirements
Input requirements
- Text about the business and references, personal profile and contact details will be provided by Keith.
- Image files in jpeg format as thumbnails and full size for the galleries on the website: Architecture and Stained Glass, Portraiture and Fashion, Travel and Natural History

Output requirements
- Sections of the website to include Architecture and Stained Glass, Portraiture and Fashion, Travel and Natural History , home page, profile and services and contact information.
- Consistent page layout with organizational colours and images
- Images and text are to be displayed in a browser.
- The thumbnails are to be clickable and linked to full size image files which then display in browser.
- Alternative text to be provided for the images.

Processing

- Clicking on the images to generate a full size image.
- Clicking on the e-mail link will generate a blank e-mail
- Clicking on menu items to navigate through the website

Security

- The website files would be secured against unauthorized access by the use of a username and password protected system as part of agreement with the ISP.
- Images on the website are to be protected by including a watermark
- The image is then saved as a JPG

Specific performance criteria to test functionality

To measure the effectiveness of website
a) Provide an easily navigable system to showcase his photographs
b) To create a website that has a consistent style throughout
c) To create a website that provides an easy way to contact Keith to enquire about purchasing photographs
d) To develop a secure method to avoid photos being copied and pasted by users without charge and hackers gaining access to the files stored online

Justification of chosen solution

We believe the website will provide maximum access to Keith's photography and services and at the same time resolve the lack of income of the business.

Keith wants to provide a relatively cheap method of publicizing his work in a short timeframe to a maximum number of people. He feels that the use of a commercial solution, such as using a web design company may be too expensive for his limited budget and the income he obtains from the site will not pay for this work, even though it may be superior in quality to this solution. The alternatives such as producing a flyer, poster using desktop publishing software are not realistic as Keith still needs to work full time to supplement his income to pay his mortgage etc and would not be able to spend the time creating the paper product or finance the cost of distributing it. The newspaper advertisement is expensive and all of the advertising is in black and white which will not adequately display any images that Keith includes of his work.

Keith also felt this was a better solution than using an online template as it gives his website more flexibility to reflect the creativity of his work.

This website will allow for changes in his business direction to be publicized more rapidly and allow, eventually, for a method for customers to buy photos online

I have chosen to do this project as I have used Dreamweaver a lot, have it installed at school and on my home PC. As I have used photo editing software in school and at home for many years. The clients PC has Internet Explorer and a connection to the Internet. The website will be secured by requiring it to be uploaded onto the Internet through a secure FTP connection, once it in place the ISP.

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