

# Small Business Website Revisited

## by Harideep

### Jenkins Butcher Shop

### Changes/Improvements

In this report I will be discussing the changes and improvements I have made on the Small Business Website submission, for my picked topic, Jenkins Butcher Shop.

All the changes that I made were a result of David's feedback from the last submission, my own touches, as well as the requirements that were mentioned in the deliverables of the SBW Revisited assignment. I have categorized the changes that I have made in this list:

1. Improved Images
2. Improved Semantics in Code
3. Addition of CTA Button
4. PHP Includes
5. JS Implementation
6. Responsiveness

# Improved Images

One of the major issues with my last submission was the number of unoptimized images in the code, so that became my priority to fix. I decided to use Adobe Photoshop to adjust the resolution as well as to make sure the file size of the images is well below 1MB, while trying to be in the range of below 200KBs in most cases. The optimized images make the website much more accessible to those on limited network connectivity and/or limited data bandwidth.



On top of that I also noticed that several images in my code were getting squished when the screen

width was getting smaller. The resolution of the images was getting completely disproportionate. Hence, I decided to fix that, especially for the 'hero' image that was coincidentally unoptimized as well.

One of the other issues was the logo was too small, which made the brand not come through. Hence, I made sure to update that, and to include the name of the website as a welcome to the user for my branding to work well.



## Improved Semantics in Code

This probably had to be one of the biggest works to be completed for the revisited version of the website. As mentioned in David's feedback, there was an excessive use of the 'h5' tag as well as 'article' tag, when, those were not really required in the context of my website. I realised that using

appropriate 'div' tag with an apt 'id' is makes much more sense than using the incorrect semantic. Hence, I decided to change that, and made sure to remove all the irrelevant tags from the semantics of the code.

```
<div class="banner"><div class="banner">
  <article>                <div class="bann
    <h2>"Low stor          <p>"Low stor
                  </div>
  <article>                <div class="bann
    <h2>"Open on f        <p>"Open on f
                  </div>
  <article>                <div class="bann
    <h2>"We const         <p>"We const
                  </div>
                          </div>
```

The heading levels were also very inconsistent as mentioned in the feedback, for example I was using 'h6' tag in the footer which was not appropriate. I made sure to implement the correct heading structure this time.

```
<article><!--  
  <h6>Contact  
  <address>5  
  <p>London  
  <p>+44 786  
</article>  
  
<ul>  
  <li>Contact Us  
  <li>Tel:020  
</ul>  
<ul>  
  <li>Opening Hours  
  <li>Monday  
  <li>6:00  
</ul>
```

I have also implemented a new version of the Products page which has more colours associated to it that give the website a vibrancy overall.

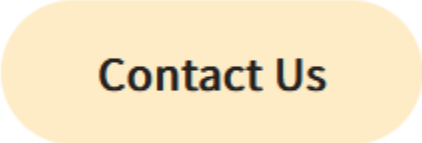
## Fresh Pork

Our lean pork is a great supplement to your healthy diet because it is high in protein and abundant in vitamins and minerals. Creatine, taurine, and glutathione are a few bioactive meat substances found in pork that may have a variety of health benefits.

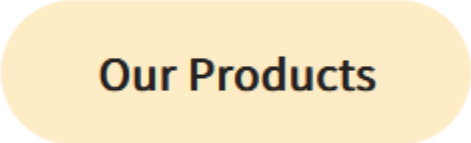


## **Addition of CTA Button**

One of the major things I felt that were missing from my website was an appropriate CTA button for the user to immediately go to the information they are in need. I decided to update the landing page of my website to accommodate two CTA buttons i.e., one for going to the Contact Us page and the other one to go to the Products page, as I felt those were the most relevant ones that the user would go to in terms of UX of the website.



**Contact Us**

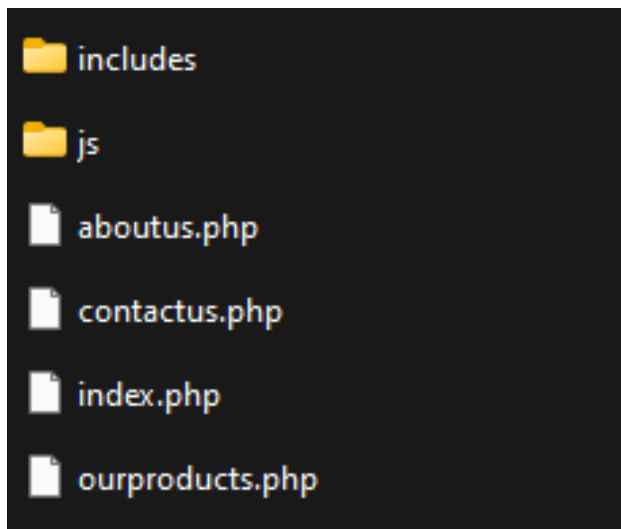


**Our Products**

## **PHP Includes**

As required by the assignment submission, I have used PHP includes to improve the modularity of my website. I have used the PHP includes for the header (header.inc.php) and the footer (footer.inc.php). The

header of my website includes the navigation hence, I did not require to create a separate PHP include for navigation. I realised the use of PHP to be beneficial in over modularity of my website.



## JS Implementation

I have implemented a simple JS code to my website which checks the current time and compares it to the store opening time to communicate the to the user the status of store.

If the current time is between 6:00AM and 11:30PM on any day of the weekday, then it shows the user

that the store is open. Otherwise, it prompts user to check the timings for the store opening.

```
var now = new Date();

var currentStatus = function () {
  var storeStatus = document.getElementById('store-status');
  var currentHour = now.getHours();
  var currentMinutes = now.getMinutes();

  if (currentHour == 23) {
    if (currentMinutes < 30) {
      storeStatus.innerHTML = 'Greetings, We Are Open!';
    }
  } else if (currentHour >= 6 && currentHour <= 23) {
    storeStatus.innerHTML = 'Greetings, We Are Open!';
  }
  else {
    storeStatus.innerHTML = 'Sorry, We\'re Closed. Please Check Timings.';
  }
};

setInterval(currentStatus, 0);
currentStatus();
```



# Responsiveness

As discussed earlier, I have made sure to improve the responsiveness of the website. One of the major issues being the resolution of the images getting squashed upon reducing the screen width.

I have made sure to maintain the aspect ratio of the images used on smaller screens.

Also, I have used 'float' property appropriately to adjust the content-image based on the screen size.

