

WSQ WordPress Website Creation Summative Assessment

Individual Project

Prepared By	
Name of Learner:	Benjamin Song
Signature	<i>Benjamin Song</i>
Date	3 November 2025

Instruction:

The Individual Project consists of **THREE** Parts. You must complete all tasks indicated in each part.

Part 1: WordPress Website Design Blueprint

Identify the business and user requirements for your WordPress website project.

Suggested Prompt:

I am doing a website for my business running a [retail cafe]. Can you help me identify 4 business and user requirements each, for my wordpress website? Keep it short.

Business Requirements

1. **Purpose and Goals:**
 - o corporate presence
 - o Increasing sales, improving brand awareness, and generating leads?
2. **Design and Branding:**
 - o Business and professional
3. **Functionality and Features:**
 - o Contact form and whatsapp button for parents to contact us immediately

User Requirements

1. **User Experience (UX):**
 - o Intuitive navigation and ease of use.
 - o Responsive design for optimal viewing on various devices.
2. **Content Relevance and Quality:**
 - o Relevance, accuracy, and quality of the content provided.

	o Engaging and valuable content for the target audience.
Define the purpose, target audience, and key features of the website.	Suggested Prompt: Help me to define the purpose, the target audience, and the key features for my website. Keep it short. Target Audience: Parents with kids 13-18 yo Functionality and Features: Contact form and whatsapp Purpose of a Business Website 1. Rank high on google search engine and get potential customers to fill up the contact form or whatsapp us for enquiries. Key Features of a Business Website 1. Homepage: The front page that introduces the business, its value proposition, and main navigation. Include a video to describe the common issues with students' learning nowadays. 2. About Us Page: Provides background information about the business, its history, team, and values, including the profile of the teachers. 3. Programme - Types of tuition: Detailed pages about the services offered, specifications, photos, or videos. 4. Contact Information: Essential details like physical address, phone number, email address, and a contact form.

	5. Testimonials in the form of a gallery.
Develop a comprehensive blueprint that outlines the structure, layout, and key components of your website	Prompt: Develop a WordPress website design blueprint that outlines the structure, layout, and key components of your website. Include details about the chosen theme and plugins. Keep it short. 1. Website Structure Homepage ● Header: Includes logo, navigation menu, and contact information. ● Hero Section: A large banner image or slider with a call-to-action (CTA). ● About Us Snippet: Brief introduction to the business or service. ● Services/Product Overview: Highlight main offerings with links to detailed pages. ● Testimonials/Reviews: A section for customer feedback. ● Blog/News Teaser: Latest blog posts or news updates. ● Footer: Contains contact details, social media links, quick links to important pages, and newsletter signup. About Us Page ● Detailed company background. ● Team member profiles, including profiles of the teachers, HODs, etc. ● Mission and vision statements.

Programme Page

- Individual pages for each service or product; programmes such as lower secondary science and math, upper secondary chemistry, physics, e math and a math, JC Math and Chemistry.
- Detailed descriptions, pricing, and images or videos.

Blog

- Regularly updated articles or news.
- Categories and tags for easy navigation.
- Comment section for user engagement.

Contact Page

- Contact form using Divi.
- Google Maps integration using divi code module
- Contact details and operational hours.
- FAQ

2. Layout and Design

- **Theme:** Divi theme for a flexible and customizable layout.
- **Color Scheme:** Align with brand colors; ensure good contrast for readability; blue and pink
- **Typography:** Consistent and web-friendly fonts. Use San Rifs and Calibri
- **Responsive Design:** Ensure the website is mobile-friendly.
- **Accessibility:** Follow WCAG guidelines for accessibility.

3. Key Components

Navigation

- Clear and intuitive menu structure.
- Sticky navigation header for easy access.
- Include secondary menu bar for email contact and phone number

Content

- Engaging and high-quality content.
- Use Canva for custom graphics and images; pexels for royalty-free images and videos
- Videos and infographics where applicable.

Call to Action

- Prominent CTA buttons on the homepage and relevant pages.
- Contact form on every subject page

SEO

- Use Yoast SEO for on-page optimization.
- Structured URLs, meta tags, and alt text for images.

Social Media Integration

- Links to social media profiles.
- Social sharing buttons on blog posts.

	E-commerce Components (if applicable) • Product catalog with filters. • Shopping cart and checkout process. • Secure payment gateway integration. Security and Performance • Use Wordfence for security measures. • Implement caching with W3 Total Cache for performance. • Regular backups with UpdraftPlus. Interactivity • Click to Chat for instant communication. • Popups for Divi for special announcements or offers.
Select and recommend appropriate design tools, themes, and plugins for your WordPress website project	Prompt: Help me choose and recommend appropriate design tools, themes, and plugins for my WordPress website project. Include some essentials plugins like Yoast, Solid security, click to chat, popup for divi and updraft plus. I am going to use Divi page builder. Keep it short.

Design Tools

1. **Canva:** An excellent platform for creating custom graphics, Canva is user-friendly and offers a wide range of templates and design elements. It's ideal for creating visuals for your website, like banners, blog graphics, and social media posts.
2. Gemini for AI text-to-image generation
3. Photoshop

Design Theme

Minimalist Design

Key Characteristics

Simple, functional, limited colour palette, ample white space, minimal graphics

Essential Plugins

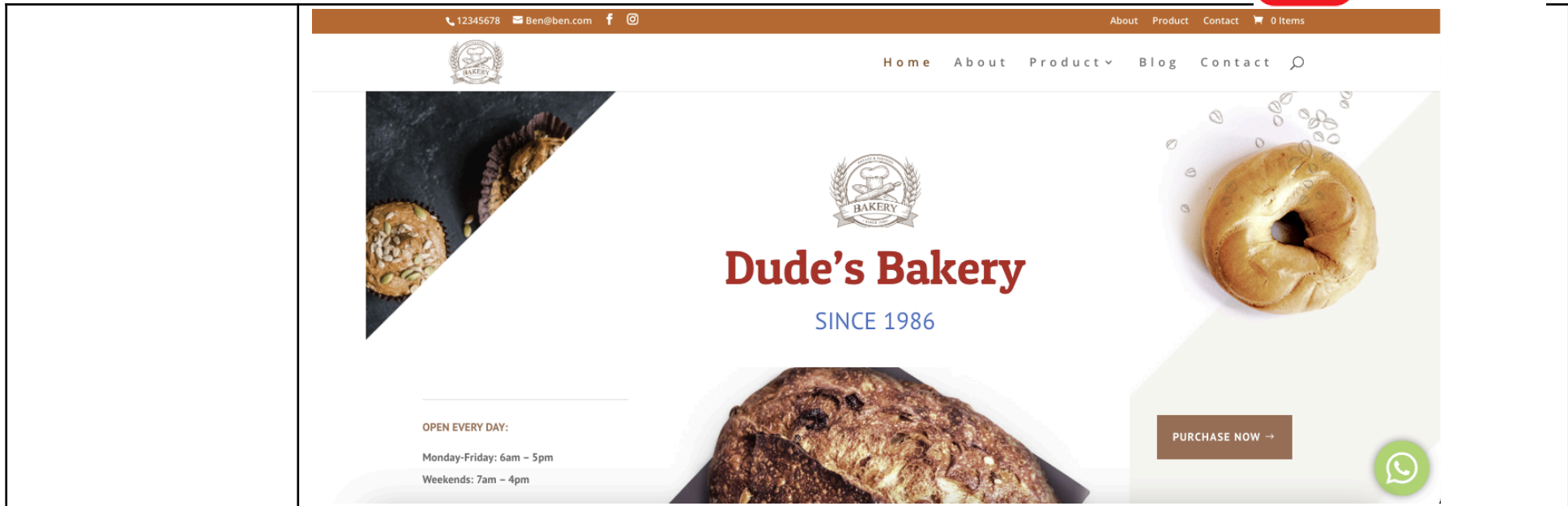
1. **Yoast SEO:** This plugin is essential for optimizing your WordPress site for search engines. It helps with creating better content, improving readability, and ensuring your pages are SEO-friendly.
2. **Click to Chat:** Allows you to integrate WhatsApp chat functionality into your website, making it easy for visitors to contact you directly.
3. **UpdraftPlus:** A must-have for backups, UpdraftPlus allows you to schedule automatic backups and store them on various cloud services.
4. **Solid Security:** Provides robust security features like firewall protection, malware scan, and login security to protect your website from threats.
5. Popups for Divi: use it for contact form so that the user can focus on submitting the form

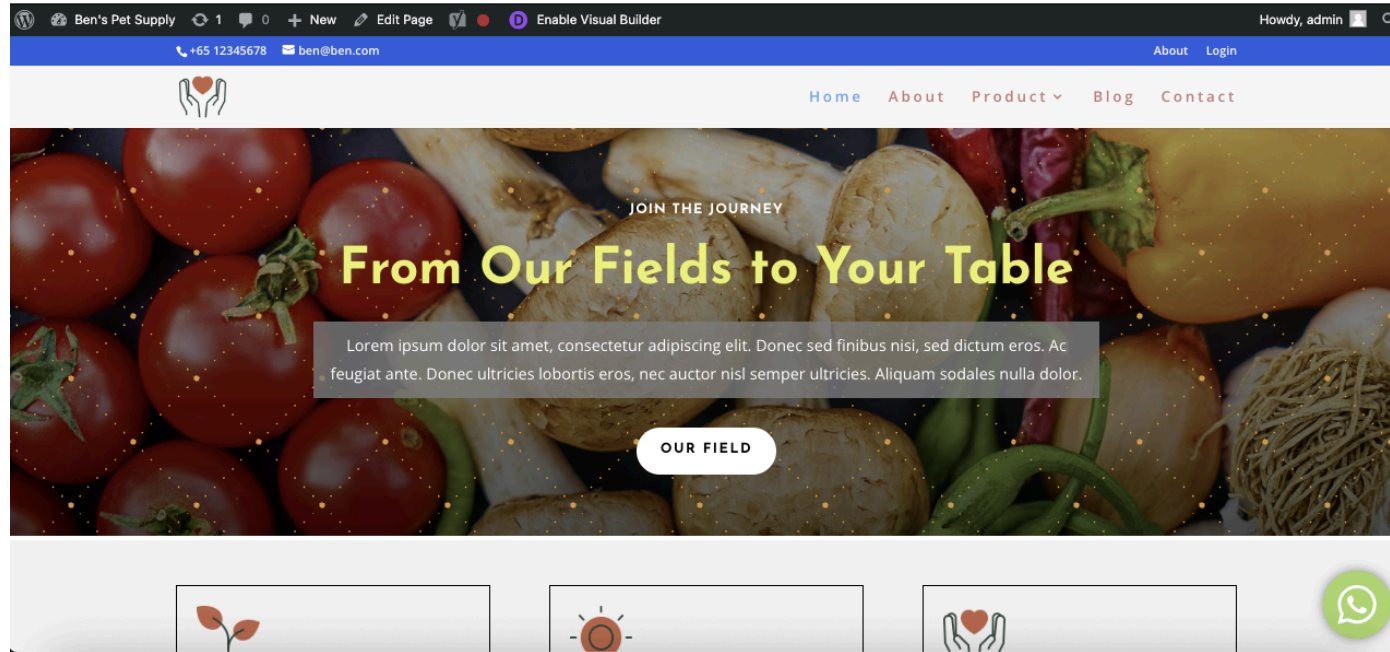
Explain your selections and how they align with the organisation's practice and design principles.	Do your own explanation Our company want to focus on SEO. Therefore Yoast plugin is important for us to customise the SEO title, the meta description and the slug We think that immediate response to potential customer is important so we do not lose a sale. Therefore the click-to-chat allows the potential customer to get in touch with us and we are able to attend to their inquiries immediately. Being a finance company, our company thinks that website security is important to build the confidence with our customers. The use of itheme security (now known as Solid Security) allow us to have a better secured website. We picked a minimalist theme because we believe in keeping things simple and straight forward, which also aligns with the market trend. Etc. etc... Plugins ● WooCommerce: Core e-commerce capability, essential to meet business objectives of online sales. ● Yoast SEO: Ensures search visibility, supporting marketing and outreach goals. ● iThemes (Solid) Security: Protects user data and builds trust, aligning with the principle of reliability.
--	--

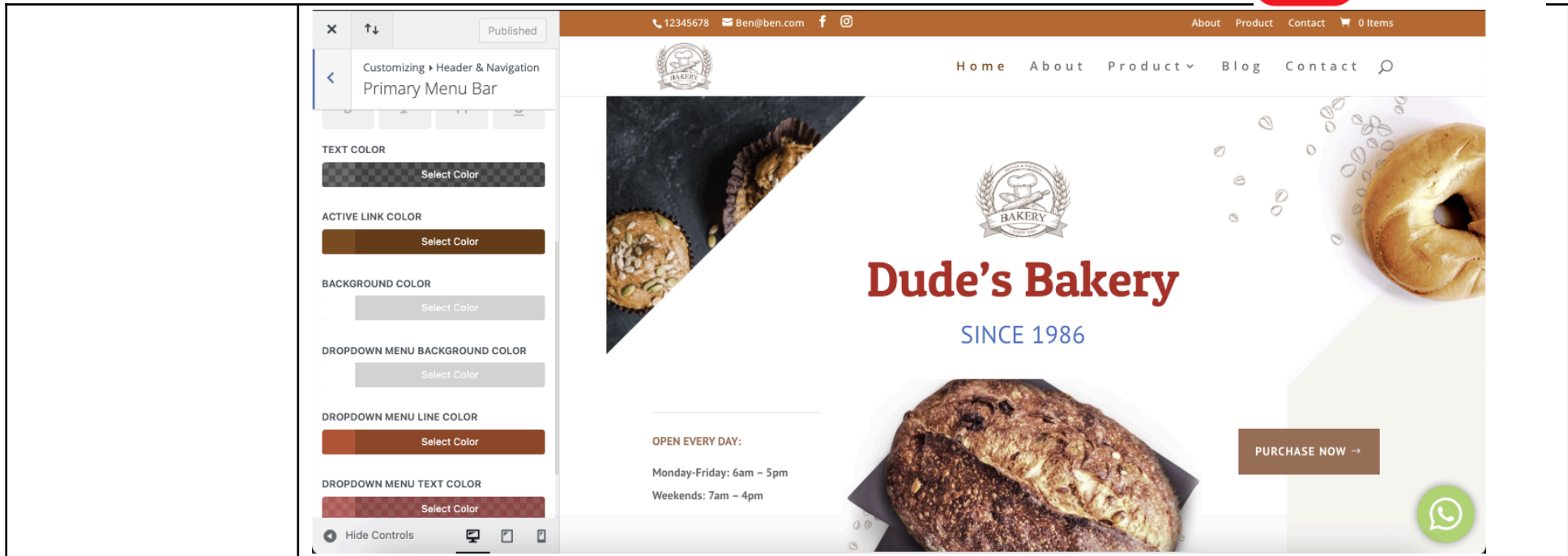
	• Click to Chat: Direct support via WhatsApp improves customer service, reflecting the company's customer-first approach. • Popup for Divi: Promotes special offers effectively, aligning with marketing and conversion objectives. • UpdraftPlus: Regular backups mitigate operational risk, supporting reliability and continuity principles.
--	--

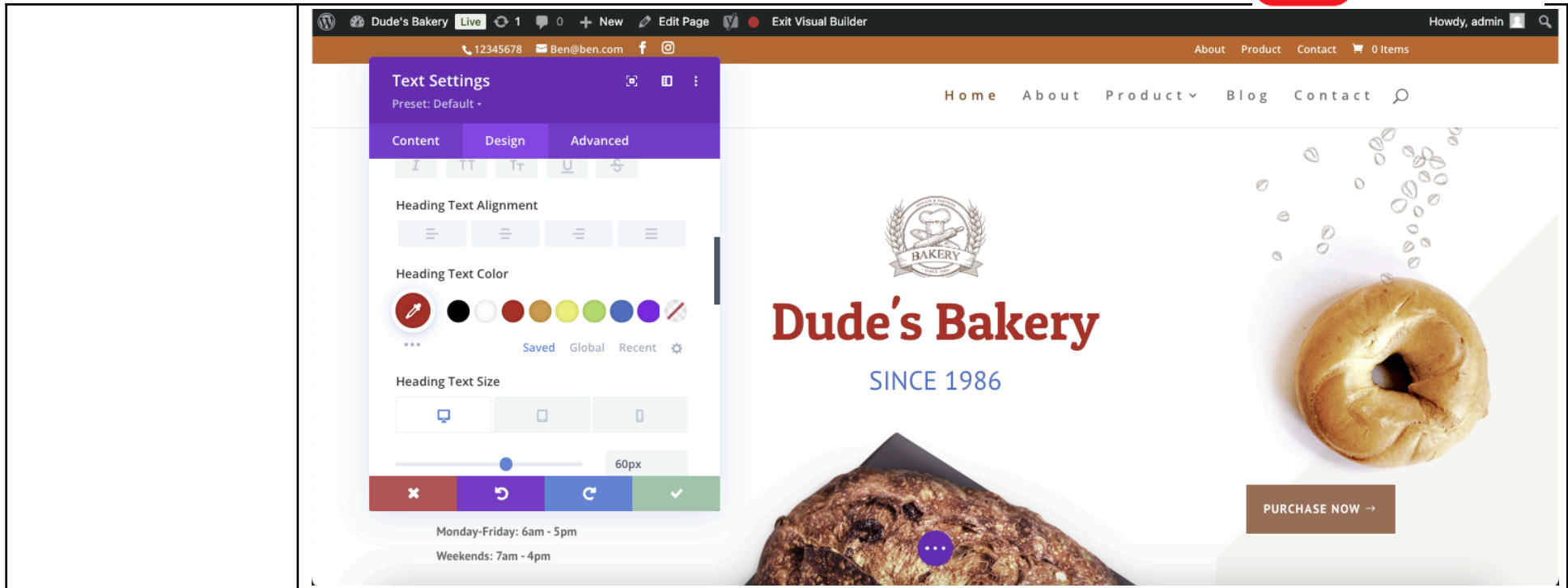
Part 2: WordPress Theme Customisation and Digital Marketing Integration

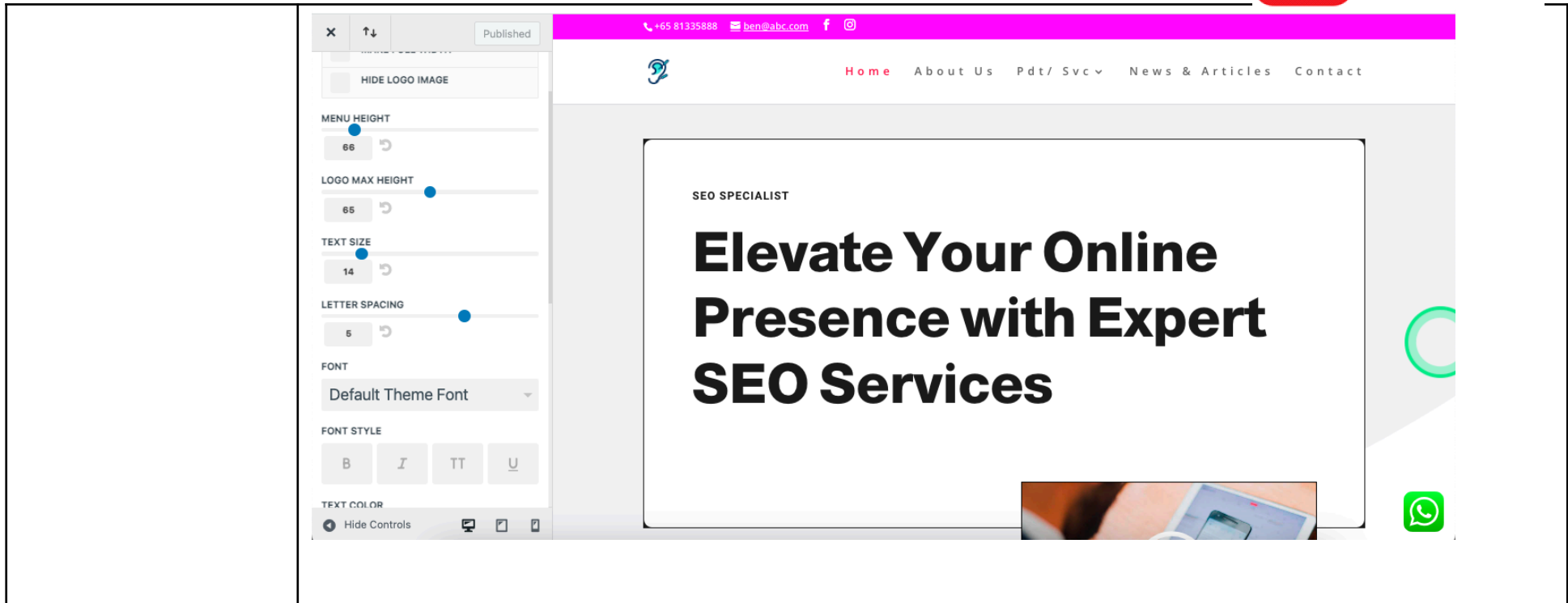
Customise a WordPress theme to align with your project requirements. Modify the theme's appearance, layout, and typography. Document your changes.	- Landing/ Home Page - Theme customiser proof - Editing of text types, fonts etc..
---	--

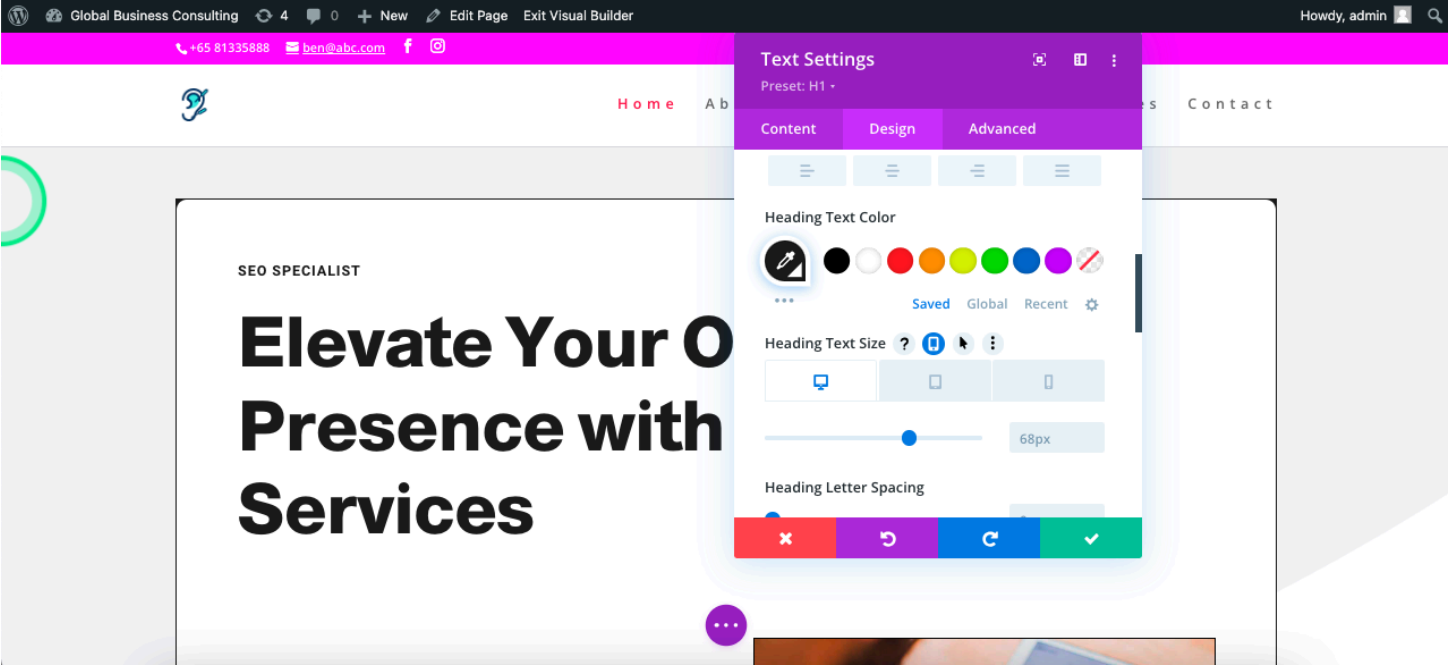


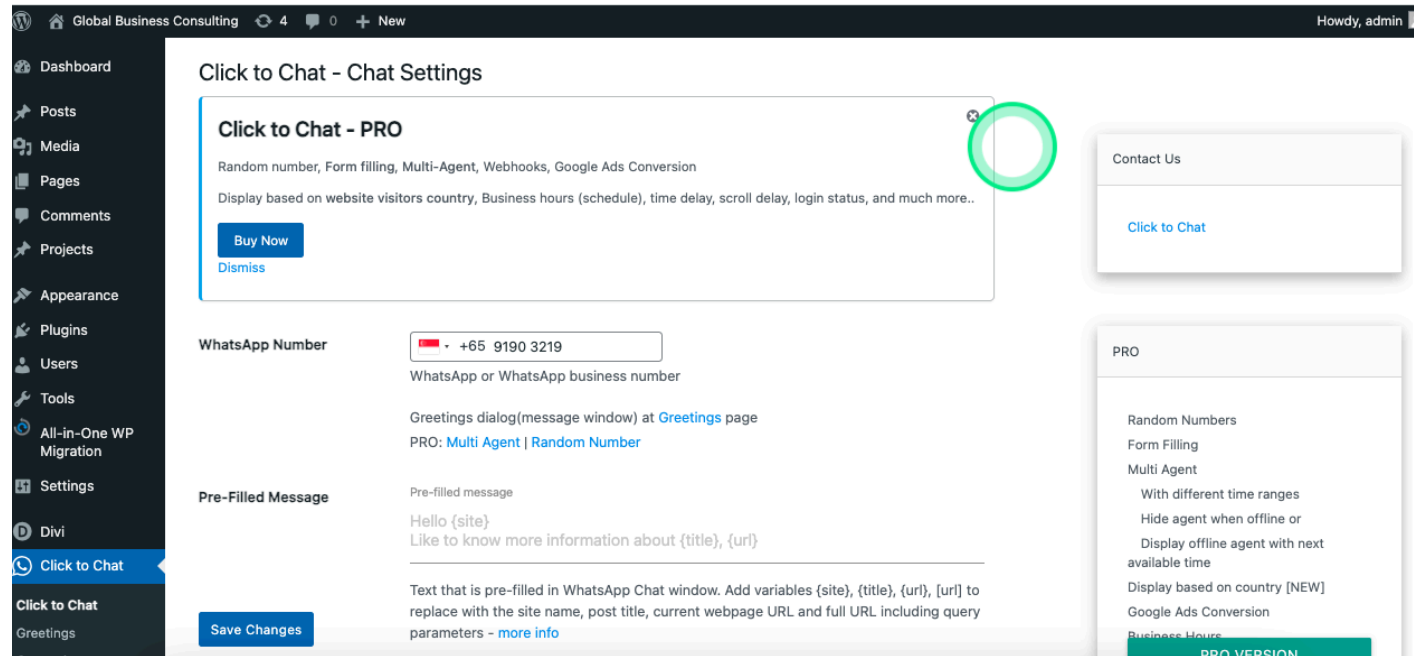






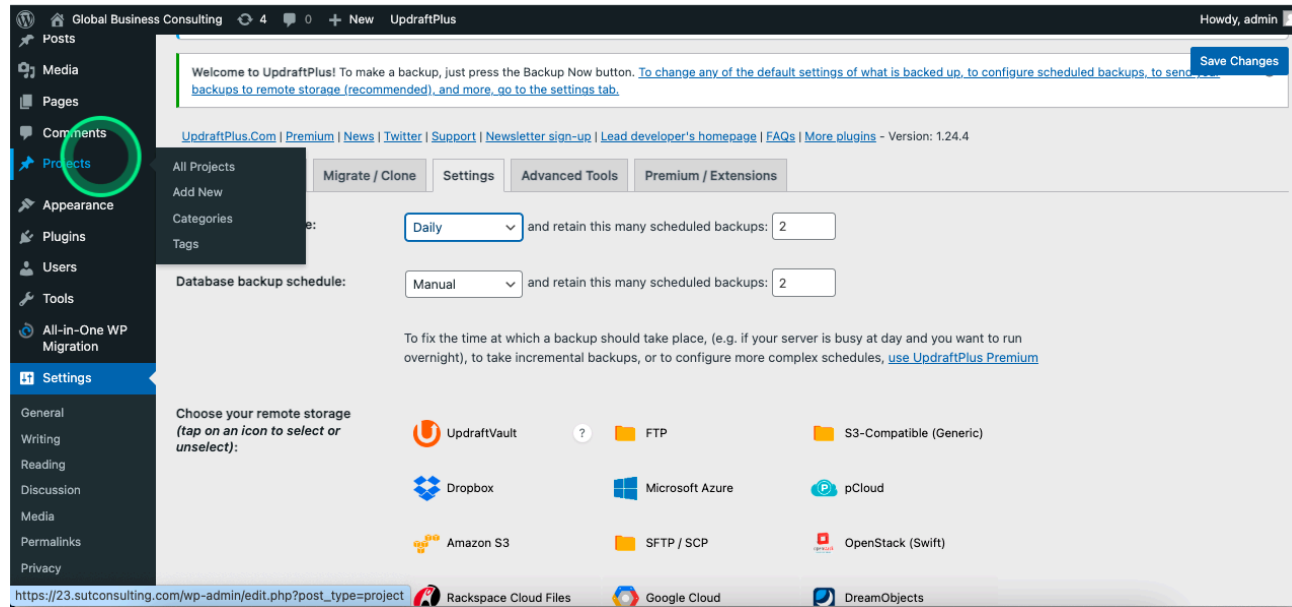


	
Select and configure plugins that support digital marketing efforts. This could include SEO, social media integration, and contact forms.	- screenshots of click-to-chat

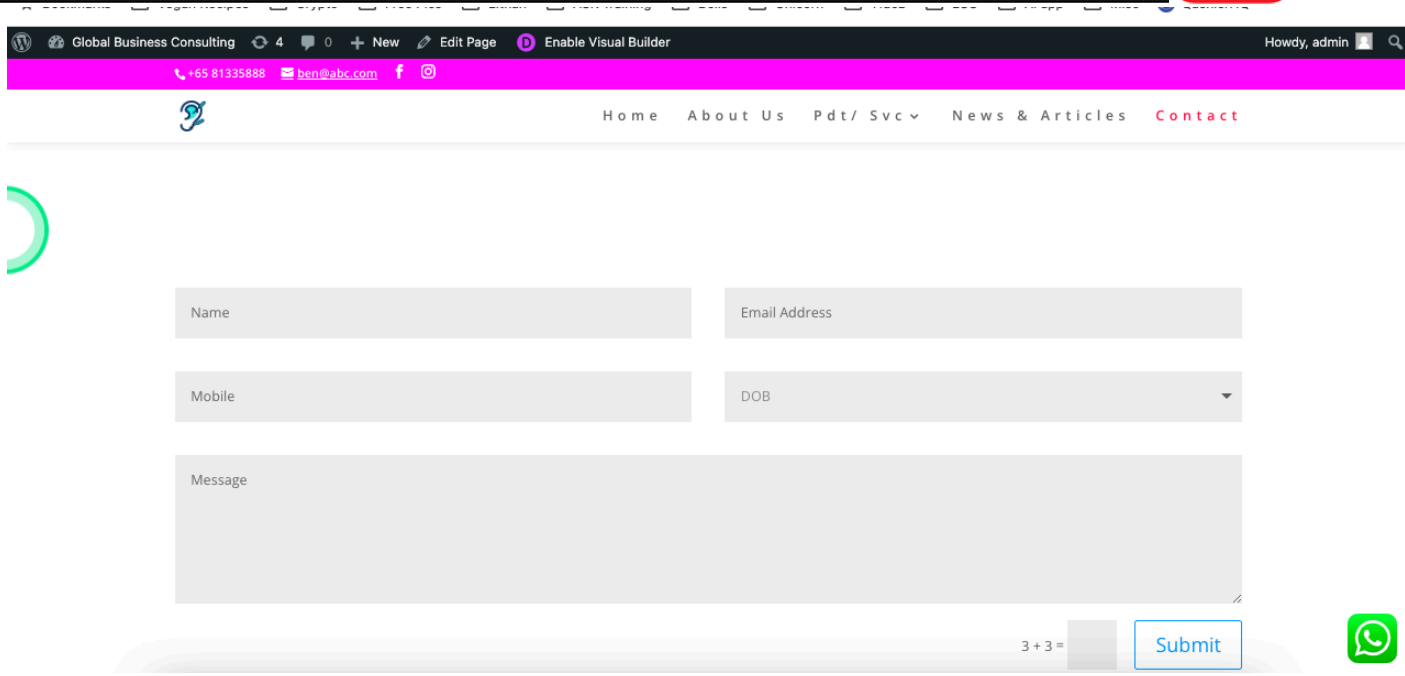


The screenshot displays the 'Click to Chat - Chat Settings' interface. On the left is a dark sidebar with navigation links: Dashboard, Posts, Media, Pages, Comments, Projects, Appearance, Plugins, Users, Tools, All-in-One WP Migration, Settings, Divi, Click to Chat, and Greetings. The main content area is titled 'Click to Chat - Chat Settings' and features a 'Click to Chat - PRO' section with a 'Buy Now' button and a 'Dismiss' link. Below this, there's a 'WhatsApp Number' field containing '+65 9190 3219' and a 'Pre-Filled Message' field with a placeholder text. A 'Save Changes' button is at the bottom. On the right, there are two panels: 'Contact Us' with a 'Click to Chat' button, and 'PRO' which lists various features like Random Numbers, Form Filling, Multi Agent, etc. A green circle highlights the 'Click to Chat' button in the 'Contact Us' panel.

- screenshots of Updraft



- screenshots of contact form



Global Business Consulting 4 New Edit Page Enable Visual Builder Howdy, admin

+65 81335888 ben@abc.com f

Home About Us Pdt/ Svc News & Articles **Contact**

Name Email Address

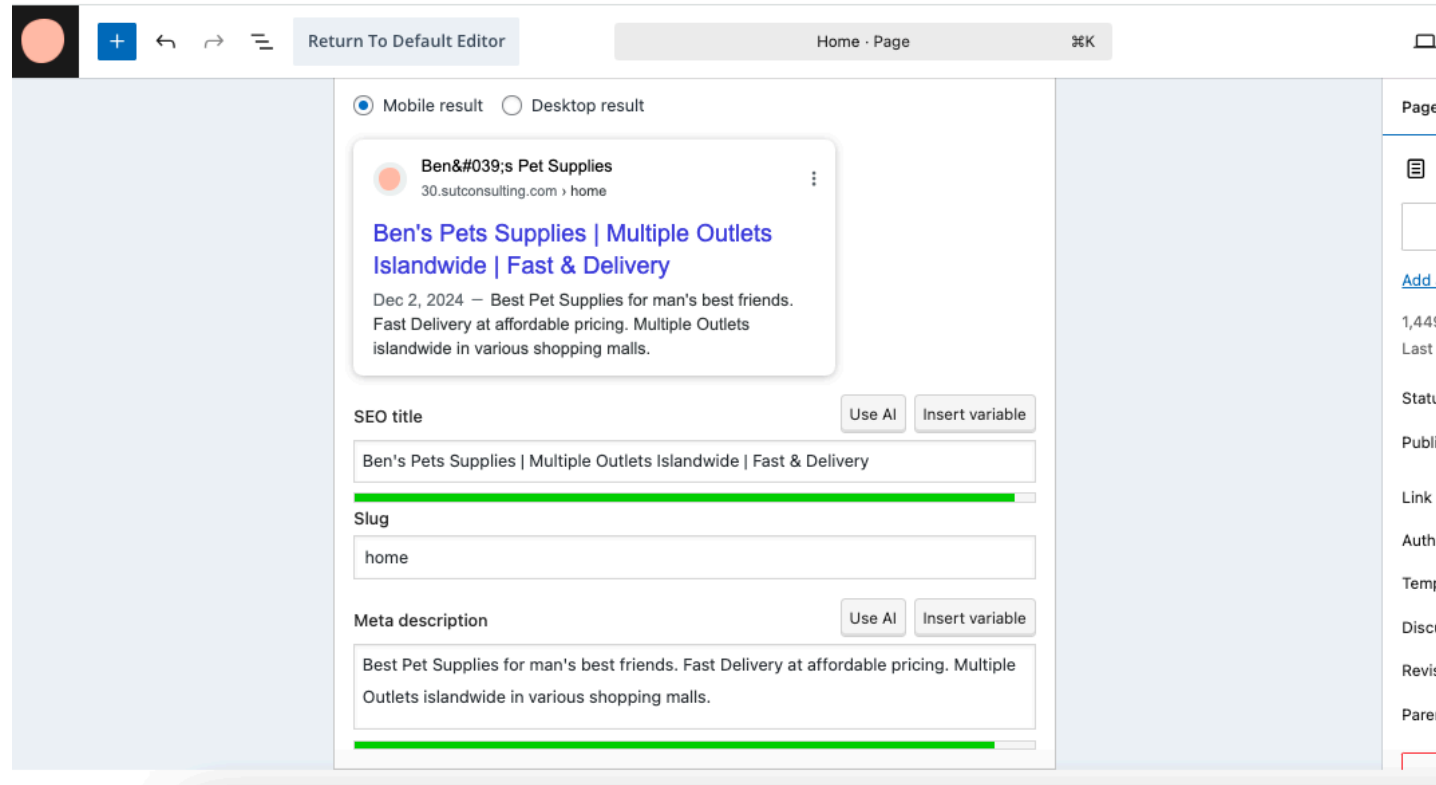
Mobile DOB

Message

3 + 3 = Submit

WhatsApp

popup for divi



Yoast Plugin

Part 3: Design documentation for the WordPress Website Project

Prepare a simple a design documentation for the WordPress website project that includes:

1. Overview of the design concept and objectives.

Suggested Prompt:

- I am doing documentation for my wordpress website. My business is **retail coffee cafe**. Please give me the Design Concept & Objectives for my website. Put in some assumptions you need. Include suggestion for the font type to use for the website. Colour scheme should be warm. Keep it short.

OR

- I am **teaching tae kwon do**. I am doing a documentation for my wordpress website for my business. Please help me to come out with an overview of the design concept and objectives for my website. Please put in relevant assumptions. Include suggestion for the font type to use for the website. Tabulate in a table form and keep it short.

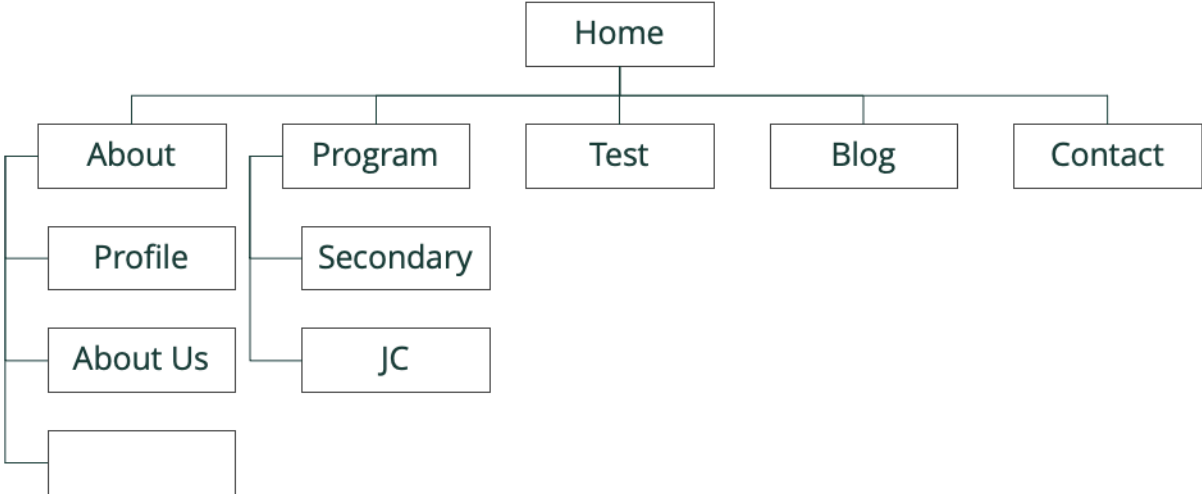
	Design Concept	Objectives	Implementation Details	Responsible Team Members
	1. Modern and Clean Design	- Convey professionalism - Appeal to students and parents	- Use a minimalist layout with ample white space - Typography: 'Montserrat' for headings, 'Lato' for body text (both from Google Fonts) - Color Scheme: - Primary Color: #2A9D8F (Teal) - Secondary Color: #264653 (Dark Blue) - Accent Color: #E76F51 (Coral) - Consistent use of these fonts and colors across all pages	Graphic Designer UX Designer
	2. User-Friendly Navigation	- Enable easy access to information - Reduce bounce rates	- Implement a top navigation bar with clear labels: Home, About Us, Courses, Schedule, Testimonials, Contact Us - Use a sticky header so navigation remains visible - Include a search bar in the header - Add a footer menu with sitemap and quick links	UX/UI Designer Web Developer
	3. Responsive and Mobile Optimization	- Ensure optimal viewing on all devices - Increase mobile engagement	- Utilize responsive frameworks like Bootstrap 5 - Optimize for various screen sizes: mobile, tablet, desktop - Test on multiple devices (e.g., iPhone 14, Samsung Galaxy S22, iPad Pro) - Ensure touch elements are appropriately sized for mobile interaction	Front-End Developer

	4. Clear Call-to-Action (CTA) Elements - Boost conversions - Guide user actions	- Use prominent CTA buttons with text like 'Enroll Now', 'Contact Us' - CTA Button Style: - Color: #E76F51 (Coral) for high visibility - Font: Bold 'Montserrat' - Place CTAs above the fold on key pages - Include contact forms with required fields: Name, Email, Message	Marketing Team Web Developer
	5. Showcase Courses and Testimonials - Inform potential students - Build trust and credibility	- Create detailed course pages with syllabi, schedules, fees - Use high-quality images of classrooms and learning activities - Include introductory videos from instructors - Display student testimonials with photos and specific success stories - Use a carousel slider on the homepage for featured courses and testimonials	Content Writer Web Developer
2. Detailed functional specifications, including a description of features and user interactions.	Suggested Prompt: Provide me a Detailed functional specifications, including a description of features and user interactions for the website. Keep it short and tabulate in a table form.		

Feature	Description	User Interactions
1. Course Listings and Details	Comprehensive display of all courses offered, with detailed information for each.	- Browse Courses: Users can view all available courses. - Filter/Search: Filter courses by level (Secondary, Junior College) and subject. - View Details: Click on a course to see syllabus, schedules, fees, and instructor profiles. - Enroll: Use the "Enroll Now" button to proceed to registration.
2. Online Enrollment and Payment	Secure online enrollment system with integrated payment options.	- Fill Enrollment Form: Enter personal details and select desired course(s). - Payment Gateway: Make payments securely via credit card or PayPal. - Confirmation: Receive enrollment confirmation and receipt via email.
3. User Account Portal	Personalized accounts for students to access resources and track their progress.	- Register/Login: Create a new account or log in to an existing one. - Dashboard: View enrolled courses, schedules, and important announcements. - Resources: Access course materials, assignments, and supplementary content. - Profile Management: Update personal information and settings.
4. Testimonials and Success Stories	Showcase of student and parent testimonials to build trust and credibility.	- View Testimonials: Read success stories and feedback from past students and parents. - Submit Testimonial: Option for users to submit their own testimonials (subject to approval).

	5. Contact and Support Features	Multiple channels for users to get in touch and receive assistance.	- Contact Form: Submit inquiries directly through a web form. - Live Chat Support: Engage in real-time chat during business hours for immediate assistance. - Contact Information: Access phone number, email address, and physical location with an embedded Google Map. - FAQ Section: Browse frequently asked questions for quick answers.
3. Recommendations for WordPress standards, methods, and tools.	Suggested Prompt: - Please provide me recommendations for WordPress standards, methods, and tools for my website in a table form. The page builder used is Divi. Keep it short. OR - Please provide recommendations for WordPress standards, methods, and tools for my website. I am using Divi page builder. Give me in table form and keep it short.		

	Recommendation	Description	Benefits
	1. Maximize Divi Theme's Capabilities	Utilize Divi's drag-and-drop builder and pre-made layouts to create a professional, responsive design.	Streamlines the design process and ensures a consistent, modern look across all devices.
	2. Optimize SEO with Yoast SEO Plugin	Leverage Yoast SEO to optimize content, meta tags, and readability scores for better search rankings.	Improves visibility on search engines, increasing organic traffic to your site.
	3. Enhance User Engagement with Click to Chat and Popups	Implement Click to Chat for instant communication via WhatsApp, and use Popups for Divi to promote offers or collect emails.	Boosts user interaction, improves customer support, and increases conversion rates.
	4. Regular Backups with UpdraftPlus	Schedule automatic backups using UpdraftPlus and store them securely (e.g., cloud storage like Google Drive).	Protects your website data against loss and simplifies recovery in case of issues.
	5. Adhere to WordPress Standards and Security Practices	Follow WordPress Coding Standards and keep all themes and plugins updated.	Ensures code quality, site stability, and security against vulnerabilities.
4. A wireframe or flowchart illustrating the website's structure.	Suggested Prompt: - Please help me come out with a flowchart illustrating the website's structure. OR - Provide me a flowchart illustrating the website's structure.		

	 <pre> graph TD Home[Home] --- About[About] Home --- Program[Program] Home --- Test[Test] Home --- Blog[Blog] Home --- Contact[Contact] About --- Profile[Profile] About --- AboutUs[About Us] About --- Empty[] Program --- Secondary[Secondary] Program --- JC[JC] </pre>
5. A breakdown of trade-offs and their implications.	Suggested Prompt: Give me a breakdown of trade-offs and their implications for my wordpress website. Do it in a table form. Keep it short. I am using Divi page builder.

	<u>Comparison</u>	<u>How to achieve balance</u>
	Customisation vs Performance	Highly customized sites might load slower
	Features vs Simplicity	More features can complicate the user experience
	Security vs Usability	Strong security measures may impact user convenience