

Unit 13 Website Development

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Assignment 13.1



Introduction



My name is Shahzaib Asim. I am currently applying for a trainee web development role at Bytewise Solutions, a growing IT company. To begin this process, the company has set me an initial research task. They have asked me to investigate two websites. I also, must explain the uses of the two websites and the intended purpose of their features. Review how the features in two websites improve presentation, usability, accessibility, and performance. Discuss the strengths and weaknesses of both websites.

I have chosen IKCA (Imran Khan cancer appeal) it's a primarily dynamic website. it is for charity for cancer treatment, news and Bacha Party is a fully dynamic website. Its sell kid stuff like cloths, toys and etc... on there website the price, product listings and offer constantly changing.



- ▶ The intended purpose of this website is to raise charitable donations and increase awareness of cancer treatment in Pakistan. It mainly targets uk based donors and supporters of Shaukat khanum memorial cancer hospital.
- ▶ It allows users to donate money easily through one-time or monthly payments. This helps support patients at Shaukat Khanum Hospital.
- ▶ The website is also used to provide information about cancer, including prevention and early detection. This helps educate the public.
- ▶ In addition, the website is used to share patient stories, showing how donations help people in need. It also promotes fundraising events and allows people from around the world to support the cause.

IKCA (2025) <https://www.ikca.org.uk> (Accessed: 27 September 2025).

Action Buttons ("Donate Now")



- ▶ The IKCA website uses action buttons, such as the "Donate Now" button. This button is clearly visible at the top of the page and uses a bright colour to attract attention.
- ▶ The purpose of this feature is to encourage users to donate quickly and easily. It allows users to take action without searching through the website.
- ▶ This improves usability because users can find the donation option easily. It also supports the website's main purpose, which is to raise money for cancer treatment.
- ▶ This also improves accessibility because the large, high contrast red button is easy to see for users with visual difficulties. In terms of performance, the button loads instantly as it is a simple HTML element with no complex scripting.

IKCA (2025) <https://www.ikca.org.uk/donate/>
(Accessed: 27 September 2025).



BEHIND YOU SKIPPER

For the past 30 years, Shaikat Khanum Memorial Cancer Hospital, established by our founder Imran Khan, has offered free cancer treatment to 75% of our poorest patients.



Hot Spots

Hot spots are clickable areas such as images or buttons on a website. When users click on them, they are taken to another page or section.

On the IKCA website, hot spots are used in images like "Imran Khan's Story" and "Read More". When users click these, they are taken to more detailed information.

The purpose of this feature is to help users find information quickly and easily. It improves usability because users can navigate the website without searching.

This feature supports the website's purpose by helping users learn more about the charity and its work.

This feature improves accessibility because users who find reading large amounts of text difficult can click directly to the specific information they need. In terms of performance, hot spots use simple hyperlinks rather than scripts, so they do not slow the page down.

IKCA (2025) <https://www.ikca.org.uk> (Accessed: 27 September 2025).



Email link

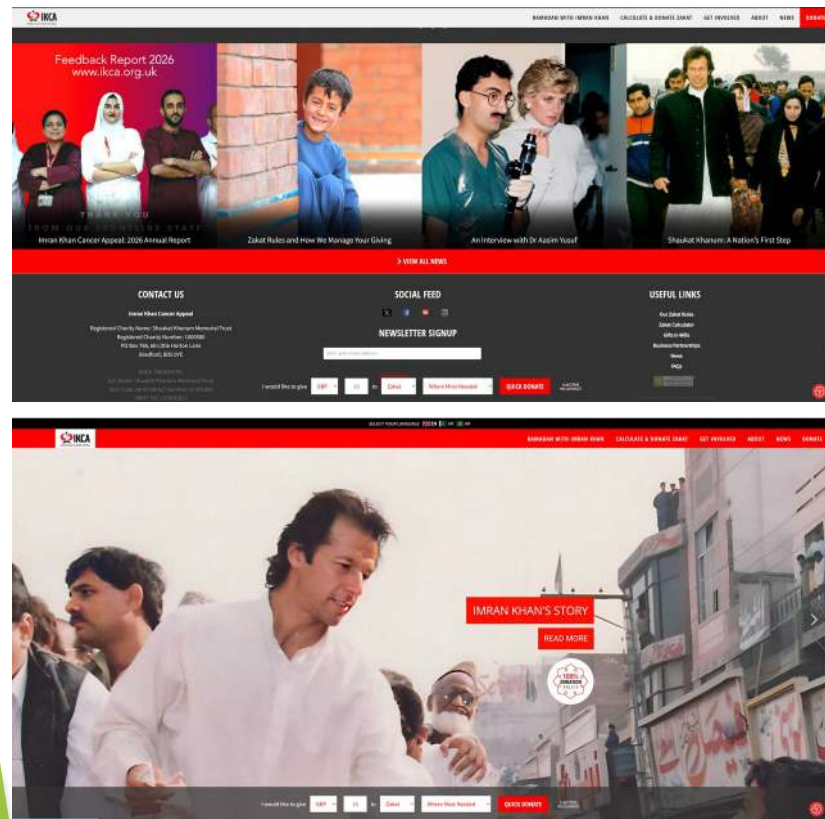
- ▶ The IKCA website includes an email link info@ikca.org.uk on its contact page. When users click this link, their email application opens automatically with the IKCA email address already filled in. This improves usability because donors can contact the organisation without copying and pasting the email address manually. It also improves accessibility because older or less experienced users do not need to know how to set up an email they just click.
- ▶ Having the email address clearly visible as a clickable link improves the professional presentation of the contact page.

IKCA (2025) <https://www.ikca.org.uk/contact>
(Accessed: 27 September 2025).

Templates

- ▶ Using a consistent template means users always know where to find the navigation bar and footer links, regardless of which page they are on. This significantly improves usability. The consistent branding (red and black colour scheme, logo position) also improves presentation by making the site look professional and trustworthy, which is important for a charity asking for donations.
- ▶ Templates are applied using CSS stylesheets, meaning all design settings are stored in a single file. This increases performance because the browser only needs to load the stylesheet once instead of processing separate styling on every page.

IKCA (2026) <https://www.ikca.org.uk> (Accessed: 27 September 2025).



Forms

- ▶ The IKCA website includes a contact form where visitors can enter their name, email address, and message to contact the organisation. This allows people to communicate easily with the centre and improves interaction between the charity and the public.
- ▶ The form includes a CAPTCHA verification ('I'm not a robot') which improves security by preventing spam submissions. In terms of accessibility, the form uses clear labels on every field so users with screen readers can understand what to type. The form also loads quickly because it uses standard HTML input elements without heavy media files.
- ▶ However, the form does not include a live chat or phone support option, which could make communication harder for users who prefer not to write messages.

IKCA (2025) <https://www.ikca.org.uk> (Accessed: 27 September 2025).



CONTACT

Have a question you can't find the answer to? We're always happy to hear from you.

Name *

Email *

Telephone

Country

Subject *

Message *

Verify you are not a robot. *

☐ I'm not a robot

hCAPTCHA

SEND MESSAGE

Accessibility

GIVING WITH IMRAN KHAN

GET INVOLVED

ABOUT

NEWS

DONATE

- ▶ The IKCA website has basic accessibility features including clear text, simple layouts, and organised navigation. The menus are easy to read, helping visitors find information quickly.
- ▶ The website also uses a high-contrast colour scheme with red buttons and black text on white backgrounds, improving readability for users with visual difficulties. However, it does not include advanced accessibility tools such as text resizing, screen-reader support, or language translation options, which may make the website more difficult for some people to use.

IKCA (2025) <https://www.ikca.org.uk> (Accessed: 27 September 2025).

E-commerce Facilities



THANK YOU FOR YOUR SUPPORT

STEP 1

STEP 2

STEP 3

YOUR GIFT

How would you like to give?

JUST ONCE

MONTHLY

ZAKAT

OTHER

More than 75% of those who rely on our support through Shaukat Khanum in Pakistan are eligible for Zakat and other charitable donations.

Donate securely online in 17 currencies. If your currency isn't listed, choose GBP or USD and your card provider will convert it automatically.



We do not take a share of your Qurbani. Your full donation goes towards the sacrifice. You can also add Sadaqah or Sadaqah Jariyah to support our wider work with Shaukat Khanum in Pakistan.

I would like to give

GBP

£0

to

General

Where Most Needed

+ Add another donation

☐ Please check this box to add an admin fee of £1 to your donation.

Total

£0.00

Are you a UK taxpayer making a personal donation?

With Gift Aid, your donation of **£0.00** will be worth **£0.00** at no extra cost to you.

☐ Yes, I would like Imran Khan Cancer Appeal to claim Gift Aid on my donation.

[View Gift Aid terms and conditions.](#)

giftaid it

NEXT STEP



- ▶ Although IKCA is not a shopping website, it includes an online donation system. Users can donate money securely through the website. This works similarly to an e-commerce system because users can complete secure transactions through the website. This makes it easy for people to support the organisation.
- ▶ The donation system uses HTTPS encryption and trusted payment processors, which improves security and user confidence. The payment form loads within the main page rather than redirecting to another site, which improves performance and keeps users on the IKCA website.

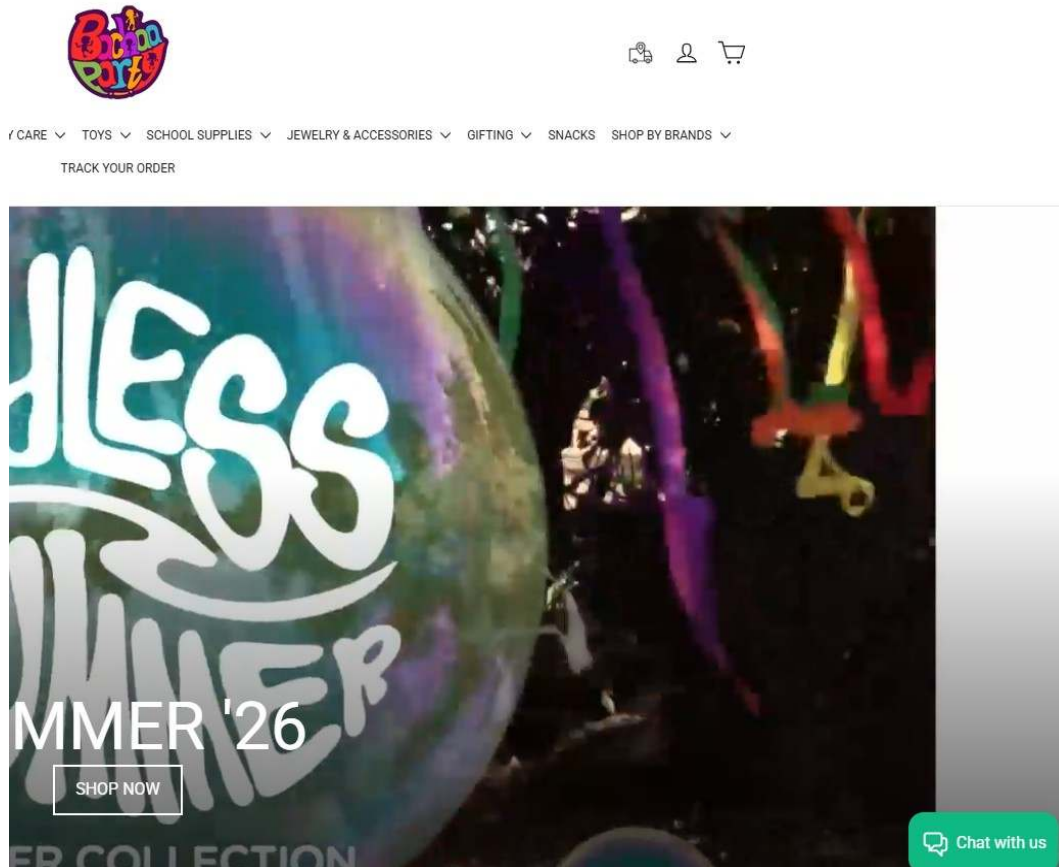
IKCA (2025) <https://www.ikca.org.uk> (Accessed: 27 September 2025).



- ▶ The intended purpose of the Bacha Party website is to provide an online retail platform for children's products, targeting parents and families in South Asia and the UK diaspora. The website offers clothing, shoes, toys, accessories, and baby products for children of different age groups. Features such as search tools, product filters, size charts, wishlists, shopping carts, and order tracking help users find and purchase products quickly and easily. Multiple payment options, discounts, and promotional offers improve convenience and flexibility for customers. Bacha Party is also a fully dynamic website because product listings, prices, stock availability, and promotional banners automatically update based on seasonal campaigns, customer activity, and inventory levels. The organised layout, clear navigation, and balanced visual design help create a professional shopping experience and improve usability for visitors.

Bachaa Party (2025) <https://bachaaparty.com> (Accessed: 27 September 2025).

Action Buttons ("Shop Now")



The Bacha Party website uses action buttons such as the 'Shop Now' button to encourage users to begin shopping quickly and easily. The button is clearly visible in the navigation bar and uses bright colours to attract attention. This improves usability because users can access products without searching through multiple pages. The persistent 'Shop Now' button also improves accessibility by making navigation simple for users of different ages and experience levels. In terms of performance, the button uses simple CSS styling and lightweight design elements, so it does not slow down the website or increase loading times.

Bachaa Party (2025) <https://bachaaparty.com> (Accessed: 27 September 2025).

Hot Spots

► The Bacha Party website uses hot spots such as clickable product images and banners to help users navigate quickly through the website. When users click on a product image, they are taken directly to the product detail page showing size, price, description, and available options. This improves usability because users can find product information without searching through multiple pages. The hot spots also improve accessibility by making navigation easier for users who prefer visual interaction instead of reading large amounts of text. In terms of performance, the product images are compressed and optimised for web use, helping pages load quickly even on slower internet connections or mobile devices.

Bachaa Party (2025) <https://bachaaparty.com>
(Accessed: 27 September 2025).

GIRLS APPAREL

BOYS APPAREL

INFANT GIRLS

INFANT BOYS

BOYS POLY VISCOSE WAISTCOAT (BLENDED)- BLUE
from Rs.2,195

BOYS COTTON SLUB KURTA (BEET)-RED
from Rs.1,995

BOYS COTTON SLUB EMB KURTA (WOOD SMOKE)- BROWN

BOYS COTTON SLUB KURTA (BEET)-RED
Z1934610338

Rs.1,995

SIZE CHART NOTE:
Please check the **Size Chart** mentioned in the last image of the product for apparel and shoes. Kindly select your size based on the given measurements.

For Apparel: Please allow 0.5 inch +/- tolerance due to manual measurement.

For Shoes: Please allow 0.2 inch +/- tolerance due to manual measurement.

🔑 All prepaid orders (excluding RAAST payments) are eligible for free delivery.

📦 Delivery time is 3 - 5 working days after order confirmation.

🎁 Gift wrapping service available at cart page

SIZE

2-3Y 3-4Y 4-5Y 5-6Y 6-7Y 7-8Y 8-9Y 9-10Y

10-12Y 12-14Y

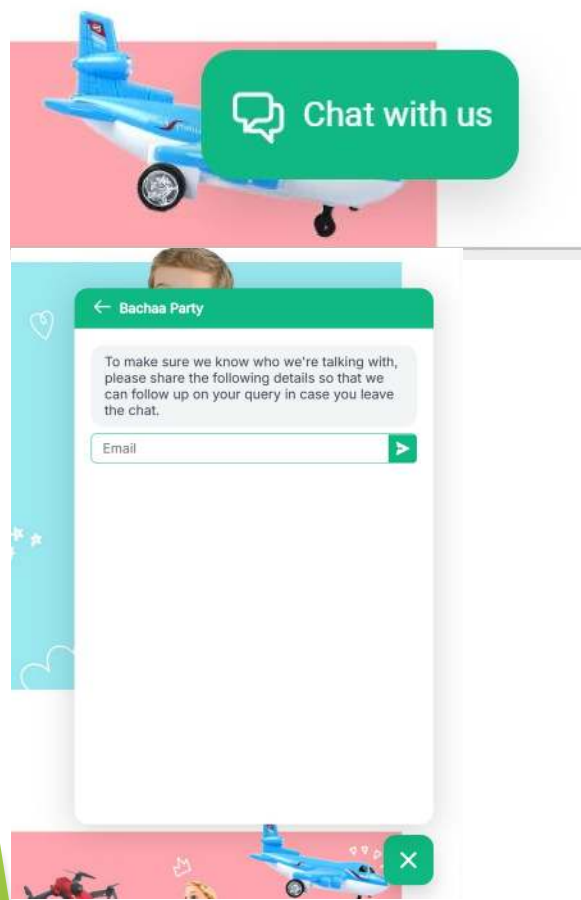
QUANTITY

- 1 +

🟡 Low stock - 4 items left

ADD TO CART

Bachaa Party brings you the best price Boys Cotton Slub Kurta (Beet)-RED with express shipping all over Pakistan.



Email Links

- The Bachaa Party website includes an email link and contact section that allows users to communicate directly with the organisation. When users click the email address, their email application opens automatically with the address already entered, making communication faster and easier. This improves usability because users do not need to copy and paste the email manually. It also improves accessibility for less experienced users who may not know how to set up an email message themselves. The contact section is clearly visible and professionally designed, helping users quickly find support or ask questions about products, delivery, or orders.

Bachaa Party (2025)<https://bachaaparty.com> (Accessed: 27 September 2025).

CONTACT DETAILS

Get in Touch with Us

We're here to assist you with anything you need — from order support to general inquiries, complaints, or feedback.

Call Us

UAN: 021-111-222-422

Email Us

customersupport@bachaaparty.com

Connect with Us

Reach out via our social media platforms for quick assistance and updates.

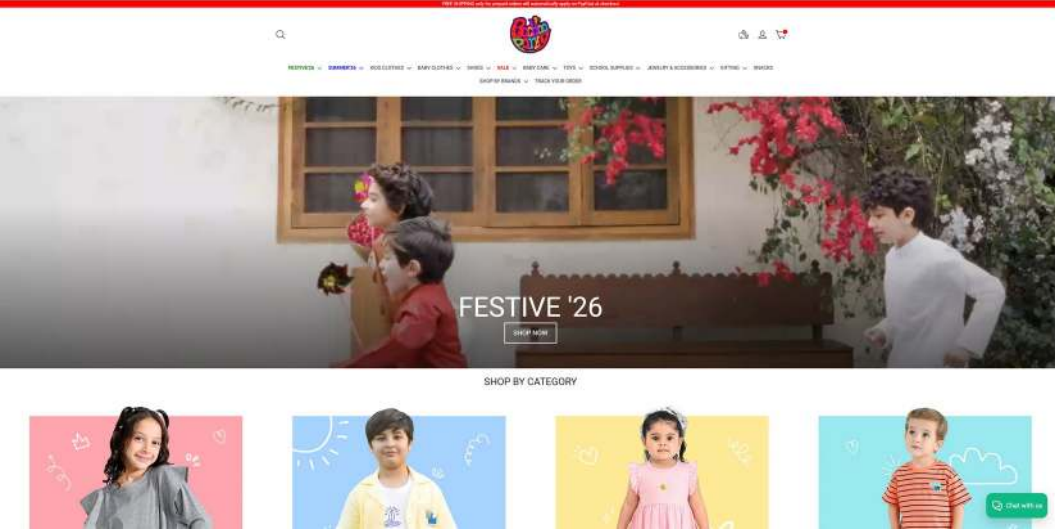
Working Hours

Monday to Saturday | 09:00 AM – 06:00 PM

(Excluding Sundays & Public Holidays)

For complaints, please fill out the form below:

Full Name	
Order ID/Invoice No	Email*
Phone*	
United Kingdom +44	
Please select your complaint type*	
Please Select	
Insert an image BROWSE FOR FILES	
Submit	



Templates

- The Bacha Party website uses consistent templates across its pages, including the same navigation bar, footer, colour scheme, and layout style. This helps users know where to find important links and features regardless of which page they visit, improving usability and navigation. The consistent branding and professional design also help build trust with customers and create a better shopping experience. The templates are applied using CSS stylesheets, which store styling in a single file. This improves performance because the browser only needs to load the stylesheet once rather than loading separate styles on every page.

Bachaa Party (2025) <https://bachaaparty.com> (Accessed: 27 September 2025).



Profile

Name

Email

shahzaibsim4@gmail.com

Addresses + Add

No addresses added



Sign in

Sign in or create an account

Continue with shop

or

Email

Continue

☒ Email me with news and offersBy continuing, you agree to our [Terms of service](#)

Registration

- The Bacha Party website includes a registration and login system that allows users to create personal accounts and securely access their information. Registered users can save delivery addresses, track orders, manage wishlists, and save products in their shopping cart for future purchases. This improves usability because returning customers can shop more quickly without reentering their details every time they visit the website. Users can also view purchase history, manage orders, and update personal information through their accounts. The login system improves performance by remembering user preferences and saved information, helping pages load personalised content more efficiently and making the checkout process faster and more convenient.

Bachaa Party (2025) <https://bachaaparty.com> (Accessed: 27 September 2025).

E-commerce Facilities

- ▶ The Bachaa Party website includes e-commerce facilities that allow users to browse products, add items to their shopping cart, and complete purchases online. The checkout system supports multiple payment methods, making online shopping convenient and flexible for customers. The website uses HTTPS encryption and secure payment processing to protect user and payment information, improving security and customer trust. Product pages clearly display prices, product details, sizes, and availability, helping users make informed purchasing decisions. The checkout process is organised into clear steps, improving usability and making navigation easier for customers. In terms of performance, the website uses lightweight web design elements and optimised product images so pages load efficiently on both desktop and mobile devices. After completing a purchase, customers receive confirmation emails and order details, allowing them to keep a record of their transaction

Bachaa Party (2025) <https://bachaaparty.com> (Accessed: 27 September 2025).

Please click for city dropdown

KARACHI

LAHORE

ISLAMABAD

RAWALPINDI

QUANTITY

TOTAL



Boys Poly Viscose Kurta Pajama (Cut Placket) - Navy

Size: 2-3Y

-

1

+

Rs.2,895

ORDER NOTE

SUBTOTAL

Rs.2,895

☐ Gift Wrap the products (Not available for larger items) in this order for Rs.200 with a FREE greeting card (for orders having a gift message only).

CHECK OUT



BOYS POLY VISCOSE KURTA PAJAMA (CUT PLACKET) - NAVY

Z1777720318

Rs.2,895

SIZE CHART NOTE:
Please check the **Size Chart** mentioned in the last image of the product for apparel and shoes.
For Apparel: Please allow 0.5 inch +/- tolerance due to manual measurement.
For Shoes: Please allow 0.2 inch +/- tolerance due to manual measurement.
All prepaid orders (excluding RAJST payments) are eligible for free delivery.
Delivery time is 5-7 working days after order confirmation.
Gift wrapping service available at cart page.

SIZE

2-3Y 3-4Y 4-5Y 5-6Y 6-7Y 8-9Y

QUANTITY

- 1 +

☒ In stock, ready to ship

ADD TO CART

Boys' poly viscose kurti pajama in navy, featuring a shirvan collar,uffed sleeves, and a cut placket design. Perfect for festive and casual occasions.

Aesthetics



HISTORIC MILESTONES ACHIEVED TOGETHER

Before this journey began, Pakistan had no specialist centre for cancer support. Families with means travelled abroad, while others faced uncertainty at home. Thanks to people united in giving, what

LAHORE 1994: A NATION'S FIRST STEP

Shaukat Khanum opened its doors in Lahore in December 1994. It made history as Pakistan's first specialist centre of its kind, comparable to those in advanced economies. From the beginning, it set a standard that more than 75% of those it served. This made cancer support more accessible in the region.

Below are some highlights from Lahore last year:

- Infrastructure expanded to include an additional 41-bed unit.
- Infrastructure expanded to include a ninth operating theatre.
- Pakistan-focused study published in an international journal.

PESHAWAR 2015: EXPANDING SUPPORT

Two decades later, Shaukat Khanum Peshawar was inaugurated in December 2015. Like Lahore, it was established to use Zakat funds for the majority of those it served. Together, these facilities hold the first in Pakistan to do so, and the second in the world.

Below are some highlights from Peshawar last year:

- Marking 10 years of service.
- JCI Enterprise renewal completed.
- Additional short-stay lodging opened for up to 27 people travelling long distances.

KARACHI 2026: THE NEXT CHAPTER

Thanks to your generosity, a Walk-in Clinic has been serving local communities since May 2023, and the main building is set for its opening in December 2026. At one million square feet, it will be twice the size of the current facility, marking another milestone in our collective journey.

Below are some highlights from Karachi last year:

- Final landscaping phase underway.
- Site visit by Turkish Consul General Cemal Sangu.
- Opening planned for December 2026.

The countdown is on to December 2026. Join us as we work towards the finish line, insha'Allah.

> HELP US OPEN KARACHI

> KARACHI 2026 UPDATE

- ▶ The IKCA website uses a clean and professional design with a simple layout and organised navigation. The website uses a sans serif font such as Arial or Helvetica at a readable size, making text clear on both desktop and mobile devices. The red call to action buttons against the white background create a high contrast colour scheme that improves visibility and accessibility for users with visual difficulties. The navigation bar is positioned clearly at the top of the page, helping visitors quickly access important sections such as donations, appeals, and contact information. White space between sections prevents the pages from looking crowded and improves presentation. The consistent branding, colour scheme, and layout create a trustworthy appearance suitable for a charity website.
- ▶ IKCA (2025) <https://www.ikca.org.uk> (Accessed: 8 October 2025).

Aesthetics



ABOUT US

Bachaa Party aspires to provide everything for children between 0 - 14 years of age, under one roof. Since its inception, Bachaa Party aims to revolutionize the phenomenon of retail shopping for parents and kids across Pakistan. We look forward to delighting our customers with an extraordinary shopping experience, both in-store and online.

Our Legacy

Having launched in Karachi in 2016, Bachaa Party promises to surprise and delight the guests with unique and high-quality merchandise. The products offered include garments, toys, and all the way to infant products. Currently, we have 13 stores.

1. Clifton Outlet - Karachi
2. Lucky One Mall Outlet - Karachi
3. North Nazimabad Outlet - Karachi
4. Shafreen-Mall Outlet - Karachi
5. Saima Jinnah Town Mall Outlet - Karachi
6. Boulevard Mall Outlet - Hyderabad
7. Gulshan-e-Awami Outlet - Multan
8. Emporium Mall Outlet - Lahore
9. Packages Mall Outlet - Lahore
10. Link Road Outlet - Lahore
11. Satellite Town Outlet - Gujranwala
12. Cantara Mall - Islamabad
13. Mallison Square - Rawalpindi

What makes us a leader in the industry?

We believe that all children deserve to be treated with the utmost care and love; hence, our products are designed in accordance to enhance the relationship between parents and their kids.

Not only do we cater to the apparel and essential needs of your kids, but we also feature sports accessories and creative toys to ensure a smooth upbringing of your kids that makes them productive and creative in the long run.

Our Vision Mission

At the heart of Bachaa Party is the vision to be the best part of everyone's childhood. As Pakistan's largest kids' store, we bring everything for children under one roof, delivering the widest variety, trusted quality, and a joyful shopping experience. With this spirit, our mission is to become the number one kids-centric global brand which is trusted by families and loved by children.

Our Values

Bachaa Party takes pride in operating on principles such as customer care, honesty, quality assurance, customer satisfaction, affordable rates, and secure payments.

Secure Payments

When you shop through our online store, we assure you that all of our payment methods are secure. All of your payment and billing data is kept safe with multiple protection walls.



- ▶ The Bachaa Party website uses a colourful and visually engaging design that attracts children and parents. Bright colours, promotional banners, and large product images improve presentation and make the website visually appealing. The navigation bar is organised into product categories, helping users browse clothing, toys, and accessories easily. Product grids and large images improve usability by allowing customers to quickly view products and prices. The website also uses high-quality visuals and promotional graphics to create a modern shopping experience. However, pages on Bachaa Party often contain many large images and banners. Without image compression and lazy loading, this may increase loading times on slower mobile connections and affect website performance.

Bacha Party (2025) <https://bachaaparty.com> (Accessed: 8 October 2025).

Strengths and Weaknesses



- ▶ The IKCA website has several strengths that support its purpose as a charity website. One major strength is its simple and organised layout, which makes navigation easy for users of different ages and technical abilities. The website also loads quickly because it uses lightweight design elements and fewer large media files. This is important because users may access the website on mobile devices or slower internet connections when viewing appeals or making donations. The clear navigation bar and readable text improve accessibility and help visitors quickly find important sections such as donations, appeals, and contact information. However, the website also has some weaknesses. The design is quite basic compared to larger charity websites and contains limited interactive features, which may reduce user engagement and make the website appear less modern. The lack of videos, animations, or advanced media content may reduce donor confidence and make the website less visually appealing to younger users. In comparison to Bacha Party, IKCA uses a much simpler and more minimal design. While this suits its informational charity purpose and improves clarity, it also means the website has fewer features to encourage repeat visits and long term user interaction.

IKCA (2025)<https://www.ikca.org.uk> (Accessed: 8 October 2025).

Strengths and Weaknesses



- ▶ The Bacha Party website has many strengths that support its purpose as an online retail platform for children's products. The colourful design, promotional banners, product categories, and large product images attract attention and create an engaging shopping experience for parents and children. Features such as the shopping cart, login and registration system, order tracking, and multiple payment methods improve usability and make online shopping more convenient. The login and registration system is an important strength because it encourages customers to return to the website, save preferences, and complete purchases more quickly, helping the business increase customer loyalty and sales. The website also includes modern e-commerce features and secure payment processing, which improve customer trust and support the commercial purpose of the business. However, the website also has weaknesses. The heavy use of promotional banners, pop-ups, and large product images can make some pages feel crowded and visually busy, which may reduce accessibility for users with attention difficulties or cognitive impairments. Large images and media content may also increase loading times on slower mobile connections if they are not properly compressed or optimised. In contrast to IKCA's simple and minimal design, Bacha Party focuses more on visual engagement and product promotion. While this creates a more exciting shopping experience, it can reduce simplicity and negatively affect website performance on some devices.

Bacha Party (2025) <https://bachaaparty.com> (Accessed: 8 October 2025).

Conclusion

- ▶ Overall, both websites are effective and well-suited to their different purposes, but each has strengths and weaknesses. The IKCA website is successful as a charity website because its simple layout, clear navigation, and fast loading times make information easy to access for users on both desktop and mobile devices. However, the website would benefit from more modern visual features and improved accessibility tools to increase user engagement and donor confidence. In contrast, the Bacha Party website is highly engaging and visually appealing due to its colourful design, promotional banners, and advanced e-commerce features. The website provides a strong online shopping experience with features such as account registration, order tracking, and secure payment systems. However, the heavy use of large images and promotional content may increase loading times and make some pages feel visually crowded, especially on slower mobile devices. Overall, IKCA focuses more on simplicity and clarity, while Bacha Party focuses more on visual engagement and commercial functionality. Both approaches are suitable for their intended audiences, but each website could still be improved further in terms of accessibility, performance, and user experience.
- ▶ Overall, both websites successfully achieve their intended purposes, but Bacha Party provides a stronger interactive experience while IKCA provides better simplicity and clarity.

References

IKCA (2025) *Imran Khan cancer appeal* Available at: <https://www.ikca.org.uk> (Accessed: 27 September 2025).

Bachaa Party (2025) *Bachaa Party – Online Shopping Website*. Available at: <https://bachaaparty.com> (Accessed: 27 September 2025).