

Web Development and Design Project

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1 Introduction

New Zealand Pharmaceuticals (NZP) is leading the way for biotechnology industry development in New Zealand and has a strong export focus with 95% of its products being exported worldwide.

NZP's websites form an integral part of this process, providing them with a means of marketing their company and products to national and international customers.

David Soong has identified a need to redevelop and design their two current websites and develop and design two new websites.

The website is extremely important for generating new business as most people now resort to using the internet to research suppliers of pharmaceutical ingredients.

2 Objectives

The project included the following main objectives;

- Analysis of the current system
- Research into NZP's competitors websites
- Development and design of the following websites
- NZP Holdings – <http://www.newzealandpharmaceuticals.com>
- New Zealand Pharmaceuticals – <http://www.nzp.co.nz>
- NZP Synthesis – <http://www.nzpsynthesis.com>
- Just the Berries – <http://www.justtheberries.co.nz>
- Test the websites

3 Methods

Analysis: Thorough analysis of the current websites was undertaken to get a general understanding on improvements needed. Meetings were initiated with stakeholders to identify requirements. Analysis of NZP's competitor websites was undertaken.

Design: A number of website concepts were designed and presented to the project sponsor. The chosen concept was then refined and presented to other stakeholders. This concept was then further refined based on feedback. The sitemap and ERD for the sites is also created in this phase.

Development: The cascading style sheets were then developed based on the final concept. The next step was to develop the menu and language systems that would be the backbone of how the websites functioned. Once these were completed the development of each of the pages was started.

Testing: The websites were thoroughly tested for functionality, browser and resolution compatibility.

Implementation: The websites were uploaded to the web server.

4 Results

Four websites have been developed. These websites are now more visually attractive and distinctive and have a common layout to help unify the company. The websites are all database driven and fully dynamic allowing for improved content management and multiple languages.



Figure 1: NZP Holdings website

5 Conclusion

The four websites have met and exceeded all the users requirements and objectives. The development of these websites will help to establish the credibility of New Zealand Pharmaceuticals amongst industry professionals and the general public.

The websites include the following features;

- Totally Dynamic Pages and Menu System
- PHP, HTML, JavaScript and XML Frontend
- MySQL Backend
- Fully designed using CSS
- Content Management System
- RSS Feeds
- Multiple Language Support
- Automatic Language Detection
- Sitemap 0.9