Grade 13 A/L ICT · Lesson 10

10.2 Analysing User Requirements for a Website

Syllabus 10.2. Before writing any HTML, plan the site: define its **objectives** and **target users**, decide the **contents** (text, images, audio, video) of each page, list the **web pages** and choose a **navigation structure**. A **site map** or **storyboard** records this plan.

1. Planning steps

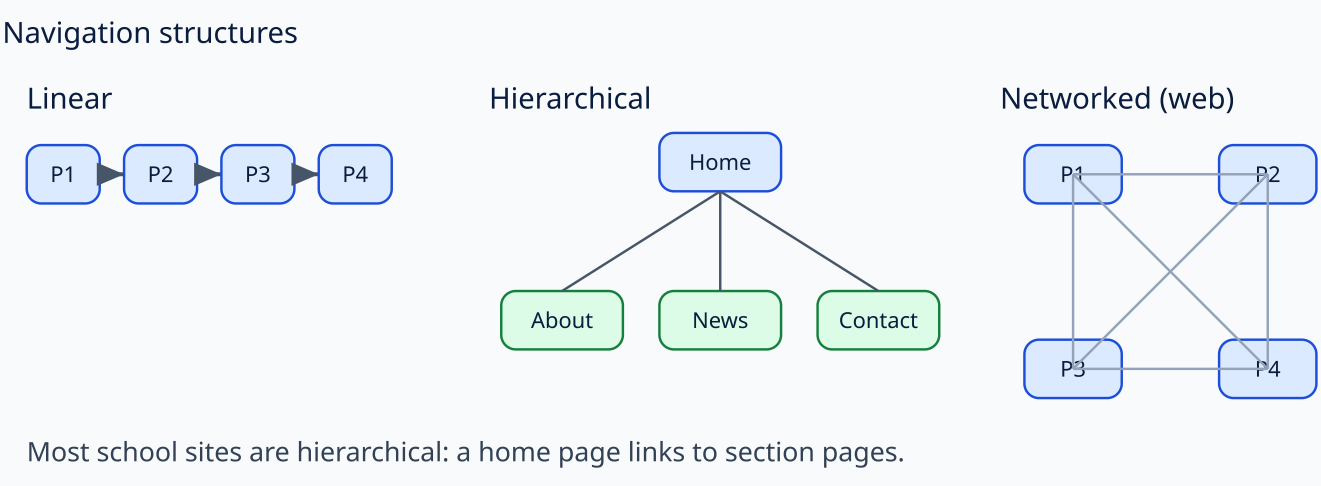
Objectives
Why the site exists, e.g. share school news and results.

Users
Students, parents, teachers, past pupils.

Contents
Text, images, audio and video needed on each page.

Pages and navigation
List the pages and how users move between them.

2. Navigation structures



Linear, hierarchical and networked navigation

Structure	Best for
Linear	Step-by-step tutorials or a slide show
Hierarchical	Most school and business sites (home → sections → pages)
Networked	Wikis and encyclopaedias where any page links to any other

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🧱 **Worked example: Plan a website for the school ICT club.**
Objective: share club news and register members. Pages: **Home, About, Events, Gallery, Register** (5 pages). Contents: text and a logo on Home, photos on Gallery, a form on Register. Navigation: **hierarchical** – Home links to the four section pages and each page has a menu back to Home.

HTML: Home page with a navigation menu

```
<!DOCTYPE html>
<html>
<head>
  <title>Green Valley School</title>
</head>
<body>
  <h1>Green Valley School</h1>
  <p>
    <a href="index.html">Home</a> |
    <a href="about.html">About</a> |
    <a href="news.html">News</a> |
    <a href="contact.html">Contact</a>
  </p>
  <h2>Latest news</h2>
  <p>Sports meet on 12 March.</p>
</body>
</html>
```

▶ **Result in the browser**

Green Valley School

Home | About | News | Contact

Latest news

Sports meet on 12 March.

💡 Keep the menu in the same place on every page and limit it to about 5–7 items.

🚀 **Beyond the syllabus (2026 update)** *Not required for the exam – read for interest.* In 2026 designers start with a mobile-first wireframe in tools such as Figma and test it with real users before coding.

Key Words

Objective – Purpose that the website must achieve.

Target audience – Group of people the site is made for.

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User requirement – What users need the site to provide.

Content – Text, images, audio and video shown on a page.

Multimedia – Combination of text, images, sound and video.

Navigation – How users move between pages.

Navigation bar – Menu of links shown on every page.

Linear structure – Pages visited one after another in order.

Hierarchical structure – Tree of pages below a home page.

Networked structure – Pages that link freely to each other.

Site map – Diagram listing all pages and their links.

Storyboard – Sketch of each page layout before building.

Sample Q&A

1. First step in planning a site?

> **Answer:** Define the objectives and target users.

2. Name three navigation structures.

> **Answer:** Linear, hierarchical, networked.

3. Best structure for a school site?

> **Answer:** Hierarchical.

4. What is a site map?

> **Answer:** A diagram of all pages and links.

5. How many pages in the ICT club plan?

> **Answer:** 5.

6. Why keep the menu in one place?

> **Answer:** Users find it easily – consistent navigation.

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MCQ

1. The first step in website planning is to

A. define objectives and users
B. buy a domain
C. write PHP
D. upload the files
E. choose colours

2. Pages visited one after another in order form a

A. portal
B. linear structure
C. hierarchical structure
D. networked structure
E. database

3. Home → sections → pages is a

A. hierarchical structure
B. linear structure
C. flat file
D. loop
E. networked structure

4. A wiki where any page links to any other uses a

A. linear structure
B. hierarchical only
C. networked structure
D. sequential file
E. single page

5. A diagram listing all pages and their links is a

A. URL
B. site map
C. cookie
D. web server
E. style sheet

6. Text, images, sound and video together are

A. metadata
B. plain text
C. protocols
D. multimedia
E. hypertext only

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7. The ICT club plan has how many pages?

A. 5
B. 4
C. 7
D. 6
E. 3

8. A menu of links on every page is a

A. footer note
B. database table
C. site map file
D. server log
E. navigation bar

9. Which term means: “Purpose that the website must achieve”?

A. Objective
B. Navigation
C. User requirement
D. Linear structure
E. Site map

10. Which term means: “Group of people the site is made for”?

A. Content
B. Target audience
C. Navigation bar
D. Storyboard
E. Hierarchical structure

11. Which term means: “What users need the site to provide”?

A. Networked structure
B. Objective
C. Multimedia
D. User requirement
E. Linear structure

12. Which term means: “Text, images, audio and video shown on a page”?

A. Navigation
B. Site map
C. Hierarchical structure
D. Target audience
E. Content

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13. Which term means: “Combination of text, images, sound and video”?

A. Storyboard
B. Networked structure
C. User requirement
D. Navigation bar
E. Multimedia

14. Which term means: “How users move between pages”?

A. Content
B. Navigation
C. Site map
D. Linear structure
E. Objective

15. Which term means: “Menu of links shown on every page”?

A. Storyboard
B. Target audience
C. Hierarchical structure
D. Navigation bar
E. Multimedia

16. Which term means: “Pages visited one after another in order”?

A. Networked structure
B. User requirement
C. Linear structure
D. Navigation
E. Objective

17. Which term means: “Tree of pages below a home page”?

A. Site map
B. Target audience
C. Navigation bar
D. Hierarchical structure
E. Content

18. Which term means: “Pages that link freely to each other”?

A. Multimedia
B. User requirement
C. Networked structure
D. Linear structure
E. Storyboard

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19. Which term means: “Diagram listing all pages and their links”?

A. Objective
B. Content
C. Site map
D. Hierarchical structure
E. Navigation

20. Which term means: “Sketch of each page layout before building”?

A. Target audience
B. Navigation bar
C. Multimedia
D. Networked structure
E. Storyboard

Structured Questions

1. List the steps of analysing user requirements for a website. *(5 marks)*

> Objectives; users; contents; pages; navigation.

2. Compare linear, hierarchical and networked navigation. *(4 marks)*

> Order; tree; free links; uses.

3. Plan the pages and contents of a school ICT club site. *(2 marks)*

> Five pages with contents; hierarchical.

4. Explain why multimedia content should be chosen carefully. *(3 marks)*

> Attract users; but size slows loading; accessibility.

5. Draw a site map for a five-page site. *(3 marks)*

> Home at top; four children; links back.

Summary

- Plan before coding.
- Define objectives and users first.
- Decide contents for each page.
- Choose linear, hierarchical or networked navigation.
- Record the plan in a site map.

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MCQ answer key – 10.2

1. **A** – Objectives first.
2. **B** – Linear.
3. **A** – Tree.
4. **C** – Networked.
5. **B** – Site map.
6. **D** – Multimedia.
7. **A** – Home, About, Events, Gallery, Register.
8. **E** – Nav bar.
9. **A** – Objective – Purpose that the website must achieve.
10. **B** – Target audience – Group of people the site is made for.
11. **D** – User requirement – What users need the site to provide.
12. **E** – Content – Text, images, audio and video shown on a page.
13. **E** – Multimedia – Combination of text, images, sound and video.
14. **B** – Navigation – How users move between pages.
15. **D** – Navigation bar – Menu of links shown on every page.
16. **C** – Linear structure – Pages visited one after another in order.
17. **D** – Hierarchical structure – Tree of pages below a home page.
18. **C** – Networked structure – Pages that link freely to each other.
19. **C** – Site map – Diagram listing all pages and their links.
20. **E** – Storyboard – Sketch of each page layout before building.

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