

Analyse the documents one at a time with reference to the criteria and identify both positive and negative element of each document
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The task requires me to collect two different documents from each company. I have decided to collect 3 different application forms and 3 web pages. I have to produce a report describing, comparing and evaluating two different standard documents used by each of the organisations.

I chose these two types of documents, as they seem to be the most complicated to make. I had few difficulties collecting the documents, as the companies were not too certain about giving out personal information. However I did manage to collect the needed materials form.

My three application forms are from:

1. Le Meridien Excelsior (a hotel based around Heathrow Airport)
2. Foot locker (a sport store based in Uxbridge also World wide)
3. British Airways (Airline based near Heathrow Airport)

My three web pages are from:

1. www.britishairways.com
2. www.footlocker.com
3. www.lemeridien.co.uk

Description and analysis of document collected.

Application form 1:

Le Meridien

Front page

This application form is more attractive than the others because it has a nice blend colour (actually just shades of blue). Along the left hand side of the page is the names of the companies in associate with Le Meridien. The logo of the company is behind the text to make the form more attractive and lets the applicant know what they are filling in. The questions asked are relevant, as you have to give your general information, all the questions are not reference such as address and position applied for.

2ND + 3RD page

These two pages are very spread out as the template only asks for reference and career summaries. The page are very blue and not appealing to look at, it is simple and does manage to make filling in this form not very easy to fill.

Last page

The last page is like the conclusion to the application form as it gives questions that will help you while in the job, such as any medical information. An address stamp is posted on the back of the form telling you where to return it and underneath that is the usual section for official use only.

The font style is Arial and size “10” some sections are italic for parts to be read and understood. But readability is not very clear as the font are small size “10”. The target audience should be for old people, do not feel for under 30. The structure of the pages is excellent as it laid out well and is very clear. There is no need to be readable as it is kept simple. There are headers and titles in this document however it is too small to notice which is a downfall.

Application form 2:

Foot Locker

Front page

This application form is very professional as the logo stand and the colour match the logo with the application form. The logo is represented at the top of the page; just along it there is address of the head office. The most important data are surrounded by red boxes which the colour of “Foot Locker” in the logo. The questions asked are relevant, as you have to give your general information, all the questions are not reference such as address and position applied for.

2ND + 3RD page

These two pages background is very representative because they include the logo of the company; it seems to us how the logo represents the company. The questions are in boxes so you have to tick and fill I, which gets rather repetitive.

Last page

This page is like the conclusion to the application form as it gives questions that will help you while in the job, such as any medical information. An address stamp is posted on the back of the form telling you where to return it and underneath that is the usual section for official use only which is fill in grey colour and inside of it there is a white boxes which is for the store stamp.

The font style is Arial and size “10” some sections are italic and bold for parts to be read and understood easily. The structure of the pages is excellent as it laid out well and is very clear. There is no need to be readable as it is kept simple. There are headers and titles in this document which stand out clearly because they are in bold and size “14”. This application form is very professional. The target audience should be for teenager as teenager are more active which is represented in the layout, background colour and questions asked by the application form.

Application form 3: **British Airways**

Front page

This application form is similar to most application forms. The logo is represented at the top of the page. The questions asked are relevant, as you have to give your general information, all the questions are not reference such as address and position applied for. But this application is only for people who applied for Customer Service Agent. They also tell us that the applier has to complete this application form in block capitals using black ink, before to complete the application.

2ND + 3RD page

These two pages are very spread out as the template only asks for reference and career summaries. The pages are very simple and appealing it very easy to look at, it is simple and does manage to make filling in this form easy to fill.

Last page

This page is like the conclusion to the application form as it gives questions that will help you while in the job, such as any medical information. There is the address of British Airways Recruitment at the bottom of the page.

The font style is Arial and size “12” some sections are italic and bold for parts to be read and understood easily. The structure of the pages is excellent as it laid out well and is very clear. There is no need to be readable as it is kept simple. There are headers and titles in this document which stand out clearly because they are in bold and size “14”. The target audience should be not for teenager but for adult, which is very representative in the application form.

Analysis of British Airways web page

The font size of this web page is readable and very clear “Arial Narrow”. It has various styles, two colours, which are the main colour for the company “blue and red”, and the feature of the web page is not appealing very attractive. The structure of this is well thought of. Its main feature is in the right side because there is the main service. The structure is ok but the layout is a bit poor. The logo is situated in the left corner of the web page. In the left there is Login ID its for people who will buy tickets online at British Airways, it’s for security reason. They have in the middle a booking program, which help you to find out if the date and time given match any places in the aeroplane. The accuracy of this document is not very satisfactory because it works for the business type of person.

Analysis of Le Meridien web page

The font style of this document is one kind, which is Arial Narrow. It also has three different font colours, which are blue, red and black. The structure is not very pleasant (landscape) because when I print the site from the Internet the web page has been printed in half details in each pages (two), so what I did is copy and paste. The layout is very poor. The target audience for this document is probably of the age group adult and plus. The length of the web page is disappointed because it has only a very small verse. The picture is well presented as it attracts the customer view “sea side, blue sky...”). The accuracy of this document is very poor.

Analysis of Footlocker web page

As one of the world largest employers, it is their responsibility to run a successful and profitable business. There is a variety of fonts used in the Footlocker homepage, with a change of colours. The fonts are set in different colours, which are designed to catch the eye of the person who will be browsing the web. The font are set in different way, they are bold, italic and other different styles. It uses different ways. The site is well presented as you can see the layout stand out, the hyperlinks in the top of the page, which shows by category what the customer will need. The site is done professionally.