

**How the website is suitable for the intended audience and purpose.**

The website is made to be easy to use for anyone interested in mobile phones, accessories, and services. It has a simple layout and clear sections like Apple, Samsung, Huawei, and Accessories, making it easy for people to find what they’re looking for.

The carousel on the Accessories page lets users interact with images, which makes the site more fun and engaging. The website also has links to other product pages, so users can easily get more details.

The information on the site is useful, with clear details about phones and accessories, helping people make good choices. The website has a consistent design with matching text, colors, and menus, making it easy to follow.

In short, the website works well for its purpose, offering helpful and easy-to-find information while keeping things interesting for all types of users.

**How the website meets the needs of purpose and user requirements & Evaluation of the design**

| Initial Planning for index.htm | Completed page for index.htm |
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| I made sure the homepage is simple and easy to use. It includes important features like images, a navigation menu, a YouTube video, and a moving information bar. These features help the website look good and make it easy for users to find information. The navigation menu lets users quickly go to different pages like mobile phone brands and services. There are also links to forums and the contact page, offering extra help. The images show mobile phones and services, which keep the page interesting and relevant.  The color scheme stays the same throughout the page, and the links change color when you hover over them, making it interactive. Based on feedback from users, I made the layout clearer by separating sections to avoid overcrowding. Some users asked for more visuals to make the page more engaging, so I added the moving information bar and made sure the images fit the topics. A few people also said the page should load faster, so I made the images smaller without losing quality, ensuring the page loads quickly.  Since there was limited time, I focused on making the page easy to use and fun. One user suggested the navigation menu could have more options, so I added more links to related pages, making it easier to explore. I also made sure the page works well on mobile.  Overall, the homepage is good for users who want to learn about mobile phones and services, and it's easy to navigate. The feedback helped improve the design and made it more user-friendly, even with limited time. |
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| Initial Planning for apple.htm | Completed page for apple.htm |
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| The Apple page I created is designed to be simple and user-friendly. The navigation bar at the top offers easy access to various sections, such as "Samsung," "Huawei," and "Contact Us," ensuring users can navigate quickly. The introductory section provides a brief summary of Apple, explaining its history and key offerings.  I included tables that feature images and links to the latest iPhone models like the iPhone 16, 15, 14, 13, and 12. Each model's features, such as performance, cameras, and colors, are presented clearly for easy comparison. Additionally, there are direct links to purchase these phones, enhancing user convenience.  A video embedded at the bottom adds interactivity, allowing users to see the products in action. The design is clean and modern, with a consistent color scheme and a clear, readable layout. Based on feedback, I simplified the layout to avoid clutter and ensure the focus remains on the products.  Overall, the page is effective in meeting its purpose of providing an overview of Apple products in a simple yet engaging way. Future improvements could include further interactivity, such as a map of apple shops. |
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| Initial Planning for samsung.htm | Completed page for samsung.htm |
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| The Samsung page I created is easy to use and full of helpful information about Samsung's latest products. At the top, there’s a clear menu that lets you quickly go to different sections, like Apple, Huawei, Google, Accessories, Services, and Contact Us. This makes it simple to explore other pages on the website.  In the introduction, users get an overview of Samsung’s technology, like their Galaxy phones, foldable screens, and smart home devices. It’s a great way to learn about the brand and why Samsung is a leader in tech.  The page also features the newest Samsung phones, with pictures and details about their key features, such as great cameras, amazing displays, and stylish designs. If a phone catches your interest, there’s a link that takes you to Samsung’s website to learn more or buy it.  There’s also a table that compares the different Samsung phone models, showing features like camera quality, battery life, and color options. This helps users choose the best phone for their needs.  A video is included to showcase Samsung’s latest products, making the page more interesting. The design is clean and simple, so it’s easy to read and navigate. The layout stays the same across the page, so users can easily find what they need.  From feedback, people liked the easy design and helpful comparisons between phones. Some suggested improving how the page works on mobile, which I’ve worked on fixing. Overall, the page meets the goal of giving clear and exciting information about Samsung products, while making sure to improve based on feedback. |
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| Initial Planning for googlepixel.htm | Completed page for googlepixel.htm |
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| I designed the Google Pixel page to match the rest of the website, making sure it’s easy to use and looks consistent. The grey navigation bar is the same as on all the other pages, with clear links to other sections like Apple, Samsung, Huawei, Accessories, Services, and Contact Us. This keeps everything simple, and users can easily jump to different pages.  For content, I made sure to include at least four different assets: images of the Google Pixel phones, a banner, a clickable link to the Google store, and a YouTube video. This helps the page stay visual and engaging, offering different ways for users to explore. There are internal links to move between pages and an external link to the Google store, making it easier for users to buy their Pixel phone.  I used tables to organize the phone models and their features, so users can compare them easily. The design for the menus and navigation bars is simple and consistent, which makes the page flow smoothly. For colors, I kept a clean palette of grey, black, and white, and added pink for hover effects on links to match the overall look of the site.  The page is interactive with clickable links to the phone models, making it more engaging. There's also a YouTube video embedded to give users more information in an interesting format.  The page was designed to be user-friendly while meeting all the requirements. I also took into account feedback from others. Some suggested making the design better for mobile devices, so I ensured the tables and images adjust to different screen sizes. Overall, the page provides clear information about the Google Pixel phones while being easy to navigate and visually appealing |
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| Initial Planning for huawei.htm | Completed page for huawei..htm |
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| For the Huawei page, I kept the design simple and easy to use while meeting all the requirements. The page includes images of Huawei phones, banners, and a YouTube video to keep users engaged. There are also links to other pages like Apple, Samsung, and Google, so it's easy to move between them. I added a table showing the latest Huawei phones, with clickable models linking to their product pages for more information.  The menu is at the top, making it simple for users to navigate. The colors are clean and modern, using grey, black, and white with pink hover effects. The footer also has a YouTube video, giving users more information about Huawei products.  The page is easy to read and navigate, with helpful links to explore Huawei phones. The interactive links and simple design make it easy to find what users want.  I got feedback asking for more interactivity and easier navigation, so I added internal links and kept the design clean. The YouTube video adds extra value for users. Overall, the page is easy to use, looks good, and gives users what they want. |
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| Initial Planning for accessories.htm | Completed page for acessories.htm |
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| For the Accessories page, I made sure to include at least four different products, like pictures of Apple and Android accessories. I also added links inside the page, like the "Find Out More" buttons, and links to Apple’s and Geeky’s online stores, so users can easily check out more products. I also added a couple of YouTube videos for people who prefer videos over reading.  I created a simple menu with links to different accessory sections like Apple, Samsung, Huawei, and more. This helps users easily find what they want. The design is clean and easy to follow, with matching colors and text. I also added an image carousel that lets users scroll through pictures of accessories. This makes the page more fun to use.  Based on the feedback I got, I made some changes. I made the carousel easier to use on both desktop and mobile devices. I also made sure the page loads fast and works well on phones. Some people suggested making the navigation menu clearer, so I made sure the menu is easy to read and use. The page is easy to navigate and shows accessories in a way that’s simple for users to explore. Overall, the page is good for showing accessories while making it easy and enjoyable for users to use. |
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| Initial Planning for services.htm | Completed page for services.htm |
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| The Services page meets its purpose by giving users helpful information about mobile services, including providers, SIM deals, and the pros and cons of different plans. I’ve included four types of content: images, a table, and several external links. I added links to Sky, Vodafone, and a comparison tool for SIM deals, which makes it easy for users to check out offers.  The page also has a table that clearly lists service providers and their advantages and disadvantages, helping users compare options quickly. I included internal links to other pages, like Apple and Samsung, so users can easily navigate the site.  The design uses a consistent color scheme and a simple layout, making it easy to read. There’s also an embedded YouTube video to make the page more interactive and engaging.  Based on feedback, I made changes to improve the table layout and added a SIM comparison link to give users more options. I also ensured the page works well on mobile devices, so users have a smooth experience.  I focused on keeping the page fast and mobile-friendly. The images and videos are optimized to load quickly, and the layout is simple for easy navigation.Overall, the page meets user needs by providing clear, useful information in a simple and accessible way. |
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| Initial Planning for contact.htm | Completed page for contact.htm |
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| The Contact Us page is designed to make it easy for users to get in touch. It includes four main elements: an easy-to-use contact form, links to Apple, Samsung, and Android forums, and navigation links to other pages on the site. The form is simple, asking for the name and email with a clear submit button. There are also links to forums where users can join discussions related to these brands.  The page’s design is clean and easy to read, with a simple layout and consistent colors. The contact form stands out clearly, making it easy for users to fill out. The navigation bar ensures users can quickly find other pages on the site.  Feedback from users suggested clearer instructions in the form, which was added by ensuring that the labels for each field were simple and direct. Some users also asked for more community forum links, so I included links to Apple, Samsung, and Android forums. To meet these suggestions, I also ensured the page was mobile-friendly and loads quickly by keeping the design straightforward.  In terms of constraints, the contact form currently only uses email for submissions. While this is simple and quick, it could be a limitation for some users but the form is easy to use and fulfills the purpose of the page. Overall, the page meets the user’s needs with a simple form, easy navigation, and helpful links. |
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**3 recommendations for further improvements to the website.**

1.Make it more Mobile-Friendly: Use responsive design (CSS media queries) to ensure the site looks good on all devices, especially mobile phones and tablets.

2.Add More Interactive Features: Use JavaScript to improve user interaction, like adding smooth animations, collapsible sections, or an interactive FAQ.

3.Improve SEO: Optimize the site for search engines by using proper meta tags, clear headings, and descriptive image alt texts to improve discoverability.

**Conclusion**

The final website, including all pages (Apple, Samsung, Huawei, Google, Services, Accessories, and Contact Us), works well to give users easy access to information about mobile brands and services. Changes were made based on feedback to make the site easier to use, like improving navigation and making the layout clearer. The pages now have a simple and organized design, with helpful tables, images, and links to products and services.

For the Apple page, I simplified the layout to focus on important product details, and added a video for users to see the products in action. Other pages, like Samsung and Huawei, also have easy navigation and direct links to buy products.

The Services page clearly shows available mobile plans and their benefits, and the Accessories page highlights related products in a clean way. The Contact Us page has a simple form so users can easily get in touch.

Overall, the website does a good job of giving users helpful information about mobile phones, services, and accessories for any type of users.