**Task 3b (Summer 24) Evaluation**

**Effectiveness of the assets and content used**

For the assets and content chosen, these were selected to make my prototype look more colourful and more like an actual zoo website. I used an image for the background and logo of the website to catch the attention of the users and give the website an attractive feel which would be expected from other similar websites. This is backed up by the majority of respondents agreeing with this view. However, 20% of respondents said that the design was very basic and that the aesthetics weren’t pleasing to their eyes and should be improved.

I also used images for most of the pages on my website to help the users understand more about the website and what they can expect to do when they visit. The images consisted of safaris, zoos, hotels, animals and a group of people which are relevant to what Riget Zoo Adventures offers. The majority of pages on my website have some images relating to the content of the pages and the images were separated for these pages to show the relevance of what each page is about. The images used support the contents of the pages and they also help in attracting the attention of the users further from the background and logo of the website. This is backed up by the majority of respondents having the same opinion by saying that it was nice. However, 20% of respondents said that there should have been more images of hotels and safaris added to the website so that the users get to see what they are signing up for.

For the content, my website has each page and contains all of the relevant information for these pages. The website uses basic text which is in a background colour and a colour scheme for the navigation bar. This has been done to ensure that the website is easy to read for all of the users, including those who are impaired. Also, having a colour scheme for a website helps to make it stand out more and appeal to the users. However, there were different opinions on this as some respondents said that the background colour of the text was unusual and that it was a bit hard to read. Additionally, they said that the information on the website seemed short and basic and that there could have been more information on things like the attractions and facilities and booking a stay at the hotel.

Other images were rejected as they weren’t appropriate for the website and because they had no relevance to the content of the website.

The sources of information used were valid and reliable. The images were from Unsplash, a popular free website with no copyright. Using a popular free images website like Unsplash ensured that I was using assets from a reliable source as they haven’t been copied from another website. The text on my website is also valid and reliable as it was written only by me in my own words and not copied from any other website on the internet. Therefore, all of the sources of information used are valid and reliable.

There are no legal and ethical implications of the assets and content selected as they are all legal and ethical. This is because the images were used from a website called Unsplash, which is copyright-free as it has free images rather than being from a website which isn’t copyright-free since this would be a legal and ethical issue. The links used on the educational visits page of my website are ethical as they are not real and were used as placeholders. This was done to avoid any ethical issues relating to copyright and using other people’s website content without their permission. The content is legal as the website follows legal and regulatory standards such as the Data Protection Act 2018 since it stores the users’ personal data in the database after they register on the website. Also, the password is hashed after being passed to the database which further ensures compliance with this law as the actual password used by the user is stored in a different format to avoid the risk of hacking or any other malicious activity. The content is also legal as it follows web accessibility guidelines such as WCAG (Web Content Accessibility Guidelines) since the website can easily be accessed and uses colours and text that can be read by everyone, including those who are impaired since website accessibility is important when it comes to websites being used by other people. Additionally, my website has a page dedicated to accessibility features which also ensures compliance with this law as it considers the needs of impaired users.

**Functional and non-functional requirements**

Functional requirements refer to the requirements for the user and non-functional requirements refer to the requirements for the system. These were the functional requirements of the solution:

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| **Description** | **Priority** | **Justification** |
| The user can access all of the pages in the correct place | HIGH | The user will need to be able to understand and read the information correctly in their respective places. If certain pages aren’t in the correct place, it could cause issues with the user not being able to find it or reading the wrong information |
| The user can log in to the website if they already have an account | LOW | The user will need to be able to log in if they want to reserve and book tickets for the zoo or check availability and book a stay at the hotel as these will only be restricted to only registered users. They will also need to be registered to manage their bookings |
| The user can register if they don’t have an account | MEDIUM | The user will need to have an account to log in, so they will need to be able to register first before doing this. They will also need to have account registration to manage their bookings and to also reserve and book tickets or check availability and book a stay at the hotel |
| The user can access all of the pages without any bugs or other issues | HIGH | The user will need to be able to access all of the pages without any errors preventing this happening and the website will need to work as intended for this |
| The user can reserve and book tickets for the zoo without any issues | LOW | The user will need to be able to reserve and book tickets to the zoo without any errors preventing this from happening so that the booking system works as intended. The user will also need to be able to view the bookings that they have made |
| The user can check availability and book a stay at the hotel | LOW | The user will need to be able to check availability and book a stay at the hotel without any errors preventing this from happening so that the booking system works as intended. The user will also need to be able to view the bookings that they have made |
| The user can get help and information about the attractions and facilities | HIGH | The user will need to be able to understand what attractions and facilities there are at the zoo and get any assistance if they aren’t sure of something. This will be useful to them if they want to visit the zoo |
| The user can access the materials provided to support educational visits | LOW | The user will need to be able to access the materials if they want to visit the zoo for their education so that they either know if it is good for them or if it will help them with their education |
| The user can access the accessibility features to support them if they are impaired | MEDIUM | The user will need to be able to access the accessibility features and use them if they are impaired so that the website can adjust its look accordingly to assist them. This will enable impaired users to use the website based on their needs |

My website met all of these functional requirements as it was easy to access all of the pages without any issues along with being able to register, log in, reserve and book tickets for the zoo and book a stay at the hotel. This is backed up by all of the respondents saying that it was easy to navigate on the website along with registering, logging in and booking tickets and a stay at the hotel.

These were the non-functional requirements of the solution:

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| --- | --- | --- |
| **Description** | **Priority** | **Justification** |
| The system displays all of the pages in the correct place | HIGH | The system should display all of the pages in the correct place without any issues so that the user can navigate the pages and read the information on each of them |
| The system allows the user to log in to the website if they already have an account | MEDIUM | The system should allow the user to log in so that they can reserve and book tickets for the zoo or check availability and book a stay at the hotel as these will only be restricted to only registered users. They will also need to be registered to manage their bookings |
| The system allows the user to register if they don’t have an account | MEDIUM | The system should allow the user to register as they will need to have an account to log in, so they will need to be able to register first before doing this. They will also need to have account registration to manage their bookings and to also reserve and book tickets or check availability and book a stay at the hotel |
| The system allows the user to access all of the pages without any bugs or other issues | HIGH | The system should allow the user to access all of the pages without any errors preventing this happening and the website will need to work as intended for this so that the system enables the user to access these pages |
| The system allows the user to reserve and book tickets for the zoo without any issues | MEDIUM | The system should allow the user to reserve and book tickets to the zoo without any errors preventing this from happening so that the booking system works as intended. The system should also allow the user to view the bookings that they have made |
| The system allows the user to check availability and book a stay at the hotel | MEDIUM | The system should allow the user to check availability and book a stay at the hotel without any errors preventing this from happening so that the booking system works as intended. The system should also allow the user to view the bookings that they have made |
| The system allows the user to get help and information about the attractions and facilities | MEDIUM | The system should allow the user to understand what attractions and facilities there are at the zoo and get any assistance if they aren’t sure of something and allow them to view the page. This will be useful to them if they want to visit the zoo |
| The system allows the user to access the materials provided to support educational visits | LOW | The system should allow the user to access the materials if they want to visit the zoo for their education so that they either know if it is good for them or if it will help them with their education. The system should allow the user to access the page for this |
| The system allows the user to access the accessibility features to support them if they are impaired | MEDIUM | The system should allow the user to access the accessibility features and use them if they are impaired so that the website can adjust its look accordingly to assist them. This will enable impaired users to use the website based on their needs. The system should allow the user to access the page for this |
| The system should hash the password entered by the user when they register and pass it to the database | HIGH | The system should hash the password entered by the user when they register and pass it to the database so that the user’s password is protected from any hackers or other malicious users. Passwords are sensitive and can be susceptible to being hacked |
| The system should recognise an incorrect password entered by the user | HIGH | The system should recognise an incorrect password entered by the user so that only the password set by the user is accepted. This will ensure that the user enters their password correctly and that no-one else except the user can enter an incorrect password and hack into the user’s account |

My website met all of these non-functional requirements as the system allowed the user to access all of the pages without any issues along with being able to register, log in, reserve and book tickets for the zoo and book a stay at the hotel and since there were no bugs that stopped this from happening. This is backed up by all of the respondents saying that it was easy to navigate on the website along with registering, logging in and booking tickets and a stay at the hotel, which shows that the system worked by enabling the users to use the website as intended.

**Key performance indicators (KPIs)**

KPIs refer to the indicators that show how the website is performing. These were the KPIs for the solution:

* The number of users to see how many users are logged in to the website at the same time. This can help in understanding how the website is progressing in terms of the data on the days, weeks and months to see if the number of users is increasing, decreasing or staying the same
* The number of tickets reserved and booked to see how many users are reserving and booking tickets at the same time. This can help in understanding how the reservation and ticket bookings are progressing in terms of the data on the days, weeks and months to see if the number of reservation and ticket bookings made by the users is increasing, decreasing or staying the same
* The number of users who book a stay at the hotel. This can help in understanding how the hotel stay bookings are progressing in terms of increasing, decreasing or staying the same
* The response time of the website. This can help in understand if the website loads at a suitable rate in terms of the pages and content

My website met all of these KPIs as the database shows the number of users who have logged in to the website each time a user registers. After registration, the user’s details are passed to the database and is added and this happens whenever a user registers and the password is also hashed. The database also shows the number of tickets reserved and booked for the zoo and the hotel bookings each time any of these bookings are made and repeats each time any of these bookings are made. The response time of the website was also at a suitable rate and this is backed up by all of the technical users saying that the response time was fast.

**User acceptance criteria**

A user acceptance criteria refers to what the user should be able to do and what would be acceptable to them when they access the website. These were the user acceptance criteria for this website:

* The users can access the website
* The users can log in or register before they reserve and book tickets for the zoo, check availability and book a stay at the hotel or manage their bookings
* The users can reserve and book tickets for the zoo
* The users can check availability and book a stay at the hotel
* The users can get help and information about the attractions and facilities
* The users can access the materials provided to support educational visits
* The users are able to use accessibility features to adjust the website to their needs if they are impaired

My website met all of these user acceptance criteria as the users were able to access the website, register, log in and book tickets for the zoo and a stay at the hotel. This is backed up by all of the respondents saying that they were able to do these things without any issues which shows that my website followed all of the criteria set out above.

**How the prototype could be developed further**

The prototype could be developed further by adding more features to it just like for an actual zoo website. Based on the feedback given by all of the respondents, this could have been things like a map of the zoo, deals and offers, social media accounts and interactive features. Additionally, there also could have been other things such as additional functionality for the educational visits like a quiz and also improving the aesthetics of the website and adding more images of hotels and safaris so that the users get to see what they are signing up for.