WEB DEVELOPMENT (INTERMEDIATE) POE ASSESSMENT

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# Section 2 (Marks: 25)

Introduction

Part 1 of the POE assignment required thorough research and analysis of existing second-hand online stores, Yaga and Vintage with Love. Alongside my partner, Aaliyah Allie, we delved into the user interface of these platforms, experiencing them from the perspectives of both buyers and sellers. Our goal was to assess the usability and functionality of these websites by identifying features we admired and ones we found frustrating. This process allowed us to gain valuable insights into what makes a successful e-commerce platform.

As we interacted with Yaga and Vintage with Love, we took note of various elements that contributed to a seamless user experience. From intuitive navigation to visually appealing layouts, we identified aspects that we wished to incorporate into our own website for "Pastimes." Additionally, we encountered challenges and frustrations, such as cumbersome checkout processes or unclear product categorization. These experiences informed our decision-making as we brainstormed and created prototypes for our website.

In our prototyping phase, we aimed to blend the best features of analysed websites while rectifying observed shortcomings. Our goal was to create an engaging platform that showcased "Pastimes'" unique offerings. Through collaborative discussions, we refined prototypes to align with business objectives and user needs. Despite encountering challenges, we navigated tasks, leveraging our strengths ensuring a seamless user experience through thorough testing and optimization. Ultimately, we delivered a fully functional platform meeting "Pastimes" and its customers' needs.

My Contribution to the Team:

Throughout the assignment, my contribution to the team was focused on ensuring that each part of the project I was assigned was executed smoothly and efficiently. In Part 1, Aaliyah and I divided the tasks evenly, with each of us researching one website and compiling our findings together. We also collaborated on design queries, ensuring a cohesive approach to the prototype creation in Section 2. To streamline the design process, Aaliyah and I utilized design tools to work on separate prototypes simultaneously, this create two designs where we could take the best from both designs to create one final mock -up, as well as have backup designs as a precaution.

Moving on to Part 2, while Aaliyah created the framework for the database, while I focused on creating the basic interface for the website. We divided responsibilities further, with Aaliyah tackling the login and verification functions for users and admins, while I handled the cart, orders, and seller/publishing form functionalities. This collaborative approach allowed us to build the website comprehensively from both ends, ensuring that all aspects were seamlessly integrated.

In Part 3, my focus shifted to refining the cart system and managing user purchasing history, ensuring a smooth transaction process for customers. Additionally, I dedicated effort to creating a user-friendly shopping interface that maintained consistency throughout the entire website. This included optimizing navigation and ensuring a seamless browsing and purchasing experience for users.

Additionally, Aaliyah took on the role of project leader, demonstrating exceptional coordination and understanding of my limited availability due to peak work season. Despite challenges, Aaliyah's patience and leadership fostered a positive team dynamic, facilitating effective communication and problem-solving. Overall, our teamwork and collaboration were instrumental in achieving our objectives for the assignment.

Researching Websites for Design Inspiration

In Part 1, Section 1 of the assignment, our primary task was to research existing websites similar to the one we were tasked to develop for "Pastimes." This research was crucial as it provided us with valuable insights into various design elements, user interface features, and functionalities that are effective in the eCommerce environment. By analyzing websites like Yaga and Vintage with Love, we were able to identify design patterns, navigation structures, and user engagement strategies. This research not only helped us understand the expectations of our target audience but also guided us in designing a website that would resonate with them. For instance, studying Vintage with Love's approach, which catered primarily to a female-centric audience, helped us consider whether to expand our target market to include men and other demographics, similar to Yaga. Understanding the drawbacks and advantages of each approach enabled us to make informed decisions during the planning and design phase of our project.

Another critical scenario where research was indispensable was during the creation of the database for Part 3 implementation, conducting thorough research helped us identify the necessary data fields and attributes essential for recording and managing inventory, user information, and transactional data effectively, this research ensured that our database was robust, scalable, and capable of handling the dynamic nature of an eCommerce platform, thus facilitating smooth operations in Part 3 of the assignment.

Personal strengths and weaknesses

**Tasks that I struggled with:**

• Teamwork, collaborating effectively with my partner, by expressing ideas effectively in written communication.

• Troubleshooting complex coding issues.

• Managing time effectively on certain tasks.

• Quickly grasping and navigating new learning and collaboration tools.

**Tasks that I did well in:**

• Teamwork, collaborating effectively but independently with my partner, once a goal is outlined

• Generating functional code to fulfil project requirements.

• Completing tasks and meeting deadlines.

• Conducting research to gather relevant information.

• Applying newly acquired problem-solving skills to resolve challenges.

**To improve on the weaknesses identified, I plan to:**

• Practice working independently on smaller tasks to build confidence.

• Seek feedback on written communication to enhance clarity and effectiveness.

• Develop better time management strategies, such as setting clear priorities and breaking tasks into manageable chunks.

• Engage in regular training sessions or tutorials to familiarize myself with new software or technology.

Conclusion

The POE assignment was a comprehensive journey of research, design, and development aimed at creating an engaging e-commerce website. Throughout the assignment, Aaliyah and I collaborated closely to tackle the various tasks and challenges that arose, like the thorough research of existing second-hand online stores and drawing inspiration and insights for our design decisions allowing us to identify key features and functionalities essential for creating a successful e-commerce platform.

As well as the transition into the implementation phase, our teamwork and collaboration were instrumental in bringing our prototypes to life, through effective communication and division of tasks, we were able to seamlessly integrate our efforts, ensuring that all aspects of the website were functional and cohesive.

In conclusion, the POE assignment provided us with valuable hands-on experience in researching, designing, and developing an e-commerce website. This journey not only honed our technical skills but also fostered teamwork and problem-solving abilities essential for future endeavours in web development.