

Evaluation

Introduction to document:

In this Document it will detail an evaluation of different parts of the website and its overall conclusion.

Sections in this Document:

- [Websites Requirements](#)
 - Requirements of the website
 - Target Audience
 - Stated purpose
- [Design Evaluation](#)
 - Evaluation of the Design
 - Comparison to Alternative Solutions
- [Development Evaluation](#)
 - The development process of the website
- [Optimization of website](#)
 - Changes made due to feedback of website
 - Changes made due to test data
- [Final Implementation Evaluation](#)
 - Evaluation of final website to user requirements
 - Evaluation of websites appeal to target audience
 - Evaluation of stated purpose of website
- [Self-Evaluation](#)
 - Evaluation of self
- [Conclusion](#)
 - Conclusion of evaluation

Website Requirements:

To complete an effective evaluation of any project you need to know what was expected of the project in the first place. In this case with the website, we need to know the websites requirements, the target audience, and its stated purpose

Website Requirements:

- A profile of the company itself
- profiles of existing trainee web developers
- job specifications and required qualifications
- an on-line application form
- links to web development courses

Target Audience:

The target audience for the site is people who have completed training courses or qualifications related to web development and are now looking for a job as a web developer.

Stated purpose:

You have been asked as part of your induction and training to create a new section for the company's web site which promotes the company to prospective employees, as they need to recruit more web developers.

Design Evaluation

Evaluation of Design:

The design of the website successfully meet the client requirements outlined in the brief. The website effectively promotes Hot Beans Web to prospective employees by providing a detailed company profile, trainee web developer profiles, job specifications, an online application form, and links to web development courses.

The overall layout and structure of the website are clear and logical, facilitating easy navigation and information retrieval.

The chosen colour scheme and typography contribute to a clean and modern look, while the visual elements and content presentation enhance readability and user experience. The design decisions are justified, aligning with user needs and the purpose of the website.

Visual elements, such as images, dividers, and background colours, effectively enhance the overall design without overwhelming the content.

Comparison to Alternative Solutions:

During the design process, alternatives were considered, such as different layout structures or colour schemes, to ensure the best fit for the client's requirements and to ensure the best website possible.

In comparison to alternative solutions, the chosen design aligns well with the client requirements and target audience. The alternative design considered during the design phase was evaluated but ultimately not chosen due to its aesthetics and overall design. The selected design provides a cleaner and more modern look, making it more visually appealing and suitable for Hot Beans Web's target audience.

Development Evaluation

Development process of website:

The development stage involved the implementation of the website's design, ensuring its functionality and responsiveness across different devices and browsers.

The website was built using HTML and CSS adhering to web standards and best practices.

Key functionalities, such as navigation, application form, and a scroll Bar, were successfully implemented and tested.

The website's responsive design allows seamless user interaction on various screen sizes and devices, ensuring a positive experience for all users.

Optimization of website:

Changes made due to Feedback:

There were 4 changes made to the website due to feedback:

Change one was adding padding to the requirements on the jobs page. This suggest I believe was good as it improved the overall design of the page which is important so that it can attract prospective employees.

The second change made to the website was to use an online background removing tool to remove the checkerboard background on the images in the award section. Again, by doing this it improved the design and look of the website, which as mentioned previously is a good thing.

The Third change to the website was a change of the colours of the staff section. This change improved the contrast between the text and the background, which improved the readability of the staff information which is vital because it is important for the information to be readable on a website.

The fourth and final change due to feedback was adding an active colouring to the nav page so that the user could easily identify which page they were on. This improved the usability of the website. This is important because the easy and smoother a website is to use the more likely someone is to use it again in the future.

All these changes to the website help improve its overall look and use. This is important because [48% of people say that web design was the number one way, they determine the credibility of a business.](#)

This is extremely important because if someone is looking for a new job, one of the main things they will do is look into their potential employer and if they have a good designed and implemented website it will leave a positive impression and they would be more likely to join/enter that company.

Changes made due to test data:

There were 3 changes made due to test on the website:

The first change was that during the test for spelling and grammatical errors a lot were found and then subsequently fixed. This is important because accurate spelling is important so that someone can read and understand the text. Without correct spelling it could lead to misunderstanding or someone just not understanding the text.

The Second Change made due to the tests was that the staff profiles did not match the requirements said in the brief. In the brief it asked for profile of junior web developers, and I had added profiles of random employees like the head of design. I fixed this error by replacing these employee profiles with profiles of junior developers. This was an important test and change because without it I wouldn't have meet one of the requirements listed in the brief.

The Third and final change made due to the tests was that some of my requirements for a junior web developer was not ok. For example, one of the requirements was to have 2 years' experience as a junior web developer before you can become a junior web developer, this is bad because the stated purpose says that its for people who have just complete web development courses and probably

don't have any experience. . This is an important change because it allowed meet to meet the requirements of the job specification and without it, I probably wouldn't have met that requirement.

These three changes enabled the website to meet requirements it would have not met without them. This is why it is important to test any project. It is important that after any change the tests are redone because that one change could have affected many things. But overall, it is important to test thoroughly any project.

Final implementation evaluation

Evaluation of final website meeting user requirements:

The completed website effectively meets the client requirements outlined in the brief. It includes a detailed profile of Hot Beans Web, profiles of junior web developers, job specifications and required qualifications for a junior web developer position, an online application form, and links to web development courses. All these components are designed and implemented to attract prospective employees with web development qualifications and training.

Appealing to the Target Audience:

The design decisions, such as the clean and modern colour scheme, legible typography, and organized content, aim to appeal to the target audience of individuals who have completed web development training and are seeking employment as web developers. The visual elements, navigation, and overall layout are intended to create a professional and engaging experience for the target audience.

Meeting Stated Purpose:

The website effectively serves its purpose of promoting Hot Beans Web to prospective employees. It provides comprehensive information about the company, showcases the profiles of junior web developers, presents job specifications, and required qualifications, offers an online application form, and provides links to relevant web development courses. The website's structure, content presentation, and functionality contribute to achieving its purpose.

Self-Evaluation

Throughout the project, I actively utilized my skills, knowledge, and expertise to contribute to the successful development of the final website. I applied a strong understanding of web design principles and coding languages to create a functional and visually appealing website that aligns with the client's requirements and target audience.

I demonstrated effective problem-solving abilities, especially when incorporating feedback and making necessary changes to enhance the design and user experience. I actively sought out alternative solutions during the design phase, carefully evaluating their feasibility and impact on the overall project goals.

Furthermore, I consistently considered the stated purpose of the project, aiming to create a website that effectively promotes Hot Beans Web to prospective employees. By incorporating comprehensive company information, showcasing profiles of junior web developers, and presenting job specifications and qualifications, I successfully contributed to achieving the project's objectives.

Conclusion

In conclusion, the website has been meticulously designed, developed, and optimized to meet the company's requirements. Through careful evaluation and iterative improvements, the final implementation successfully fulfils the stated purpose of promoting Hot Beans Web to potential employees within the web development field.

The website's visually appealing design, intuitive navigation, and engaging content effectively cater to the target audience of individuals who have completed web development training and are seeking employment opportunities. By providing comprehensive information about the company, profiles of junior web developers, and a user-friendly online application form, the website presents an enticing platform for prospective employees to explore and engage with.