




WEB DEVELOPMENT EVALUATION



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MCAST 5.1 Interactive

I chose to redesign tablets and more with organisation being the main priority.

In the original website, elements were very disorganised with many elements appearing in each other's pages such as products appearing in the home page.

Moreover, I chose sleekness and aesthetic appeal as my secondary objectives as the original website looked very unprofessional with unstylised text and borders being omnipresent. I was inspired by the current trend of websites including (slightly) curved borders and gradients for an overall better looking final product.

In terms of the layout of the website, I chose to have multiple areas where one can browse products which stem from my User Personas.

One can sort the price in the shop page to see what the cheaper products are. Moreover, one has the ability to browse dedicated pages based on preferences such as the latest arrivals and current discounts. These tailor to a wide array of needs from different users with different intentions.

The colouring scheme was chosen with a purpose, red attracts attention and so I included a contrasting red and white colour palette for key pages like shopping and home while a darker colour palette for lesser important pages such as the Contact Page.

In terms of accessibility, I chose to have the text set to extra large for captions as these may aid in visually impaired users. Moreover, I made sure that when hovering on key buttons, these are highlighted to indicate that an action will take place upon clicking to help the user be informed.

I also chose to include contrast between background and text elements to make the text more readable.

Overall, I felt as though this made a great way to browse products but unfortunately I was limited by my limited knowledge of JavaScript which prevented me from implementing functions such as adding to cart and checking out.