**1. Usability:**

● **Navigation:** The header menu featuring buttons for different content categories is a good choice when designing an online shop.

Below are the additional category listings for products, which is convenient for choosing a specific type of a product. But there’s a repeat of “our products” section in the main menu and page.

● **Information Architecture:** As spoken in the navigation section, the information and placement are in a good condition, although the placement of the elements is sometimes questionable.

● **Accessibility:** There might be some issues regarding the readability of the texts in some places, which will be addressed.

**2. Design:**

● **Visual Appeal**: The general design is decent. There is an issue of improper position of product buttons, making them look assymetrical and unstable.

● **Branding:** The image of the brand is placed above the Main menu, and the menu’s choosing section is fixed on top of the screen when scrolling up, which is good. The contacts would better fit at the bottom in the gray area.

● **Typography:** The font choices are acceptable. The main issue is the style format in htm.

**3. Responsiveness:**

● **Device Compatibility:** When zooming out and in, sometimes the site elements jumble themselves into a mess and not fit the whole screen, not looking good. Should be taken care of.

● **Mobile Optimization:** Is the mobile experience optimized for easy navigation and

interaction with touchscreens?

**● Responsive Images:** The only images that don’t change their size is the main menu image. Aside from that, the site’s design has been holding up really well.

**4. Performance:**

● **Loading Speed**: The website doesn’t use many consuming plugins, so the site loads fairly fast.

● **Image Optimization:** The images on site are present in png format, which is one of the widespread formats of the image insertion in html. It loads fast, and doesn’t sacrifice the compression, not giving too much pressure on the computer.

**5. Search Engine Optimization (SEO):**

**● Keyword Targeting**: The site’s main page lists uses names of the categories of products, which can be useful for the customer that searches for something particular.

**● Header Tags (H1, H2, etc.):** The code utilizes both H1 and H2 tags, helping to distinguish between main articles and other.

● **Internal Linking:** Yes, buttons and images redirect users to appropriate sections of the website upon clicking, making the general navigation more convenient.

SOLUTION PROPOSITION:

Move the contacts and numbers at the footer.

Change the style of the html to flexbox, so the header would fit the resizing.

Remove the “products” button from the main menu.

Bold up the product names on the main page.

Change the placement of the product categories on the main page.

Redesign the “About us” section.