**Usability and Visual Impact:**

**Project Purpose**

* Promote a brand of cooking utensils
* Through on page advertisements
* Through gathering specific data for future marketing
* Through performance metrics to see what works / doesn’t work with customers

**UX design**

* Covered in the UX design document

**Suitability for purpose**

* As this project requires a back end. The options available were a SQL style database or a MongoDB database. For this project I felt as though a MongoDB system would work better, this is due to the fact that all 3 databases, can be both separate from one another, or used to compliment each other.

**Navigation**

* A fixed navbar with responsive design is implemented throughout the website.
* Prompts and other forms of feedback promote easy navigation.

**Ease of use**

This app aims to be flowing in nature, where users can easily browse the contents, sign up, and browse through a store.

**Information Architecture**

The architecture of this website means that there is clear architecture and priorities in place throughout the website. The top navigation bar holds the most important links for website navigation. The sub navigation bar holds the links that enable a personalized user experience.

Forms follow a basic structure to promote good UX design.

Single pages (profile / single recipe / single product pages) follow a similar layout to other, proven websites. This allows for the segregation of information to avoid information overload and good UX design.

**Defensive Design**

* A “non member” only has access to limited pages and features. Specific defensive programming will mean that only specific users can perform specific tasks.
* User Access:
* Read only recipes database, access to store.
* Member Access:
* Create, Read, Update recipes database,

**Layout and Visual Impact:**

**Responsive Design**

* Implementation of Materialize CSS grid will allow a mobile first responsive design.

**Image Presentation**

* Images should be cropped and feedback given to users on sizing of images supplied.

**Colour scheme and typography**

* Covered in Database and Style Document

**Code Quality:**

**Appropriate use of HTML CSS JavaScript Python template language**

* Validated by online checks.

**Software Development practices:**

**Directory Structure and File Naming**

* All files and folders in lower case and words separated by -

**Version control**

* To ensure version control, this project has been produced in GitPod and only pushed to Heroku after testing. Database information is stored via MongoDB and AWS.

**Testing implementation**

To test this project I have used Jasmine to test JavaScript code. To ensure quality testing, I have used the

**Testing write-up**

**Readme file**

* Contained in readme.md

**Comments**

* Comments are made regularly throughout the code

Data store integration

Deployment implementation

Deployment write-up