**Unit 15 – Website development**

**Reviewing the website design to identify and inform improvements**

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1. Why have they chosen that specific website audience? How have they made sure that their website meets the needs of their target audience?

By looking at your overall website, I can tell you have based your website audience on people who are interested in fitness. You have also used the color scheme of pink which makes me think your target audience are for women. I can tell this website is targeted for adults rather than youths and children.

2. What benefits have they stated that their website will bring?

From reading your document, you have clearly labelled the following 5 benefits: advertisement, cost, accessibility, popularity, and long-term clients. You have explained each section, but you have not made clear which ones your website will use.

3. How could they improve their SMART requirements and how are they different from the non-SMART target?

You have successfully explained points for smart and non-smart requirements, and you have clearly said that you will be using them.

4. What theme can you find from the mood board? Based on the mood board, do the wireframes match the theme?

Your Mood board shows more than one image of a gym. By seeing this, I can clearly highlight your wireframe will be based on a gym. You have also managed to link your mood board to your wireframe by using the key word Gym.

5. Are the wireframes well structured? How can they be improved?

You have successfully created many wireframes for each page. These wireframes are well created, and it is extremely specific.

6. Is the sitemap clear on how each page links to one another? Are you able to access the homepage from all subpages?

By looking at your sitemap, I can tell that your login page is the main page which can be used to access the other 4 pages. From the homepage, your website is accessible to reach the other pages.

7. How have they stated they will increase SEO for their website? How else could they improve SEO?

You have explained what seo is and you have also given an example of fitness Uk which shows how it will increase the seo for your website.

8. Is their testing plan correct? Will they be able to test their website accordingly? Have they missed an important part of the website to test?

You have created a testing plan with 3 complete tests. I think you have included the 3 most important aspects of the website in your test plan therefore you don’t need to add to this section.

9. Based on the legal and ethical considerations they have mentioned, what else do they need to keep in mind?

You have explained about both copywrite, and the data protection act as legal and ethical considerations. You explained how the copywrite works but you did not say how you will keep this in mind when designing your website.

10.What have they done well? What could they improve? Any recommendations for the future?

You have created everything which was required for this task: mood board, wireframe, sitemap and more. You also show that your tests work. In future remember to write in your work that you are going to add this to your final design.