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?

Mahin’s intended target audience are users from the age of 18 and over. He displays the reason and the evaluation of why his chosen the requirement to be for adults, which is due to the fact the purpose and services his website outcomes are intended for the male and female audience.

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

Mahin has professionally stated the advantages and benefits his website will achieve and they range from cost, being able to produce and list his services in a good budget and in time investments will abide and give Mahin the benefit. He has also stated the accessibility benefits, the popularity, and his long term clients. In evaluation I give props to Mahin for justifying and evaluating his reasons and his benefits.

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

He could add the factor of accessibility and how his users could interact with the site and alternate in-between the website. Mahin’s non-smart requirements differ from the smart requirements and this ranges from the users inability to navigate around the website and this has not been discussed in the non-smart requirements.

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

The theme ranges from sport and fitness imagery and the fact that Mahin’s has displayed and previewed to us the products and branding goals and ideas is positive and this will enable him to create a connection with his final wireframe development. His wireframe Cleary displays the area of setting (products and services) of his website purpose.

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

Although Mahin has only implemented one wire frame design which with the intentions show to be his Homepage wireframe, I suggest Mahin to develop a wireframe consisting of all his pages within the website he will develop. His homepage wireframe is well produced and organized sensibly and professionally according to his target audience and website standards.

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

Mahin, needs to produce his sitemaps for him to submit his review design which is assessed and given feedback will be given from me. Mahin has thought implemented and produced a base in which can show he understand and knows what to allow the user to access through his “hyperlinks”, and he shows that the user will receive consistency of the website, allowing and assuring his audience for notice in navigation and layout.

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

Mahin, has professionally previewed to us what his view on a SEO is. However Mahin, has not been consistent in writing and informing me on how his website will use SEO and if they will be getting benefits from it. He has clearly stated the benefits and the main definition of what a SEO is. Mahin has said that a design and the navigation as well as consistency within a website is more likely to engage the user in returning to his website instead of implementing and relying on the SEO and its traffic-generator.

1. 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?

Mahin, has sustained a clear production of a testing plan however he has failed to give a good test abdication which was “fonts” you cannot really test a font in a website, the font would obviously work if your code is correct however from his logo, form, products and his links are so far well and produced.

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

Mahin, has professionally discussed the abdications whom are purposed towards developing a website and he has spoken about the laws within property purchasing however this does not relate to the ICT procedure and discussion. So I suggest that Mahin implements a nice introduction into his ethical and legal considerations based upon website engineering.

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

Mahin, has done really well and has produced an overall sustainable and efficient website requirement and the implication of website design. He has miniscule adjustments to abide on however I am satisfied with his work and I believe he has met all criteria once his amendments have been approved and completed.