Individual

Submission

Team name: White Hat (Group 2)

Comperative Analysis done for woolwoths group shopping website interm of all the attributes listed and also SWOT test for the website

Website url   *https://www.woolworths.com.au/*

	Comments on the site related to attributes
Technical data: Code *Put your criteria here*	The website makes use of cutting-edge web standards like HTML5, CSS3, and JavaScript. It performs well and loads pages quickly. The website is mobile-friendly and responsive.
Technical data: Content *Put your criteria here*	The website offers a wide variety of products, each with a thorough description and price range. Its search and navigation features are simple and obvious. For many goods, the website offers dietary guidance and allergen recommendations.
User experience (Morville) *Put your criteria here*	The visual design and layout of the website are unambiguous and consistent. It makes the most crucial information, such the product catalogue and purchasing cart, easily accessible. Information about products and services is provided on the website in a clear and concise manner.
Elements of User Experience (JJ Garrett) *Put your criteria here*	The website's navigation and content are both straightforward and succinct. Its aesthetic style and organisation are consistent. The website is mobile-friendly and responsive.

Team members 1.Kowshik Tiash
2.Talha Riaz

Strengths	Weaknesses
The website has good performance and quick page loads thanks to the use of contemporary web technologies. It offers a positive user experience across platforms and is responsive and mobile-friendly.	There were no obvious flaws in the website's technical code.
The website provides comprehensive information and prices for a wide selection of products. The search and navigation tools are intuitive and simple to use. It's a helpful feature to have nutritional data and allergen recommendations for many goods.	A few of the product photos might use some quality and resolution improvements. More recommendations and material that are tailored to the user's past purchases could improve the website.
The visual design and layout of the website are clear and consistent, which makes for a positive user experience. Vital information is readily available, including the product catalogue and purchase cart. Clear and straightforward information is provided about the product.	More capabilities for personalisation would help the website better cater to the demands of each user. By offering more aid and instruction during the checkout process, the website might make it better.
Users can easily locate what they're looking for on the website because to its navigation and content, which are both clear and simple. A positive user experience is aided by the layout's consistency and visual style. The website is mobile-friendly and responsive, offering a positive user experience on all platforms.	Based on the user's actions and choices, the website might employ more tailored content and recommendations. By offering additional aid and instruction, the website could make the checkout process better.

Opportunities	Threats
To further enhance performance and user experience, the website could benefit from adding more cutting-edge web technologies, such as PWA (Progressive Web Applications) or AMP (Accelerated Mobile Pages).	No significant threats were found related to the technical code of the website.
To better serve the needs of more clients, the website could profit from increasing the scope of its product offering. Customer loyalty could be increased by implementing personalisation options based on user behaviour and past purchases.	No significant threats were found related to the content of the website.
The website may benefit from adding more sophisticated personalisation tools, such product recommendations based on a user's browsing interests or history. More support and guidance during the checkout process could result in higher conversion rates and happier customers.	No significant threats were found related to the user experience of the website.
More individualised information and suggestions based on user behaviour and preferences may enhance the user experience and boost repeat business. Increasing conversion rates might be possible by streamlining the checkout process and offering additional aid and guidance.	No significant threats were found related to the user experience of the website.

Individual

Submission

Team name: White Hat (Group 2)

Comperative Analysis done for coles group shopping website interm of all the attributes listed and also SWOT test for the website

Website url   *https://www.coles.com.au/*

	Comments on the site related to attributes
Technical data: Code *Put your criteria here*	Modern web technologies including HTML5, CSS3, and JavaScript are used on the website. It operates efficiently and loads pages quickly. Both responsive and mobile-friendly, the website.
Technical data: Content *Put your criteria here*	A wide variety of products are available on the internet, each with a thorough description and price range. Its navigation and search features are simple and obvious. The website offers advise on allergens and nutritional information for various goods.
User experience (Morville) *Put your criteria here*	The visual design and layout of the website are straightforward and unified. It offers simple access to the most crucial information, like the product catalogue and buying cart. The website offers concise and straightforward information on goods and services.
Elements of User Experience (JJ Garrett) *Put your criteria here*	The website's content and navigation are both straightforward and succinct. Its aesthetic style and layout are unified. Both responsive and mobile-friendly, the website.

Strengths (sumarise for each section)
Due to the website's use of contemporary web technology, it performs well and loads pages quickly. It offers a superb user experience on all devices because to its responsiveness and mobile friendliness.
A broad variety of products are available on the internet, each with comprehensive details and prices. The search and navigation tools are simple to use and intuitive. For many items, there are helpful features like nutritional data and allergen recommendations.
A pleasant user experience is provided by the website's clear, consistent visual design and layout. The shopping basket and other crucial information are readily available. Information about the product is given in a simple and succinct way.
Users may easily locate what they're looking for thanks to the website's clear and straightforward information and navigation. A positive user experience is facilitated by the consistent visual style and layout. The website is responsive and mobile-friendly, offering a positive user experience on all platforms.

Team members 1.Kowshik Tiash
2.Talha Riaz

Weaknesses (sumarise for each section)
No significant weaknesses were found in the technical code of the website.
The resolution and quality of several of the product photographs might be increased. Based on the user's previous purchase history, the website may use more tailored information and recommendations.
More capabilities for personalisation would help the website better cater to the demands of each user. By offering more aid and instruction during the checkout process, the website might make it better.
Based on the user's actions and choices, the website might employ more tailored content and recommendations. By offering additional aid and instruction, the website could make the checkout process better.

Opportunities (sumarise for each section)	Threats (sumarise for each section)
PWA (Progressive Web Applications) or AMP (Accelerated Mobile Pages) are two more cutting-edge web technologies that the website can benefit from embracing to enhance performance and user experience.	No significant threats were found related to the technical code of the website.
In order to satisfy the needs of additional clients, the website could profit from extending its product selection. The user experience could be enhanced and customer loyalty could be increased by implementing personalisation options based on user behaviour and purchase history.	No significant threats were found related to the content of the website.
More sophisticated personalisation features, including product recommendations based on a user's browsing history or preferences, could be implemented on the website to the benefit of the user. Increased customer satisfaction and conversion rates may result from streamlining the checkout process by offering more support and guidance.	No significant threats were found related to the content of the website.
The user experience might be enhanced, and client loyalty could rise, by implementing more tailored information and recommendations based on user behaviour and preferences. Increased conversion rates could result from streamlining the checkout process by offering more support and guidance.	No significant threats were found related to the content of the website.