



Bloom Collective Final Presentation

By: Anthony, Tasha, Zviko

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Team Information

- Zviko Masike: Team Leader
 - Facilitates communication between the rest of the team and the client
 - In charge of website design such as mockups and design for the services page
- Anthony Devito: Group Member
 - Focuses on project documentation and web design (home page structure)
- Tasha Meadows: Group Member
 - Focuses on GitHub documentation and web design, such as the contact form page



Project Overview

- Our goal was to create a digital platform to showcase Bloom Consulting's services and improve client engagement
- Bloom Consulting currently lacks an online presence, which in return limits their ability to reach clients
- The scope is to build a website with features like
 - o Contact form
 - o Client management tools
 - o Google Analytics
 - o Mobile-responsiveness
- This was accomplished with Wix, Figma, and Google Analytics

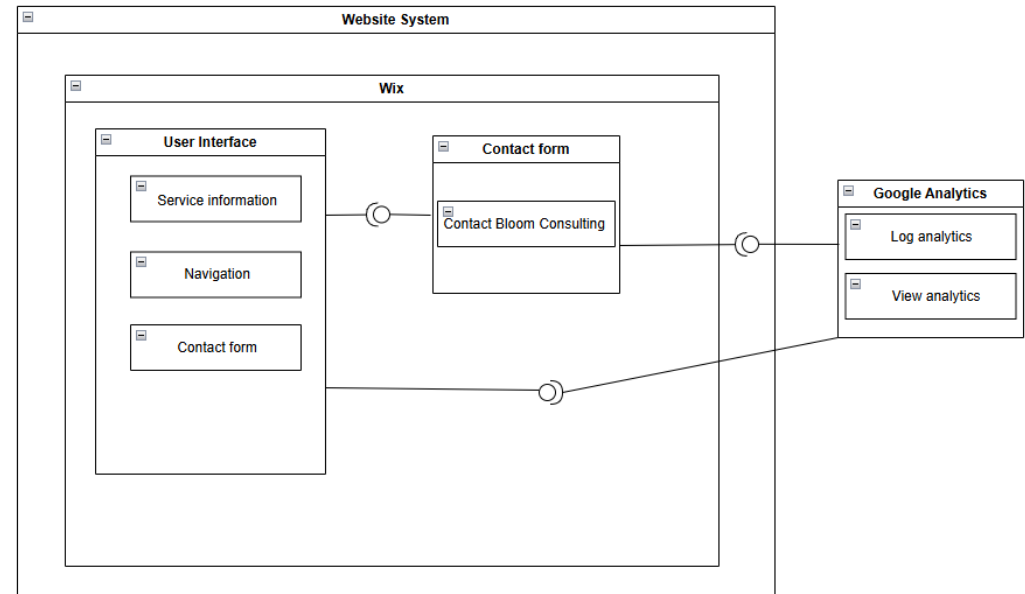


Functional and Non-functional Requirements

- Functional Requirements
 - Navigation through services and content
 - Secure contact form for client inquiries
 - Administrative tools to update website content
- Non-functional Requirements
 - Quick load time
 - GDPR and WCAG compliance
 - Scalability for future enhancements
- Implemented Features
 - Fully functional contact form
 - Multi-page navigation across the website

Architecture of the System

- Users interact with the website through the UI
- Wix backend processes form submissions and content updates
- Google Analytics tracks user behavior for data-driven decisions





System Demonstration

- Alpha Prototype Features
 - Homepage with navigation across pages
 - Contact form for client inquiries
 - Service section showcasing Bloom Consulting's offerings



Testing

- Testing Strategies
 - User Acceptance Testing
 - Conducted with client feedback from April
 - Performance Testing
 - Wix Site Speed Dashboard
 - Key Metrics
 - Successful contact form submissions
 - Optimal site performance on both desktop and mobile
 - Challenges
 - Optimizing assets, like images, for faster loading times



Next Semester Plan

- Planned Functional Requirements
 - Implement a database for storing client contact information
- Non-Functional Enhancements
 - Enhance WCAG compliance for further accessibility
 - Refine Google Analytics tracking
- Timeline
 - January: Database
 - February: Refining for WCAG & Google Analytics
 - March: Finalize and deploy
 - April: Fix bugs and make changes as they come up



Conclusion

- Progress
 - Functional homepage, contact form, and services section
- What we learned
 - Navigating client feedback meetings for iterative design
 - Managing platform constraints effectively
- Achievements
 - Fully functional GDPR/WCAG compliant prototype
 - Optimized site performance and usability