Criterion F: Product evaluation and future product development

A. Client Evaluation

Feedback from client is obtained by preparing a questionnaire on the website for them to fill on the 4th of January 2021.

B. Evaluation of Specific Performance Criteria in Criterion B

a) Images and videos load well and properly
This criterion has been met as pictures and videos load almost instantly when the website is refreshed.

b) All information requested is displayed on the website
All required information including photos, videos, texts and links to social media accounts of the Client is displayed.

c) Layout of the website is readable and organized to visitors
The layout of the pages is consistent and font sizes and spacing are big enough to be read.

d) Image and video gallery functions properly
Yes, image gallery is organized and when clicked, opens the lightbox. The video gallery is able to show the intended video in a big screen when clicked.

e) The website is easy to navigate through
Yes, the consistency of the pages and the CSS :hover selector guides the visitor on the flow of the website.

C. Possible Future Developments

To further prevent copying, watermarks could be placed in the images and videos. As Feny says, the images could be adjusted to fit better with the colours of the website. More descriptions on the images could be added to add more details and appeal. There is scope of improvement on the lightbox in the image gallery as the arrow keys don't stay in the same position when moving from left to right due to the different dimensions of the images, another division can be added so it can have a fixed position. Further developments can be done on the search engine optimization by utilizing meta descriptions and keywords, this is so the website could appear in searches and gain more viewers. I would also make the website more responsive so, it can be more accessible to mobile users. As Feny has suggested, a shopping feature where visitors can directly buy products from the website could be added as funds can be received in a safer and more convenient manner. However, the process is complicated as it requires applying for an ecommerce business license.

Word Count: 348