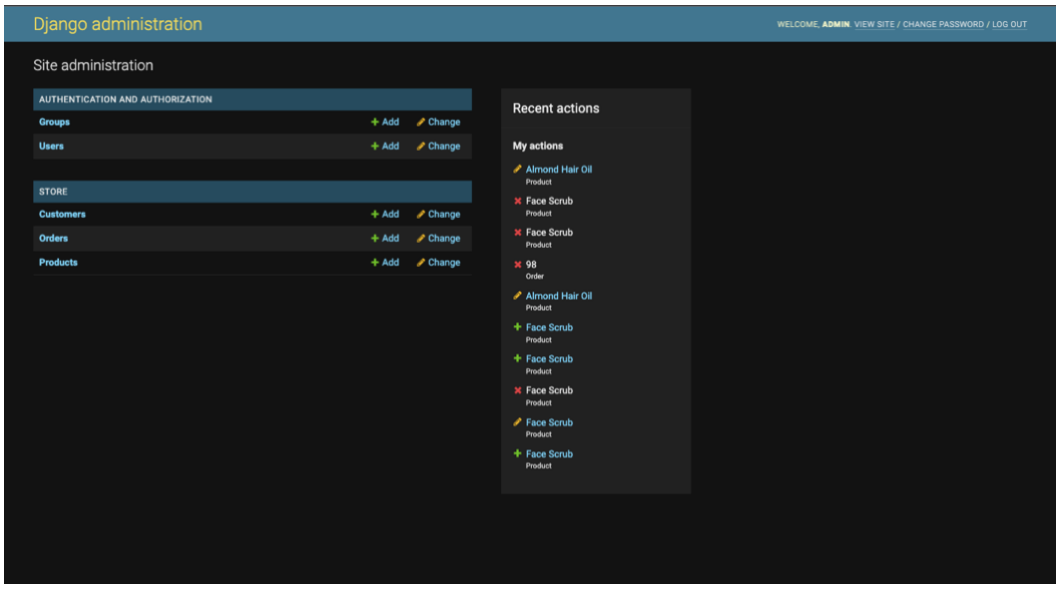
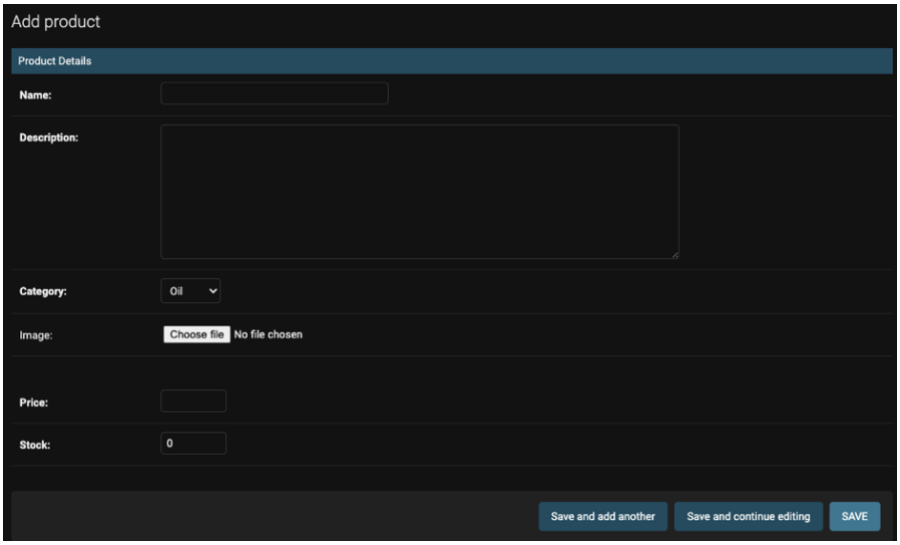
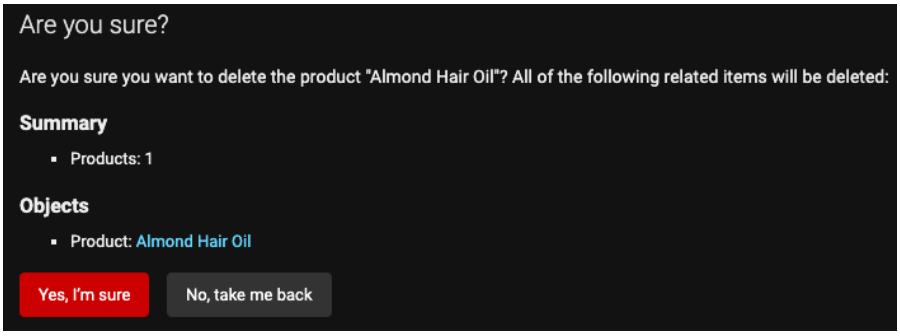
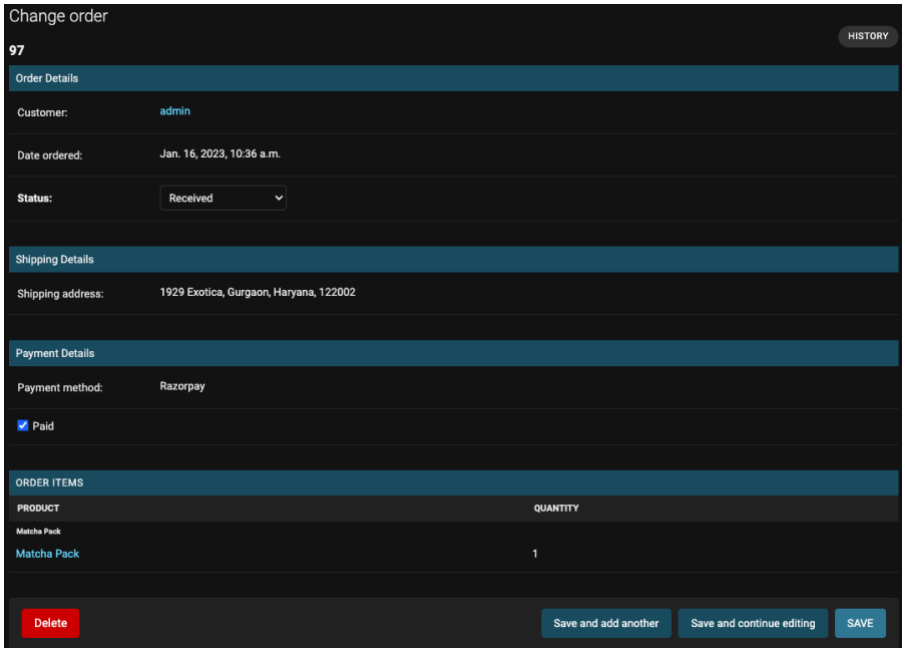
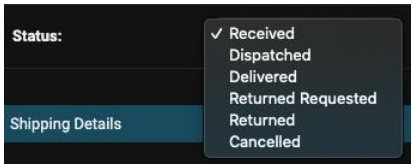
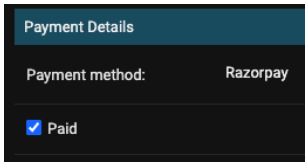
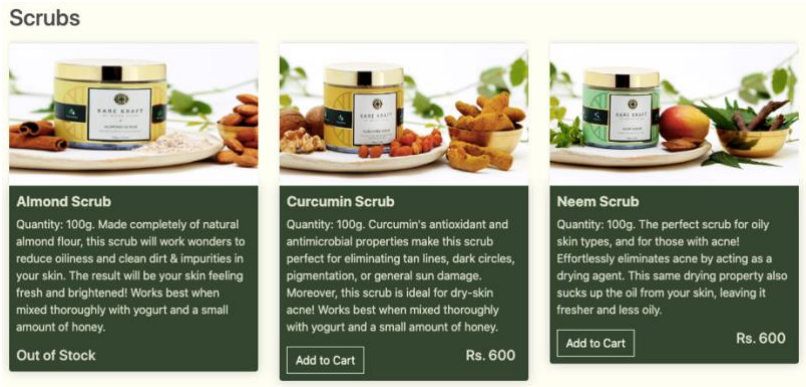
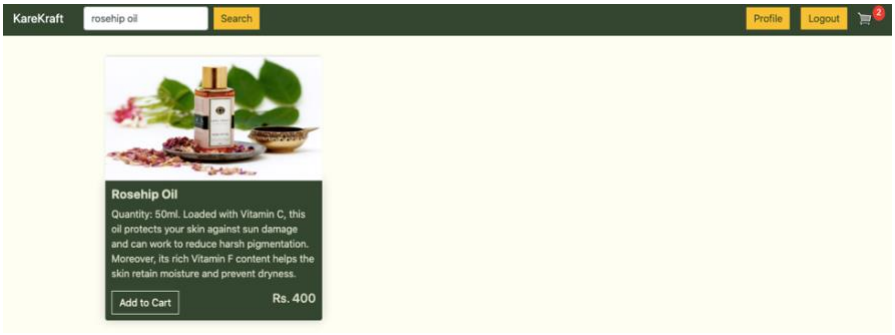
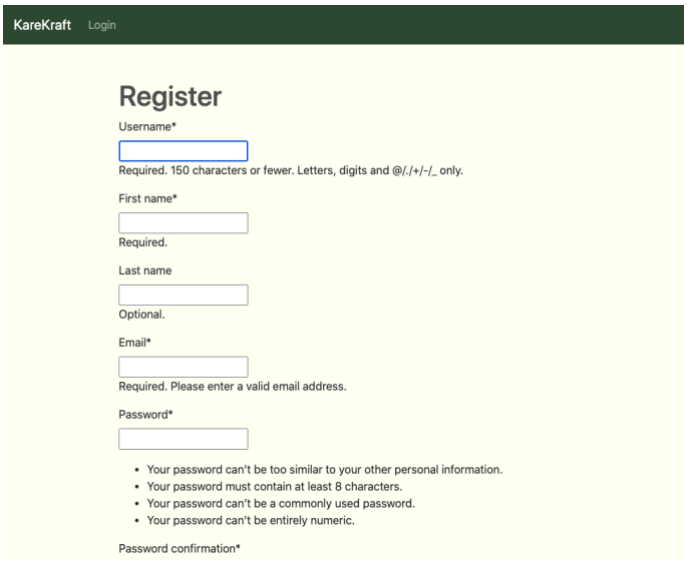
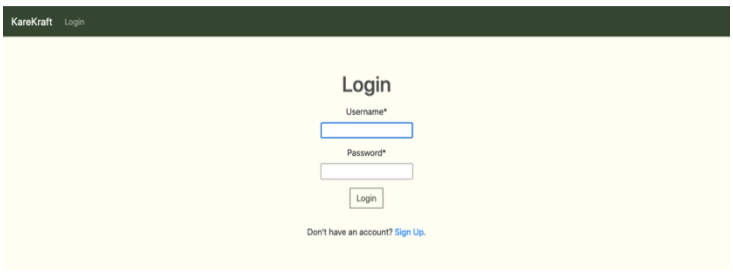
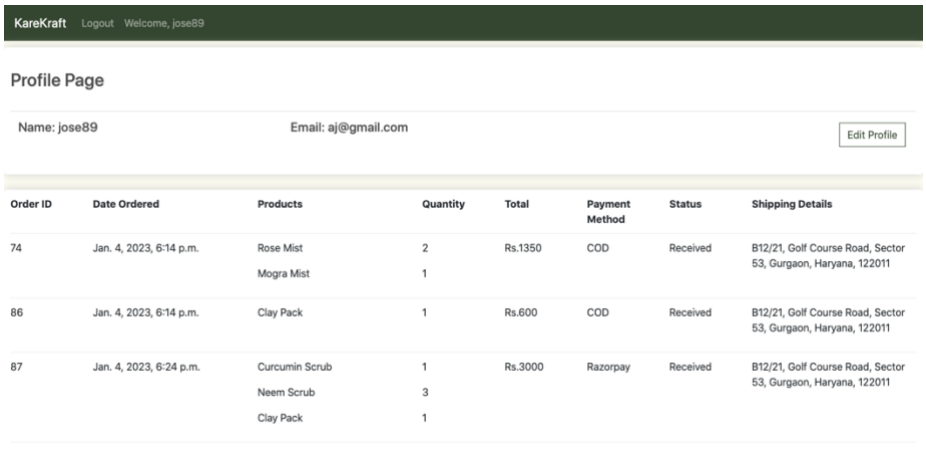
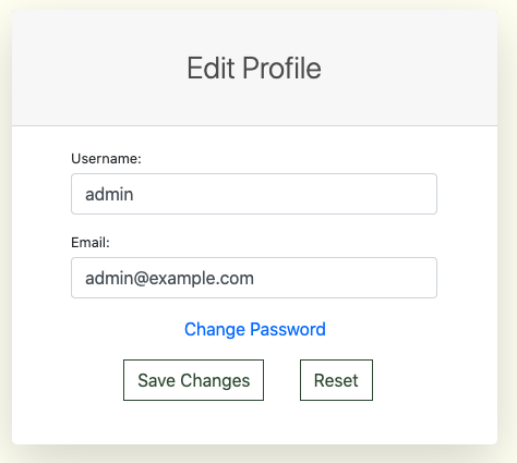
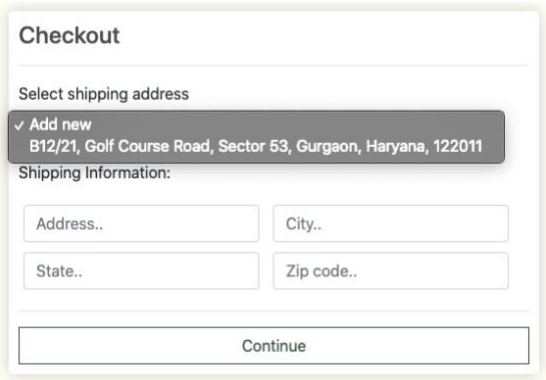
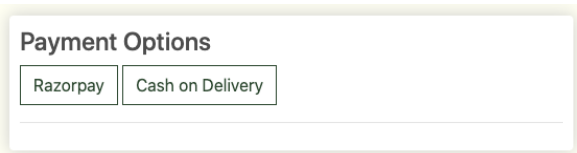
Criteria E – Evaluation

Success Criteria Evaluation

Criterion Number	Success Criteria	Outcome
1	Separate administrator site.	Met. 
2	Administrators can: Add/delete products to/from the website	Met.  

	Update data of products	Met. Admin can update any product's data.
	View details of placed orders.	Met. 
	Update customer order status.	Met. Order and payment status are editable fields.  
3	All products' data is displayed to customers & updates basis administrator changes.	Met. Any administrator additions/updates/deletions are reflected on customer website. 
4	Searching/filtering products basis category or name.	Partially met. Name-based searching is a feature, but category-based filtering is not. However, products are segregated basis category to increase ease of navigation.

		
5	Sign up and login pages	Met.  
6	Customers can view and edit account details, and view/track previously placed orders.	Met. 

		
7	Customers can open a cart to place orders.	Met. Customers can open a cart to add/remove/update products. Carts reset to empty once one order is successfully placed, allowing customers to place another one.
8	Cart automatically updates when products added/removed.	Met. Cart items, cart total, and relevant product's total are updated immediately when products added/removed.
9	Address form	Met. 
10	COD and online payment possible	Met. Customers can pay using Razorpay or COD, and order's payment method & status update accordingly. 
11	Customer carts do not reset to empty when browser is closed.	Met. Only customers can set their cart to empty by manually removing all products from it.

12	Website pages load in less than 3.2 seconds on average.	Partially met. Most pages take far less than 3.2s, but post-processing after Razorpay payment is sometimes delayed.
13	Navigation bar facilitates seamless navigation.	Met. Navigation bar updates basis customer's state (i.e., logged in or guest), and facilitates navigation between all pages. Guest: Logged-in:

Summary of Client Feedback[1]

Overall, my client was extremely pleased with the entire website's navigation and felt it met all the functional requirements of a well-made e-commerce website. Specifically, she appreciated the seamless cart updates when products were added/removed, the drop-down of saved shipping addresses, and the Razorpay integration, as she felt that they all enhanced the UX and made the website look more sophisticated. Moreover, she felt that the admin page layout was exactly as she envisioned, clearly listing all placed orders and allowing them to be easily searched/filtered through.

Suggested Improvements[2]

However, my client also had a few criticisms of the website. Following from these criticisms and my own ideas, here are a few possible improvements for the website:

[1] Refer to Appendix – 'Criteria E: Product Evaluation and Improvements'
[2] Refer to Appendix – 'Criteria E: Product Evaluation and Improvements'

1. The scope of the website should be extended to allow users to place orders as guests, as my client felt that asking customers to sign up before placing an order may deter some from continuing.

2. Customers should be able to select the quantity of the product they wish to add to cart (via a scrollbar or textbox) on the homepage itself, as my client found that constantly having to navigate to the cart to update/remove products was tedious.

3. Customers should have the ability to review & rate products, as it would help promote my client's brand and build its credibility.

4. During testing, I noticed that orders could be placed using fake email IDs, a vulnerability which could be used to place fraudulent/prank orders. To prevent this, an email verification process should be included.

Word Count: 532 words