Evaluation

This project has allowed me to explore a topic of great interest for me, and helped me gain extensive knowledge on the website programming and designing areas. I also improved a wide variety of skills with this EPQ that will help me on my further education, such as: time management, the production of quality research and presentation skills.

The original client brief stated that the website has to be both attractive to teenagers and designed with a budget of £0, but should also create a revenue stream via a 3rd party shop or advertisement. When it comes to making a website attractive to such a young generation, I had to do a considerable amount of research in order to get an idea of what GenZ audiences were looking for. For this type of research I used various articles and website which were very thorough and detailed on the process of designing a website, and helped me understand the techniques required to retain users into may page. The second objective of the client required me to create the website without having any type of cost. That means I had to create all of my materials and decoration, as I couldn’t buy them from anyone, and then launch the website in a free hosting service. I successfully managed to fully design and create the website without the need to spend any money as I produced all the content by myself, while also using materials from other websites by using links to redirect the user to them. This strategy allowed me to stay within the client’s budget while also including enough content for the users.

While doing this project one of my main strengths was the ability to research and learn the different programming languages that were required to build a website. Being already knowledgeable on this topic also helped me understand the logic behind designing websites, which reduced the time needed to learn the different programming languages. On the other hand, a small weakness of my performance in this project was the time management while building the website. Looking back into what I did, I think I should have spent more time trying to add more subjects into the website, instead of attempting to add monetisation to the website. Nevertheless, if I was to do this project again I would make a project plan in order to organise my time in a more efficient way so my website can have more subjects. In conclusion, I think this project has been a clear success when talking about its performance and the personal development I obtained out of it, as it allowed me to increase my expertise in an area of interest.