**Website Development Report**

Project Title: Ngoma Online Fruits, Juices, and Vegetables Market  
Date: [07,05/2025]  
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**1. Overview**

The “Ngoma Online Fruits, Juices, and Vegetables Market” is a user-friendly, visually appealing e-commerce platform designed to provide customers with an easy way to purchase fresh fruits, juices, and vegetables online. The website aims to promote healthy eating by making organic and natural produce accessible.

**2. Website Structure**

The website consists of **four main pages**:

**a. Home Page**

* Welcomes users with vibrant images of fresh produce and juices.
* Highlights the website’s core offering: *“fresh juices, fruits, and vegetables.”*
* Features a clear call-to-action button: **"shop now"**.

**b. Products Page**

* Displays a variety of fresh produce and juices using clear, appealing images.
* Includes navigation buttons: **"back"** and **"next to order"** for smooth browsing.

**c. Order Page**

* Provides a form to enter customer details: **name, address, and product**.
* Includes a link to view the product list and buttons: **"back"** and **"place order"**.

**d. Product List Page**

* Categorizes products into **fruits, juices, and vegetables**.
* Presented in a clean, readable format for quick reference.
* Includes a **"back to order"** button for seamless navigation.

**3. Design Features**

* **Color Scheme:** A natural green theme that reflects freshness and health.
* **Typography:** Clear and legible fonts for both headers and body content.
* **Navigation:** Easy to use, with consistent button placement and labeling.
* **Visual Content:** High-quality images to showcase product freshness and appeal.
* **Responsiveness:** (Assumption) Should be tested across devices to ensure accessibility.

**4. Functionality**

* **Form Submission:** Basic input fields for order placement.
* **Navigation Buttons:** Functional links between pages to guide user flow.
* **Product Information:** Organized for ease of browsing and selection.

**5. Recommendations for Improvement**

* **Add a cart feature** to allow users to select multiple items before checkout.
* **Implement validation** for order forms to reduce entry errors.
* **Enable search or filter options** for easier product browsing.
* **Consider adding a login/account system** for returning customers.
* **Optimize for mobile devices** if not already done.

**6. Conclusion**

The Ngoma Online Market website is a solid foundation for an e-commerce platform dedicated to healthy living. Its straightforward design, attractive visuals, and intuitive navigation make it well-suited for users seeking convenience and quality. With a few functional upgrades, the site can significantly enhance the customer experience and increase user engagement.