#### **1. Introduction**

Good afternoon, everyone. Today, we’re addressing our group’s assigned scenario: resolving conflicts between the need for high-quality product images and the technical limitations that impact website performance, layout, and user experience. Let’s dive into the details.

#### **2. Problems Identified**

Let’s summarize the main problems reported by each role:

* The Marketing Representative highlighted that low-quality images are leading to a poor user experience.
* The Developer pointed out that images are causing page lag, which negatively affects performance.
* As the Project Manager, I’ve identified the challenge of balancing client image quality versus speed, prioritizing homepage performance, offering two homepage versions, and limiting HD images.
* The UI/UX Designer noted that the layout is impacted by varying image sizes and inconsistent loading speeds.

#### **3. Options Discussed**

Now, let’s go over the solution options proposed by each team member for these problems:

* **Marketing Representative**:
  + Switch to Full-HD images.
  + Add an image-zoom feature.
  + Incorporate short product videos instead of multiple photos.
* **Developer**:
  + Force images to be under 300KB.
  + Implement lazy loading to delay image loading until they’re on screen.
  + Separate image sizes for mobile and desktop using responsive techniques.
* **Project Manager**:
  + Prioritize homepage performance.
  + Offer two homepage versions.
  + Limit HD images.
* **UI/UX Designer**:
  + Adjust layout for flexible image loading with a defined aspect ratio.
  + Fix image frame size.
  + Create placeholders for lazy-loading with blurred or colored blocks.

#### **4. Pros and Cons**

Let’s evaluate the pros and cons of each option:

* **Switch to Full-HD Images**:
  + *Pros*: Enhances detail visibility, improving customer satisfaction and marketing appeal.
  + *Cons*: Increases file sizes, potentially slowing page load times.
* **Add Image-Zoom Feature**:
  + *Pros*: Allows close inspection of products, enhancing user engagement; implementation time needs assessment.
  + *Cons*: Adds development overhead and may not fully address performance issues.
* **Incorporate Product Videos**:
  + *Pros*: Provides a dynamic, engaging view, reducing the need for multiple photos.
  + *Cons*: Higher bandwidth usage and longer initial load times.
* **Force Images Under 300KB**:
  + *Pros*: Ensures consistent performance by preventing oversized images; supports auto-compression.
  + *Cons*: May reduce quality, conflicting with marketing needs.
* **Implement Lazy Loading**:
  + *Pros*: Reduces initial load time, ideal for pages with many images.
  + *Cons*: Requires additional coding effort and may cause slight delays as images load.
* **Separate Mobile and Desktop Sizes**:
  + *Pros*: Optimizes performance for different devices using responsive design.
  + *Cons*: Increases complexity in asset management.
* **Prioritize Homepage Performance**:
  + *Pros*: Improves load times, user experience, and SEO rankings.
  + *Cons*: May require image compression, risking quality loss and added development effort.
* **Offer Two Homepage Versions**:
  + *Pros*: Offers flexibility with high-quality and lighter versions; supports A/B testing.
  + *Cons*: Increases maintenance and deployment complexity.
* **Limit HD Images**:
  + *Pros*: Reduces load times and simplifies asset management.
  + *Cons*: Compromises visual appeal and requires downscaling tools.
* **Adjust Layout for Flexible Loading**:
  + *Pros*: Ensures stable layout with defined aspect ratios.
  + *Cons*: May need iterative design adjustments.
* **Fix Image Frame Size**:
  + *Pros*: Provides layout stability regardless of load timing.
  + *Cons*: Limits dynamic resizing flexibility.
* **Create Placeholders for Lazy-Loading**:
  + *Pros*: Enhances perceived speed and avoids visual jumps.
  + *Cons*: Adds design and implementation effort.

#### **5. Final Decision**

After discussion, our group has chosen the following solutions:

* Implement lazy loading and separate mobile/desktop image sizes (Developer’s options).
* Adjust layout with fixed frame sizes and placeholders (UI/UX Designer’s options).
* Prioritize homepage performance with a limit on HD images (Project Manager’s options), while incorporating an image-zoom feature (Marketing’s option) for key products.
* **Why?**: These choices balance performance and quality—lazy loading and optimized sizes improve speed (technical feasibility), placeholders and fixed frames ensure layout stability (user experience), limiting HD images with zoom maintains visual appeal without sacrificing performance (client satisfaction), and all are achievable within modern development practices.

#### **6. Conclusion**

Our next action is to assign tasks:  **first** the Developer will implement lazy loading and responsive sizes, the UI/UX Designer will adjust the layout and placeholders, **after that** the Project Manager will coordinate with Marketing to select key products for the zoom feature. We’ll reconvene next week to review progress and refine the approach. Thank you!