Evaluation

When initially creating Harbour and Helm's new website, the first step I took in the design and development process was to pick an appropriate theme. Ensuring the website's theme matches the business' identity and digital presence is a key factor when creating an e-commerce website that will be used by a wide range of users in order to advertise the services Harbour and Helm provide.

I eventually settled on the theme "Water Sports Rental" – compared to other themes available on WordPress' marketplace this one seemed the best fit for Harbour and Helm, which was further backed up by the colour palette I selected. Green and blue are the primary two colours of the website and are traditionally associated with the ocean and aquatic-based activities, which is a key component of the company. I then spent time sourcing relevant, appropriate images that both look good and establish Harbour and Helm's aquatic-based digital identity to include on the website, on the news pages and info pages for offered activities.

My next step was to source plugins that would provide the functionality Harbour and Helm desired before settling on WooCommerce for the product catalog and checkout functionality and [Simply Schedule Appointments](#) for the booking of the sessions they described.

WooCommerce is an easy-to-use, off the shelf plugin that has many addons that can opt in to additional functionality, such as specific payment gateways and additional product features. I opted to keep the addons for WooCommerce simple but effective, allowing for the connecting of payment gateways. Unfortunately this is not currently live on the website as it requires a merchant account to be connected, which Harbour and Helm can do once they have the business account set up with a bank.

After installing WooCommerce I then sourced multiple different products, primarily from GoOutdoors and Escape Watersports and set them up on the site, which can be used as a base for Harbour and Helm to build upon. Overall I am happy with this plugin choice as WooCommerce has many additional addons that Harbour and Helm may wish to look into down the line, including additional product information/customisations, subscriptions and shipping label printing while already offering good functionality out of the gate, with a good product filtering system and checkout baskets working seamlessly.

Simply Schedule Appointments will provide all functionality they require in order to allow customers to book water-activity sessions and services (equipment repair/servicing), however much of the additional functionality is locked behind a paywall. This does include the ability to add custom fields to forms which Harbour and Helm may want to add down the line (as some sessions like kayaking and group sailing sessions would benefit from knowing how many people will be attending)

Overall I am happy with the design and development process for the Harbour and Helm website, which provides all functionality desired and has a professional, aquatic based design that lines up with the business' identity and the services they offer.