

Criterion F: Product evaluation and future product development

Evaluation of Specific Performance Criteria

1. A consistent layout with neutral color theme
 - Objective was met.
 - Each page other than the Catalogue and Checkout is linked to the same CSS file, which controls the formatting of the page. Even though those two pages have different CSS files from the rest, the fonts and colors were the same.
2. An easily viewed navigation bar
 - Objective was met.
 - The navigation bar is in the top section of the page and links to all the other pages other than the Checkout page.
3. A place for contact with the client, as well as links to WhatsApp and Facebook
 - Objective was met.
 - There is a page specifically for contact. The Facebook page is embedded with an iframe code that shows their Timeline of posts. The WhatsApp icon is hyperlinked to their number.
4. A form to input payment information
 - Objective was met.
 - The Checkout form is linked to the Buy Now button underneath each item. It contains fields to enter everything my client could need when shipping clothes out to the customer.
5. Include pricing and images provided by the client
 - Objective was met.
 - All the items for sale were taken from the client, and she provided the dollar pricings for each of them.
6. All final files are backed up
 - Objective was somewhat met.
 - The files are backed up to my personal Google Drive, but the client should also have a form of backup. She could either use her Google Drive, or a flash drive, which she is more familiar with.

Recommendations for the future development of the product

Ms. Islam is pleased with the website overall. However, she mentioned that she may need assistance on how to use it alongside her Facebook page, as well as how to update it with new items and announcements.

If she chooses to use the website long term, there would be ways to expand its functionality. Separate pages could be made for different types of items, or different price ranges, so that customers can find exactly what they are looking for. There would still be the general catalogue, but options for filtering would lead to a different page with fewer and more specific options. She thinks that would be a good idea when she has many different items up for sale at once.

If she is willing to use cookies, a cart or add to favorites section could also drastically improve functionality. Shoppers could save their preferred items and wait for a price drop, or simply while deciding if that item is what they want.

Databases are an excellent way to manage many different products at once. If her business expands, she could use a database to store information about every item, and it could be easier to update the website when needed.

Word count: 461 words