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| Assessment Rubric | Descriptions | Item Score | Score Earned by Team02 |
| Navigation and Layout | Whether the page structure is concise and clear, and whether the navigation is easy to use and understand. | 10 | 10 |
| Responsive Design | Whether the website can adapt and display well on different devices. | 10 | 10 |
| Page Load Speed | Whether the website page load time is fast and reduce user wait time. | 10 | 10 |
| Shopping Flow | Whether the shopping process is streamlined, with fewer steps and information input. | 10 | 10 |
| Contrast | Whether the contrast between the text and background colors in the website is sufficient so that users can easily read it. | 10 | 10 |
| Payment Security | Whether to use a secure payment gateway to protect users 'payment information. | 10 | 9 |
| Product Categorization and Search | Whether to provide easy-to-use classification structure and search function, so that users can quickly find the goods they want. | 10 | 10 |
| Product Details | Whether to provide a detailed description of the product, price and other information. | 10 | 10 |
| After-sales service | Whether easy return and after-sales service policies are provided. | 10 | 9 |
| Feedback | Whether to provide user feedback channels to understand user needs and room for improvement. | 10 | 10 |
| Total Score | | 100 | 98 |