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| **Unit**: 13 | **Date Assigned**: 5th Mar, 2024 | | **Tutor**: Jane Franklin |

**Assignment Title**: BTEC Level 2 Extended Certificate in ICT – Task 4 – Website Review Report.

**Purpose of the Site**:

The purpose of the website is to serve as a platform that offers a variety of services and products related to technology (Gadgets). Users/Visitors can browse and purchase devices and plans, request for services and find contact information. The website features different pages such as accessories page for gadget accessories, products page like laptops, mobile phones, PCs and tablets, sim-only page for deals and bundles, deals page for discounts and offers on products and contact for support and additional information. The website aims to provide an easy and convenient experience for users/visitors.

**Target Audience:**

The target audience of the website based on my research for companies and sites that produce and sell mobile phone and accessories. Their average customers demographics are usually people aged from **18** to **45**. They are either single, married with no kids, or married with young children or teens. Their target audience are strongly female, with around **60%** female to **40%** males’ customers (which is surprisingly shocking😂). Therefore, this website is to be aimed at users whose interests are in tech Gadgets (PCs, Mobile Phones, Laptops and many more) including mainly younger to middle aged consumers, and the website is likely to be more popular among **females** than **males.**

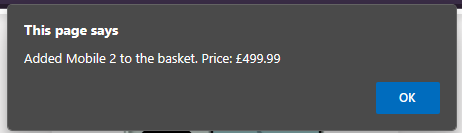
**Requirement of the Users of the site:**

The requirements of the users of the site would be a home page to navigate users to certain pages, hyperlinks to different categories of products, a page dedicated for contact options/support, hotspot, search bars and more. For users with disability such as (those who are visually impaired) I added an (‘ALT’ feature) that allows screen readers to be able to present (read out) the information to them. For the feedback I was given by some users, the requirements they stated that the site had were the pages had good and simple description of the products displayed, the use of high quality images used also improved their user experience, the checkout feature (add to basket) even though it was not created the right way the users were happy about how easy and straight forward it was. I would say in general the website I designed meets the user requirements.

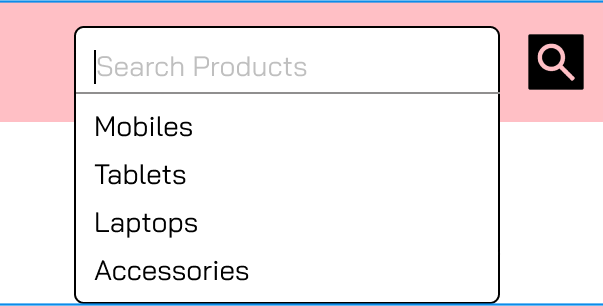
**Feedback Evaluation:**

* Peer Feedback Evaluation:

Most of the feedbacks contained in my reviews were positive, but they were a few issues raised. He pointed out that the site does not have a basket page where users can add products, checkout and pay. Based on the assignment brief/task this feature is not needed. Although I added a JavaScript function that brings up a notification on the browser;



Another issue he pointed out was that the search button did not work and bring up results as it ought to. The search button requires a section of JavaScript code to able to find products and bring up results. This feature requires a more advanced level of JavaScript in which I have little idea about and I couldn’t figure it out. Therefore, I had no other option that to leave it.



* Tutor Feedback Evaluation:

My tutor helped by checking the site and she decided to give me feedback. She suggested that the product image I added (Galaxy S24 Ultra) on the homepage should be linked to the relevant page and also, I should add an alt tag for a screen reader to improve accessibility. Also, she raised that she couldn’t see where the gifts were. On the Contacts page, the ‘Miss’ and ‘Mx’ had no meaning. She included that I should add the information about the company on the homepage to help improve customer confidence and loyalty. So, I fixed this by adding Galaxy S24 Ultra image on the homepage by adding a link that directs the user to the ‘Deals’ page. On the Contact page, the first form box ‘title’ the grammatical error I made have been fixed by removing the word ‘Ms’ and completing the text ‘Mx’ to Master. Finally, the reward box directs the user to the ‘Deals’ page by offering them discounts.

**Constraints:**

They were a few constraints I had to deal with. Firstly, I was really happy that I had to build a website for this assignment, because it’s not my first time so I was not really paranoid or anxious about it. The major problem I faced was that we were given a template, have always liked to build my websites from the scratch because I will be able to understand it and implement good techniques why building it. As a result of the template given, I had to divide the CSS file into 8 different sections/pages because it was all mashed up into one page and this really gave me a hard time.

Another constraint was that I haven’t really learnt JavaScript so much I only add little knowledge about it. There were some interactive features have could have added to make the site better such as the search bar filtering and result options but I couldn’t. I knew it will take me a long time to be able to do this because have never done it and I had little knowledge on the programming language (JavaScript).

**Justification**:

(How do the features and content of the page appeal to the target audience, how effectively do the features and content of the page help to achieve the site’s overall purpose, how well does the page meet the requirements of different users of the site)

Homepage:

I think the homepage or index page acts as a preview/introduction of the products and services that the website offers and how other pages will look, so the homepage leaves a long-lasting impression on the users.

The homepage is designed in way that the content and brief summary of other pages on the site are presented E.g. The homepage contains some information on the products, accessories, deals, mobiles and sim-only page. This content effectively guides the users to explore more.

The homepage also meets the needs and requirements of both new and old users by the introduction and content it displays. It also provides extra features to users with disabilities making easy for them to navigate and learn more about the site.

Strengths:

* The homepage leaves a good impression on the users with the way it’s designed and structured, encouraging them to explore and learn more about the site.
* The homepage also has a good navigation which makes it easy for users to find more information and content on the site.

Weakness:

* I think the inability of the search bar to be able to filter and produce results based on the user’s choice is a weakness (same goes for all the pages on the site)
* The homepage may not have enough information about the products and service that’s offered which can leave some users with no answers to their questions.

Accessories Page:

The accessories page offers a wide range of accessories for devices and tech gadgets such as headphones, chargers, phone cases etc, that I think most users will be interested in.

As a result of the accessories page offering different range of accessories that users can find easily, they will be able to checkout and purchase them.

I think the accessories page meets different users needs and requirements as a result of different varieties of the accessories that’s being sold. It allows the users to choose their preferred option.

Strengths:

* This page offers a wide range of accessories allowing users to choose their preferred option.
* The accessories are organized into different categories so users can easily select item thereby improving user experience.

Weakness:

* I think one weakness is there are limited amount of some accessories that are available making it a bad experience for users that buy in bulk.
* I also think some users may have trust issues because there are no reviews about the accessories which may cause users not to purchase the any of the items.

Repairs Page:

Some users may have a device that they want to fix or repair. They will be able to take a step towards the repair from this page.

The way I added videos and some articles about the repairs services and informing them to contact us, will provide assistance to their device problem.

The repairs page also meets different users needs as it offers repair services for many devices.

Strengths:

* The repairs page provides information about the repair’s services such as articles and videos.

Weakness:

* There might not be resources or expertise to be able solve some device issues.
* I think enough information might not be provided for users. Information like price, quotation and more.

Sim-Only Page:

On the sim only page users can buy sims and purchase data bundles without any issues or even without the need to buy a mobile phone.

The sim only page is effective in achieving purpose as it provides various offers from sim deals to data bundles, which allows the users to choose and purchase their preferred option.

I think the sim page also meets different users needs and requirements has it allows them to choose from a variety of options that are flexible and cheap.

Strengths:

* The sim page allows the users to choose from a variety of sim deals and data bundles that are flexible and cheap.
* I think the sim page is simple and straight-forward as it does not contain unnecessary content

Weakness:

* They are limited sim deals and bundles that are offered.
* I think without reviews and rating users might be reluctant to purchase some of these deals.

Deals Page:

Most users that prefer products and services that are less expensive might be interested in this page of the site.

By offering discounts and offers on products, users will want to take advantage of the opportunity and want to purchase any of the items (with special offers).

The deals page meets the requirement for different users as it offers discounts and promotions on various devices and products for them to purchase.

Strengths:

* The deals page will attract more users as a result of the promotion and discounts offered on the products.

Weakness:

* The deals offered on the page are likely to end and expire within a period of time.

Products Page/Mobiles Page:

In the products page users are likely to be interested in the varieties of products displayed on the page.

The product page is effective in achieving its purpose, as products are organized into categories making it much easier for the users to find their desired products.

The page also meets different users need as it offers various model and types of devices.

Strengths:

* The way the products are organized into categories makes it easy for the users.
* The products have detailed information and specifications

Weakness:

* I think without reviews and rating users might be reluctant to purchase some of these products.
* They might not be enough quantity of some products that are displayed.

Contact Us Page:

In the contact page, users who have questions, inquiries can visit this page to contact the customer support team.

The contact us page is effective in achieving its purpose, as it provides contact details with a contact form. This allows the users to communicate with the website.

This page meets the different requirements for users who need assistance or support. By offering different channels or mediums they can get contact.

Strengths:

* The page has a contact form that allow the users make inquires.
* It also offers multiple contact channels for users.

Weakness:

* The response time might be a long period of time depending on the customer support team.
* The services or contact medium may be down or blocked sometimes.

**IMPROVEMENTS (**changes you made whilst developing the website**)**

Scenario 1:

**Part of Website** – Dropdown Menu

**Problem/issue** – Initially, during my planning on the storyboard while drawing out the sitemap, I was supposed to make a dropdown list on the menu. That is, I wanted each of the pages of the menu to have a list of categories the user can choose from. I tried implanting this design on my html code but I realised it didn’t work, whenever I visited any page on the site the dropdown list disappears while hovering on the menu

**Fix/Improvement**: I decided not to add this feature anymore. Because it was not required or stated in the assignment brief and I did not want to add numerous of categories on each product or item. But if I had more time and resources, I could have added this feature and also added more items to products page.

Scenario 2:

**Part of Website** – Search bar

**Problem/issue –** While designing the website, I wanted to improve the user experience and navigation by adding a search bar and I wanted it to filter products and their categories based on the users search input. I wanted this filtering & searching feature to work on each page of the website regardless of where the user is. But unfortunately, this feature was not working.

**Fix/Improvement**: My plan was to go on the internet and find information about how I could fix this problem and make the searching & filtering feature active. I realised that this feature needed some JavaScript and I will have to understand the code before I can add it to the website. But I didn’t have much knowledge on JavaScript as I do on HTML and CSS. So, I decided to let it go(ignored), then I continued to learn some JavaScript so I can fix this problem when I come across it again in the future.

Scenario 3:

**Part of Website** – Shopping Cart

**Fix/Improvement**: Every E-commerce website where user can purchase products, a shopping cart and check out option are expected to be created and put in place. The shopping cart I added to my site was not so great. During the website planning, the shopping cart was part of the idea and I wanted to make a decided page where the users can add products to their basket/cart and checkout. I couldn’t create this feature because, it required much time and effort and it wasn’t also required/stated in the assignment brief.

**Fix/Improvement**: So, I created a similar feature that allows the browser to notify the users that the products they wish to purchase has been added to a cart. Although, this feature did not allow the users to checkout as expected but it executed the same function as the shopping cart.

**EVLAUATION OF FINAL WEBSITE AGINST INTIAL DESIGN** (with screenshots):

|  |  |  |
| --- | --- | --- |
| Pages | Initial Design | Final Website |
| Homepage |  |  |
| Accessories  Page |  |  |
| Repairs  Page |  |  |
| Sim-Only  Page |  |  |
| Deals  Page |  |  |
| Product  Page |  |  |
| Mobiles  Page |  |  |
| Contact  Page |  |  |