**ASSIGNEMENT 1** – **Needs assessment**

**Executive Summary**:

This Needs Assessment looks at the current state of ‘Aquapunta Pools’ website which is currently very outdated, basic, and lacks modern functionality. The owner would like to have a more modern website with better features, including adding a new “pools” section and to have a more seamless user interaction experience.

In this assessment we focus on improving the website’s design, functionality and usability so it’s more user-friendly, visually appealing and able to provide more detailed information about the products and services offered. He would also like to improve the inquiry system to allow customers to communicate their needs/questions.

Main Objectives:

* Modernize / enhance the outdated website with a cleaner, more professional design.
* Introduce a new section dedicated to pools, showing their shapes, sizes and other details.
* Improve products and service presentation
* Enhance the inquiry form to make it more user-friendly and having a seamless navigation on the website.

1. **Understanding Requirements and Defining objectives:**

**Objectives:** Modernize and enhance existing website to improved customer engagement and make it more modern. We will add a new Pools section to show the types, sizes, shapes with optional pricing.

We will look for a better user experience by making the website easier to navigate, and we will improve customers inquiry system.

**Key requirements:**

-we will look at redesigning the website for a more modern and “clean” look.

-we will create a new Pools section with clear visuals, descriptions and possible pricing

-we will reorganize the current sections to make it easier to navigate and make it more user-friendly experience.

-We will improve the inquiry form to allow user to interact with the company.

**Stakeholders:**

-Business owner: needs to provide input on website priorities and content.

-Developers/designers: we will create the updated website and add a new section.

-costumers: those are the end-users who will interact with the updated website.

1. **Decide on the resources:**

-we are a team of 3 students who will work on the website. We will also design the UI and use the content provided from the client.

- The existing website hosting and domain name will remain for the updated website.

-The tools we will use: HTML, CSS, PHP, JQuery for validation. We wil be using VS code and Github to share and manage code.

1. **Identify needs and gaps:**

Current state:

-currently, the company has an outdated, very basic website with limited functionality, sections overlapping, navigation is confusing, and there is limited products/service details. The company evolved since they had this website and new products not shown.

-currently there is minimal product and service details available

-the inquiry form is very basic and seems split into sections.

Identified needs:

-need to modernize the look and functionality.

-need to add a new section for the major sale point which now is pools, with images and details, description and optional pricing.

- need to reorganize the various sections and make navigation more easy.

-need to enhance the inquiry form with fields for specific questions (like using dropdown boxes), like service type or products.

Gaps:

-current design is outdated.

-navigation is a bit difficult which can lead to user frustration.

-need a more organized website, with dedicated sections to the different services/products.

-limited capability for customers to communicate their needs.

1. **Plan for action:**

There are a few steps we need to do;

a-Get input from the business owner on priorities for the website features.

Look at competitors’ websites to see what makes their website more appealing to an end-user.

b-Create wireframes and mockups for the updated website.

Have the client input on them.

c-start development using the languages agreed upon (html, css, PHP, Jquery) ??

Design an inquiry form prototype with dropdown boxes or checkboxes, or text fields for specific requests

d- perform usability testing.

**RESOURCES:**

<https://clickup.com/blog/needs-assessment-templates/>

<https://safetyculture.com/topics/needs-assessment/>

<https://asana.com/resources/needs-assessment>