

Task 4 – Commentary on Front End Website

As the final part of Task 4 you need to give a commentary on how your website has been tailored to your business. You need to use the following headings to support your commentary:

- **Attraction**
- **Functionality**
- **User friendliness**
- **Prices and Descriptions of Goods/Services**
- **Documents used to gather customer details**
- **Methods of payment**
- **Shipment**
- **Language options**

For each section you need to further support your commentary by giving evidence of how both your **primary and secondary research** has assisted you in deciding the best options for your website design.

Below are some questions to help you prepare your commentary (answers need to be written in full sentences/paragraphs):

Attraction

What would attract customers to your website?

What is so different or special about the site?

How does it help your customer in relation to conventional shopping?

Have you ensured that features on the website are consistent? i.e. font size, style, colour etc. Why is this important?

How will hyperlinks/menu navigation bars help customers?

How were the above features decided upon based on primary and secondary research? For example: which competitor websites helped you?

Functionality

What facilities are on the site to help customers find their way around?

How has the structure of the website been designed to help customers?

What facilities are there to support disabled users i.e. accessibility features?

What kind of functions are in place to 'help' customers?

User Friendliness

How does your design relate back to your primary research? i.e. background colours, text fonts/sizes etc.
Do you think these features work? Why? How can you tell?
Have you used a consistent style throughout? How will this help your customers?
Describe the typical user of your intended website – how will your design help them?
How have you ensured your website is not too cluttered?
How have you used your competitor analysis/mood board to help the user friendliness?
Have you got a site map? How will this help?

Prices and Description of Goods/Services on site

Have you displayed the prices?
Can customers sort by price in any way?
How have you used the basket facility to help customers know how much they are spending?
Do you have final checkout page calculates the goods prices? If so, why is this helpful?
How did other websites influence your decision to structure prices/descriptions?
How have you structured your descriptions of products? i.e. does it go main menu then into more details, bigger pictures etc.
How do your descriptions help your target market? Are they suitable for your target market? How/why?

Documents gathered to collect customer details

Does your website include a feature to capture customer details – either directly through a contact form, sign up service or indirectly through cookies?
How will this information help the business/customers in the future?
Do you have a sign in service that stores customer details for the future? How will this work? How will it help customers?
What information do you collect and why?

Methods of Payment

What payment forms will your website accept i.e. credit/debit, maestro, solo, switch etc? Why?
What are the advantages of customers paying over a website?
What are the disadvantages? How have you tried to combat these i.e. security?
Have you decided to use external payment companies (PayPal) or use your own system? Why?

How will your customers benefit from being able to pay online?
How have you made it clear what payment types could be used?

Method of Shipment

Explain the process of how the product/service gets to the customer.

How are your products/services aimed at (location)?

Do you ship products? If so, to where?

Which delivery service do you plan to use? Why?

How has your research helped you decide these?

How much will you charge for shipping?

Language Options

Have you included the option of another language on your website?
Why?

How did your research help you decide this?

Why is it important to have different language options on a website?

Do you think your target customers will use the different language options available?

