

Unit 13

Website

Development

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Assignment 4



Introduction



In this assignment, I will review my final website which was created for ByteWise Solutions. The purpose of this task is to check if my website is suitable for its intended audience and purpose.



I will explain how my website meets user needs and how well it works. I will also compare my final website with my original design and explain the changes I made during development.



In addition, I will include feedback from users and explain how this helped me improve my website. I will also suggest further improvements that could make the website better in the future.

USER EXPERIENCE

- The user experience of my website is generally simple and easy to understand, but there are some areas that need improvement. Users can navigate between pages easily and view the products, but some features are not fully working.
- For example, the images on the pages are not clickable, so users cannot select different designs or colours. This makes it harder for users to interact with the website.
- Also, the checkout process is not clear. The “Pay £20 securely” button takes users directly to payment without selecting a product. This can confuse users and affect usability.
- Another issue is that the payment system is not properly connected, which may reduce user trust. The footer and contact sections also needed improvement to make them more interactive and easier to use.
- Overall, the website is functional, but improving these features will make the user experience better, clearer, and more professional.
- My target audience is people aged 16 and above who are interested in fashion and custom clothing. For these users, it is important that the website is simple and easy to use. The navigation bar and clear product images help users browse the website easily. However, some features such as non-clickable images and the unfinished payment system may make shopping more difficult for users. Improving these features would make the website more interactive and better for customers.

Karachi Fusion Wear

Wear Your Style with Karachi Fusion Wear

At Karachi Fusion Wear, we turn ideas into fashion. Explore trendy ready-made designs, enjoy high-quality printing, or create something unique with your own custom design. Whether it's for personal wear, brands, events, or gifting we deliver comfort, quality, and style in every T-shirt. Your Design. Your Style. Your Identity. Premium T-Shirts. Custom Designs. Quality Printing. Made to match your style and creativity



Purpose and target audience

- The purpose of my website is to promote and sell custom T-shirt designs to customers in the UK. Users can browse different products, view images, and contact the business to place orders. The website is designed to be simple and easy to use so that users can find information quickly.
- The target audience for my website is people aged 16 and above, including both males and females. It is mainly for people who are interested in fashion, streetwear and custom clothing. It is also suitable for students and working individuals who have money to spend on clothing.
- Overall, the website meets the needs of the target audience because it is clear, easy to navigate and provides useful information.
- Large product images and a simple navigation menu help users quickly find T-shirts and view products more clearly.

unisex ▾

men

women

My website is designed for everyone, including all genders. The main target audience is people aged 16 and above who can place orders. Younger users can also use the website to view products, but they may need support from an adult when

ordering. The navigation bar shows all pages such as Home, Deals, Unisex, Men, Women, About Us, Store Location, and Contact Us. This helps users quickly go to any page they want in one click.

The Deals page helps users see discounts and special offers more easily. This can encourage customers to buy products from the website.

These are my website navigation button



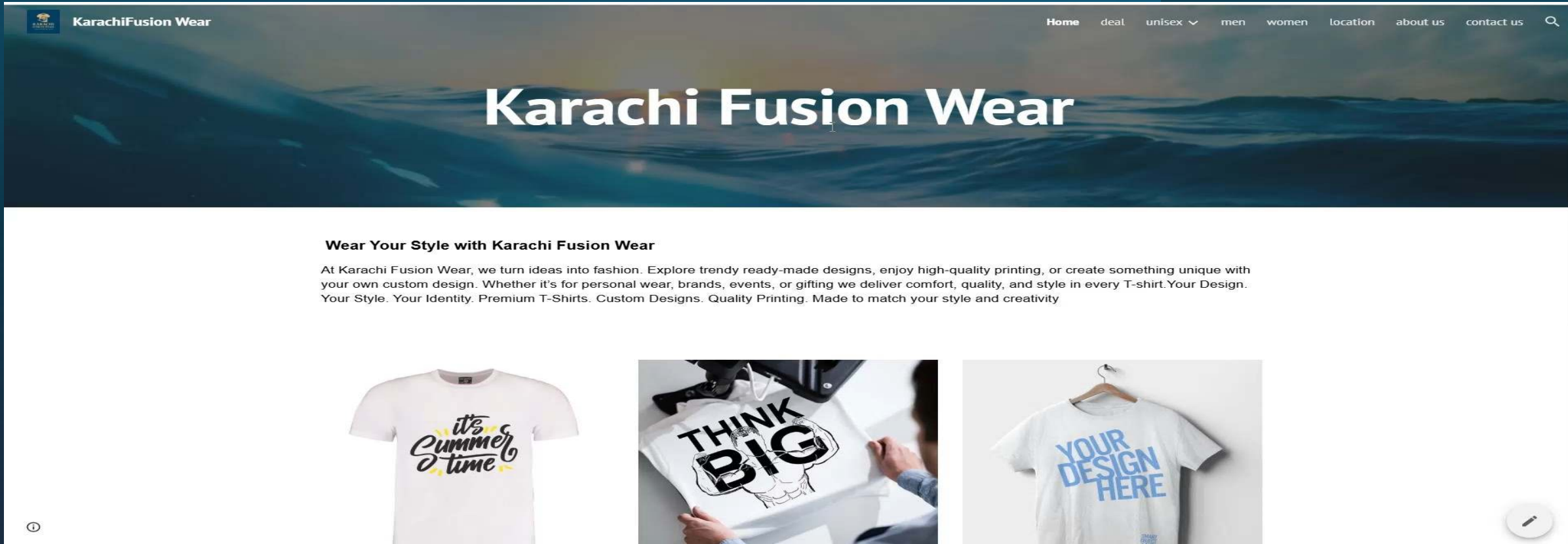
KarachiFusion Wear

Home deal unisex ▾ men women location about us contact us



Clicking the logo will take users back to the home page from any page on the website. This helps users move around the website more easily if they get lost.

The Contact Us page helps users contact the business easily through email, WhatsApp, and social media links.



This is screen recoding

https://drive.google.com/file/d/1HOs1owmCndmEfa07sS50clYEwx9gbaMI/view?usp=drive_link

This screen recording shows the homepage and navigation of my website. In the recording, users can see how the buttons, links, and pages are working on the website.

I added this screen recording to show that my website works correctly and is easy to use. It shows that users can move between pages like Home, Deals, Men, Women, Unisex, About Us, Store Location, and Contact Us without problems.



During the development of my website, I faced some constraints. One of the main challenges was using the website builder for the first time, which made it difficult at the beginning. However, after some practice, I became more confident and was able to create my website.



Another constraint was limited access to advanced features such as CSS, which meant I could not fully customise the design. This made it harder to keep a consistent style across all pages.



I also found it difficult to add some interactive features, but I solved this by getting help from my classmate (Rayaan Ali). Time and resources were also limited, which affected how much I could improve the website.



Overall, these constraints affected my design, but I was still able to create a functional and user-friendly website.



Google Sites did not allow some advanced interactive features and payment options. Because of this, some parts of the website could not be fully customised.



I could not connect the payment button to a real payment gateway, so the checkout system was not fully working.

Constraints

My review on my website

- The pictures on the home page should be clickable so users can choose different designs and colours more easily.



Trendy Ready Designs

Discover stylish and modern T-shirt designs created for comfort and everyday fashion.

Our ready-made designs are perfect for casual wear, events, and gifts. Each design is carefully printed on high-quality fabric to ensure durability and a great look.



High-Quality Printing

We use advanced printing techniques to produce clear, sharp, and long-lasting designs. Our printing process ensures the colours stay bright and the design does not fade easily after washing. This guarantees a high-quality finish on every T-shirt.



Your Design, Your Style

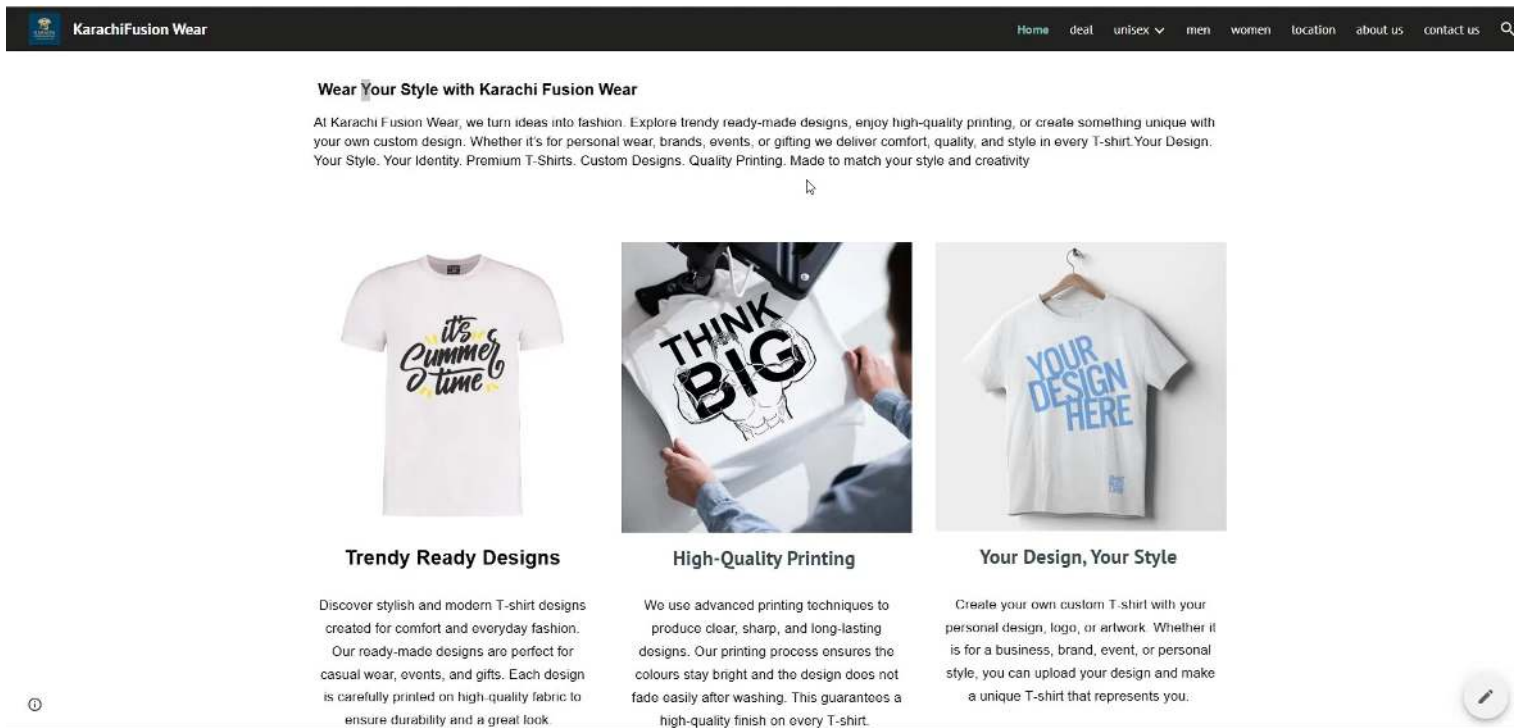
Create your own custom T-shirt with your personal design, logo, or artwork. Whether it is for a business, brand, event, or personal style, you can upload your design and make a unique T-shirt that represents you.

- These pictures are only images and cannot be clicked. There are no options to choose different designs or colours. They only show the product with a description, but users cannot select other options or upload their own design.

This is screen recording

https://drive.google.com/file/d/1IBITSA2mj3OsZu6gaUpgnFNFNCIYDqGc/view?usp=drive_link

- I included this screen recording to show that the homepage works correctly. It also shows one limitation of the website because the homepage product pictures are not clickable, so users cannot directly press the images to open product pages.



check out

Costumize check out

Fill out form

GoogleForms This content is neither created nor endorsed by Google.

Contact information

shahzaibasim4@gmail.com [Switch accounts](#)

Not shared

Pay Online Securely

Pay Online to karachi fusion wear

Pay Securely by Card

Pay with PayPal

The checkout process should be placed after the Add to Cart stage so users can first choose and confirm their product before making a payment. Currently, the payment link is not properly connected to a bank account, which can cause issues and reduce trust for users

Question	Friend 1	Friend 2	Friend 3
Is the website layout clear and easy to read?	Yes, the layout is clear and organised.	Yes, it is easy to read.	Yes, the pages are simple and well arranged.
Are the colours of the website clear and visually appealing?	Yes, the colours look good and professional.	Yes, the colours match the website theme.	Yes, the colours are nice and attractive.
Is the navigation menu easy to use and understand?	Yes, the menu is easy to use.	Yes, I can move between pages easily.	Yes, navigation is simple and clear.
Is the website easy to use when browsing products and pages?	Yes, it is easy to browse products.	Yes, the pages are easy to use.	Yes, the website works smoothly.

Question	Friend 1	Friend 2	Friend 3
Do the buttons and links work correctly?	Yes, all buttons work correctly.	Yes, the payment and social links work.	Yes, all links open the correct pages.
Is the text easy to read and understand?	Yes, the text is clear.	Yes, but the text size could be slightly bigger.	Yes, it is easy to read.
Does the website load quickly on your device?	Yes, it loads quickly.	Yes, pages open fast.	Yes, the website loads without delay.
Is the website accessible and easy to use for different users?	Yes, it is simple to understand.	Yes, the layout makes it easy to use.	Yes, it is accessible for users.

Question	Friend 1	Friend 2	Friend 3
Do the images and videos display correctly on the website?	Yes, images and videos work correctly.	Yes, the images are clear.	Yes, everything displays correctly.
Do you have any suggestions to improve the website?	Add more product descriptions.	Increase text size slightly.	Add more spacing between sections.
Everything is on it place?	Remove contact us from home page	Contact us options should be on contact us page not on home page	Everything is good

Feedback summary

- Overall, the feedback from the three users was good and positive. All users said the website is easy to use, simple to understand, and easy to navigate. They also said the colours, layout, and menu design look clear and professional. Users said the website loads quickly and the pages work correctly.
- The users also gave some suggestions to improve the website. One user said more product descriptions should be added. Another user said the text size could be a little bigger. One user also said there should be more space between some sections. Two users suggested moving the contact details from the homepage to the Contact Us page.
- This feedback helped me understand what users liked and what still needs improvement. I used the feedback to make some improvements and make the website more user-friendly and better for the target audience.

Improvement 1 – Increased Text Size

- Friend 2 said that the text on some pages was slightly small and could be difficult to read.
- "Yes, but the text size could be slightly bigger."
- I increased the text size on the pages to make the content easier to read.
- Why this improvement was made This improves accessibility because users with weaker eyesight can read the website more easily.
- Bigger text makes the website easier to read for users, especially people using mobile phones.
- Evidence Screenshot showing before improvement and after improvement.



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High-Quality Printing

We use advanced printing techniques to deliver sharp, durable, and long-lasting prints on every T-shirt.



Your Design, Your Style

Upload your own artwork or logo and create a custom T-shirt that represents you, your brand, or your event.

- This is before





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- This is after

Improvement 2 – Added Product Descriptions

- Friend 1 suggested adding more information about the products.
- "Add more product descriptions."
- I added short descriptions under the product images explaining the design and product details.
- This improves usability because users can understand the product better before making a purchase.
- Screenshot showing before improvement and after improvement.
- Product descriptions help customers understand the T-shirts better before buying.



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- Before



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• After

Improvement 3 – Added More Spacing Between Sections

- Friend 3 suggested improving the layout by adding more space between sections.
- “Add more spacing between sections.”
- Change made I increased the spacing between images and text sections on the pages.
- Why this improvement was made This improves presentation and readability because the website layout becomes cleaner and easier to view.
- Evidence Screenshot showing before improvement and after improvement.
- Better spacing makes the website look cleaner and helps users find information more easily.



Show your pride with our iconic crescent and star design. Perfect for national events, celebrations, or everyday wear.



Express yourself with our modern graphic tees. Clean, stylish, and perfect for casual outings, college, or social events.



Stay inspired wherever you go. Our motivational collection is designed to boost confidence and make a bold statement.

- Before



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- After

Improvement 4 –Removed Social Media from Home Page

- Friend 1 and friend 2 said the home page looked slightly busy because there were too many social media buttons.
- Friend 1 “Remove contact us from home page ”
- Friend 2 “Contact us options should be on contact us page not on home page”
- I removed the social media buttons from the home page and kept them only on the Contact Us page.
- This improves the layout and usability of the website because the home page now looks cleaner and easier to read. It also helps users focus on the main content such as products and designs.
- Screenshot showing the home page before removing the social media buttons and another screenshot showing the home page after the improvement.
- Removing social media from the homepage helps users focus more on the products and website content

Our ready-made designs are perfect for casual wear, events, and gifts. Each design is carefully printed on high-quality fabric to ensure durability and a great look.

designs. Our printing process ensures the colours stay bright and the design does not fade easily after washing. This guarantees a high-quality finish on every T-shirt.

is for a business, brand, event, or personal style, you can upload your design and make a unique T-shirt that represents you.

Follow & Contact Us

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 Snapchat

 Email

Chat: 07961 381707

Email: info@KarachiFusionwear.co.uk

Karachi Fusion Wear

- Before



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WhatsApp: 07961 381707

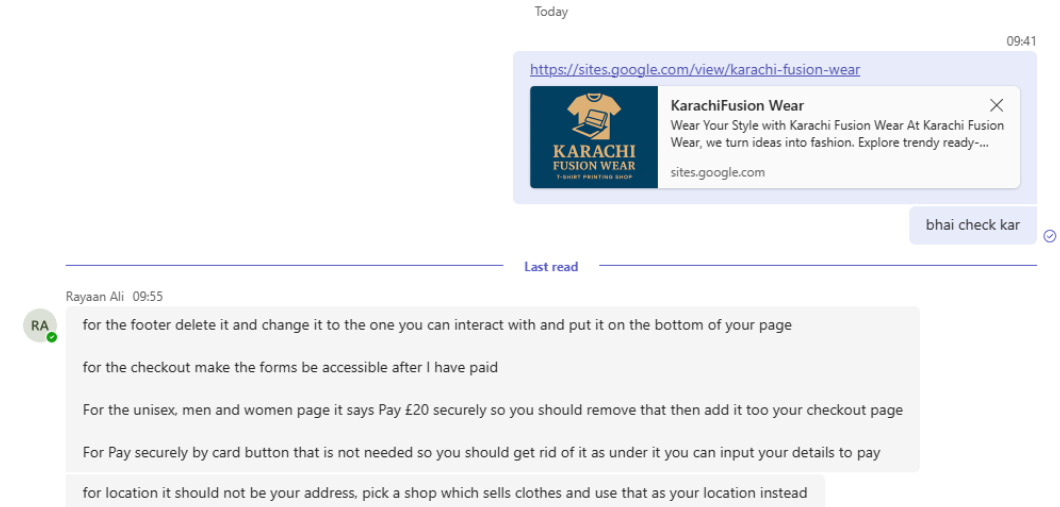
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• After

Rayaan Ali review on my website

- Rayaan Ali is my classmate who reviewed my website and gave feedback about the design and user experience. I asked him to test the website and give honest suggestions about what works well and what could be improved. In this section, he reviewed the homepage, navigation system, layout colours, and website features.
- In this section, Rayaan Ali reviewed the contact page, links, and user accessibility features to see if the website was easy to use.
- In this section, Rayaan Ali reviewed the product pages and checked if the images, text, and product information were clear for users.
- In this review, Rayaan Ali checked the homepage design, navigation menu, and overall layout of the website.



Classmate Rayaan Ali review on my website

Today

09:41

<https://sites.google.com/view/karachi-fusion-wear>



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Wear Your Style with Karachi Fusion Wear At Karachi Fusion Wear, we turn ideas into fashion. Explore trendy ready-...

sites.google.com

bhai check kar



Last read

Rayaan Ali 09:55

RA

for the footer delete it and change it to the one you can interact with and put it on the bottom of your page

for the checkout make the forms be accessible after I have paid

For the unisex, men and women page it says Pay £20 securely so you should remove that then add it too your checkout page

For Pay securely by card button that is not needed so you should get rid of it as under it you can input your details to pay

for location it should not be your address, pick a shop which sells clothes and use that as your location instead



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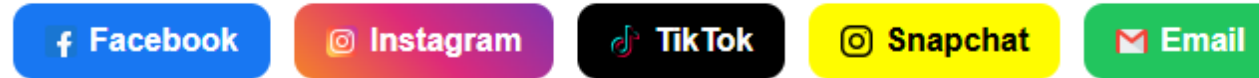
Instagram | TikTok | Facebook

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This footer I need to change from this to (show on next slide) The original footer was very basic and did not have enough information for users. It only had limited links and it was harder for users to contact the business. Because of this, the footer did not look very professional or useful.



Karachi Fusion Wear

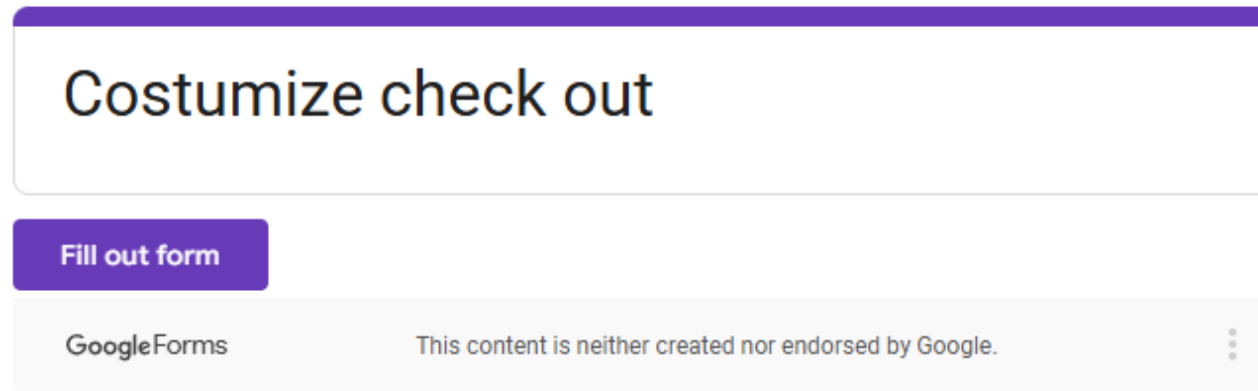


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Email: info@KarachiFusionwear.co.uk

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- This is the recommendation for footer
- I improved the footer by adding social media buttons, an email link, WhatsApp contact details, copyright information, and the Karachi Fusion Wear business name. This made the footer look more professional and helped users contact the business more easily from different pages of the website.
- The new footer also improved the user experience because users can quickly open important links and social media pages without searching around the website.



Costumize check out

Fill out form

GoogleForms This content is neither created nor endorsed by Google.

- Classmate found a spelling mistake on the website during testing. I fixed the spelling error to make the website look more professional and easier for users to understand.
- Classmate also found that users could open the checkout page without selecting a product first. This could confuse users and affect the shopping experience. I could not fully fix this problem because Google Sites has limited e-commerce features, but in the future I would use a more advanced website builder or payment system

Classmate Rayaan Ali review on my website

Rayaan Ali is my classmate who reviewed my website and gave feedback about the design and user experience. I asked him to test the website and give honest suggestions about what works well and what could be improved. In this section, he reviewed the homepage, navigation system, layout, colours, and website features.

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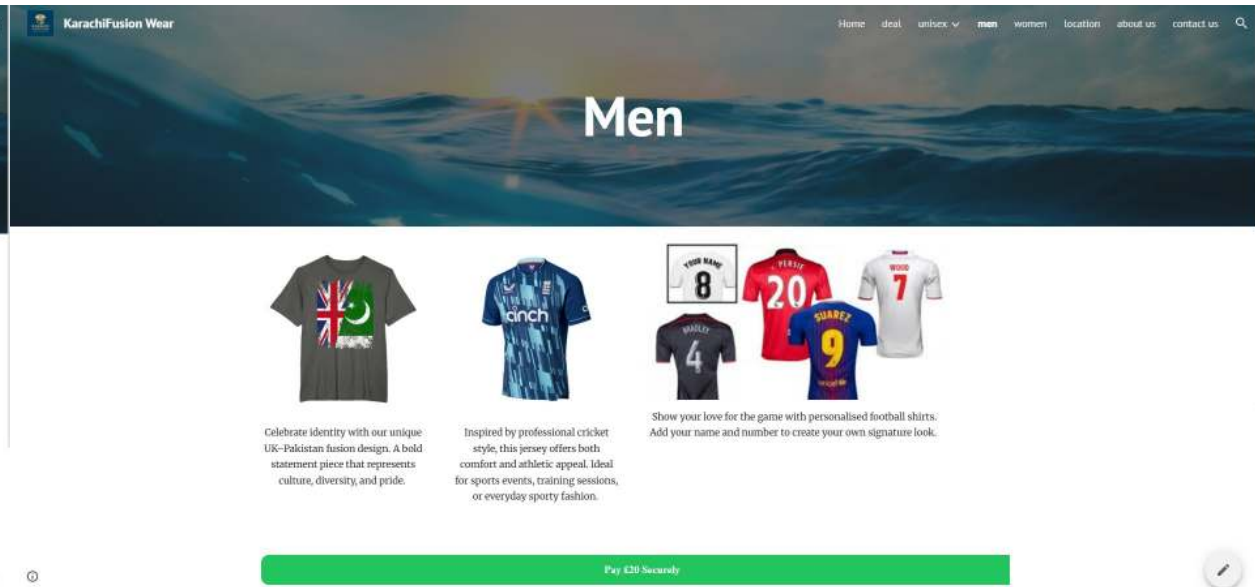
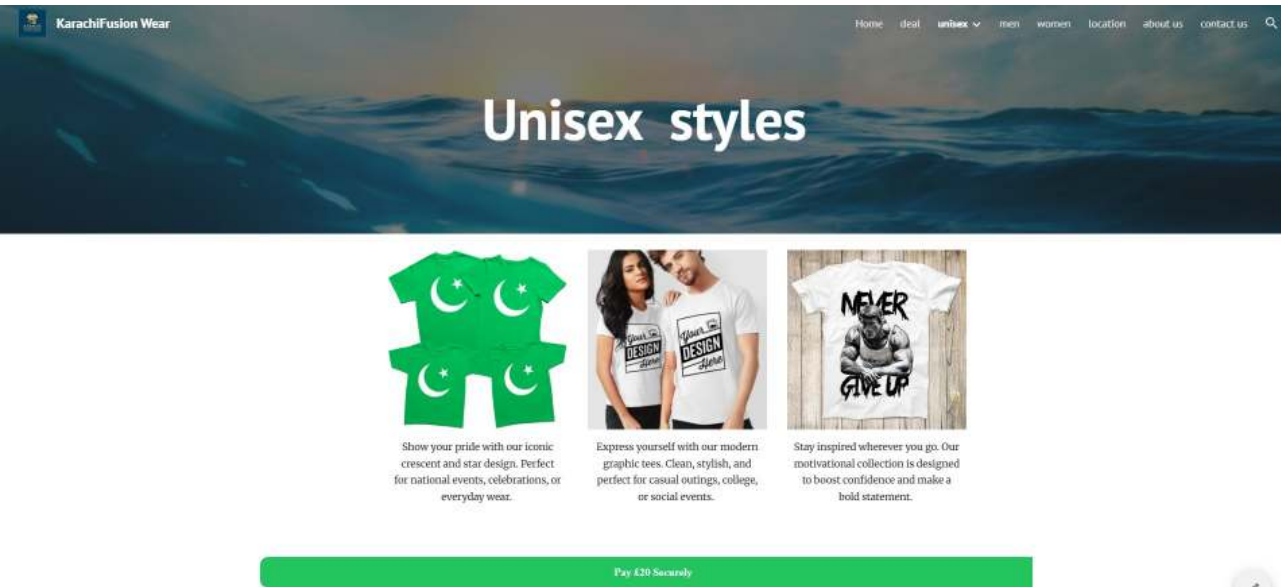
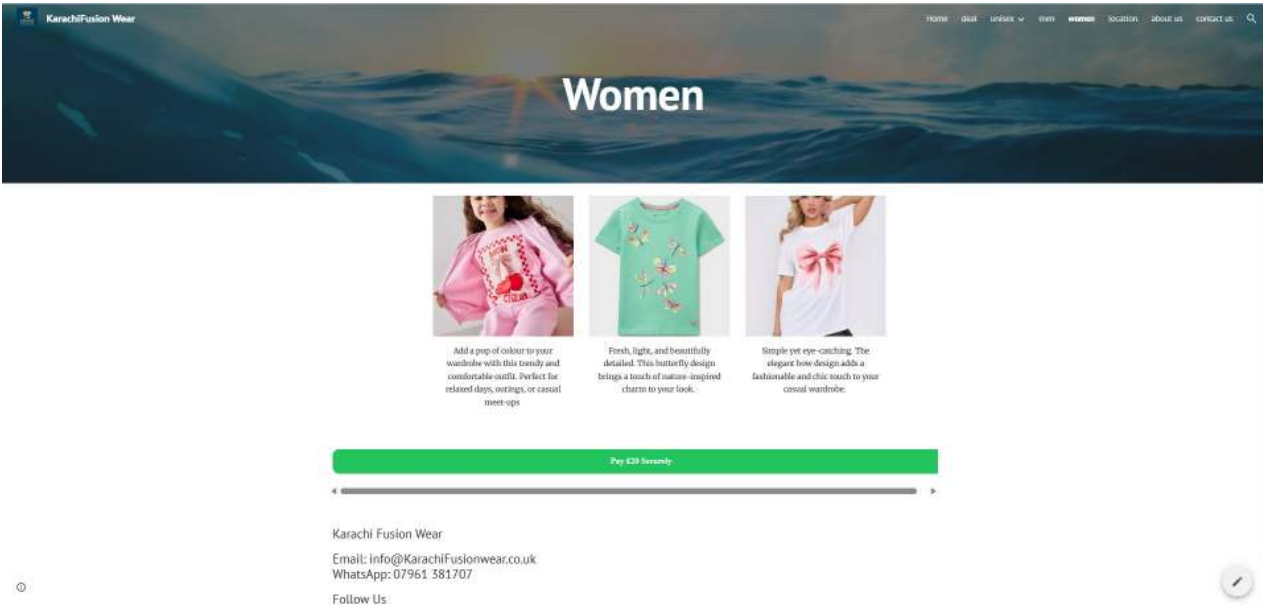
Last read

Rayaan Ali 09:55

RA

- for the footer delete it and change it to the one you can interact with and put it on the bottom of your page
- for the checkout make the forms be accessible after I have paid
- For the unisex, men and women page it says Pay £20 securely so you should remove that then add it too your checkout page
- For Pay securely by card button that is not needed so you should get rid of it as under it you can input your details to pay
- for location it should not be your address, pick a shop which sells clothes and use that as your location instead

- On the Unisex , Men and Women pages, the “Pay £20 Securely” button sends users straight to the payment page. Users cannot choose the T-shirt size, colour, or design before making payment. This can make the website confusing for some users and reduce the user experience.
- To fix this problem, I would add options for users to select the product, size, colour, and design before the payment button. This would make the website easier to use and more interactive for customers.



Classmate Rayaan Ali review on my website

Rayaan Ali is my classmate who reviewed my website and gave feedback about the design and user experience. I asked him to test the website and give honest suggestions about what works well and what could be improved. In this section, he reviewed the homepage, navigation system, layout, colours, and website features.

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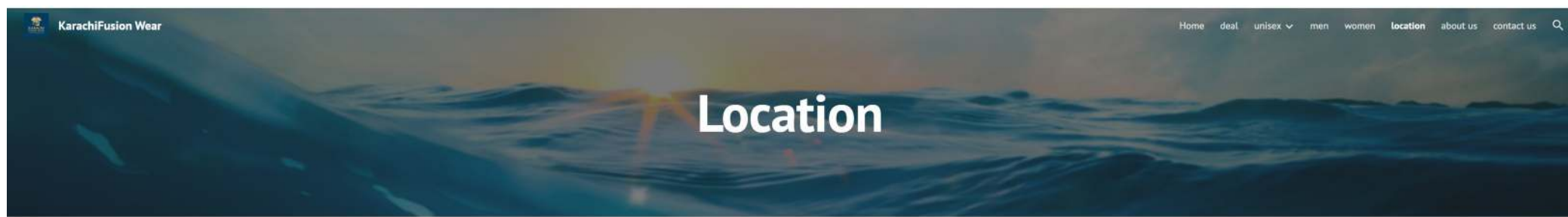
bhai check kar

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The current location page shows a home address instead of a business or shop address. This can be a privacy and safety problem because personal home addresses should not normally be shared on a business website. Customers may also expect to see a proper business location where they can visit or contact the company.

To improve this, I would change the location page and add a real business, print shop, or warehouse address instead of a home address. I would also add 3–4 locations to make the business look more professional and helpful for users in different areas.



Follow & Contact Us



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Email: info@KarachiFusionwear.co.uk

Strengths of website

- The strengths of my website are that it is easy to navigate and works well for users. It is suitable for people who want custom T-shirt printing with good quality designs.
- The website includes useful features such as contact options, which allow users to get help through email or WhatsApp. This makes it easier for users to communicate with the business if they need support.
- The product images and descriptions also help users understand the designs better. This allows users to get an idea of how the T-shirts will look and helps them choose the product they want.
- Overall, the website is simple, clear and useful for users who want to view and order custom T-shirts.

Easy Navigation

- The website is easy to navigate and works well for users. Users can move between pages easily using the navigation menu.



Contact Options

- The website includes contact options such as email and WhatsApp. This helps users communicate with the business easily if they need support or want to place an order.

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Follow & Contact Us



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Clear Product Images

- The product images and descriptions help users understand the T-shirt designs better. This helps users choose products more easily before ordering.



Buy 1 Get 1 Free

Create T-shirts in **your own design and color** with high-quality printing.

Buy 1 Get 1 Free

Order **one custom T-shirt** and get **one FREE** made in **your own design and color**.

High-quality printing, premium fabric, and unbeatable value **only for a limited time**.

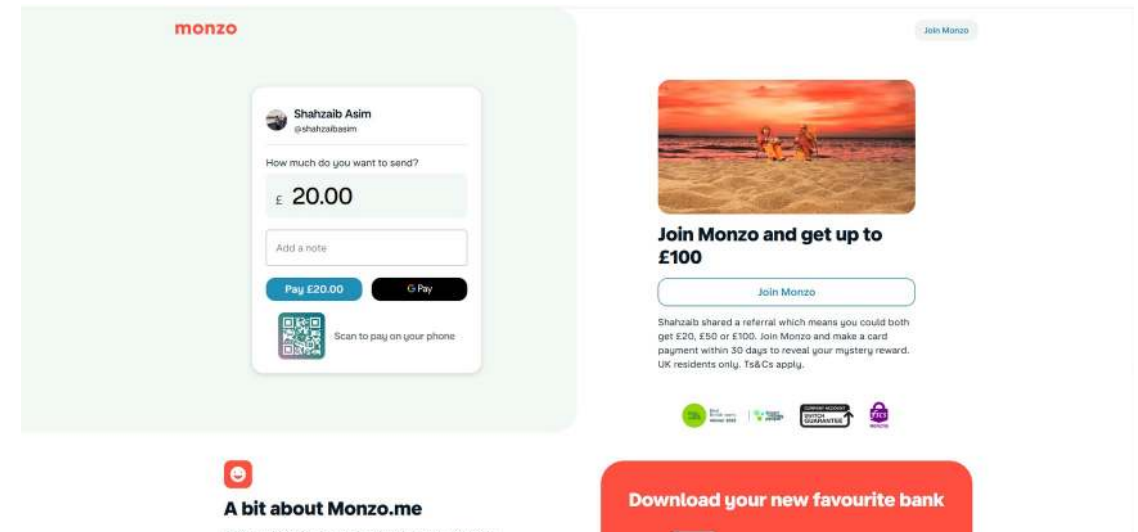


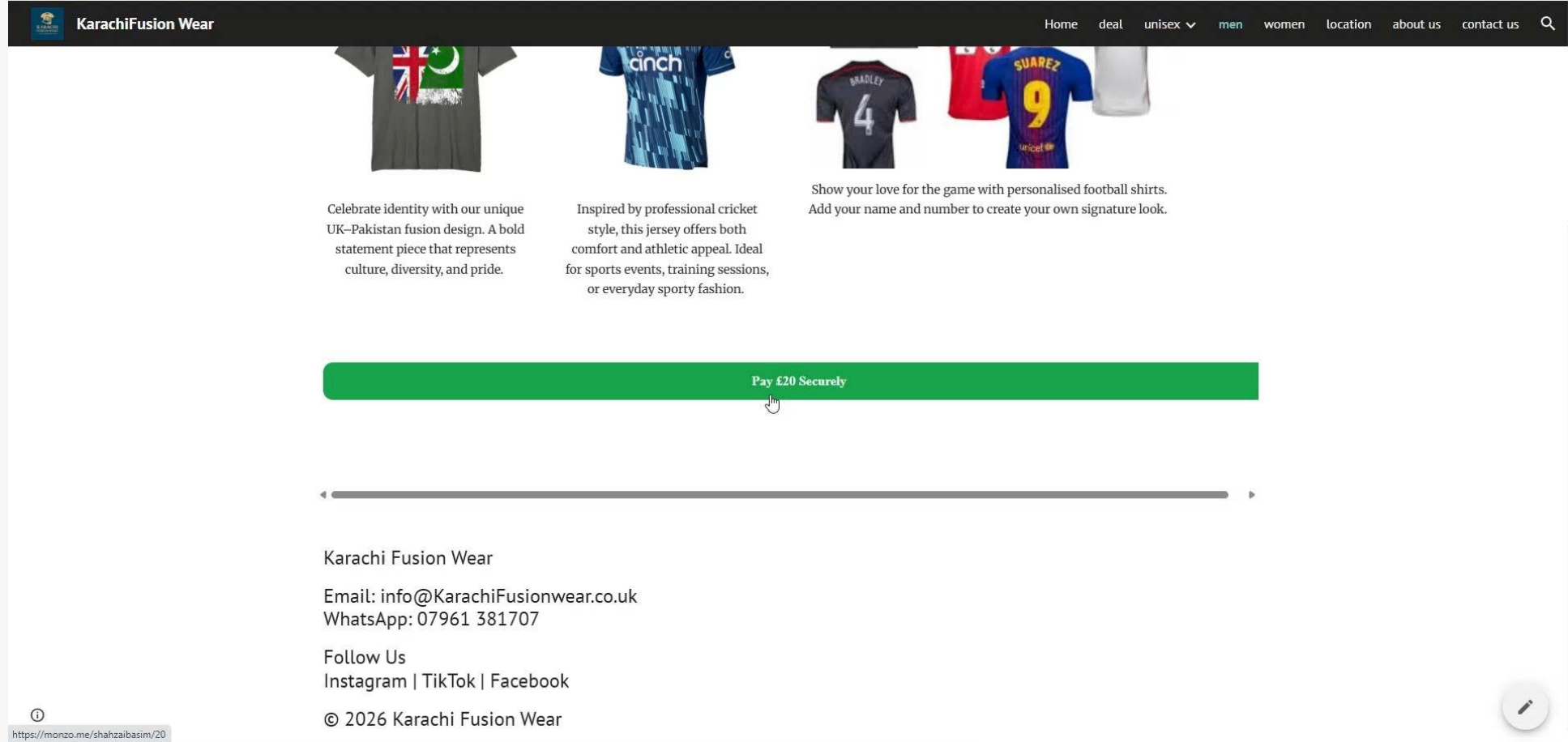
Weaknesses of website

- One weakness of my website is that some images are not clickable, so users cannot select different designs or colours. This makes the website less interactive and harder to use.
- Another weakness is the checkout process. The “Pay £20 securely” button takes users directly to payment without selecting a product first. This can confuse users and may lead to mistakes.
- The website also does not have advanced features like a shopping cart or product options (size, colour, custom design upload). This limits the user experience.
- In addition, the payment system is not fully connected, which may reduce user trust when making payments.

Checkout process

- I would add a product selection step before payment so users can choose the product, size, and colour first.





This is screen recording

https://drive.google.com/file/d/1eARYfQxs_XaohvgP9IR7eFwdgy6187BI/view?usp=drive_link

This screen recording shows that the payment button takes users directly to the payment page without selecting a product first. Users cannot choose the size, colour, or design before payment. To improve this problem, I would add a product selection step before payment so users can choose the product, size, and colour first.

Recommendations for Further Improvements

- One improvement I could make is to fix the upload design (photo/text) feature. At the moment, users can enter their design, but it does not go anywhere. I would improve this by linking it to an email so that the design is sent directly to the business.
- Another improvement would be to change the website colours. Currently, the design is quite plain, so I could make it more attractive by using different background colours or banners for each page.
- I would also improve the AI chat box, as it only shows a simple message and is not useful. I could connect it to a real AI system so it can give better answers and help users properly.
- Finally, I would improve the quality of images on the website. Some images are blurry and not clear, so I would replace them with highquality images to make the website look more professional.

Storyboard in Assignment 2 vs Final Website

- These slides compare my original storyboard design with the final version of the website. The storyboard was used during the planning stage to show how the website would look before development started. It included page layouts, navigation ideas, colours, images, and the general design of the website.
- The final website was developed using Google Sites and includes several changes and improvements from the original storyboard. Some features were updated based on user feedback, testing results, and website limitations. Comparing the storyboard with the final website helps show how the design changed during development and explains why these changes were made.
- This comparison also helps demonstrate how the website became more suitable for the target audience and easier for users to navigate and understand.

Home Page Storyboard vs Final Website

- **What I planned**

I planned to use a blue background, large product images, and icons on the right side for navigation.

- **What I built**

I used a blue/image background and large images. I also added a full navigation bar at the top with all pages. I included social media buttons as well.

- **Why same or different**

This is mostly the same as my plan. However, I changed the navigation to a top menu because it is easier for users to understand than icons. I also moved the social media buttons because users said the home page looked too busy.

Deal Page Storyboard vs Final Website

- **What I planned**

I planned to include a featured deal image with promotional text and a simple layout.

- **What I built**

I added deal images and banners, and I kept the layout simple. I also used the same navigation as other pages.

- **Why same or different**

This is the same as my plan because the layout and purpose matched my design and worked well.

Unisex, men and women Page Storyboard vs Final Website

- **What I planned**

I planned to create a grid of products showing images, prices, sizes, and details.

- **What I built**

I created a grid layout with product images and descriptions. I also added a payment button.

- **Why same or different**

This is mostly the same as my plan. I added product descriptions because users said more information was needed. I also added a payment button to allow users to buy products.

Store location Page Storyboard vs Final Website

- **What I planned**

I planned to include a map, a shop image, and a simple layout.

- **What I built**

I added a Google Map, the address, and a navigation bar.

- **Why same or different**

This is mostly the same as my plan. However, I noticed that the home address is visible, which is a weakness. This should be changed in the future to protect privacy.

About us Page Storyboard vs Final Website

- **What I planned**

I planned to include text about the business and an image of the owner.

- **What I built**

I added information about the business and included an image, using a clean and simple layout.

- **Why same or different**

This is the same as my plan because it clearly explains the business and helps build trust with users.

Contact us Page Storyboard vs Final Website

- **What I planned**

I planned to include email, phone number, address, and social media links.

- **What I built**

I added email, WhatsApp, social media links, and a contact form.

- **Why same or different**

This is improved compared to my plan. I added a contact form because users needed an easier and faster way to contact the business.

Final Evaluation

- My website is easy to use and simple to navigate. Users can move between pages easily and see different T-shirt designs. The images and descriptions help users understand the products. The website also has email and WhatsApp, so users can contact the business easily.
- However, there are some problems. Some images are not clickable, so users cannot choose different designs or colours. The checkout process is not clear because users can go to payment without selecting a product first. There is no shopping cart or options like size, colour, or upload design. Also, the payment system is not fully working, which may reduce user trust.
- There are some improvements I can make. I can connect the upload design feature to email so users' designs are sent properly. I can improve the colours and design to make the website more attractive. I can also improve the AI chat so it gives better help. Finally, I can use better quality images to make the website look more professional.
- Overall, the website works for its purpose, but these improvements will make it easier to use and more professional.

Reference

- Google sites website I made [KarachiFusion Wear](#) (accessed on 26 March 2026)
- Power point my assignment 2 [file structure.pptx](#) (accessed on 26 March 2026)
- Power point from slide 12 to 26 is from my assignment 3 [Unit 13 Website Development assignment 3.pptx](#) (accessed on 26 March 2026)
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