

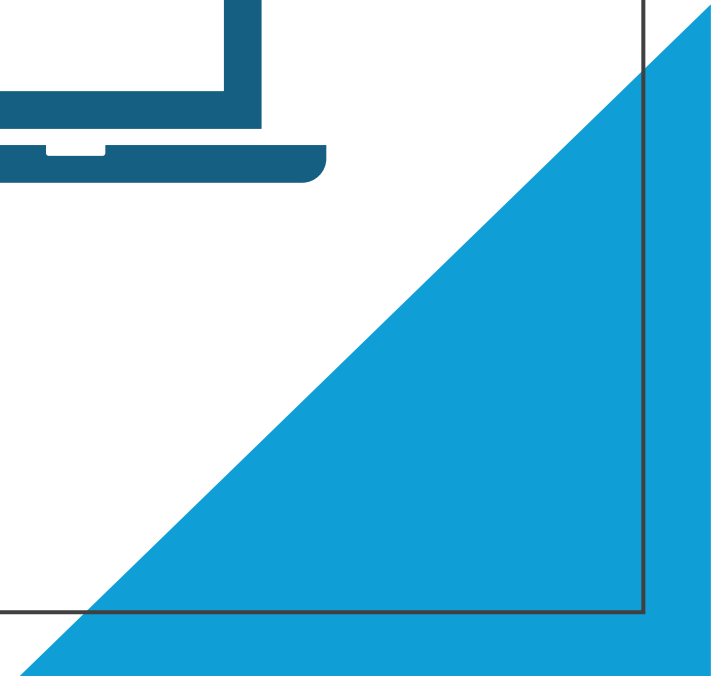
Unit 3

Digital

Portfolio

Shahzaib Asim S2312202

Assignment 3



Introduction Review and Evaluate Digital portfolio

In this evaluation, I will explain how my digital portfolio is suitable for its target audience and purpose. I will look at how well my portfolio meets the needs of users and how effective it is. I will also include the feedback I received and explain how I used it to improve my work.

In addition, I will compare my final digital portfolio with my original design and explain any changes I made. I will also suggest some improvements that I could make if I had more time.

I created my digital portfolio using Google Sites. It includes the work I have completed for different units in my course, which is BTEC Level 2 First Certificate in ICT. My portfolio also has an "About Me" page with information about myself and a CV page where users can view my CV.

Intended purpose and audience

My digital portfolio is suitable for its purpose and audience because it includes the work I have completed during my course. It also has information about me, such as my CV and the introduction on the About Me page. All the work is easy to access, and employers can view different unit pages without difficulty.

The content on each page matches the topic of the unit, for example Unit 1 The Online World and Unit 21 Technology Business. This helps users understand the purpose of each page more clearly and makes the portfolio organised and relevant.

On the home page, there are buttons that allow users to go to different pages easily. On other pages, there are action buttons that let users move forward or go back. This makes navigation simple and user-friendly.

Screen recording



Shahzaib Asim

- Home
- About me
- Cv
- Unit 1
- Unit 2
- ▼ Unit 3
- ▼ unit 13
- ▼ unit18
- ▲ unit 21

assignments unit 21

Shahzaib Asim

02/12/21

02/12/21

BTEC Level 2 Assignment

Unit 21: A Technology Business - Learning Item A

Student Name: Shahzaib Asim

Student Number: 02102020

Teacher: Aya Kabbani

Due Date: 10th October 2022

10/10/2022

I am just employed as a marketing apprentice at Layan Tech corporation, and a few managers have asked me to investigate how the development part of a new car has been successful. I am going to discuss the various selling points (USP) of a successful product or service. I will research the benefits and explain the best way to sell them.

Assignment 1

Successful Product, my chosen product was the iPhone 15 Pro Max. In this assignment, I researched the product in detail to understand why it is successful in the technology market. I looked at the features of the phone, such as design, performance, and camera quality, and how these features meet customer needs. I also researched the target audience, pricing, and competitors to understand what makes the iPhone 15 Pro Max popular. This assignment helped me learn how research, good design, and marketing can make a product successful. It also improved my research, analysis, and understanding of how technology products succeed in business.

Assignment 2

In this assignment, I selected the Apple iPhone 18 Pro Max as a prototype technology-based product. The purpose of this work was to carry out primary and secondary market research to evaluate the product's potential success and identify possible improvements before launch.

About me

about me

unit1

unit 3

unit 13

unit 18

unit 21

cv

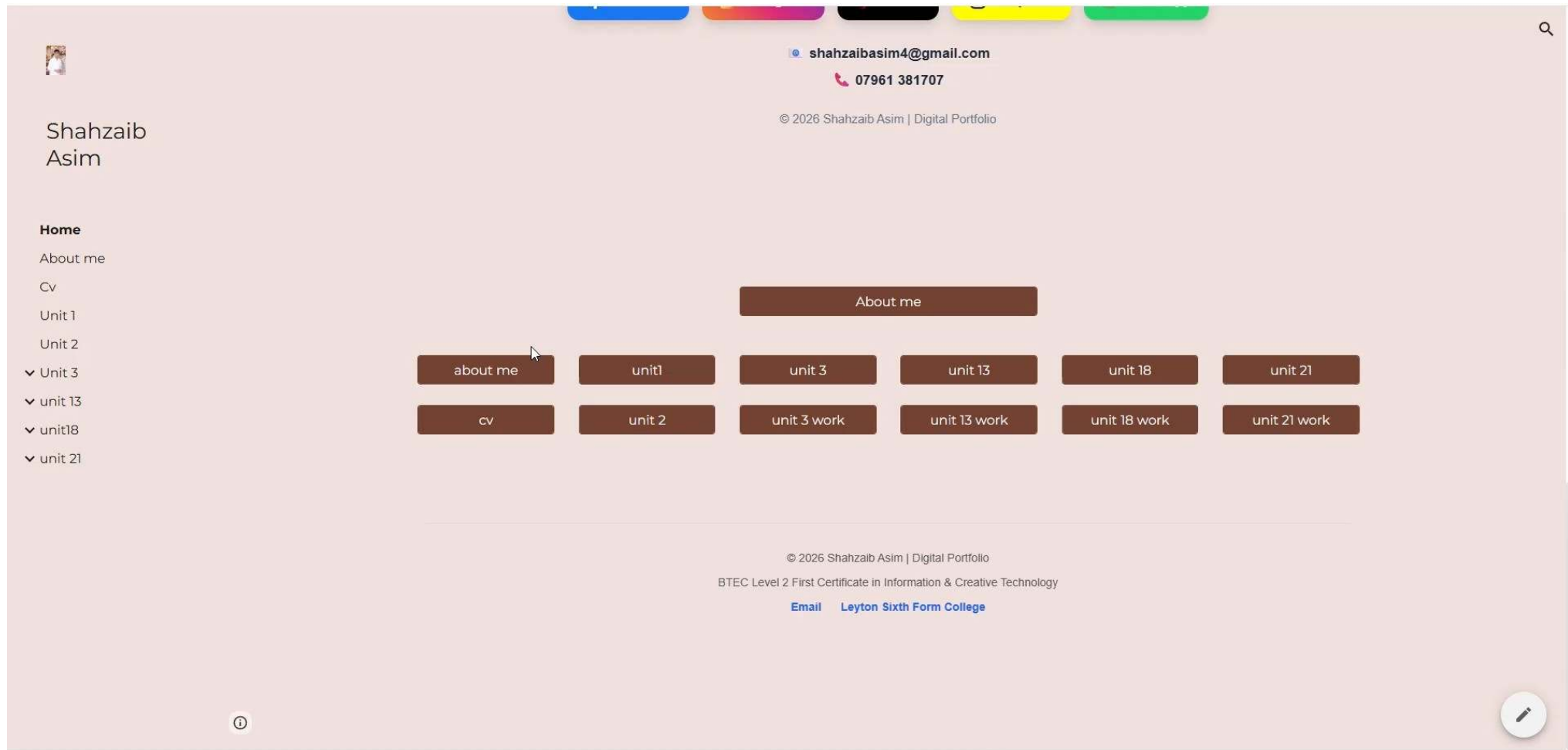
unit 2

unit 3 work

unit 13 work

unit 18 work

unit 21 work

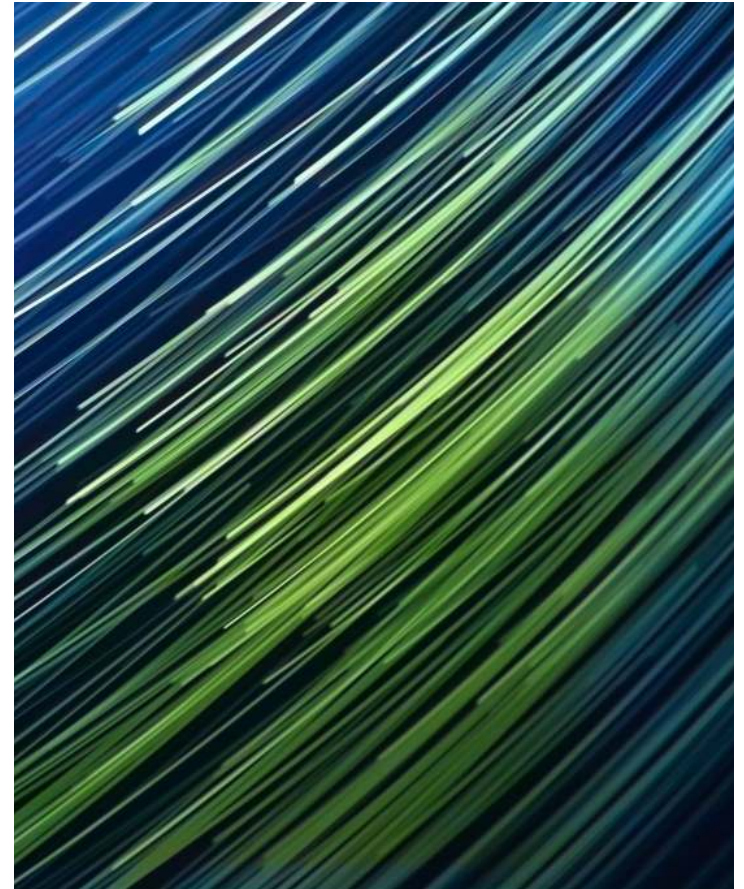


Screen recording

Home page title text

The text on my home page is large, bold, and easy to read, which helps it stand out to users when they first open the website. I used a strong red colour to make the introduction more attractive and noticeable. The text clearly introduces who I am and where I study, giving visitors quick information about me.

The text is also a hyperlink, so when users press “Leyton Sixth Form College” it opens the college website. This is useful because employers or visitors can learn more about my college and course. It also makes my portfolio look more professional and interactive. This can develop interest in employers because it shows good website design skills and allows them to easily access more information about my education background.



**Hi, I'm Shahzaib
Asim, a student from
Leyton sixth form
college.**



Shahzaib
Asim

Home

- About me
- Cv
- Unit 1
- Unit 2
- ▼ Unit 3
- ▼ unit 13
- ▼ unit18
- ▼ unit 21

<https://www.leyton.ac.uk>



Shahzaib Asim

Hi, I'm Shahzaib Asim, a student from Leyton sixth form college.





Screen recording

Home page small paragraph



This paragraph can make employers interested in hiring me because it explains my skills and interests in a simple and clear way. It shows that I enjoy website design, coding, and making digital projects. These are important skills for ICT and web development jobs.



The paragraph also shows that I am creative, can solve problems, and can make websites easy to use. This helps employers understand that I can work well and create good digital work.



I also mentioned my BTEC Level 2 ICT course and the assignments I completed. This shows that I have knowledge and experience from my course and that I am improving my skills for future jobs.

I am a designer-developer who enjoys turning ideas into clean, interactive digital experiences. I mix simple design with solid coding to create smooth and easy-to-use products. I like clear layouts, creativity, and user-friendly flows. I enjoy solving front-end problems and turning ideas into real projects. I am studying for a BTEC Level 2 First Certificate in ICT, where I've completed several assignments that helped build my skills.



Home page contact me

- This contact section can make employers interested in contacting me because it is easy to use and all the buttons are clickable. Employers can press the social media buttons, email, or phone number to contact me directly. This makes communication fast and simple.
- The different contact options like Facebook, Instagram, WhatsApp, email, and phone number give employers many ways to contact me. This helps make my portfolio look more professional and user-friendly.
- The colourful buttons and clean design also make the page look modern and attractive, which can keep users interested in my website.

Contact Me

You can connect with me through social media or contact me directly below.



Facebook



Instagram



TikTok



Snapchat



WhatsApp

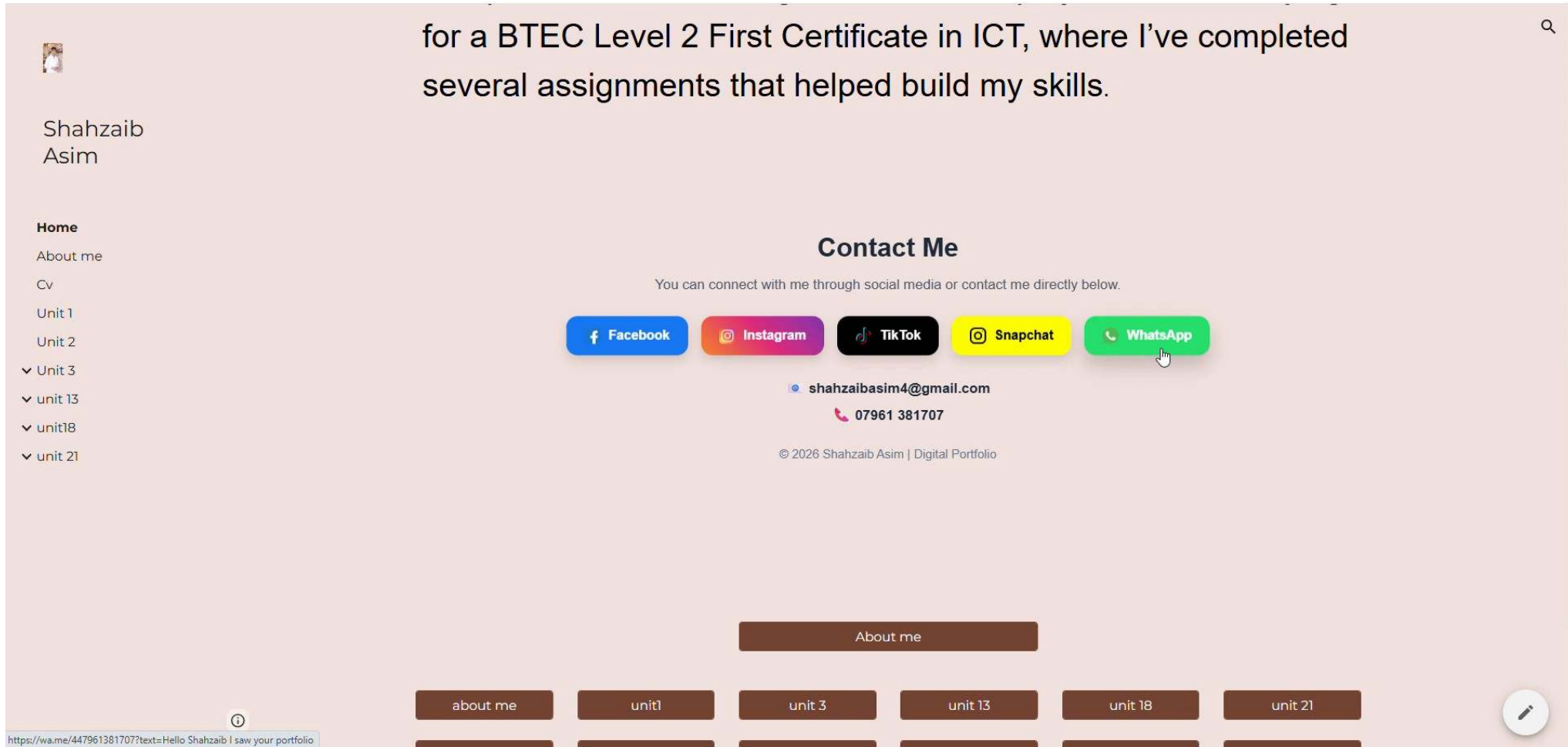


shahzaibasim4@gmail.com



07961 381707

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Screen recording

Action button and footer home page

These buttons help users move around my website easily because all the buttons are clickable and take users directly to different pages. This makes navigation simple and helps users quickly find the page or unit they want to see.

The buttons also make the website look more organised and user-friendly. Employers can easily open pages like About Me, CV, Unit pages, and work pages without searching through the website.

The footer also has clickable links for my email and college website. Users can press the email link to contact me directly or press the college website link to learn more about my education. This makes my portfolio look more professional and interactive.

About me

about me

unit1

unit 3

unit 13

unit 18

unit 21

cv

unit 2

unit 3 work

unit 13 work

unit 18 work

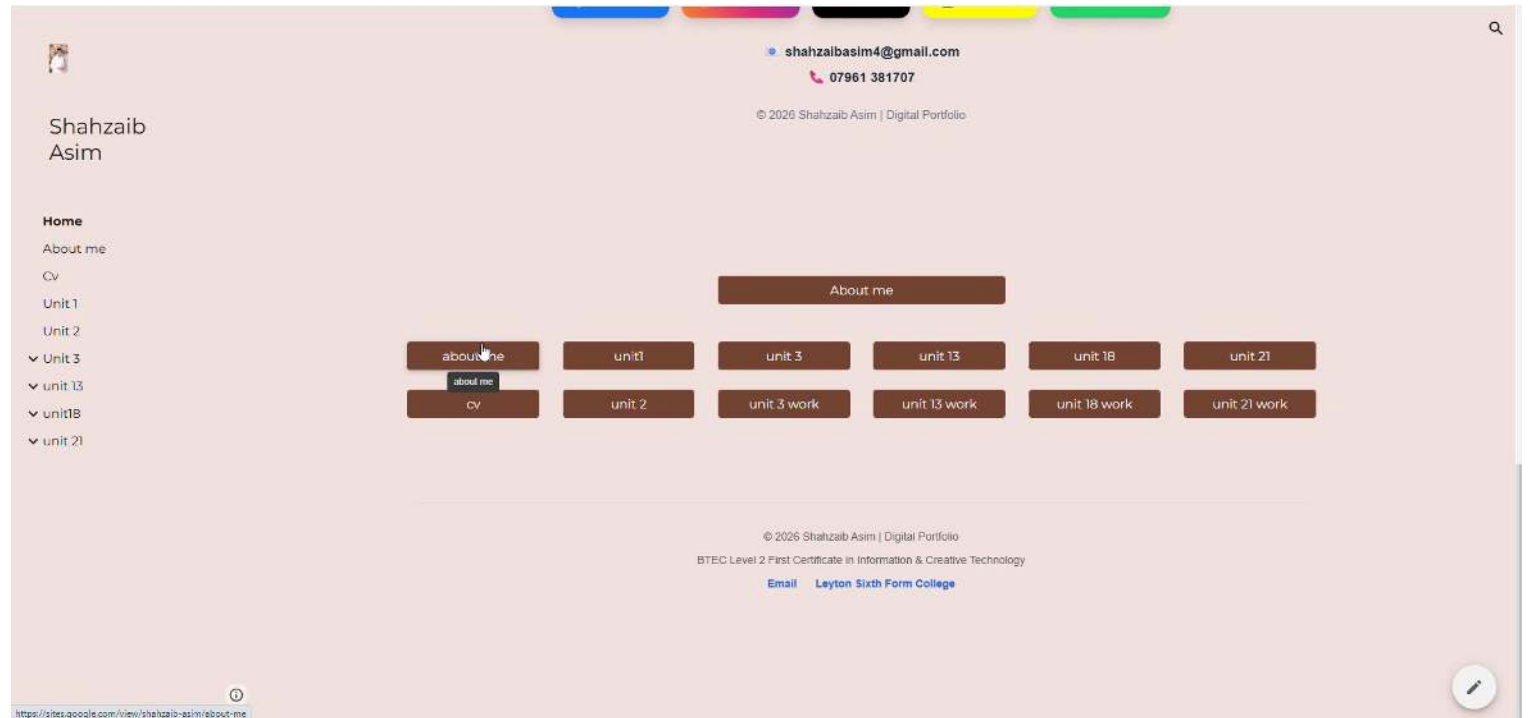
unit 21 work

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Screen recording



About me page photo and tilte and small paragraph

- The About Me page can help impress employers because it explains my skills and interests in a simple and clear way. It shows that I have skills in HTML, CSS, UI design, problem-solving, and front-end development. These skills are useful for ICT and website jobs.
- The page also has my picture, which makes the portfolio look more personal and professional. Employers can learn more about me and understand my skills and interests.
- The page layout is clean and organised, so it is easy to read. This helps employers see that I can make professional digital work and present information clearly.



My skills

UI design and layout design HTML and CSS basic front-end development Problem-solving and debugging Working with design tools and digital documents Creativity and attention to detail

Work experience and educations about me page



The About Me page can help employers know more about me because it shows my education and work experience in a simple and clear way. Employers can easily read the information and understand my background.



My work experience shows that I worked in different places like Best Tutor, Tesco, and Haq Eye Hospital. This can show employers that I am hardworking, responsible, and able to work with different people. My admin role also shows communication and organisation skills.



My education section shows where I studied, including Leyton Sixth Form College and The City School. This helps employers see my educational background and interest in ICT.



The page design is clean and easy to read, which gives a professional look. This can help employers become more interested in hiring me

Work experience

2023 - Present

BEST TUTOR

Admin

2024 - 2024

TESCO

Stocker

2020 - 2023

HAQ EYE HOSPITAL

owner

Education

2023 - Present

Leyton Sixth Form College

Education

2019 - 2023

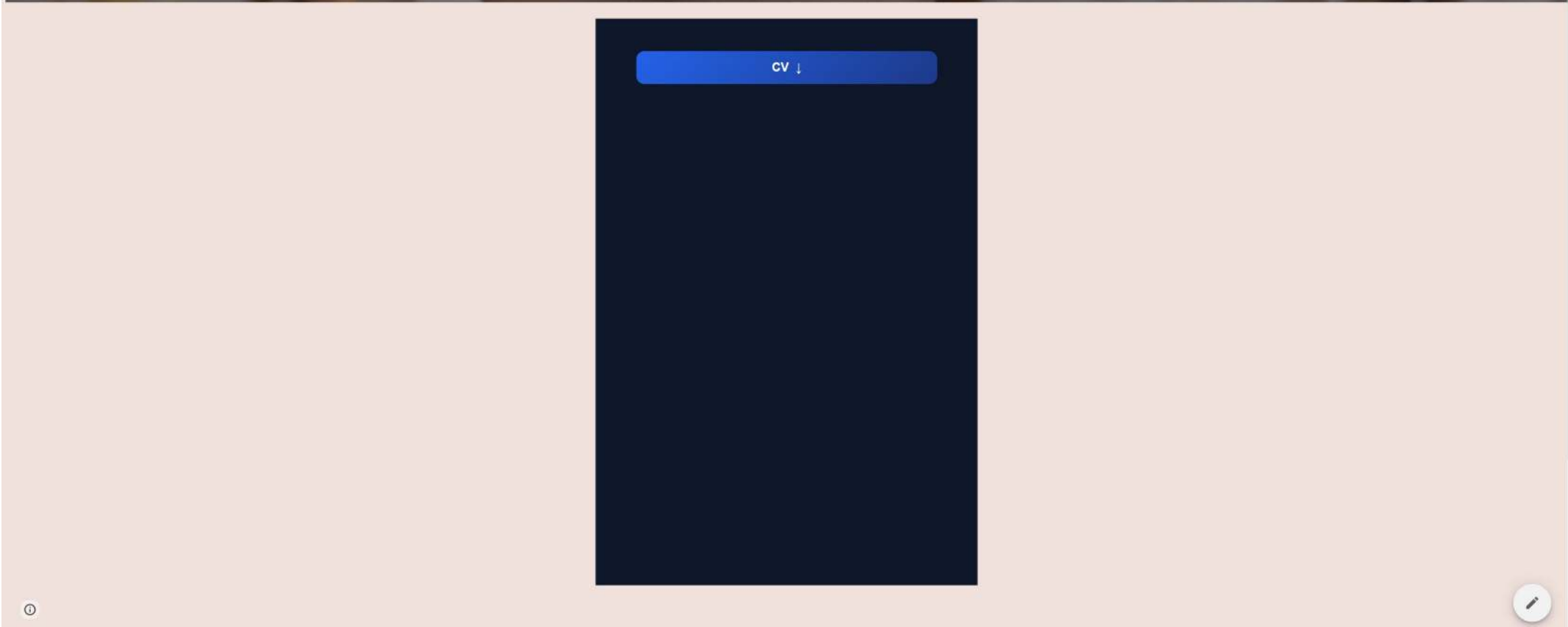
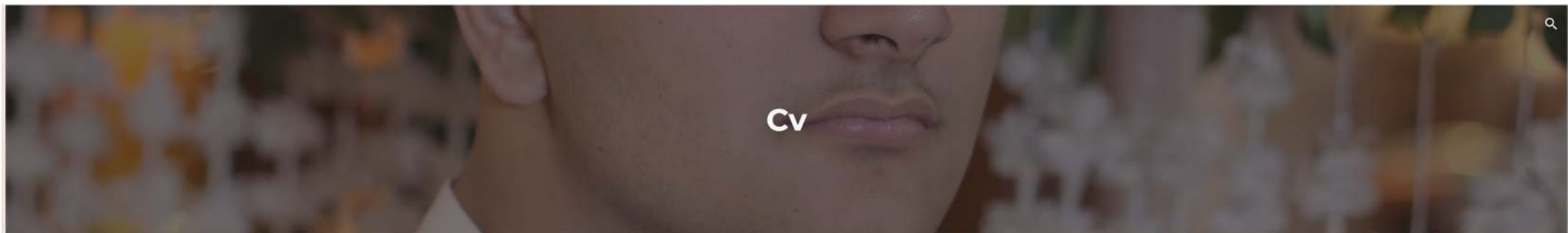
The City School

UNIT1

CV

Cv page

- The CV page can help impress employers because it shows my skills, education, and work experience in a clear and simple way. Employers can easily read my CV and understand more about me.
- My CV includes my contact details, skills, education, and previous work experience. This can show employers that I have worked in different places and learned useful skills like communication, teamwork, and organisation.
- The design of the CV page is clean and easy to read, which gives a professional look. Employers can also view my CV directly on the website without downloading it, which makes it easier for them to access my information.
- This page can help employers become more interested in hiring me because it shows that I am organised, serious about my work, and able to present information in a professional way.



Cv



SHAHZAIB ASIM

IT STUDENT

CONTACT

07941381767
shahzaibasim@gmail.com
15 year old, male,
brussels,
belgium
€13.45P

EDUCATION

2023-present
LEYTON SOUTH FORM COLLEGE
• BTEC level 1 Business
Management
• BTEC level 2 IT

2019-2020
THE CITY SCHOOL
• to be a VICE

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English (Fluent)
- Urdu (Fluent)
- Hindi (Fluent)
- Punjabi (Basic)
- Gujarati (Intermediate)

PROFILE

I am a designer-developer who enjoys turning ideas into clear, interactive digital experiences. I mix creative design with solid coding to create smooth and easy-to-use products. I fix clear details, creativity, and user-friendly flows. I enjoy solving street-level problems and turning ideas into real projects. I am studying for a BTEC Level 2 First Certificate in IT, where I've completed several assignments that helped build my skills.

WORK EXPERIENCE

BEST TUTORS 2023-PRESENT
TEACHER
• teaching level 10 maths
• updating
• part-time job
• my responsibilities is to maintain all there stock
• my responsibilities is to maintain all computer program

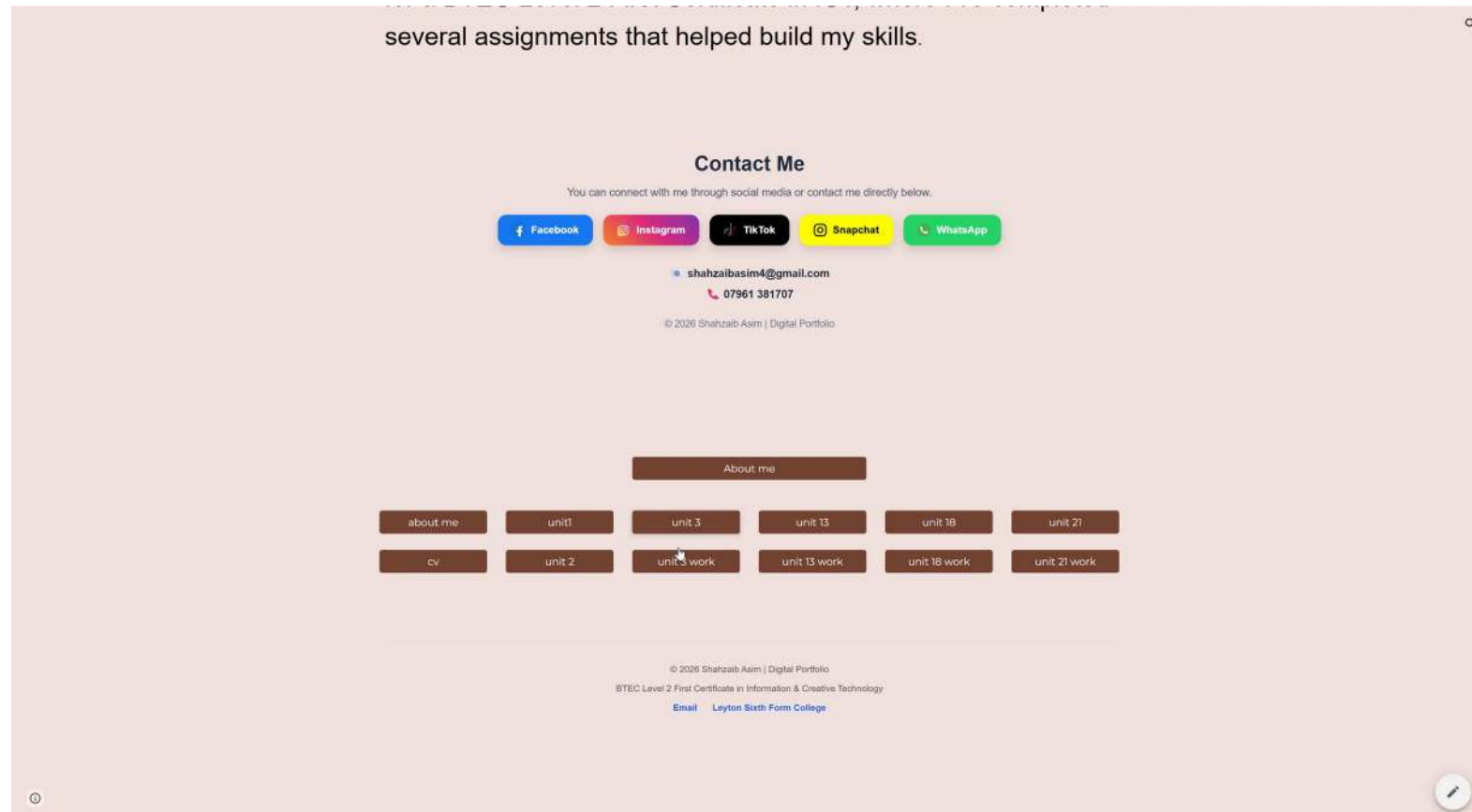
TESCO 2024-2024
• work experience from college
• I work job
• manage the check out of stock

HADYEH HOSPITAL 2020-2020
Vice chairman
• Finance management
• I made website

REFERENCE

M. Rashid
College Tutor
Phone: 0321 233 2333 7666
Email: mshahzaib@shahzaib.com

Screen recording



Unit 1 page



The Unit 1 page can help impress employers because it shows my knowledge about online services, digital communication, and internet safety. It shows the skills and understanding I learned in my BTEC ICT course.



This page explains how I learned about different online services, how people communicate online, and how to stay safe when using the internet. Employers can see that I understand important ICT topics and can use technology in a safe and responsible way.



The page is simple, clear, and easy to read, which gives a professional look. The button on the page also helps users move to the next page easily, making the website easy to use.



This can help employers become more interested in hiring me because it shows my ICT knowledge and my ability to present work in a clear and organised way.

Unit 1 -The online world

This project is based on my Unit 1 exam, *The Online World*, and demonstrates my understanding of internet services, online communication, and digital safety. It shows the knowledge I developed during my BTEC ICT course.

The Online World demonstrates the knowledge I developed about online services, digital communication, and internet safety. In this unit, I learned how different online services work, how people communicate online, and how to stay safe and responsible when using the internet.

UNIT 2

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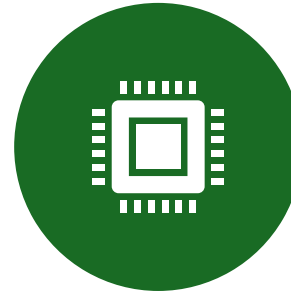
BTEC Level 2 First Certificate in Information & Creative Technology

[Email](#) [Leyton Sixth Form College](#)

Unit 2 page



The Unit 2 page can help impress employers because it shows my knowledge about computer hardware, software, and technology systems. It explains the skills and understanding I learned in my BTEC ICT course.



This page shows that I learned about different system parts like input and output devices, processors, storage, and operating systems. It also shows that I understand how data is processed and how technology systems are used in everyday life.



The page is simple, organised, and easy to read, which gives a professional look. The button on the page also helps users move easily to the next page, making the website easy to use.



This can help employers become more interested in hiring me because it shows my ICT knowledge and my ability to present information in a clear and professional way.

Unit 2 -Technology Systems

Technology Systems demonstrates the knowledge I developed about computer hardware, software, and how technology systems work together. In this unit, I learned about different system components such as input and output devices, storage, processors, and operating systems. I also developed an understanding of how data is processed and how technology systems are used in everyday situations.



UNIT 3

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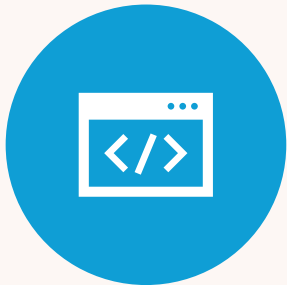
Unit 3 page



The Unit 3 page can help impress employers because it shows my skills in creating and organising a digital portfolio website. It explains the work I completed during my BTEC ICT course.



This page shows that I can organise information, create clear layouts, and present my work in a simple and professional way. It also shows that I can design a website that is easy for users to understand and use.



The buttons on the page help users move easily to other pages and work sections, which makes the website easy to use. The page design is also clean and organised, which gives a professional look.



This can help employers become more interested in hiring me because it shows my creativity, organisation skills, and ability to create a professional digital portfolio website.

Unit 3 -A Digital Portfolio

This project comes from Unit 3, *A Digital Portfolio*, where I completed several assignments to design and plan a professional portfolio website. It demonstrates my skills in organising content, creating layouts, and presenting my work clearly for employers.

unit 13

unit 3 work

Unit 3 work page



The Unit 3 work page can help impress employers because it shows the work and assignments I completed for my digital portfolio project. It explains how I designed and organised my portfolio in a professional way.



This page shows that I can create clear layouts, organise information, and present my coursework in a simple and easy to read format. It also shows that I can plan and develop a website that is easy to use and navigate.



My work is also attached on this page, so employers can directly view my assignments and the work I completed during the course. This helps show my skills, effort, and understanding of digital portfolio development.



The page is clean and organised, which gives a professional look. This can help employers become more interested in hiring me because it shows my creativity, organisation skills, and ability to create professional digital work.

This digital portfolio has been designed and developed to showcase my skills, knowledge, and coursework completed during my BTEC Level 2 First Certificate in Information & Creative Technology. The purpose of this portfolio is to present my work in a clear, professional, and structured way that can be easily accessed by teachers, assessors, and potential employers.

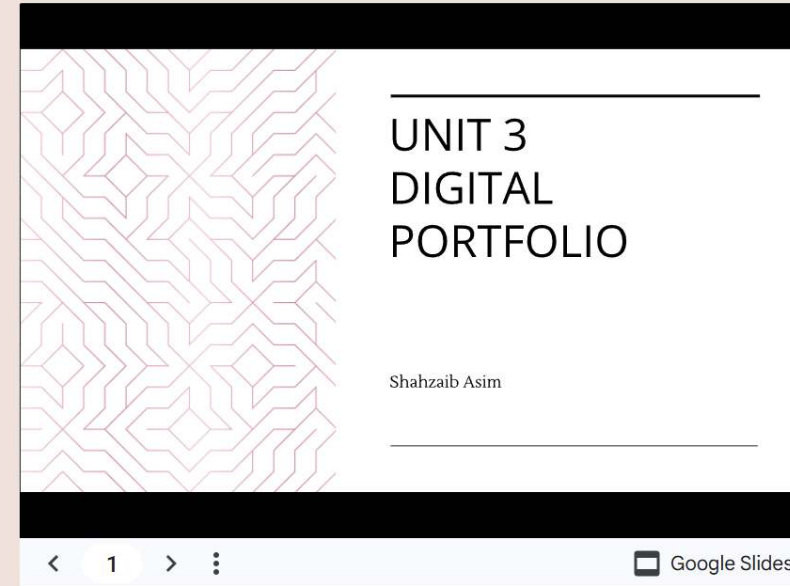
The portfolio includes multiple sections such as Home, About Me, and different Unit pages (Unit 1, Unit 2, Unit 3, Unit 13, Unit 18, and Unit 21). Each page has been carefully designed to display relevant work and evidence for each unit. The layout is consistent across all pages, ensuring easy navigation and a good user experience.

On the Home page, I introduced myself and provided quick access to all sections of the portfolio using navigation buttons. The design is simple but modern, with a clear structure that helps users find information quickly.

The About Me page includes personal information about my background, skills, and interests. This section helps the audience understand who I am and what I aim to achieve in the future.

Each Unit page contains coursework evidence, including assignments, screenshots, and explanations of the tasks completed. I ensured that all content is relevant, organised, and clearly labelled so that the user can understand the work easily.

I also included a Contact section, where users can connect with me through social media platforms such as Facebook, Instagram, TikTok, Snapchat, and WhatsApp, as well as via email. This improves accessibility and allows easy communication.



Unit 13 page

The Unit 13 page can help impress employers because it shows the website development skills I learned in my course. In this unit, I used HTML and CSS to design and create websites with navigation menus, headers, content sections, and footers.

This page shows that I can make websites look organised, clear, and easy to use. It also shows that I can solve problems, improve layouts, and create user-friendly designs.

The page explains that I worked with classmates, shared ideas, listened to feedback, and improved my work. This shows employers that I can work well in a team and communicate with other people.

My Unit 13 work is also attached on this page, so employers can directly view the assignments and websites I created. This helps employers see my practical skills and the work I completed myself.

The clean and professional design of the page can make employers more interested in hiring me because it shows creativity, effort, and good front end development skills.

Unit 13 -Website Development.

Unit 13 – Website Development includes the assignments I completed using HTML and CSS to plan, design, and develop websites. For example, I created multi-page websites with a navigation menu, header, content sections, and footer, and used CSS to control layout, colours, fonts, and spacing. I improved user experience by designing clear page structures and simple navigation so users could easily find information.

During this unit, I also developed teamwork and communication skills by discussing design ideas with classmates, receiving feedback, and making changes based on suggestions. I explained my design decisions and helped solve layout problems during group discussions. This unit helped me build strong front-end development skills, problem-solving ability, attention to detail, and the confidence to work in a team, which are all important skills for employers.



unit 18

Unit 13 work

Unit 18 page



The Unit 18 page can help impress employers because it shows my computational thinking and problem solving skills. In this unit, I created a booklet about computational thinking and explained topics such as decomposition, pattern recognition, abstraction, and algorithm design.



This page shows that I can think in a logical and organised way to solve problems. Employers can see that I understand how to break big problems into smaller and easier tasks. These skills are important in IT and computer-related jobs.



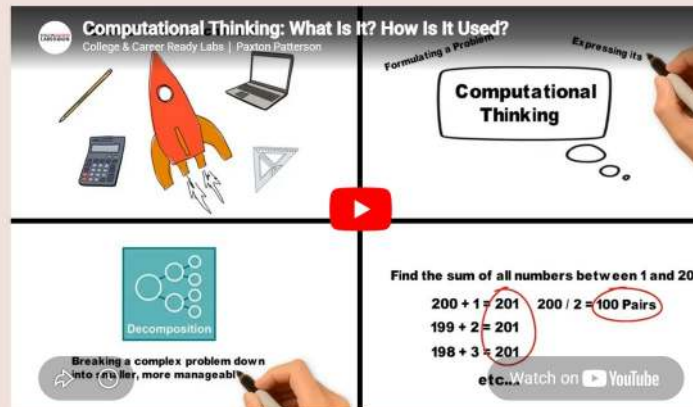
The booklet attached on this page also shows my research and presentation skills. It shows that I can explain difficult topics in a simple and clear way so people can understand them easily.



The page looks clean and professional, which can help employers see that I take my work seriously and pay attention to detail. This can make employers more interested in hiring me because it shows effort, knowledge, and good problem-solving skills.

Unit 18 -Computational Thinking.

In Unit 18, I created a booklet that explains the key concepts of computational thinking. The booklet focuses on how computational thinking can be used to solve problems by breaking them down into smaller, more manageable parts. It covers techniques such as decomposition, pattern recognition, abstraction, and algorithm design. The goal of this unit was to help me develop the skills to approach problems in a structured and logical way, which is essential in programming and computer science. By creating the booklet, I was able to not only showcase my understanding of these concepts but also present them in a clear and organised manner.



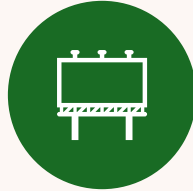
unit 21

Unit 18 Work

Unit 21 page



The Unit 21 page can help impress employers because it shows my knowledge of technology businesses and business planning. In this unit, I researched how technology companies create, plan, and promote products.



For this project, I chose the iPhone 18 Pro Max as my product idea. I researched customer needs, market trends, pricing, competitors, and marketing strategies. This shows employers that I can research information carefully and understand business ideas.



This unit also helped me improve my research, planning, communication, and problem-solving skills. These are important skills for technology and business jobs.



The videos and Unit 21 work attached on this page allow employers to directly view my work and research. This helps show my understanding of business concepts and my ability to present information clearly.



The page looks clean and organised, which can make employers more interested in hiring me because it shows effort, creativity, and professional presentation skills.

Unit 21 - Technology business

Unit 21 – Technology Business focuses on the process of planning and launching a new technology business. In this unit, I researched how to develop a successful product by analysing customer needs, market trends, and business strategies.

For Unit 21 – Technology Business, I chose the iPhone 18 Pro Max as my product idea. In this project, I researched everything about the product to understand how it could be successful in the technology market. I looked at the target customers, their needs, and what features they expect from a high-end smartphone. I also researched competitors, pricing, and marketing strategies to see how the product could stand out from other phones. This project helped me understand how technology businesses plan, design, and promote products. It also improved my research, planning, and problem-solving skills, and showed how good research can help make a technology product successful.



Home

Unit 21 work

Unit 21work page



The Unit 21 work page can help impress employers because it shows my business, research, and planning skills. On this page, I added my assignments, PowerPoint presentations, spreadsheets, and business work about technology businesses.



My work shows that I can research products, understand customer needs, compare competitors, and learn about marketing strategies. For example, I researched the iPhone 15 Pro Max and iPhone 18 Pro Max to understand why technology products become successful.



This page also shows my calculation and financial skills because I completed break-even analysis, pricing calculations, and business planning tasks. It shows that I can work with business information in an organised way.



The attached assignments and presentations allow employers to easily view my work and understand my skills. This can help employers become interested in hiring me because it shows that I am hardworking, organised, creative, and able to complete professional tasks.



This page also demonstrates my presentation, communication, research, and problem-solving skills, which are important skills for working in technology and business jobs.

Shahzaib Asim
64R L2 IT

S2312202

BTEC Level 2 Assignment Template

Unit 21: A Technology Business – Learning Aim A

Student Name: Shahzaib Asim

Student Number: S2312202

Teacher: Ayo Kelani

Due Date: 10th October 2025

Introduction

I am just employed as a marketing apprentice at Leyton tech corporation, and my line manager has asked me to investigate how technology-based product or service can become successful. I am going to discuss the unique selling point (USP) of a successful product or service. I will review the benefits and explain the features examples.

Assignment 1

Successful Product, my chosen product was the iPhone 15 Pro Max. In this assignment, I researched the product in detail to understand why it is successful in the technology market. I looked at the features of the phone, such as design, performance, and camera quality, and how these features meet customer needs. I also researched the target audience, pricing, and competitors to understand what makes the iPhone 15 Pro Max popular. This assignment helped me learn how research, good design, and marketing can make a product successful. It also improved my research, analysis, and understanding of how technology products succeed in business.

Shahzaib Asim

S2312202

BTEC L2

BTEC Level 2 Assignment

Unit 21: A Technology Business Learning Aim B

Student Name: Shahzaib Asim

Student Number: S2312202

Submission Date: 07/11/2025

Introduction

The selected prototype technology-based product for this project is the Apple iPhone 18 Pro Max. It symbolizes the future of innovation at the company, especially because such a device would combine advancements in smartphone technology with AI performance, sustainability, and enhancement in design. This paper will discuss the core issues of carrying out both primary and secondary market research for the product. I would review how this might perform in the global smartphone market, comparing it against a major competitor such as the Samsung Galaxy Ultra, and assessing its chances of success.

Furthermore, I plan to conduct a short survey or interview with prospective customers to ascertain which features and functions users value most. After compiling the research, I will review it and come up with suggestions for refining or improving the prototype of the iPhone 18 Pro Max to meet users' needs and market trends.

1. Selecting a Product or Service

I have chosen the **Apple iPhone 18 Pro Max** as my prototype technology-based product. This device represents the next generation of Apple's iPhone series, combining new technologies such as artificial intelligence (AI), foldable design, solar-assisted charging, and an advanced A20 Bionic chip for improved performance.

I selected this idea because Apple is already a global leader in smartphone innovation, and new iPhone models always attract high customer interest and strong sales. The iPhone Pro Max has a good chance of success because of Apple's loyal customer base, its strong brand reputation, and the rising demand for eco-friendly and AI-powered smartphones.

Global position: Apple is consistently a top 2 smartphone vendor worldwide. Demand is driven by premium buyers who value camera quality, performance, security (Face ID), and the Apple ecosystem (iCloud, iMessage, App Store, Apple Music). Price is a significant factor.

Assignment 2

In this assignment, I selected the Apple iPhone 18 Pro Max as a prototype technology-based product. The purpose of this work was to carry out primary and secondary market research to evaluate the product's potential success and identify possible improvements before launch.

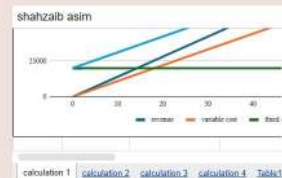
Secondary research was used to compare the product with a key competitor, the Samsung Galaxy Ultra, focusing on features, benefits, pricing, and unique selling points. Primary research was conducted through an online survey of 10 potential customers, which identified camera quality, battery life, performance, and sustainability as key customer requirements.

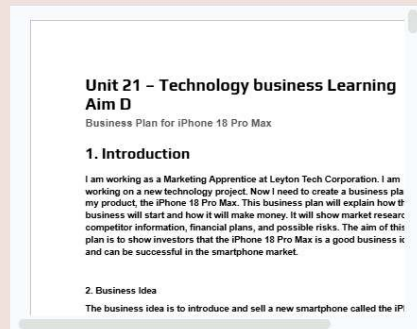
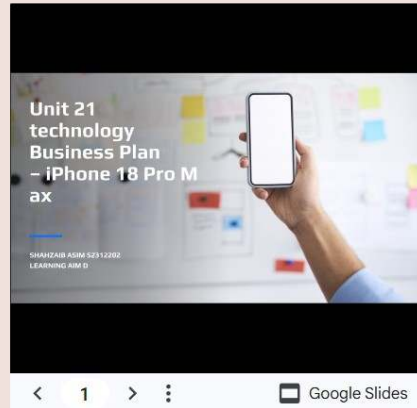
Based on the research findings, justified refinements were proposed, including price adjustment, improved battery life, and optional solar charging. Overall, the research demonstrates that the iPhone 18 Pro Max has strong market potential if customer feedback is effectively used to refine the final product.

Unit type/costs	Variable costs	Unit type/costs
Selling price per unit	£1,500	Contribution price (selling price minus variable costs)
Variable cost per unit	£1,100	Includes components (£1,000) + postage (£100)
Fixed costs per month	£20,000	Includes research, factory salaries, marketing, staff
Expected monthly sales	200 units	Variable cost per unit
Maximum production capacity	600 units	Manufacturing capacity
Calculations		
Variable costs		
Formula	Total variable costs = Variable cost per unit x Number of units	
Example for 200 units	£1,100 x 200 = £220,000	
Calculations		
Total costs		
Formula	Total costs = Fixed costs + Variable costs	
Example for 200 units	£20,000 + £220,000 = £240,000	

Assignment 3

my chosen product was the iPhone 18 Pro Max. In this assignment, I focused on the business and financial side of making a product successful. I carried out different calculations, including break-even analysis, to understand costs and profit. I made assumptions such as selling 200 units per month, with a selling price of £1399 per unit. I calculated variable costs of £1100 per unit and fixed monthly costs of £20,000. This helped me understand how many units must be sold to cover costs and start making profit. This assignment improved my skills in calculations, planning, and understanding how financial decisions affect a technology business.





Assignment 4

In this assignment, I created a business plan for a new smartphone called the iPhone 18 Pro Max. I analysed the target market, competitors, marketing strategy, and financial planning to understand how the product could be launched successfully. I also calculated the break-even point and examined how changes in price or costs could affect profit. This assignment helped me develop skills in business planning, market research, and financial analysis in the technology industry.

Rayaan Ali Yesterday 12:28

RA

I am a designer-developer who enjoys turning ideas into clean, interactive digital experiences. I mix simple design with solid coding to create smooth and easy-to-use products. I like clear layouts, creativity, and user-friendly flows. I enjoy solving front-end problems and turning ideas into real projects. I am studying for a BTEC Level 2 First Certificate in ICT, where I've completed several assignments that helped build my skills.

remove the highlighted part

Friend feedback from Rayaan Ali

before

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After

I am a designer-developer who enjoys turning ideas into clean, interactive digital experiences. I mix simple design with solid coding to create smooth and easy-to-use products. I like clear layouts, creativity, and user-friendly flows. I enjoy solving front-end problems and turning ideas into real projects. I am studying BTEC Level 2 First Certificate in ICT, where I've completed several assignments that helped build my skills.

Friend feedback from Sanjida Hossain

Today

12:41

<https://sites.google.com/view/shahzaib-asim/home>



Shahzaib Asim
I am a designer-developer who enjoys turning ideas into clean, interactive digital experiences. I mix simple design...
sites.google.com

✓

Sanjida Hossain 12:52

 change the pictures

- I received feedback from my friend Sanjida Hossain, who suggested that I should change the pictures used on my website. I understand this feedback and I may improve the pictures later in the future to make the website look even more professional and attractive. However, at the moment I decided to keep the current pictures because they still match the purpose and style of my digital portfolio. The images help personalise the website and allow users and employers to recognise me more easily. In the future, I may replace them with higher-quality or more professional images to further improve the overall presentation of the portfolio.

Question	Friend 1	Friend 2	Friend 3
Is the website visually appealing and professional?	Yes, the design is modern and sleek.	Yes, looks very professional and polished.	Yes, visually appealing and neat.
Is the layout easy to navigate and intuitive?	Yes, it's easy to find everything.	Yes, the layout is simple to follow.	Yes, navigation is clear and straightforward.
Do the images and videos load properly and clearly?	Yes, everything loads fine.	Yes, high-quality images and videos.	Yes, no issues with loading.
Are the interactive elements (buttons, links) working	Yes, all buttons and links work.	Yes, no issues with interactive elements.	Yes, everything is functional.

Question	Friend 1	Friend 2	Friend 3
Are the navigation links consistent across all pages?	Yes, easy to follow.	Yes, consistent.	Yes, all links work across pages.
Is the content well-organized and easy to read?	Yes, clear headings and sections.	Yes, content is neat and easy to follow.	Yes, very readable and well-structured.
Does the website provide clear calls to action (e.g., contact buttons, links)?	Yes, clear contact options	Yes, all buttons are obvious	Yes, the contact buttons stand out.
Is the website accessible to people with disabilities (e.g., text size, contrast, and alt text for images)?	No, could use better contrast.	Yes, text is readable but could improve alt text.	Yes, accessibility features work well.

Improvement 1

Contact Me

You can connect with me through social media or contact me directly below.



Facebook



Instagram



TikTok



Snapchat



WhatsApp

 shahzaibasim4@gmail.com

 07961 381707

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Improvement 1

Contact Me

You can connect with me through social media or contact me directly below.



Facebook



Instagram



TikTok



Snapchat



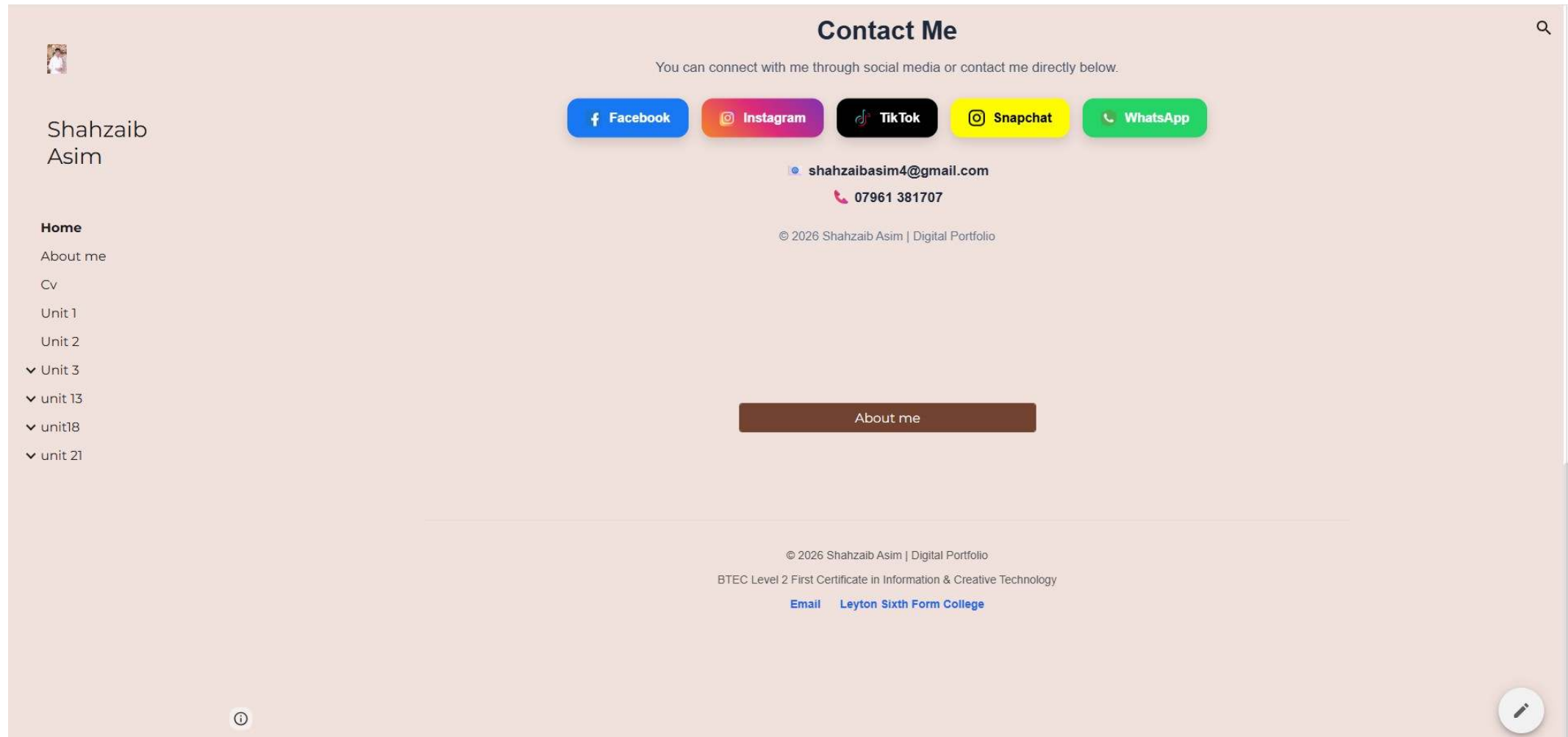
WhatsApp

 shahzaibasim4@gmail.com

 07961 381707

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Improvement 2



Improvement 2

Contact Me

You can connect with me through social media or contact me directly below.



✉ shahzaibasim4@gmail.com

☎ 07961 381707

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About me

about me

unit1

unit 3

unit 13

unit 18

unit 21

cv

unit 2

unit 3 work

unit 13 work

unit 18 work

unit 21 work

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BTEC Level 2 First Certificate in Information & Creative Technology

[Email](#) [Leyton Sixth Form College](#)

Features

- Clear navigation buttons to move between pages easily
- Homepage with introduction about myself
- About Me page with my skills, education, and work experience
- CV page where users can view my professional CV
- Unit pages for Unit 1, Unit 2, Unit 3, Unit 13, Unit 18, and Unit 21
- Assignment work attached on pages for users and employers to view
- Embedded presentations, documents, and videos
- Contact section with email and phone number
- Clickable social media buttons such as Facebook, Instagram, TikTok, Snapchat, and WhatsApp
- Hyperlinks that connect users to different pages and websites
- Footer included on every page for consistency
- Simple and professional colour scheme
- Easy-to-read fonts and organised layout
- Responsive and user-friendly page structure
- Clear headings and spacing to improve readability
- Navigation buttons to move forward and backward between pages
- Professional design suitable for employers and assessors
- Consistent layout across all pages
- Coursework evidence displayed in an organised way
- Digital portfolio designed using Google Sites
- Interactive features such as clickable buttons and embedded media

Weakness

One weakness of my website is that some pages contain a lot of text, which may look crowded for some users and make the information harder to read quickly. The website design is simple and professional, but some pages could include more animations, creative features, and interactive elements to make the website more visually attractive. Some images used on the website could also be improved by using more professional or higher-quality pictures in the future. Another weakness is that embedded assignments, presentations, and documents may sometimes load slowly depending on the user's internet connection. The mobile version of the website could also be improved further so it works better on smaller screens. In addition, the website does not currently include features such as a search bar, dark mode, or accessibility settings, which could improve the overall user experience. Although the layout is consistent across all pages, some sections may appear too similar and could benefit from more design variety. Overall, while the website successfully meets its purpose, there are still several improvements that could make it more modern, interactive, and user-friendly in the future.

Strengths of website

- One strength of my website is that it is well organised and easy to navigate, which helps users quickly move between pages and find information without difficulty. The website includes clear navigation buttons, clickable links, and a consistent layout across all pages, which improves the user experience and makes the portfolio look professional. Another strength is that all my coursework, assignments, presentations, and documents are attached on the unit pages, allowing employers and teachers to directly view evidence of my skills and work. The About Me page, CV page, and contact section also help employers learn more about my education, experience, and abilities. The website uses simple colours, readable fonts, and clear headings, which make the content easy to read and understand. Interactive features such as social media buttons, hyperlinks, and embedded documents also make the website more modern and user-friendly. Overall, the website successfully presents my skills, creativity, organisation, and coursework in a professional way suitable for employers and assessors.

Contact Me

You can connect with me through social media or contact me directly below.

 Facebook

 Instagram

 TikTok

 Snapchat

 WhatsApp

 shahzaibasim4@gmail.com

 07961 381707

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About me

about me

about me

cv

unit1

unit 2

unit 3

unit 3 work

unit 13

unit 13 work

unit 18

unit 18 work

unit 21

unit 21 work

Evaluate

- My digital portfolio website was created to present my coursework, skills, and achievements in a professional and organised way for teachers, assessors, and employers. The main purpose of the website is to showcase the work I completed during my BTEC Level 2 Information and Creative Technology course and help employers understand my skills and abilities. The assignment brief explains that the portfolio should help impress companies such as Leyton TechWorld when applying for IT-related jobs.
- The website is suitable for its purpose because it contains different sections and unit pages that clearly display my coursework and evidence. The homepage introduces who I am and gives users easy access to the other pages through navigation buttons. This helps users move around the website quickly and improves the user experience. The website layout is simple, clean, and organised, which makes the content easy to read and understand.
- The portfolio also meets the needs of the audience because employers can clearly see the work I completed in each unit. For example, Unit 13 shows my website development skills using HTML and CSS, Unit 18 demonstrates my computational thinking and problem-solving skills, and Unit 21 displays my research, business planning, and financial analysis skills. My assignments, presentations, calculations, and written work are attached on the pages, allowing employers to view evidence of my abilities directly from the website.
- The colours, fonts, and page structure are consistent across the website, which makes the portfolio look more professional. Navigation buttons are easy to use, and the footer section helps keep the design consistent on every page. I also included contact information and social media links so users can communicate with me easily.
- I received feedback that some pages needed clearer descriptions and better navigation. Based on this feedback, I improved the spacing, added more explanations, and made the buttons easier to identify. I also added more assignment evidence and improved the organisation of the pages so users could find information more quickly. These improvements helped make the website more user-friendly and professional.
- When comparing my original designs with the final website, there were some changes made to improve the overall quality of the portfolio. In the original storyboard, some pages had very simple layouts, but in the final version I added embedded assignments, videos, presentations, and additional descriptions to make the pages more interactive and informative. I also improved the layout and consistency between pages so the website would look more professional for employers.
- Overall, I believe my digital portfolio is successful because it clearly presents my coursework, technical skills, and understanding of different IT topics. The portfolio demonstrates skills such as website development, research, business planning, problem-solving, communication, and organisation. Employers may be impressed by the amount of work included, the professional structure of the website, and the clear evidence of my learning and development throughout the course.

Comparison on Between Initial Design and Final Website

- When comparing my original storyboard and initial design with the final version of my digital portfolio website, there were several improvements and changes made during the development process. My original design focused on creating a simple website structure with basic navigation and unit pages. However, while creating the final website, I made changes to improve the appearance, organisation, accessibility, and user experience of the portfolio.
- In the initial design, the homepage layout was much simpler and contained fewer sections. In the final website, I added clearer navigation buttons, a better page structure, and a more professional layout. I changed the navigation because I wanted users and employers to move around the website more easily and quickly access different unit pages and assignments. This improved usability and made the website more user-friendly.
- Another change was the addition of embedded assignments, presentations, videos, and documents on the unit pages. In my original storyboard, I mainly planned to include text and screenshots. However, in the final version, I attached my actual work so employers and teachers could directly view the evidence of my skills and coursework. I made this change because it makes the portfolio more interactive and professional and allows users to clearly see the quality of my work.
- The About Me page was also improved in the final version. In the original design, it only included basic information, but later I added my skills, work experience, education, and personal profile. I made these changes because employers need more information about my background, abilities, and experience when viewing my portfolio. This helps create a stronger first impression and shows that I have both technical and communication skills.
- I also improved the contact section by adding clickable social media buttons, email links, and contact information. In the storyboard, the contact section was more limited, but in the final product I made it easier for employers to contact me directly. This improves communication and makes the website look more modern and professional.
- The colours, spacing, and overall layout were also changed during development. In the initial design, some pages looked empty and less organised. In the final website, I used a more consistent colour scheme, better spacing between sections, and clearer headings. I made these changes to improve readability and presentation so users could understand the content more easily.
- The footer section was also improved by adding hyperlinks to my email and Leyton Sixth Form College website. This helps users quickly access important information from any page on the portfolio and improves navigation consistency throughout the website.
- Overall, the final website is more professional, organised, and interactive compared to the original design. The changes I made improved the user experience, presentation, accessibility, and quality of the portfolio.

Future Improvements

If I had more time, there are several improvements I could make to my digital portfolio website. I could:

add animations and transitions to make pages more interactive

improve the mobile phone responsiveness of the website

add more coursework and future projects

include a dark mode option

improve accessibility features for different users

add a search feature to help users find pages faster

include more videos and interactive media

improve loading speed and page performance

These improvements would make the website more modern, professional, and engaging for employers and other users.

Justification of my digital portfolio

I believe my digital portfolio is suitable for its intended purpose and audience because it clearly presents my coursework, skills, and achievements in a professional and organised way. The main purpose of the portfolio is to showcase the work I completed during my BTEC Level 2 Information and Creative Technology course and allow teachers, assessors, and employers to easily access my work.

I used a simple and consistent layout across all pages to make the website easy to navigate and understand. I added navigation buttons on different pages so users can quickly move between sections and unit pages without confusion. This improves the user experience and makes the website more professional.

The colours and fonts used throughout the website are consistent, which helps the portfolio look clean and organised. I selected colours that are simple but professional so the text is easy to read and does not distract the user from the content. I also used spacing and headings carefully to separate information clearly.

I included an About Me page, CV page, contact section, and unit pages because they help employers learn more about my background, education, skills, and coursework. The About Me page introduces who I am and explains my skills and experience, while the CV page allows employers to view my qualifications and work experience directly from the website.

Each unit page contains coursework evidence, assignments, presentations, calculations, and explanations of the work I completed. I attached my actual work on the pages because it allows employers and assessors to see proof of my skills instead of only reading descriptions. This makes the portfolio more reliable and professional.

I also added clickable buttons, hyperlinks, and social media links to improve accessibility and communication. Users can quickly contact me through email or social media platforms, which makes the portfolio more interactive and useful.

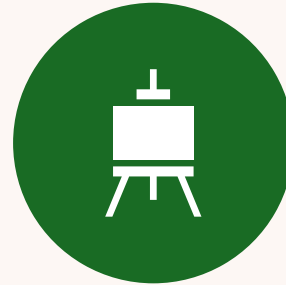
During the development process, I made several improvements based on feedback. For example, I improved navigation, added clearer descriptions, and organised content more effectively. These changes helped improve readability and made the website easier to use.

Overall, I believe my digital portfolio successfully demonstrates my technical skills, creativity, organisation, communication skills, and understanding of different ICT topics. It provides strong evidence of my learning and development and creates a professional first impression for employers and assessors.

Conclusion



In conclusion, creating my digital portfolio was a very useful and positive experience for me. This project helped me improve my skills in website design, organisation, communication, and presenting my work in a professional way. I used Google Sites to create my portfolio because it was simple to use and helped me build and organise my website more easily.



While creating the portfolio, I faced some difficulties such as arranging layouts, embedding documents, and making some pages match my original storyboard exactly. However, I solved these problems by making improvements and changing some parts of the design to make the website more user-friendly and professional.



During this project, I learned how to organise my coursework, create clear navigation, and present information in a structured way for teachers, assessors, and employers. I also learned how important layout, accessibility, and consistency are when creating a professional website.



Overall, I believe my final digital portfolio successfully meets its purpose because it clearly showcases my skills, assignments, qualifications, and achievements from my BTEC ICT course. The website allows employers and users to easily access my work and understand my abilities. If I had more time, I would continue improving the website by adding more features, projects, and interactive elements to make it even better in the future.

References

- Google site <https://sites.google.com/view/shahzaib-asim/> (Accessed: 27 April 2026).
- Assignment 2 unit 3 page 112 to 117 [Unit 3 digital portolio.pptx](#) (Accessed: 30 April 2026).



Unit 3 Assignment 3 1920 (2) student ... Document

explain me this assignment how to do help me bro

Your assignment is mainly about reviewing and evaluating your digital portfolio website. The brief says you must explain how your portfolio is suitable for employers and compare your first designs with the final website.  Unit 3 Assignment 3 1920 (2) st...

You need to complete 3 main parts:

1. Explain the purpose and audience (P6)

You must explain:

- Why you made the portfolio
- Who the portfolio is for
- How the website helps employers

The assignment brief says the portfolio is for companies like Leyton TechWorld and should help you apply for IT jobs.  Unit 3 Assignment 3 1920 (2) st...

What you should write

Talk about:

- navigation buttons
- contact section
- CV page
- unit pages
- social media links
- footer
- clear layout
- easy-to-read text
- colours and fonts
- your work attached on pages

You already made many paragraphs for this.

References

2. Review your portfolio using feedback (M5)

You need to explain:

- what feedback you received
- what changes you made
- how the website improved

The brief says:

“Review the extent to which the final portfolio meets the needs of audience and purpose, considering feedback from others.”  Unit 3 Assignment 3 1920 (2) st...

Example feedback you can use

You can write things like:

- users said navigation should be easier
- users wanted clearer buttons
- users wanted bigger text
- users wanted more work examples
- users wanted contact details easier to find

Then explain improvements

Example:

- I added navigation buttons
- I improved spacing
- I added a contact section
- I added my assignments and presentations
- I improved colours and layout

3. Evaluate final website and compare with designs (D3)

This is the highest part.

You must:

- compare storyboard/design with final website
- explain changes
- justify why you changed things
- suggest future improvements

The assignment says:  Unit 3 Assignment 3 1920 (2) st...

- compare initial designs to final product
- justify changes
- recommend improvements

Easy Structure for Your Report

Slide/Page 1 — Introduction

Explain:

- what the portfolio is
- why you made it
- who it is for

Slide/Page 2 — Purpose and Audience

Explain:

- how employers can use it
- how navigation helps users
- why your design is professional

Slide/Page 3 — Homepage Review

Talk about:

- introduction text
- hyperlinks
- buttons
- footer
- layout

Slide/Page 4 — About Me Page

Talk about:

- skills
- education
- work experience
- why employers will like it

Slide/Page 5 — CV Page

Explain:

- downloadable CV
 - professional design
 - contact details
 - skills shown
-

Explain each unit:

- Unit 1
- Unit 2
- Unit 3
- Unit 13
- Unit 18
- Unit 21

Talk about:

- skills shown
- assignments
- presentations
- business work
- research
- problem-solving

You already created most of these paragraphs.

Compare Design With Final Website

Use screenshots of:

- original storyboard
- final page

Then explain:

- what changed
- why it changed

Example:

In my original design, I planned a simple homepage. In the final website, I added more navigation buttons and social media links to improve user interaction and make the website easier to use.

Recommendations for Improvement

Add a final section like:

Future Improvements

- Add animations
- Add dark mode
- Improve mobile responsiveness
- Add more projects
- Add videos
- Improve accessibility
- Add search bar

Important Tip

Your teacher wants:

- ✓ explanation
- ✓ review
- ✓ evaluation
- ✓ comparison
- ✓ justification

Not only screenshots.

You must always explain:

- WHY you added something
- HOW it helps users/employers
- WHAT skills it shows

Your portfolio already has strong evidence because:

- CV
- Unit work
- business assignments
- presentations
- calculations
- navigation
- contact section
- hyperlinks
- embedded work

all show professional skills.