

## Criterion F: Feedback and future product development

### Client Evaluation

#### Evidence of feedback with Keith following handing over of product

A questionnaire was given to Keith on 1<sup>st</sup> November 2008 which he completed.

#### *Evaluation of specific performance criteria outlined in Analysis section (Criterion B)*

##### **a) Provide an easily navigable system to showcase his photographs**

This objective has been partially met.

The links to all pages are working, but there are temporary pages for the architecture and portraiture sections as not all relevant permissions have been obtained.

##### **b) To create a website that has a consistent style throughout**

This objective has met.

This is a possibility for future development by adding additional pages and revising colour schemes.

##### **c) To create a website that that provides an easy way to contact Keith to enquire about purchasing photographs**

This objective has been met.

There are e-mail links (disabled in this example) on most pages to allow Keith to be contacted

##### **d) To develop a secure method to avoid photos being copied and pasted by users without charge**

This objective has been not been met.

At the moment the images have not been made secure against being copied and pasted in their original forms. It will be necessary to add information to the photos to make this possible.

### *Recommendations for the future development of the product*

The website proved to be successful, Keith has noted there has been significantly more interest in his business, see success criteria above.

Keith now believes that he can take his business further by developing four areas:

1. Development of the website to include architecture and portraiture
2. Development of a payment area on the website to allow customers to purchase photos online
3. Addition of information to images to prevent them being copied and pasted directly from the Internet
4. Development of secure client site

Keith believes that the development of the payment area will allow him to sell his work to a much wider audience and to effectively to have a shop window open to the world. He appreciates that this will require more complex programming skills than he has and negotiations with both his bank and local small business advisor (see feedback) may make this possible to be funded.

He also would like to increase the range of services offered, this would include using the website to publicise his portraiture work, something he has yet to address as he knows he will need to gain consent from the subjects before he can include them on his website. To do this he is aware that he will need to purchase specialised web hosting facilities as his current ISP will not allow webpages using the .asp format.

Keith would like to create a secure site where existing customers can browse through a range of materials, that are not available to the general public. As above he will need to consider a new ISP.

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