

CHAPTER V

CONCLUSION, CONSIDERATIONS AND RECOMMENDATION

5.1 Considerations

While the developments made throughout the project have culminated in the creation of a solid foundation for the modernization of the Ferntree Gully Village Traders Association, potential additions and improvements for the Association consider going forward have been identified. Some of these ideas were able to be implemented due to restrictions on available resource, such as time, available skills and experience, or funding.

One area for future consideration, identified in the Usability Evaluation report, was the method used to promote signing up to the Associations newsletter mailing list. Currently, a pop-up appears in user remains on a page for an extended duration, while pops for such things are common practice, they are not necessarily the best method of promoting such systems. It is recommended the if the desires to improve subscriptions to the mailing list they consider investigating alternative means of promoting it to users.

5.2 Recommendations

This would allow members to easily submit changes to the Association while still enabling the Association's administration to review all changes before deploying them to the live website.

Another addition to the website that could be considered to improve the user experience and sites functionality would be the incorporation of an add to calendar button to both the events page and on the Traders Information page for the members meetings. This piece of integration would enable users to easily add upcoming events to their digital calendars, a small change but one that prove the overall user experience.

In addition, regarding the functional testing, it is important to get both parties. Therefore, it would be best to distribute a usability testing questionnaire that is separate for users and developers. So that information regarding the usability of a developer is also put into consideration as they are an important aspect to the project, as they will be maintaining the website. Furthermore, with the insight from the developers, this allows us to gain information on how to better make the website more functional in the developing and maintaining aspects of the project.

5.3 Conclusion

In conclusion, this formal report is organized with concise information regarding the Ferntree Gully Village Traders Association. Structured to inform regarding the project that is planned to succeed following the SCOPE of the project. The direction and guidance of the project has been set through the SCOPE, in here the goals and problems are set up in which the organization are heading towards a newer vision and a fresh update to the organization. The goals include creating a brand new and refreshed website, alongside a branding refresh which consists of a new Logo, color palette and connection to the social media. In addition, a marketing strategy which will cover a 1-to-3-year plan to help better engage customers and all the goals to fulfil in creating a solution to the problems of the organization and mainly increase digital and foot traffic. The project will be done by applying agile development which allow prominent amount of interaction and adaptation to the project. Moreover, with the expertise used in the project such as marketing and planning to website development, this will allow us to create an outcome that its satisfactory to both the team and the client.

The team would like to express special thanks of gratitude to The Ferntree Gully Village Traders Association, specifically Kirsten, Kathryn and Anne who gave us a golden opportunity to do this wonderful project allowing us to gain tremendous amount of experience and knowledge. Which helped us grow and gain an incredible understanding in pursuing real-life work-related environments and work to further enhance our knowledge for the future. We came to know about so many things related to organizations and working environments that we are thankful for.