

TESTING

WEB DESIGN DEVELOPMENT PROJECT

Created by

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Prepared for

Kev4Kreations

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Development Summary

This week, significant progress was made in building the foundational legal and informational aspects of the website. I created the **FAQ, Terms & Conditions, Privacy Policy, Shipping Policy, Refund Policy, and Cookie Policy**, using Wix's guidelines as a reference. These sections provide users with clear answers to common questions and ensure the website is legally protected in case of any future issues.

Work also began on the 3D Prints section. While still under development, currently featuring only the 3D files, it will be continuously updated as physical prints are produced, gradually evolving into a fully functional and visually complete section.

Additionally, I plan to develop a dropshipping section under "Clothing". Using Wix's business plan capabilities, this will allow the website to offer a wider range of products and reach a broader audience without requiring significant upfront investment in inventory. This feature aims to expand options for users while keeping costs manageable.

Free shipping on orders over \$75. [Shop](#)

K4K Home Products Collectibles Custom About  

Frequently asked questions

General Shop

- 01 What payment methods do you accept?**

We accept all major credit cards, PayPal, and other commonly used secure payment methods at checkout.

[Link](#)
- 02 How long does shipping take?**
- 03 How long will a custom order take?**
- 04 Do you offer international shipping?**
- 05 Will I receive tracking information for my order?**

FAQ Section Example

SEO & GEO

This week, one of my main tasks for my website was setting up SEO and GEO. Wix simplified the process by providing a full list of my site pages along with quick editing tools. From there, I was able to update each page's URL, focus keyword, title tag, and meta description. Below is an example of how I structured the setup for a few of my pages.

<input type="checkbox"/>	Page name	Page URL	Focus key...	Title tag	Meta description	Indexable	
<input type="checkbox"/>	Cookie Policy	/cookie-policy	Cookie Policy	Cookie Policy Kev4Kreations	EDITED Kev4Kreations uses cookies to help you track, stash, a...	✓	...
<input type="checkbox"/>	About	/about	About Kev4Kr...	About Kev4Kreat ions	EDITED At Kev4Kreations, we believ e every collection deserv...	✓	...
<input type="checkbox"/>	Terms & Conditions	/terms-and-conditions	Kev4Kreation...	Terms & Conditions Kev4Kreati...	EDITED Read Kev4Kreations' Terms & Conditions to understa...	✓	...
<input type="checkbox"/>	Jujutsu Kaisen	/jujutsu-kaisen-funko	Jujutsu Kaisen...	Jujutsu Kaisen Kev4Kreations	EDITED Jujutsu Kaisen Funko POP! Collection for sale	✓	...
<input type="checkbox"/>	Clothing	/clothing	Uniquely desi...	Clothing Kev4Kreations	EDITED Discover unique, handcraft ed clothing. Shop now for...	✓	...
<input type="checkbox"/>	Funko POP!	/funko-pop	Funko POP! C...	Funko POP! Kev4Kreations	EDITED Discover the ultimate Funko POP! collection. Shop exc...	✓	...
<input type="checkbox"/>	Home	/	+ Add Keyword	EDITED Kev4Kreations 3D Prints	EDITED At Kev4Kreations, we believ e every collection deserv...	✓	...
<input type="checkbox"/>	Hunter x Hunter	/hunter-hunter-funko	Hunter x Hunt...	Hunter x Hunter Kev4Kreations	EDITED Hunter x Hunter Funko POP! Collection for sale.	✓	...
<input type="checkbox"/>	Search Results	/search	+ Add Keyword	Search Results Kev4Kreations		✗	...
<input type="checkbox"/>	Shipping Policy	/shipping-policy	Shipping Policy	Shipping Policy Kev4Kreations	EDITED Learn more about Kev4Krea tions' shipping policy; ho...	✓	...
<input type="checkbox"/>	Rugs	/rugs	Handmade Ru...	Rugs Kev4Kreati ons	EDITED Explore our collection of ha ndmade rugs.	✓	...
<input type="checkbox"/>	Custom	/custom	Custom Requ...	Custom Kev4Kre ations	EDITED Submit a custom request to	✓	...

Wix Site Speed

I used Wix's built-in site speed tester to evaluate how well my website is expected to perform. The tool not only provides Wix's own speed analysis but also runs a Google PageSpeed simulation, giving a more well-rounded view of performance. My current results look strong, with the report showing that most visitors are able to see text or images on my site within 2.2 seconds. According to Wix, that's faster than the majority of websites in my category, which is encouraging at this stage of development. Even though the numbers are promising, I plan to keep monitoring them throughout the design process. Website performance can shift as new content, media, or features are added, so maintaining strong speed scores will be just as important as the initial setup.

Site Speed

Check your site's loading metrics over the last 30 days: Jul 19 - Aug 17

Mobile Desktop

Your site is pretty fast ⓘ

2.2 sec

Most visitors can see text or images on your site within 2.2 seconds. That's faster than most sites in [your category](#).

Speed up your site

Use images in JPG format instead of PNG when possible.

[Learn more](#)

Real visitor experience

Wix measures these metrics (Core Web Vitals) when your site loads for actual visitors.

LCP ⓘ

2.1s GOOD

75% of visitors had LCP of 2.1s or less

INP ⓘ

176ms GOOD

75% of visitors had INP of 176ms or less

CLS ⓘ

0.006 GOOD

75% of visitors had CLS of 0.006 or less

LCP over the last 30 days

LCP by page

Page	Sessions	LCP
/homepage	24	2.1s GOOD

Google PageSpeed simulation

This is how Google estimates your site speed in lab conditions. This may be different from what your visitors actually experience.

First Contentful Paint

0.7s GOOD

The time it takes for the first image or block of text to appear.

Speed index

2.5s GOOD

The time it takes for the site to become visible.

Largest Contentful Paint

2.5s FAIR

The time it takes for the largest image or block of text to appear.

Total Blocking Time

9ms GOOD

The total amount of time that a page is blocked from responding to user input.

Cumulative Layout Shift

0.004 GOOD

How often visitors see layout changes while your site loads. The score ranges between 0-1 – the lower, the better.

Desktop performance score

81

See how your score is determined with the [Lighthouse Scoring Calculator](#).

Last tested on Aug 17, 2025, 8:17:36 PM [Test again](#)

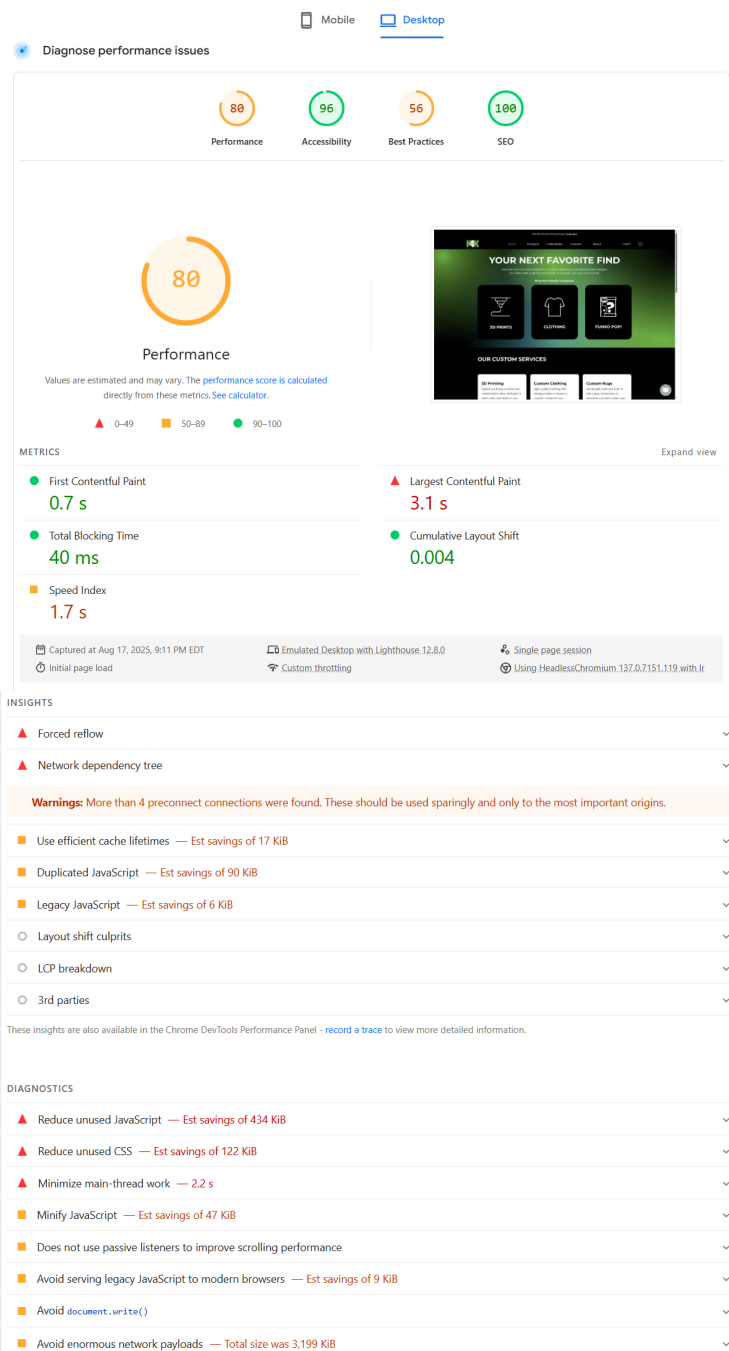
LCP distribution

Percentages of visitors according to the LCP level they experienced.

GOOD 88%

PageSpeed

After reviewing Wix's speed test, I used the PageSpeed Insights tool to double-check performance. The results here weren't quite as strong, with my overall performance score landing at 80. On the other hand, my Accessibility scored a 96 and SEO came in at a perfect 100, which shows the site is already on solid ground in those areas. The biggest gap appeared in the "Best Practices" category, where I received a 56. I reviewed the flagged issues and worked through some of them, though most don't appear to be critical to the overall site function. Since PageSpeed Insights can be stricter and more nuanced than Wix's built-in tester, I'm treating these results as a baseline. As I continue developing the site and adding more content, I plan to revisit the tool to see if my adjustments improve the score. My goal is to not only maintain strong accessibility and SEO but also raise the performance and best practices ratings so the site is as optimized as possible across the board.



Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so [manual testing](#) is also encouraged.



SEO

These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on [Core Web Vitals](#). [Learn more about Google Search Essentials](#).

User Testing

This week, I conducted preliminary user testing with two friends in the design field: one being a project manager and the other being a graphic designer.

After explaining the most recent feedback from my last submission, we focused primarily on the home page design and layout. My project manager friend recommended using a gradient as a header and showcasing popular categories in a carousel with background images, while my graphic design friend suggested adding some illustrations to the homepage, providing inspiration examples. I plan to test implementing both of these suggestions next week.

Aside from these recommendations, both testers confirmed that the website is functional and that the user flow for exploring the Funko POP!s is seamless and intuitive. They also reviewed my other mostly fully developed pages and reported that everything looked good.

For the final week, I plan to conduct a full user test with someone outside the field who is experiencing the website for the first time, providing them with tasks and recording any pain points they encounter. I'm looking forward to the results and officially launching the website to the public.

Next Steps

- » Conduct full user test
- » Ensure a responsive design for mobile users
- » Set up dropshipping
- » Add remaining products
- » Set up customer review section
- » Prepare for full launch