

The Biz Launch Report

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Introduction

In this report, we will go through and analyse the various concepts I proposed through the different Crit stages for my final major project including the strengths and weaknesses of each idea, before explaining why I ultimately developed my chosen concept. The purpose of the project is to create a website following the various principles and standards that applies to web design, while also demonstrating my creative and technical skills as a designer.

The goal of this project is, firstly, to create a website that delivers information in a clear and accessible way and secondly, to be used in my portfolio as proof of my skills and knowledge of web design during interviews. To achieve this, the website not only needs to work effectively, but also reflects my own ability to design with usability, accessibility and responsiveness in mind. Throughout the process of making the website, I intend to apply core web design principles that I want to improve on such as usability, consistency with the designs, readability and accessibility. I will also consider things like colour theory and typography as I also could use some help in improving in these areas but not as serious as the one mentioned previously. These principles will guide

my design decisions and ensure that my project meets industry standards. By addressing both my strengths and areas for improvement, this project will allow me to refine my design practice and ensure the outcome meets industry standards.

Crit 1- Photography website

For my first crit I proposed my first idea for my major project which was a website that allows people to share their photography and videos and allow them to share their thoughts and feedback through a comment section. The targeted audience for the website would be avid photography enthusiasts and people who are willing to learn more and better their skills in photography.

My idea for this website is to have a simple UI and have a bunch of “Images of the day” displayed on the opening page.

1. Cultural Context

Photography and videography are an important part of modern culture. With platforms like Instagram, TikTok, and YouTube has become the main way people share their experiences online. They often look for feedback, tutorials, and inspiration from each other. However, mainstream platforms already meet these needs. A new platform would need to stand out by focusing on new features and provide a new experience.

2. Economical Context

Photography is a large global industry. Both professionals and hobbyists spend money on cameras, editing software, and online services. A website that allows people to share their work could tap into this creative market. For graduates, building portfolios is essential when starting their careers. My site could offer a low-cost, beginner-friendly option compared to premium portfolio services like Behance or SmugMug.

3. Social Context

Socially, your idea connects to the trend of collaborative learning and peer feedback. Communities formed around shared interests can be strong.

Graduates especially depend on feedback to improve their skills. This idea could also create networking opportunities, fostering a sense of belonging for creative individuals who may not have access to expensive courses or professional critiques. On the downside, online toxicity and spam are frequent in open feedback systems. Without moderation, the comment section might become unhelpful or discouraging.

4. Technological Context

Building an image and video sharing platform is a challenging task. It requires reliable hosting, media optimization, database management, and possibly cloud storage. While WordPress offers plugins for media galleries and comments, scaling such a platform would take a lot of resources. Using existing technology,

like responsive design, lightbox galleries, and CMS integration, could make the site visually appealing. However, features like real-time commenting, profile creation, and portfolio management would exceed standard WordPress setups.

SWOT Analysis

Strength

The website will allow the users to learn more about the field that they are passionate about while also engaging with like-minded individuals. The website will contain attention grabbing visuals with image galleries and different thread posts. Members of the website will be allowed to create their portfolio and share them with different enthusiasts which will create a sense of ownership and pride. The website will target graduates and learners thus making the website easier to design and tailored to their needs.

Weakness

The website will require high technical cost and will be very complex to code as the members should be able to save their images to their personal accounts. As the website will contain images and videos, this means that the website will also need constant moderation and quality control which will be time consuming and means that the quality of the content will not be consistent. Furthermore, the risk of copyrighted

content being shared may harm the credibility of the website and a DMCA/copyright policy and takedown process will be needed.

Opportunity

As stated in the strengths, the website will be an educational hub for learners so opportunities for mini courses or more structured learning path can be created to further develop the website. In addition, the website could work with small, experienced creators to help develop the learning process.

Threats

The website may fail as big platform such as Instagram, Facebook and Reddit already host many photography communities and are where beginners go first, so convincing to go somewhere else will be hard. Furthermore, for the website to work, there need to already be a community and content on the page. As stated previously, image theft can also be a problem as the content can be stolen and monetised somewhere else thus menacing the credibility of the website and the safety of the users. If the website does become successful, the unexpected spike in growth will make the website costly to maintain such as the cost of hosting and the cost of moderating. If things are not done properly, there will be a risk of poor user experience and in worst case the users could lose their content and hard work.

Feedback

When I was presenting and received feedback about the concept, I came to the conclusion that the idea would be very hard to pull off as the time frame to develop the website was not enough and would be costly. Furthermore, the biggest issue would be to stand out from the competition such as Flickr and Instagram which would be difficult to pull off.

Crit 2- Financial and task tracker

For my second idea, I wanted to create a website that helps small businesses track their performance and task. All the tools and widget will be available in one page and be simplified to make it easier to understand for non-tech savvy people. It will contain features such as clean and minimalistic UI, a to-do list with reminders and a budget tracking tool for expenses.

1. Cultural Context

Start-ups and small business are highly supported and valued in society.

According to Domingo Ribeiro-Soriano “Since the 1980s, small business owners and entrepreneurs have been receiving greater recognition as drivers of economic growth. Recently, several studies (Forsman Citation2011; McKeever, Anderson, and Jack Citation2014) have reported that long-term economic

growth and prosperity require participation from entrepreneurs.” this website aims at making daunting tasks achievable. Furthermore, while non-tech savvy users exist, there is a cultural expectation, even among smaller businesses, that digital tools will be used for efficiency. My website will facilitate the transition from paper to digital through a simple and intuitive dashboard and UI. Culturally, there is an understanding and respect for this challenge, but also a growing desire for tools that reduce owner burnout and inefficiency.

2. Economical Context

Small Businesses work with limited resources and funding compared to big corporations, so an all-in-one digital dashboard for them to track their expenses and task will fit perfectly within their budget as they cannot afford the feature-heavy enterprise resource planning (ERP) or customer relationship management (CRM) software. According to Foster and Tracey A, from Walden University, “Poor financial management, including the lack of budget use for planning and control, often leads to poor financial performance and eventual business failure.” This proves that small business not only struggles with budget but planning as well. In small business growth is detrimental to be successful. Having a tool that track your progress and gives important insights on the performance of the business helps in finding and understanding areas of the business that need improvement thus leading to a potential growth. “. Planning is also a significant issue in SMEs, as the absence of it not only impedes business growth but also necessitates discipline and a consistent financial plan

to achieve objectives.” (Atrill & McLaney, 2012). This proves that my idea will help small businesses in maximising their chances of success. In addition, the market is crowded with planning tools, economic value proposition lies in simplicity, integration, and affordability for the non-tech user who wants to avoid paying for and learning multiple complex systems.

3. Social Context

Time management and finance are the leading cause of stress when it comes to running a business. By using the website, small businesses owners can reduce the workload and burden, A simple, consolidated dashboard could significantly improve work-life balance and mental well-being for this group. “The rise of automation, mobile connectivity, and data analytics changed how companies operate, making processes faster and information more accessible.” (Sellick Partnership, 2025). My idea of having a simple and minimalistic UI also helps non-tech-savvy people to participate in data driven decision making without having the experience the steep learning curve. Furthermore, features such as to-do list will foster better internal communication and accountability within the team.

4. Technological Context

The website aims to provide crucial information in the hand of non-analysts using simple language and interfaces which aligns with the goal of the project of helping non tech savvy small business owners. The website will be optimised to

be use on mobile phones as small business owners are constantly on the move and often manage tasks from their phones. Furthermore, the emphasis on a "clean and minimalistic UI" aligns with modern user experience (UX) design, which will help the loading speed and clarity over excessive features.

SWOT Analysis

Strength

The website will help small business owners to better understand the day-to-day running of their business as it will centralise everything that they would need in one page. The UI will be tailored to be intuitive thus reducing the learning curve, increases usability, and avoids overwhelming users. This directly aligns with my intention to make it accessible to people less comfortable with digital tools. The dashboard can be customised according to the needs of certain users.

Weakness

The website could fail because of the high level of competition. Tools such as Trello and Asana already dominates the space, thus making the idea difficult to succeed as it has already been done before and does not provide any unique features. The website will also take a lot of time to be complete and feature such as task storage, reminders

(possibly email/SMS integration), and expense tracking (databases, authentication), would require complex backend coding which I am not very comfortable with. Furthermore, handling sensitive data such as performance and financial information would mean a high level of responsibility which stipulates I would need to consider things such as data privacy, security, and GDPR compliance.

Opportunity

Instead of targeting the mass, the website could target a specific type of small business owners such as startups or freelancers who have limited income and could use a free website and get personalised services. For example, creating the website for a family friend who has a small business. The website will be specifically made for him/her and thus be easier to create. This will provide me with useful insights on how to improve along with enough time to develop as I go in return the business owner will have a tailored website financial tracker.

Threat

Making the website for someone else would mean spending more time to make the website tailored to his/her needs and could also cause future problems if the website is completed in time. Furthermore, small business owners will be reluctant to move from familiar and secure tools to a new one. It may also suffer from scalability issues as the number of users grow the amount of storage needed would also increase thus creating

an infrastructural requirement for the website to be constantly in working condition.

Lastly if the small businesses grows faster than the website, they may “outgrow” my site and switch to more powerful platforms, limiting long-term retention.

Feedback

Some people thought the idea was not original because the market is already full of established tools like Trello, Asana, and QuickBooks. The challenge would be to make my website different enough to get noticed. There were worries about the technical difficulty of creating such a platform. Features like reminders, safe storage of financial data, and syncing across devices might be too much for the project’s timeline. Working with sensitive financial data raised concerns. It needed careful attention to security, and user trust. Some peers pointed out that without a clear standout feature, such as extremely simple workflows, game-like tasks, or special support for freelancers, the site might have trouble establishing a unique identity. Although the idea showed good problem-solving skills and professional thinking, it was thought to be too ambitious and technically challenging for a final major project. It also risked being overlooked by established competitors unless it included a clear unique feature.

Crit 3 – Business start-up tutorial

As my final proposition, I have pivoted from the financial and task tracker to build a website that helps people understand and learn about the requirements to start their own business. After receiving some Feedback from tutors and peers, I came to the conclusion that the website will most likely help young people and graduates act as a pathway for them to start their own business after university. This primary value proposition is clarity through consolidation. It acts as a single source of trust, aggregating, distilling, and presenting that disparate information young founders need, marketing the confusion that comes from expensive consultant fees and complex legal jargon. The website will contain a roadmap and will highlight the key steps to take. Furthermore, tools will be provided where needed for example to create a business plan. The website will also have a friendly and non-formal vocabulary to make the process less daunting and easier to understand. The content prioritizes cost-effective and free resources.

1. Cultural Context

The rise in side-hustle amongst youngers is as big as ever. According to Alex Christian “Side hustles existed before the pandemic, but they were often borne from a place of necessity rather than passion.” “While more employees are pursuing side hustles, the trend is being led by those just beginning their careers.” in other words, side hustle is becoming more present in today’s society as more people are willing to make some extra money and mostly out of passion rather than a necessity. Furthermore, the statement made by Alex Christian proves that the trend of side hustle is mostly done by people who are new to this. My website taps into this aspirational culture and will provide the

necessary tools and data to make the journey easier for them. Furthermore, graduates are more willing to start their own business if they understand the process, as it may be a daunting when it comes to the legal aspect of things. Meyer Grelli says, “Younger workers are aware that roles and industries can become obsolete at a dizzying pace...so they instead often look to their peers, who are innovating new pathways through experimental side hustles, amplified on digital platforms.” Graduates are embracing the idea of creating their own opportunities, this is a direct effect of more people sharing their success stories online. Being your own boss is as big as it has ever been.

2. Economical Context

Young entrepreneur biggest obstacle is often not the finance but the cost of failure due to ignorance or better lack of judgement. Things like Legal, Tax and copyrights are often overlooked. According to the British business bank, “Compliance for smaller businesses is important because it helps protect business assets, people, and the wider environment... Failure to comply may result in reputational damage and significant fines.” , this means that failure to comply to the legal requirements can affect your business greatly and worst case scenario can ruin the business. My website lowers the barrier to entry and helps prevent costly early mistakes. My website enables the creation of new businesses and potentially attracting support or partnerships from local economic development agencies. This aligns with governments and local economies who are actively promoting start-up creation as a driver of innovation and job growth. In addition, post-graduate life is often financially strained, thus

my website provides a free or very low-cost alternative for essential, practical information, making it an economically attractive starting point.

3. Social Context

The pressure on a young person to start their own business after graduating may be overwhelming and lead to them abandoning the idea all together. The aim of my website is to act as a mentor to guide them through the process to start their own business but also help in key area such as identifying their targeted audience by creating a user persona. This will provide confidence and a clear action plan to those who might otherwise default to a conventional job search. The website will make entrepreneurship more accessible to everyone who may lack business knowledge by simplifying complex regulatory information and demystifying the process.

4. Technological Context

The internet is filled with information about starting a business, the goal of the website is to gather the relevant information that are scattered across the web and present it in a structured step by step format. The website will require strong Seo to ensure it ranks highly for common queries like "how to start a business," competing with government portals and legal services. According to the Digital Marketing Institute, "One of the most important functions of SEO is to increase your visibility, which means making it easier for prospects to find you when they search for something you have to offer. Visibility is directly related to your

ranking.” the website will also contain an introduction explaining which side of entrepreneurship they want to go through whether it is sole trading or start a limited company. The introduction will provide the benefits of both and what type of businesses can benefit from either of them. This will allow the users to be more confident in making their choice and starting their own business.

SWOT Analysis

Strength

By specifically targeting young graduates, I can design the web sign to fit the right tone of voice, language and design the content to be minimalistic, friendly and non-condescending which will differ from the average website out there which are dry, broad, complex business journals. The website will act as a one-stop shop where all the information needed will be found on the webpage. All official sources (government sites, tax bodies) into a single, simplified workflow, the website will solve a major user pain point. Another way I could leverage the graduate/student mindset is by creating flowcharts to explain different points or create a glossaries page where all the different complex terms are explained in detail and link the different terms to the glossaries page to make it easy for the graduates to understand. This way students will learn about creating their own business while still getting to know the correct terms. The website will be free to use, and this will attract graduates more compare to the other costly websites available online,

Weakness

Having a website that gets its information from official government websites means that it will require regular updates regarding legal and tax regulations as it changes frequently. Maintaining an accurate and relevant information is detrimental for the website, and this will require constant effort and quality control. In addition, the website lacks credibility and has a risk to be seen as not very reliable when it comes to giving legal advice compared to more official websites such as the gov.uk. This means that a clear disclaimer should be put in place where it states that the information provided are from a third party which is the gov.uk website or other official websites. This may cause the users to go directly to the source of the information rather than using my website. This will also lack the trust that some user will get from official websites, government sites like the SBA in the US or HMRC/Companies House in the UK. Building authority will require rigorous content accuracy and expert sourcing. As the website is free to use, finding a sustainable monetization model, for example, highly targeted affiliate links to low-cost services, non-intrusive ads, or premium templates can be difficult to find as the website will need money if it needs to scale up.

Opportunity

The post pandemic shift towards remote work, a rise in gig-work and a rise in the culture for side hustles, creates a massive increase in the amount of people that wants to start their own businesses. According to ATT.org (2025), “almost 50% of adults in the UK have a second income stream, commonly called a side hustle. While the proportion is even higher among young people, side hustles are no longer the preserve of Gen Z”. In

other words, there is a rise in the amount of people willing to work on the side to make more money and the amount is even bigger in the Gen Z community. The website has an opportunity to target both audiences as it has aim to teach people on how to start their own business. Furthermore, this would be a great opportunity to partner with the university to make the website more accessible and students more aware about the existence of the website. This will drive more traffic to the website. This will promote the site as a trusted, post-graduation resource, gaining a verified pipeline of the target audience. In the future I can develop ready to use template of business plan or user persona for the users to download and use.

Threat

One of the biggest threats to the website is the competition from government platforms as they are the ultimate authority and trust, so people are more likely to visit their website instead of mine as they will get more up to date information. The government is also increasingly investing in their website making more user-friendly and more trustworthy. Furthermore, a substantial change in laws and regulations or a change in googles algorithm can make a large portion of my website obsolete. This would mean that my website would appear further down on the webpage and lead to less traffic. This would require regular SEO effort and spending more time updating all the content or even the website. Lastly, starting business can be done it various ways and trying to cover all the scenarios can lead to my website losing its very simplicity and clarity that is its core value proposition thus confusing the user. I will need to focus on some key

areas only and possibly the main way that graduate nowadays start their business; this could be either by being a sole trader or opening a limited company.

Feedback

After presenting my idea to the tutors and peers, I did receive a few helpful insights about my concept. Firstly, the idea was seen as a good concept. But a few areas needed more details and rethinking. One of the issues raised was that the idea was a bit too broad as it covers all the legal aspects and it will require a lot of work as it subject to constant change. There will be a risk of the site being outdated and being inaccurate. Furthermore, the website could be too generic and too simple to compete with the government website so it would need to focus more on a more niche targeted audience.

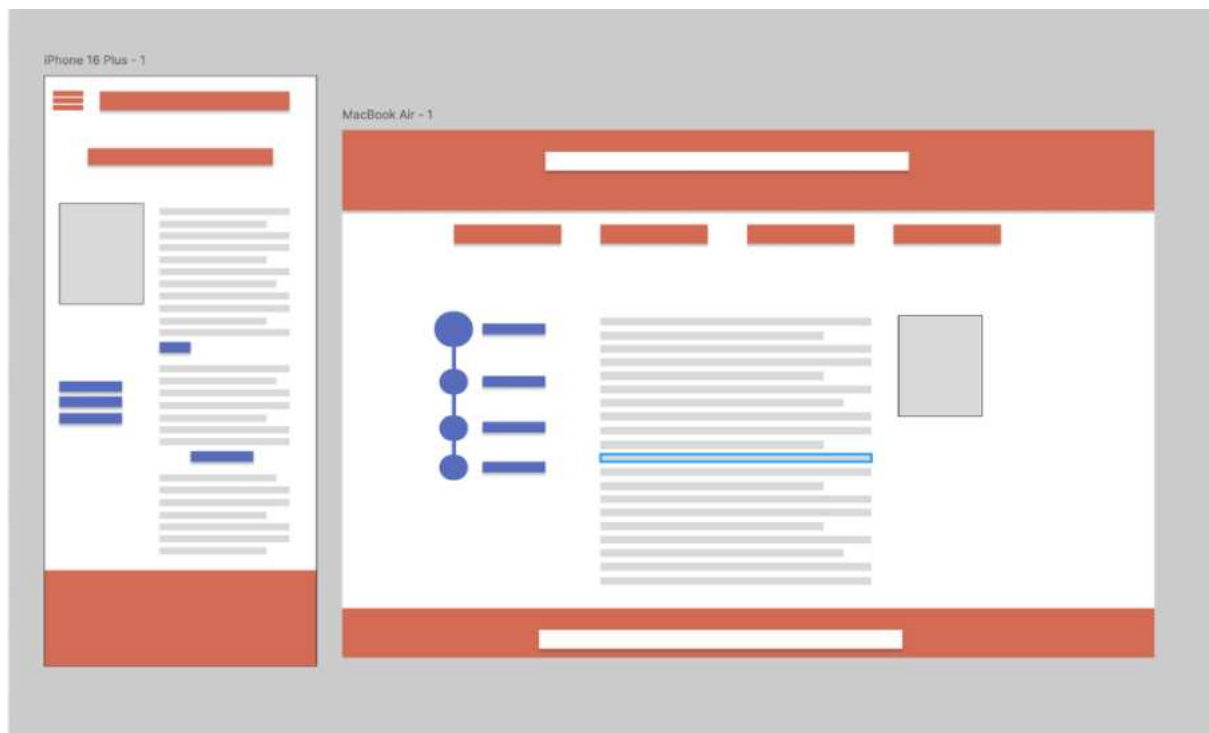
To conclude, the main issue was the scope creep and the difficulty of maintaining regulatory accuracy. I was advised to narrow down my content to a more specific area as time was very limited and that I also needed time to research and learn the subject too. So, I decided that website will only on focus on helping graduates to start their own business as a sole trader. This narrowed down the targeted audience and the content. I would like to expand the content to limited companied in the future. I was also advised to contact the universities generator team to get some help with the project as they also help graduate with business start-ups and i could get some valuable insights on the topic.

Design

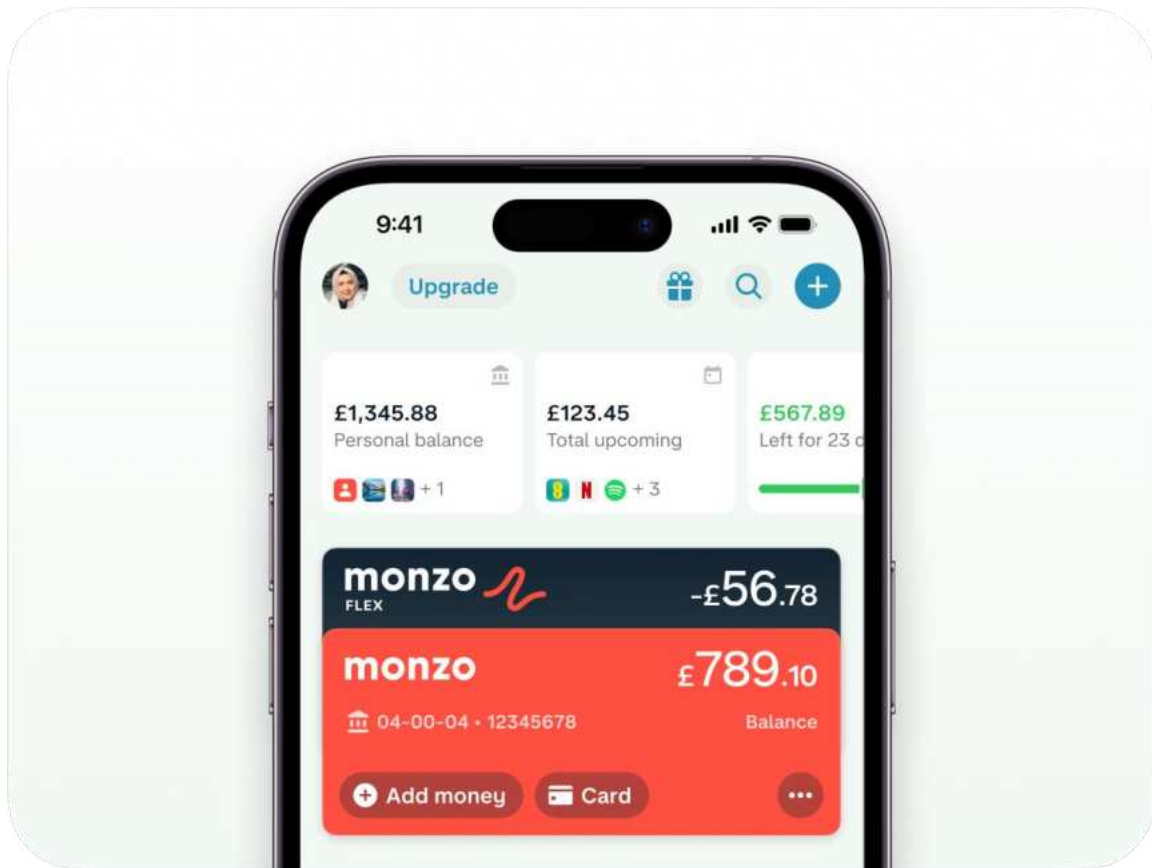
For the design I have decided to start learning more about my targeted audience.

“While you can try and market a product to everyone, consumers have different needs and preferences...What appeals to one group of consumers may not appeal to another group.” says Harvard Business School Professor Sunil Gupta. I started by creating a user persona where I identified a few of my users' characteristics, such as confused, overwhelmed and distracted. This means I need to design my website in a way that solves those issues. I need to make it look friendly, welcoming and non-condescending.

Wireframes



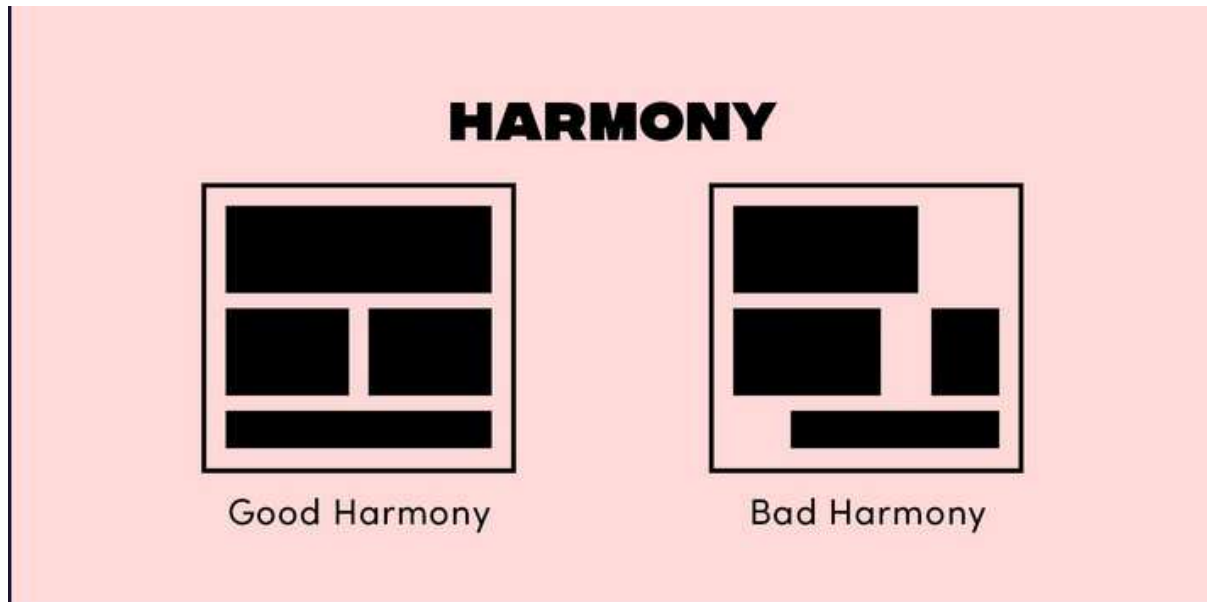
Appendix 1: First prototype



Appendix 2: Monzo App

Appendix 1 shows my first wireframe for the website as a rough idea of how I want it to look. This was the first layout idea that I had for my website. I wanted to go for something simple and intuitive. I wanted the colour scheme to match the one from the Monzo banking app, as seen on appendix 2 as it looked very vibrant and interesting to look at but I wanted to look for something that was not a complete copy. According to Stephanie .C, “the main purpose of using white space in design is to separate and emphasize other design elements.” So, I went with this pale coral colour with the dark blue and with an off-white colour as the background as I also wanted some white space to make the website less clutter. I also added a side menu bar as; I was exploring the idea and wanted to improve my coding skill. When I first presented my wireframe on the

brand design presentation, some concerns were raised regarding the layout. The latter seemed non consistent and very distraction. In addition, the colour scheme was not a choice as it did not go well together and resemble too much an already existing government website which I had no idea about.



Appendix 3: Harmony

As seen on appendix 3, my layout didn't have any harmony which failed to do its purpose of being simple and nice to look at. As the aim of my website is to be different from official formal websites, I made the decision to change the layout and colour scheme. I have decided to use a different shade of the colours and made the layout a bit more consistent as seen on appendix 4.

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Appendix 4: Updated Wireframe



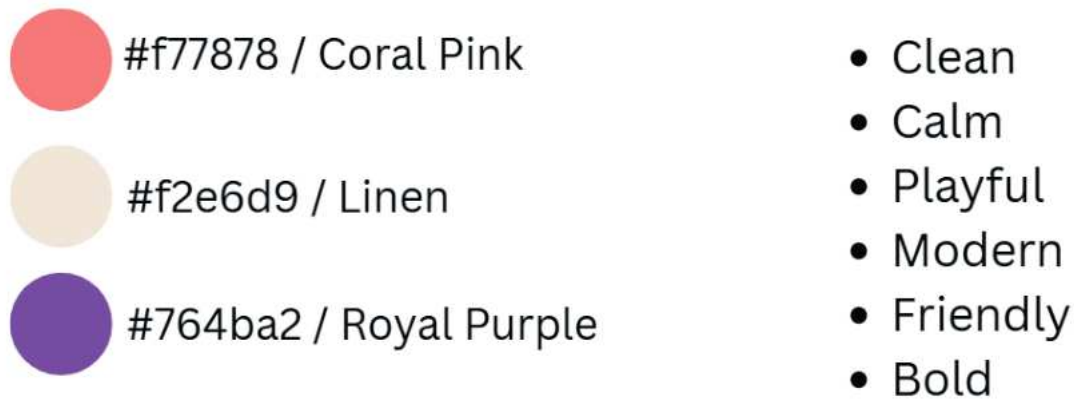
Appendix 5: Mobile version

The second wireframe still had the whitespace and a more consistent layout. I have also designed a dark theme version to showcase the different colour scheme that would be available. The new colour scheme was more vibrant but still looked too formal and did not achieve the look that I was aiming for which was friendly and informal but one of the feedback that I received was to use the same colour that I was using for the skin tone of my illustrations for my background colour as it was less boring and in was easy on the eye. The colour that I used was a linen colour (#f2e6d9), which gave the

website the look that I wanted and evoke calmness, modernity and cleanliness. I

decided to continue using the same colour palette from my illustrations for the website

and the feedback from this change was very positive.



Appendix 6: Website colour palette

Appendix 6 shows the colour palette that I went for. The royal purple was use for the dark theme, but it was later changed to a darker cream colour as it was not consistent with the colour scheme. Furthermore, a lighter blue was added for the headings as the coral pink was too serious, and the blue brought some sense of calmness and friendliness to the website.

Typography

For the typography, I have decided to go with system fonts as my aim is to make the website as sustainable as possible and to also reach 100 in performance after analysing the page speed test. For the logo I have decided to use the font “The Luckiest

Guy” as it is informal and friendly. The font was chosen to overcome the key problem that the website is trying to solve which is Intimidation and fear. The font's bouncy, rounded, and informal structure immediately injects a sense of friendliness and optimism into the brand. This counters the typically serious, cold, or bureaucratic tone of government and legal websites. In addition, the name itself evokes a sense of success and confidence which fits the website very well. For the headings I used the font “Segoe UI Black Italic” and “Arial” for the body of the website. The headings’ font creates a contrast from the playful logo font while serving a critical user experience purpose. Segoe UI is designed for screen clarity thus ensuring that the text is highly readable even on smaller screens. The slightly slanted text from the Segoe UI italic establishes immediate informational authority beneath the approachable brand identity.

Illustrations

For the illustrations that I will be using for the website, i decided to use a “Young adult comics” style for the illustrations. This style provides a youthful aesthetic to the website and break the formality of the content. It avoids the dry, formal and overly academic visuals that are often associated with legal information which makes the entire website look intimidating. In addition, comics excel at breaking down complex narratives into digestible visual chunks. The Illustrations will be used mostly as a decorative piece rather than to explain the content of the website.



Appendix 7: Illustration example

Appendix 7 shows an example of the illustration that I will be using for the website. The illustration was created on my iPad using the “Sketchbook” app. When drawing the illustration, I tried to use 3-4 colours for each illustration as too many colours and shades can make the illustration too complicated, less informal and less fun. I tried to keep the face of the illustration as simple as possible to allow users to represent themselves in the illustrations. This relatability fosters a sense of comfort and encourages engagement, telling users, “We understand your journey.”. Furthermore, the visuals will make the site more memorable which aids in information retention as users can associate key concepts to the visuals. The illustrations were uploaded to Adobe Illustrator to vectorise the images so that they could be converted to Svgs. But I

later found that WordPress, does not support Svg images so i had to revert the images to Png format which was not too complicated.

After showcasing the illustrations to the tutors and peers, the feedback from it was overwhelmingly positive as the illustrations convey the tone of the website very well. AI was also used to get more inspiration in the process on making those illustrations.

Research and Planning

Before starting with the research i starting by planning out and making a timetable of all the things I needed to do before the submission date, from the research to the designing of the illustrations. I made a timetable of the different topic I would be focusing on. I decided to focus on different thing on specific days so that the work could be done with a fresh pair of eyes. I allowed myself more day to learn and understand PHP and WordPress as this would be the biggest challenge. I gathered some YouTube tutorials for me to watch when the time came.

When researching the information needed to use for the website, I decided to use the Gov.uk official website to gain the necessary information as it would be the most up-to date and reliable information out there. The solution to the weakness of the website which was, it needs constant updating and quality check so that the content stays relevant, and the threat which was competing with the government website in terms of credibility can be addressed by stating the last update dates on the page which would demonstrate a commitment to accuracy that differentiates the website from static blog

posts. The gov.uk website already provides a step-by-step style guide to create a business as a sole trader, but weakness of their website is the lack of commitment towards user experience as the website is quite cluttered and has a non-harmonious layout. Furthermore, the information provided only explains the bare minimum to start as a sole trader. My website will try to solve this by adding sections explaining the importance of doing market research and identifying their targeted audience which is detrimental for a business to succeed. In addition, I will also add a section explaining why sole trading is better, as no capital or investors are needed, which fits the characteristic of a young graduate.

As part of the research, I also reached out to the university generator department via email, as they oversee graduates with their business and a partnership with them will help to overcome the weakness which is the lack of credibility. Furthermore, it will provide important information on what the website needs to focus on and include to make the content more helpful. While I did not receive a response, I was still able to rely on official online resources and government guidance to support the content of my project.

For the content of the website, I divided the information in 4 different categories. The first category was planning, which consists of finding the right targeted audience, creating a user persona and creating a business plan. The second category was branding which consisted of finding a business name and checking name availability. The third category was registering which consisted of the more technical and legal aspects of things. I later had to change the name of the page as “registering” was too

misleading and evoked subscription and payments which could drive traffic off the website. The fourth category was “Launch”, which guides the graduates post launching their business. This involves creating a bank account and a checklist of things to check before starting to operate. Later, I also had to add a resources page to help users find all the relevant information and added an about page explaining the goal of the website.

When it came to the domain of the website, I used “Namecheap” and I chose a name that will suit the website and explain the purpose. I went with the name “The Biz Launch” as it explained the purpose of the website well while still containing the friendly factor with the word “Biz” to say business. The domain “thebizlaunch.uk” was cheap and was on top of the webpage on google at the time of the purchase. I then transferred the domain to the host by contacting the customer service. No holding page was created yet as I was focusing on researching and learning about the content.

I started brainstorming some ideas for the front page of my website. I went online and looked at different websites until I found one I liked. I ultimately decided to create one that was inspired by Reboot and salt and pepper called “Who is guilty” <https://whoisguilty.com/> . I wanted the front page to have a lot of white space and floating illustrations of graduates and a person in a formal suit to represent the transition from a learner to an entrepreneur.

Process

1. Theme setup

I used Clook as my host as it is the platform that I am most familiar with. When coding the website, I decided to keep it simple and use PHP and CSS as I was planning to create a WordPress theme and JavaScript for animations and interactivity. I was not familiar with PHP, and I needed to learn a lot of things such as the different file needed to create a WordPress theme. I used tutorials on YouTube and some ai such as Gemini and Claude.ai to help me in the learning process. Most of the PHP in the theme were very simple and straight forward and the CSS was very easy as I am experienced in it.

```
<!-- Desktop Navigation -->
<?php
if ( has_nav_menu( 'primary' ) ) {
    wp_nav_menu(
        array(
            'theme_location' => 'primary',
            'menu_id'        => 'primary-menu',
            'container'      => false,
            'menu_class'     => 'nav-menu',
            'fallback_cb'    => false,
            'walker'         => new Custom_Walker_Nav_Menu(),
        )
    );
} else {
    // Fallback menu for when no menu is assigned
    echo '<ul class="nav-menu fallback-menu">';
    wp_list_pages( array(
        'title_li' => '',
        'depth'   => 1,
    ) );
    echo '</ul>';
}
?>
```

Appendix 17: Fallback

The fall back was implemented to make sure that WordPress detect a primary menu and if it would still load all the pages in an unordered list. This is done to improve usability. When users will visit the website, they will still be able to navigate even if the theme is not loading. Furthermore, it also makes it easier for the search engine to navigate the website. This is also a good development practice as having fallback allows the website to be functional at all times.

```
<footer class="site-footer">
<div class="footer-container">

  <div class="footer-content">
    <!-- Sitemap links in top row -->
    <div class="footer-links-row sitemap-row">
      <ul>
        <li><a href="{php echo esc_url(home_url('/index.php/planning'))}; >"><php esc_html_e('Planning', 'The-Biz-Launch'); ></a></li>
        <li><a href="{php echo esc_url(home_url('/index.php/branding'))}; >"><php esc_html_e('Branding', 'The-Biz-Launch'); ></a></li>
        <li><a href="{php echo esc_url(home_url('/index.php/registering'))}; >"><php esc_html_e('Registering', 'The-Biz-Launch'); ></a></li>
        <li><a href="{php echo esc_url(home_url('/index.php/launch'))}; >"><php esc_html_e('Launch', 'The-Biz-Launch'); ></a></li>
        <li><a href="{php echo esc_url(home_url('/index.php/resources'))}; >"><php esc_html_e('Resources', 'The-Biz-Launch'); ></a></li>
      </ul>
    </div>
    <!-- Legal links in bottom row -->
    <div class="footer-links-row legal-row">
      <ul>
        <li><a href="{php echo esc_url(home_url('/index.php/accessibility-statement'))}; >"><php esc_html_e('Accessibility Statement', 'The-Biz-Launch'); ></a></li>
        <li><a href="{php echo esc_url(home_url('/index.php/privacy-policy'))}; >"><php esc_html_e('Privacy Policy', 'The-Biz-Launch'); ></a></li>
        <li><a href="{php echo esc_url(home_url('/index.php/contacts'))}; >"><php esc_html_e('Contacts', 'The-Biz-Launch'); ></a></li>
      </ul>
    </div>
  </div>
</div>
```

Appendix 18: Footer

In the appendix above, demonstrate the practice of good user experience. By separating the sitemap from the legal links such as privacy policy, allows the user to navigate quicker through the website. In addition, search engines rely on clear link structure to understand the site hierarchy. This improves the **semantic clarity** of your layout and supports better indexing.

The core design, that is, the typography, the root colours, the dark theme colours, spacing, font size, of the website is implemented using CSS and

JavaScript. Furthermore, the theme was created using a mobile first approach using proper media queries to control the fonts size and spacing. The key templates that I developed were front-page and page.php. I also created an index.php to fall back on in case the website does not work. The reason a front-page.php and a page.php was created was because I wanted to have different styling for each one. When the basic styling was done the file was compressed and uploaded to WordPress.

2. Plugins used

I used WpVivid to make regular backups of the website. Wordfence was also used for the anti-virus. I also used google site kit extensions to get important insights about the website for SEO purposes and I added a 404 extension which I removes afterwards when I found out it was slowing the website performance. I also used CookiesYes plugin to display the cookie consent pop up even though my website was not collecting any information about the users, but I thought I would make the website more credible and safer for future developments.

3. Functionality

When coding the website, I decided to keep it simple and use PHP and CSS as I was planning to create a WordPress theme and JavaScript for animations and interactivity. I added a dark theme on the navigation for low light environments and so that it is easily accessible. For that I mainly used PHP and JavaScript. A functions.php was also created to handle all the JavaScript. The navigation contained all the different pages in line with the dark mode and the logo which was also clickable to get back to the main page. Footer also contained the

sitemap and the different legal page such as the accessibility page, which I use the default WordPress one for, and the Privacy and policy page with contained all the information needed such as the cookies. Furthermore, I added different coding lines in the functions.php to improve things like the loading time and the dark theme transitions as seen on appendix 8.

```
/**
 * Enqueue theme styles and scripts
 */
function theme_scripts() {
    // Enqueue theme stylesheet
    wp_enqueue_style('theme-style', get_stylesheet_uri(), array(), wp_get_theme()->get('Version'));

    // Enqueue Google Fonts (optional)
    wp_enqueue_style('theme-fonts', 'https://fonts.googleapis.com/css2?family=Inter:wght@400;500;600;700&display=swap', array(), null);

    // Enqueue theme JavaScript
    wp_enqueue_script('theme-js', get_template_directory_uri() . '/js/theme.js', array('jquery'), wp_get_theme()->get('Version'), true);

    // Pass WordPress data to JavaScript
    wp_localize_script('theme-js', 'theme_ajax', array(
        'ajax_url' => admin_url('admin-ajax.php'),
        'nonce' => wp_create_nonce('theme_nonce'),
        'home_url' => home_url('/'),
        'theme_url' => get_template_directory_uri(),
    ));

    // Load comment reply script if needed
    if (is_singular() && comments_open() && get_option('thread_comments')) {
        wp_enqueue_script('comment-reply');
    }
}

add_action('wp_enqueue_scripts', 'theme_scripts');

/**
 * Register widget areas
 */
function theme_widgets_init() {
    register_sidebar(array(
        'name' => __('Primary Sidebar', 'The-Biz-Launch'),
        'id' => 'primary-sidebar',
        'description' => __('Add widgets here to appear in your primary sidebar.', 'The-Biz-Launch'),
        'before_widget' => '<section id="%1$s" class="widget %2$s">',
        'after_widget' => '</section>',
        'before_title' => '<h3 class="widget-title">',
        'after_title' => '</h3>',
    ));

    register_sidebar(array(
        'name' => __('Footer Widget Area', 'The-Biz-Launch'),
        'id' => 'footer-widgets',
        'description' => __('Add widgets here to appear in your footer.', 'The-Biz-Launch'),
        'before_widget' => '<div id="%1$s" class="footer-widget %2$s">',
        'after_widget' => '</div>',
        'before_title' => '<h4 class="footer-widget-title">',
        'after_title' => '</h4>',
    ));
}
```

Appendix 8: Functions.php

I also added a few more things afterwards following tutorial online such as optimising the WordPress performance and furthermore WordPress support for the theme.

4. Challenges and solutions

When developing the website, I ran through various issues. Firstly, the CSS and the JavaScript was not working, and the website was displaying. I tried to solve it by deleting the latest theme and re-uploading it, but this also did not work. After a few trials and error, I found the issue by following some tutorials online. The functions.php file was wrongly labelled. By fixing the name of the file, the issue stopped and everything worked as expected.

Secondly the background colour was not changing from the primary colour to the secondary colour when using the dark theme. I also tried to fix it by troubleshooting it. Afterwards I tried to change the colour in the WordPress admin panel, but the secondary colour was not registered there as it was not

detecting it. I tried to change the CSS root colour to load the dark theme first then to have the option to change to the light mode afterwards, but the background still had the light mode colour on. I then turn to Claude.ai to try to detect the issue which it did as there was a mistake in the functions.php and the JavaScript file. After fixing it and doing a hard refresh, the website worked as intended.

When doing the 404.php, the file was not working an instead it was displaying the default WordPress error page. I tried to troubleshoot it, but I did not work. I tried to create another simple 404 page with very basic styling and uploaded that with a very simple them only containing an index.php to see if my file was the issue, fortunately it was my code but WordPress itself that was not detecting my 404 page. By following some instructions online and through ai, one of the possible fixed was to reset the permalink in the admin panel > settings> permalinks. By clicking save changes, WordPress would have reset the 404-page pathway to the correct one, but this also did not work. I checked if the file had the correct permissions as advised online and everything look like it should have been working. Ultimately as I could not get my 404.php file to work, I tried to download a 404 plugin which allowed me to use a custom readymade 404 page which can be easily edited. This also was not working, so I decided to check the file manager to see if it contained the correct file. After doing this, the problem was identified. The problem was that the file that my website was in did not contain any .htaccess file so the website did not have a 404-error page. And instead, it was in a different server file. So, I resolved the problem by copying

the .htaccess file and pasting in in the right directory and changing the file name for the 404-error page to 404.php which then solved the issue.

Few more issues were found such as the font for the heading was not loading which was an easy fix as I just troubleshooted the code and did a hard refresh.

The biggest obstacle was time management. The timetable that I made at the start of the project really neglected the time it took me to get the website running and to gather the data for the content of the website. I found out that I often worked outside the plan and that the timetable acted more as a marker of where I should be on the development process.

Testing phase

For the testing phase, I designed a questionnaire to gather information and get feedback from peers and family members. The questionnaire was sent on the university slack group and to friends and family on various social media. According to Neil Stone, “Compared to other research methods such as the interview, the questionnaire helps bring greater structure to any research, which can help maximise the success of whatever you’re trying to investigate and answer.” I decided to conduct a survey using a

questionnaire as it is fast, easy and people are able to share their thoughts in total anonymity. The questionnaire contains 11 questions, with multiple choice questions and open-ended questions.

The screenshot displays a digital questionnaire interface. The first question, "Was it easy to understand the purpose of the website?", is a multiple-choice question with options "Yes" and "No", and a link to "Add 'Other'" option. Below it is a follow-up question, "If no, what would make the purpose of the website easier to understand?", which is a long-answer text field. The third question, "What was your first impression of the website?", is a short-answer text field. The fourth question, "How easy was it to find the information you were looking for? 1 being the least and 5 being very easy.", is a 5-point scale question with radio buttons for each number. The fifth question, "Did you encounter any difficulties? *", is a long-answer text field. The sixth question, "Was the website intuitive enough?", is also a long-answer text field. The interface includes standard form controls like copy, delete, and required toggles.

Was it easy to understand the purpose of the website?

Multiple choice

Yes

No

Add option or Add "Other"

Required

If no, what would make the purpose of the website easier to understand?

Long-answer text

What was your first impression of the website?

Short-answer text

How easy was it to find the information you were looking for? 1 being the least and 5 being very easy.

1 2 3 4 5

Did you encounter any difficulties? *

Long-answer text

Was the website intuitive enough?

Long-answer text

Appendix 9: Questions

1. Usability

The users were asked to browse through the website and to then give their feedback about their experience. The feedback showed that the users found the

layout straightforward and appreciated the clear step-by-step structure.

however, few users mentioned that the headings needed to be change as they had trouble reading it in the dark mode. Furthermore, some line spacing needed to be adjusted as some part of the website contained too much space between the sentences. Based on this feedback, I made small but important adjustments such as improving button contrast, increasing font sizes, and changing the font colour to a lighter colour. This phase of testing helped me ensure that the website wasn't just visually appealing, but also functional, user-friendly, and accessible to the intended audience.

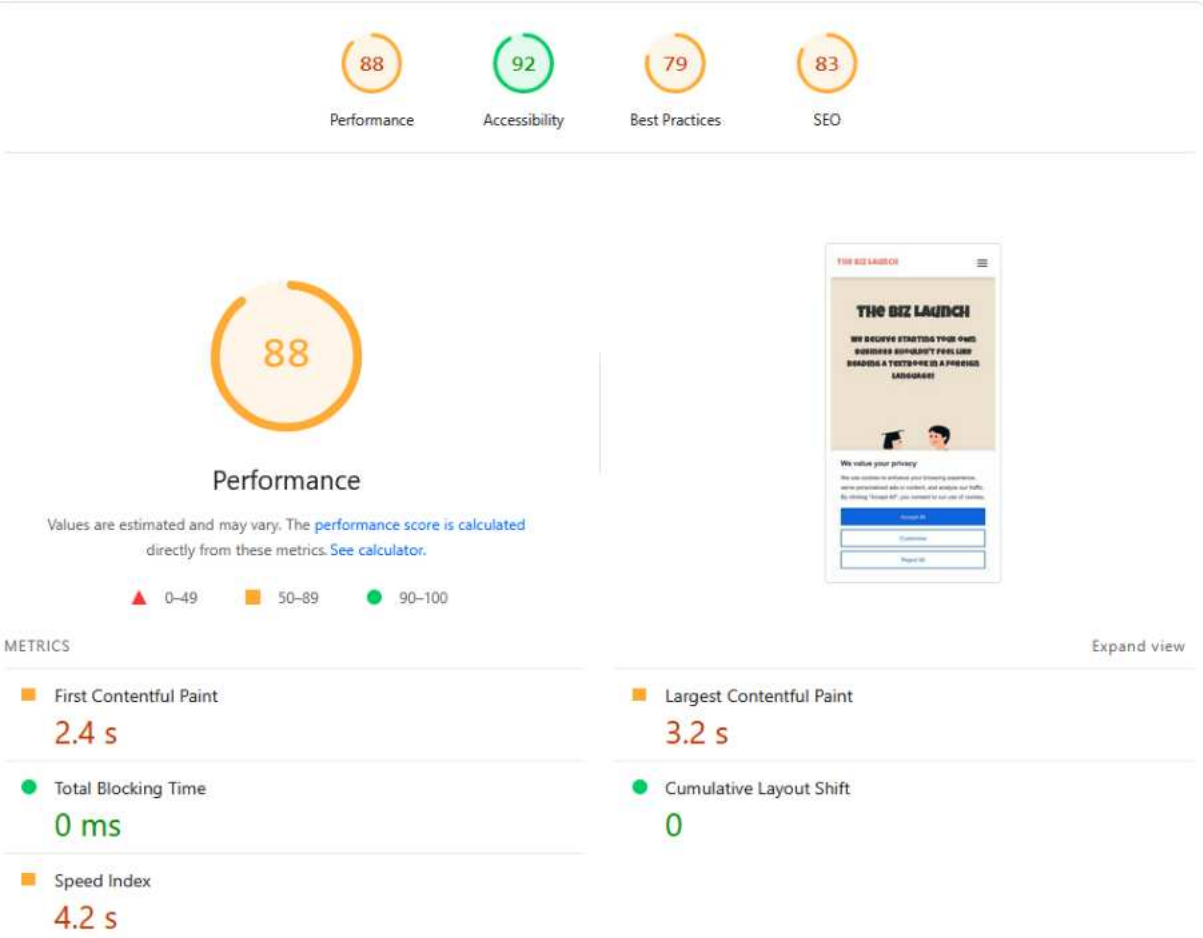
2. Accessibility Testing

Accessibility was an important part of the website as I wanted it to conform to the W3C accessibility standards and also the website is design for everyone including people who might rely on assistive technologies. I used online accessibility checkers and manual testing to ensure that the site met basic accessibility standards. I went and used the tab key to check in the focus did highlight all the possible link available without issue and it did.

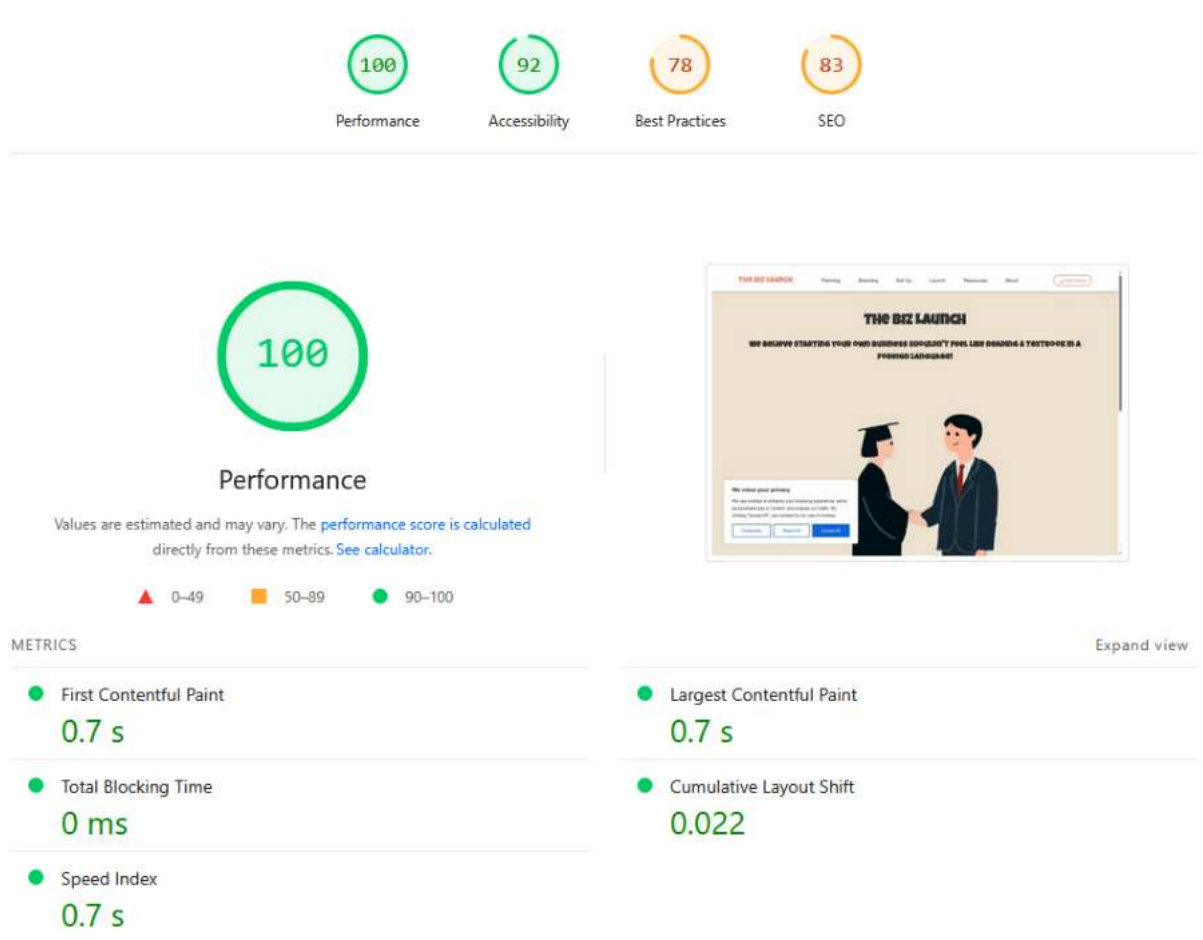
Furthermore, I also used a colour contrast checker to check the colour contrast of my foreground and background. Some issue was identified such as my subtitle on my main page being too dark and blending in when using the dark mode. So instead, I changed it to a brighter red to match the colour of the logo.

Feedback from users were mostly positive, regarding the accessibility of the website. Few requests were made regarding the font style and the colour regarding the dark mode as it did not go well together and were hard to read in some sections.

3. Performance



Appendix 10: Mobile performance



Appendix 11: Desktop performance

Appendix 10 and 11 shows the speed test conducted for mobile phone and desktop respectively. Some improvements were made to reach the shown on the appendices such as saving the illustrations as Webp format instead of PNG format, but the result was negligible as WordPress already optimised the images. The mobile performance did not achieve the result expected because of the logo and different Illustrations available. This made the page slower on mobile compared to desktop users.

I also made some changes to optimise the loading speed by optimising the CSS and JavaScript to reduce the amount of request being sent to the server. These changes noticeably improved loading times, particularly on mobile device.

4. Content

What would you improve or change?

13 responses

Nothing

n/a

The colour

To go moree deep in the subject..i want more informations

Nothing because everything is perfect

your spacing

Possibly give some known uk businesses examples

Nothing

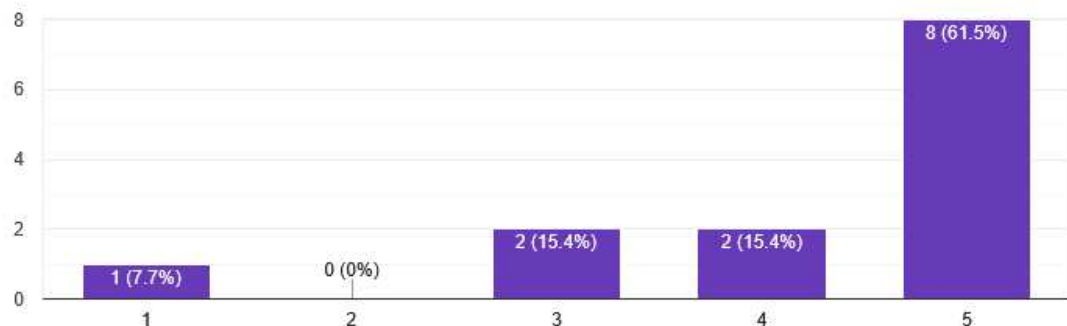
Revisiting the dark mode font colors etc

Appendix 12: Feedback

How easy was it to find the information you were looking for? 1 being the least and 5 being very easy.

 Copy chart

13 responses

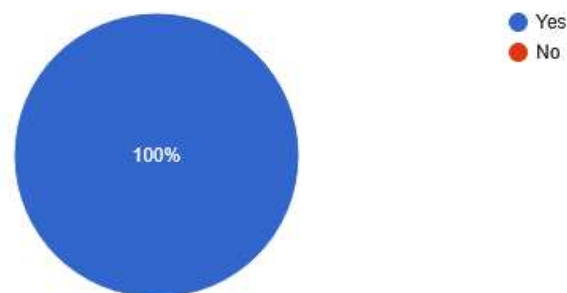


Appendix 13: Accessibility feedback

Does the website achieve its intended purpose?

 Copy chart

13 responses



Appendix 14: Did the website achieve its goal?

Some concerns were raised regarding the content of the website as seen on appendix 12. During the user testing, people mention that the website was too simple and need to go more in depth on certain topics. At that time the website was not finished and need some minor improvements but the issue regarding lack of information was one that was brought up the most. As the website rely on the government website to get it information, putting more unnecessary information could confuse the users and

overwhelm them so I decided to revisit a few of the pages to make sure more information was given without affecting the credibility of the content.

Furthermore, some issue regarding the accessibility statement, and the privacy and policy page was brought to my attention. The page needs to be updated as it mentioned some content that was irrelevant to my website and I also was missing a contact page which was very important for a website. I created a separate page where my email address was included, and I also decided to hide my email address all over the website to protect it from potential spams.

Feedback/Final Presentation

I presented it for feedback to my tutor and peers to gain an outside perspective on the design, usability, and overall presentation. The feedback was useful as it gave me important insights on what I should be focusing on improving before the submission deadline.

One of the first points mentioned was the colour scheme. The dark mode colour scheme did not match the rest of the website as the headings' colours were designed to look good when using the light mode. One way to improve this was by changing the foreground colour with the background colour when changing between the light mode and the dark mode. This kept the colour scheme more consistent and better to look at. Furthermore, it was suggested that I could change the theme icon with an icon that

matched the illustrations on the website to keep it more consistent, but this was not necessary as it was not too serious. In addition, the colour of the heading was originally a red colour but it evokes danger and was also too harsh to look at and I was advised to switch to a softer blue colour as it was easier on the eye and also evokes calmness.

The second point made was the typography was too simple. I originally used Segoe italic for the heading and Arial for the body. The Segoe font was too simple and did not match the Arial and I was advised to switch to the font I was using for the logo which was “The Luckiest Guy”. This combined with the new colour scheme made the website more colourful which was one point raised in the questionnaire and made the headings more readable.

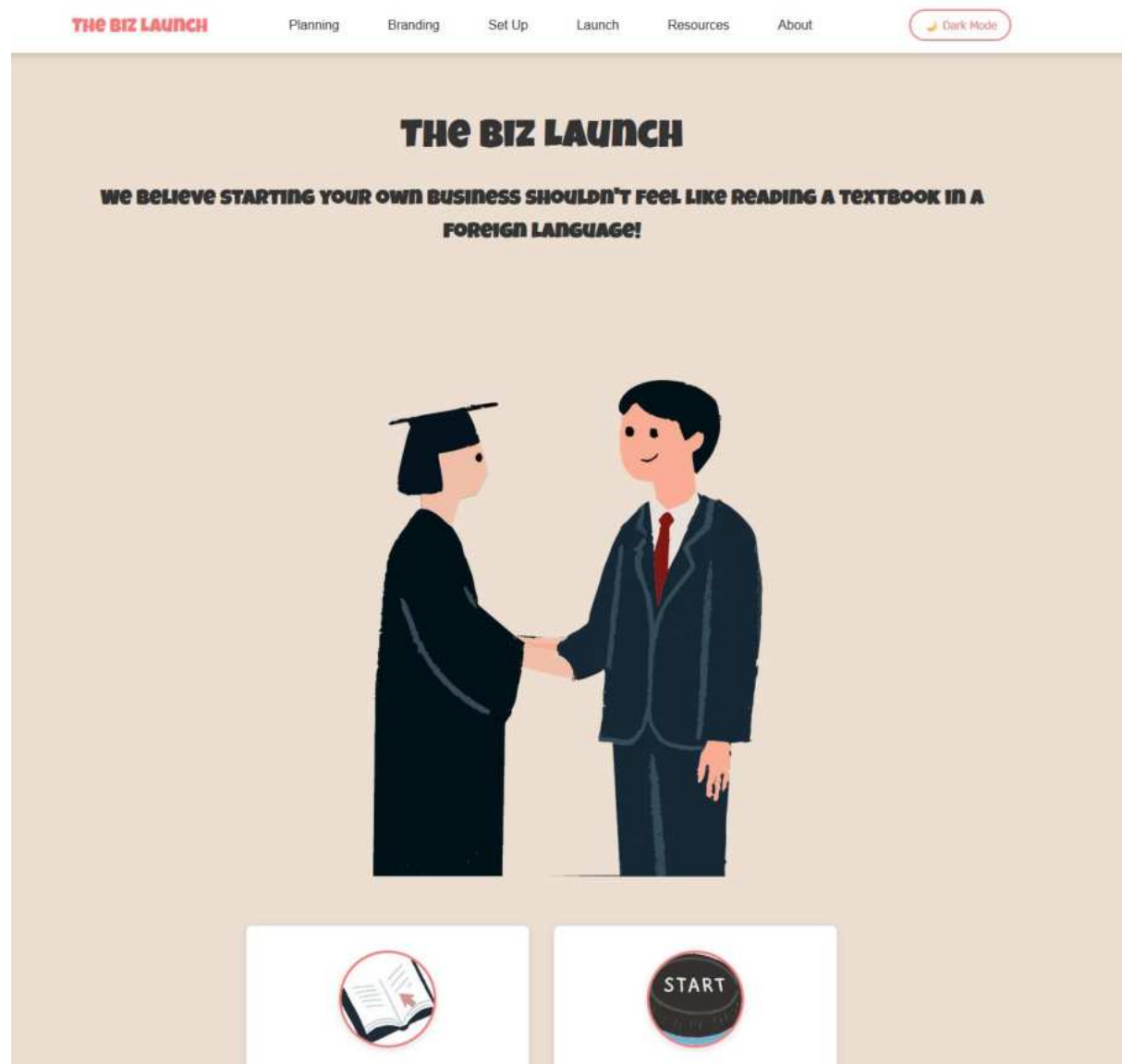
Finally I was advised that my content was too simple and was lacking depth and originality. I was encouraged to expand on certain topics such as the post launch and the Branding and Registering. I was also advised to avoid using the links to the source and instead embed them in sentences.

Overall, the feedback was very valuable in helping me refine and polish my website. It made me more aware of the importance of consistency, readability and tone.

The result

The final result of the website “The Biz Launch”, successfully brings together the design and the functionality elements that was intended to. The site provides a clean, simple

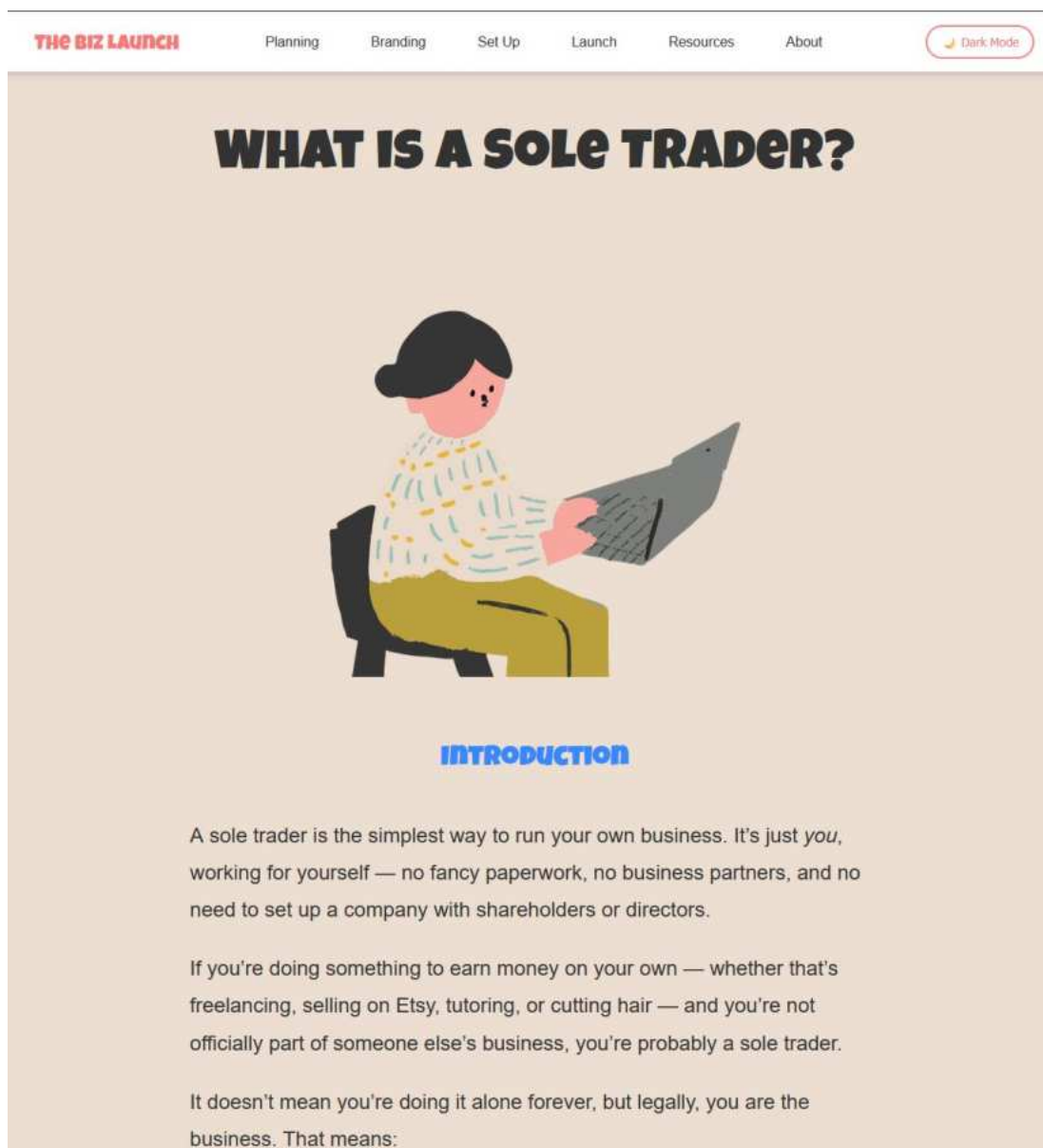
and friendly experience to young graduates and aspiring entrepreneurs with aim to start their own business but do not know where to start.



Appendix 15: The Biz Launch Website

After implementing the feedback received from the presentation, the website looks more credible and refined. The colour scheme was updated to be more consistent with a

shade of blue rather than the red which was harsher to look at. the typography was changed for consistency, and the navigation was made clearer with more descriptive section titles. The “Registering” page was renamed to “Set up” to avoid any confusion and leading the user to believe that a subscription or membership is needed to access the website.



Appendix 16: Illustrations

The final design maintains balance between professionalism and creativity with the youthful illustrations available on the website. Each section was designed to guide the users through the process of learning about how they can start their own business, from planning to post launch reflection, without the complexity of official jargons and intimidating content. The website provides a good user experience across all platforms, maintaining both performance and visual integrity. Even though the result does not match the initial design, but the website conveys the initial message which was the focus.

In the future I would plan my time better and allocate more time to user testing. This is not the final version of the website as my plan is to further develop the website with animated illustration, use descriptive illustrations and expand the website to Limited company rather than just sole trader. I will try to partner with the generator department and hopefully having a finish website can help in convincing the department in helping me with the project. Furthermore, few tiny details could be added such as the last time the website or the content has been updated.

Conclusion

This project allowed me to explore a new field that I was new to. Every stage of the designing and development process from the research to the tutorials and the feedback has been a valuable learning experience that strengthen my creativity and technical skills.

Throughout the process, I learn more about the importance of accessibility and sustainability. Unnecessary content and codes can slow the website down considerably, so it is important to manage and sort the code to avoid any duplicate or unnecessary codes., I learned how to balance aesthetics with usability, to make sure that the website looked good and worked efficiently for the targeted audience. Despite various issues during the development process such as the styling not working or the 404 page was not loading, I was able to find effective solutions and better my understanding of PHP and working with WordPress. This helped me build confidence in working alone to develop a website and to improve my problem-solving skills,

In conclusion, The Biz Launch represents my understanding of web design in a functional, visually engaging and informative website to support young graduates and aspiring entrepreneur. It does not only showcase my understanding but also my ability to adapt and improve based on criticism, feedback and user needs.

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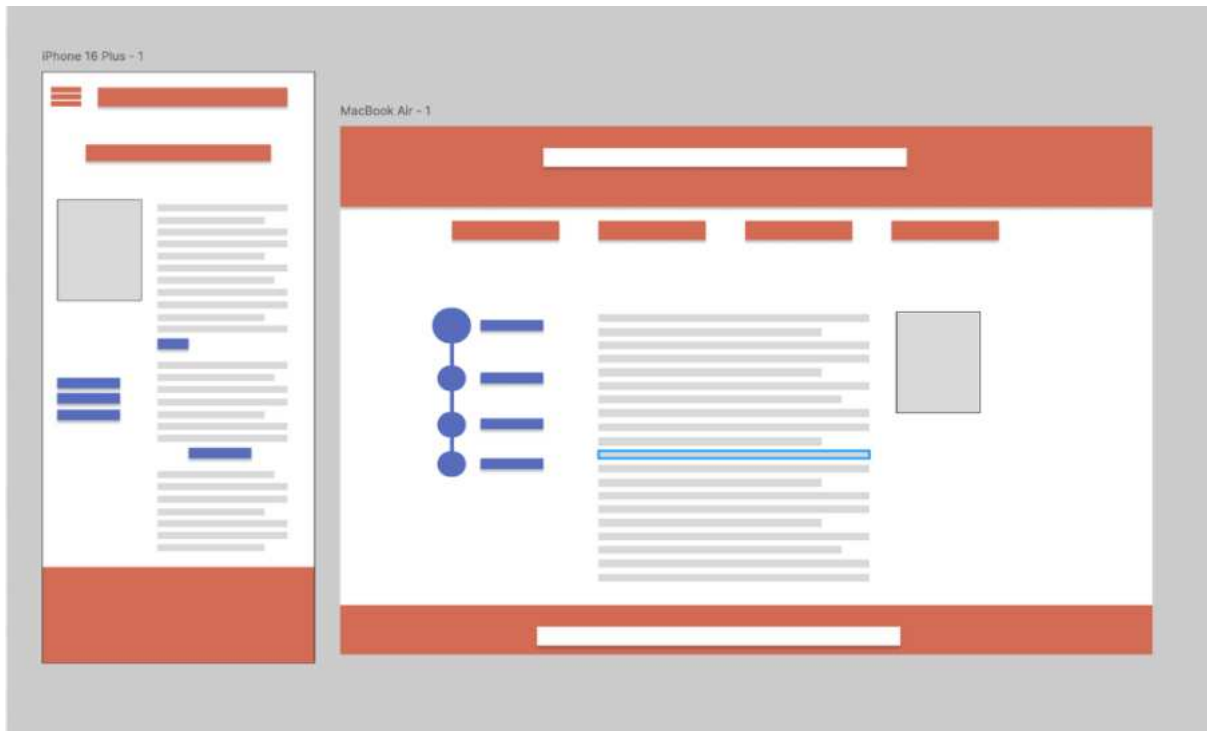
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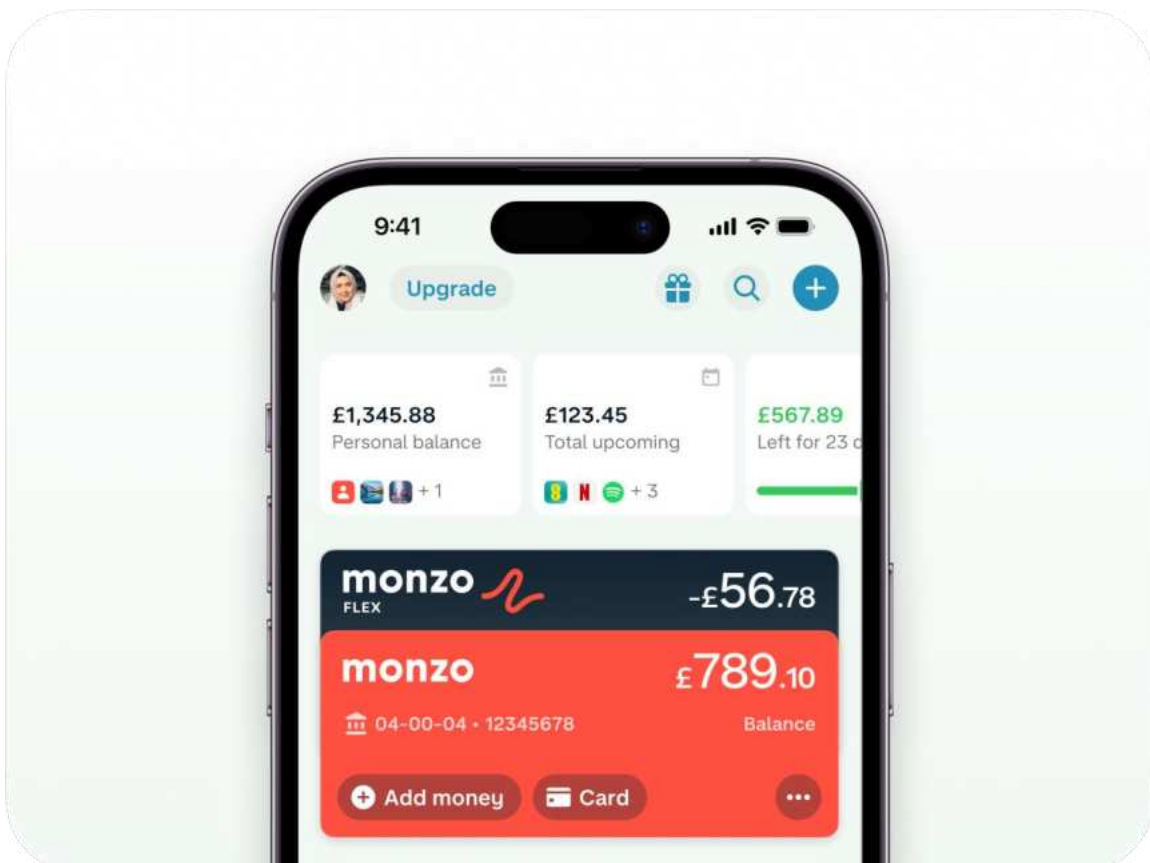
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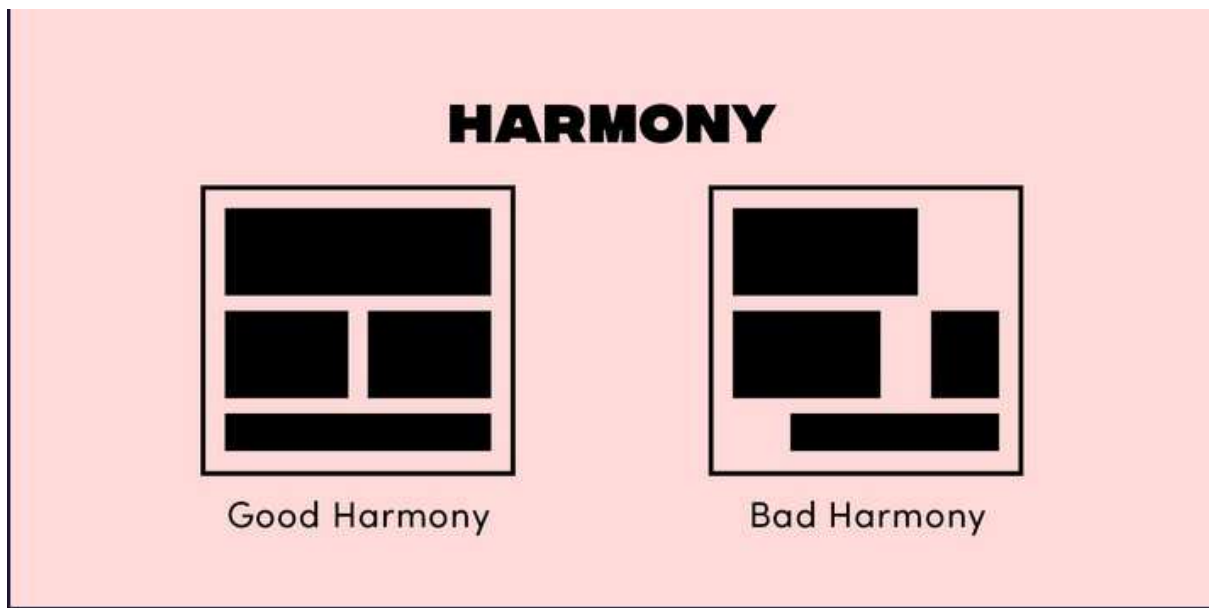
Appendices



Appendix 1: First prototype



Appendix 2: Monzo App



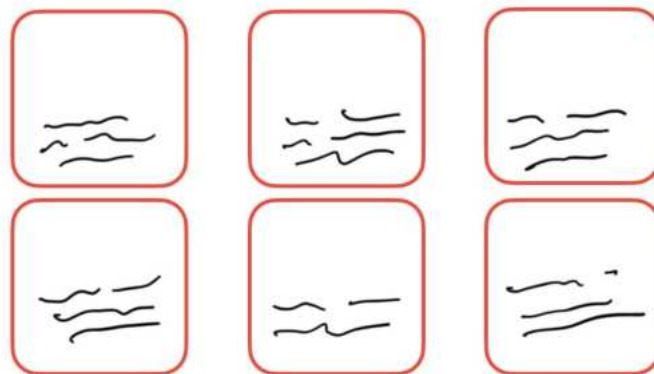
Appendix 3: Harmony

Billboard

menu menu



Fields



Appendix 4: Updated Wireframe



Appendix 5: Mobile version



#f77878 / Coral Pink



#f2e6d9 / Linen



#764ba2 / Royal Purple

- Clean
- Calm
- Playful
- Modern
- Friendly
- Bold

Appendix 6: Website colour palette



Appendix 7: Illustration example

```

/**
 * Enqueue theme styles and scripts
 */
function theme_scripts() {
    // Enqueue theme stylesheet
    wp_enqueue_style('theme-style', get_stylesheet_uri(), array(), wp_get_theme()->get('Version'));

    // Enqueue Google Fonts (optional)
    wp_enqueue_style('theme-fonts', 'https://fonts.googleapis.com/css2?family=Inter:wght@400;500;600;700&display=swap', array(), null);

    // Enqueue theme JavaScript
    wp_enqueue_script('theme-js', get_template_directory_uri() . '/js/theme.js', array('jquery'), wp_get_theme()->get('Version'), true);

    // Pass WordPress data to JavaScript
    wp_localize_script('theme-js', 'theme_ajax', array(
        'ajax_url' => admin_url('admin-ajax.php'),
        'nonce' => wp_create_nonce('theme_nonce'),
        'home_url' => home_url('/'),
        'theme_url' => get_template_directory_uri(),
    ));

    // Load comment reply script if needed
    if (is_singular() && comments_open() && get_option('thread_comments')) {
        wp_enqueue_script('comment-reply');
    }
}

add_action('wp_enqueue_scripts', 'theme_scripts');

/**
 * Register widget areas
 */
function theme_widgets_init() {
    register_sidebar(array(
        'name' => __('Primary Sidebar', 'The-Biz-Launch'),
        'id' => 'primary-sidebar',
        'description' => __('Add widgets here to appear in your primary sidebar.', 'The-Biz-Launch'),
        'before_widget' => '<section id="%1$s" class="widget %2$s">',
        'after_widget' => '</section>',
        'before_title' => '<h3 class="widget-title">',
        'after_title' => '</h3>',
    ));

    register_sidebar(array(
        'name' => __('Footer Widget Area', 'The-Biz-Launch'),
        'id' => 'footer-widgets',
        'description' => __('Add widgets here to appear in your footer.', 'The-Biz-Launch'),
        'before_widget' => '<div id="%1$s" class="footer-widget %2$s">',
        'after_widget' => '</div>',
        'before_title' => '<h4 class="footer-widget-title">',
        'after_title' => '</h4>',
    ));
}

```

Appendix 8: Functions.php

Was it easy to understand the purpose of the website?

Multiple choice

☐ Yes

☐ No

Add option or [Add "Other"](#)

Required

If no, what would make the purpose of the website easier to understand?

Long-answer text

What was your first impression of the website?

Short-answer text

How easy was it to find the information you were looking for? 1 being the least and 5 being very easy.

1

2

3

4

5

☐

☐

☐

☐

☐

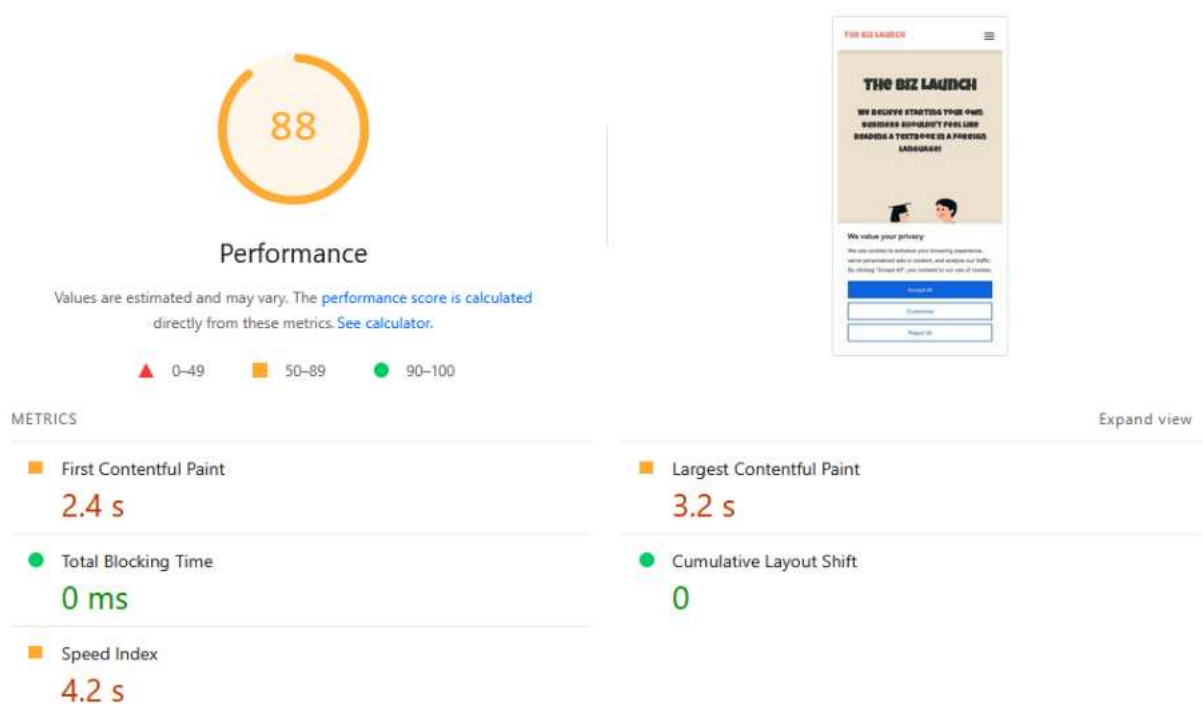
Did you encounter any difficulties? *

Long-answer text

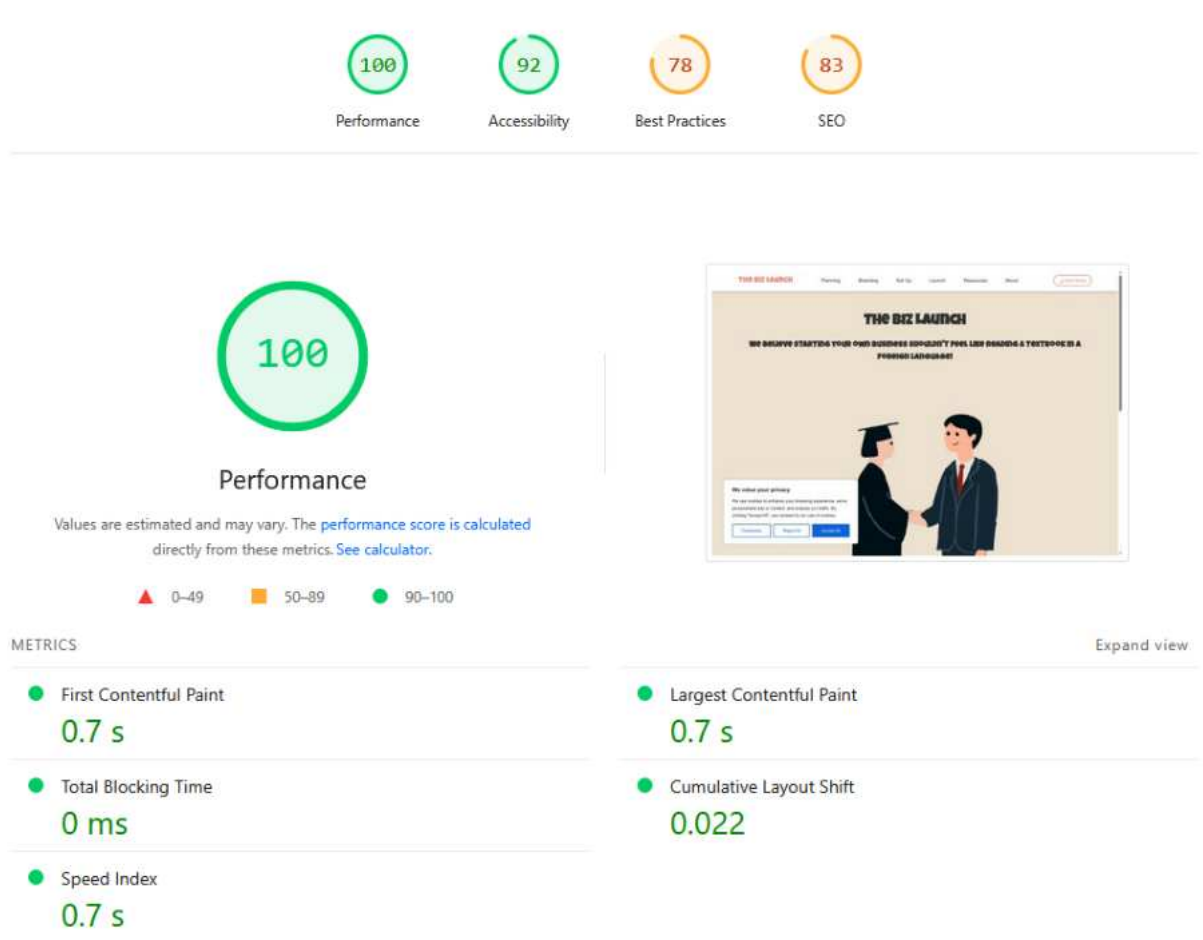
Was the website intuitive enough?

Long-answer text

Appendix 9: Questions



Appendix 10: Mobile performance



100

Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0-49

■ 50-89

● 90-100



METRICS

Expand view

● First Contentful Paint

0.7 s

● Total Blocking Time

0 ms

● Speed Index

0.7 s

● Largest Contentful Paint

0.7 s

● Cumulative Layout Shift

0.022

Appendix 11: Desktop performance

What would you improve or change?

13 responses

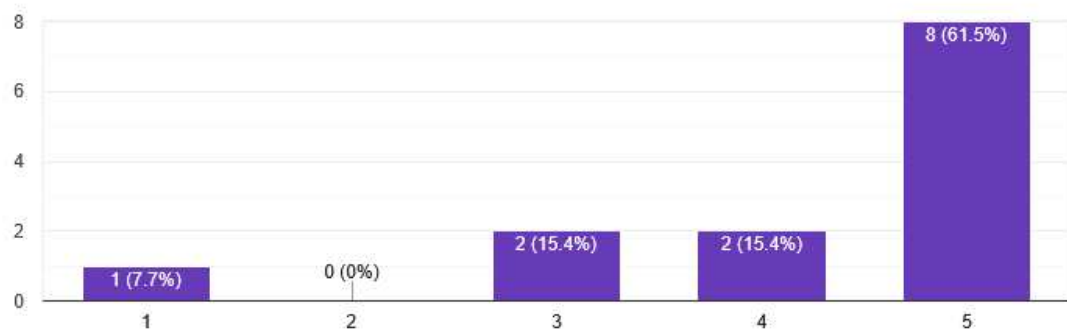
Nothing
n/a
The colour
To go moree deep in the subject..i want more informations
Nothing because everything is perfect
your spacing
Possibly give some known uk businesses examples
Nothing
Revisiting the dark mode font colors etc

Appendix 12: Feedback

How easy was it to find the information you were looking for? 1 being the least and 5 being very easy.

 [Copy chart](#)

13 responses

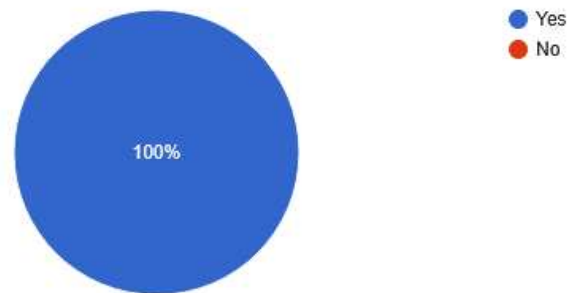


Appendix 13: Accessibility feedback

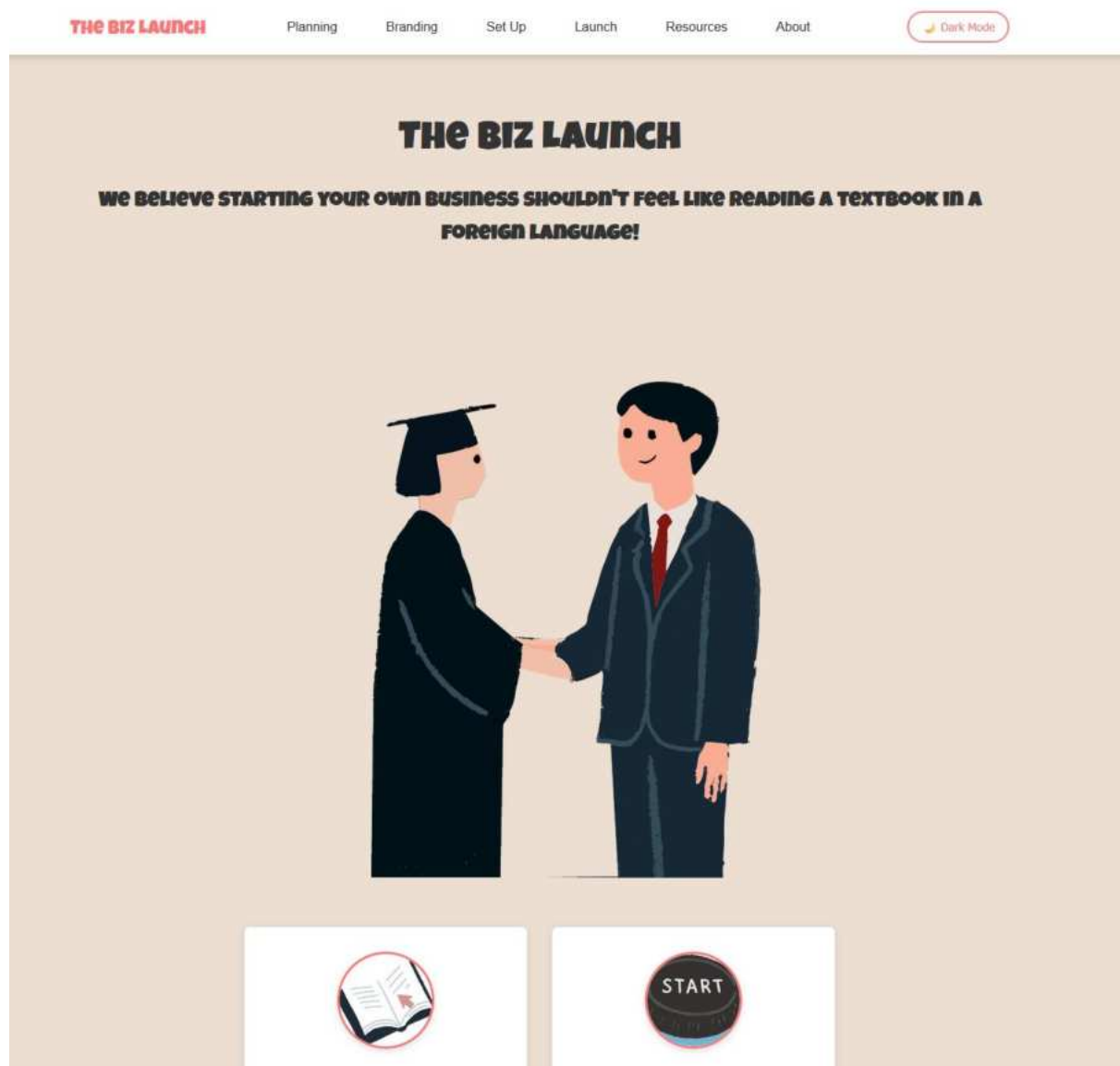
Does the website achieve its intended purpose?

 [Copy chart](#)

13 responses



Appendix 14: Did the website achieve its goal?



Appendix 15: The Biz Launch Website

WHAT IS A SOLE TRADER?



INTRODUCTION

A sole trader is the simplest way to run your own business. It's just *you*, working for yourself — no fancy paperwork, no business partners, and no need to set up a company with shareholders or directors.

If you're doing something to earn money on your own — whether that's freelancing, selling on Etsy, tutoring, or cutting hair — and you're not officially part of someone else's business, you're probably a sole trader.

It doesn't mean you're doing it alone forever, but legally, you are the business. That means:

Appendix 16: Illustrations

```

<!-- Desktop Navigation -->
<?php
if ( has_nav_menu( 'primary' ) ) {
    wp_nav_menu(
        array(
            'theme_location' => 'primary',
            'menu_id'         => 'primary-menu',
            'container'       => false,
            'menu_class'      => 'nav-menu',
            'fallback_cb'     => false,
            'walker'          => new Custom_Walker_Nav_Menu(),
        )
    );
} else {
    // Fallback menu for when no menu is assigned
    echo '<ul class="nav-menu fallback-menu">';
    wp_list_pages( array(
        'title_li' => '',
        'depth'    => 1,
    ) );
    echo '</ul>';
}
?>

```

Appendix 17: Fallback

```

<div class="site-footer">
    <div class="footer-container">
        <div class="footer-content">
            <!-- Sitemap links in top row -->
            <div class="footer-links-row sitemap-row">
                <ul>
                    <li><a href="<?php echo esc_url(home_url('/index.php/planning')); ?>"><?php esc_html_e('Planning', 'The-Biz-Launch'); ?></a></li>
                    <li><a href="<?php echo esc_url(home_url('/index.php/branding')); ?>"><?php esc_html_e('Branding', 'The-Biz-Launch'); ?></a></li>
                    <li><a href="<?php echo esc_url(home_url('/index.php/registering')); ?>"><?php esc_html_e('Registering', 'The-Biz-Launch'); ?></a></li>
                    <li><a href="<?php echo esc_url(home_url('/index.php/launch')); ?>"><?php esc_html_e('Launch', 'The-Biz-Launch'); ?></a></li>
                    <li><a href="<?php echo esc_url(home_url('/index.php/resources')); ?>"><?php esc_html_e('Resources', 'The-Biz-Launch'); ?></a></li>
                </ul>
            </div>
            <!-- Legal links in bottom row -->
            <div class="footer-links-row legal-row">
                <ul>
                    <li><a href="<?php echo esc_url(home_url('/index.php/accessibility-statement')); ?>"><?php esc_html_e('Accessibility Statement', 'The-Biz-Launch'); ?></a></li>
                    <li><a href="<?php echo esc_url(home_url('/index.php/privacy-policy')); ?>"><?php esc_html_e('Privacy Policy', 'The-Biz-Launch'); ?></a></li>
                    <li><a href="<?php echo esc_url(home_url('/index.php/contacts')); ?>"><?php esc_html_e('Contacts', 'The-Biz-Launch'); ?></a></li>
                </ul>
            </div>
        </div>
    </div>
</div>

```

Appendix 18: Footer

