



LEARNER ASSESSMENT SUBMISSION FRONT SHEET

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Assessor Name	Neil Wickham

Unit	13 - Website Development
Assignment Title	1: Uses and Features of Websites

My Literacy Targets
-Paragraph structures -Sentence structures -Grammar

My Numeracy Targets
-Time -Money -Decimals



Submission Declaration	
I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.	C Elliotte

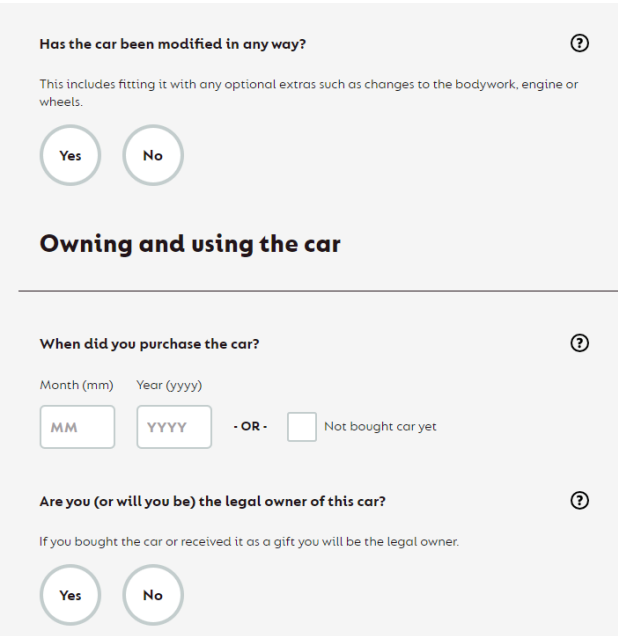
Introduction

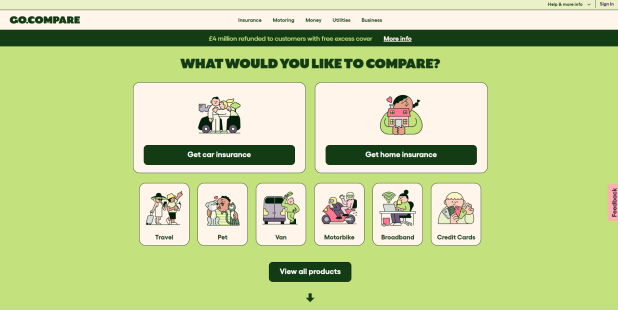
In this assignment I will be reviewing two websites, their strengths and weaknesses and their features.

GoCompare.com is a decision-making website that helps its users find the most suitable insurances for their needs. For example, a person who needs car insurance or a person who wants life insurance could both find what they're looking for on go.compare. It also helps users make other financial decisions such as credit cards.

Features of Go.Compare

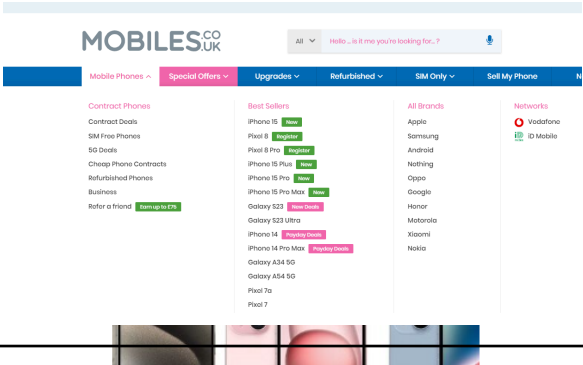

Feature	Screenshot	How it's used
Hyperlink		The website has many hyperlinks across the page that make it more presentable so it isn't a mess of forms and content all on one page. It also boosts the performance because the site doesn't need to load all of its content at once seeing as it's all on different pages. The hyperlinks are used to help the user easily navigate between all of the different web pages on the site.
Action button		There are two main action buttons in the website, a login feature and a back to top button, the website does also have a search bar. The back to top button makes the website more accessible and usable seeing as it saves the user a lot of time by automatically scrolling up for them (it's also good for people with reduced hand mobility)

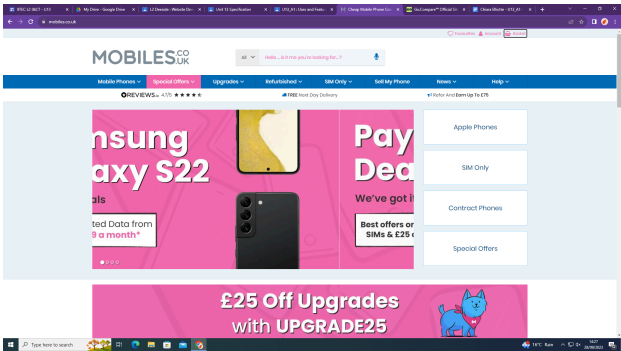

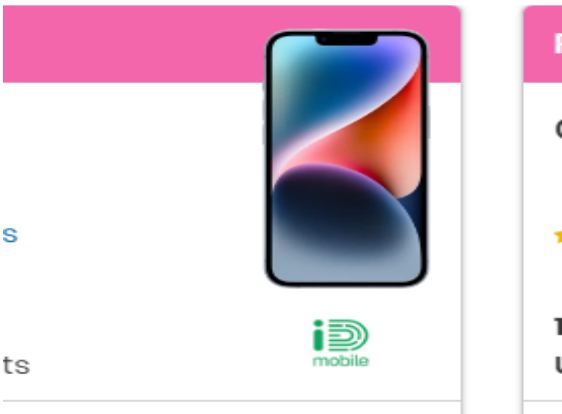
Email link	<p>Alternatively, you can email us at customerservices@gocompare.com or write to us at the address below and ask for your details to be removed.</p>	<p>If you enter the website's FAQ section and scroll for a little bit you'll find a direct link to an email. The email link is used to make it substantially easier for the user to contact them. While it does take a little while to find, it makes the website more accessible for people with visual impairments or people who don't have the patience to copy down the email.</p>
Forms	 <p>The screenshot shows a light gray form with three sections. The first section, 'Has the car been modified in any way?', includes a help icon and a subtext about optional extras, with 'Yes' and 'No' radio buttons. The second section, 'Owning and using the car', is separated by a horizontal line and contains a question about the purchase date with input fields for month and year, an 'OR' option, and a 'Not bought car yet' checkbox. The third section, 'Are you (or will you be) the legal owner of this car?', includes a help icon and a subtext about legal ownership, with 'Yes' and 'No' radio buttons.</p>	<p>When you click one of the insurance hyperlinks you'll be asked to fill in a different form depending on what insurance you needed. Some of these forms are not completely accessible (as the "yes/no" buttons need to be manually clicked) however, the majority of the form can just be tabbed through. Forms like this boost the presentation of the website as there's a few different font sizes and shapes that make the webpage more interesting to view.</p>







Online forums	<ul style="list-style-type: none">• <u>Facebook</u>• <u>Instagram</u>• <u>Pinterest</u>• <u>TikTok</u>• <u>LinkedIn</u>• <u>Twitter</u>	<p>There is a section of the website that provides links to the company’s social media as another way to contact them. I would say this counts as an online forum due to the comment sections of the social media. In that regard I think that not having the forum on the website directly boosts performance because they don’t have to host that on their website.</p>
Aesthetics		<p>It has a nice aesthetic that stays consistent and doesn’t clash with anything. The aesthetics staying consistent throughout the web pages is designed to not only make the website seem more professional but also to get the user to associate those colours with their brand. The colours work nice with each other and end up reinforcing the branding of the company. Obviously this boosts presentation, but I also think that it boosts performance by having the colour scheme be smaller, leading to less colours needing to be loaded.</p>

Mobile.co.uk is an ecommerce website that sells almost every type of phone on the market! Also, it lets its users sell their old phones.

Features of Mobiles.co.uk

Feature	Screenshot	How it’s used
Hyperlink		The website uses hyperlinks to allow the user to easily navigate between the different webpages. (More specifically by cramming a bunch of hyperlinks into one menu bar.) This boosts the usability of the website by having clear links to everything and it also boosts the accessibility as it is tab friendly. (making it easier for those who lack hand dexterity)
Hot spot		Hot spots are used fairly frequently throughout the website, taking up the vast majority of the homepage. These hot spots are used to either show off one of their products, or to link the user to an article. This boosts the presentation and usability of the website by giving the user a visual break from a giant wall of text, it helps to break up the website into more manageable chunks that help to stop the user from being overwhelmed.

Template		The website is very consistent in its aesthetics, everything aside from the main content stays the same throughout the pages. This makes the presentation better as it stays consistent and doesn't make each of the pages feel disconnected from one another. It also boosts the performance of the website seeing as it doesn't have to manage several pages worth of completely distinct files rather than reusing them.
Logins		The login system is very useful to users, especially since it allows them to save products that they're interested in as well as allowing them to save their credit card information in case they feel like making another purchase. The website has an account section in the top right next to the basket that makes it incredibly simple to sign up and create an account. This feature boosts the usability of the website by making it unique to each user.
Accessibility		The website may look somewhat overwhelming and inaccessible at first but it has a fair few features to make it more accessible. One of these features is the text they have embedded into the pictures, the text describes the image. This makes the website more accessible as it aids visually impaired people. Another few of these features is the screen reader compatibility, easy to read font and the whole website being tab friendly.

	When hovered over a text description is available	
E-commerce facilities	<div><div></div><div>100GB Data (5G)</div><div>£28.99 Monthly Cost* </div></div> <div><div></div><div>Unlimited Minutes & Texts £735.00 Total cost over 2 years*</div><div>Upfront Cost £39.00</div><div>BUY NOW</div></div> <div><div>Sim Free Price £699.00</div><div>BUY NOW</div><div>View all our deals </div></div> <div>Rollover Unused Data For Free</div>	<p>Since it is an ecommerce website, it naturally makes use of a lot of e-commerce facilities. These can be found virtually anytime you click on a hyperlink or a hot spot. On the website you can both buy and sell electronic devices. There is a section on the menu bar for selling your phone and whenever you click on a hotspot to the product you want, there is a buy now button. This boosts the usability of the website by keeping the payment method as a simple button rather than having to go out to a store to fill out a bunch of forms.</p>

Strengths and Weaknesses

Go.Compare.co.uk	Mobiles.co.uk
<p>Strengths</p> <ul style="list-style-type: none">-It has a nice aesthetic that stays consistent and doesn't clash with anything. The colours work nice with each other and end up reinforcing the branding of the company. The colours also make the website seem more trustworthy due to how professional everything is.-The website performs extremely well, especially given how much content there is. Every page loads almost instantly and that definitely keeps its users engaged in the content.	<p>Strengths</p> <ul style="list-style-type: none">-The login system is very useful to users, especially since it allows them to save products that they're interested in as well as allowing them to save their credit card information in case they feel like making another purchase.-The website may feel a little overwhelming given the amount of hyperlinks and different colours but once you get over all that it is incredibly simple for the website to serve its function. All you have to do is find a product you are interested in using one of the hyperlinks and click "buy now".
<p>Weaknesses</p> <ul style="list-style-type: none">-Due to the lack of a "contact us" section I feel it can be a little hard to find how to contact the company. There are ways to contact them on the website but navigating to those areas can be hard.-I personally feel that the website could benefit from more images and hotspots. On every page there is a lot of text to read and the font size isn't the biggest, so the text can be a little hard to read after a while. Images being more frequent would help to break the text up and make the webpage feel less text-heavy.	<p>Weaknesses</p> <ul style="list-style-type: none">-The website can feel very overwhelming at times due to the overabundance of bright colours and hyperlinks in the menu bar. If I could change it I would either make the colours less saturated or use them a bit more sparingly. I would also change the layout of the hyperlinks to make them feel less overwhelming.-I feel like the website, while having much in the way of accessibility, could still do a lot more to help people access it easier. For example, the website tends to use a font that is clear to read but also very small. In order to fix this I would add an option to make the font size bigger for those that struggle to read.