

# Assignment 1

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# Websites

- Amazon



- GitHub



# Purpose of Amazon

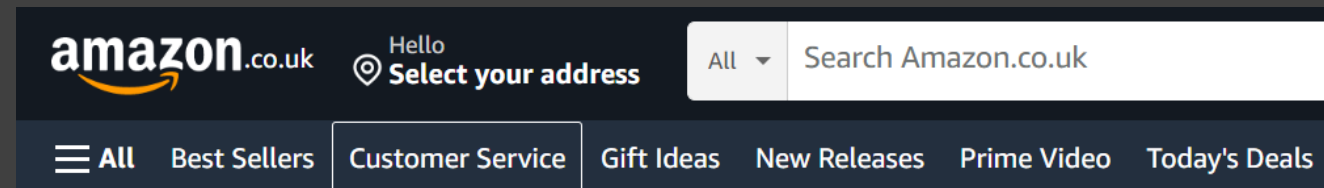
- Amazon is an e-commerce website that sells a wide range of products online. The website has a simple and easy-to-use interface that allows users to search for products based on various categories such as electronics, books, and fashion. Amazon's main objective is to sell products and make a profit.
- The website displays various information about products, including product images, descriptions, reviews, ratings and pricing.
- Amazon stores customer information, such as billing and shipping addresses, order history, and payment information.
- Amazon displays real-time information such as product availability, shipping times, and delivery tracking.
- Amazon communicates with its audience through customer reviews, email, and chat support.
- Amazon uses various types of media, including images and videos, to promote and display products.
- Amazon has a large e-commerce element, where customers can purchase products and services directly from the website.
- Amazon offers downloadable files such as e-books and software, which are often available for purchase on the website.

# Purpose of GitHub

- GitHub is a web-based platform used for version control and collaboration in software development. The website allows developers to store and manage their code repositories and collaborate with other developers.
- GitHub displays various information about code repositories, including the name, description, and number of contributors.
- GitHub stores code repositories, including the codebase and version history, as well as user account information.
- GitHub displays real-time information such as recent commits and pull requests.
- GitHub communicates with its audience through a messaging system, issue tracking, and pull request reviews.
- GitHub primarily uses text and code snippets to display information.
- GitHub offers downloadable files such as code repositories and documentation, which are often available for download on the website.

# How the features of Amazon are used to enhance user experience, accessibility and performance

- Amazon uses hyperlinks to link to different product pages, search results, and navigation menus. For example, on the homepage, there are hyperlinks to different categories such as "Electronics," "Books," and "Clothing." These hyperlinks are internal links that help users navigate the site more easily.
- Amazon uses buttons for various actions such as "Add to Cart," "Buy Now," and "See All Buying Options." These buttons are designed to catch the user's attention and encourage them to take action.
- Amazon uses hot spots to highlight specific products on the homepage. For example, there might be a banner ad for a new product or a section highlighting "Deals of the Day." These hot spots are designed to catch the user's attention and encourage them to browse or make a purchase.
- Amazon provides email links for customer support, feedback, and reporting abuse. These links are designed to help users contact Amazon if they have any issues or concerns.



# How the features of Amazon are used to enhance user experience, accessibility and performance

- Amazon requires users to register and create an account to make purchases and access certain features such as wish lists and order history.
- Amazon uses forms for various purposes such as searching for products, entering shipping and billing information, and writing product reviews.
- Amazon provides various accessibility features such as screen reader support, high contrast mode, and keyboard navigation. Amazon also has a separate "Amazon Accessibility" page with more information and resources.
- Amazon is primarily an e-commerce website and provides various facilities such as product listings, search functionality, shopping cart, and payment processing.
- Amazon provides various online forums such as customer reviews, product questions and answers, and community forums for different product categories.
- Amazon uses a clean and simple design with a white background, blue and orange accents, and high-quality product images. The site is designed to be easy to navigate and help users find products quickly.

# How the features of GitHub are used to enhance user experience, accessibility and performance

- GitHub uses hyperlinks to link to different repositories, code files, issues, and pull requests. For example, on the homepage, there are hyperlinks to different repositories such as "Bootstrap" and "React." These hyperlinks are internal links that help users navigate the site more easily.
- GitHub uses buttons for various actions such as "Fork," "Clone," and "New Issue." These buttons are designed to help users perform specific actions related to the repository or code file they are viewing.
- GitHub doesn't use hot spots on its homepage as it is primarily focused on code repositories and development tools.

Product	Platform	Support	Company
Features	Developer API	Docs	About
Security	Partners	Community Forum	Blog
Team	Electron	Professional Services	Careers
Enterprise	<a href="#">GitHub Desktop</a>	Premium Support	Press
Customer stories		Skills	Inclusion
The README Project		Status	Social Impact
Pricing		Contact GitHub	Shop
Resources			
Roadmap			

These hyperlinks are used to help people navigate the site

# How the features of GitHub are used to enhance user experience, accessibility and performance

- GitHub provides email links for support and security inquiries. These links are designed to help users contact GitHub if they have any issues or concerns related to their code or repositories.
- GitHub requires users to register and create an account to create repositories, contribute to open-source projects, and access certain features such as issues and pull requests.
- GitHub uses forms for various purposes such as creating issues and pull requests, commenting on code files, and submitting security vulnerability reports.
- GitHub provides various accessibility features such as keyboard navigation, high contrast mode, and alternative text for images. GitHub also has a separate "Accessibility" page with more information and resources.
- GitHub provides various online forums such as issues and pull requests, discussions on code files, and community forums for different programming languages and tools.
- The aesthetics of GitHub can be described as professional and modern. The primary color scheme consists of various shades of blue and gray, with a clean and minimalistic layout.



# Strengths and weaknesses of Amazon and GitHub

- Amazon's strengths include its large product selection, personalized product recommendations, and easy-to-use search bar. It also has a highly functional e-commerce platform, with features such as one-click ordering, customer reviews, and the ability to save items for later. However, one of its weaknesses is that its website can sometimes feel cluttered due to the sheer amount of information displayed on the homepage. Additionally, Amazon has faced criticism for its impact on small businesses and the environment.
- GitHub's strengths are its extensive code repository and collaboration tools, which make it an essential platform for developers. It also has a large and active user community, which contributes to the development of open-source software. However, GitHub's main weakness is its steep learning curve, as it can be difficult for beginners to navigate and understand.

# How could they be improved

- To improve their websites, Amazon could benefit from streamlining their homepage to reduce clutter and improve navigation. Additionally, they could focus on sustainability and ethical business practices to address criticism of their impact on small businesses and the environment. GitHub could improve its user experience by providing more beginner-friendly tutorials and resources, and by simplifying its interface for users who are new to coding and development.

# Current trends in website development

- In terms of current trends in website development, both Amazon and GitHub demonstrate the importance of user experience and personalization. Amazon's use of personalized product recommendations and easy checkout processes are key elements in enhancing user experience, while GitHub's focus on collaboration and community building fosters a sense of belonging for its users.

# Review

- I would rate Amazon 4.5 out of 5 stars and GitHub 4 out of 5 stars. While both websites have their strengths and weaknesses, they are highly effective at achieving their respective purposes and providing value to their users.