



Ashley Northover | Quality in Everything I Do | ashleynorthover@gmail.com (if you want to work outside of Fiverr)

CLIENT: [Adeyemi Adebanjo](#)
Due Date: 23JAN21



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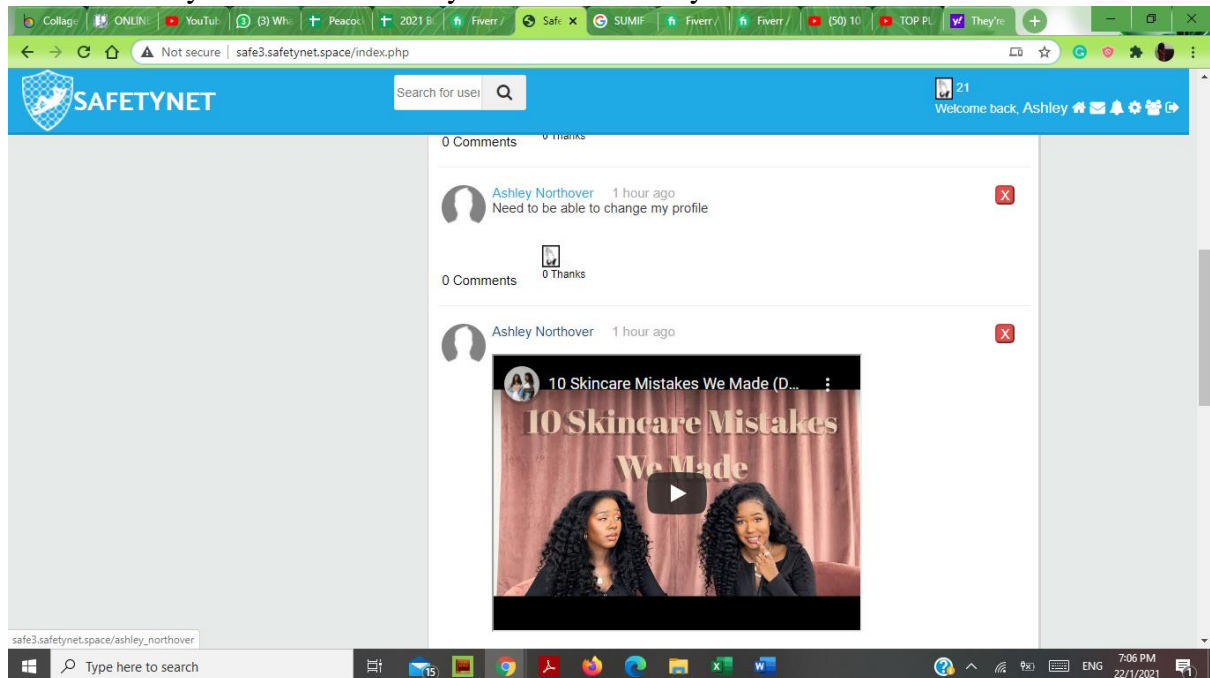
SWOT ANALYSIS:



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STRENGTHS {Advantages of the website}:

1. I can share youtube videos to my friends and family members.



2. I like the concept/idea of the website.



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WEAKNESSES {Areas to improve on}:

1. After signing up, I didn't get a prompt via email that I was successfully registered. Also, I didn't know if it was successful because it returned me to the sign-up page. The notification that I can sign in was very small at the bottom which I had to scroll to see.

A screenshot of the SAFETYNET login and registration page. The page has a blue background with a pattern of medical icons like stethoscopes, pills, hearts, and teeth. In the center is a white form titled 'Welcome to SAFETYNET' with the subtitle 'Login or sign up below.' The form contains input fields for 'First Name', 'Last Name', 'Email', 'Confirm Email', 'Password', and 'Confirm Password', followed by a blue 'Register' button. Below the form, a message box with a red border contains the text: 'Registration is complete. You are now able to login with these credentials. Already have an account? Click here to sign in.'

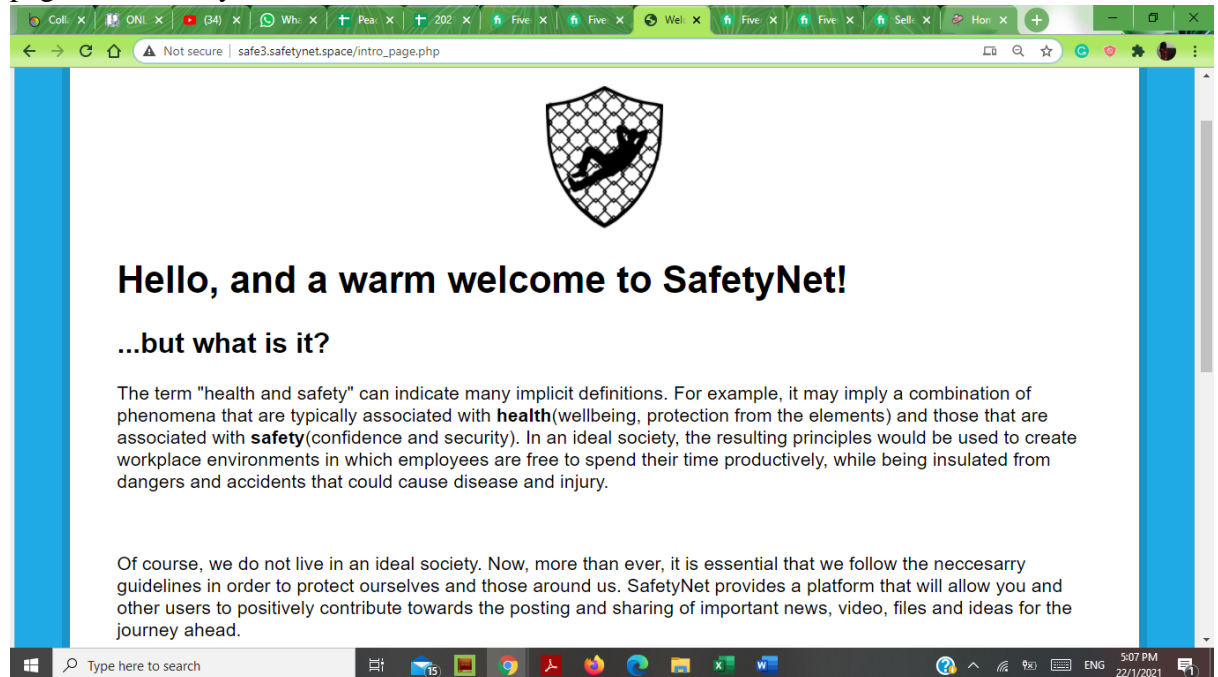


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2. The Welcome page is overbearing as there are:

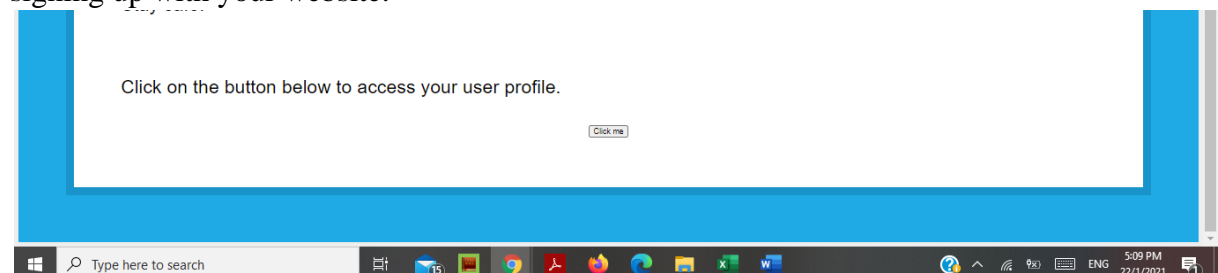
- a. Too many words
- b. No colours
- c. No images, and
- d. Grammatical errors

All in all it doesn't bring "joy or happiness" that would make me want to stay on the page or invite my friends.



3. Sign up button is too small.

You need to make it bigger or more attractive to encourage individuals to continue signing up with your website.





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4. The website doesn't have a website icon on the tabs similar to fiverr or youtube to remind users to go back on the page if they went to another page to do something and forgot to go back on your page.



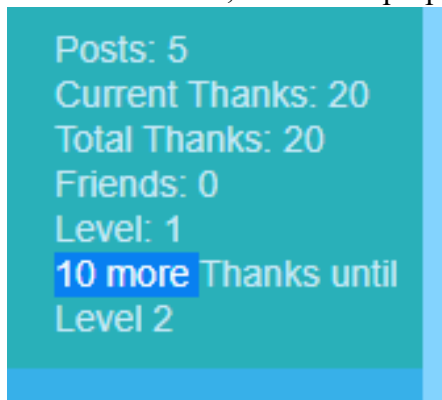
5. In one instance the logo is black (second image) and then it is white (first image). (first image). The icon should be kept consistent across all pages.



6. Hovered over the icons on the right-hand side corner and the "name/instruction" didn't come up to let me know. I know what they mean because you told me however other new users may not know.



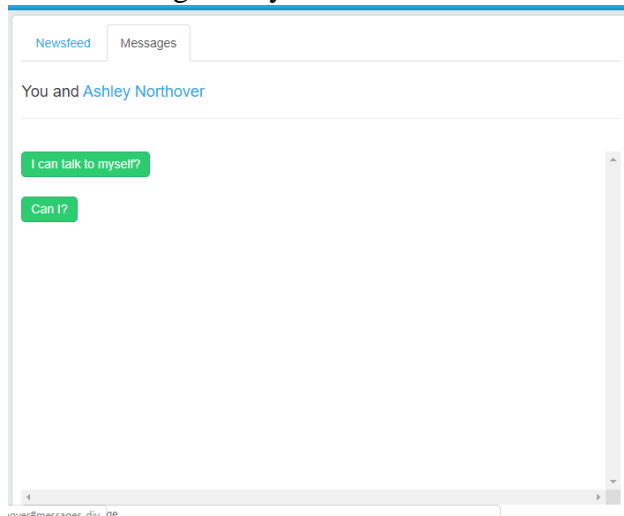
7. Let it say 10 more thanks until "You reach" level 2. This will entice the user more to work towards the goal. Also, entice them by letting them know what happens at level 2. However, what's the purpose of the levels?



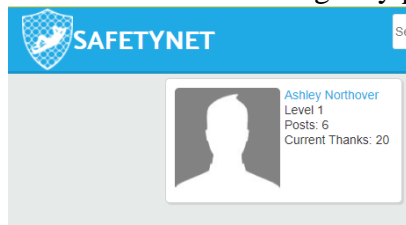


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8. Sent a message to myself. Should I be able to do that?

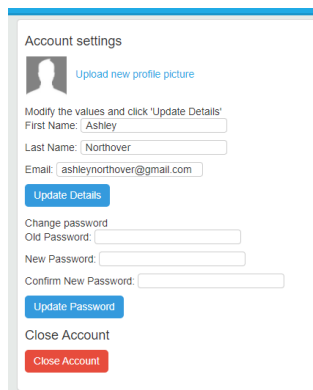


9. Wish I was able to change my profile image icon to a female instead of a male.



10. Should be able to select my gender, where I am from, my age, etc.

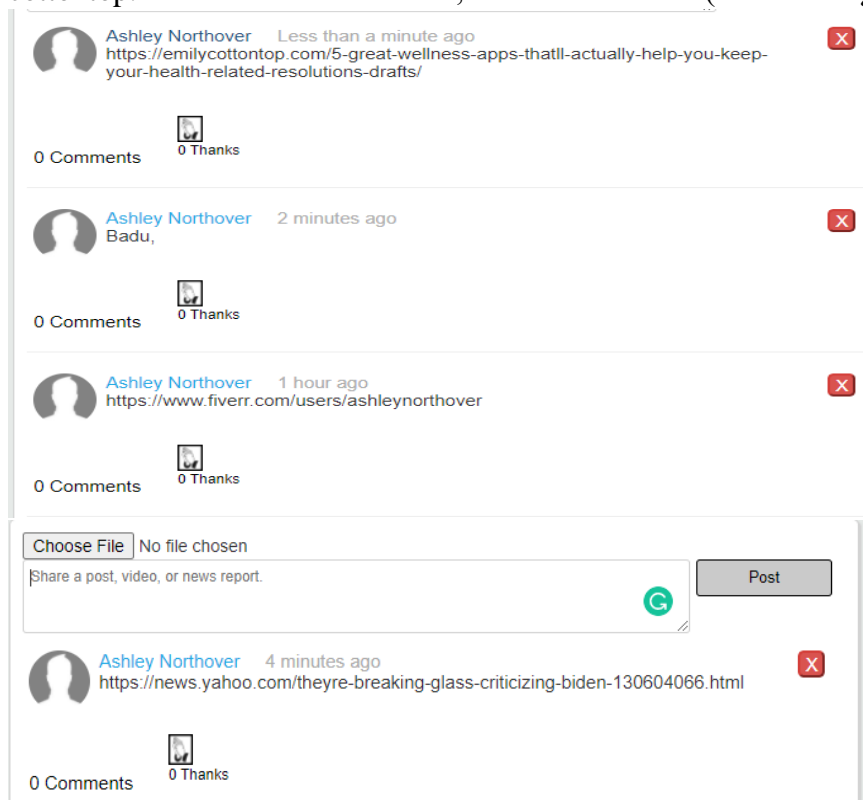
It seems as a social network, so I am assuming I'd be able to share certain information or certain information be known about.



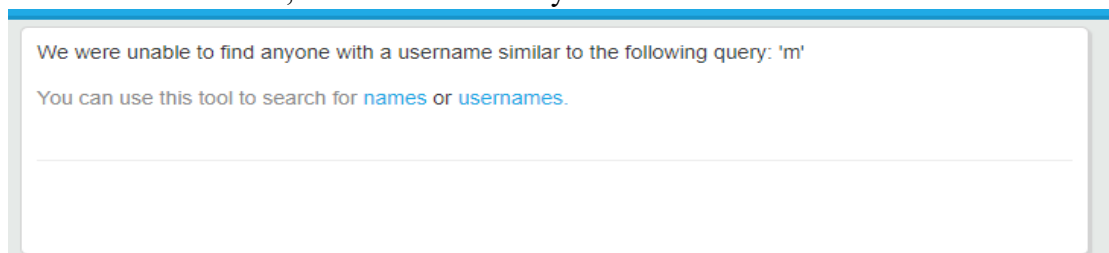


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11. Website links can't be posted – I tried to place a link to my fiverr and Emily cottontop. I also tried Yahoo News, but it didn't work (second image).



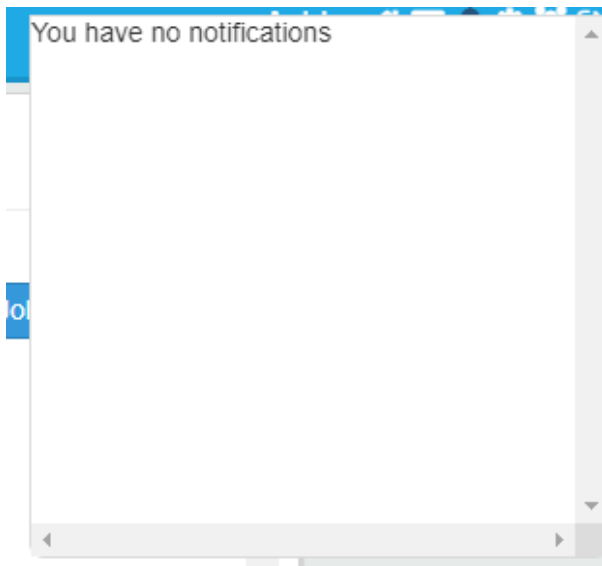
12. Not sure why these are highlighted.
When I selected them, it didn't take me anywhere.



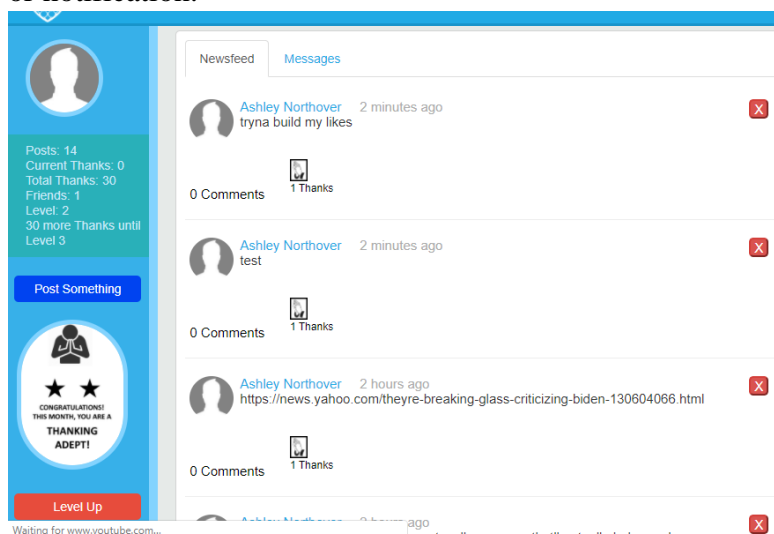


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13. Didn't receive a notification that my friend request was accepted.



14. When I levelled up, I expected to see balloons or confetti or a congratulatory note or notification.

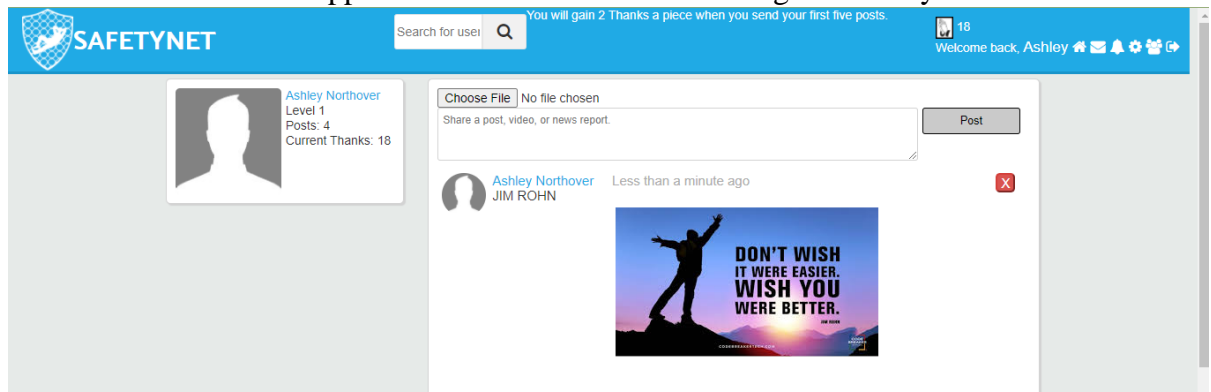




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OPPORTUNITIES {Areas to capitalize on}:

1. I wish I could share a snippet of the music that I am listening to with my friends:



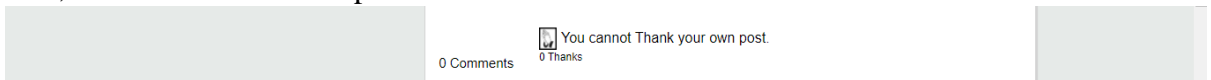
2. Add a forums or groups channel so that we could talk about topics in a safe space. Similar to club house, for example.
3. Let users know what the purpose of each level or what is at the next level to entice them to move up. However, you should consider the threat of having the “levels” on the platform.
4. There should be a feature where I can see which one of my friends is online so I could have a direct conversation with them.



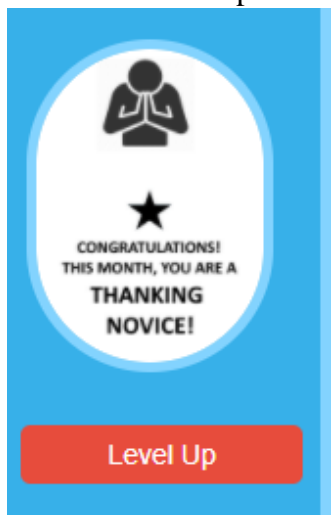
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THREATS {Obstacles you may face}:

1. I personally don't like the "thank" button. I get the concept however I think it could be something else or have a colour although I am not sure what exactly. However, you have to be careful because "likes" on Facebook/Instagram are an issue amongst young people to define if they are liked by society. The more likes they get; the more people are interested in them. The less likes they get; people do not care about them. And, this should be a safe space.



2. You should clearly state what's the purpose of the levels on the platform because it can cause the comparison game in the social media realm.





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3. Not sure why I would need to amass a certain point to put a picture on my profile. I am assuming that's why some individuals don't have a picture. Then how am I gonna make a friend? I think pictures are great to make it easier to utilise the app and see who I want to be my friend.

You do not have a high enough level to unlock this functionality.



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YOUR SPECIFIC REQUESTS:

Website functionality - The website works fine as I did not see any bugs.

User Interface – The user interface is good because I was able to manoeuvre the website.

Usability - The user experience is poor. There's nothing eye catching as yet for me or would make me want to stay. However, this could be because I have no friends. I do see this working with a group of friends. Although, there is an app called clubhouse which will work similarly minus the "safe space" aspect.

Comparability – Works with all browser types as well as mobile phones.



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~ Thank you for purchasing my service to aid in improving the usability of your website. I hope the reviews provides actionable steps that will allow you to gain what you are looking. If there are any questions, let me know. Hope to work for you again ~