**Customer Research:**

**Target Audience** – The target audience for our project will be people of any age that are more aware of issues and threats in technology and the web. This is because these are the sort of people that will actively search for and download our product. As people of any age can be conscious of these issues, the product will have to be usable for people with any type of visual or reading difficulties.

**Font** – The font chosen for the prototype is ‘Open Sans’ as it is highly recommended for user interfaces. This is because it is a ‘Sans Serif’ font (a serif is the extra lines that appear at the end of letters in fonts such as times new roman) ‘Sans Serif’ means it does not include any serifs, allowing people with dyslexia to read it easily compared to a sarif font. This is because the letters will seem less crowded.

**UI** – The UI should include high contrast colours with clearly defined sections. Blue will also feature heavily in the final product as it is the number 1 colour that appeals to both males and females. Having clearly defined sections and highly contrasting colours (Black/White) greatly increases the usability of the product for people with or without visual problems. Using colour correctly can draw the user to the portions of the product that we want them to use the most.

**Language** – As a goal for the product we should aim to use the least confusing and/or vague language possible. This will help the usage of the product for all demographics as the interaction will feel much more intuitive. For a product this simple, you shouldn’t have to watch a tutorial to get the best out of it.