

What my website is about:

‘WatchHaven’ is a website to watch movies ad free. ‘Coming Soon’ section tells you watch movies will be coming out soon. The ‘Watch Now’ section includes the movies that are most viewed and voted most popular. A contact page where you can contact for help regarding your account of any other issues if needed.

3 Personas:

1. Jessica Thompson – The Casual Movie Watcher

- **Age:** 28
- **Location:** Austin, Texas
- **Occupation:** Marketing Coordinator
- **Tech Comfort Level:** Moderate
- **Devices Used:** Smartphone, Smart TV
- **Streaming Habits:** Watches 2–3 movies per week, mostly on weekends
- **Favorite Genres:** Romantic Comedies, Dramas, Documentaries
- **Goals:**
 - Relax after work with an easy-to-navigate movie platform
 - Avoid annoying ads during movie night
 - Get recommendations for trending or feel-good movies
- **Pain Points:**
 - Gets frustrated by complicated streaming interfaces
 - Dislikes interruptions from ads
 - Finds it hard to decide what to watch without popular suggestions



2. Jamal Carter – The Cinephile

- **Age:** 35
- **Location:** Brooklyn, New York
- **Occupation:** Freelance Film Critic / Blogger
- **Tech Comfort Level:** High
- **Devices Used:** Laptop, Tablet, 4K Home Theater System
- **Streaming Habits:** Watches movies daily, sometimes more than one per day
- **Favorite Genres:** Indie Films, Foreign Cinema, Thrillers, Classics
- **Goals:**
 - Access high-quality films without distractions
 - Stay ahead of upcoming releases through the "Coming Soon" section
 - Discover hidden gems and lesser-known popular titles
- **Pain Points:**
 - Frustrated with ad-heavy free platforms
 - Dislikes mainstream-only libraries with limited genre variety
 - Needs quick access to movie info, ratings, and community opinions



3. Priya Desai – The Family Planner

- **Age:** 41
- **Location:** San Jose, California
- **Occupation:** Elementary School Teacher
- **Tech Comfort Level:** Moderate
- **Devices Used:** Smart TV, iPad
- **Streaming Habits:** Watches movies with family on weekends
- **Favorite Genres:** Family Films, Animation, Comedy, Light Action
- **Goals:**
 - Find family-friendly movies for weekend movie nights
 - Ensure an ad-free, safe viewing experience for kids
 - Get quick help if something goes wrong with her account
- **Pain Points:**
 - Concerned about kids seeing inappropriate ads or content
 - Struggles to find good, age-appropriate movies
 - Doesn't have time to deal with slow or unhelpful customer support



What is Web Accessibility?

Web Accessibility refers to the practice of designing and developing websites, tools, and technologies so that people with disabilities can use them effectively. This includes individuals with visual, auditory, physical, speech, cognitive, and neurological disabilities.

Accessible websites also benefit older users, people with temporary impairments (like a broken arm), or those using assistive technologies like screen readers or voice commands.

Key Elements of Web Accessibility

1. Perceivable

- Users must be able to perceive the information being presented
- **Examples:**
 - Text alternatives for images (alt text)
 - Captions and transcripts for video/audio content
 - Content structure using headings
 - Proper contrast between text and background

2. Operable

- Users must be able to navigate and interact with the interface.
- **Examples:**
 - Outlines that show which element is selected)
 - No content that causes seizures (e.g., flashing animations)
 - Buttons and links that are large and easy to click

3. Understandable

- Users must be able to understand the content and how to use the interface.
- **Examples:**
 - Clear instructions and labels on forms
 - Predictable navigation and consistent design
 - Simple, easy-to-read language

4. Robust

- Content must be able to be interpreted reliably by assistive technologies.
- **Example:**
 - Compatibility with screen readers, magnifiers, and voice recognition software

Benefits of web accessibility for users:

- **Equal Access:** People with disabilities can use the site independently and efficiently.
- **Improved Usability:** A more accessible site is easier for everyone to use, regardless of ability.
- **Enhanced Mobile Experience:** Accessibility best practices often improve usability on mobile devices too.

How It Affects Web Design

1. Color & Contrast

- High-contrast color combinations for text and background
- Avoid using colors only and add icons or text too, to help with the meanings

2. Responsive & Flexible Layouts

- Design should adapt to screen readers, magnifiers, and keyboard navigation.

3. Keyboard-First Design

- Every feature (like movie carousels or play buttons) should be operable using just the keyboard.

4. Accessible Media

- Add captions to movies and trailers.
- Provide audio descriptions for visually impaired users.
- Make sure the media player supports keyboard and screen reader controls.

5. Clear Navigation

- Use consistent menus and navigation.

For a website like 'WatchHaven', web accessibility means:

- Everyone can enjoy ad-free streaming regardless of their abilities.
- Upcoming movies are discoverable with screen readers.
- The contact page is usable by people who may need assistive tech.

