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| Title | Website Evaluation |

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| Unit/Criteria |  | Page Ref |
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**You MUST refer to and USE the Unit Content and the Assessment Guidance for this unit from the specification document that was uploaded to Classroom.**

**Use the specification for all assignments that you work on, not just this one.**

**You must select two websites, for example Asda and Tesco (these are two similar commerce sites) or NatWest and Halifax (two similar banking sites).**

**9/A.P1**

**Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose**

I have chosen two websites that are similar in terms of their category and what they offer:

1. <https://www.wayfair.co.uk/>
2. [https://www.ikea.com/](https://www.ikea.com/gb/en/rooms/new-in-living-room-pubbe640ed0)
3. The intended purpose of Wayfair is to display the products that they have on sale and show information and a description of it for the user to see. This is so that users can view the products and possibly buy them. The purpose of this is to make people able to view the products on the website and they can make judgements and form opinions on the products that are listed. The website also has another purpose which is as follows: it shows information about the company and their policies and social media accounts. The links to these pages are put onto the footer which is similar to other websites so that makes it predictable and easy to find that information. The menu bar is shown at the top of the website and there is a section above it that displays the current sale. This part has a rounded corner which makes it look like it’s a sicker and makes it seem temporary which it is. The intended audience of the website is people who will be wanting to buy some new furniture. These people will be in the age range of 20-80 and will be looking for nice furniture for their home.
4. The intended purpose of Ikea’s website is that it is to showcase the products that they make and allow people to view them by scrolling and searching through the website. It has a simpler layout of the products. The content is very similar to Wayfair as its products are on a page in a layout and they all have a picture on them so you can see the products. The website aims to showcase the products so you can decide whether or not you would like the product. The website looks like a professional company’s website because Ikea is a huge company so it needs to look good and be well suited for people to use when they are looking for furniture for their home. The products are all displayed with no background unlike Wayfair which uses a background of a room for their product pictures. The intended audience for this website is people who want furniture which is a lot so you can narrow that down to people in Europe who want furniture because Ikea shops are in Europe. The intended audience is going to be adults because they are more likely to have a house and need to get furniture for it and the less likely audience would be older people because the older people who want furniture would probably just go to the shop not the website but there may be some who use the website so that means it needs to be accessible for those people as well. So the intended audience is adults and a little bit of older people but not teenagers or children because they would not be who the website is targeting as they will just go on it to look at the stuff and not to actually want to buy anything.

**Usability**

Wayfair is very simple and it is clear what each item on the page is as the pictures are clear and simple with text usually on them. It is easy to get the info of each product and they offer a feature where you can search using an image. That works by allowing the user to upload a photo of something and it uses an algorithm to scan the photo and find similar products. This means the website is good for the people using it because there are easy ways to find and sort products. The website offers a sort feature for when you want to narrow down searches. The website looks nice and modern. The home page is regularly updated with the latest sales and marketing schemes and it has some nice looking bubble shapes with pictures on of different categories. This makes it easy for the user to be able to find something when they don’t have an exact idea of what they are looking for.

Site Owner – Great way to show products and makes sure that people are not confused. The items and products are very easy for the user to find which means that the site owner will get more sales.

Client – The website is made so it’s easy to see the products and it feels nice and inviting for the client to feel free to browse through the website. The website offers a similar feel to the client to them going into an actual furniture shop. The feel is homelike and happy.

Ikea is less simple but it is still easy to find the information and it has ways to search and sort the products. The website is easy for people to find the products they need because the ways in which you can search and sort things are good and the website is nice for the users and the client because it looks nice.

Site Owner – Much better for them as people can buy things very easily so it meets the purpose well. The site owner is able to show what they believe in and make people feel good about the company so on the one website they can sell products as well as make their public image better.

Client – Can find products with ease and buy them and read about them. The client is able to browse as well as search to find things that they like the look of.

Wayfair has more usability compared to Ikea with its advanced search features. They both have sorting functions and normal text searches. Wayfair is more usable for the purpose of buying furniture as the layout is more understandable for the user because the simple icons and coherent layout. Ikeas website has other features so it could be easy to get lost trying to find furniture.

**White spacing**

Wayfair has a lot of white spacing which makes it much easier to comprehend. The text and images are incorporated well into the white theme. There are also some pages with a dark theme which makes it feel a little inconsistent. The white space on this website allows Wayfair to be able to make the website feel comfortable to the user. The white space represents the happy feeling of the website and gives to the user connotations of light and airy feelings as this colour is the white colour and this makes the website give off those just right feelings to the user because of the colour choices of the background and the whitespace provided in-between products.

Site Owner – This fits the owner’s purpose of a well laid out website that is easy to comprehend well because it makes the items feel not too tight and makes it look more modern and well made.

Client – They can understand things better on the website as it’s laid out well and the items can be seen much easier.

Ikea has a lot of white spacing as well and is very uniform in its layout. The images are given white backgrounds to match the white space on the website and make it look nice and professional. The white space also allows Ikea to be able to show off its idea about simplicity in the modern home. It does this by making the background white. The white space makes the representation of the modern home feel like it’s actually inside the website because white space is like a white wall in a house and the furniture shown is like the furniture beside the wall. This shows to the user that the furniture looks nice and also they should paint their walls white so this would be a great opportunity for Ikea to start selling paint because then they can get more users into it and sell more products. The white space allows the website to breathe in way so it doesn’t clutter it up too much. This makes the website look much more professional than most other bad websites that don’t even have white space. This means Ikea’s website is superior to other websites because of its use of the white space on the website.

Site Owner – It fits the theme of a white and modern look for the owner and gives good padding between the stuff.

Client – They can see the products floating right there and then they can click and buy and see it because it looks modern as its white.

Wayfair and Ikea both use the same amounts of white spacing but Wayfair has better looking white spacing as it separates the items in a simpler way. Ikeas white spacing is less prominent that Wayfair’s white spacing because there are a lot of coloured elements in it.

**Site layout**

Wayfair has a simple but effective layout and the sections are clearly marked with images and text which are separated by thin vertical lines. The layout of the categories varied as the home page has a black background with bubble shapes for the categories and then when you click it the website background is white and the items laid out are bigger and more spaced out. The sections where distinguished by a pattern of dark and light boxes which makes each row stand out as a separate row but still be packed tight together with no border. The menu button layout is good as all the buttons on it are like one bar and you hover the mouse over and it highlights that one category and allows you to explore deeper into the category and click that instead of using the large bubbles on the home screen. The layout of this website is made in a way to show off the products clearly and this done through the images displayed on the website being clear and obviously matching the text so there is no confusing whether the text is above or below a product’s image. The website also showcases all the deal and sale using red boxes just like real retail shop. This makes some user more likely to buy a product. These boxes are laid out so that they are attached to the box that contains the image for the product which eliminates any confusion of what the sale is for. The image also has a small box overlaid on it which says that it is on sale. This helps even more to attract the user’s attention as no matter where they look they can know it’s on sale.

Site Owner – The layout fits the simple theme well as it’s not too intrusive with text and images. The sale boxes are quite intrusive on the product listing pages as they make the whole row taller which makes it look messy. This will negatively affect the sales for the website owner.

Client – The client is easily able to find the products they need buy but may be discouraged by the huge sale signs but many people would be used to this if they use real shops. The client will feel good about the nice layout of the website especially when looking for certain categories as the layout in that area is easy to understand.

Ikea has a bar at the top which displays the main pages so it makes it easier to navigate to the different pages. This is important because this website has more pages. The social media links follow you though the website so the user can find that more easily and then a larger footer is placed at the bottom. The website’s layout is done in way that is easy to understand for most people. The website is well made and shows the professionalism of Ikea. The menu is done well and it all links to the essential pages on the website which all lead to even deeper pages for the user to be able feel like they are exploring the website or browsing and finding things on it that they would want. The layout of the pages on the main page is done in a tile form so people can see the tiles and the things that they are promoting on the website and about the products.

Site Owner – Shows the menu good and all the icons fit the theme of the website.

Client – It meets their requirements well because it makes it look professional and they can see it.

The layout on Wayfair is much better than Ikea as it is easier to understand and is more visually pleasing for the user. Ikeas layout is simpler but it doesn’t show the main things that the user would require. Wayfair’s layout is more complex but it is easier to understand for the user who is using the website.

**Accessibility**

Wayfair does have alt text on its images which is great. The website has images and blind people will not be able to see them well to be fair blind people would not care about how furniture looks. The website has easy ways to find things for example dyslexic people will be able to use the pictures to navigate the categories.

Site Owner – Well considered accessibility as that would increase a positive public image. The website owner has done this to allow the maximum amount of sales.

Client – Good for disabled clients as they can access the website easily and use the standard accessibility tools to read and view things on the website.

Ikea has alt text on its images so it is easy for blind people to navigate. This makes the website have a better reputation as being accessible for blind people to be able to use text to speech readers on their browser so that they can read the images out to themselves using the technology. The website is responsible for making sure it is accurate and that every image has the alt text. The images are also displayed on the website which means that sighted people can read it as well by using their eyes and this means the website is accessible for everyone and the elements for disabled people are not prioritised over the other things for the non-disabled people as this makes the website good.

Site Owner – Good for professionalism and makes the site look nice and professional.

Client – Good for disabled clients as they are able to use the website the same as someone who is not disabled which makes it a good website.

Both of the websites has alt text in all their images and allow blind people to be able to view the website using features such as a screen reader. And other things. This is good as both companies are being respectful to disabled people and allowing them to be able to use the website easier. Wayfair has a more accessible site structure as the links to categories have images on where Ikea does not. This makes it much easier for people with dyslexia to navigate the website.

**Navigation**

Wayfair is quite intuitive as it can be easily navigated by just clicking through the detailed categories to find a specific product. The categories are also displayed at the top of website on the menu bar so new visitors are able to just go up to the top to get to the products that they were looking for so that means that there are multiple places for people to go and find the categories and narrow down their search for something. The layout of the home page is a little confusing as there are a lot of repeated SALE images on there which can make the user feel a little confused on first visits. The layout of the footer is easy to see and there are lists of the links that are usually in the footer and they are not separated.

Site Owner – Meets the requirement well so people can find the products are then buy them. The owner has done a good job of making the website easy for people to navigate.

Client – The client is easily able to find the things they are looking for which will make them want to come back again when they need some furniture or a home item.

Ikea has a slightly less intuitive way but there are still categories for the products so the user can find things. There are less categories and the only place on the menu bar that lists the categories is the first button. I think this is because the website is also for the company and not just for selling furniture so they need other menu buttons and seem to have done a nice balance between the two priorities.

Site Owner – The website is good because it’s one place that displays all the information about the Ikea Company and displays it for the clients to see.

Client – The website has an easy way for the client to find the furniture they require and the categories can be a little confusing in the names but it’s still quite easy to find things.

Wayfair has comprehensive category listing in the navigation bar which makes it much easier for people to navigate the website unlike Ikea which has only a few categories listed in a pop out window on the first navigation button. This means Wayfair is much better in making sure people can navigate and find the specific categories they are looking for.

**Typography**

Wayfair has clear and fitting text on all pages. The font is the same throughout and is used on the whole website in different sizes and in all caps for the things that need to be noticed better. The font fits the website well as it looks nice and modern and fits the theme in a way that makes it look nice. The typefaces used on the website are very small as the website is made consistent so all the text looks the same.

Site Owner – Makes it seem professional and looks nice.

Client – Easy to see and they know it’s on the same site as its consistent.

Ikea has very consistent and easy to read text that is copied all through the website so that it looks nice. The font is a nice rounded font that looks comfortable and makes the website look nice for the user. The text is laid out neatly and the colours are good for the background colour.

Site Owner – Makes the website feel consistent which also makes the website feel good and well-made and that each page is part of it.

Client – The client is able to read all the text easily which is good as it can be hard to read text on a computer screen sometimes.

Both websites are very good at keeping a consistent font size and typeface. The colours are always fitting to the background and no text looks weird or out of place on both websites. Wayfair’s text is a bit bolder and bigger than Ikea’s text which makes it look more important on the webpage. Ikea has a big more text compared to Wayfair as Wayfair uses many images to show the user around the website.

**Alignment**

The alignment on the buttons and images has been done in a very well thought out manner as it feels to me very comfortable and doesn’t poke out as looking strange. In the header of the website there is a categories button that pops out into a box with all the categories listed there. The look of this felt wrong as the alignment of the text was so cramped and tight and the colour of the text looked strange.

Site Owner – Makes the website be perceived as professional and high quality to the user.

Client – Makes it easy for the client to understand what is what on the website.

Ikea has good alignment in the images section and the menu buttons are aligned clearly with good padding so they can see it nice. The products are laid out in a grid pattern which scales to have more columns as the page increases in size.

Site Owner – Fits the purpose of being easy to use and easy to showcase products.

Client – It is good for the client as they can get to where they want easily and it looks neat for them.

Both websites have mostly well thought out alignment. Both Wayfair and Ikea have columns and rows in the product results page. They both include more columns as the webpage gets bigger which makes it look neat so that the alignment is always consistent and smooth. Wayfair has better alignment than Ikea as the bubble category page is very neatly aligned so that they all match in their width. But Ikea’s website has some more tiled designs on the pages where the elements vary in their widths.

**Clarity**

Wayfair has a very clear categories laid out neatly on the home page of the website. This makes it very clear to the user where they can go to search for products or just browse through the categories finding things. The main points of what Wayfair do are also displayed very clearly above the categories, this makes it clear to the user what exactly Wayfair do and it shows the good things they offer such as free delivery.

Site Owner – It is good for the site owner because it makes people much more likely to stay on the website because there is a low chance that anyone will get confused as to where they have to click to go to a certain place or find a certain product.

Client – This is great for the client as they can have a a good and smooth experience using the website.

Ikea has a clear social media panel that follows you through the pages as you scroll. This makes it very clear where to contact them but it could get annoying and in the way while scrolling through the product lists. The products are always very clearly separated where the title and the rating is right under the image so it’s clear that that is what it is referring to in the title because the names of the products in Ikea are not English so it makes it easier to know what the title is referring to, which is important on this website because of the specific circumstances.

Site Owner – People can always know your social media which is good for sharing picture on it but bad because then people will be able to send them hate or complaints easier.

Client – Very easy for them to use and find the information for the social media links of the company that owns and operates this said website called Ikea. May have a disadvantage of being in the way and annoying for the client.

Wayfair does have more clarity compared to Ikea because of the neater layouts of the product display page and the home page. Wayfair’s product titles are clearly linked to the images and Ikea is as well but Wayfair does it in a simpler but effective way where they have put the title above the image so that you can see what it is referring to when you are scrolling. Ikea’s social media links are more clearly compared to Wayfair’s social media links because on Ikea’s website they will follow you through the page so you will always see the social media links.

**Consistency**

Wayfair has consistent theme of the bubble shapes, they are a consistent theme throughout the website such as the category buttons and the popup that tries to grab your email address. The colour scheme follows through all the text and boxes. The fonts are the same throughout the website which makes it seem like every page is part of the website and nothing feels out of place or different as it all matches. The part that is not very consistent is the page colour as sometimes the background is dark.

Site Owner – Makes the website look very well made which fits the requirements of being a nice looking website to attract customers.

Client – The client will feel safe using the website because it is well made and looks trustful.

Ikea has a clear theme of blue and yellow and the buttons are the same blue as the footer and logo. The fonts are the same all through the website and are similar sizes for the specific items they are on. The font throughout the website stays the same as it’s the same font used. This makes the website seem more consistent. The images are also consistent in the product display page because they all have the same lighting and the same white background which gives it a look of familiarity.

Site Owner – Makes it looks nice and seem professional.

Client – Feels good for them to use and more inviting for the client.

Wayfair is more consistent compared to Ikea because on the Wayfair website the colour palette is carried to each page so that each page gives off the Wayfair feeling. The strange bubble shapes on the categories page is a similar theme throughout the website whereas Ikea’s website can differ from boxes and complex shapes which makes it seem a bit less consistent. Both websites do have consistent fonts and colour schemes which is good as it makes sure that each page feels like the company’s colours.

**Accuracy**

Wayfair is very accurate in what they showcase and the products that are available. This is very important for them because the data must be accurate otherwise a sale may not happen. The accuracy of the images are pretty good because the images of the products are always in real rooms so you can see the item in a real room which makes it seem much more accurate in the product listings.

Site Owner – Good to show that you care about the website and the stuff that is on it.

Client – Is good for client because they will always be provided with accurate and up to date information regarding the products that are listed for sale on Wayfair.

Ikea has accurate information on it as it’s a large company but it’s much harder to find. The information is hidden in small pages and little small text at the bottom. The accuracy of the products must be good because someone would have fixed it by now its s huge website with millions of views.

Site Owner – Good to show that you are accurate and spent time making the website. Not good because it’s hard to locate the information for user who have never used the website before.

Client – not good for them because there is no way to check if it’s accurate as they information is about their own products so it’s hard.

Both websites have accurate information as they are large companies which can afford to pay people to check for inaccuracies. They both display up to date information and news about the company and also the whereabouts of each of their shops. The product information on both websites displays the same thing but the images on Ikea are less accurate compared to Wayfair as it doesn’t display them in a real room setting which can make it seem less genuine and look strange for the user.

**Content**

Wayfair’s icons and graphics are simple and all fit the theme of the website well. The products are not necessarily all similar but they fit a wider theme of being modern and not a certain style. The graphics used on the website are similar in the way they are rounded. The menu bar has large rounded graphics and there are a lot of bubble shaped icons and containers.

Site Owner – This is good as it shows a fun looking and comfortable theme of the website.

Client – Makes the website look inviting for the user.

Ikea has more graphics like icons in the menu and they are all a consistent style. The icons look good next to the colour and other images on the website because they must have all been designed together by the same person probably the person or company that made the website. The icons and colours are very nice and the content of the website is good and similar to Wayfair.

Site Owner – It makes the website look nice and inviting and professional for the company.

Client – The user is able to see it well and find the stuff.

Both websites contain similar content which is furniture products. Ikea does have more company information compared to way fair such as information about what they are doing as a company and other unrelated information pages. Wayfair’s website prioritises the furniture products and doesn’t really mention much about the company itself, unlike Ikea. The icons on Ikea are simpler than Wayfair’s icons which makes the website seem more modern but can degrade the level of understanding required for the webpages.

**Simplicity**

Wayfair is less simple compared to Ikea as it has a lot of information crammed into one page but still feels nice and simple with the white spacing and layout of the items on the page. The product listings have a simple layout and looks nice as the information is floating in the white scape or black depending on the page. Wayfair is good for the items being displayed neatly which makes it simpler in a way.

Site Owner – The website fits the requirements of being simple but still displaying all the relevant information.

Client – Makes the site have a nice feel butt some users may get confused with all the information.

Ikea is less simple but still has a simple look. The website has tried and succeeded to make the website look simple and look nice and the layout being not too complex and differing on each page it is good and consistent and simple. Ikea uses nice simple colours which helps the user in seeing the items displayed on that specific page.

Site Owner – It needs more information so less simple but is good because it’s still simple.

Client – The user can see the stuff and it looks pleasant for them.

Wayfair is less simple compared to Ikea because of all the information crammed into the pages and there is a lot of different categories to understand but the website handles it well with easy to understand elements. Ikea’s icons are less simple compared to Wayfair’s icons because Ikeas whole website is simpler than Wayfair so most things are simpler on it. The Ikea website has very simple elements on it which helps the user is being able to see the content on the page and comprehend the items.

**9/A.M1**

**Analyse how the principles of website design are used to produce creative, high-performance websites that meet client requirements**

Wayfair has employed several principles of website design to make a website that is creative and modern but also has good performance and usability. The way it does this is by making the website look simple but also including all the relevant information which is required and hiding it and splitting it up in a understandable but nut nice looking way. The website was obviously made by someone who was good at designing recognisable and unique websites. The website principles have been applied to create nice a looking website for the user to see and the website makes different products look nice by showing them with nice photographs and large titles. The website has nice looking graphics and photographs which all fits the style and feel of website so everything on it is consistent and looks good. The website is a very well made one and allows the company to be visible and recognisable by showcasing the design of the products with the information being available for each with a click.

The negative part of the whole website is that it requires our email address before you can access it which is not good for people who don’t have an email address and also people who don’t want spam email in their inbox. The email address also allows the company to track certain users for when and where they visit. The most creative part of the website is the way the categories are laid out on the page. Each category will take you to a page that lists all the subcategories and the subcategories’ subcategories which makes it very easy for users to find the right section to look in for their item. What I found not very creative was the sale boxes on products which shifted all the other products down to make room for the sale box. This is not great as it gives priority to the sale box which is not what should be the most important thing on the page. The site scales nicely as well so you can view it on a mobile or smaller screen.

Ikea is designed in a more productive way in order to sell products more efficiently. The website lacks some creativity and is just a simple normal business website that shows the products for sale. This is different from website one as website one aims to show off the products that he has designed and selling them is not the main goal to this even though I think it sells them much better than Ikea. The website show the product in uniform way and shows some design principles of websites in which it feels comfortable and has little whitespace. Ikea’s website is nice and has a consistent colour scheme. It uses consistency a lot through the website and nothing looks outdated than the rest or anything.

The website uses creative design for some features such as the main page which is a bit different from other websites and has the complex layout of the little things on the page like product recalls and little tiles for things for the user to see that must be important. The information is displayed in a nice way throughout the website and nothing is too tight in the website layout and all information can be easily seen by the user so they can see the information well on it and be able to view the information they require for certain products.

Ikea uses client side JavaScript to collect information from the user. The script called analytics.js will be used on any computer that access the website. It collects as much data as possible form the user so that Ikea can use it to improve the website. Ikea also uses JavaScript to control the header and footer functions. Ikea also uses scripts to control the search bar.

Wayfair uses scripts to track the user on the website and to control the objects such as the image search feature and the normal search bar. Wayfair uses session variables to store things about the session the user is on such as isAdBlockEnabled, the id and number of trials. Wayfair has its own main JavaScript file this is used across the whole website to control the items in it.

Both websites are complacent with all the modern browsers. The principles of web design that it uses to make sure it works is the consistency principle because this follows the idea of it looking the same on any browser. The websites are designed in a way that will allow for obsolete browsers to run it even if it looks strange. The most common element that breaks on older browser is the font which can be fixed in various ways by the development company. Ikea and Wayfair both have well designed website that have been designed in way that considers all the browser currently in use. This is evident in the css style sheet because it includes compatibility styling so that it will work on the different types of browsers.

Factors that can affect the performance of the website server are as follows. Bandwidth availability can affect the server performance because if the server of the website is located in an area that has a lower bandwidth speed it will take longer for data to be sent to the requesting client. Bandwidth speed can change at any time and service providers offer businesses to have faster bandwidth speeds and higher priority. The number of people visiting the website can greatly affect its performance because each user will take up a certain amount of available server processing power so if a low power server has thousands of user trying to request a page at once the server can become overwhelmed as it will not be able to process all the requests in time. This affects the loading times and availability of some pages for the users requesting the pages. The file types used in the files for the server can affect the speed in which they are received by the user. JPEG image files are usually better at being able to store compressed images but this can affect the quality of an image even though it greatly reduces the file size which will makes the image faster to load. Some image files can be compressed in a lossless format which reduces file size but keeps the quality. But this usually doesn’t reduce the file size enough for some cases. The vector file type can vastly improve speeds of loading as it doesn’t have to load a whole array of bitmap data to the user it just needs the points of the vector image and then the style will create the colours in the image. This is best suited to simpler images through but it can be transferred just as fast an HTML page.

Factors that affect the client side performance of a website are as follows. The upload speed of the user’s home network can affect the speed in which images and files are transferred towards the server. This is usually limited by internet service providers because of many factors and the speed can vary depending on what location the user is located in. The download speed of a user’s internet connection can affect the speed in which the servers content such as images, icons, and webpages are transferred to the user’s computer. The download speed can vary depending on how many people are using the internet connection and the provider and geographical location of the user. The browser that the user is currently operating in can greatly affect the performance of a website because each browser is developed by a separate company which means that there are features that are only available in one browser or there are outdated versions of compilers in certain browsers. This affects the usage of the website because some users may not be able to use some features of a website. Some older browsers will not support newer features of website styling and they will not be displayed on a website. Commercial website should allow alternatives to the incompatibilities so that users with older hardware and software can use the website. Cache memory of the client’s computer can affect the speed in which pages are loaded because the cache memory is used to store snapshots of webpages so basically it can load the webpage from the local machine and only get the minor updates from the server. This means the less cache storage is available the slower website will load as there will be less sites able to store their cache versions so only a select few will load right. Websites that store large data for the website to function for each specific user will use the cache data which affects the size of the user’s hard drive. The speed of the client computers processor can affect the loading of websites and falsely give the impression that the webserver is slow even though it is the client’s computer processor. This affects the usage of a website because the user will not be able to load page as fast as they should be able to according to the webserver. The interactivity of a client can affect the usage of a website for example blind users will not be able to interact with the website in the common ways, they will use software to read the text and alt text on images. This has to be considered when making a high profile website as there will be blind people wanting to access it.