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Introduction

This is an individual evaluation-based report regarding the user experience of the designated website “Welsh Rugby Union” (<https://www.wru.wales/>). Using an agreed upon evaluative framework discussed extensively by my group, I will discuss and evaluate each point provided to reach an unbiased, well-informed and Indepth analyses of the given website and to provide a well justified conclusion to my decisions to also provide feedback regarding any improvements that I deem necessary. I will be considering the following key factors in the following report; User Interface, Creativity, Accessibility, Usability, Reliability, Functionality, Compatibility, Semiotics and Graphics and Target Audience.

User Interface

From the initial inspection of the website the user interface is incredibly simplistic and straight to the point when it comes to interactivity between the website and the end user. It uses basic colors that work well together in a modern style which makes the website more visually appealing as well as formal in appearance therefore upholding a good reputation of the website. Furthermore, its use of color is consistent throughout the website and is also suitable regarding the websites content.

However, upon taking a deeper look the websites navigation is lacking in some aspect. Personally, I would argue that the main navigation can be confusing at times with it being disorganized and making it look like it is missing most of the content therefore taking away from the user experience. This trend of disorganization and confusion follows for the rest of the content making some items appear out of place.

Creativity

When it comes to the websites creativity it falls short by a long shot. Instead of opting to innovate and have memorable pieces to the website to keep reattracting its userbase it instead opts to be formal in appearance and therefore lacks any character; it is void of any animation except when it comes to a small number of buttons that use the hover functionality and a drop down for the navigation, it also lacks any music or interactivity beyond taking you to a different webpage making the overall experience incredibly static. Overall, the website is bland in its appearance and is also forgettable as it blends with the layout and style of any other modern website.

Accessibility

In terms of accessibility the website makes a good conscious effort to enable a wide range of users to utilize their website by making effective use of tab-stops therefore enabling the website to be navigated using the sole use of a keyboard. Furthermore, they provided alternative text on each image for users on slower machines so they can still understand what is meant to be in its place. They could have included more features to appeal to a wider user base however the effort they have made is satisfactory as most computers typically have all the necessary features regarding accessibility already built into them.

Usability

The website follows a remarkably similar layout to what you would find across the internet on various other webpages and websites giving a good sense of familiarity to the audience affecting the flow of the website in a positive light. Furthermore, the websites lack of interactive features comes

in beneficial here as the user only must scroll down to access any information, they want. To access the full extent of the website it is not a requirement to have an account with them, for example something you typically find on news websites allowing the user to enjoy its content effortlessly further improving its usability. A final positive point to add is that across the entire website to access more content it is typically only a single click away with a few small exceptions.

Reliability

The website makes a conscious effort to be as reliable as possible towards their audience. The website has set up its legitimacy by using the communication protocol "HTTPS (Hyper Text Transfer Protocol Secure)" in the URL (Uniform Resource Locator) therefore having protection over the user's sensitive data proving trust. Furthermore, the website supplies a seal of authentication for the website being an SSL certificate which is displayed as a padlock beside the websites address on most browsers.

Functionality

On top of this across the websites various webpages you can find extremely fast loading times due to its basic nature therefore continuing to capture the audience's attention, the images also appear to be compress as they load instantaneously in parallel with the rest of the websites content. Furthermore, the website supports a good consistent website pathing it acts how the user would expect, the only downfall in this respect is their navigation can be jumbled and confused when it comes to the placement and grouping of the webpages. Another negative point to add is that this website in particular lacks any unique features that may stand out to its userbase.

Compatibility

I have reviewed this website across multiple browsers on a desktop computer, all of which still function accordingly without any noticeable errors. However, what I was unable to check if it was consistent across various versions of existing browsers with it more than likely not being a problem. Accessing the website from a mobile device provides a pleasurable experience with the layout and sizing being adjusted accordingly and is consistent with what is displayed on the browser version; another features this website supports is touch screen technologies which is a widespread way of inputting information on mobile devices. With all this in mind the website is satisfactory in regards to its compatibility with it being well adjusted to suit most browsers and devices supporting a structured layout and improving the functionality of its webpages.

Semiotics and Graphics

In this aspect the website makes beneficial use of its imagery throughout it as a whole and is therefore incredibly consistent. It uses just the right amount of imagery and does not over-do it in any way to make it jarring in any role. The placement is also well done as it is used in a way to breakup information and gives a good visual indicator to what the subject of the content they are trying to portray is.

Various forms of semiotics have also been used correctly throughout the website without overstepping itself, specifically, they have made effective use of symbols to link to various other webpages such as social media and various suppliers and partners. Furthermore, multiple icons can be found throughout the site such as cookies which are used to improve the user experience by supplying faster loading times after first access to the website.

Target Audience

Its noticeably clear from the first inspection from the website that they are aiming to cater towards an audience of mostly male individuals in a large age range its highly like they aim to captivate an

audience aged between 14-60. I am arguing this point due to the website's formal nature, it tends not to conform to any trope specific to any age range, it is incredibly basic with an easy on the eyes color scheme and layout. Its lack of interactive features may have been an intentional decision to not confuse an older audience; The only thing that appears to cater to a specific age is the various social media links provided in the header of the website, social media in its current form is mostly used by late teens and young adults. Another point to add is that the images displayed are populated by male characters further informing its audience however there are some representations of females in order not to isolate and alienate a sizable part of the population.

Improvements

A few improvements I would suggest is mostly notably to try and make the website more memorable, it lacks significantly when it comes to interactivities features and is a much-needed improvement to keep their userbase over extended periods of time, this could be anywhere from a slideshow of images to animations. To further increase its memorability, I would also suggest making the website more unique by dropping its formal perspective and going for something a little more creative to give it a unique flair. Another improvement I would add is a complete redesign of the navigation bar, in its current state it can come across as confused some of the grouping can be inconsistent and misplaced therefore making it in dire need of a revamp.