The cite I analyzed was Paypal, Paypal generally had a neat and uniform design. It was structured with enough whitespace and had a level of importance with its organization. There were a few issues with the design that I would like to address. Firstly, prior to logging in there is a welcome page, that shows the user the general story / walkthrough of using the cite and the purpose of it. My only complaint to that is that for reoccurring users that is unnecessary and unneeded I think if the design was adequate there should not be a need for this innovation. Secondly, there support is awful from my experience. To get support you will be in contact with a bot that tries to address common problems. But for unique issues this bot is incapable of assisting you. And directly contacting an agent was troublesome and was not clear. I had to visit the faq because the bot was not able to address my issue and there is not a contact page that clearly states how to get in touch for further issues. Instead of having the bot why cannot they just have real agents on standby or have a contact page, something that is clearer than including their info in the faq section. I think they need to focus more on customer satisfaction because the overall design is minimalist in a way where they do not have to be involved with the customer and everything is automated.