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Rough draft Project 2

The site I’ve decided on is AliExpress.com.

It’s a Chinese online retail service that offers products to international buyers. You can find almost anything to buy on it. From coasters to bed frames to laptops.

I’m going to focus on the home page, contact page and account settings page.

I’ve taken some screen record videos which I plan on adding to the site, but I haven’t included them here. It shows the entirety of the pages. I’ll also include screenshots of the sections that I focus on in my analyzations.

These are some of the screenshots I plan on using.

Graphical user interface, website

Description automatically generated

A screenshot of a computer

Description automatically generated with medium confidenceGraphical user interface, text, application

Description automatically generated

Graphical user interface, application

Description automatically generated

For the final submission, I’m thinking of using Wix again except adding more color and icons. I’ll have two pages max. One as a home page describing the project and the other of my analyzation in its entirety.

I think the AliExpress site both works and doesn’t. It has some aspects that I find overbearing and would change (which I’ll be talking about and using the 10 usability heuristics to discuss). I’ll also talk about what works and the CRAP design principles would help me here.

I want to tie in rhetorical velocity too which I think I can do through analyzing the home page. The posts and ads the site puts out on the very first page you see when opening the site are strategic. Even more so when you’re logged into an account which I’ll compare.

I’m not sure if the site has any accessibility features like options for blind, color-blind, light sensitive people so I’ll look into that too.

Questions for my peers

* Do you prefer reading on plain neutral-toned sites or more colorful and engaging sites?
* In the Project 2 instructions, our professor says to consider what we used to analyze project 1. Do you think I should go back and find some claims and theories from it to include here? Like maybe some takes on audiences.
* Should I analyze more pages or is the home page, contact page, and account settings page enough?