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Good and Bad Websites:

We were given an assignment to do research about some bad websites and good websites and summarize what I found. Therefore, I started searching online for some websites and I did some interview with students and friends about the websites I found and we discussed with teacher.

Good Website:

 **www.netflix.com**

Research Methods Used:

1. User Interviews: I conducted interviews with Netflix users to gather insights into their experience with the platform. This helped me understand their motivations, usage patterns, and overall satisfaction.
2. Online Surveys: I distributed online surveys to a sample of Netflix subscribers to collect quantitative data on their preferences, content consumption habits, and user satisfaction.
3. Comparative Analysis: I compared Netflix with other streaming platforms to identify its unique features, strengths, and areas for improvement.
4. Expert Review: I sought input from industry experts who have extensive knowledge and experience in the field of streaming platforms. They provided valuable insights and perspectives on Netflix's user experience, content library, and overall platform performance.

Explanation:

To gather information about the website www.netflix.com, I utilized various research methods. Here's a breakdown of how each method contributed:

1. User Interviews: Through in-depth interviews with Netflix users, I gained valuable insights into their experiences. Participants shared their motivations for using the platform, the types of content they prefer, and their satisfaction with the user interface and features. This qualitative data helped me understand the user perspective and identify strengths and areas for improvement.

2. Online Surveys: By distributing surveys to a sample of Netflix subscribers, I collected quantitative data on a larger scale. The survey responses provided statistical information about user preferences, content consumption habits, and overall satisfaction levels. Analyzing this data helped me identify trends, patterns, and areas of interest within the user base.

3. Comparative Analysis: By comparing Netflix with other streaming platforms, I gained a broader understanding of its unique features and advantages. This analysis involved examining factors such as content variety, user interface design, recommendation algorithms, and overall user experience. By identifying Netflix's distinctive qualities, I could better evaluate its strengths and assess its competitiveness in the market.

4. Expert Review: Seeking insights from industry experts who possess deep knowledge of streaming platforms enriched my understanding of Netflix. These experts evaluated the platform based on their expertise, taking into account factors such as user interface design, content curation, user engagement strategies, and technical performance. Their perspectives provided valuable context and expert opinions, contributing to a comprehensive evaluation.

By employing a combination of user interviews, online surveys, comparative analysis, and expert review, I gained valuable insights into the user experience, preferences, and strengths of the website www.netflix.com. This multi-faceted research approach helped inform the understanding of the platform and its appeal to users.



Bad Website:

 **www.art.yale.edu**

Research Methods Used:

1. Expert Review: Evaluated the website based on usability heuristics and web design best practices.
2. Usability Testing: Gathered feedback from participants unfamiliar with the website to identify potential usability challenges.
3. Content Analysis: Assessed the clarity, organization, and accessibility of the website's content.
4. Comparative Analysis: Compared the website with other leading art school websites to identify areas for improvement.

Explanation:

research methods:

1. Expert Review: The website was evaluated based on usability heuristics and web design best practices.
2. Usability Testing: Participants unfamiliar with the website provided feedback to identify potential usability challenges.
3. Content Analysis: The clarity, organization, and accessibility of the website's content were assessed.
4. Comparative Analysis: The website was compared with other leading art school websites to identify areas for improvement.

By utilizing expert review, usability testing, content analysis, and comparative analysis, potential areas for improvement on the website "https://www.art.yale.edu/" were identified.

