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Level: Year Three

Module: Technical communication

* Clarity of the page.
* Accessibility.
* Professional Appearance

By using Canadian College of Modern Technology (ccmtsl) website as a case study. From the home page of the web site, I prepared the following on:

1. **Clarity**: Looking at the college website, it is clear that all the information can be clearly seen and understood by lecturers, student and even viewers from other parts of the country. Looking at the home page of the college, every information about the college is well presented. The colors used are very much visible and clear. The writings on the home page of the college website are clearly written in such a way that one can easily read and understand every bit of information about the college.
2. **Accessibility:** The website is clearly accessible by everyone i.e. it can be accessed by lecturers, student and even outsiders because the webpage is almost on all social media platforms. People from different areas of the country can be able to apply online using our website and it is easy to use.
3. **Professional Appearance**: The webpage of our college is very much unique and standard because it is professionally made. Looking at the website, all navigation bars are correctly placed. The pictures and icons are correctly located meeting the professional standard of any website.

**Question 2**

Locate an owner’s manual for a consumer product. Discuss at least three decisions the writer and designer of the manual appear to have made to address audience related factor and purpose related factor.

According to the question above, I took a car products which is a Benz manual as a case study. According to the manual, the writer and designer addressed the audience related factor and purpose related factor in the following ways:

Showing the basic qualities, and abilities of their product which is the Benz car. Here, they clearly state all the activities that the car can execute and what it cannot execute. This is done to capture and satisfy the purpose related factor of the consumer.

1. In the manual, the writer and designer clearly explained the expected future problems if not handled with care or used accordingly. Necessary advices and warnings are given below the manual. This is done to capture and satisfy the audience related factor of the consumer.
2. In addition to that, the life span of the product, side effects to the consumer in the long run and other risk related factors are highlighted. This is done to capture and satisfy both the audience related factor and purpose related factor.