



# WEB INFORMATION MANAGEMENT

USABILITY ANALYSIS OF <https://youngplatform.com>

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# 1 Introduction

## 1.1 Definition of usability

The *usability* is a quality attribute that evaluates how easy it is for a user to use a product to achieve their goals. This measure is different from *accessibility*, as it indicates the ability of a site to provide a user experience even for users with disabilities. Thanks to the ISO 9241-11:1998 standard it is possible to provide a more precise definition, in particular, usability is a measure of:

- **Effectiveness:** indicates the accuracy and completeness with which users reach their goal;
- **Efficiency:** indicates the resources spent in relation to the accuracy and completeness to which users achieve their goal;
- **Satisfaction:** indicates the degree of comfort with which users have managed to reach their goals through the use of the system.

In particular, in the context of websites, accessibility is a quality measure that specifies how easily a user interface is usable, and it is possible to identify three other components:

- **Learnability:** indicates how easy it is for a user who uses a website for the first time to get to perform simple actions (i.e., page navigation);
- **Memorability:** indicates how easy it is for a user, who has not visited the website for a long time, to understand how to use it;
- **Mistakes:** indicates how many and how serious are the errors that the user makes while browsing the website. It also indicates how long it takes the user to resolve them.

All these components allow us to understand that usability is a decisive factor for the success of a website. The greater use of websites nowadays implies that the interface must be clear and intuitive to allow even users with low technological knowledge to achieve their goals. Therefore, if the site is unable to explicitly and clearly illustrate its intent, the user will leave the site and look for another service.

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## 2 Preliminary analysis

### 2.1 Context

YoungPlatform is an Italian cryptocurrency exchange. One of the main objectives of this company is to bring those who have never heard of cryptocurrencies or who have never used them, closer to the world of cryptocurrencies. Therefore they realized that, instead of directly developing the exchange, it was more useful to educate users and introduce them to this world. So, they decided to develop a learning platform, which they called *Academy*. Therefore, the website must be usable above all by users who have no experience in the sector and who are interested in learning.

### 2.2 Website name

The choice of the website name is crucial to making it easy for users to remember. Furthermore, the choice of the name affects on average between 10% and 20% in the usability and quality of the website. In this case, the website name consists of two terms: *young* and *platform*. The term *young* has been inserted to highlight the very young age of the company's founders. Instead *platform* has been inserted to indicate that the company's goal is to create a series of products, an *ecosystem*, with a different target of users: products for newbies, products for users with good industry knowledge and products for expert users. The advantage of using this name is that it does not use invented words, but is the composition of two known English words. To conclude, the name does not allow a neophyte to immediately guess the purpose of the website and what are the contents/products it offers, however, for a user who has knowledge of the topics, this name represents a reference point for cryptocurrencies in the Italian context.

### 2.3 Search Engine Optimization

Using the *LightHouse* tool, the website got a high score (92). In particular, you may notice the use of the `<meta name="viewport">` tag, as it optimizes the site for mobile device screens of various sizes. Additionally, meta descriptions have been added. These descriptions can be included in search results, which are useful for summarizing the content of the page.

### 2.4 Search Engine Results Page positioning

If you enter short and simple search terms in Italian, as the target of the company for the moment is the Italian public, you can see that the site appears in the first 10 results. The company has developed a product that allows you to earn cryptocurrencies simply by walking. Therefore, by entering search

## 2.4 Search Engine Results Page positioning

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terms strictly related to the functionality of this product, it is assumed that the site appears among the top 10 results. However this did not happen, as the site was found at a position greater than 20. Here are some results:

- crytpo exchange: 8
- crypto exchange italiano: 1
- comprare bitcoin: 5
- comprare ethereum: 7
- comprare crypto: 4
- comprare criptovalute: 7
- vendere crypto: 6
- vendere criptovalute: 6
- cos'è bitcoin: beyond the first 20 results
- cos'è la blockchain: beyond the first 20 results
- guadagnare crypto: beyond the first 20 results
- guadagnare criptovalute: beyond the first 20 results
- guadagnare criptovalute gratis: beyond the first 20 results
- guadagnare criptovalute giocando: beyond the first 20 results
- guadagnare criptovalute camminando: beyond the first 20 results. As a third result there is an article that talks about the product that allows to earn cryptocurrencies by walking, in position 5 and 6 there are as results the references to the AppStore and the Google Play Store of the app of that product.

You may notice that there are several very important keywords that are not being exploited to get the website to the top positions of the search engine results page. Such a site is more likely to be found through articles posted by other websites.

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## 3 Homepage

A website homepage is the equivalent of a shop window. The goal of the homepage is to introduce the user and present essential information as effectively as possible. In fact, the homepage must take into account the identity of the person it represents (in this case the company), the navigation, the speed of presentation of the contents and tools (for example, the search bar).

### 3.1 6W

For the purpose of evaluating how the information is presented, the site will be analyzed following the 6 axes: *Where, Who, Why, What, When, How*.

#### 3.1.1 Where

*Which site did I arrive at? What kind of content does the website offer me?*

At first glance, it is possible to notice a slogan that allows the user to directly understand the theme the company deals with (fig. 1). Furthermore, it is also possible to see at first glance that the company develops a product that can be used via mobile devices. It is also possible to notice the sentence placed under the slogan, in which it is explained what is the product that the company develops.

# Crypto Made Easy

Il miglior exchange italiano per acquistare Bitcoin

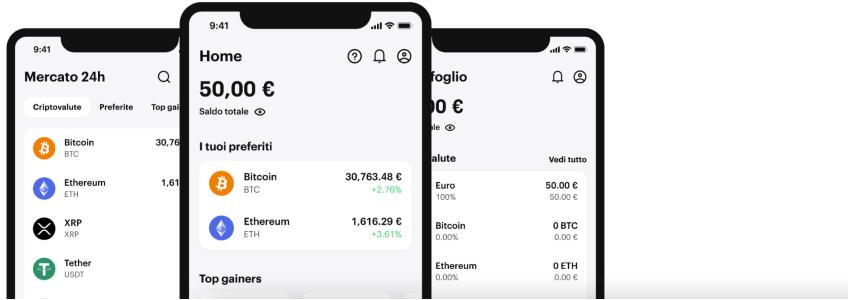


Figure 1: First section of the homepage.

### 3.1.2 Who

*Who is behind this site?*

At first glance it is not possible to understand who is behind this site. As mentioned above, the name of the website does not allow any information to be drawn to be able to guess who could be behind the creation of the site. In the menu at the top center, you can see the *Azienda (Company)* item and from there a menu opens in which the *Parlano di noi (They talk about us)* item is present (fig. 2). By clicking on this item, you are redirected to a page that collects a series of articles about the company (fig. 3). So, at first glance it is not easy to understand who is the team behind the site and consequently who made these products. To get additional information about the company it is therefore necessary to carry out a preliminary research. From the user's point of view, this represents a big disadvantage and could be a reason not to continue viewing the website.

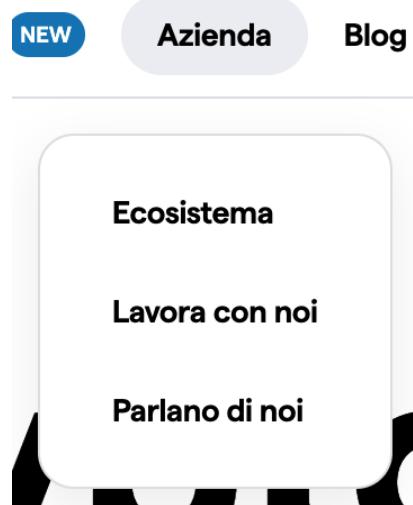


Figure 2: Main menu - *Parlano di noi* (*They talk about us*).

## Parlano di noi

### In evidenza

The image displays three news cards arranged horizontally. The first card, from 'LA STAMPA', features a grey background and the text 'Torino, la miniera dei bitcoin gestita dagli under-25 del Politecnico' with a date of 13/07/2021. The second card, from 'la Repubblica', has a black background and the text 'Young Platform, piano da 69 assunzioni nel 2022: Così le criptovalute creano lavoro in Italia' with a date of 03/02/2022. The third card, from 'CORRIERE DELLA SERA', has a blue background and the text 'Bitcoin, la startup torinese Young Platform vale 18,5 milioni' with a date of 28/06/2021.

### Tutte le pubblicazioni

The image shows a list of publications in a scrollable interface. The first item is 'Young Platform: Così le criptovalute creano lavoro in Italia. Piano da 69 assunzioni nel 2022' from Fmag on 03/02/2022. The second item is 'Questa crypto-startup torinese fondata da sei under 30 assumerà 69 nuovi professionisti' from Forbes on 03/02/2022.

Figure 3: *Parlano di noi* (*They talk about us*) page.

### 3.1.3 Why

*Why should the user stay on the site? What advantages does it offer?*

The aim of the site is to mainly attract the attention of those new users who want to enter this world. Therefore, the user (in particular, a novice user) is encouraged to stay on the site, as it can learn a lot of information: from the technological foundations on which cryptocurrencies are based to the latest industry news. For a more experienced user in the industry, this site may not be attractive from their point of view, as the site mainly features content and products aimed at beginners. The company has also developed a product dedicated to expert users, but the homepage does not mention this product except in the footer, under *Young Platform Pro* (second item in the first column on the left, fig. 4). However, it must be remembered that the company's goal is to introduce the largest number of novice users to this industry. So, I suppose that an inexperienced user is very interested in the contents of the homepage and can benefit from it.

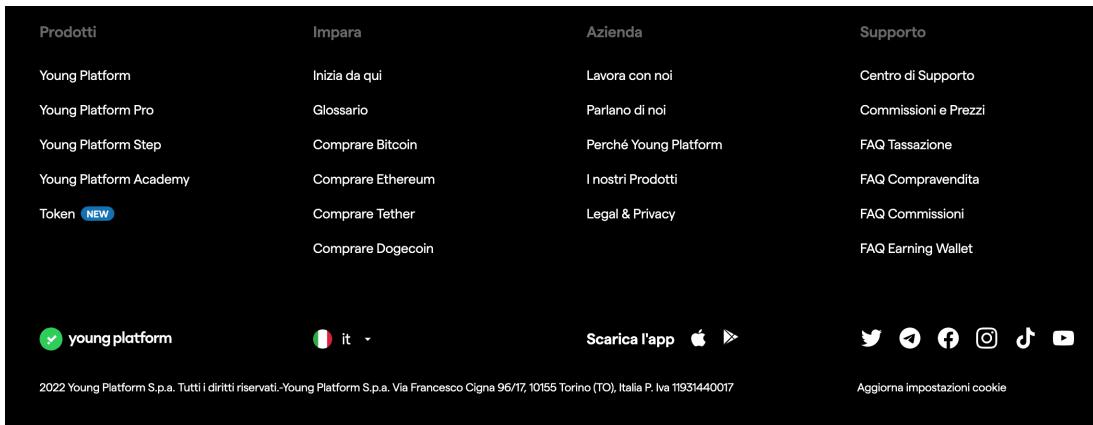


Figure 4: Footer of the website.

### 3.1.4 What

*What does this site offer?*

This homepage offers several sections which can be divided into:

- *Introduction*: the user can immediately see a slogan, the sector on which the company focuses and the products (of applications for mobile devices, fig. 1);
- *Introduction to the world of cryptocurrencies*: this section, placed shortly after the previous one just described, aims to introduce novice users to this world. The company has collaborated with an important television personality of the 2000s linked to a television program for children. Having put the face of such a person allows a neophyte to reassure himself and that he can be guided by a person who is able to use a simple and clear communication style. I think this section is very important to entice users to continue visiting the site (fig. 5);

## Non bisogna essere dei grandi esperti per capire il mondo crypto

Giovanni Muciaccia racconta Bitcoin e la Blockchain nella serie Crypto Attack

[Guarda la serie →](#)



Figure 5: Section introducing content for novice users.

- *Process from registering to use the product:* it briefly illustrates the main steps to be able to use the company's product and to enter the world of cryptocurrencies (fig. 6);

# Il primo Bitcoin non si scorda mai

[Crea un account gratuito →](#)

BTC

**19.090€**  
-4,36% ▼

✉

**Crea e verifica il tuo account**

Inserisci e conferma il tuo indirizzo email. Inizia subito ad operare completando la verifica dell'identità: bastano un selfie e un documento.

✉

**Fai un deposito con bonifico o carta**

Scegli tra carta di credito, debito, contante o bonifico per depositare soldi sul tuo account.

✉

**Acquista la prima crypto**

Compra Bitcoin, Ethereum, Litecoin in due passaggi. Puoi iniziare con soli 20 Euro!

Figure 6: Main steps for using the product offered by the company.

- *Deposit information:* since cryptocurrencies are a field that requires an investment of a certain amount of money from the user, the homepage illustrates a section that reassures the user that it is possible to use different ways to deposit funds in the application (fig. 7);

# Deposita come e quando vuoi

Metodi di deposito per tutti i gusti: per chi ama le carte, per chi preferisce i contanti e per gli affezionati ai bonifici, anche istantanei.

[Registrati ora →](#)

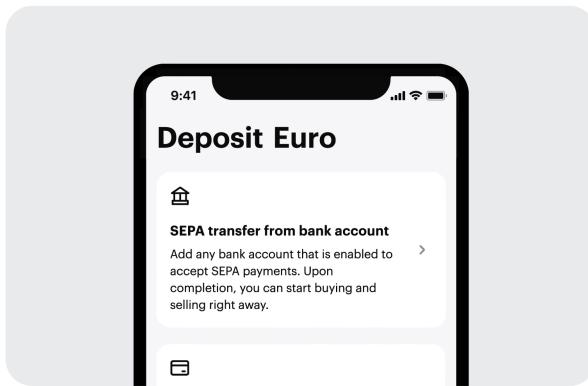


Figure 7: Information on the types of deposits offered by the product.

- *Academy, learning articles:* this is another section dedicated to novice users with the aim of reassuring them. In fact, the goal is that the user will be guided step by step, starting from the technological foundations of the blockchain, up to the most advanced concepts of cryptocurrencies. (fig. 8).

## Lasciati guidare dall' Academy



Figure 8: Section introducing articles for learning the fundamentals of the crypto sector.

### 3.1.5 When

*Is the website up to date?*

When the user reaches the homepage for the first time it is not possible to tell if the site is up to date. However, one way to verify this is to access the *Blog* page, easily accessible from the top main menu. From this page it is possible to note that various articles are published weekly concerning the latest situations in the cryptocurrency market and the innovations introduced in the products offered by the company. For each article, the publication date is indicated (fig. 9). In addition, an estimate of the time to read the article is also indicated, so that the user can have a first idea if he can currently read a certain article rather than another.

#### In Evidenza



Novità

I migliori 5 giochi play-to-earn su Avalanche

21 giugno, 2022 • 6 min



Novità

Lightning Network to the moon! Record per la layer-2 di Bitcoin

21 giugno, 2022 • 4 min



Young Monday

Young Monday: Boateng, la nuova stablecoin ancorata all'Euro e il record del token PSG

20 giugno, 2022 • 4 min

Figure 9: Some blog articles.

### 3.1.6 How

*How can the user achieve what interests him?*

On the homepage it is possible to reach with a certain simplicity:

- where to register and access to use the products;
- access content for learning about the world of blockchain and cryptocurrencies;
- the blog, a section to stay updated on the latest news closely related to the crypto world;
- the FAQs;
- support, which is very important for this type of product, especially for novice users. Although the company's goal is to make the use of cryptocurrencies usable and accessible, the support

represents a very important reference point for the user: cryptocurrencies introduce new knowledge and new dynamics that the user must be familiar with over time. The site, to highlight the importance of this section, has placed the respective item in the main menu, so that the user can reach it very easily and is in a position that is easy to remember (fig. 10).



Figure 10: Main homepage menu.

Analyzing the main menu it is possible to notice that it has been placed in a clearly visible place. The items are illustrated below:

- *Prodotti (Products)*: when the cursor moves over this item, a submenu appears. Each item in this submenu presents one of the products offered by the company and each item redirects to a specific page;
- *Mercati (Markets)*: this entry redirects to a page that illustrates the trend of the cryptocurrency market;
- *Token YNG*: this entry redirects to a page that introduces the token created by the company;
- *Azienda (Company)*: when the cursor moves over this item, a submenu appears. Each item in this submenu redirects to a specific page. The items in this submenu are:
  - *Ecosistema (Ecosystem)*: redirects to a page which illustrates the entire ecosystem of products developed by the company;
  - *Lavora con noi (Work with us)*: redirects to a page where the company illustrates the values they believe in and a list of job offers;
  - *Parlano di noi (They talk about us)*: redirects to a page whose content is partially illustrated in the figure 3;
- *Blog*: redirects to a page where all the articles concerning the latest news of the cryptocurrency market are collected;
- *Supporto (Support)*: redirects to a page where the user can contact the company's support if needed.

The fact that some items do not redirect to a page but show a drop-down submenu makes the site unpredictable from the user's point of view. However, this type of submenu is easy to navigate. The submenu of the *Azienda (Company)* item expands vertically, which is preferable to a horizontal expansion. The submenu of the *Prodotti (Products)* item, on the other hand, expands in a different way: the content of the submenu is a two-row and two-column grid. Each entry contains the product

name, a version of the company logo with a different color for each product and a short description of the product. The products are divided into two categories: products for *cryptocurrency enthusiasts* and *cryptocurrency beginners* (fig. 11). By doing so, a submenu full of information has been created which guides the user towards choosing the right product for the user. I think it would have been more useful to swap the two columns, in order to give more importance to products dedicated to beginners. The fact that the site has used a different color of the company logo for each product is very useful for the user, as he can more easily recognize one product than the other. A disadvantage of these submenus is that they are not *fault tolerant*, that is, as soon as the cursor does not point to the item with the submenu, they disappear.

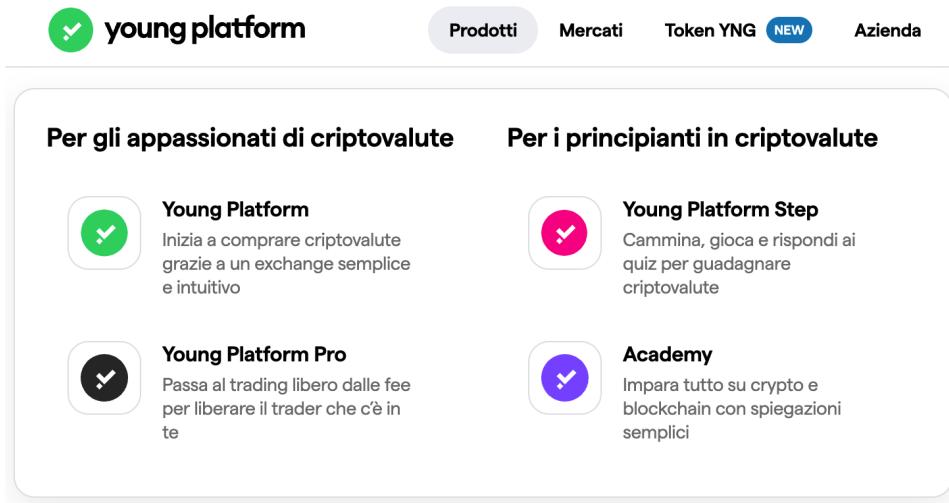


Figure 11: *Prodotti* (*Products*) item submenu.

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## 4 Content analysis

### 4.1 Homepage contents

#### 4.1.1 General consideration

In addition to what has already been said above, the structure of the homepage is very clear and all elements are sufficiently spaced from each other. The font size is large, with the purpose of grabbing the user's attention. There are graphic elements that make the page interactive and enrich it from the point of view of content. In addition, there is an animated image with the purpose of illustrating the different possibilities of depositing money. It is a good strategy because the user avoids writing long text to explain the different deposit possibilities offered by the product. Therefore, the cleanliness of the section is maintained, in agreement with the others.

#### 4.1.2 Main menu

As mentioned previously, the main menu is placed in an ideal position (fig. 10). However, a fundamentally important tool is missing: search bar. At first glance, a user would have no way to search the contents of the site. This represents a major drawback, which will be examined in more detail later.

#### 4.1.3 Footer

The website footer is shown in figure 4. This section is divided into two main parts:

- At the top, there are four columns:
  - The first column lists all the products developed by the company;
  - The second column lists a series of pages that illustrate both generic (for example, *Inizia da qui (Start here)*) and specific (for example, *Comprare Bitcoin (Buying Bitcoin)*) guides. Redundancy can be found, that is, the *Inizia da qui* and *Young Platform Academy* entries in the first column. In fact, these items point to the same page;
  - In the third column there are a series of items that point to pages that deal with content strictly related to the company itself. As for the *I nostri prodotti (Our products)* entry, I think it would have been more consistent to put it in the first column. This entry redirects to a page that illustrates the various products in a concise and effective way. The *Perché Young Platform (Why Young Platform)* entry points to a page that provides reasons to use their products and take advantage of their ecosystem. I believe this page is of some

## 4.2 Internal pages contents

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importance in convincing users (both beginners and experts) to use the products. So, I find that the position of this entry is wrong, as the content of that page has some importance;

- In the fourth column there are a series of entries that redirect to pages whose contents are very important:
  - \* *Centro di Supporto (Support Center)*: this item redirects to the same page pointed to by the *Supporto (Support)* item of the main menu (fig. 10);
  - \* *Commissioni e Prezzi (Fees and prices)*: redirects to a page that briefly and exhaustively explains the various fees that are applied to the various actions that can be carried out with the various products;
  - \* *FAQ* \*: these 4 items collect a series of frequently asked questions concerning different topics: *tasse* (taxes), *compravendita* (trading), *commissioni* (fees) and *earning wallet*. I find that this subdivision should not be divided by items but should be divided into a single page. I think it is more useful for the user to have access to all the FAQs on one page. The breakdown of FAQs by topic is useful, but not as implemented on the site. Also, there is no FAQs search tool, which is a disadvantage.
- In the lower part, there are the logo and the legal data of the company, a small menu for selecting the language (Italian, English and French), the links to download the applications in the stores and the links of the various social networks.

## 4.2 Internal pages contents

As for the internal pages, the obligatory axes are *Who* e *What*. The other axes are optional. In particular, the *Where* and *Why* axes, while optional, are strongly recommended.

### 4.2.1 Products page

The page can be reached at the following address: <https://youngplatform.com/young-world/>.

**What** On this page you can clearly understand what is offered. From the title at the top of the page it allows you to understand that the various products of the company and their differences will be illustrated. In the first section (fig. 12), the purpose of the page content is explained. The other two sections (fig. 13 and 14) illustrate the differences between the various products, in order to guide the user towards the product best suited to his needs.

## 4.2 Internal pages contents

The screenshot shows the header with the logo 'young platform' and navigation links: Prodotti, Mercati, Token YNG NEW, Azienda, Blog, Supporto, Accedi, and Registrati. Below the header, a breadcrumb trail reads 'Home > I nostri prodotti'. The main title 'I nostri Prodotti' is displayed in a large, bold font. Below it is a subtitle 'Rendiamo democratico l'accesso alle criptovalute' and a green button labeled 'Inizia su Young Platform →'.

### Un account, due exchange

Figure 12: First section of the product page.

The screenshot displays two side-by-side sections. The left section, titled 'Crypto Made Easy', features the 'young platform' logo and a sub-headline 'Inizia a comprare criptovalute grazie a un exchange semplice e intuitivo.' It includes a green button 'Scopri di più →' and two mobile device screenshots showing a simple trading interface. The right section, titled 'Crypto Made Free', features the 'young platform PRO' logo and a sub-headline 'Passa al trading libero dalle fee per liberare il trader che c'è in te.' It includes a green button 'Scopri di più →' and a screenshot of a more advanced, professional-grade trading platform interface.

Figure 13: Second section of the product page.

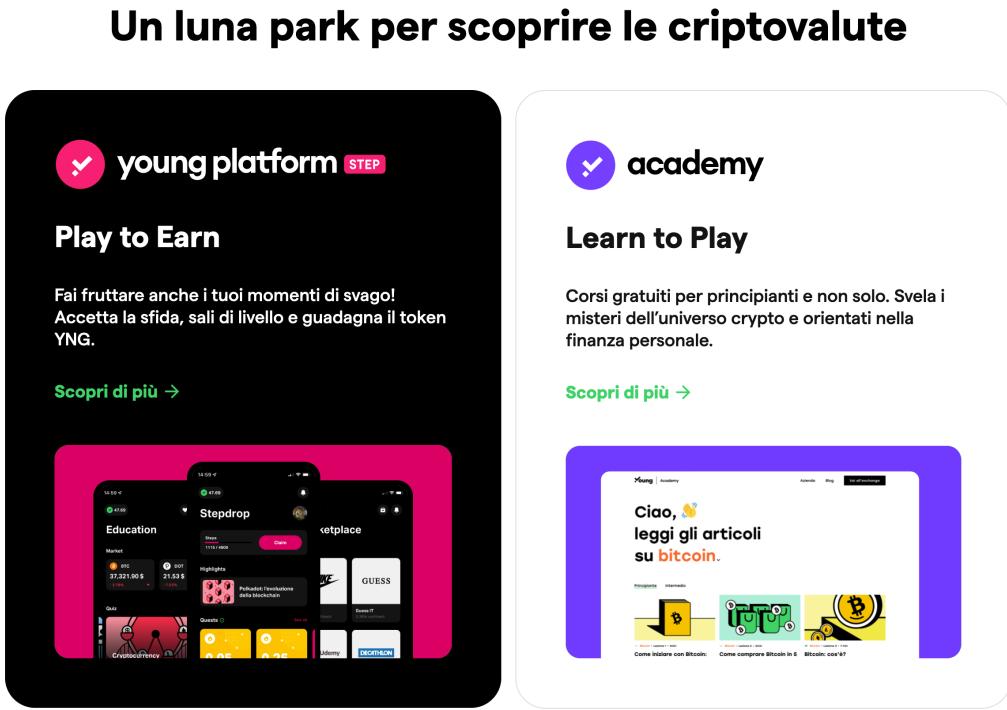


Figure 14: Third section of the product page.

**Who** The company logo is always present at the top left, as shown in the figure 12.

**Where** On this page there is a *breadcrumb* and it allows the user not to be confused. The use of this element allows to effectively communicate most of the axis where (top left, under the company logo, fig. 12).

**Why** The page provides excellent reasons to continue exploring it. Especially for a beginner user, this page represents a compass to orientate towards the world of cryptocurrencies and to explore the various products.

**When** This page has no time reference. Therefore, it is difficult for the user to understand if the products shown are up to date.

**How** This page is difficult to reach as to get to this page you need to go to the footer and click on *I nostri prodotti* (*Our products*) (fourth item in the third column, fig. 4). This represents a major disadvantage for the user.

### 4.2.2 Academy page

The page can be reached at the following address: <https://academy.youngplatform.com/>.

**What** The purpose of this page is understandable. The purpose of this page is to offer a series of contents to educate and inform the user (fig. 15 and 16). The articles are grouped into macro-categories (for example the *Blockchain* category in figure 16) and allows to guide the user to what content he wishes to consult.



## Peer-to-Peer vs Client-Server: da Arpanet alla blockchain

Client server e peer to peer o p2p sono tra le architetture di rete più diffuse. Scopri come funzionano e come si applicano alla blockchain.

23 giugno, 2022 • 9 min

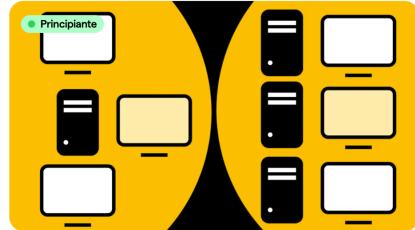
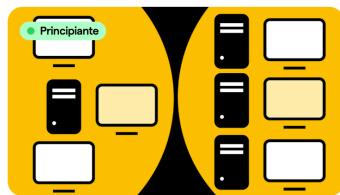


Figure 15: First section of the page *Academy*.

## Blockchain

[Vedi tutti](#)



### Peer-to-Peer vs Client-Server: da Arpanet alla blockchain

Client server e peer to peer o p2p sono tra le architetture di rete più diffuse. Scopri come funzionano e come si applicano alla blockchain.

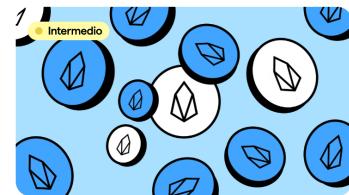
23 giugno, 2022 • 9 min



### The Sandbox vs Decentraland: Metaversi a confronto

The Sandbox e Decentraland sono due esempi di metaverso: cosa li distingue? Scopriamo differenze e analogie con un confronto!

23 giugno, 2022 • 12 min



### Cos'è il Delegated Proof of Stake (DPoS)?

Il Delegated Proof of Stake (DPoS) permette di delegare l'attività di staking: scopri il meccanismo di consenso della crypto EOS!

7 giugno, 2022 • 8 min

Figure 16: First category of the page *Academy*.

## 4.2 Internal pages contents

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**Who** The company logo is present at the top left, as shown in figure 15. However, it has a different color than the original color (green). The company has chosen to color the logo with a different color for each product. The user is still able to recognize the logo itself, even if it is not the original color.

**Where** When the user is redirected to this page, they may notice that they have arrived at a new subdomain (*academy.youngplatform.com*). However, there is no element that allows you to return to the page you have reached or to return to the *youngplatform.com* homepage. In order to return to the homepage, you need to go to the footer. This implementation is very disadvantageous for the user and requires some effort to perform the action.

**Why** This page offers some great reasons to explore it:

- For beginner users it is possible to draw on a large number of articles that allow you to introduce to the world of cryptocurrencies and blockchain;
- However, for expert users it is possible to read articles concerning the latest news in the sector or articles illustrating comparisons between two technologies/competitors.

Furthermore, it is possible to note that the element representing the article is composed of an image, a title, a short introduction description and time references. At the top left of the image there is an element that indicates who this article is for, that is, the articles are divided between *Principiante (Beginner)*, *Intermedio (Intermediate)* and *Esperto (Expert)*. This strategy is very useful as it allows a user to choose articles that match their experience in the sector.

**When** In this page there are clear time references: it is possible to note that for each article on the page there is the publication date of the article (fig. 15 and 16). Furthermore, as shown in the figure 15, the last published article is inserted in the initial section of this page, in order to highlight it.

**How** This page is easy to reach, as it is sufficient to go to the main menu of *youngplatform.com* under *Prodotti (Products)*. This page can also be reached via the footer.

## 4.2 Internal pages contents

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### 4.2.3 Academy - Blockchain

The page can be reached at the following address: <https://academy.youngplatform.com/blockchain/>.

**What** This page explicitly states what is being offered, that is, a series of articles are offered that deal with topic *Blockchain*.

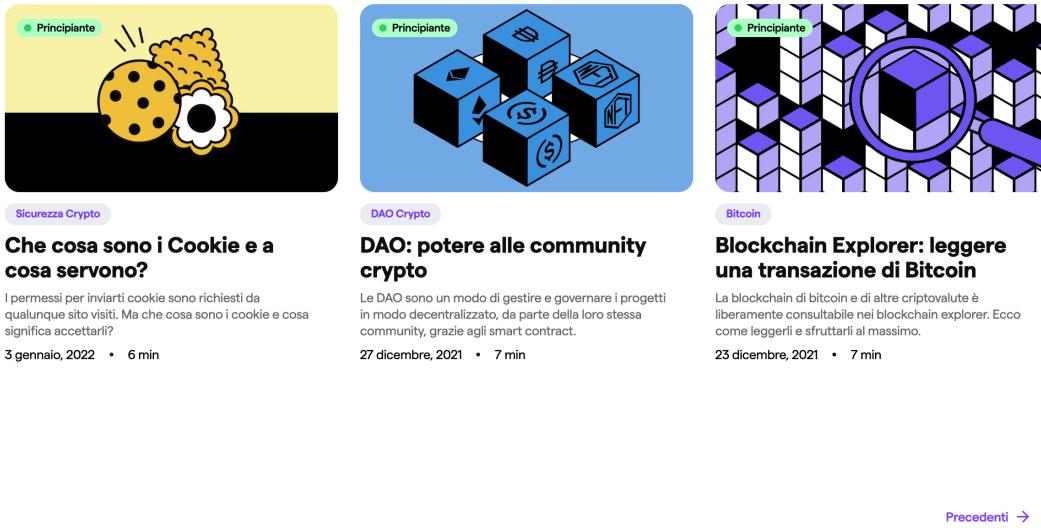
The screenshot shows the 'Blockchain' category page. At the top, there is a navigation bar with a company logo, search, product and category links, user status, and a registration button. Below the navigation, a breadcrumb trail shows 'Home > Blockchain'. The main title 'Blockchain' is displayed prominently. A descriptive text encourages users to explore the section for many content items related to how blockchain works. Three article cards are listed below:

- Peer-to-Peer vs Client-Server: da Arpanet alla blockchain**  
Client server e peer to peer o p2p sono tra le architetture di rete più diffuse. Scopri come funzionano e come si applicano alla blockchain.  
23 giugno, 2022 • 9 min
- The Sandbox vs Decentraland: Metaversi a confronto**  
The Sandbox e Decentraland sono due esempi di metaverso: cosa li distingue? Scopriamo differenze e analogie con un confronto!  
23 giugno, 2022 • 12 min
- Cos'è il Delegated Proof of Stake (DPoS)?**  
Il Delegated Proof of Stake (DPoS) permette di delegare l'attività di staking: scopri il meccanismo di consenso della crypto EOS!  
7 giugno, 2022 • 8 min

Figure 17: Section of articles from the *Blockchain* category.

**Who** The company logo is present at the top left, as shown in the figure 17.

**Where** On this page there is a *breadcrumb* and it allows the user not to be confused. The use of this element allows to effectively communicate most of the where axis (top left, under the company logo, fig. 17). It is also possible to notice that at the end of the page in the figure 18 (bottom right) there is an element called *Precedenti (Previous)*. This element tells the user that the contents are *paginated*, that is, each page has a certain number of articles. If you want to search for an older article, the site offers a way to browse and search for other articles.



[Precedenti →](#)

Figure 18: End of page of the *Blockchain* category.

**Why** This page offers different reasons to continue exploring it. If the user is inexperienced in the field, then the user will want to read several articles and explore the page to search for introductory content. If the user is an expert, the user will explore the page to search for a specific article, in order to directly obtain the information sought.

**When** On this page there are time references: it is possible to note that for each article on the page there is the date of publication of the article (fig. 17).

**How** This page is not easy to reach as it represents a specific category of articles. Therefore, if the user needs information regarding this topic, he will have to carry out a search. In this particular case, this page can be reached from the page <https://academy.youngplatform.com/>, by clicking on *Vedi tutti* (*See all*) (located at the top right, colored purple).

### 4.2.4 Academy - Blockchain - Article

The page can be reached at the following address:

<https://academy.youngplatform.com/blockchain/peer-to-peer-p2p-client-server-cosa-sono-come-funzionano/>.

**What** This page explicitly states the content that is offered to the user, in particular, in that page, a very specific content that has been chosen by the user will be offered.

## 4.2 Internal pages contents

The screenshot shows a web page titled "Peer-to-Peer vs Client-Server: da Arpanet alla blockchain". At the top left is a purple circular logo with a white checkmark and the word "academy". To its right are links for "Prodotti" and "Categorie". Further right are icons for "Accedi" (login) and "Registrati" (register). Below the header, a breadcrumb navigation shows "Home > Blockchain > Peer-to-Peer vs Client-Server: da Arpanet alla blockchain". A small "Sicurezza Crypto" button is visible. On the right side, there are social media sharing buttons for Twitter, Facebook, and LinkedIn. The main title "Peer-to-Peer vs Client-Server: da Arpanet alla blockchain" is centered in large bold black font. Below it, a smaller text indicates the date "23 giugno, 2022" and duration "9 min". The central content area features a large yellow graphic of a computer monitor displaying a network of nodes, with a green dot labeled "Principiante" indicating the reading level. A light gray box below the graphic contains the text "Cosa Imparerai".

Figure 19: An article from the *Blockchain* category.

**Who** The company logo is present at the top left, as shown in the figure 19.

**Where** Also on this page there is a *breadcrumb* and it allows the user not to be confused. The use of this element allows to effectively communicate most of the where axis (top left, under the company logo, fig. 19). It is also possible to notice that in figure 20, under the company logo, there is a purple bar. This bar indicates at what point the user is reading the article. So, in particular, the length of the purple bar indicates the portion of text that has been read. This element is very useful for the user as he can actually realize the length of the article.

## 4.2 Internal pages contents

The screenshot shows a web page with a purple header bar. On the left is a circular icon with a checkmark and the word 'academy'. To its right are links for 'Prodotti' and 'Categorie'. Further right are icons for 'Accedi' (login) and 'Registrati' (register). A blue horizontal bar below the header indicates the user's progress through the article, with a small white arrow pointing left at the start.

**Come funziona una rete informatica**

Ora che hai capito cos'è una rete informatica e in quali misure esiste, il prossimo passo è comprendere come funziona: in che modo vengono scambiate informazioni all'interno della rete stessa.

Immagina una grande città con una piazza al centro: 4 amici vogliono scambiarsi informazioni (una lettera ad esempio) e l'unico modo per farlo è trasmetterle al punto in comune, la piazza:

- Ogni amico rappresenta un computer, chiamato **Host** (o end system) che invia e riceve informazioni dagli altri;
- La piazza, chiamata **Nodo**, rappresenta invece il centro di "smistamento" delle lettere che i 4 amici si scambiano.

Figure 20: Dynamic bar that indicates how far you have reached with the reading of the article.

There is another element on the page that increases the usability of the site: in the figure 19 on the left there is an arrow that allows you to go back, in the list of articles of the *Blockchain category*. This element always remains in the same position even if the user scrolls the page (see also figure 20). This is a positive aspect because if the user wants to return to the previous page, it is not necessary for the user to return to the top of the page.

**Why** The main reason the user should explore the page is that he is directly interested in this article. At the end of the page, the site offers, in a special section, additional articles related to the one just read (fig. 21). This provides one more reason to continue browsing the site.

The screenshot shows a section titled 'Correlati' (Related) with three cards:

- Principiante**: Shows two circular icons, one with a large 'S' and another with a person icon. Below it is the title 'The Sandbox vs Decentraland: Metaversi a confronto' and a brief description: 'The Sandbox e Decentraland sono due esempi di metaverso: cosa li distingue? Scopriamo differenze e analogie con un confronto!'. It includes a date '23 giugno, 2022 • 12 min'.
- Intermedio**: Shows a blue background with leaf-like icons. Below it is the title 'Cos'è il Delegated Proof of Stake (DPoS)?' and a brief description: 'Il Delegated Proof of Stake (DPoS) permette di delegare l'attività di staking: scopri il meccanismo di consenso della crypto EOS!'. It includes a date '7 giugno, 2022 • 8 min'.
- Ethereum**: Shows a purple background with diamond icons. Below it is the title 'Cosa sono i token Ethereum: oltre lo standard ERC20' and a brief description: 'Le criptovalute possono avere diverse forme. Scopri le principali, come l'ERC-20 per gli utility token e l'ERC-721 per gli NFT.'. It includes a date '18 maggio, 2022 • 7 min'.

Figure 21: End of article page.

**When** On this page there is a time reference and it is possible to locate it under the title of the article (fig. 19).

## 4.2 Internal pages contents

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**How** This page is not easy to reach, as the user must actually be interested in that article. Therefore, the user will have to search to find such an article. Unfortunately, the search must be done through a search engine, or the user should explore the previous page to find the article. This page can be reached via <https://academy.youngplatform.com/blockchain/>.

### 4.2.5 Glossary page

The page can be reached at the following address: <https://youngplatform.com/glossary/>.

**What** The content of this page is explicitly stated, that is, the objective of this page is to enclose a set of technical terms of the sector and to provide a description for each of them.



Figure 22: Glossary page.

**Who** The company logo is always present at the top left, as shown in the figure 22.

**Where** Also on this page there is a *breadcrumb* and it allows the user not to be confused. The use of this element allows to effectively communicate most of the where axis (top left, under the company logo, fig. 22).

**Why** A novice user has more reasons to explore this page, as it is assumed that for an experienced user these terms are already well known.

**When** There is no time reference on this page.

**How** This page is difficult to reach, as you have to go to the footer of the site (second item in the second column, fig. 4). This is an important disadvantage especially for a beginner user: this page, from his point of view, is of enormous importance, as it represents a reference point for understanding the meaning of a myriad of technical terms in the sector. Therefore, this page should be placed side by side with very important and useful pages (for example, the blog) and easily accessible. This page provides two tools for searching for specific terms (fig. 23):



Figure 23: Search tools for terms in the glossary.

- On the left there is a search bar where the user can type in a term and then find its meaning. For each character that is typed, the site offers all the terms related to the characters entered up to that moment, so as to also display other similar or related terms;
- On the right are the letters of the alphabet, each of which can be clicked. If you click on one of these letters, the site will propose all terms starting with that letter. In figure 24 you can see an example. This tool is very useful for users who are not yet familiar with the various terms in this industry and therefore may not remember the exact name of a term.

**AML**  
Le normative anti-riciclaggio del denaro prevengono attività illecite negli exchange centralizzati.

**AMM**  
Gli Automated Market Makers sono Smart contract adottati dagli exchange decentralizzati.

**API**  
Gli Application Programming Interface semplificano lo sviluppo di app e servizi web.

**APR**  
La percentuale di interesse annuo che si riceve per un investimento o prestito.

Figure 24: Some results for the letter *A*.

### 4.2.6 Page of a term of the glossary

The page can be reached at the following address: <https://youngplatform.com/glossary/api/>.

**What** The content of this page clearly expresses its goal, that is, to provide the meaning of a term previously chosen by the user.



Figure 25: Page that describes the meaning of the term *API*.

**Who** The company logo is always present at the top left, as shown in the figure 25.

**Where** Also on this page there is a *breadcrumb* and it allows the user not to be confused. The use of this element allows to effectively communicate most of the where axis (top left, under the company logo, fig. 25). There is another element on the page that increases the usability of the site: in the figure 18 on the left there is an arrow that allows you to go back, that is, to the *Glossario* (*Glossary*) page.

**Why** A novice user has more reasons than an experienced user to stay on this page, as a beginner has reached this page to inquire about very specific content. Furthermore, after the definition of the term searched, there is a section in which there is a list of terms closely related to the term searched (fig. 26). This section is very important because the user can search for different terms and all of them follow a common thread starting from the term searched initially.

### Parole correlate

#### Cashback

Con cashback si intende un rimborso all'acquirente dopo una transazione.

#### Web3

Terza fase storica del web, durante la quale cambia il sistema economico e tecnologico di internet grazie agli strumenti offerti dalla blockchain.

#### Bitcoin

Bitcoin è la criptovaluta più longeva del mercato e prima applicazione della blockchain.

#### Indirizzo del wallet

La sequenza di caratteri che identifica un wallet di criptovalute.

#### Stablecoin

Criptovalute ancorate al prezzo di un asset stabile come una valuta fiat o metallo prezioso.

Figure 26: Related terms starting with the term *API*.

**When** There is no time reference on this page.

**How** This specific page is difficult to reach. However, access to this page is facilitated if you access to the *Glossario (Glossary)* page, as there are tools that facilitate reaching this page.

#### 4.2.7 Blog page

The page can be reached at the following address: <https://youngplatform.com/blog/>.

**What** The intentions of this page are explicit, that is, to provide a series of contents, so that users can stay up to date on all the latest news in this sector. In addition, the various articles are also cataloged, in order to understand the context they deal with.

## 4.2 Internal pages contents

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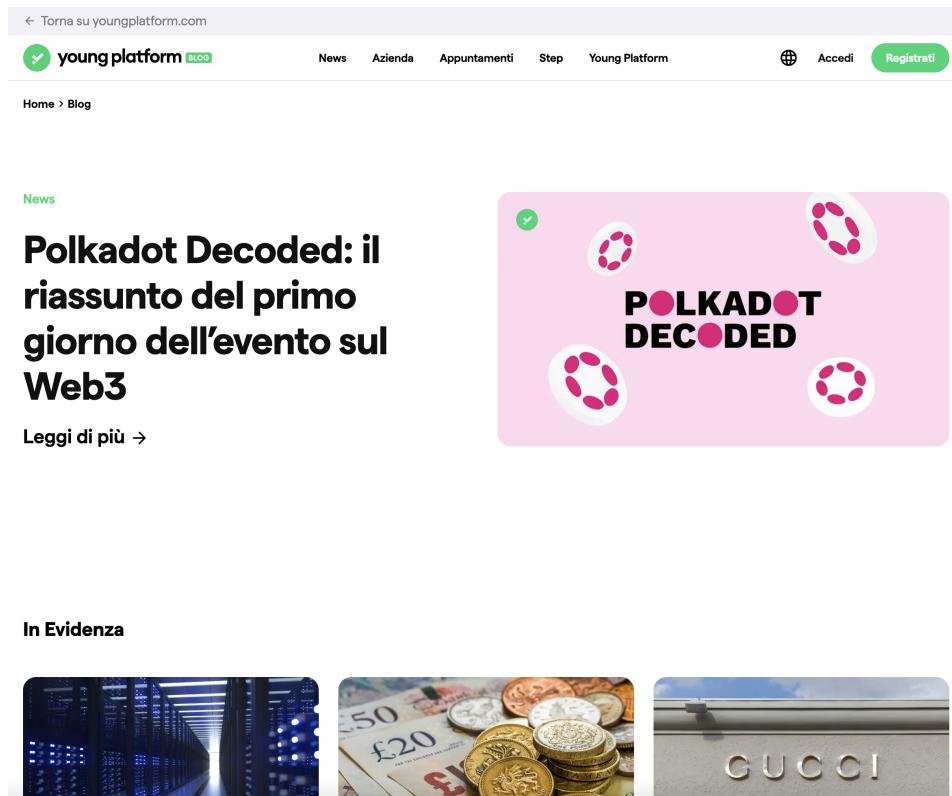


Figure 27: Blog page.

**Who** The company logo is always present at the top left, as illustrated in the figure 27.

**Where** Also on this page there is a *breadcrumb* and it allows the user not to be confused. The use of this element allows to effectively communicate most of the where axis (top left, under the company logo, fig. 27). There is another element on the page that increases the usability of the site: in the figure 27, above the company logo, there is an arrow and a text *Torna su youngplatform.com* (*Back to youngplatform.com*). This is a point of reference for returning directly to the homepage.

**Why** Regardless of the user's experience, the reasons to continue exploring this page are:

- To stay up to date on the latest technological innovations;
- To stay up to date on the latest news on the market;
- To compare different technological approaches;
- To learn different concepts, especially for newbies.

## 4.2 Internal pages contents

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**When** In this page there are clear time references: it is possible to note that the articles on the page have the publication dates (fig. 28). Also, as shown in figure 27, the last published article is inserted in the initial section of this page, in order to highlight it.

**How** This page can easily be reached via the main homepage menu (fifth item, fig. 1). However, if a user wants to search for a particular article, this is not possible as there is no search tool. This represents a serious disadvantage. In order to find a particular article, the user should search for it through a search engine, specifying the site. Scrolling the page, you can see that the articles are catalogued and each category has a *Vedi tutti (See all)* item (top right, fig. 28), where you are redirected to a page which contains all the articles of that category. These categories are also reported at the top of the page, next to the company logo. This allows a user to already have an overview of the various categories and if a user already has in mind what type of article he is looking for, this facilitates the achievement of the article. However, the choice to change the items of the main menu with respect to those of the homepage could cause a sense of disorientation in the user.



Figure 28: One of the categories on the Blog page.

### 4.2.8 A blog article

The page can be reached at the following address:

<https://youngplatform.com/blog/news/mercato-crypto-quiete-bitcoin-dopo-tempesta/>.

**What** The purpose of this specific page is clearly spelled out by the title. In fact, the title introduces what the content of the article will be.

## 4.2 Internal pages contents

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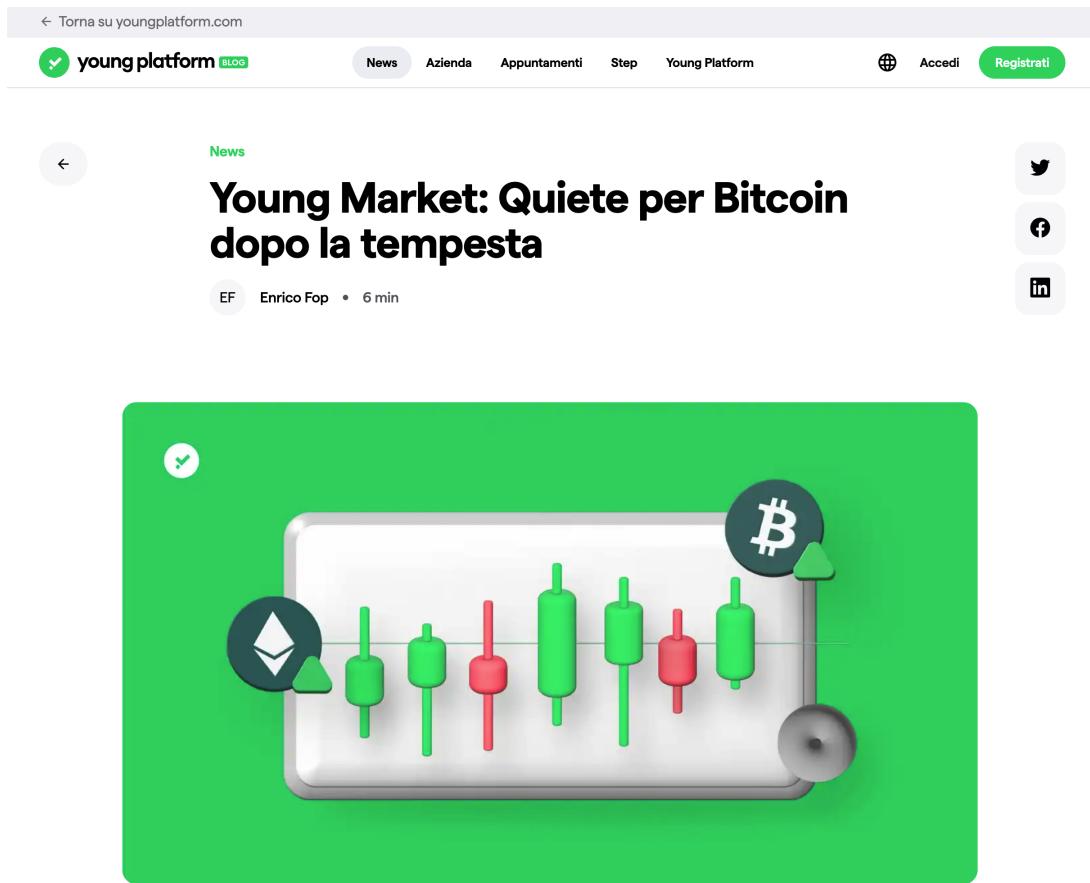


Figure 29: A blog article.

**Who** The company logo is always present at the top left, as shown in the figure 29.

**Where** There is an element on the page that increases the usability of the site: in figure 29 on the left there is an arrow that allows you to go back, in the blog page. This element always remains in the same position even if the user scrolls the page. This is a positive aspect because if the user wants to return to the previous page, it is not necessary for the user to return to the top of the page. Furthermore, in the figure 29, above the company logo, there is an arrow and a text *Torna su youngplatform.com* (*Back to youngplatform.com*). This is a point of reference for returning directly to the homepage. Compared to the articles of the *Academy*, there is no bar showing how far the user has reached to read the article.

**Why** The main reason for continuing to explore the page is because the user (whether novice or expert) is interested in reading this specific article. Furthermore, at the end of the page there is a section that invites you to read other articles related to the one you have just read.

## 4.2 Internal pages contents

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**When** Although in the *Blog* page there are clear time references, in the specific page of the article there is no date of publication of the article.

**How** Reaching this specific page is difficult. It can be reached by browsing the *Blog* page or by using a search engine. This represents a major disadvantage for the user, as the user would have to spend a lot of time browsing the blog before finding the article, or would have to leave the site to access a search engine.

### 4.2.9 Support page

The page can be reached at the following address: <https://support.youngplatform.com/hc/it>.

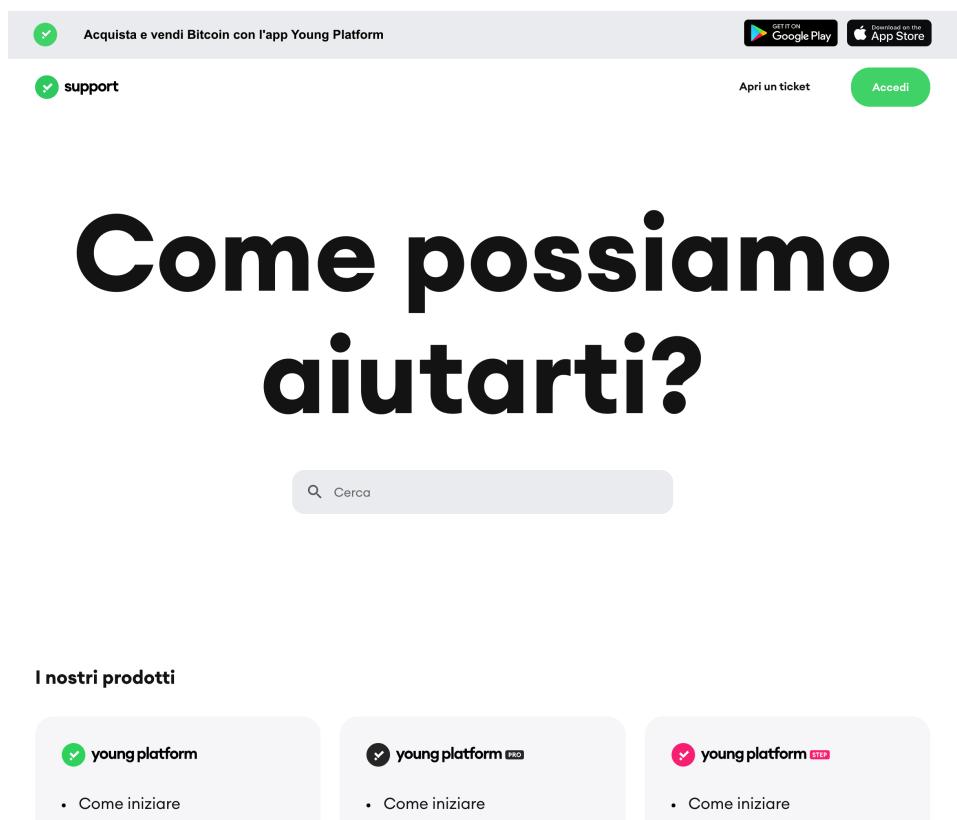


Figure 30: First section of the *Support* page.

**What** The goal of this page is immediately clear. The purpose of this page is to provide support and help to the user. The page allows you to offer different "types" of support:

- *Search bar*: the user can enter terms related to his problem and obtain related results (fig. 31);

#### 4.2 Internal pages contents

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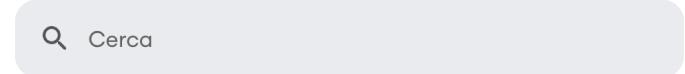


Figure 31: Search tool.

- FAQ divided by product (fig. 32);

A screenshot showing three categories of frequently asked questions (FAQs) under the heading "I nostri prodotti".

- young platform**
  - Come iniziare
  - Il token YNG
  - Depositi e prelievi
  - Acquisto e vendita
  - Gestione Portafoglio
  - Gestione account
- young platform PRO**
  - Come iniziare
  - Depositi e prelievi
  - Acquisto e vendita
  - Gestione account
- young platform STEP**
  - Come iniziare
  - Accumula YNG
  - Conteggio passi
  - Gestione account

Each category has a "Vedi tutto →" (View all →) link at the bottom.

Figure 32: Some FAQs divided by product.

- Blog articles (fig. 33);
- Articles from the Academy (fig. 34);
- Link to social networks and to the newsletter (fig. 35).

## Ultime novità

Scopri le comunicazioni importanti e le nuove funzionalità dei prodotti Young

[Scopri di più →](#)

Figure 33: Section that redirects to the *Blog*.

## Corsi gratuiti sulle criptovalute

Con Young Platform Academy hai a disposizione oltre 60 lezioni gratuite e sempre aggiornate. Dal livello principiante fino al livello avanzato imparerai le basi della blockchain e gli strumenti per sfruttare il mercato delle criptovalute

[Scopri di più →](#)



Figure 34: Section that redirects to the *Academy*.

## Unisciti alla community

Partecipa alle discussioni sui nostri canali, chatta con il team e scopri funzionalità in anteprima.

Ricevi news di mercato e aggiornamenti su partnership e listing di nuove monete.



Inserisci la tua email

Iscriviti →

Figure 35: Elements that allow the user to stay in touch with the community (social networks and newsletters).

The last type of support offered by the site is the possibility for the user to open *ticket* for assistance. To do this, there is a button *Apri un ticket* (*Open a ticket*), located at the top right, to the left of the green button *Accedi* (*Login*), as shown in the figure 30.

**Who** The company logo is always present at the top left, as shown in the figure 30.

**Where** When the user is redirected to this page, they may notice that they have arrived at a new subdomain ([support.youngplatform.com](http://support.youngplatform.com)). However, there is no element that allows you to return to

## 4.2 Internal pages contents

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the page you have reached or to return to the *youngplatform.com* homepage. In order to return to the homepage, you need to go to the footer. This implementation is very disadvantageous for the user and requires some effort to perform the action.

**Why** Regardless of the user's experience, this page is of fundamental importance, as it allows to put the user in contact with company staff. So, the user first wants to explore this page to see if there are already any illustrated solutions. To explore the solutions already proposed by the site, the user can visit the various solutions divided by product (fig. 31), or use the search bar (fig. 32). Also, if the user does not find the answer to their problem, they can open a new ticket.

**When** There is no time reference on this page.

**How** This page is easy to reach from the homepage. It can be reached via the main homepage menu (fig. 1) or via the footer (first item in the fourth column, fig. 4). In this page there are dedicated sections for the exploration of the articles of the *Blog* (fig. 33), for the exploration of the articles of the *Academy* (fig. 34) and to reach the various social networks (fig. 35). Furthermore, the user can explore the solutions to different problems for each product through a special section, illustrated in figure 32. If the user does not find the answer to their problem, then the site offers the possibility to send a *ticket* to support. To do this, there is a *Apri un ticket* (*Open a ticket*) button, located at the top right, to the left of the green *Accedi* (*Login*) button (fig. 30). I believe that, given the importance of this functionality, the element that allows to open a new ticket is located in the wrong place. At first glance, this element is not immediately recognizable and therefore the user may find himself disoriented (especially if the user is a beginner). I would have placed this element in a position that would have made it more visible, so that, even if the user does not need it, it is clearly visible at first sight.

## 5 404 pages

The site has not developed a specific page to handle the case in which the user requests a specific page that does not exist. You can find two different 404 pages: figure 36 illustrates the result if a non-existent *Academy* article is searched and figure 37 illustrates the result if non-existent content of the page *Supporto (Support)* is searched. These pages are very raw and do not provide useful information to the user. The use of the error code 404 can be omitted, as it represents a technicality that is not helpful to the user. The link to return to the homepage in figure 37 also represents a reference to be able to return to a familiar point for the user, however it also represents a disadvantage: if the user has reached this non-existent page via the *deep linking*, making the user go back would mean leaving the site. In the figure 36 it is possible to see that the 404 page is not managed well: apart from the ironic phrase, all the texts of the menus, buttons and footer are not loaded. This can cause severe disorientation for the user. Among other things, being the section of learning articles, therefore frequented above all by novice users, it does not contribute to maintaining a good level of quality.

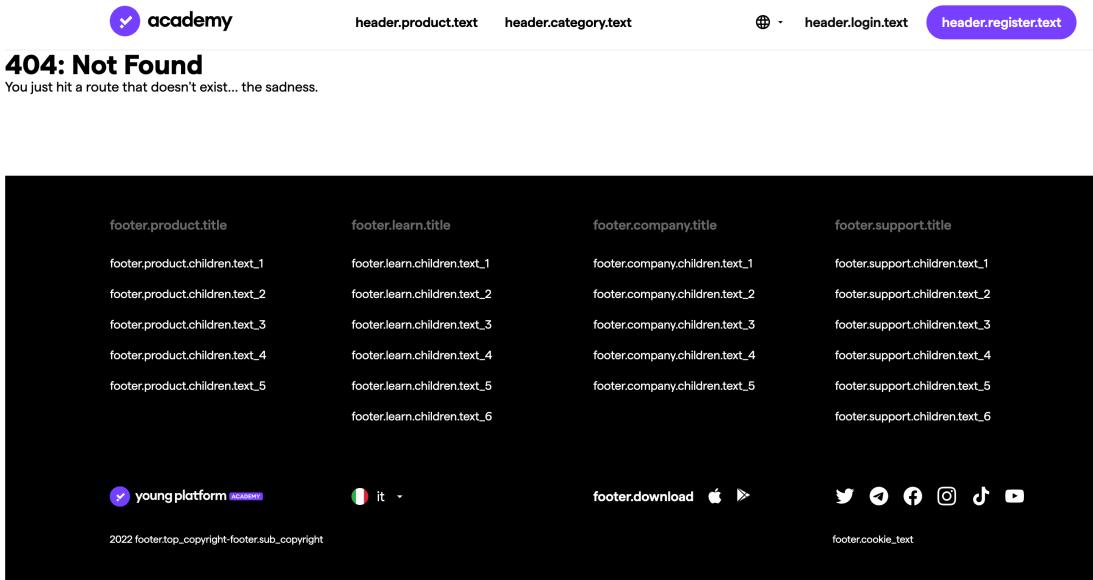


Figure 36: Page 404 which occurs if an article from the *Academy* page is not found.

Acquista e vendi Bitcoin con l'app Young Platform

GET IT ON Google Play Download on the App Store

support

Apri un ticket Accedi

## Errore

La pagina che cerchi non esiste

Forse hai digitato l'indirizzo sbagliato oppure la pagina è stata spostata

[Passa alla home page](#)

### support

#### Chi Siamo

Chi siamo

Carriera

Servizio clienti

Parlano di noi

Press kit

#### Prodotti

Young Platform

Young Platform Pro

Young Platform Step

Blog

#### Condizioni

Commissioni e Prezzi

Privacy Policy

AML Policy

Termini e Condizioni

©2021 Young Platform S.p.a. Tutti i diritti riservati

⊕ Language: English (US) Language: Français

Young Platform S.p.a. Corso Castelfidardo 30/A 10129, Torino, Italia P.Iva 11931440017

Figure 37: Page 404 which appears if you search for content not present in the page *Supporto (Support)*.

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## 6 Advertisement

There are no advertising elements on this site, as it is the site itself that promotes its products. We can understand the homepage itself as a form of advertising, in which all the advantages of the various products are presented. Another advertising-like form is the publication of articles in the *Blog* section concerning the announcement of corporate events and the release of new features.

## 7 Conclusions and assessment

### 7.1 Conclusions

#### 7.1.1 Positive aspects

**Support page** This page is well organized:

- There is a search bar that allows you to search for answers to doubts concerning the products made by the company;
- A section that offers some FAQs, already divided by product;
- Specific sections that allow the user to reach the articles of the *Blog* or the *Academy* and the various social network links.

By doing so, the site suggests to the user:

- Before finding the answer to the problem by searching among the resources published on the site (articles from the *Blog* or the *Academy*);
- To ask for the help of the community through the various social networks.

**Search tools for the glossary page** This page offers some great term search tools. If the user knows the term to search, he can use the search bar; instead if he partially remembers the term, he can:

- Use the search bar, as the page shows all the results that coincide with the characters entered in the search bar;

- The user can use the tool located to the right of the search bar: it consists of an alphabet, in which each letter is a link that points to a section in which all the terms starting with the selected letter are illustrated.

These tools also allow a novice user of the cryptocurrency world to explore the glossary efficiently.

### 7.1.2 Negative aspects

**How to open a ticket on the support page** Despite the positive aspects described above, this page does not highlight the button that allows you to open a support ticket (the button can be located at the top right, to the left of the green button *Accedi (Login)*, fig. 30). This is a problem, as the user may be disoriented and not knowing how to contact support.

**Lack of research tools for the Blog and for the Academy pages** There are no search tools for either the *Blog* or the *Academy*. This represents a major disadvantage for the user, as:

- The user must scroll through the various pages of the *Blog* or *Academy* section in order to find the article of interest to the user, or,
- The user has to search for the article via a search engine, which will redirect it back to the website.

These tools are very useful for users (especially novice users) who need to find articles by means of keywords. With the addition of such tools, the usability of these pages would increase considerably.

**The glossary page is not closely related to the academy page** The glossary page should be easy to reach from an article or from the *Academy* page itself. In the articles, there are not always links that redirect to the corresponding term in the glossary. Therefore, it would be useful to add a link, so that the user can consult the glossary at any time.

**FAQs** The FAQs are divided by topic, which is a good thing, as if the user has been able to locate the problem, they can go directly to the specific section. However, there are three main problems:

- These pages are difficult to reach: these pages can be reached via the footer (fig. 4);
- The various FAQs are not grouped into a single page: for a novice user, it is useful to have a reference page that directs him to the specific section, for example, *Tassazione (Taxation)*. In the absence of such a page, it is difficult for the user to orient himself and therefore he could open a support ticket when the answer to his problem could be present precisely in the FAQs;

## 7.2 Assessment

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- Absence of search tools: there are no tools that allow the user to search for FAQs starting from some terms entered by the user. This is a major problem, as it would have facilitated usability for the user.

## 7.2 Assessment

Based on all the analyzes carried out, from the homepage to some internal pages, this site is able to provide the contents in a clear way. The sections within the pages are well organized, but lack the tools that would be essential for users, especially cryptocurrency newbies. So, the final grade that I think is adequate for the Young Platform website is **7/10**. The following table illustrates the grades assigned for each page.

	Page	Grade
1	Homepage	8
2	Product	7
3	Academy	6
4	Academy - Blockchain	7
5	Academy - Blockchain - Article	8
6	Glossary	9
7	Term of the Glossary	9
8	Blog	6
9	Blog article	7
10	Support	7
	<b>Final grade</b>	<b>7/10</b>

## 8 Index of images and links

### 8.1 Images

Table of images in `res/images/`:

File name	URL	Reference
404-academy.png	<a href="https://academy.youngplatform.com/blockchain/a">https://academy.youngplatform.com/blockchain/a</a>	36
404-support.png	<a href="https://support.youngplatform.com/hd/it">https://support.youngplatform.com/hd/it</a>	37
academy.png	<a href="https://youngplatform.com/">https://youngplatform.com/</a>	8
blog.png	<a href="https://youngplatform.com/blog/">https://youngplatform.com/blog/</a>	9
deposit-options.png	<a href="https://youngplatform.com/">https://youngplatform.com/</a>	7
footer.png	<a href="https://youngplatform.com/">https://youngplatform.com/</a>	4
homepage-1.png	<a href="https://youngplatform.com/">https://youngplatform.com/</a>	1
introduction-1.png	<a href="https://youngplatform.com/">https://youngplatform.com/</a>	5
main-menu.png	<a href="https://youngplatform.com/">https://youngplatform.com/</a>	10
products-submenu.png	<a href="https://youngplatform.com/">https://youngplatform.com/</a>	11
registration-process.png	<a href="https://youngplatform.com/">https://youngplatform.com/</a>	6
who-we-are-1.png	<a href="https://youngplatform.com/">https://youngplatform.com/</a>	2
who-we-are-2.png	<a href="https://youngplatform.com/talking-about-us/">https://youngplatform.com/talking-about-us/</a>	3

Table of images in `res/images/internal-pages/`:

File name	URL	Reference
academy/academy-1.png	<a href="https://academy.youngplatform.com/">https://academy.youngplatform.com/</a>	15
academy/academy-2.png	<a href="https://academy.youngplatform.com/">https://academy.youngplatform.com/</a>	16
academy/academy-3.png	<a href="https://academy.youngplatform.com/blockchain/">https://academy.youngplatform.com/blockchain/</a>	17
academy/academy-4.png	<a href="https://academy.youngplatform.com/blockchain/">https://academy.youngplatform.com/blockchain/</a>	18
academy/academy-5.png	<a href="https://academy.youngplatform.com/blockchain/peer-to-peer-p2p-client-server-cosa-sono-come-funzionano/">https://academy.youngplatform.com/blockchain/peer-to-peer-p2p-client-server-cosa-sono-come-funzionano/</a>	19
academy/academy-6.png	<a href="https://academy.youngplatform.com/blockchain/peer-to-peer-p2p-client-server-cosa-sono-come-funzionano/">https://academy.youngplatform.com/blockchain/peer-to-peer-p2p-client-server-cosa-sono-come-funzionano/</a>	20
academy/academy-7.png	<a href="https://academy.youngplatform.com/blockchain/peer-to-peer-p2p-client-server-cosa-sono-come-funzionano/">https://academy.youngplatform.com/blockchain/peer-to-peer-p2p-client-server-cosa-sono-come-funzionano/</a>	21
blog/blog-1.png	<a href="https://youngplatform.com/blog/">https://youngplatform.com/blog/</a>	27
blog/blog-2.png	<a href="https://youngplatform.com/blog/">https://youngplatform.com/blog/</a>	28

## 8.2 Links

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blog/blog-3.png	<a href="https://youngplatform.com/blog/news/mercato-crypto-quiete-bitcoin-dopo-tempesta/">https://youngplatform.com/blog/news/mercato-crypto-quiete-bitcoin-dopo-tempesta/</a>	29
glossary/glossary-1.png	<a href="https://youngplatform.com/glossary/">https://youngplatform.com/glossary/</a>	22
glossary/glossary-2.png	<a href="https://youngplatform.com/glossary/">https://youngplatform.com/glossary/</a>	23
glossary/glossary-3.png	<a href="https://youngplatform.com/glossary/">https://youngplatform.com/glossary/</a>	24
glossary/glossary-4.png	<a href="https://youngplatform.com/glossary/api/">https://youngplatform.com/glossary/api/</a>	25
glossary/glossary-5.png	<a href="https://youngplatform.com/glossary/api/">https://youngplatform.com/glossary/api/</a>	26
products-page/products-page-1.png	<a href="https://youngplatform.com/young-world/">https://youngplatform.com/young-world/</a>	12
products-page/products-page-2.png	<a href="https://youngplatform.com/young-world/">https://youngplatform.com/young-world/</a>	13
products-page/products-page-3.png	<a href="https://youngplatform.com/young-world/">https://youngplatform.com/young-world/</a>	14
support/support-1.png	<a href="https://support.youngplatform.com/hc/it">https://support.youngplatform.com/hc/it</a>	30
support/support-2.png	<a href="https://support.youngplatform.com/hc/it">https://support.youngplatform.com/hc/it</a>	31
support/support-3.png	<a href="https://support.youngplatform.com/hc/it">https://support.youngplatform.com/hc/it</a>	32
support/support-4.png	<a href="https://support.youngplatform.com/hc/it">https://support.youngplatform.com/hc/it</a>	33
support/support-5.png	<a href="https://support.youngplatform.com/hc/it">https://support.youngplatform.com/hc/it</a>	34
support/support-6.png	<a href="https://support.youngplatform.com/hc/it">https://support.youngplatform.com/hc/it</a>	35

## 8.2 Links

Page	URL
Homepage	<a href="https://youngplatform.com/">https://youngplatform.com/</a>
I nostri Prodotti	<a href="https://youngplatform.com/young-world/">https://youngplatform.com/young-world/</a>
Blog	<a href="https://youngplatform.com/blog/">https://youngplatform.com/blog/</a>
A blog article	<a href="https://youngplatform.com/blog/news/mercato-crypto-quiete-bitcoin-dopo-tempesta/">https://youngplatform.com/blog/news/mercato-crypto-quiete-bitcoin-dopo-tempesta/</a>
Academy	<a href="https://academy.youngplatform.com/">https://academy.youngplatform.com/</a>
Category <i>Blockchain</i> of <i>Academy</i> page	<a href="https://academy.youngplatform.com/blockchain/">https://academy.youngplatform.com/blockchain/</a>
An article from the <i>Blockchain</i> category	<a href="https://academy.youngplatform.com/blockchain/peer-to-peer-p2p-client-server-cosa-sono-come-funzionano/">https://academy.youngplatform.com/blockchain/peer-to-peer-p2p-client-server-cosa-sono-come-funzionano/</a>
Supporto	<a href="https://support.youngplatform.com/hc/it">https://support.youngplatform.com/hc/it</a>
Parlano di noi	<a href="https://youngplatform.com/talking-about-us/">https://youngplatform.com/talking-about-us/</a>
Glossario	<a href="https://youngplatform.com/glossary/">https://youngplatform.com/glossary/</a>
A term from the glossary	<a href="https://youngplatform.com/glossary/api/">https://youngplatform.com/glossary/api/</a>