**Name: Moe**

**Choose any website and write a 1-2 page review evaluating the site based on**

**The website I have chosen *Mercedes Benz in Canada* website.**

<https://www.mercedes-benz.ca/en/home>

1. **Usability**

* Its easy to understand how to navigate a page.
* The elements are Meaningful which make it easy to the user’s journey through the website, and therefore make conversions and purchases more likely.
* Logo linked to homepage.

1. **User experience**

* The website’s (content, product) make users time spent on the website worthwhile.
* The website is easy to use
* Also the website satisfies users’ requirements.

1. **Accessibility**

* The website load quickly and without “flicker effects”, which are caused by images that have to reload.
* Clear contrast between (background, text and the Pictures).

### Font size & spacing is clear and easy to read in terms of font and spacing

### Mobile website is easily accessible

1. **Information architecture**

* Logo is clearly recognizable.
* Homepage can be grasped in 5 seconds.
* Company information is easy to find
* Contact information is easy to find

1. **Content**

* *Consistent color design*
* People are used for the colors been used in this website ( Black and White), which plays an important role in this process. The more harmonious the colors coordinate with each other, the more advantageous.

### *Content is split into clear paragraphs*

* Content been split by cars type, so the people don’t read everything on a website. They skim over content and stop to read something properly when it seems interesting.

**Some things to think about and include in your paper:**

1. **What is your overall impression of the site design?**

* My overall impression about the site design are the colors been used in the design which increased the user’s confidence in the website.

1. **What is the goal of the website?**

* The website goal is selling cars, visitors who know exactly what they want, will use the main navigation or search to navigate their way through the website, so in this example Auto website on the menu item "Pictures" is better than "Impressions".

1. **Will users be able to easily find information and complete tasks?** Yes.
2. **What's good?**

* Logo placed on the top-left corner.
* Social media links (as icons) in the footer.
* When it comes to beauty, its really a beautiful website.
* Colors been used in the website design.

1. **What's bad?**

* The accessibility of a website is not usable for everyone, like the users who have a physical impairment (for example visual impairment or color blindness)
* The search feature is not there in this website.