**My Website Review**

Site Name: [www.ebay.ca](http://www.ebay.ca)

**Its Usability**

At first glance, one can vividly see its simply a user-friendly centered design as its development and design are both focused around its prospective user. The site makes items available and accessible so users don’t get any error message when loading various web pages because of a great server uptime. Its responsiveness also makes sense with handling screen sizes between mobile and desktop mode.

Products are clear with users focusing on their goal as Ebay ensures the site is familiar, with consistent experience and gives good guidance. The website on its own is credible as trust enhances their reputation towards asserting quality products.

Lastly, the relevance to their services and products contributes to good usability, because Ebay defines who its users are and our aims when we visit the site.

**User Experience (UX)**

Ebay possess moderate use of white space to show case their content in enabling users focus on the materials surrounding the text to propel good communication. The speed into pages here is well optimized, so it takes a shorter time to load. Good use of attractive visual cues determines content desirable to us.

When perusing specific information on its site, the use of bullet points makes it easier to gather all data in a short amount of time. Images were used wisely, no stock photography created.

Headings are well written and designed to improve our search ability. Still pages are made consistent with several font choices, colour and styles of button, spacing and element design.

**Accessibility**

Using some of the five human senses, I think Ebay were able to look at visual, hearing and cognitive disabilities affecting users. Screen readers can be an option to this.

Ensuring that colours used on text contrast well so users can distinguish between different elements on a page goes a long way in its reuse. Headers were properly used here to structure the content as users can easily interpret the pages.

The site incorporates keyboard features making it more friendly to use as it gives a smooth navigation through its contents.

**Information Architecture**

Recently with user centered approach to web designs like Ebay, information architecture is the building block to an efficient site. From the skeletal basis, it provides features in a hierarchical nature such as the size, colour, alignment to elements on its site.

Path to finding products are sequential as its logical that you add items to cart, proceed to checkout through series of data entry before purchasing a product. Contents are also found in a chronological, alphabetical order.

Products are well labelled with further details about the contact information of the seller i.e. phone number, email, name of store.

**Content**

This is the most essential part to a good website. Ebay adopts an optimal key to achieving this. knowing to their customers, it may sound easy but they do need to think about who their target audience are, where are they mostly active online on and the type of information they need. These are currently met through advertisements through various social media platforms.

Users usually have short attention span, so the way their content is structured with the most important details displayed at the top of the page, then gradually going down to more specific and adjunct information of the already itemized product enables more attention.

Messages about products are in short simple sentence making text scannable allowing skimming easier, so users easily look for their desired information. Use of numbered list, white spaces, paragraphs, images, dividing contents in sections were all included in its art.

They say a picture or video is worth a thousand words, so users perceiving about 90% of information transmitted sensitively to the brain visually as multimedia is incorporated encourages better explanation than the actual text.

**Negatives**

There weren’t much to foresee as tables weren’t used for anything besides tabular data for footwear or dress sizes.

No use of automatic navigation here

In summary, Ebay possess a good review to me as regards the above-mentioned properties.