Visibility:

The colours themselves work. There are no colours that are not visible, however the white text on a light-blue background could be harder to see if one were to be colorblind. Other than that it is unknown how hard or easy it is to see what part of the website one is on from the context of just one screenshot but I would assume from the way the text is displayed that clicking on something would make it change colour and it would therefore be possible to know where you are from that.

Consistency:

The same font seems to have been used throughout the page. The design layout, while not being very nice to look at, is also consistent.

Familiarity:

I see in the top left a icon for “Home” tells me i can click that tab to go back to the front page of the website.

The “Go!” logo next to the textbox tells me this is where I click to start a search on the website and by extension tells me the textbox is where I type in what I want to search for. The language of the page is understandable and as this is a US website the english language should be understandable to anyone surfing it.

Affordance:

As stated in the last point, the “Go!” button clearly shows me it is a button and that it is clickable. All links are highlighted in blue as per usual for links and are also underlined.

All tabs are clearly clickable and presumably would glow yellow once visited.

Navigation:

On the top there are tabs for the user to click to navigate around the website with a “Home” icon next to them to allow the user to come back to where they started from if needed. There is also a searching option for users that does not want to navigate around the website to find what they want. There are also several hyperlinks in the text to allow a user to navigate to the different points of interest more easily.

Control:

The user is 100% in control of what happens on this website. No music is playing on it automatically, no video is playing and nothing opens that the user has not clicked on. The only thing that the user does not control on the site are the ads playing on the top and sides where a user could be exposed to unwanted ads.

Feedback:

Not possible to know without interacting with the website.

Recovery:

The website has no recovery tools that I can see apart from the “Home” button on the top left to return to the front page.

Constraints:

I do not see any constraints in this picture.

Flexibility:

This website is flexible as it allows a user to search for specific movies, or find them in the lists on the side or in the articles on the website.

Style:

This website is not stylish or trendy. It looks like and early 90’s website and is not appealing to look at or use at all.

Conviviality:

I do not see any offensive imagery or text on the website.