Find a website with a problematic user interface / lacks usability and submit your answers in  
word document for the following 5 questions: (This lab is worth 2%)

1. URL of the site evaluating: <https://best.aliexpress.com/>

2. Targeted audience:

- Aimed at individual’s that interested in shopping online and cheap priced products mostly teenager and middle aged adults.

3. Things you like:

- The color combination is eye-catching, vibrant and not too bright, which make a good first impression for customers.

- Search bar is a plus because it have multiple options and filters that can easily search for the target product and sort out the unnecessary items.

- Application on mobile, table is smooth and optimized.

4. Thing you don’t like

-Font style is uneven, when you click into a product or a banner the font will turn into a another one, which make a little uncomfortable to users.

-Slow connection to website when open multiple tabs or access to the tab that contain many banners, sponsors or images that affect to the connection speed cause dissatisfaction to customers.

-The product display when we access to the website is messy. Random sale products pop-up that make disorienting, especially desktop users.

-Menu options, categories are over-displayed cause complexity to users and make the customers hard to find the section they needed.

-Some of the products are merged with the sponsors so that when they clicked into it, they will be transfer into other pages that doesn’t contain the product they wanted. This problem cause the customers satisfaction going down, included me.

-Some features that supported on desktop but not on application, and vice versa. For example, comparing product by opening multiple tabs on PC’s or scan a QR code to find products or promotions on app which PC don’t have.

-Inconsistent imagery, there are some good quality and some are not, especially product that are not well-known usually don’t have a trustworthy image that makes consideration to a customer.

5. Suggestion for improvement

Basically, font style and image should be heterogeneous to improve the smoothness in visual experience. Every product should be separate and organized to avoid messy pop-up. Enhance the performance for multi-tasking efficiency, reduce the dissatisfaction issues and increase the service experience. Sponsors and products need to split off separately in order to organized the website and prevent the confusion. Add the missing features in desktop and mobile increase flexibility in different devices also comfort customers. Finally, optimized the image quality system and design that make it more realistic to improve the trust from the customer.