Scenario

In this assignment, you will evaluate three popular websites, Airbnb, CNN, and Nike, through the lens of UX/UI design principles. By examining these sites, you'll assess elements such as ease of navigation, visual appeal, accessibility, and responsiveness, using a provided checklist to guide your analysis. This evaluation will deepen your understanding of how design impacts user experience and engagement. After identifying strengths and areas for improvement, you'll propose simple, practical suggestions to enhance each website, developing your ability to assess and optimise digital interfaces for a better user experience.

Websites for evaluation

1. **Example 1**: **Airbnb**
2. **Example 2**: **CNN**
3. **Example 3**: **Nike**

Instructions

- Make a copy of the checklist template (You will be prompted to make a copy when clicking on the link, see the image below)

- Review each website provided on the template by completing the evaluation checklist.
    - Use the provided checklist to evaluate each of the three websites.
    - Take notes on the strengths and weaknesses of each site based on the criteria.
    - After evaluating, suggest 2-3 simple changes that could improve the UX/UI of each website. These could be changes in design, navigation, speed optimization, or mobile responsiveness.
    - Your answers should be concise and not exceed more than 120 words per questions.

- Your file upload should be in PDF format and use the following naming convention:
    - Name_Surname_M3_Assignment
    - Example: Jamie_Jones_M3_Assignment
    - Upload your assignment as a **PDF file** to the **Module 3 folder** in GitHub.
  - This is a graded assessment and makes up 10% of your total score for the course.
  - **Take note:** this evaluation can be added to your portfolio.

Grading

The following assessment criteria will be used to grade your submission:

- 0 - Failed to submit
- 1 - Limited
- 2 - Basic
- 3 - Proficient
- 4 - Advanced
- 5 - Exceptional

The following assessment criteria will be used to grade your submission:

- Effort
- Application
- Examples
- Digital Marketing insight

Please see the rubric below for detailed explanations of each criteria and the accompanying score.

Rubric

The task total will be a score out of 20

Criteria	1	2	3	4	5
	Limited	Basic	Proficient	Advanced	Exceptional
Effort	Minimal effort apparent, with little attention to detail or engagement with the task.	Shows some effort, but responses may lack polish or thoroughness.	Demonstrates a solid effort, with responses showing attention to detail and engagement with the task.	Displays a strong effort, with responses exhibiting thoroughness, coherence, and depth.	Exemplifies an outstanding effort, with responses displaying exceptional clarity, insight, and completeness.

Application	Fails to apply learned information effectively to the scenario.	Demonstrates basic application of learned information to the scenario, but lacks depth or coherence.	Applies learned information to the scenario with clarity and coherence, demonstrating a solid understanding of its relevance.	Applies learned information skillfully to the scenario, offering insightful analysis and connections.	Applies learned information in a highly sophisticated manner, integrating multiple perspectives and drawing nuanced conclusions.
Examples	Few or no examples provided. Demonstrates limited understanding or application of concepts.	Provides some examples, but they may be simplistic or lack depth. Demonstrates basic understanding of concepts.	Offers several relevant examples demonstrating understanding of concepts. Examples are well-integrated into the response.	Presents numerous detailed examples that vividly illustrate concepts and their applications.	Presents numerous detailed examples that vividly illustrate concepts and their applications.
Digital Marketing Insight	Shows little understanding of the principles of digital marketing and fails to connect theories to the scenario.	Displays basic understanding of digital marketing; makes simple, expected connections to the scenario.	Demonstrates a clear understanding of digital marketing and; makes relevant connections to the scenario, reflecting solid insight.	Exhibits deep understanding of digital marketing concepts; offers thoughtful, original insights that enhance the scenario analysis.	Demonstrates an understanding of Digital Marketing while; integrating sophisticated insights that significantly enrich the scenario, reflecting a high level of critical thinking.