**Fishbone Diagram User Experience**

The main problem identified with the fish bone diagram is user experience. Upon discovering the main cause why this happens which are : website speed, design, ease of use and accessibility. During the analysis of speed of the website we found that images were not optimized which caused longer loading times, the scripts that were loaded on the page were not split into smaller chunks, hence creating bigger request making it harder for the server to load in good time and the resources were not loaded incrementally and all of them loaded on the main page even though we did not need them all. During the analysis of the design we discovered that the proportionality of the page was off, there was not well defined theme and the balance of the design was not all right. During the analysis of the ease of use of website, we discovered that the help pages were incomplete, hence leaving the users with questions, there were no well defined categories and the search bar was not appearing on all the pages. In order to fix these issues we remade the site architecture so we can have categories and made the search bar visible in all the pages. When analyzing the accessibility of the website we discovered that the text size was not in the right format to accommodate users with bigger or smaller default font sizes, the contrast was around 0.4 when the minimum threshold should be 1 and the website was not ADA compliant, meaning people with disabilities were not able to use screen readers or keyboard to navigate the website. In order to fix this issues we changes the units in which we measured text size, we fixed the contrast by changing the primary and secondary colors and we added the necessary html tags on focusable elements and provided them with a focus style property to discern which element is currently focused.