**Website Analysis Project**

**1.Usability:**

* **Navigation:** it is not difficult for users to find any information on the site because of the “search box”, it is pretty clear and intuitive to use, as I have checked it works consistently.
* **Information architecture:** as for me there are mistakes in the hierarchy of the information, for example I wouldn’t put rewards in that size right in the middle of the page, it should be much less in size and locate in the footer and info in the aside bar should be in the footer as well and some information in the navigation bar is not necessary to be there
* **Accessibility:** because of the availability of “search box” I don’t think it is going to cause them any problems, only thing I would do is to increase the size of it and locate in the header

**2.Design:**

* **Visual appeal:** i don’t think that this website needs modern visual appeal, maybe some of the solution are not necessary, but it doesn’t look too bad and as for me it suits its target audience
* **Branding:** for this point I don’t have any questions, it does its purpose, but not in the well-structured way
* **Typography:** there are no unreadable fonts, some of them unnecessarily have bigger size which break hierarchy, in the search box they use different type of font which is also not necessary, but I can say that in overall it is appropriate for the content

**3.Responsiveness:**

* **Device compatibility:** after changing to mobile version it becomes more confusing, navigation bar hides, it is still easy to find, but it is not that convenient to use, hierarchy is totally broken, unnecessary items are on the wrong places
* **Mobile optimization:** all I can say is that it is not optimized for mobile devices as I’ve sad in the previous block
* **Responsive images:** some of images change in the right way, for example images for products, but images for rewards are way too big.

**4.Performance:**

* **Loading speed:** I have checked speed of loading using home wifi and using mobile internet, and I can say that the speed of loading is the same and pretty fast
* **Image optimization:** images of the products using mobile version of the site are in the low quality, but on the desktop version it is almost the same so I guess that it doesn’t sacrifice the quality of the pictures, they are at the start in a low quality

**5.Search engine optimization (SEO):**

* **Keyword targeting:** if you use search box it identifies key words and provides you with information on the site which contains these key words
* **Website goals:** the objectives of the site include the history of the company its main fields, goods and services
* **Industry standards:** Web design should deliver in a clear and structured way information about the company, its industries, products, services, this information should be accurate, in turn, the design should not be too complicated with animations, so as not to take attention away from the main purpose of this site.

For example, let's take a clothing store, the site should show a list of products, prices, availability of goods, availability of the right sizes with the previously specified size grid, so that customers can determine what will fit them better

My single page document: https://github.com/artem-nstsvtm/web-dev-Anastasyev-report/blob/main/nzmp.html