

Task 1:

Visit <https://www.quantcast.com/top-sites/AU/> - using that list you must visit 2 websites with more than 100,000 monthly visitors you do not currently have an account with, and register for an account. Try to select websites you think would have very different 'typical user' personas.

Don't purchase any subscriptions or products, select websites that offer free account registration. There is also no need to use your own personal details, regular email address, etc. – use services such as <https://www.minuteinbox.com/>.

If at any point you do not wish to continue with any part of the registration (such as it asks you for a phone number and requires this to be your real number by contacting it, and you do not wish to provide it) stop at that point and record that as an observation.

For each of those websites, record what you noticed about their registration requirements & usability. What information was requested? What password or username requirements were there? Did you have to set security questions? Was 2-factor (such as phone or email backup) required? How easy was it to find the registration option?

Log out and then log back in to each of these websites. Record your requirement & usability observations for this process also.

Write up a short report on your audits for both websites (~1/2 page/250 words per site).

BuzzFeed, asks for email and create a password and a user name, demographics show that mobile visitors are much higher than other media forms, with most being returning readers. The thing also asks you to confirm your email address, which is sort of annoying because you have to log into your email in a separate tab and come back to it. Ends on a sent an email to your account to confirm with no like return to the home page or anything kind of just a dead end. Does say however to click the link once you've seen and located the email, which makes it a very quick sign up service and efficient if you're willing to give them your email address. The website is listed as the third most popular which can be seen that people like the content enough, that they are comfortable giving their email address or going to the trouble of making an email address.

cnbc.com reaches over 17 million monthly people, of which 12 million (71%) are in the U.S. Listed as the 97th out of the top one hundred, and I assume has a completely different demographic to the initial BuzzFeed, as although both media sites they are significantly different in terms of demographics with the stats showing that the majority of CNBC's reader having interests in personal finance and business as well as most commonly being found in the middle age bracket, as well as being overwhelmingly men. The demographic to buzz feed seems to be quite different despite sharing a similar purpose. Upon signing up for this interestingly the process was much simpler and easier, with the CNBC having a log in drop down with the option to sign up. After clicking sign up, it just asked for email once, with a password once (no confirmation) and a screen name once. After clicking enter I was logged in on the website, with the site continuing it's functionality.

Upon reflection of the sign-up process for both websites, I considered the sign-up process for CNBC much more efficient. This could possibly be because I suit the demographic more as opposed to buzz feed, which accounts for the features that leads me to prefer it to the BuzzFeed process. I found that the confirming password only once was unusual and I like the peace of mind that I haven't made a typo or something. The feature I like the best about CNBC over BuzzFeed is that you're not required to confirm your email address and are taken back to the site immediately logged in, allowing you to access features like commenting on stories. I assume that BuzzFeed is more popular possibly because it is now convention for their target demographic to expect to confirm an email, but I see no reason other than spam emails as to why BuzzFeed would require a real email address. The demographic more likely to prefer BuzzFeed could possibly not care about getting the spam email addresses as much either because they don't rely on a clean inbox as much as the demographic for CNBC, or alternatively they want to be signed up to BuzzFeed more than those using CNBC want to be signed up.