

- **What website did you analyze?**

<https://www.amazon.com/>

- **What values and priorities does this website communicate (e.g., what is most important, least important, etc.)?**

It communicates shopping convenience, and a variety of products. Pricing is of lower priority.

- **How does the design help to communicate these priorities?**

It has different <div> tags, each containing items for different products. Each image is clickable and direct users to products under that category. There is a lot of repetition, such as size and color of the images fonts. There isn't enough contrast though, and different sections share the same background, color and sizes.

- **What are the strengths of the design of this website?**

The pictures attract users, and different pictures are shown for different users.

There is a search bar on the top, so users can directly search their interested products.

There is a menu bar on the top directly users to certain important websites.

Similar images are grouped in proximity and their titles are close to them.

- **What are the limitations of the design of this website?**

It seems there is no highlight on the website. There are too many elements on the website, so users many not easily find what they want. There isn't enough contrast between different sections, and title fonts and colors don't attract eyes. There isn't enough space on the website, and it's too crowded so difficult to read. This is minor misalignment between groups of pictures.

- **Are there comparable websites that do a better job with composition? Please describe.**

<https://www.ebay.com/>: variety of contrast, like background shapes and colors. in each subsection, only shows one , which keeps the website clean.

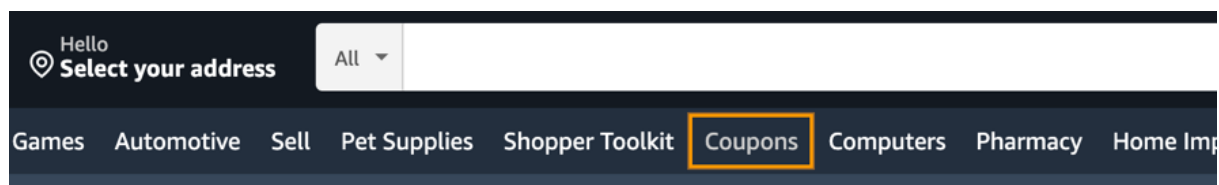
<https://www.macys.com> : There is enough spacing between different categories. And it highlights its promotion activities using bright background, with a high contrast. The section titles are bigger and easier to read. There is a good balance between contrast and repetition. Different categories use different layout and colors, and users don't get bored with the same design; within each category the repetition makes user the website looks organized.

- **What accessibility checks did you do (please include screenshots if applicable)? How did you do them? How accessible was the site?**

1. Access website using keyboard only.

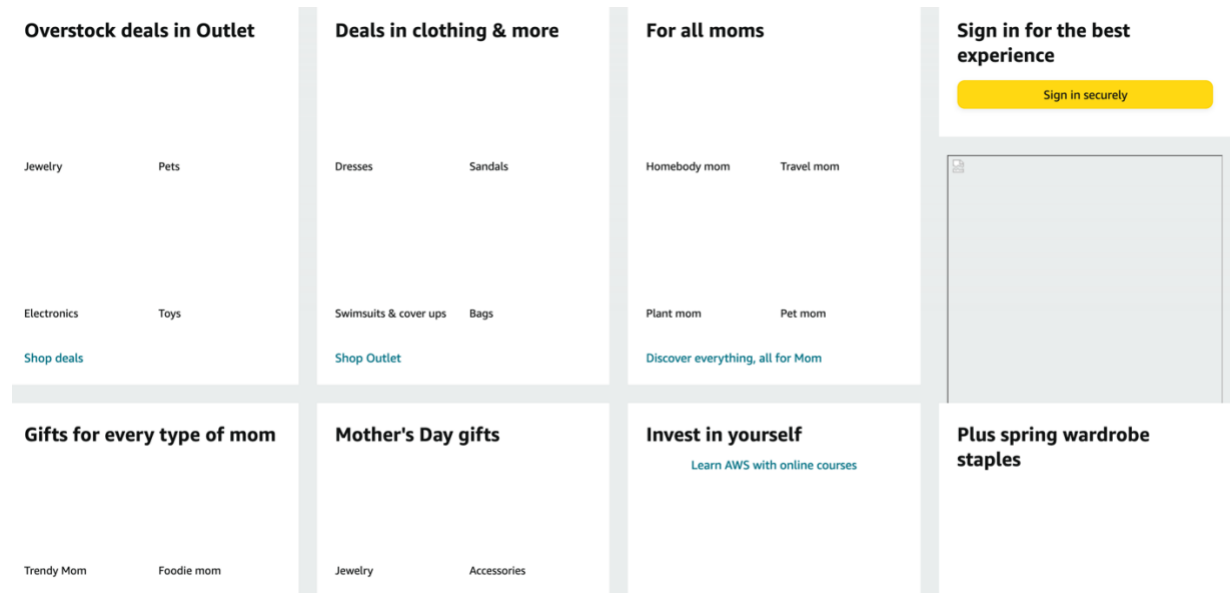
I turn on full control of my keyboard, open the website, and browse only with the keyboard.

I can interact with all controls, links, and menus using only the keyboard. I can see what item has focus at all times. As shown in the picture below, the yellow box.

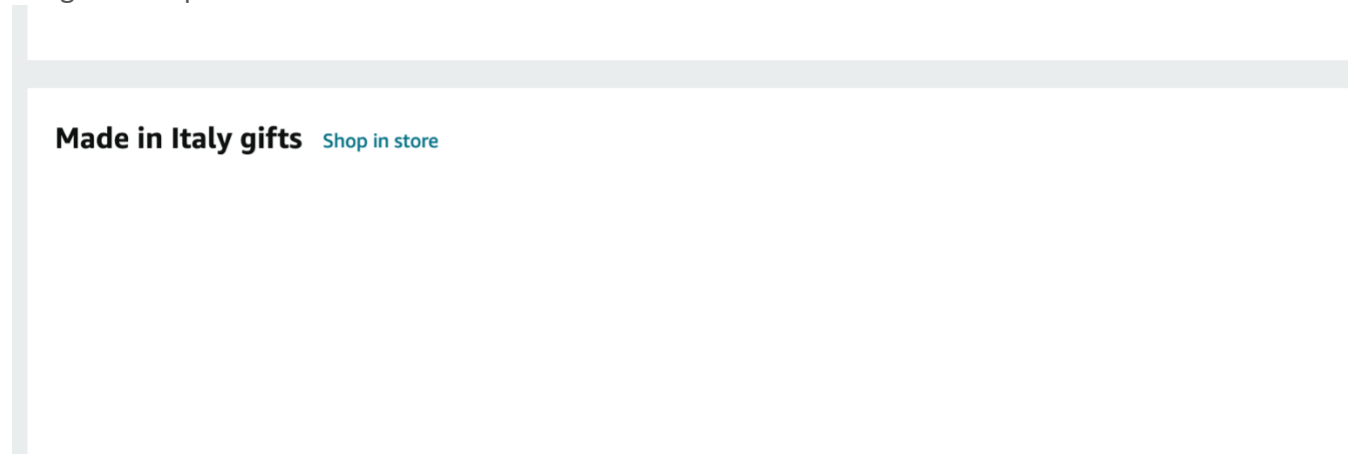


2. Turn off picture Images

I turned off the autoloading of images on my browser. The content makes perfect sense by the texts and layout.

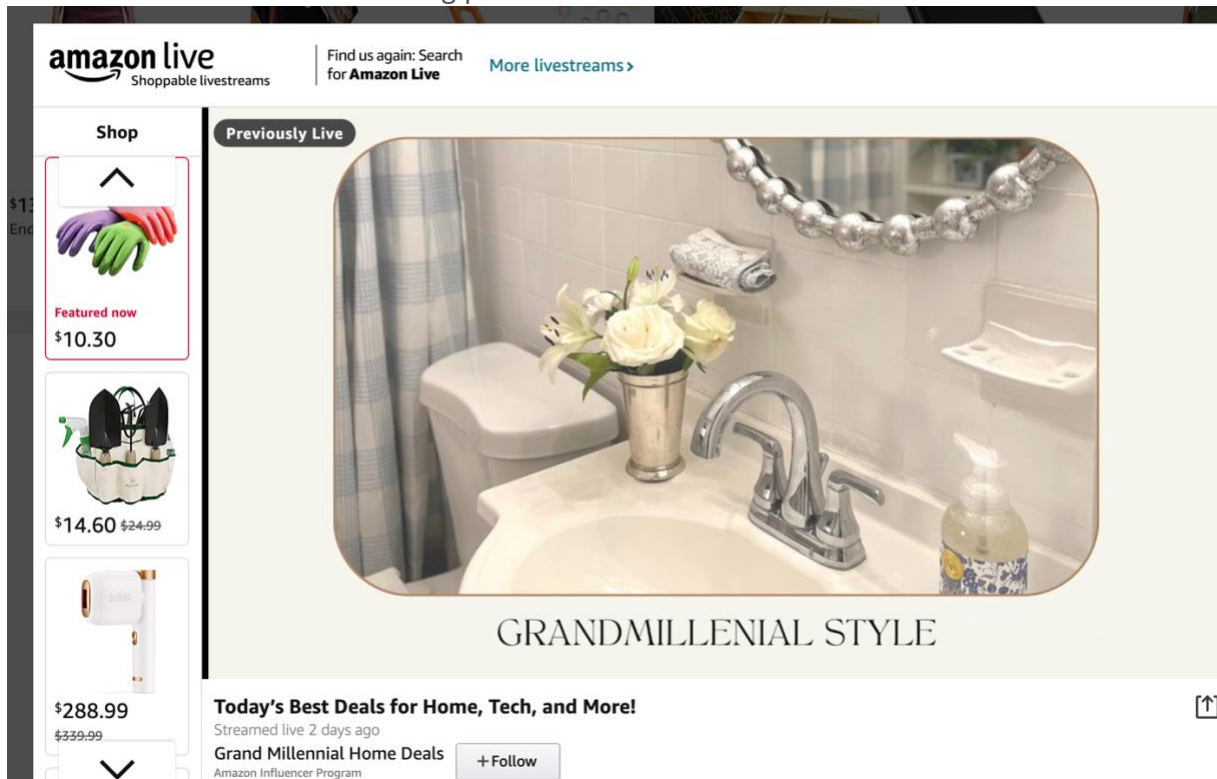


As shown below, there is no text description without the images. Users cannot click on the images and open another website.



3. Check for Captions or Transcripts

As shown below, the video on the website has no captions or transcripts, which is hard for users who have hearing problems.



- **What changes could/should it make to improve its accessibility?**

They can put captions in each video and give text descriptions to pictures. The text shown in images should be placed in the text markup. They should also provide a text alternative to images which present important content.

- **Are there comparable websites that do a better job with accessibility? Please describe.**

<https://www.blindmicemegamall.com>. This is a website specifically designed for visually impaired. All the content are in texts so it can be easily read by a screen reader. And there are not pretty pictures, and instead there are detailed descriptions.