

Three Websites and related analyses are given below,

Website -1: <https://www.asthait.com>

Astha IT is a custom software development company that specializes in building massively scalable systems.

Navigation:

- This website has chatbots which can be helpful to find any questions and answers.
- They have hamburger menu options top right of the site. It actually shows all the different sources and services they provide.
- The back button is working as well.

Usability:

- The simplicity of this website makes it easy to understand.
- It's readable and scrollable.

Design:

- It has a big clear font.
- It has two color combinations black and white.
- Instead of the menu bar, they have a hamburger menu.

Site Structure:

- They put most of the information on their hamburger menu and gave some basic ideas on the first page.
- Their site structure is kind of like a tree-like structure (moving from a general page to a more specific one.)

Recommend changes:

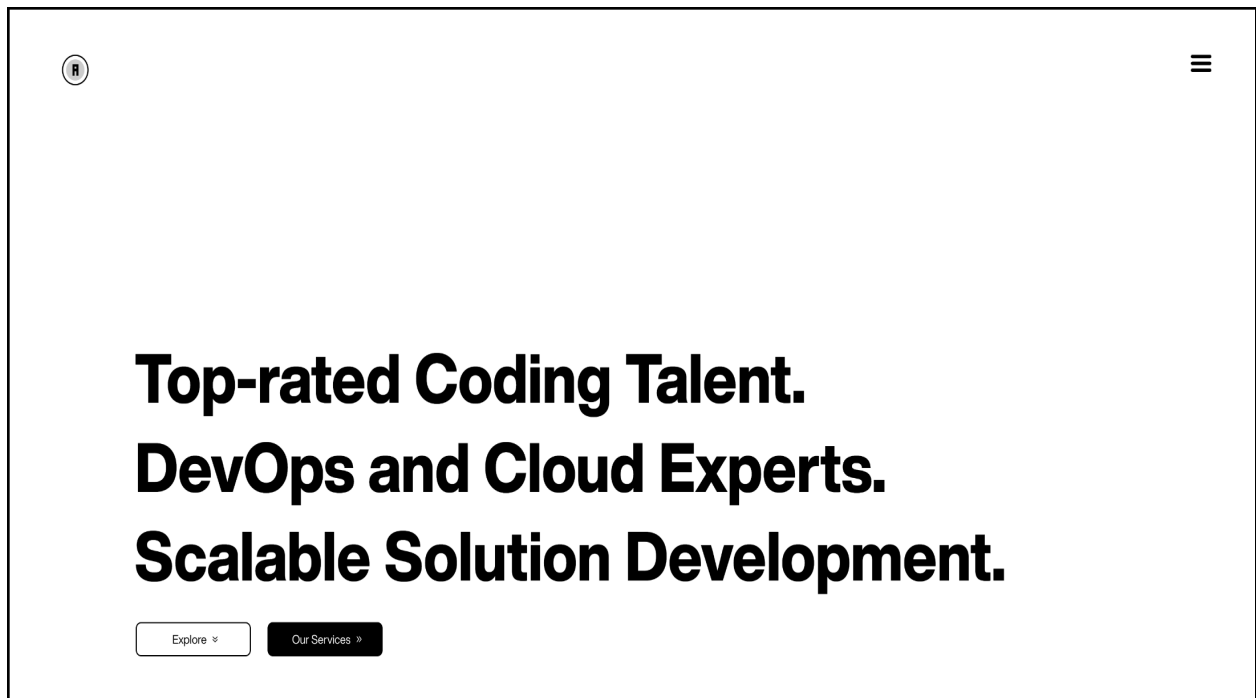
- On the first page, it has only service and explores options, and the hamburger menu is on the top right side. For me, the design seems confusing. It can be more clear on the first page. Instead of a hamburger menu, they can give a navigational menu bar in the middle of the page.

For example,

About us	Our customers	Our mission/vision	Projects ...
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It can be easier to operate. Like www.wipro.com

- Their font size is way too big. It can be smaller with the company logo. They also can put some colors or pictures on the first page. Which can make this website more attractive.
- This website is not attractive enough to read.



Website -2: <https://bdjobs.com/>

BD Job is the largest Online JOB Search Company in Bangladesh (South Asian Country). The term BD refers to “Bangladesh”. It is specifically for the Bangladesh market but can be accessed from the outside world. For Job seekers it is free but for Job posters, it has different packages for the job posting Services.

Navigation:

- It has a very interesting approach to navigation. Each active link or Nav bar redirects users to a new Web page. That being said, the back button option is Disabled.
- Other than this Back button other buttons actually read direct users to the right page.

Usability:

- It has a high number of user data in terms of Employees and the Organizations. That is why it is easier to search JOBS for the candidates.
- It has legacy data where we can see the number of jobs available for specific categories.
- It categorizes the JOB field in various sectors that reduce the redundant search attempts.
- It has lingual advantages where users can view the JOB both in Bengali and English.

Design:

It has a simple but effective design flow but is only good for use in PC or Desktop Web browsers, not a mobile-friendly site (Mobile WEB).

Design-wise the site,

- Shows a List of Jobs right from the beginning.
- Searching the Content options
- Overall JOB status in the form of visible Notifier with Active navigation links
- It also shows the number of JOB listings besides each job title.
- Color contrast is eye soothing but sometimes it may seem less important.

Site Structure:

This website has huge data but is structured in various categories of the JOB type. It is also structured around the fields and places (e.g. Inside or outside the Country)

Recommend changes:

- The data is the strongest and the biggest weakness of this site. They have lots of data but it seems like the data is scattered around the website. Although they categorized it in various forms, for a new user it is overwhelming. [They can follow the approach of a similar job-seeking company called <https://www.monster.com/>. At Monster, they followed a very simple welcome page and from there, their user can go through various sections. It is simple and more comforting]
- Clicking on each Navigation menu or link, it opens a new page. It is not user-friendly and users can lose the Track. It would be better if they open the next item in the same window.
- They have too many flashy advertisements or job postings. It actually eats up the net speed and is destructive. They rather follow the simple approach like [indeed.com](https://www.indeed.com/) or [monster.com](https://www.monster.com/) or [dice.com](https://www.dice.com/).

Website -3: <https://www.aiub.edu/>

American International University-Bangladesh, commonly known by its acronym AIUB, is an accredited private university in Dhaka, Bangladesh. The university is an independent organization with its own Board of Trustees.

Navigation:

- The back button is working as well.
- All active links take users to the right pages

Usability:

- They put all the information on the first page which is easy to understand for a student. You can see the applicable option on the first page top right side.

- Students can check all notices and exam dates on the first-page noticeboard as well.

Design:

- They only use two font colors_ blue and black.
- They use lots of color in the article box which is helpful to find out any topic and courses.
- Their page structure is interesting and attractive.

Site Structure:

- This website has huge data but is structured into various categories for the students.
- Their site structure is kind of like a tree-like structure.

Recommend changes:

- It doesn't need to put the father of nation picture on the first page.
- It would be helpful for the student if it has a chatbot.
- On the first page on the top, the name of the AIUB (in white font) seems bland with the back wallpaper. It needs to be more clear.

