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Aiming to finish my web assessment of these two websites, I would like to conduct a comparison between them by rating them according to the discrepancies as well as similarities, along with a profound and exhaustive analysis and justification by illustrating and interpreting the reasons for why my ratings differ.

● **Fit for business purpose**

The factor that comes to the first among the stipulations is fitting for business purpose

By scrutinizing the whole web page of ECNS, instead of deriving from business intention, I realize that both the content each page refers to and the formation as well as the lay-out of the web manifest that the intention of it is to supply assorted news to satisfy the requirements of various users.

● **User Appropriate**

According to user appropriate, ECNS offers the target audience with videos and images allow them to explore deeper about their interested news while appealing to a broad range of users, it simultaneously provides visitors with links and options to check more. Unfortunately, instead of supplying users with more specific and professional information, BB otherwise focuses less on the functional resources that the target audience highly needed.

● **Offer Informative Feedback**

By augmenting more informative feedback to its web page, ECNS tells users where they are and what is going on with some readable and conspicuous signals and highlighted titles while BB is highly deficient with real-time and informative feedback.

● **Strive for Consistency**

The web page of ECNS puts a lot of effort on standardizing the way information is conveyed and enables users to finish assorted and complex tasks with simple actions, but this is barely demonstrated in the BB.

● **Use of Colour**

Attributing to the variable and intentional use of color in ECNS ,it displays the brand image and become more appealing to its target audience.Antagonistically,BB simply use black white which is more explicit but lacking of visual interaction.

● **Accessibility**

Refer to the adesigner established by Eclipse Accessibility Tools Framework (ACTF) Project,which is a disability simulator that mainly helps designers ensure that their content and applications are accessible and usable by the visually impaired.Regarding to accessibility,ECNS applies its web page with comprehensive Disability accommodations to unsure the disabilities' cognition and interactive experience when browsing the web,while the implementation of these barely appear when browsing BB.

● **Error Handling**

For the error handing,BB takes some convenient and effective measures to handle the errors while i didn't seem any ways that was taken by ECNS to deal with the dilemma incurred by errors.

● **Layout of Content**

As my perspective ,the layout content of ECNS immensely facilitate the usability of website.But being applied to BB, the layout' influence didn't seem such obvious .

● **Usability and Navigation**

Equipped with more effective and exhaustive navigation system,ECNS provides high-quality services for its target audience.However, comparing with ECNS, the navigation system displays on the page remain inconspicuous.

● **Use of Links**

According to the use of link,i assume that ECNS equips its each web page with seamless and appropriate link to check for more by browsing other websites and advertisement but BB didn't.

● **Fitness for Mobile Technology**

Offering accessibility for all kinds of possible devices like laptops and smartphones,ECNS's web page fits the modern mobile technology very well .On the contrary,it seems like that BB is only adapted to computer comtemporariy.

● **Load Times**

The load time of both the ECNS page itself as well as the elements within a page were largely reduce in any conditions while more time is required for BB.

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Appendix 1- ECNS (<http://www.ecns.cn/>)

This report outline how ECNS addresses the criteria ,while simultaneously details how the website ECNS compares to the evaluative framework and how it can be improved upon.

By filling this matrix table,i analyzed the websites of ECNS against the evaluative framework scale .Simultaneously,it can also be regarded as twelve essential and indispensable stipulations and factors that firmly integrate and configure the comprehensive and overall criteria of the web assessment.Adhering to the criteria given above,I can critique the website by browsing and scrutinizing the whole web page ,while exploring the link and bound between assorted buttons or maybe options emerge in various kinds of pages regarding to the evaluative framework criteria among the matrix table that i listed above.

Critical Appraisal OF ECNS

Fit for business purpose

The website supplies visitors with a wide range of elaborative-classified information and news relating to culture,sci-tech,business ,travel and other few categories.In each section ,news and articles refer to hot spot as well as momentous events happen lately around the world that fit in the same category are meticulously classified and illustrated in order.However ,both the content each page refers to and the formation as well as the lay-out of the web manifest that the intention of it is to design and provide a platform for those regard the browse of internet as a essential resource for news obtaining to learn more news and anecdotes happening around the world.It is conspicuous that the news report it provides barely refer to the business topic specially and can't cater for the business requirements.

User Appropriate

The web page of ECNS conducts assorted sections like videos,photos and related news centered around each page that offering the target audience with news report they interested.The website applied its web page with gallery that specifically focus on images refer to influential and momentous events that happened lately around the world.It seems like that this section is designed particularly for its target audience who is expecting to go through a fabulous visual experience.In this way,it becomes appealing to a broad range of users.Otherwise,guiding by some concise and simple signs notation,the web enables users to switch the label and image smoothly ,which immensely boost the facilitation of user appropriate.

Offer Informative Feedback

ECNS's page uses a large majorities of conspicuous highlighted titles,concise notations and explicit language or signals ,which allow users to recognize where they are at and what is going on within seconds every time they switch from one page to another new page.However ,ECNS is still required to simplify some of its representative notations and signals for feedback.

Strive for Consistency

The standardization of the way information is convey and the measures it takes to enable users to complete assorted and complex task with simple action are brilliantly demonstrated in ECNS's web page and displayed their strong practicality.

Use of Colour

The main color use of ECNS's page is comprised of blue,red and black,which imply a strong sense

of maturity and dignity while boosting the users' feeling of authority and innovation .All of these allow the page to successfully shed the sense of garish that conventional web page always convey to us.It simultaneously displays the brand image and become more appealing to its target audience.

Accessibility

The application of comprehensive Disability accommodations like various images and videos that ECNS'web page have made to guarantee the disabilities' cognition and interactive experience when browsing the web deserve a high praise.

Error Handling

I assume that ECNS'page is still in shortage of measures that should be taken to deal with the adversity incurred by errors.

Layout of Content

The layout of content of it is quite reasonable as well as well-arranged.The headline and other sections that would grab most of its user's attentions occupied the largest and core space of the entire page ,while other section like culture and travels' status is lower and the space is smaller.

Usability and Navigation

ECNS's page owns a effective and exhaustive navigation system,which both largely facilitate the usability of the website and enable it to offer highly developed services to its target audience.

Use of Links

Each page of ECNS provides seamless link that occupy in suitable position for taget audience to check for more by browsing other websites and advertisement.

Fitness for Mobile Technology

ECNS's web page offers QR code to download its app on smartphone ,which provides accessibility for devices like laptops and smartphones to reach it.

Load Times

In any condition,the load time of the ECNS page itself as well as the elements emerges in its page are immensely reduce,you can catch sight of the page switching only within seconds.

Appendix 1-Figures

Figure1-User of colour on ECNS

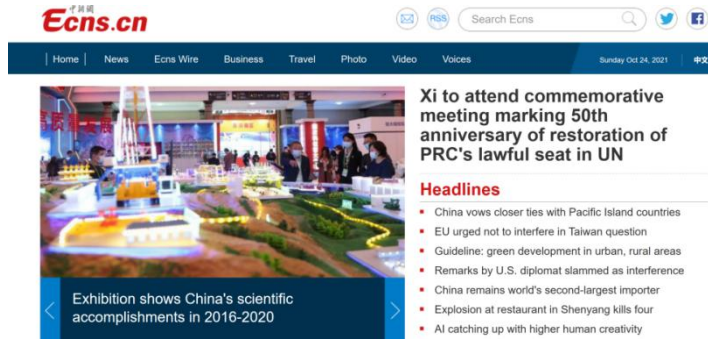


Figure2-Use of Links on ECNS

Share article:



Figure3-The Informative Feedback that ECNS offers

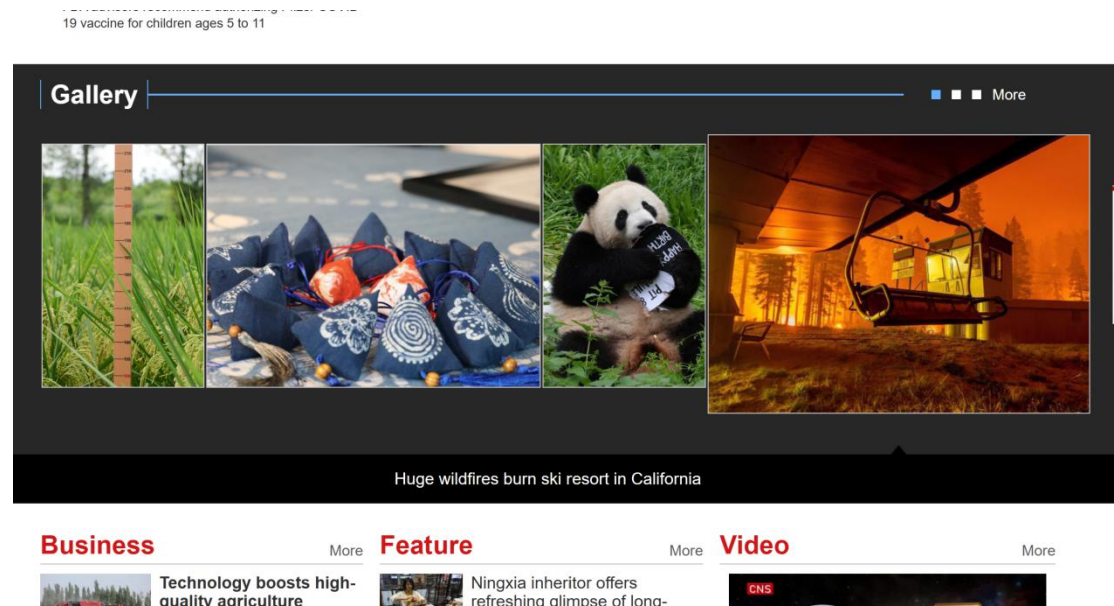


Figure4-The navigation system of ECNS



Xi calls for gre build China's s science, techn

Xi Jinping on Tuesday called on ti
workers to continue striving to bui
technology.

Headlines

Appendix2-BB(<https://www.beijingbulletin.com/>)

This report outline how BB addresses the criteria ,while simultaneously details how the website BB compares to the evaluative framework and how it can be improved upon.

Complying to the criteria regarding to web assessment given in the matrix table,I can appraise the website critically and comprehensively .

Critical Appraisal OF BB

Fit for business purpose

The web page of BB provide a lay out shares more similarities with the newspaper's formation,which is also arranged with a large majority of information but make it easier for us to distinguish the priority and the less important things .The simple and explicit categories that BB provides are mostly centered around business.Otherwise ,the layout of it ,which is quite similar to the formation of the newspapers that we browse everyday enables its business-related content to catch our eyeball more easier

User Appropriate

BB simply offer relevant images description and long and monotonous literature caption to its news report deployed in each section of the web page ,while this could not satisfy the requirement and curiosity as well as solving the target audience's problem ultimately .Instead of supplying users with more specific and professional information,BB provides fewer method for users to check for more relating information and focus less on the functional resources that the target audience highly needed.Besides , some of the video and images it contains are seriously in shortage of arrangement and sequence,which also incur the lost of the interest of a vast range of people.

Offer Informative Feedback

BB is highly deficient with real-time and informative feedback. It often displace the conspicuous and highlighted title with direct and explicit title like the simple description of the momentous events the article reports ,which lead to the failure of unable to activate the web's function of sending human-readable feedback back to the user within a reasonable amount of time once the user have switch the web from one page to another page.In this way ,the user will fail to realize where they are at and what is going on in real time.

Strive for Consistency

BB is obviously in shortage of the standardization of the way information is convey and the measures it takes to enable users to complete assorted and complex task with simple action.I can barely seem button or option in its web page that allow users to apply different knowledge and information from one click to another without learning and practicing new representations for the repeated actions.

Use of Colour

The use of colour in BB's web page is quite simple with a bit monotonous.Although the content of the navigation system ,which occupy at the top of the page is blue,I can barely see other colour

being used in the web page design except black. In this way, BB fails to display its brand image and grab the target audience's attention.

Accessibility

Only a small amount of videos and pictures are provided in BB's web page in comparison with ENCS's web page that I mentioned above, result in the loss of the opportunity for the disabilities to perceive, understand, navigate and interact with the site, which greatly decrease the accessibility of the web page.

Error Handling

As some of the articles is copied from writers working for some entertainment company as well as special studio, in both the movie review section and the hotel review, I found the site offers ways to contact with the original writer using telephone numbers or email at the bottom of the page, and in this way, the web visitors are able to have discussion with the original writer and correct some content mistakes emerge in the article effectively.

Layout of Content

The layout content of BB's web page shares a lot similarities with the formation of newspaper, which make it easier for us to distinguish the priority and the less important things, while strongly emphasizing and highlighting the main idea of the entire web page.

Usability and Navigation

The well-arranged navigation system of the site display as a form of a synthesis of newspapers' formation with conventional website navigation system, which have a tremendous and active impact on the facilitation of the overall usability.

Use of Links

I caught sight of links like this below some articles like this, they are capable of linking the website with other external website like some advertisement seamlessly and smoothly.

Fitness for Mobile Technology

As my perspective, BB's web page didn't apply the accessibility for any other devices like smartphones tablets to reach, which is a part where the web developer still need a lot of effort to improve.

Load Times

I suppose that the load time of the BB page itself as well as the elements emerges in its page is a little bit long.

Appendix2-Figures

Figure1-The navigation system of BB



Figure2-Error handling on BB



Figure3-Layout of content on BB



15 Hilarious (and Painful) Model Rocket Launch Fails



2-Year-Old HATES Learning She Has a Newborn Sister



The Best Sleeping Positions for Improving Your Health



What Is Your Third Eye & What Does It Do?



How to Open a Bottle of Wine without a Corkscrew



Famous Boy "Who Came Back from Heaven" Admits It Was a Lie



WASHINGTON D.C. U.S. power companies are increasing their coal consumption due to surging natural gas prices, dealing a blow to ...

Movie Review



The Haunting

Haunting

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Appendix3-reasoned recommendations for improvements for ECNS

From the appraisal that i summarized above,i can draw the conclusion that there are still quantities of flaws and bugs that are in urgent needs of solving.Aiming to facilitate the improvement and modification of ECNS, i' d like to propose some reasoned recommendations to it refering to Current browsers and the User Agent Accessibility Guidelines 1.0 from the web standards project and some other articles that i found online.

Fit for business purpose

The arrangement of the web page's section should be meticulously and elaborately modified under more profound deliberation for deriving from the business intention.For instance, due to unnecessary distraction of the target audience attention as well as the space's seizure of too much unrelated information, the content of some marginalized section like panda and travel is in highly needs of simplification,while the amounts of the articles that composes the entire section should be considered to be cut down.Otherwise,the core content of these articles must be centered around business-related topic.

User Appropriate

The multiple assorted and meaningful forms of multi-media like celebrities' interview as well as the record of some famous forum could be augmented to boost the target audience's interests and the escalation of the web's interactive experience.

Offer Informative Feedback

The simplification of some of its representative notations and signals is still in strong needed.

Strive for Consistency

Behaviors that are required for users when applying differ knowledge could be simplified by adding more links and options to the web page.

Use of Colour

To emphasize and highlight some crucial information,more color could be added to some of the componential elements of the main web page of ECNS.

Accessibility

Those articles with simple images and words can add some meaningful audios or videos regarding to the interpretation of the main idea of the article for the purpose of the application of comprehensive Disability accommodations.

Error Handling

The web page can offer some ways like link or address for users to contact with the article's original writer using telephone numbers or email at the bottom of the page ,which make great contribution to the effective management of error handling and guarantee that there's no conspicuous content errors.

Layout of Content

There are still components of the content layout of ECNS that are required to be improved.For instance ,combining the content of culture and feature section ,of which shares a lot of

similarities ,together to save more spaces for the main section of the entire web page,lead to the easier distinguishment of the priority and the less important things.

Usability and Navigation

The navigation system of ECNS could be modified and ameliorated into a more perfect form by breaking and classifying the main section into more specific sections and adding subordinate content to it.

Use of Links

More links could be augmented to the bottom of the article or the web page while the transition process between the page and the destination should be ameliorated into a more fluent and smooth form.

Fitness for Mobile Technology

The way that the website's content is presented on other devices except laptop should be more corresponding to aesthetic and more pleasing.

Load Times

The load time of the web page as well as the element within it could be shortened,and being adapted to assorted conditions.

Appendix3-reasoned recommendations for improvements for BB

Fit for business purpose

According to the resources that i took online for references ,the web page of BB is already well-fitted for business purpose.However , i assert that some of the web page's sections like international and technology could be elaborately classified into smaller pieces referring to business for the purpose of pursuing for a higher extent.

User Appropriate

The monotonous and long literature caption to its news report could be abbreviated and more interesting stories or popular words could be augmented to the passage to boost the escalation of users' curiosity and interests on it.By the way,It should supply users with more specific and professional information and functional resources to solve the target audience's problem ultimately.The web page should also consider to ameliorate the arrangement and sequence of the multi-media emerges in the page.

Offer Informative Feedback

Quantities of conspicuous highlighted titles,concise notations and explicit language or signals should be added to the page under reasonable consideration.

Strive for Consistency

Button or option in with great practicality that allow users to apply different knowledge and information from one click to another or within a few steps of simple action should be added to the page.

Use of Colour

More commonly-used color correspond to the web's brand image and could satisfy the target audience's mental needs should be added to the page.

Accessibility

Refer to Accessibility checker established by Intent Based ,which is a free web-based audit tool that scans your website for current WCAG standards that use scanners to find errors on your website while offering a detailed explanation about it, whom it affects and multiple options on how to solve it .More interactive videos and pictures should be offered in BB's web page for the opportunity for the disabilities to perceive, understand, navigate and interact with the site.

Error Handling

I assume that the operation of the error handling of BB is already perfect and there's nothing more needed to be improved.

Layout of Content

The occupied space of the main section ,which contains the core content of the web page could be amplified or being emphasized by adding a highlighted and conspicuous frame to it for the purpose of demonstrating its priority in comparison with other less crucial message while ensuring the operation of other sections.

Usability and Navigation

The navigation system of BB could be more elaborately classified and designed,so that it's easier

for us to reach the multiple sections from the main page of BB.

Use of Links

The switch from BB to other website or *advertisement should more fluent and seamless.*

Fitness for Mobile Technology

More resources like the QR code for downloading the corresponding app on other devices like tablet of smart phones should be added to the web page .

Load Times

The element within the web page and the load time of itself as well as the element within it could be shortened, and being adapted to assorted conditions.