1. a. Twitter dot com

b. More content oriented, less bulky interface and display. Neutral/less saturated background colours.

c. Website is currently designed to have seamless crossover with mobile devices but is presented as lazy for web users, using nearly half the page with only a quarter of it being dedicated to content. The site features three interchangeable background colours for user preference, bright, dark, and darker, none of which are healthy or appealing for the eyes. The site’s iconic blue seems plastered aimlessly over the website for the sake of branding rather than the sake of user friendliness.

d. The neutral colours would draw from white-greys to avoid blinding the users. The use of additional colour would be kept to a minimum, supplementary opposed to complementary if necessary, to avoid unsightly contrast with the user content displayed on the feed and the blue of the Twitter logo.

e: By maximising the content and minimising the bulk of the interface and overlay, the platform will become much more user friendly and intuitive through the improved clarity and structure.