**Composition Analysis**

*What website did you analyze?*

The website I am analyzing is Aritzia, the online shopping site for a Canadian women’s brand.

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

Aritzia communicates for sale of fashion clothing, targeting funky and individualistic young women.

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

The homepage of Aritzia posts the latest clothing on two big posters, which are very eye-catching. The model in the poster is obscured by sunshine, creating a sense of a dream. This gives the buyers the impression that the wearing effect of its clothing will make them a figure in fairyland or dreams. The words on the page are in either black or white, representing the brand's design – simple. All the models from the brand show a gesture of confidence that reflects the brand's value of women's individualism.

A person wearing a dress

Description automatically generated with low confidence

(Latest clothing in two big posters)

Graphical user interface

Description automatically generated with low confidence

(Words in black and white)

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

The website is clear in terms of proximity. The homepage has the two big posters of the latest clothing first. Then, we see four medium-sized pictures listed together in Trending Now. We will see small images under Shop by Category as we scrolled down. These groupings make it easier for buyers to locate what they want to purchase. There is also clear white space to separate the groups, which makes it even clearer. Although the Aritzia website does not have many words, it follows left alignment when they appear. Lining up the words on the left opens up more space that will not make the page messy and crowded. One benefit of alignment is that Aritzia can have their clothing pictures larger, which is more important for online shopping.

A picture containing person, posing, different

Description automatically generated

(Trending Now section)

Graphical user interface, application

Description automatically generated

Graphical user interface, text, application, email

Description automatically generated(Shop by Category Section)

Text

Description automatically generated with medium confidence

(words are all left-aligned)

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

I did not see any repetition from Aritzia’s page. In class, we learned that the principle of repetition is important for branding. The only repetitive elements are that all the clothing pictures are rectangular, but it is too standard to give any visual attention. The repetition of the elements will unify the design. Now, the whole page loses its cohesive look and feel. I suggest highlighting the headlines and subheads to create simple repetitions.

There is a contrast on the page – white background and black words. Nevertheless, such a background is too simple to catch consumers’ eyes. When looking at Aritzia’s page, viewers may lose focus with so much clothing listed. Thus, Artizia should use contrast to promote certain clothing. I suggest the website use a black frame for the clothing they want to promote. *Are there comparable websites that do a better job with composition? Please describe.*

In terms of contrast, I believe that Urban Outfitters does a better job. On their page, the have black and white posters that catch the viewers’ eyes immediately and the content for the black and white image is its reward program. Such strategy makes the viewer notice the discount reward program immediately, enabling more likely to shop.

A picture containing text, person, player, image

Description automatically generatedText

Description automatically generated

(Poster in black and white from Urban Outfitters)

**Accessibility Analysis**

*What accessibility checks did you do (please include screenshots if applicable)?*

I did first check on keyboard accessibility for people with disability (blind, low vision, etc.) who cannot use the mouse to interact with the web. I then turn off images to test accessibility for the user with cognitive disability. I also tested on voiceover.

*How did you do them?*

First, I unplug my mouse and turn off my trackpad, using my keyboard only to interact with the site. I tested whether the “Tab” key would allow me to traverse forward in the tab order. I also tested the “shift” and “tab” keys simultaneously as it allows me to traverse backward in the tab order. Second, I turned all the images off to see whether the content still made sense. People with cognitive disorders will benefit from reading the words only. Although I am testing on a shopping site in which images are crucial as part of the shopping experience, we can see that viewers still know what kind of clothing they are shopping for after taking off all the images. Third, I tested whether voiceover can be used for the page to speech on the words. This is crucial for people with low vision.

Graphical user interface, text, application, email

Description automatically generated

(Test for turning off all the images)

Graphical user interface, text, application, email

Description automatically generated

Graphical user interface, application

Description automatically generated(Website after I turn off all the images)

(Test for speaker)

*How accessible was the site?*

For the first test on the keyboard, the Tab key is working effectively for the website, especially for choosing the size and colors of the clothing. I believe the content is still understandable for the second test on turning off the images. Nevertheless, because it is a shopping site, images play an important role in first place. Third, the voiceover can be used properly on the page so the viewers can hear the sound.

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

For the voiceover section, I suggest the website add the function to speak up when the items successfully added to the shopping cart so that people with disability will be notified.

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

In the video assigned in class, there is a website called polymer. Their website has the function to speak up when the items are added to the cart. The screen reader immediately focus on the new information pop up.

Graphical user interface, text, application

Description automatically generated

(Polymer offers speaker that can speech up when the item is added to cart)