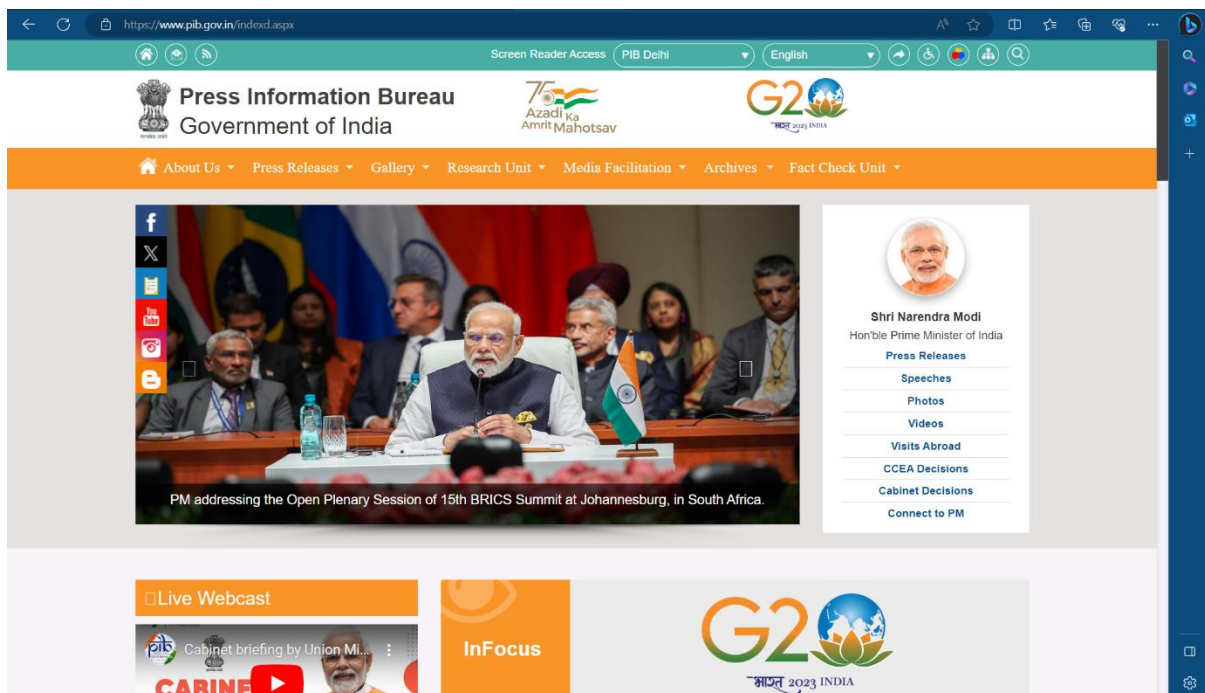# HOMEWORK ASSIGNMENT- A1 TASK 2

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Following is the critical review on Press Information Bureau website based on user interface and experience design:

PIB website home page-

Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programmes, initiatives and achievements. It functions as an interface between the government and media & also serves to provide feedback to the government on people's reaction as reflected in the media.
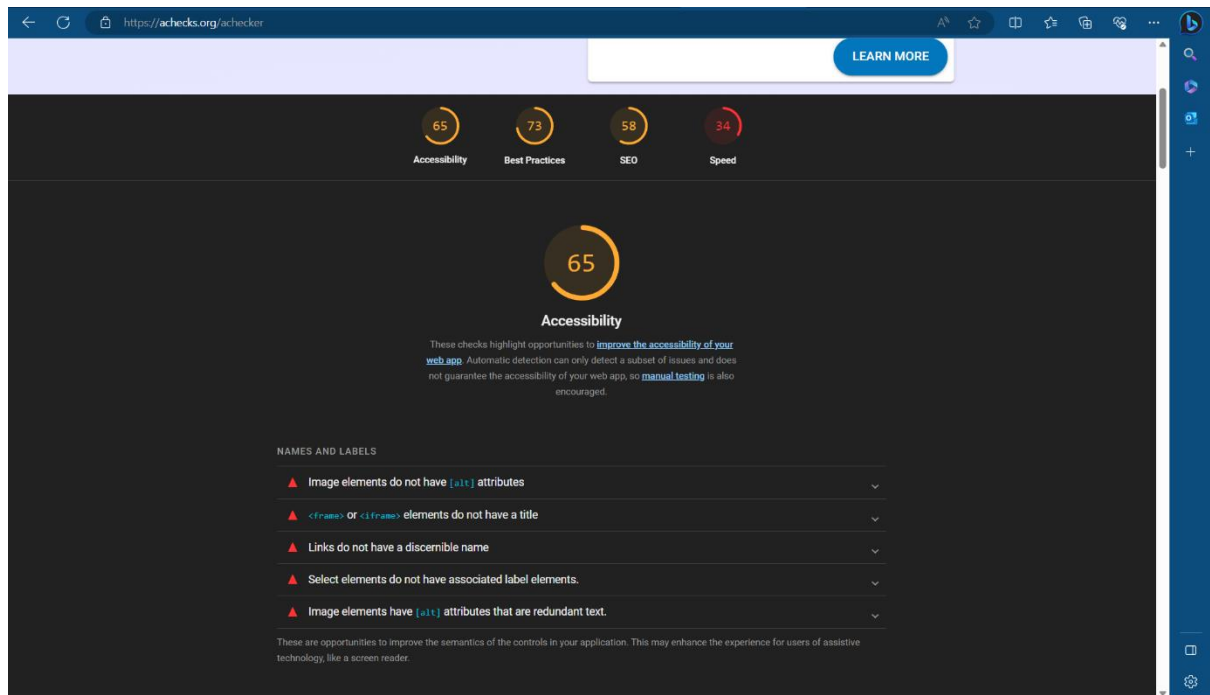
Parameters-

1. Usability – This website is of great importance, it's function is to provide a link between Government and Public, by providing all information about government's working.

a. Inclusivity- targeted population in not only the citizens all around the nation but also the media industry and the government itself . this website is operational worldwide and is feasible to read in all official languages nationwide.

b. Design- Font and typography is very simple & elegant . Practically design to keep all information easy to access. With the use of different graphics, photos & videos ,it is precise in conveying it's massage.
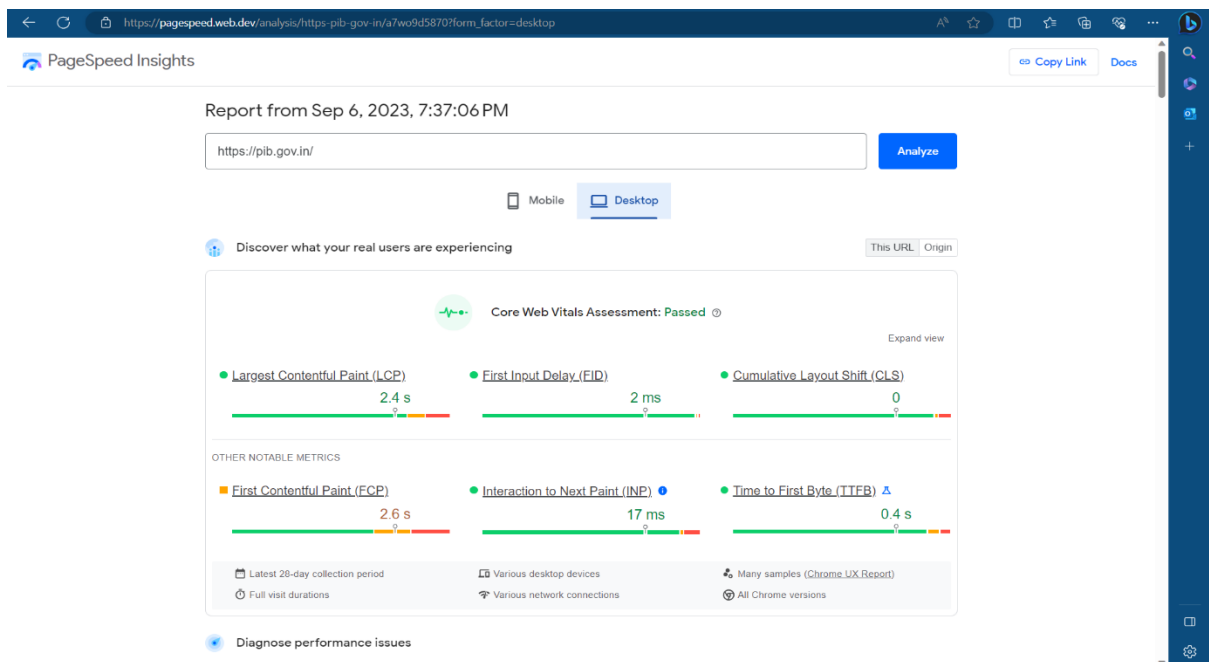
c. Functionality- purpose of this website is to provide a channel of communication between the Government and the media , and to ensure that all government policies are properly presented to the public. The primary features of this website is to provide information as well as to engage with citizens by collecting feedbacks useful for better governance.

d. Accessibility- the website follows the Web Content Accessibility Guidelines, WCAG 2 AA compliance report suggest it's accessibility rating of 65%,but show a poor rate of browsing of 34%.

2. Experience- Using this website is really simple and stress free with it's good content quality & effectiveness.

a. Efficiency- this website work efficiency is impressive, the time to load/access and retrieval of any data is minimal. Speed of the website is fast especially in desktop mode.
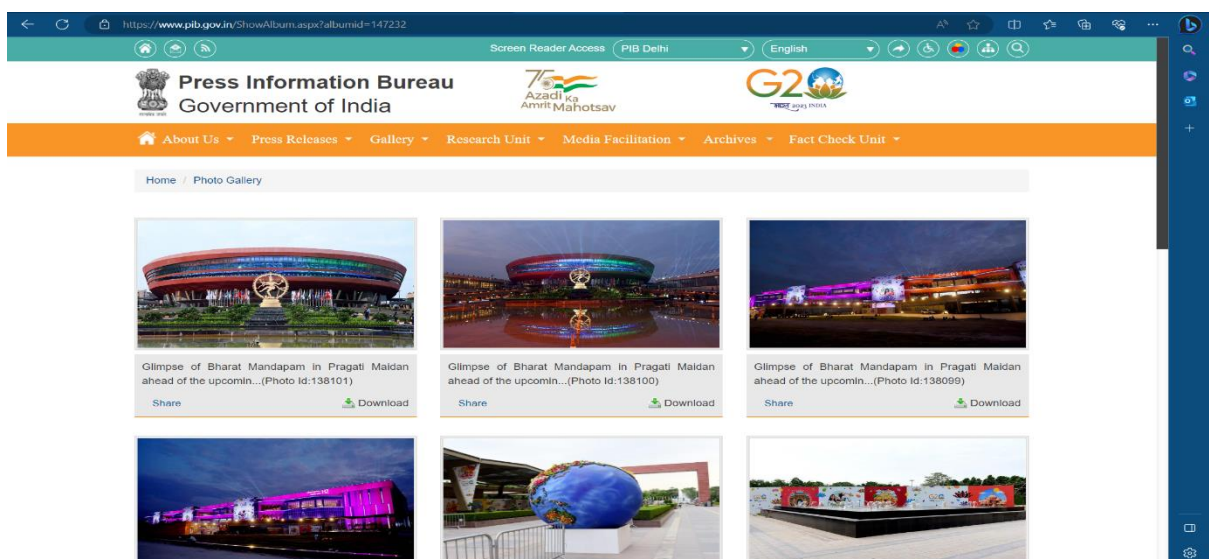
b. Effectiveness- It is a government body run website focused on delivering precise high quality information on time, it fulfills the intended purpose of connecting government, media and citizens of the nation.

c. Feedback Mechanism- It has proper feedback taking mechanism from the users based on registration mechanism.

d. Informativeness- PIB Website performs it's soul purpose of providing information well backed by respective ministries and with proper visual contents and other formats.

e. Content Quality- The contents uploaded are of high definition quality back by proper timing, various URLs are presented to connect with other necessary sites which further simplifies the task. All types of files are provided in high quality .

f. Multimedia Support- the website has the integrated handling scripts, dialogues or narration, music, sound effects and video shots. It supports all short of media format required for representing information.