1. b) Hierarchical, linear and random
2. a) Perceivable, operable, understandable, and robust
3. d) All of the Above
4. c) Both a and b
5. b) complementary
6.

Amazon

Repetition
- The logo, search bar, and account options are all located at the header of each page.
- The format of each product listing on the website is the same, with images, titles, prices, and reviews.

Alignment
- Amazon uses a simple grid structure to guarantee that images and text are positioned correctly. This preserves readability and order.
- Consistent spacing between parts results in a well-balanced and organized appearance.

Contrast
- With a predominantly white background and black content, Amazon employs a high-contrast color scheme that is highlighted with its distinctive orange for buttons and links to draw attention to important actions.
- A distinct visual hierarchy is created by using different font sizes and weights to identify headings, subheadings, and body content.
- Product photos are made to stand out by having a white background behind them.

Aliexpress

Repetition
- Like Amazon, AliExpress has the same banner on every page, including the logo, search bar, and account settings.
- The arrangement of photos, names, pricing, and ratings in product listings is consistent.
- When identical buttons and icons are used frequently for tasks like wishlisting and adding items to a cart, consumers are certain to immediately identify these features.

Alignment
- For product listings, AliExpress employs a grid-based structure that guarantees proper alignment of text, buttons, and photos.
- The site appears tidy and well-organized and is easy to navigate when margins and padding are used consistently.

Contrast
- Moreover, AliExpress has a strong contrast color design, usually with a white backdrop, black text, and red accents to highlight important components like buttons and discounts.
- To clearly distinguish between headings, product titles, and descriptions, multiple font sizes and weights are used.

- Bright colors are frequently used to draw attention to special offers and discounts so they stand out from the rest of the material.