1. Accessibility of Aston Martin Website for People with Disabilities
2. Sensory:

Good:

The website has been designed with accessibility in mind and aims to provide an inclusive user experience for all visitors, including those with visual impairments. To achieve this, the website makes use of high-contrast images of cars against clean backgrounds, which can help visually impaired users to better distinguish the content on the page. Additionally, all images on the website have alternative text descriptions that can be read by screen readers, enabling visually impaired users to understand the content of the images. This feature provides a comprehensive browsing experience for all users, regardless of their visual ability.

Bad:

For individuals with low vision, reading can become a challenging task when there is insufficient contrast between the text and the background. This can lead to discomfort and eye strain, making it difficult to comprehend the text. Similarly, auto-playing videos with sound can be a source of disorientation for those with auditory processing issues or who rely on screen readers to access digital content. The sudden noise and movement can confuse and make it difficult to focus on the content being presented.

1. Physical:

Good:

The website has been thoughtfully designed to cater to the needs of users with limited mobility. Its keyboard navigability feature makes it easy for individuals who are unable to use a mouse to navigate the website efficiently. This feature is particularly beneficial for those with motor impairments, as it eliminates the need for mouse-based navigation. By providing a keyboard-only navigation option, the website ensures that all users can access its content and functionalities with ease.

Bad:

It's worth noting that the website currently lacks optimization for touchscreens, which may create access challenges for users with motor skill limitations when accessing the site on their tablets or phones. This can be especially frustrating for those who rely on touchscreens as their primary means of accessing the web. It's important to consider these limitations and make the necessary changes to ensure that all users can access and navigate the website with ease.

1. Cognitive:

Good:

The website's layout is designed in a simple and clear manner, ensuring that it is free from any unnecessary clutter. This feature makes it easier for people with cognitive disabilities to navigate through the website without any confusion or difficulty.

Bad:

The website contains language that is technical in nature and relates to various features of cars. While these details may be easy for some people to comprehend, they can be quite challenging for individuals with learning disabilities. Such people may struggle to grasp the technical terms and acronyms used on the website, which could make it difficult for them to navigate the content and make informed decisions about their car purchases.

The Aston Martin website, while visually appealing, may pose challenges for individuals with disabilities. It may be difficult for some users to navigate and understand the information presented due to a lack of accessibility features. This could potentially exclude a significant portion of the population from accessing important information about the brand. By optimizing the website's accessibility features, Aston Martin can ensure an inclusive user experience for everyone, regardless of their abilities. This would not only benefit individuals with disabilities, but also enhance the overall user experience for all visitors to the website.

1. Inclusivity of Aston Martin Website Demographics

The Aston Martin website's software exhibits both inclusive and exclusive aspects of certain demographics. Here's how:

1. Inclusive Aspects:

- Language options: The website offers content in multiple languages, making it accessible to a broader international audience.

- Focus on visual storytelling: Luxury car brands often rely heavily on high-quality visuals to showcase their products. This caters well to people who might prefer visual information over lengthy text descriptions.

2. Exclusive Aspects:

- Pricing and socioeconomic status: Aston Martin vehicles are luxury cars with a high price tag. The website's focus on these expensive products might exclude people from lower socioeconomic backgrounds who wouldn't consider such a purchase.

- Gender stereotypes: Traditionally, car marketing has often leaned towards a masculine audience. While the Aston Martin website doesn't explicitly exclude women, it might not resonate as strongly with them if the visuals or language used subconsciously reinforce those stereotypes.

Justification:

Incorporating multiple languages on a website is a tangible effort towards inclusivity, as it provides a means for people from various backgrounds and cultures to access information. Additionally, focusing on visual elements, such as images and videos, can be highly beneficial for users who prefer this format, making the website more accessible and engaging for them. However, the steep price point of luxury cars can be a significant hindrance, making them unaffordable for a large portion of the population, particularly those from lower-income backgrounds. Moreover, the website's overall design might not be as welcoming or appealing to potential female customers who are interested in luxury cars, but not necessarily those that are typically associated with a masculine image.

1. The Aston Martin website caters to the needs of potential car buyers, existing Aston Martin owners, and general visitors. Here is a detailed breakdown of the purposes and activities that each type of user can benefit from:

1. Potential Car Buyers:

If you are looking to research and explore Aston Martin car models, features, and specifications, the website offers a comprehensive range of tools and resources. You can browse high-quality visuals and videos showcasing the design and performance of the cars. The website also provides detailed text descriptions and interactive elements to help you learn more about the technical specifications and features of the cars. Additionally, you can configure your dream car using online customization tools (if available) and find a local Aston Martin dealership for a test drive or purchase inquiry.

2. Existing Aston Martin Owners:

If you already own an Aston Martin, the website offers a range of information and resources related to your vehicle. You can schedule service appointments or access maintenance information, download owner's manuals and other helpful guides, and explore the Aston Martin community to connect with other owners.

3. General Visitors:

If you are interested in learning about the Aston Martin brand heritage, legacy, and company news, the website offers a range of resources to suit your needs. You can immerse yourself in the brand story through compelling visuals and storytelling, explore the history and racing pedigree of Aston Martin, and stay updated on the latest company news and upcoming car releases.

The Aston Martin website offers a comprehensive and visually stunning online platform for car enthusiasts, prospective buyers, and current owners alike. As a digital showroom, it showcases the iconic brand's latest models, allowing visitors to explore every detail and feature in high resolution and immersive 360-degree views. In addition to serving as a showcase, the website is an information hub that provides in-depth insights into the company's history, design philosophy, and engineering innovations. Visitors can also access detailed specifications, performance data, and pricing information for each of the available models, as well as explore the range of customization options and exclusive accessories. Whether you are a fan of Aston Martin's legacy or looking to purchase your dream car, the website is an essential destination that offers a seamless and engaging digital experience.

1. The software on the Aston Martin website will likely be used in various locations depending on the user's purpose:

People who are interested in buying a car or just browsing can easily access the software on their personal computers, laptops, tablets, or smartphones. They can use the software to browse and explore the available options from any place that has an internet connection, whether it be their home, workplace, or any other location.

For those who own an Aston Martin, the software can be accessed from any device, be it a personal computer at home or on the go. Additionally, they may have the option to use a specialized Aston Martin mobile app, which could provide them with access to certain features. This could be particularly useful when scheduling service appointments or accessing manuals remotely, allowing owners to stay up-to-date with their vehicle's maintenance needs no matter where they are.

PART 2

Usability of the Aston Martin Website: Hits and Misses

The software on the Aston Martin website offers a mixed bag when it comes to usability. Here's how it fares in different aspects:

Effectiveness:

A screenshot of a car

Description automatically generated

Supports: High-quality visuals and clear descriptions to help users understand the cars' features and benefits. Seeing as Aston Martin attracts a lot of car enthusiasts, by providing them with an interactive configuration workflow, it lets users design a personal car and enhances their experience of buying a luxurious car.

Violates: Technical jargon might confuse users unfamiliar with car terminology, hindering their ability to make informed decisions. As mentioned above, the Aston Martin software is perfect for car enthusiasts, but users with little knowledge about cars, won’t have a good experience, as there are no options to chat with a representative to help with the selection of configuration nor there is an option for a pre-configured car.

Efficiency:

A building with a sign on it

Description automatically generated

Supports: A simple and clean layout allows users to find the information they need quickly. Once the user has been familiarized with how to configure the car, they can easily navigate the website and get the required results.

Violates: Auto-playing videos with sound can be distracting and slow down navigation, especially for users with slower internet connections. When the website is first opened, there is a poor positioning of buttons to guide users to the required webpage to perform some tasks. Rather, it focuses on showing videos of cars being driven which can at times distract the users from performing the actual task.

Safety:

A screenshot of a computer

Description automatically generated

Supports: The website seems secure for browsing, with no mention of malicious software or phishing attempts. The website also has no external cookies, which makes it reliable, and has no option to create an account and enter personal details which can sometimes be leaked.

Violates: There might not be enough information on data privacy practices, leaving users unsure about how their information is collected and used. The point above which supports the claim of safety can also violate it. Since users are configuring a car for themselves it can involve certain personal details, but since there is no way to create an account and save, it just automatically restarts from where you left it, this means that the user actions are being tracked without their explicit permission.

Utility:

A car and a vehicle in a room

Description automatically generated

Supports: The website offers various functionalities like car configuration and dealership locators, catering to specific user needs. Aston Martin is one of the very few car companies that has this level of interactive website to configure the car to the smallest detail. This ensures that users can that users have a vast number of options while selecting a car.

Violates: Limited language options might exclude potential international customers who don't speak the languages offered. This is very evident as there is no option to change the language. I am accessing the Aston Martin USA website, and if a user is from some other country, the website might show them a different language. However, there should have been an option to change the language on this website itself rather than changing the language according to the country.

Learnability:

A screenshot of a computer

Description automatically generated

Supports: The website has a clear and intuitive layout, making it easy for new users to navigate and find information. The website offers an easy way to undo the changes made by the user using the ‘Reset View button’ which can encourage the user to look around and try different functionalities.

Violates: Lack of tutorials or interactive elements might make it challenging for users to learn about complex car features or functionalities. If the user knows cars, then this website is perfect for them. But for someone with no idea about how to configure a car, this website does not provide tutorials on how to do it, nor does it provide a base car to take reference from, or to show this is what a car would look like after a certain configuration, rather user having to try every configuration by themselves.

Memorability:

A screenshot of a computer

Description automatically generated

Supports: The Aston Martin brand has a strong visual identity, making the website design easily recognizable and memorable. Once the user has been familiarized with how to navigate the website it can be very easy for them to remember it since there are very few buttons on the main home page to avoid confusion among the users.

Violates: The Aston Martin website UI does not seem to violate memorability. The UI is hard to understand and get used to, especially the car configurations which give users a lot of information. Once the user has been familiarized with the software because of its sleek design and very few functionality buttons available it is easy to carry out any task. As well as Aston Martin displays all its available models right on the homepage so that the user can easily browse through it and doesn’t have to remember additional steps to do that.

PART 3

User Experience Design Principles on the Aston Martin Website:

Visibility:

Supports:

High-quality images and videos of the cars make them prominent and easily visible. Clear menus and navigation bars ensure users can find the information they need. In the options menu on the left there are all the options available so that the user doesn’t have to go looking for the functionality button, on top of that the website has minimal buttons so as not to confuse the user.

Violates:

Auto-playing videos with sound can obscure content and be visually overwhelming. Important information like contact details or dealership locations might not be immediately visible on the homepage. The first thing that the user sees after opening the website is a list of videos of cars being driven. This makes it hard for the user to spot the buttons that are placed on the top left and top right of the screen. The videos keep the attention of the user to the center of the screen wasting a lot of time and effort of the users.

Feedback:

Supports:

Buttons change color on hover, providing visual feedback for user interaction.

Confirmation messages appear after form submissions.

Violates:

Lack of feedback on unsuccessful actions (e.g., failed form submissions) can leave users confused.

No clear visual cues might indicate if a car model is customizable or not.

Constraints:

Supports:

The website might limit the number of car configurations available online, preventing confusion from excessive options.

Secure forms might have pre-defined fields to prevent users from entering invalid data.

Violates:

If the website allows extensive car customization, the options might not be well-constrained, leading to overwhelming choices for users.

Lack of limitations on user input in some forms could lead to errors or invalid data submissions.

Consistency:

Supports:

Consistent use of colors, fonts, and layout across the website creates a unified brand experience.

Similar functionalities might be placed in consistent locations throughout the website (e.g., search bar always at the top).

Violates:

Inconsistency in button styles or functionalities across different sections can confuse users.

Navigation structure might differ between the desktop and mobile versions of the website, causing usability issues for users switching devices.

Affordance:

Supports:

Play buttons on videos clearly indicate their purpose.

Search bar affords the ability to search for specific content.

Violates:

Decorative elements that look like buttons but don't perform any action can be misleading for users.

Vague menu labels might not clearly communicate the content within that section.

By improving on these aspects, the Aston Martin website can create a more intuitive and user-friendly experience that aligns with best practices in user experience design.