**Step 1:**

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**Step 3:**

* Frist thing to notice on the website is that there is a lot going on at once, a lot of animation, with a very messy introduction to what the website is about. Both young and old people will struggle to understand what the website is about. My person was surfing on her phone, and this website is extremely hard to navigate on phone, and it's even messier on a mobile device, because it is way harder to navigate. On a mobile device, there is no menu to be seen, which would confuse both old and young people. When you swipe to the other page, there you have an option to view a menu, but you then have to swipe back to the home page to view the menu. There is nothing at all that tells you about this. There is a big empty space on the home page, which leaves me to believe that the people who have worked on this does not know how to optimize the website for other devices. In every picture/animation, there are white people representing the idea, and people of color could feel some type of way about it. Back to its functionality, it is extremely hard to find what you are looking for, but something that is nice and is a positive, is that you can easily find information about how to contact them.

**Step 4:**

1. Completely revamp the layout and its functionality
2. Remove the news page, if students want news, they can read the news outlets, unnecessary information on the page.
3. Use less animation, and have a clearer message on what you are viewing
4. Make everything more accessible
5. Make it much more responsive on other devices.

**Appendix:**

Pact analysis – Mohammad Abo Khalifa (s354364)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| D | Transgendered | Person of Color | Female | Age: 15-65 |

**Step 1:**

**P**eople:

* Bella identifies herself as a transgendered female, she is also a person of color. Bella is still quite young, at the age of 32. Throughout her life, Bella has developed bad eyesight, and it is only getting worse.

**A**ctivities:

* Bella is looking for clothes online on multiple online shopping websites, because her current clothes has become old.

**C**ontext:

* Bella just came back from a weeding, after having struggled to pick an outfit for said wedding. Bella was looking for clothes on her laptop, but now that it has ran out of battery, she moved on to her phone while her PC is recharging.

**T**echnology:

* Bella was first using her laptop, then went over to using her phone, in which both are connected to the internet.

**Step 2:**

1. Websites that are poorly optimized for different devices
2. Since Bella was shopping for clothes, an obstacle might be said online stores only having white models
3. Websites filled with ads which ruins the user experience
4. Cyber bullying and racism in comment sections
5. A website with small text and bad quality pictures
6. An excessive amount of animations which makes the website slow
7. Websites which is a total mess, hard to navigate
8. In case you need to create an account when purchasing clothing online, you probably need to fill a form in which you have to put your gender, an obstacle would be only having male/female as an option.
9. Websites without any audio content will exclude a lot of people with bad eyesight.
10. Websites with bad color choices that looks unappealing/unprofessional

**Step 3:**

1. Employ a couple that only focuses on optimizing the website for other devices/screen sizes.
2. Each online store should have different people with different backgrounds showing their products
3. A website should remove/reduce the number of ads they have on their website, and also put them in places which does not ruin the user’s interaction with the web page
4. Comment sections should be under constant monitoring and have a report function on comments which would make the monitoring easier.
5. Web developers should take into consideration people with disabilities and make the website around those said disabilities.
6. Less animations should be applied to websites, which would not only make them load much faster, but also much easier and less confusing to use
7. Website should have an easy to see navigation bar, which has a good description of the page the visitor is about to visit.
8. Create an option which says “other” for gender, and when it is chosen, an input will appear in which the said person can chose if he wants to write his gender or not.
9. Websites should be developed in such a way that people with bad eye sight can easily have the option to have said text read for them.
10. Web developers should use less colors on websites and should also make sure that text on top of colors is easily readable.

Pact analysis – Sajaval Ahmad (s354368)

A cis-gender

Some problems a female of colour over 65 could experience:

1. To much of one colour for example white could implicate racism. Solution for that don’t base your website off just one colour.
2. Since old people are not used to new technology, they find it hard to navigate websites. Solution for that could be an easily accessible search bar on the website with an auto correct.
3. The language could also be a difficulty, so the best option for that is to keep the language as simple as possible.
4. The main page can look intimidating if it is to much writing and to much photos, this can make the page look messy and you don’t know where to start looking. To simplify this problem, it is better to have a clean front page with less writing and photo and make a menu on the website which you can go through.
5. Often for old people they have very less experience than the new generation with technology, a chat-box witch you can talk to or write to would benefit a lot.

If the website has an option to make a user where you have to login it can be confusing knowing what to have as a username and what you should have as a password or backup mail in case you forget you password, to simplify this some example could be shown and the criteria should be known to make a user, and an hint option could also be avalible after multiple failures on the password.

Many people get abused and bullied online and that can happen through comment sections, if the website has a comment section it should be user friendly, where there should be no place for hatred. One option you can add her is to censor out every foul language and an option to report user, if you get reported multiple times you get banned.

Have a feed back option on the website to constantly improve it.

Have video available instead of just text, instead of just reading which can be tiring for some there should be an option for video with audio.

A log in the website which can show visiting log on the website just in case you get into a page on the website by mistake and want to get back but don’t know how