Paige Jones

03/22/2023

Class 10 Assignment #2

1. **URL of the website:** <https://monese.com/gb/en>
2. **Name of the website:** Monese
3. **Target audience:** The website it is designed for people who are looking for a safe and easy way to transfer money globally.
4. **Three screenshots of the website (desktop display, tablet display, and smartphone display):**

Graphical user interface, application

Description automatically generated

A screenshot of a phone

Description automatically generated with medium confidenceText

Description automatically generated

1. **Describe the similarities and differences between the three screenshots:** Across the three screenshots, the color theme stays consistent. The bold header “Fast and Free Account Opening” also stays consistent and grabs the viewers attention no matter if they are using a tablet, phone, or desktop. The first difference I noticed amongst these screenshots was how the desktop and tablet’s navigation are organized horizontal. Whereas the phone is organized vertically. Another difference I noticed was how the desktop and tablet offer the option to enter in a phone number. However, the phone version does not. Instead, it displays the message “Open an account on you mobile without a local address or credit history.”
2. **Describe two ways in which the display has been modified for smartphones:** When comparing the three screenshots, I realized the smartphone is missing the repetitive color blue that the tablet and desktop utilize within the page design. Instead, it is more zoomed in and cuts out the design. The display on the smartphone also does not have a blue “Sign up now” link like the other two screenshots do.
3. **Does the website meet the needs of its target audience in all three display modes? Why or why not? Justify your answer.** Yes, because ultimately all the core features are available on all three display modes. This allows the target audience to use whichever device they prefer.