



جامعة الأمير سطام بن عبد العزيز  
PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY

**Search about : Haraj website**

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**Year:2023**

## Introduction:

- **Purpose:** Haraj is a Saudi Arabian website that serves as an online marketplace for buying and selling various products and services, primarily within the country.
- **Services:** Haraj offers a wide range of products and services, including electronics, cars, real estate, household items, among others.
- **Domain address:** The domain address for Haraj is [www.haraj.com.sa](http://www.haraj.com.sa).

## Strategy:

- **Category of business:** The category of Haraj's business is e-commerce and online marketplace, which is evident on the website as it prominently displays its products and services, and offers various options for searching, browsing, and purchasing.
- **Design and Purpose:** The design of the Haraj website is effective in accomplishing its purpose of providing an online marketplace. It has a clean and user-friendly interface, with a simple search bar and various options for browsing products. It also provides customer reviews, recommendations, and various filtering options to help customers find what they're looking for.
- **Target audience:** Haraj's target audience is anyone who is interested in buying or selling products or services in Saudi Arabia. The design takes this into consideration by providing a wide range of products and services, as well as various options for searching and browsing based on user preferences.

## Usability:

- **Page load speed:** The page load speed for Haraj is generally fast and efficient, but it can vary depending on internet connection speed and device used. The website scores for computers 80/100 on Google's PageSpeed Insights test, and 66/100 for mobile. However, some of the images and videos on the website can take longer to load, which may cause visitors to get bored waiting.
- **Information:** Information can be found easily on the Haraj website, as it provides various filtering and sorting options, customer reviews, and detailed product descriptions.
- **Search button:** Yes, there is a search button available for visitors on the Haraj website.
- **Links:** All the links on Haraj are working, and the website provides a smooth and seamless browsing experience.
- **Browser compatibility:** Haraj is compatible with all widely used browsers, including Chrome, Firefox, Safari, and Edge.
- **Mobile compatibility:** Haraj is fully optimized for mobile devices and offers a mobile app for iOS and Android platforms. The mobile app has a 4.5 rating on the Google Play Store and a 4.6 rating on the Apple App Store, which indicates high user satisfaction.

- **Content and Readability:**

The fonts used on Haraj are generally easy to read, and there is sufficient contrast between the font color and background color.

The text size on Haraj is appropriate, making it easy for users to read.

The content on Haraj is concise and useful, providing users with the necessary information about products and services.

- **Conclusion and Recommendations:**

Overall, Haraj is a well-designed and user-friendly classified ads website that serves its purpose of facilitating buying and selling in Saudi Arabia. However, there are some areas for improvement:

1. Haraj could consider adding more advanced search options to help users find ads more easily.
2. The website could benefit from a more modern and visually appealing design.
3. Haraj could provide more guidance for users on how to create effective ads and avoid scams.