

Kingdom of Saudi Arabia
Ministry of Education
Prince sttam bin Abdulaziz
College of computer
Engineering and sciences.



المملكة العربية السعودية
وزارة التعليم
جامعة الأمير سّطام بن عبدالعزيز.
كلية هندسة وعلوم حاسب.

Search About : Noon website.

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Introduction:

- Purpose of noon website :
to become the center of convenience and effectiveness for the clients they serve.
- Services:
easy and secure marketplace platform for people to discover and shop the products like:
Electronics, sports, clothing, foodstuffs, perfumes and cosmetics, allow merchants to sell within the site.
- Domain address:
<https://www.noon.com/uae-en/>

Strategy:

- category of the business
commercial.
- Is the design accomplishing the purpose of the website?
I think yes because it provided all the services in an orderly manner, the site provides payment via Apple Pay and different payment methods, it displays the user products that suit him according to his last shopping thanks to their algorithms , usable and compatible.
- Who is the target audience and how does the design take this into consideration?
In research:
74.37% of the audience for noon.com is male, while 25.63% is female. Visitors who are 25 to 34 years old make up the greatest age group.
- to see the statistic
<https://www.similarweb.com/website/noon.com/#traffic> -
audience is interested in Computers Electronics and Technology. So I think the design takes this into consideration, so you see the site's colors are more vibrant and also images to promote this

category at the top of the page. They sell the latest electronics and device.

Usability:

- How long does it take for pages to load, and will the visitors get bored waiting?

The site takes 19.3 seconds to fully load the page according to the GTMatrix tool.

I think that users do not pay attention for a few seconds, so they will not get bored, but in my opinion, I think it takes a little longer.



- Can information be found easily?

Yes, there is a description and details for each of the products when you click on it.

The image shows a product page for an Apple Macbook Air. On the left is a photograph of the laptop. On the right, the product details are listed: 'Best Seller' badge, 'Apple Macbook Air MGN63AB/A 13-Inch Display, M1 Chip With 8-Core Processor And 7-Core Graphics/8GB RAM/256GB SSD/Mac OS English/Arabic Space Grey'. Below this, the model number 'MGN63AB/A' is shown with a '4.7' rating and '207 Ratings'. The price is listed as 'Was: SAR 4699.00' and 'Now: SAR 3399.00 Inclusive of VAT', with a 'Saying: SAR 1300.00 27% Off' badge. At the bottom, there is a 'Monthly payment plans from SAR 284' option with a 'View more details' link.

Best Seller

Apple
Macbook Air MGN63AB/A 13-Inch Display, M1 Chip
With 8-Core Processor And 7-Core Graphics/8GB
RAM/256GB SSD/Mac OS English/Arabic Space
Grey

Model Number : MGN63AB/A **4.7** 207 Ratings

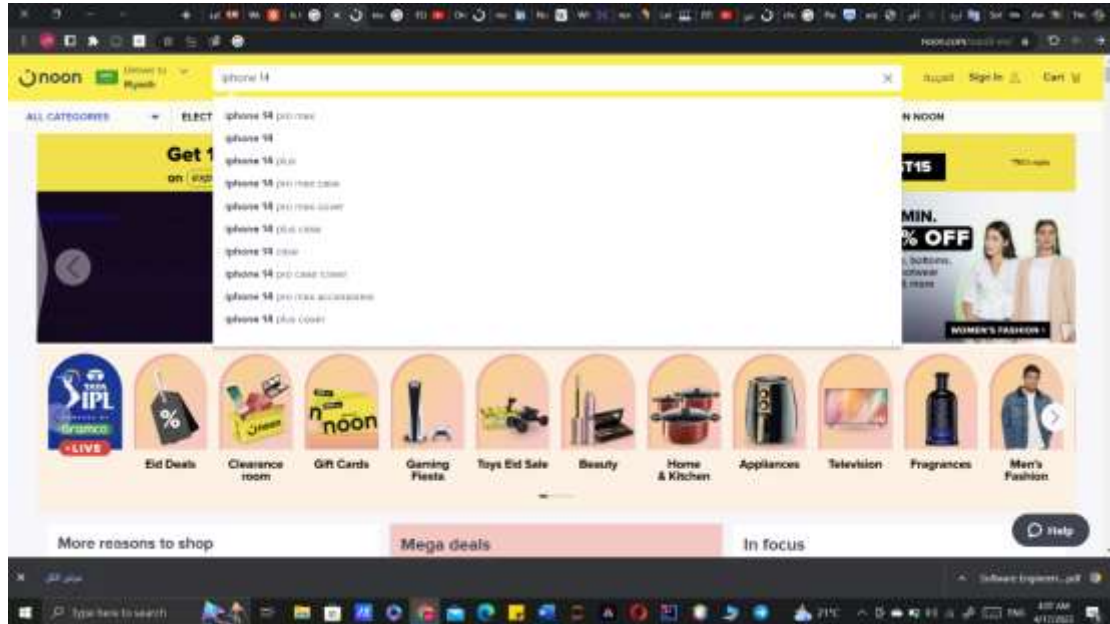
Was: SAR 4699.00

Now: **SAR 3399.00** Inclusive of VAT

Saying: **SAR 1300.00** 27% Off

Monthly payment plans from SAR 284 [View more details](#)

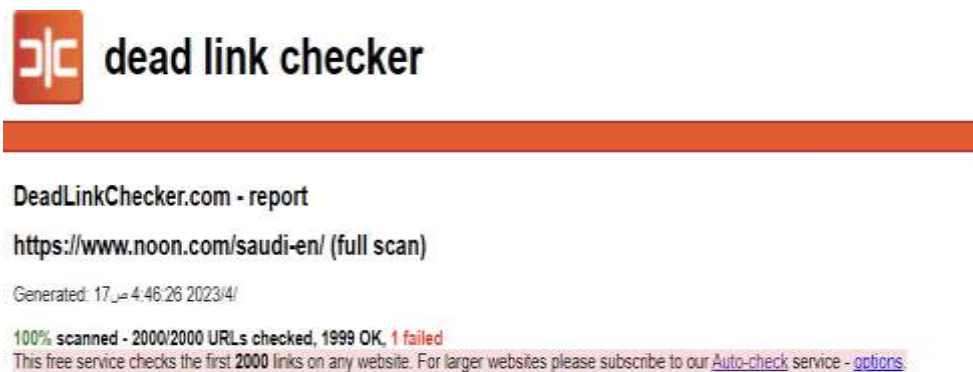
- Is there a search button available for visitors?



Yes there is a search button as you see in this example when we search about certain device

- Are all the links working in the website?

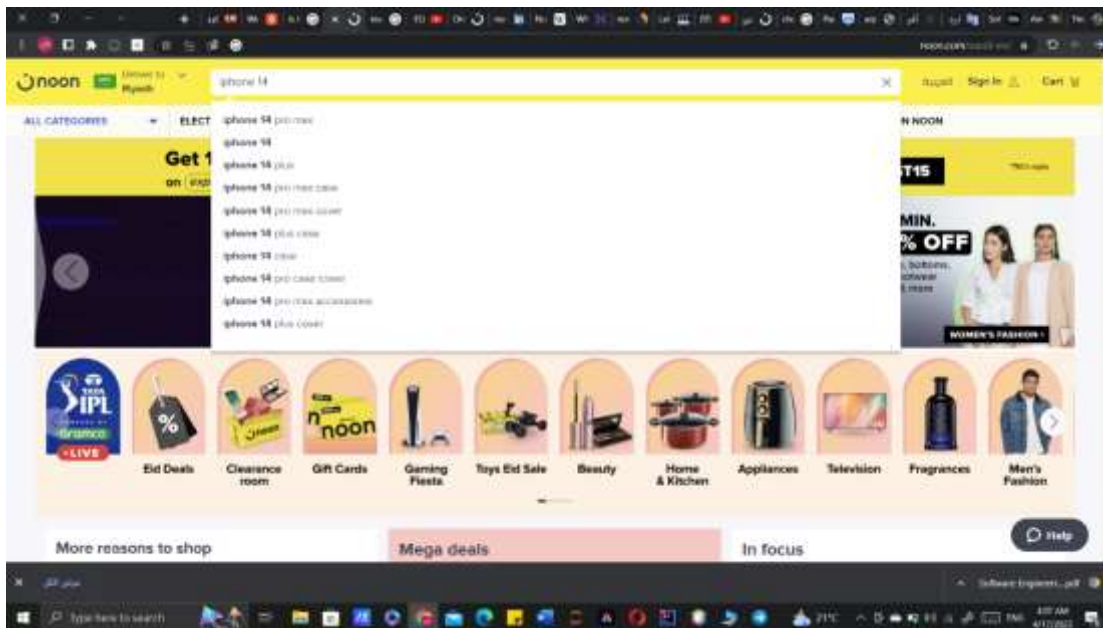
Yes all the links working except one link as shown in this report:



- Does the website work in different browsers?

Yes the website works in chroom , opera and edge.

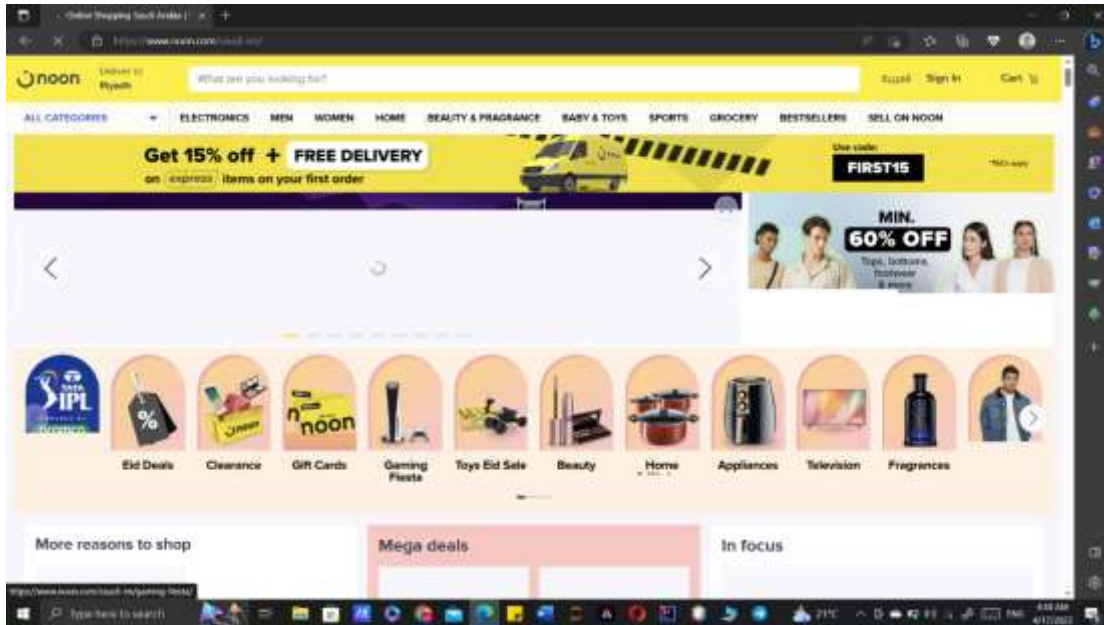
Chroom:



Opera:



Edge:



- Does the website work on mobile devices?



Yes the website works on mobile phone in different browsers as shown in pictures:



Content and Readability

- Is the text an appropriate size?

In general, yes, but I think if the product details be larger, it would be better as you see in this picture.



- Are the fonts that have been chosen easy to read?

Yes, but most of the text fonts are Bold, if they reduced it, it would be better.

- Is there considerable contrast between the font color in the background color?

They use a bright background and the font color is dark so I see it is quite clear and consistent.

- Is the content concise yet still useful?

The products that are displayed briefly on the home page of the site only show you the image of the product, and this is something brief and concise, but if they added the price of the product, it would be very nice.

Conclusion :

Finally, we can say that Noon was able to take care of its audience for the capabilities it offers. It presented different products and built the site professionally. In my opinion, the site is easy to use, has a good layout and division into tabs and sections, and is browsable on any screen or device. It has an easy private domain that has a simple commercial identity Consistent and also having a clear and specific CTA that is in line with the main goal of the site.

Recommendations:

- Provide social media icons to follow the company accounts
For costumers to keep up with new products .
Because customers do not spend their time on the website,
but on social media.
- Add pages to describe the site. To make the web usable.
- Enlarge the size of the Contact Support icon so that
Customer can see it. As shown here:

