

Kingdom of Saudi Arabia
Ministry of Education
Prince Sattam Bin Abdulaziz University
College of Computer
Engineering and sciences



المملكة العربية السعودية
وزارة التعليم
جامعة الأمير سطام بن عبد العزيز
كلية هندسة وعلوم الحاسب

search about

Noon

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1. Introduction

- Define the purpose of the website.

A website for marketing and e-commerce

- Explain its services.

An online shopping platform that provides users with options of products, categories and brands to shop online.

- What is the domain address?

Noon.com

2. Strategy

- What is the category of the business, and is this obvious on the website?

A website for shopping, yes it is clear

- Is the design accomplishing the purpose of the website?

Yes, it fulfills the purpose of the site

- Who is the target audience and how does the design take this into consideration?

It targets the general shoppers or sellers in the Middle East via the Internet, and the site was designed according to the needs of the shopper or seller, by placing quick transition icons for ease of use and placing a box dedicated to discounts to target the economic category

3. Usability

- How long does it take for pages to load, and will the visitors get bored waiting? There are free tools online to test page load speeds.

10 seconds, yes visitors will feel bored looking for a long time to load the full page, the site has been verified via GTmetrix.

- Can information be found easily?

Yes, the website interface was designed to make it easier for visitors to search for products.

- Is there a search button available for visitors?

Yes, there is a search button available at the top of the page.

- Are all the links working? There are tools available online to check a website's links.

Yes it works.

- Does the website work in different browsers? Check all the widely used browsers.

Yes, it works on different browsers.

- Does the website work on mobile devices?

Yes, it works on the systems: Huawei, Android, iOS.

4. Content and Readability

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

Yes, easy to read.

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

Yes, there is a huge difference.

- Is the text an appropriate size?

Yes .

- Is the content concise yet still useful?

Yes .

5. write conclusion and at least three recommendations.

Online shopping sites have spread recently and increased after the Corona pandemic, and they were relied upon at the time of the pandemic, and the Noon site is one of the most important sites in the Middle East, and there are many sites that make it easier for the customer to shop, and there are some recommendations to improve this site:

- 1- Reducing the period of replacement and recovery and the interest of technical support in these operations.
- 2- Upon returning the purchase decision and retrieving the purchased products, the money will be returned through the bank card, not the Noon wallet.
- 3- Expanding the scope of sales outside the Middle East.
- 4- Develop a special section for wholesale purchase.