website development

Assignment 01

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# Website 1: Amazon

Amazon is a marketplace where people can buy and sell products, which was founded by Jeff Bezos in 1994. It grew into a major e-commerce player, offering a wide range of products and speedy delivery. Amazon expanded its services and set the stage for its future success as a leading online retailer. This early version of Amazon laid the groundwork for its dominance in the 21st century, shaping modern shopping habits and introducing innovations like Amazon Prime and cloud services. On Amazon, you can shop for almost anything you can think of, from electronics to clothing. Plus, you can enjoy streaming movies, TV shows, and even reading books through their services.

Homepage:

A screenshot of a website

Description automatically generated

## Principles of amazon:

**Usability** - Amazon makes it’s website user-friendly by ensuring easy navigation and a seamless shopping experience. They offer detailed product descriptions, customer reviews, and personalized recommendations, making it simple for users to find what they need. Additionally, features like one-click ordering and fast checkout options enhance usability. Amazon's intuitive search function and clear categorization further contribute to a smooth browsing experience for customers. The overall design and layout of the website prioritize convenience, making it easy for users to explore products and make purchases efficiently.

An example of reviews under products on Amazon:

A screenshot of a review of a product

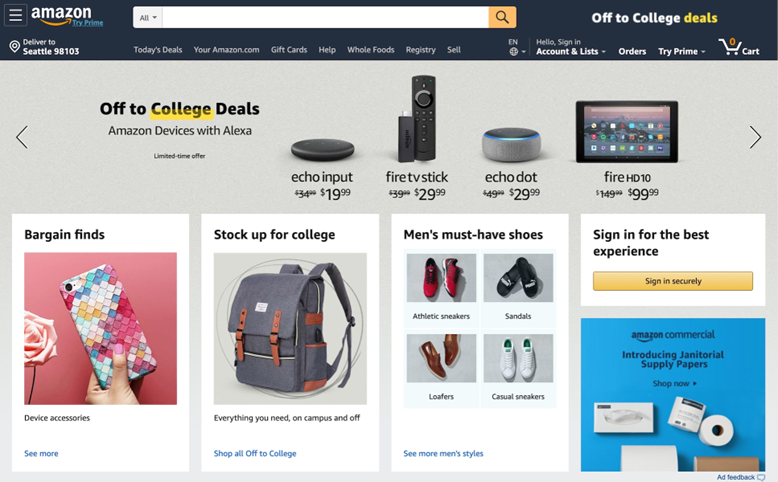
Description automatically generated

**Accessibility** – Amazon prioritizes accessibility on it’s website by offering features such as screen reader compatibility, adjustable text sizes, and keyboard navigation options. They provide alt text for images, enabling visually impaired users to understand the content. Amazon also adheres to web accessibility standards, ensuring that it’s site is usable for individuals with various disabilities. By implementing these accessibility features, Amazon aims to make it’s platform inclusive and user-friendly for all customers, regardless of their abilities.

A collage of different types of shower heads

Description automatically generated**Media and objects** - Amazon enhances user experience by integrating high-resolution product images, informative videos, and interactive features like 360-degree product views. These media elements help customers make informed purchasing decisions by providing a closer look at products. Additionally, Amazon utilizes visual cues like icons and buttons to guide users through the website smoothly. The strategic placement of media and objects on the site captures users' attention and encourages engagement.

**Site layout** – Amazon's website layout is designed with user experience in mind, featuring clear categories like "Electronics" or "Home & Kitchen" for easy browsing. The search bar is prominent, making it simple to find specific items. Additionally, the layout includes quick links to popular sections and personalized recommendations, enhancing the shopping journey. By organizing products logically and providing intuitive navigation, Amazon ensures that customers can easily explore the site and discover what they need.



# Website 2: Depop

Depop is like an online thrift store where customers can sell and purchase clothes. It allows users to buy and sell new or pre-owned clothing, accessories, and other fashion items. Its purpose is to create a community-driven marketplace where individuals can discover unique and trendy fashion pieces, while also giving sellers a platform to showcase and sell their items to a wider audience. Depop offers features such as browsing, searching, and following specific users or trends, making it easy to find items that align with your personal style. The app also encourages sustainable fashion practices by promoting the reuse and recycling of clothing.

Homepage:

A screenshot of a website

Description automatically generated

## Principles of Depop:

**Usability**- Depop’s usability is very straightforward. You can easily browse, buy, and sell trendy clothes on the platform. Depop's website is designed with user-friendliness in mind. They offer a seamless browsing experience, making it simple for users to explore and shop for trendy clothes. The layout is intuitive, allowing for easy navigation and quick access to products. Depop's search function is efficient, helping users find specific items effortlessly. Additionally, the buying and selling processes are streamlined, creating a smooth transaction experience. Overall, Depop's focus on usability enhances the shopping journey, making it enjoyable and convenient for users looking to discover unique fashion pieces.

**White space/spacing** – Depop strategically uses white spacing on its website to create a visually appealing and user-friendly interface. By incorporating adequate spacing between elements like text, images, and buttons, Depop ensures that the content is easy to read and navigate and can avoid the site looking cluttered and messy. The white space helps to reduce clutter, improve readability, and draw attention to important information.

A red square with white text

Description automatically generated**Typography** – Depop carefully selects fonts that match its brand aesthetic, enhancing the overall visual appeal of the website. They use typography to convey information effectively, making sure that text is legible and engaging for users. By choosing fonts that align with their brand identity, Depop creates a consistent and memorable experience for visitors. The typography on Depop's website plays a crucial role in guiding users through the platform, highlighting important details, and maintaining a cohesive and stylish look throughout the site.

**Consistency** – Depop ensures consistency on its website by using a cohesive design language across all pages. They use a clean and user-friendly layout, making navigation easy for users. By maintaining uniformity in design elements, like icons and spacing, Depop creates a seamless browsing journey for its users. This consistency helps build brand recognition and trust among customers, as they can easily identify and engage with the platform's content.

# Comparing the websites:

**Comparison 1:** Target audience

Amazon caters to a wide range of customers, offering a vast selection of products for various needs. Depop, on the other hand, targets a younger, trendier audience interested in unique, vintage, and second-hand items. While Amazon focuses on convenience and variety, Depop emphasizes individuality and sustainability. Amazon's audience includes a diverse demographic seeking everyday essentials and luxury items, whereas Depop attracts fashion-forward individuals looking for one-of-a-kind pieces. Both platforms serve different consumer preferences, with Amazon appealing to a broad market and Depop resonating with those passionate about fashion, sustainability, and creativity.

**Comparison 2:** Usability

Depop's website is more focused on visual appeal and discovery, catering to a younger audience interested in unique and trendy items. Amazon, on the other hand, prioritizes functionality and convenience, providing a wide range of products for various needs. While Depop offers a more curated and personalized shopping experience, Amazon's usability is geared towards efficiency and accessibility for a broader customer base. Both platforms excel in different aspects of usability, depending on the user's preferences and shopping goals.

**Comparison 3:** Consistency

Depop's website has a consistent aesthetic that appeals to its trendy audience, while Amazon maintains consistency in its layout and navigation for a seamless shopping experience across its vast range of products. Both platforms prioritize consistency in different aspects to enhance user engagement and satisfaction. Depop's consistency shines through its visually appealing layout, with each listing showcasing unique items in a cohesive style. In contrast, Amazon's consistency is evident in its familiar search bar placement and uniform product pages, ensuring a standardized experience for shoppers. Both platforms maintain consistency to keep users engaged and provide a reliable shopping environment.

**Comparison 4:** Media and objects

With Depop it mostly focuses on the aesthetic and vibe, making shopping feel like a personal experience. On the other hand, Amazon is like a department store with everything a customer desires. Their focus is on efficiency and convenience, so the images are standardized to help you find what you're looking for quickly. While Depop aims to create a unique and trendy atmosphere that resonates with a younger audience, Amazon's approach is about providing a vast selection for all kinds of shoppers. Both platforms have their strengths in showcasing products in a manner that suits their respective customer bases.

Analysing the websites:

Amazon

The **usability** of Amazon's website plays a pivotal part in the overall creativity and execution of the site. By centering on user-friendly highlights such as a clear format, and intuitive design, Amazon upgrades client involvement, making it less demanding for clients to discover items, make buys, and navigate the site efficiently. One key aspect of usability on Amazon is the search functionality, which enables clients to rapidly look for products or browse through categories. The look bar is noticeably put, making it simple for clients to discover what they are looking for without much exertion. Also, the sifting choices allow clients to limit their look comes about based on different criteria like cost, brand, and client appraisals, improving the convenience of the site.

**Accessibility** features on Amazon, like screen reader compatibility, play a crucial role in enhancing the overall creativity and performance of the website by ensuring inclusivity. These features make it easier for all users, including those with disabilities, to access the website and enjoy a seamless shopping experience. By prioritizing accessibility, Amazon demonstrates its commitment to serving a diverse customer base and creating a more inclusive online environment. This inclusivity fosters a sense of trust and loyalty among customers, leading to increased sales and revenue for Amazon but also reflects positively on the brand's reputation. In today's digital age, where diversity and inclusivity are valued, incorporating accessibility features is not just a legal requirement but also a strategic decision that can drive innovation and growth. Therefore, accessibility in Amazon not only ensures equal access for all users but also enhances the overall creativity and performance of the website. It allows Amazon to reach a wider audience, improve customer satisfaction, and present content in innovative ways.

**Media and objects** play a crucial role in enhancing the overall creativity and performance of Amazon's website one way they contribute is through enhanced product presentation. Amazon includes high-quality images and videos to provide customers with a more accurate representation of products. These visual elements allow customers to examine products from different angles, zoom in for details, and even see products in action. This enhanced product presentation leads to better-informed purchasing decisions and increased customer satisfaction. In summary, media and objects in Amazon contribute to the website's creativity by enabling visual storytelling, enhancing product presentation, establishing branding and identity, providing social proof, and allowing for personalization.

**Site Layout –**

The site layout in Amazon plays a significant role in enhancing the overall creativity and performance of the website a few reasons as to why are: Clear Information Hierarchy- The site layout in Amazon ensures a clear and organized information hierarchy. Important sections like product titles, prices, and ratings are prominently displayed, allowing customers to quickly gather essential information. This clear information hierarchy contributes to overall creativity by providing a clean and visually appealing design that is easy to navigate. Another reason is their promotional placement: Amazon strategically places promotional elements, such as featured deals, within the site layout. These placements enhance the overall creativity of the website by showcasing a wide range of products and offers, enticing customers to explore more and potentially make additional purchases.

Depop

**Usability**

Depop's usability focuses on providing an intuitive navigation experience for users. The layout and organization of menus, categories, and filters make it easy for users to explore and discover unique items. This intuitive navigation contributes to the overall creativity and performance of the website by ensuring that users can quickly find what they are looking for. Depop's usability also incorporates social features, such as liking, commenting, and following other users. These social interactions enhance the overall creativity by fostering a sense of community and allowing users to express their creativity through engagement with others. The performance of the website is also positively impacted as these interactions increase user engagement and time spent on the platform.

Depop utilizes usability techniques to personalize the user experience. The platform analyzes user preferences and behaviour to provide personalized recommendations and curated feeds. This personalization enhances the overall performance of the website by increasing user satisfaction and driving more relevant product discovery.

**White spacing-**

In Depop, White spacing allows for a balanced and clean design on the website. It helps separate and organize different elements, such as product listings, text, and images, creating a visually appealing layout. This visual balance enhances the overall creativity of the website by allowing the products and content to stand out and be more impactful. The Adequate white space around product listings on the Depop website helps draw attention to the items being sold. It allows the products to breathe and be easily distinguishable, making it easier for users to browse and find what they are looking for. This focus on products contributes to the performance of the website by improving user experience and potentially increasing sales. The white spacing also improves the user-friendliness of the Depop website by reducing clutter and providing breathing room. It helps prevent a crowded and overwhelming interface, making it easier for users to navigate and interact with the platform. This user-friendly design enhances the overall performance by creating a positive user experience and encouraging users to spend more time on the website.

**Typography –**

In Depop, **typography** plays a crucial role in enhancing the visual appeal and functionality of the platform. Depop utilizes a combination of bold and modern fonts that reflect the brand's youthful and trendy image. The choice of typography in Depop helps to create a visually engaging experience for users, making the website more attractive and appealing. The fonts used are legible and easy to read, ensuring a seamless user experience. Additionally, typography in Depop is used strategically to guide users and highlight important information. For instance, headings and subheadings are often displayed in larger and bolder fonts, drawing attention to key sections of the website. This makes it easier for users to navigate and find what they're looking for.

**Consistency** in web design is a key element that contributes to the overall creativity and performance of a website. In the case of Depop, consistency is implemented in various ways to create a cohesive and user-friendly experience. One aspect of consistency in Depop is the visual design elements used throughout the website. The brand maintains a consistent colour scheme, with the signature pink colour being prominently featured. This consistent use of colour helps to establish a strong brand identity and creates a visually appealing experience for users. Depop also maintains consistency in its layout and navigation. The placement of elements such as the search bar, navigation menu, and product listings are consistent across different pages. This makes it easier for users to navigate the website and find what they're looking for, leading to a smoother browsing experience. Consistency is also evident in the typography used in Depop. The same fonts and font sizes are consistently used across the website, creating a unified and cohesive look. This not only enhances the visual appeal but also contributes to the overall readability and accessibility of the website. By implementing consistency in these various aspects, Depop is able to create a sense of familiarity and trust among its users. Consistency helps users to easily recognize and understand the website's interface, which in turn enhances the overall user experience. It also contributes to the website's performance by reducing confusion and improving navigation efficiency.