**Composition Analysis and Accessibility Check — BBC**

For this assignment, I decided to perform a composition and accessibility analysis of bbc.com. BBC is a British news outlet that reports stories from the EU and from around the world. The first thing that I noticed on the website is the large advertisement (shown in the screenshot below) at the very top of the page. Although this is not important for the user, the positioning of the advertisement is essential for BBC as they receive money from these advertisements.

The design features of the stories are important as they help grab the attention of the users and inviting them to click on and read the stories. The headlines and images that go along with the headlines are very large and easy to see — the images are all dark, while the text is written in a standard white font. The contrast between the dark images and the white texts allows for easy reading. The headlines have attention-grabbing titles, subtitles, and tags to indicate and organize what the story is about.

There are many strengths to the design of the website. The headline images and text are both easy to see, and are ordered in relevance and popularity. The images that they use are all related to the stories that they are linked to, and clicking on the image would lead the user straight to the full article. The headlines also change daily, and so the user is able to read articles relevant to their given location and time. The page also has a fluid layout, and hence shrinking the screen (as shown in the screenshot below) does not affect the readability of the website. BBC also has extensive resources on accessibility under their “accessibility help” tab, in which there is information available on how to enable subtitles and audio versions of articles. A large limitation of the design of this webize is that there are only a handful of stories that are highlighted on the main page, and that these articles are based on popularity algorithms. Therefore, articles with a more niche topic may have a more difficult time attracting views and reads. However, from the user’s perspective, if there is a niche topic that they would like to read about, all of the articles are tagged and categorized under various tabs and therefore are easy to locate.

I also conducted accessibility checks to determine the accessibility of the BBC website. I investigated the tabbing experience of the website by pressing tab continuously and found that I was able to access every component of the website through pressing the tab button on my keyboard. I also was able to use the BBC website through the Voice Over function on my Mac. I did find the advertisement annoying as a user; however, I understand its necessity from BBC’s perspective. I compared the website with CNN and found that CNN was a lot less accessible and less readable. The headlines were harder to read, and there was a lot more text on the screen which made it difficult to read. The tabbing experience worked only for the news headlines, but not for the tabs.

Graphical user interface, website

Description automatically generated

*BBC Homepage*

Graphical user interface, application

Description automatically generated

*BBC Homepage — Mobile View*

Graphical user interface, text, application, email

Description automatically generated

*BBC Accessibility Help*

A picture containing text, sky, outdoor, sign

Description automatically generated

*Tabbing Check (BBC)*