

## Task 1

You need to analyze the website that is mentioned below and need to work on the below-mentioned points. On the behalf of point you all need to create a Document.

<https://batec-mobility.com/en/>

- Find the issues on this website (UX Flaws).
- Identify the Target Audience.
- Try to find out how is this website useful for the target audience.

### 1. Issues:

- **WHITE SPACE:** There is a lot of white space to the left and right of the website.
- **COLOR USED FOR SOCIAL MEDIA:** The use of black color
- **ALIGNMENT OF NAVBAR:** The elements and the separator '|' in the navigation bar are not well aligned.
- **DIFFERENT FONT FAMILY USED:** Use of different font families.
- **FONT SIZE:** The font size is too small to read.
- **LINE SPACING:** The line spacing for the text mentioning the about, products, compatibility and support details make it harder to click on a specific topic.
- **DIRECTING TO NEW TAB:** The 'See order form' and 'Request information' button on the product page opens a new tab on the browser.
- **OPENING NEW PAGE FOR COUNTRIES:** The contact detail of a specific country is mentioned on a new page. (Could have been mentioned on the same page).
- **NO NEED OF SCROLL ON MAP:** The scroll option on the world map is annoying as it blocks the screen scroll.

### 2. Target Audience:

Ans: The target audience is the physically disabled people specifically people with a disability in legs. People who face have difficulty in walking or are unable to walk.

The target audience can also include aged people.

### 3. How the website is useful for target audience?

- The website helps people with disability to order the 'HANDBIKES'.
- It also helps people know about their product by reviewing the feedbacks or reviews from the existing customers.
- It allows people to give a feedback on the services and if the services are not available in one's country then he/she can put a request for the same.
- Using this Hand bikes they can free roaming around any place with out any person help