**Scrap The Website**

As for the **Website**, it is a pretty design with a good color palette (ˈpalət), so people are going to feel happy to use it. Moreover, people will be easy to find out where they can log in. People are easy to find a target product after they browse all goods. Although other colleagues want to launch the new desktop, I do not agree with launching the desktop at present because the **Website** has cultural, visual, and marketing issues. The APP has a cultural problem is for aging requirements. Besides, the APP cannot give a visual enjoyment for audiences. Moreover, the APP does not meet the requirements for non-English language users.

At first, there is a culture issue on the landing page. People have to click the button and show they meet the age requirement. It is true that buying beer has age requirements, but people will feel unhappy when they look at the page. Customers will feel that the website wants to get their privacy. Especially, people who come from western countries do not like others know their age because it is belonging to personal information. And the internet is not safe, they are also worried about the information will be stolen.

I give you a solution to the cultural problem is making the page when customers want to check out. They must register their information if they want to buy the goods. Then the customers will feel it is a rule or a law and do not feel cultural offence. For example, if young people do not meet the requirements, they will get sorry feedback, but they already know the products. They may tell the products to others, which is also a good way for marketing. Besides, those customers know all products, which is also satisfied their curiosity.

Secondly, with the visual point, people feel tired when they just see the a bit of products. The home page is also very pretty, and people cannot browser all kinds of goods. They only can see a picture or an advertisement per time, so some people who are not patient might feel unhappy to use the website. If people cannot see their target good on the home page at the first time, they will feel the website is useless. They do not want to use it again. I suggest that adding filters can help them find target products, and increase more pictures on home page for display. which can stimulate them to purchase.

The third problem is the website just for English speakers using. It is a business marketing issue. The website only has English words without a translate tab. If customers come from other country includes Asian countries or African countries, they cannot use this website because they don't understand English. Especially, the brand beer has many branches on Canada, they should add French version website for French speakers.

The solution is adding a translate tab on every page of the website. Once the owner wants to open the overseas market, the website should be designed for matching overseas countries’ local cultures. Besides, the brand wants to show their products has been improved in a long history. If the website has many language versions, customers will feel the brand is so famous and trust the brand’s history.

All in all, the goal of user experience is satisfied with customers’ demands so that people’s feelings will be improved after solving the three problems. After all developers and designers can solve three problems, this **Website** can find its own target customers by good promotion and achieve success.

<https://www.lowbrewco.com/>

1. Offence 文化
2. 太多的东西在home page 视觉
3. 没有translate 在商业上不好