

**amazon**

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.

**VS**

**BBC**

# Comparing Websites

BY SOPHIE MAY



# OVERVIEW OF THE AMAZON HOMEPAGE

Link to Amazon Website: <https://www.amazon.co.uk/>

A screenshot of the Amazon.co.uk homepage. The top navigation bar includes the Amazon logo, a search bar, and links for Amazon Prime (30-day free trial), account, lists, and basket. The main banner features an advertisement for the All-New Fire HD10 tablet, priced at £149.99, with the text "with Alexa hands-free". Below the banner are several promotional tiles: a "Welcome" message, "Exclusive Prime benefits" with images of cardboard boxes and Prime Video content, a "Prime Video" section featuring "THE TICK" with the text "BIG. BLUE. BOLD" and "STREAM NOW", and an "amazon assistant" section with the text "Find great prices and don't miss out on deals".





# Purpose and Target Audience

The purpose of the Amazon website is to distribute services and products to customers around the world. Amazon connects customers to traders and sellers, and acts as the “middle man” during the purchase transaction. Amazon also advertises their own range of products to their users; these products include the Kindle Fire, Echo Dot, Prime streaming and video services.

The great thing about this is that it benefits both consumers and businesses. For the consumers, they can search for pretty much any product they require from the comfort of their own home and make quick purchases with ease. For the retailer, they can connect with a wider variety of customers through Amazon, rather than just through their own website or shop premises – Amazon is the largest online retailer, they reach more customers than any of these individual businesses.

Amazon’s website is aimed at people aged anywhere from 16 to 60, it’s extremely popular and well known, this is due to its wide variety of products from technology to homeware and gardening equipment.



# Features

## Colour scheme

The colour scheme consists of a white and orange logo in the top left corner and a dark blue section (located at the top and bottom of the page) to stand out for the user. A plain white background is also used, this is to enhance the visibility of the products and services that Amazon offers to visitors and potential customers.

## Multi-Media

Amazon uses several forms of multi-media to communicate and advertise its products, such as slideshows of images, images of products, interactive “read me” buttons, playable videos and bold sales text to showcase and entice the visitor to buy Amazon’s products and services.



## Advertisements

Amazon heavily relies on marketing and sales adverts to display their products and services in order to attract the user’s attention. They use a wide range of multi-media forms to achieve this.

A screenshot of the Amazon.co.uk homepage. At the top is the Amazon logo with the text "amazon.co.uk" and "Try Prime" below it. The main content area is divided into several sections: "Exclusive Prime benefits" with icons for fast delivery, Prime Video, Prime Music, and pre-released eBooks; a "Prime Video" section featuring "THE TICK: BIG. BLUE. BOLD" with a "STREAM NOW" button and a character image; a product listing for a "Neato Robotics Botvac D3 Connected Na..." with a star rating and a "Shop now" button; and a "Deal of the day" section for a shaver priced at £86.99 (69% off). A "See more" link is at the bottom left, and "Start your 30-day free trial" and "Shop all deals" are at the bottom right.





# Features

## Menus

Amazon uses drop down menus to condense the browsing categories into different sections - this makes it easier for the user to navigate around the website.

These menus are consistently placed throughout the pages on the website to allow the user to access the different pages/areas of the website.

These drop down menus include: 'Shop by department', 'hello, sign in to your account', 'try prime', 'your lists', these are accessible on the heading at the top of each page.

This is a simple way of setting out the websites navigation, to help guide the user around the website. It groups the page links into assorted categories within the drop down menus, which simplifies the website's overall layout for the user to navigate.



# Features

**Login Links & Buttons** - To create/access your own personalised account on the website (located at the top right of the heading on the website's pages).

**Shopping Basket Button** – This button directs the user to the shopping basket page. This allows the user to view, change and remove items in their basket (located at the top right of the heading on the website's pages).



Login Buttons

Hello. Sign in  
Your Account ▾

Sign in securely

Login Links

Your Amazon.co.uk

Basket Button







# Features

## Hotspots

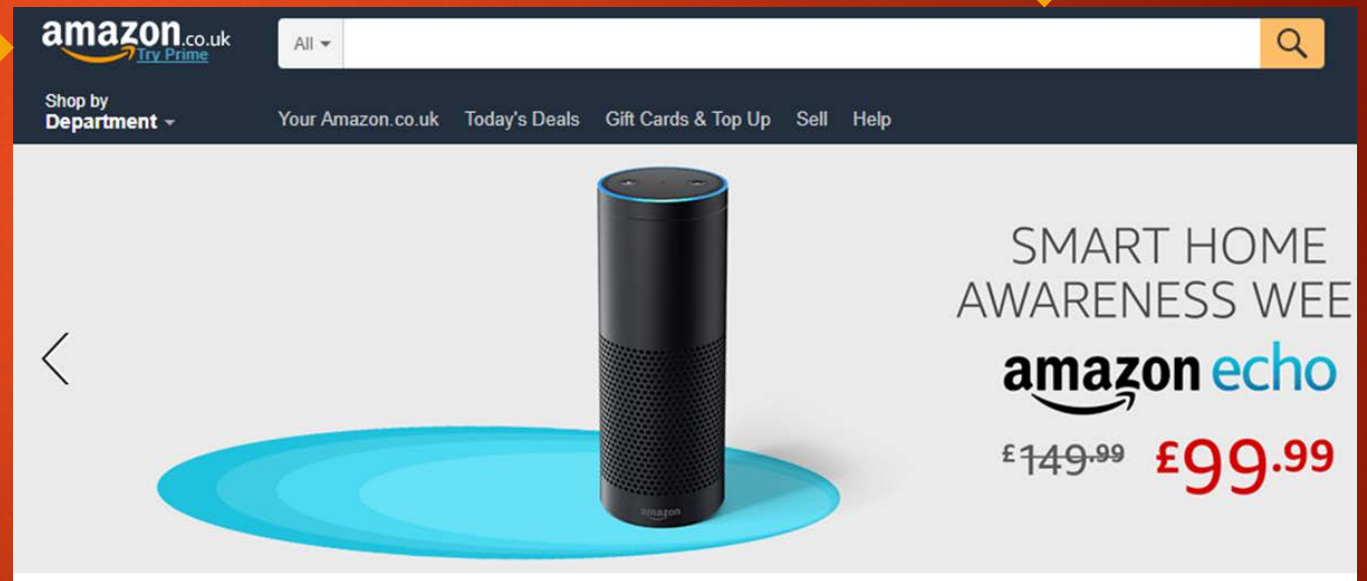
Hotspots are invisible links that you access by hovering the cursor over and clicking on them. These are hidden in certain “spots”, within the pages of the website, such as in images and text.

For example, the white Amazon logo on the main heading, (located at the top left corner of every page) is a hotspot. It directs the user to another area of the website (in this case, it redirects the user to the Amazon homepage).



## Search Bars

These are used for searching a specific keyword or a phrase such as for a product or service. This aids the websites overall usability and allows for quick navigation to a specific product or service.





# Features

Shop by department button – this takes the user to the ‘site directory’, for each of the commerce products and services that Amazon provides such as technology products, amazon prime etc.

amazon.co.uk  
Try Prime

Shop by  
Department ▾

## Amazon Video

- [Amazon Video](#)
- [Prime Video](#)
- [Amazon Channels](#)
- [Rent or Buy](#)
- [Watchlist](#)
- [Your Video Library](#)
- [Watch Anywhere](#)

## Amazon Music

- [Amazon Music Unlimited](#)
- [Prime Music](#)
- [Open Web Player](#)
- [CDs & Vinyl](#)
- [Download Store](#)

## Apps for Android

- [All Apps and Games](#)
- [Games](#)
- [Amazon Coins](#)
- [Amazon Apps](#)
- [Your Apps and Devices](#)

## Kindle E-readers & Books

- [Kindle](#)
- [Kindle Paperwhite](#)
- [Kindle Voyage](#)
- [Kindle Oasis](#)
- [Accessories](#)
- [Kindle Books](#)
- [Newsstand](#)
- [Kindle Unlimited](#)
- [NEW! Prime Reading](#)
- [Free Kindle Reading Apps](#)
- [Kindle Cloud Reader](#)
- [Manage Your Content and Devices](#)

## Amazon Pantry

- [Amazon Pantry store](#)
- [Food Cupboard](#)
- [Beverages](#)
- [Baby & Child Care](#)
- [Health & Beauty](#)
- [Household Supplies](#)
- [Pets](#)

## Home, Garden, Pets & DIY

- [Kitchen & Home Appliances](#)
- [Cooking & Dining](#)
- [Furniture](#)
- [Bedding & Linens](#)
- [Home Accessories](#)
- [Arts, Crafts & Sewing](#)
- [Garden & Outdoors](#)
- [All Home & Garden](#)
- [Wedding List](#)
- [Power, Garden & Hand Tools](#)
- [Kitchen & Bathroom Fixtures](#)
- [Trade & Professional Tools](#)
- [Smart Home](#)
- [Lighting](#)
- [All DIY & Tools](#)
- [Pet Supplies](#)

## Toys, Children & Baby

- [Toys & Games](#)
- [Baby](#)
- [Kids' & Baby Fashion](#)



# Features

## Help Links

There is a customer service 'help' link located at both the top and bottom of the website.

This link directs the user to a help page with a directory of links to different 'help topics', and a search bar to quickly browse through the help pages using keywords or phrases.

The purpose of this, is to help the user to locate a particular area of the website that is not immediately viewable on the homepage.



Hello. What can we help you with?



### Your Orders

- Track parcels
- Edit or cancel orders



### Returns & Refunds

- Return or exchange items
- Print return mailing labels



### Device Support

- Find device help & support
- Troubleshoot device issues



### Manage Prime

- Learn about Prime benefits
- Cancel membership



### Payment Options

- Add or edit payment methods
- Edit expired debit, credit card



### Account Settings

- Change email or password
- Update login information

Search our Help pages...

Go

Browse Help Topics

## Navigational Hyperlinks

Hyperlinks are used to direct the user to the locations of the website's pages. There are a number of hyperlinks on the Amazon website to connect the user to different areas.

The best example of which can be seen at the bottom of the Amazon homepage, which allows the user to effortlessly navigate the hard to find areas of the Amazon website (such as delivery tracking information, replacing or returning items, Amazon payment methods and how to sell products through Amazon).

These links also help the user to access these areas much faster than scouring the site by hand (on the off-chance that you might stumble across on the page you need). They have been positioned at the footer of the website, so that the user can still access these links, however they don't clutter the main content of the website's pages.

### Get to Know Us

- Careers
- About Us
- UK Modern Slavery Statement

### Make Money with Us

- Sell on Amazon
- Sell on Amazon Business
- Associates Programme
- Fulfillment by Amazon
- Advertise Your Products
- Independently Publish with Us
- Amazon Pay
- Become an Amazon Vendor
- > See all

### Amazon Payment Methods

- Amazon Platinum Mastercard
- Amazon Money Store
- Gift Cards
- Amazon Currency Converter
- Payment Methods Help
- Shop with Points
- Top Up Your Account

### Let Us Help You

- Track Packages or View Orders
- Delivery Rates & Policies
- Amazon Prime
- Returns & Replacements
- Manage Your Content and Devices
- Amazon Mobile App
- Amazon Assistant
- Help





# Presentation Review

The design of the Amazon website is based on the design of Amazon's logo. The white, orange and dark blue/black colours are consistently associated with the Amazon brand. The brilliance of this is that it works across all aspects of the company's marketing and distributing plan.

Everything from the gift cards to the packaging boxes they use – are designed around the unmistakable Amazon logo. Therefore, it makes perfect sense for the company to use this same design for their website's colour scheme, which is exactly what they've done.

The advantage of this rather simple colour scheme is that it allows for easy viewing of the website's advertised products, and services. The consistent white background (known as white space) across all pages, helps Amazon to advertise its products and services more clearly and effectively for its users. White space is extremely important for any website, as it allows the user to think and process information easily, without being distracted.



# Usability Review

The navigational elements of the Amazon website such as the drop-down menu, action buttons, and links, are perfect for its users to be able to move around the site with ease. However, the site does require basic knowledge of websites in order for the user to operate it.

For user's who surf the internet on a daily basis and have experience shopping online – navigating this website is simple. But for those with disabilities, or those who have little experience with computers or websites, such as elderly people – navigating this website might prove a little too difficult.

This is due to the lack of consistency with the links and buttons dotted around the site. A prime example of this is the website's sitemap. You wouldn't actually know Amazon has a sitemap or "site directory" but for the pathname in the URL for 'shop by department' page.



Secure | [https://www.amazon.co.uk/gp/site-directory/ref=nav\\_shopall\\_btn](https://www.amazon.co.uk/gp/site-directory/ref=nav_shopall_btn)





## Accessibility Review

There is no accessibility help link on the Amazon website. There is information available on accessibility for Kindle and mobile devices. But no such information or page links are provided, to help web user's with learning difficulties or disabilities that I could locate. I think this is a big error on the part of the website's designer.

To make this issue worse, Amazon has a section hidden in the abyss of links at the footer of the homepage titled "help", when this link is selected it directs you to a help directory. I searched for accessibility help pages in the available search bar, and found no information relating to my search.

Amazon needs to improve the consistency of the available links across the help pages and improve the accessibility information for its disabled customers.



# Performance

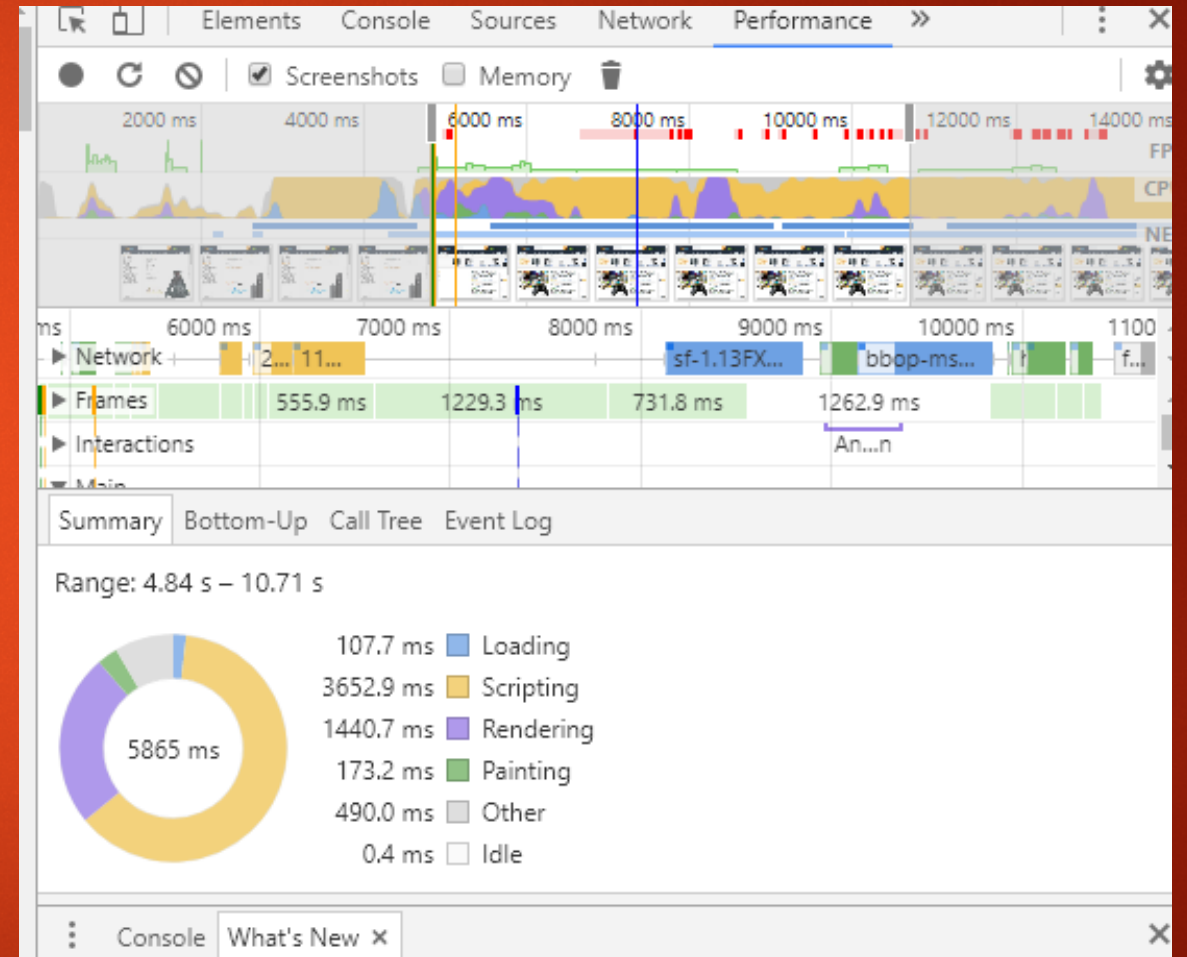
I checked the performance time from the Amazon homepage to load the Amazon Fire TV page.

I did this by pressing F12 on my keyboard to open up the performance section on Google Chrome's 'developer tools'.

This allowed me to record (using ctrl + E) the performance time it took for Amazon to load one of it's pages.

The frame performance result was 5865ms

The Amazon website's performance was significantly faster than the BBC website.





# OVERVIEW OF THE BBC HOMEPAGE

Link to BBC Website: <https://www.amazon.co.uk/>


The screenshot shows the BBC homepage with a navigation bar at the top containing the BBC logo, a 'Sign in' button, a notification bell, and links for News, Sport, Weather, iPlayer, TV, Radio, and More. A search bar is located on the right. Below the navigation bar, the main content area features a welcome message: 'Welcome to the BBC' and 'Saturday, 23 September'. To the right of the welcome message is a 'Sign in' prompt with a weather icon. A 'Customise your Homepage' link is also present. The main content is divided into three columns. The first column features a large image of a Manchester City player, Raheem Sterling, with the headline 'LIVE Latest updates from today's Premier League matches' and the category 'FOOTBALL'. The second column shows a traffic jam on a highway with the headline 'Thousands delayed by M3 Winchester closure' and the category 'ENGLAND'. The third column shows a group of runners on a track with the headline 'Winner of 'dirtiest race in history' gets lifetime ban' and the category 'ATHLETICS'.


**BBC** Sign in News Sport Weather iPlayer TV Radio More


Welcome to the BBC  
Saturday, 23 September

[Sign in](#) to your BBC account, or [Register](#) to see Weather, Local News and more

[Customise your Homepage](#)

  
**LIVE** Latest updates from today's Premier League matches  
FOOTBALL

  
Thousands delayed by M3 Winchester closure  
ENGLAND

  
[Winner of 'dirtiest race in history' gets lifetime ban](#)  
ATHLETICS

# **BBC** Purpose and Target Audience

## **Purpose**

The main purpose of the BBC website is to inform and entertain the general public. It provides online access to the BBC's services (such as BBC iPlayer and catch up TV), along with information updates on the latest regional, national and worldwide news, sports, weather, TV & radio highlights.

## **Target Audience**

Generally, the website is aimed at people aged 18+, though that does depend on which area of the site the user wishes to use. For example, CBeebies is to entertain young children (so their audience is 3-7 year olds) whereas BBC News is to update adults on current affairs (30-60 year olds).

It could be used by young people too (16-25 year olds), however, with the focus shifting from TV news channels to social media sharing - most of the younger generations get their news from social media apps, Google and YouTube, so this is not BBC's primary audience.

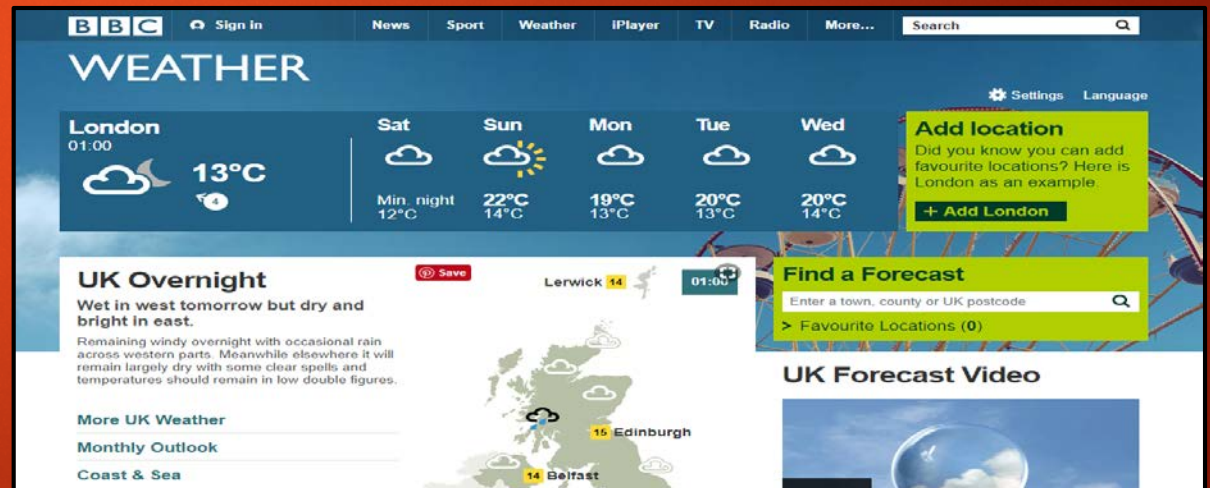
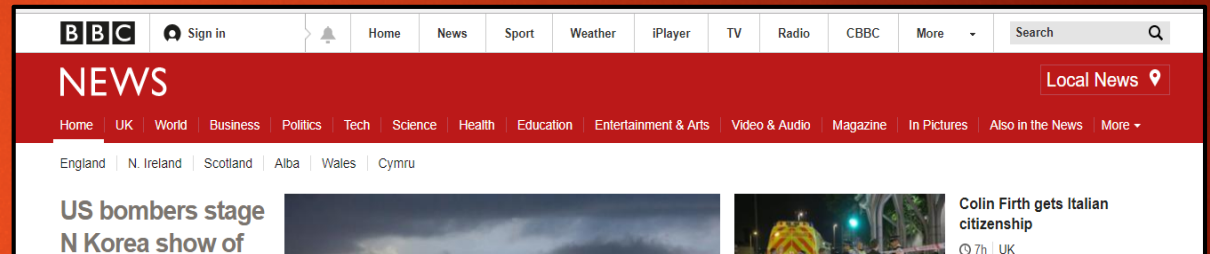
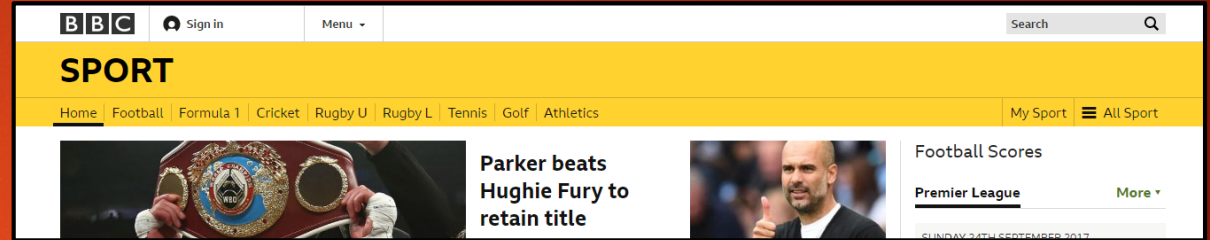
The design of this website is tailored to a more mature audience. This is made clear by the plain layout of the website's content and simple colour scheme. The idea is to put the visitor's focus solely on the articles and content - to make the images and headlines stand out for main articles and news stories.



## Colour Scheme

The colour scheme for the BBC website consists of a plain white background, black text, with colour-coded headings, depending on the area of the site that is selected by the user. For example:

- ❖ Homepage - has a plain white background with some black text and images.
- ❖ Sport - has a white background and a yellow heading.
- ❖ News - has a white background and a red heading.
- ❖ The weather – has a blue sky image in the top fold of the page as a background, and a white background in the bottom fold of the page. It also contains lots of icons and images, different coloured text and green text boxes.





## Advertisements

The BBC uses shocking images and big headlines, in order to attract user's to view its stories and articles. They also use a wide range of multi-media combinations to achieve this, including:

- ❖ Images
- ❖ Videos and podcasts
- ❖ Text (such as attention-grabbing headlines and enticing, advertising content)
- ❖ Interactive features (buttons and forms)
- ❖ Audio

### News headlines >



**Six injured in east London 'acid attack'**

LONDON



**Four hurt in guest house 'gas explosion'**

LANCASHIRE



**Can Angela Merkel win a fourth term?**

WORLD

### Sport headlines >



**West Ham United 2-3 Tottenham Hotspur**

FOOTBALL



**Parker beats Hughie Fury to retain title**

BOXING



**Man City feel better a year on - Guardiola**

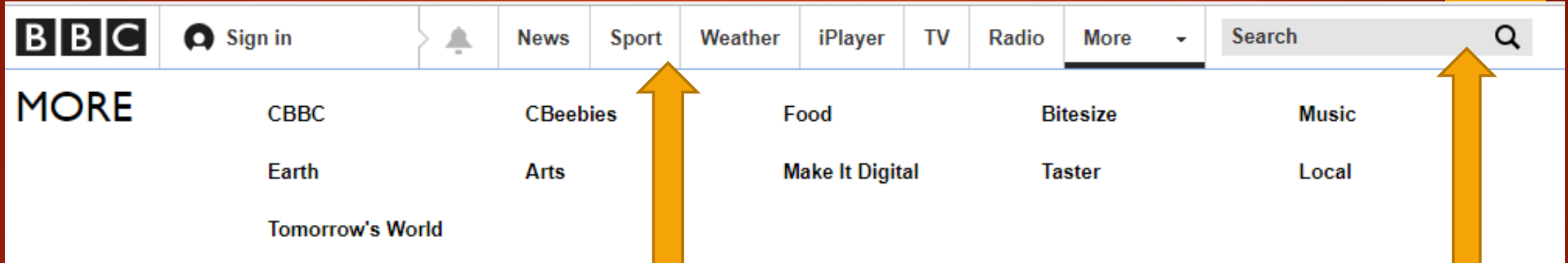
FOOTBALL



**US bombers stage N Korea show of force**

ASIA





## Menus

The menu bar is located in the heading at the top of the page, its purpose is to help the user to navigate the website and access the different pages of the website with ease.

It contains a series of topics/categories, such as News, Sport, Weather, iPlayer, TV, Radio, and more. The menu bar is accessible on the heading of the homepage and across all the other pages of the BBC website.

## Search Bars

These are used for searching specific information, articles, or services that are available on the BBC website, using keywords, titles, or phrases.

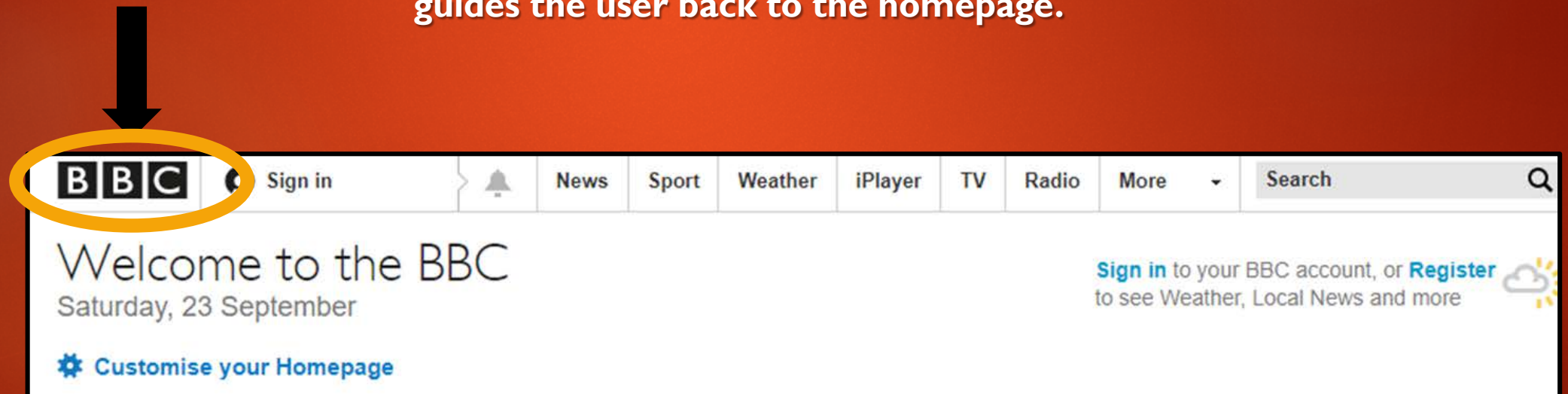


# Features

## Hotspot 'Homepage button'

A hotspot is an invisible link, that you can access by hovering over, and clicking on. They're hidden in certain "spots" within the pages of a website, they can be found in places such as in text and images.

For example, the black and white BBC logo on the main heading, (which is located at the top left corner of every page) is a hotspot. It guides the user to another area of the website, in this case, it guides the user back to the homepage.





# Features

## 'Customise Your Homepage' Button

The customisable feature, allows the user to: add/remove certain topics, recommend tv programs and get weather updates and access local news from their area (located on the homepage in the top fold of the page).

## Sign In Button/Link

The purpose of this feature, is to allow the user to create and access their own personalised account on the BBC website (this feature is located in the top-right fold of the page).



## ⚙️ Customise your Homepage

Make the Homepage yours ×

- Add and remove topics
- Get recommended TV for you
- Set your location to see weather and local news

 Sign in or Register

Sign In Link

[Sign in](#) to your BBC account,

Sign In Button

 [Sign in](#)

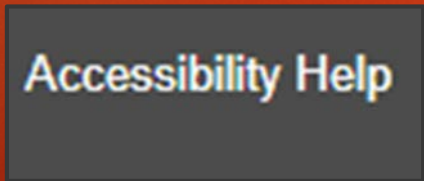
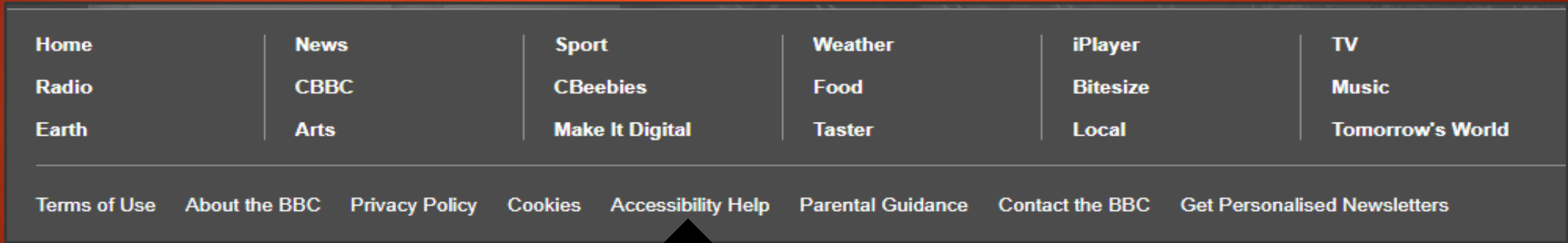


# Features

## Accessibility Help Link

This link directs the user to an accessibility help page, called “my web my way”. It allows the user to personalise and change the BBC website’s interface for their own viewing. It also provides advice and information on how the user can change their own device’s settings to allow them to access other websites as well.

It is designed for people with disabilities and difficulties – who find it difficult to use, and navigate the BBC website’s default design. The BBC, therefore, has created ways to improve the website’s interface for these particular visitor’s.





## Accessibility Help Link

The accessibility help link is located at the bottom of the BBC homepage. It's designed to help improve the website's usability – to aid people with disabilities or learning difficulties, to allow them to view and navigate the website easily.

It tailor's the site's presentation to the specific needs of the individual user. There are different guides for the user to choose from depending on what disability they have, such as visual impairment, hearing impairment, reading difficulties and difficulties using a mouse or keyboard.



## Navigational Hyperlinks

Hyperlinks are used to connect the user to the different locations of the website's pages.

There are a number of quick links at the footer of the BBC homepage, which allow the user to effortlessly navigate the main areas of the BBC website.

These links also help the user to access these areas, much faster than scrolling up and looking through the menu bar options.

<a href="#">Home</a>	<a href="#">News</a>	<a href="#">Sport</a>	<a href="#">Weather</a>	<a href="#">iPlayer</a>	<a href="#">TV</a>
<a href="#">Radio</a>	<a href="#">CBBC</a>	<a href="#">CBeebies</a>	<a href="#">Food</a>	<a href="#">Bitesize</a>	<a href="#">Music</a>
<a href="#">Earth</a>	<a href="#">Arts</a>	<a href="#">Make It Digital</a>	<a href="#">Taster</a>	<a href="#">Local</a>	<a href="#">Tomorrow's World</a>





## **Presentation Review**

The presentation of the BBC website is, in my opinion, fairly insipid. The plain black and white design is, to me - associated with a blank canvas containing no exciting content or features.

However, the plain white background does serve its only purpose – to present public information and news headlines while maintaining a clean design. The advantage to this basic colour scheme is that it allows the user to focus on the website's content such as, the articles, images and headlines.

As dull as the design looks – it serves its purpose which is to make the content stand out to the site's visitors.



## Usability Review

The placement of the website's main features, such as the interactive buttons, hyperlinks, and positioning of the menu bar across the heading of each page - compliment the simple design and straightforward layout of the BBC website.

These navigational features allow the user to control what information is viewable to them, as well as which areas of the website they visit. The simplicity of this design allows the different areas and pages of the website to be accessed by many people, including those with only basic IT skills.

The BBC website is accessible on a number of different devices such as phones, tablets and computers.





## Accessibility Review

The accessibility help link provided on the BBC website is extremely useful for people with disabilities/difficulties that affect or hinder how they view, read and navigate a website and its content.

When selected, the link directs the user to an accessibility help page called 'my web my way'. Here, the user can access guides to show them how to control and alter the settings on their device (phone, tablet or computer) to change the website's interface – in order to suit their own individual requirements.

For example, they can:

- ❖ Change the font size, font colours, access text to speech and screen reading, audio description options (this is to make the text, images, and videos easier to access for people with visual impairments, colour blindness, and reading difficulties).
- ❖ Access to sign language, subtitles, and captions on videos (this is to make information and videos accessible for people with hearing impairments).



# Performance

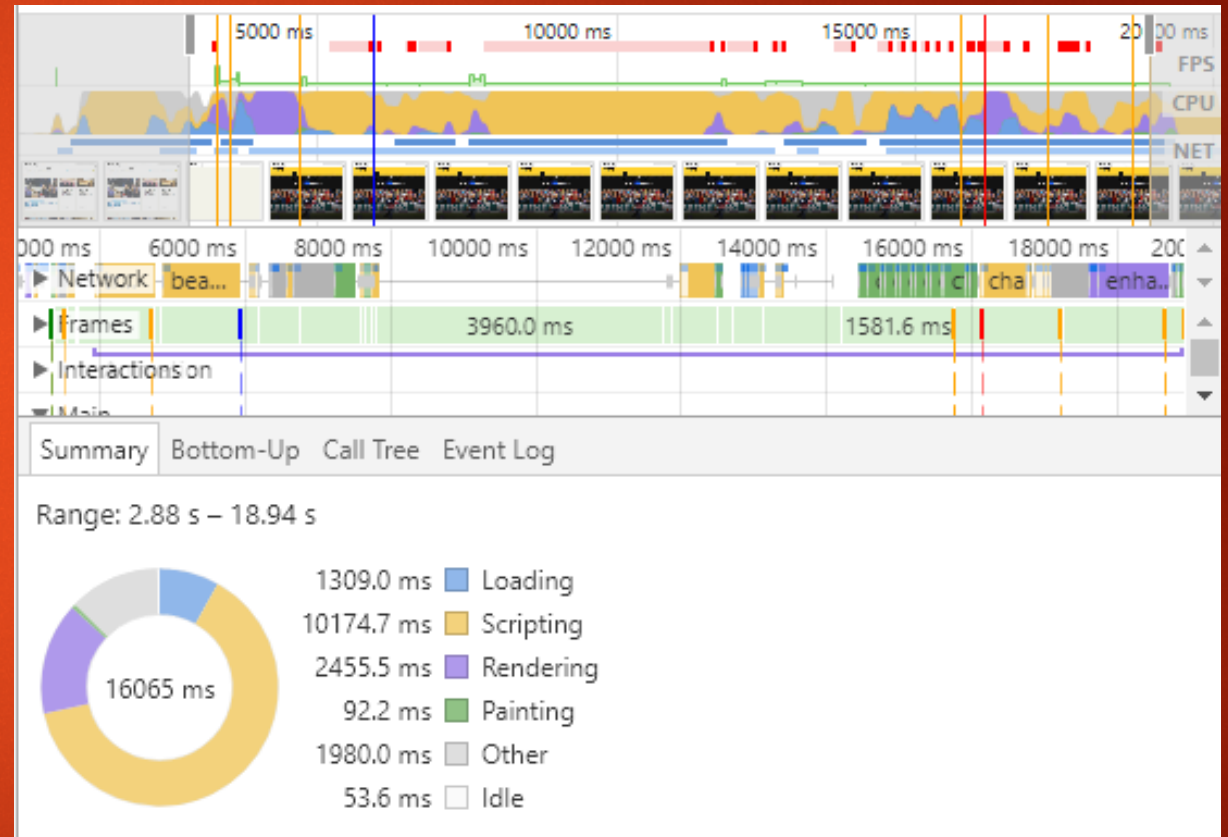
I checked the performance time from the BBC homepage to load a page for a sports article.

I did this by pressing F12 on my keyboard to open up the performance section on Google Chrome's 'developer tools'.

This allowed me to record (using ctrl + E) the performance time it took for BBC to load one of its pages.

The frame performance result was 16065ms

The BBC website's performance was significantly slower than the Amazon website.







# Yvette's Website

## Presentation and Design

There is very little contrast between the background (tiled and repeated assortment of Yvette's artwork, random images, bizarre drawings/doodles unrelated to wedding content), the images (blurry images of women modelling wedding gowns and other dresses) and the text (bright coloured links, misaligned content, highlighted page titles).

The content such as the images, text and page links are squeezed in very close proximity to each other. This causes huge problems with the actual visibility of the content, as it's difficult to focus on one specific feature or element - there's just simply too much to look at and it's completely disorganised.

Most of the images on this website are really quite awful in terms of their quality. They're misaligned, randomly placed, repeated and some are completely unrelated to the purpose of this website, which is to display and sell wedding attire and accessories.

There's no brand, logo or name for this website other than "Yvette's" written in plain coloured text. This is a weak and unprofessional design, It sends the wrong message to the user about the owner, and her business. The result and overall impression given to the user, is that the site is visually repulsive, cluttered, disorganised and not at all fit for it's intended use.



# Yvette's Website

## Navigation

### The landing page

**This website is in desperate need of some major changes to its navigation. The very first page that the user lands on, contains no menu or system of navigation – it is complete chaos.**

**The website is just smothered with layer upon layer of content, text, links, images and overwhelmingly bright colours.**

**The landing page is not even titled as a homepage neither are most of the other pages, everything is just labelled “YVETTES”.**

### Search Bar

**There is no search bar available (or guarantee) for the user to search for the content the user wants to view.**

**Once you click on one of the many links on this site – there is absolutely no guarantee you'll be able to find your way back to the landing page unless you manually leave the site and visit it again.**

### Hyperlinks

**Some of the pages I visited, there was a grouped menu section with buttons randomly positioned at different areas of the page (depending on which page you visited as the menu section was not consistently positioned or placed across all pages of the website).**

**The titles are confusing and the pages are all scattered around in cluttered clumps of coloured and highlighted links.**

# Yvette's Website

## Accessibility

**This website is not at all accessible for those with reading, hearing or visual impairments.**

**Yvette's website is completely unusable for the average person to navigate, so those with certain impairments or difficulties (such as those with colour blindness or dyslexia), would not be able to use it at all.**

**There are no sitemaps or help links, and the font styles, sizes and colours are barely readable.**

## Conclusion

**Overall I think in order to improve Yvette's website. The focus has to be on prioritising the functionality and implementing a simple, clean design – removing the irrelevant content, scrambled text and cluttered images that plague the website.**

**After the content has been cleaned up and condensed to the desired amount of relevant information – the navigation should become the next priority. Once the content has been sorted and reduced to an appropriate level, then planning and creating the navigation should become easier to implement.**

**Finally once a cleaner design is implemented, it would be a good idea to add a sitemap, a help section and an accessibility link for those with disabilities and learning difficulties.**



# LINGSCARS.com

Link: <https://www.lingscars.com/>



CLICK HERE!

I AM LING YOU CAN TRUST ME

## Menu

- Home
- Cars
- Customers
- About Ling
- Fun stuff
- Free stuff
- Live staff

CARS A-Z



I live inside my car leasing website all day Monday to Friday 9am-5pm. I lease the cheapest PCP and contract hire cars in the UK! - I am Ling, except no substitutes

# LINGSCARS.com

Leader of the Pack - Guardian. UK fav car leasing co from Newcastle!

Contract hire cars from Ling Valentine, LINGSCARS is the UK's favourite car leasing website - On 2016 I leased over £85 million in cars! (RRP)



Stop

"Believe it or not, this Gateshead-based website, featuring Mrs Ling jiggling on her motorbike, is one of the biggest online drivers of car sales

in Great Britain" 25th July 2017



Leader of the Pack





# LINGSCARS.com



## Presentation

### Content

Although I love the inclusion and use of the song “Leader of the Pack”, it’s witty and entertaining but entirely unrelated to purpose of the website itself – which is to lease cars.

There’s also a lot of information about Ling herself and what she likes and dislikes, and a rather random inclusion of political opinions Ling has on capitalism vs communism, and her xenophobic comments towards Americans.

Which again is entirely unnecessary information and actually narrows her audience. These comments are divisive and detrimental to her business.

### Pages

Most of the pages I visited, were completely pointless. The majority are all about Ling and not about the cars she advertises, however there is a section for cars.

The A-Z list of cars runs right the way down the homepage and across every page – it would be much cleaner, to put this as either a drop down menu, separate page or in a filter form.

The font size and styles vary across all pages and at times it’s hard to located and read information because it’s in no set order. There’s a lot of bright colours and fonts that make it difficult to focus on the products.

### Colour Scheme

There’s not as much white space as I would like to see, the background is psychedelic 60s paisley design which again seems unrelated to anything but Ling herself and her mild 60s social revolution obsession.

While this is endearing and most certainly entertaining, I’m certain it isolates her target audience because it’s not to everyone’s taste and some people may find certain content offensive.

There are far too many moving images, clips, screenshots, gifs, animations, transitions, video and other assorted clutter – it’s just a bit too personal.





## Navigation

### Menus

The navigation for Ling's Cars is generally quite good. There are no broken links, the menu section is fairly easy to locate and consistently accessible across all pages of the website.

The only downside is that the menu could easily just fade into the background due to all the bright text and flashy animated content.

There's nothing attractive about the menu and it kind of reminds me of a child's gaming website such as CBeebies, because of the highlighted colours on the selected menu.

### Search Bar & Help Links

There is no search bar readily accessible on the homepage for the user to search for specific content. The user is forced to immerse themselves into Ling's wacky website.

There are no available help links on this website that I could see and there is no search bar to help locate them.

### Hyperlinks

On the side of the pages, there is a A-Z list of car links to help the user find a specific make and model of Ling's vehicles.

This section adds a huge chunk of unnecessary vertical space to each page of the website. It would be a lot easier to group these into a drop down menu option.

There is an enormous amount of unnecessary links to different pages that Ling has created such as "customers in process" "live office video feed".

# LINGSCARS.com

## Accessibility

Ling's website unfortunately, does not cater to those with disabilities or learning difficulties. People with visual or hearing impairments or those with dyslexia will be unable to operate this website.

There are currently no accessibility links, advice pages, sitemaps or other help links available on Ling's website, nor is there a search bar to locate them. The font styles, colours and sizes are all mixed – making the text content difficult to read at times. This website is not compatible with those who have disabilities that hinder their reading, vision or hearing abilities.

## Conclusion

To improve Ling's website she needs to focus on solving the accessibility issues I have raised above. She also needs to include a help link, a sitemap and an accessibility page for people with disabilities.

I would also take a look at condensing the amount of pages her site contains, and maybe removing a few of the more morbid images (such as the bizarre "squeeze my brain" animation that spurts blood from Ling's head), and the xenophobic and political comments made in certain areas of the site ("mantra", "who is on my page?").

Although I love the wacky uniqueness of the design, I would advise Ling to review and clean up her website in order to generate more user traffic and profit from her website.



# Static Website

Static websites are basic websites. They're made using HTML code, the content they contain is fixed and they're very easy to design and create. However unlike dynamic websites they don't require the use of a database to maintain the websites content and information – as the same information/content is displayed to every visitor with no deviation from the coded design.

## Advantages:

- ❖ Easy to create
- ❖ They don't require any web programming
- ❖ They don't need a database to update or maintain information (as the content is fixed, it has to be changed by hand in the code itself)
- ❖ Good for small websites with fixed content that won't need updating or changing regularly

## Disadvantages:

- ❖ Difficult to maintain content (if it needs updating it has to be written in the code manually)
- ❖ Not recommended for large commercial sites with lots of pages, products and other content that needs updating regularly

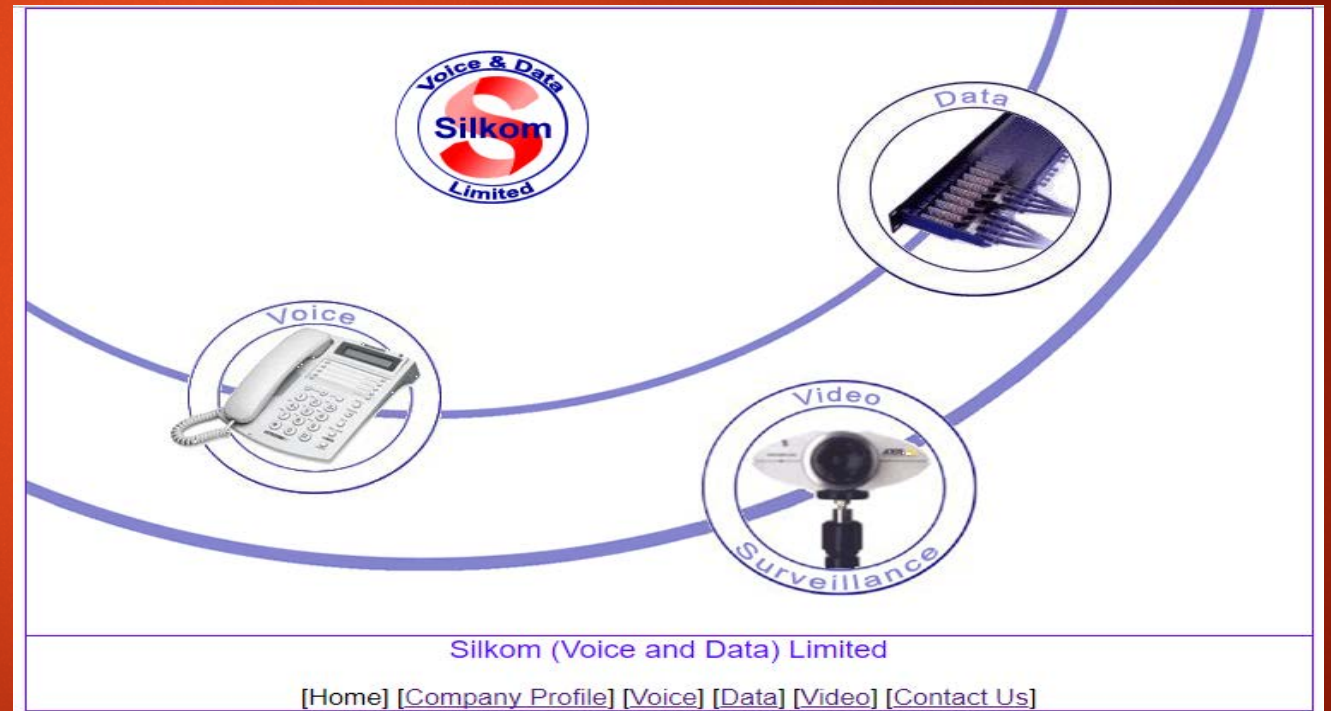
# Static Website Examples

Silkom Voice and Data Limited

Link: <http://www.silkom.co.uk/index.html>

Silkom has a static website that informs the user about the services they offer.

Silkom designs and installs voice and data cabling systems and they also provide solutions for voice and data communications and video surveillance.

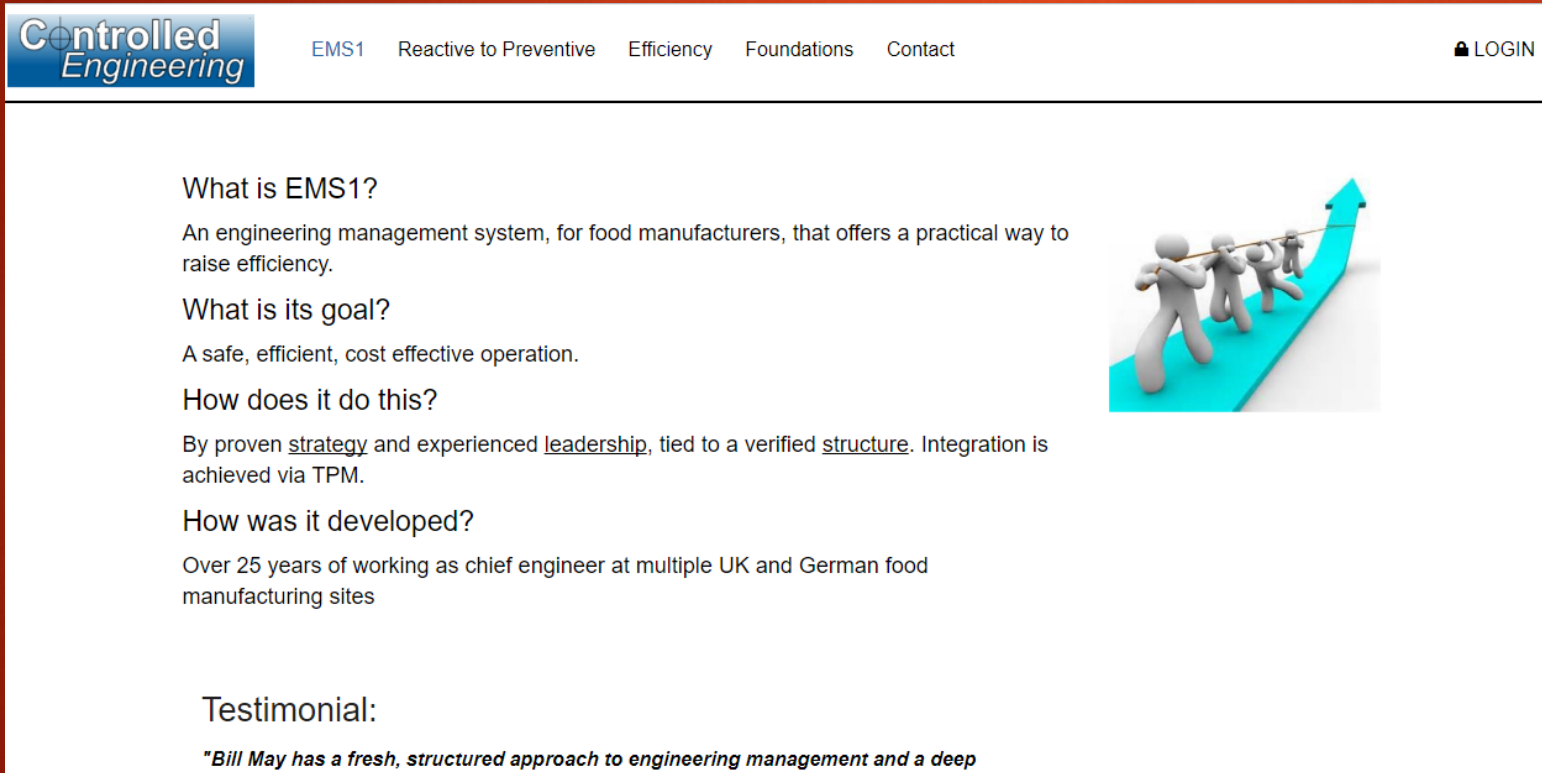




# Static Website Examples

Controlled Engineering

Link: <http://www.controlledengineering.com/>



The screenshot shows the homepage of the Controlled Engineering website. The header includes the logo 'Controlled Engineering' and navigation links for 'EMS1', 'Reactive to Preventive', 'Efficiency', 'Foundations', and 'Contact'. A 'LOGIN' button is also present. The main content area features a section titled 'What is EMS1?' with a sub-section 'What is its goal?' and 'How does it do this?'. An image of three figures pushing a large blue arrow upwards is positioned to the right of the text. A testimonial is located at the bottom of the page.

**Controlled Engineering**

EMS1 Reactive to Preventive Efficiency Foundations Contact LOGIN


**What is EMS1?**  
An engineering management system, for food manufacturers, that offers a practical way to raise efficiency.

**What is its goal?**  
A safe, efficient, cost effective operation.

**How does it do this?**  
By proven strategy and experienced leadership, tied to a verified structure. Integration is achieved via TPM.

**How was it developed?**  
Over 25 years of working as chief engineer at multiple UK and German food manufacturing sites

**Testimonial:**  
*"Bill May has a fresh, structured approach to engineering management and a deep*



**Controlled Engineering is a static website that informs the user about the services the company offers.**

**Controlled engineering provides engineering management solutions for streamlining production control for food manufacturers.**

# Dynamic Websites

Dynamic websites are websites which are created for the user in real-time, they do not exist in a fixed state like static websites do, they're generated when requested by the user. This allows the website to update its content and information live – so that the information is always up-to-date. The content comes from a database and this allows for automatic fast changes to be made, across the entire website and its pages, without manipulating or interfering with the website's design.

## Advantages:

- ❖ Easy to maintain and update the website's content (via a database)
- ❖ Can be updated regularly/daily
- ❖ Great for large websites with a lot of pages and ever-evolving content
- ❖ The dynamic websites generally look a lot more attractive, interactive and professional to user's than static websites

## Disadvantages:

- ❖ It will not work without a database to update/maintain content
- ❖ Not as easy to design and create as a static website



# Dynamic Websites Examples

Chester Zoo

Link: <http://www.chesterzoo.org/>

The screenshot shows the Chester Zoo website's navigation menu and a promotional banner. The navigation menu includes links for 'About Us', 'Learning', 'NEZS', 'Media', and 'Subscribe to Newsletter'. The main navigation bar features 'PLAN YOUR VISIT', 'EXPLORE THE ZOO', 'WHAT'S HAPPENING', 'CONSERVATION & SCIENCE', and 'SUPPORT US'. A 'BOOK TICKETS' button and a 'SEARCH' button are also visible. The main banner is for 'THE ENCHANTMENT of Chester Zoo', running from '21 - 31 October 2017'. It includes a 'FREE WITH ZOO ADMISSION' badge and a 'SCROLL TO SEE MORE' button. A 'BOOK TICKETS' sidebar is open, showing 'Check our prices here' and a list of links: 'Opening times', 'Explore our map', 'Become a member', and 'Gifts & experiences'.

Chester Zoo has a dynamic and beautifully interactive website, that informs the user about their establishment, its facilities and attractions.

The website offers a range of information to persuade the user to visit their attraction and its events.

The website also contains additional content such as, animal blogs, things to do at Chester Zoo, planning your visit, online bookings, charity and conservation information.

# Dynamic Websites Examples

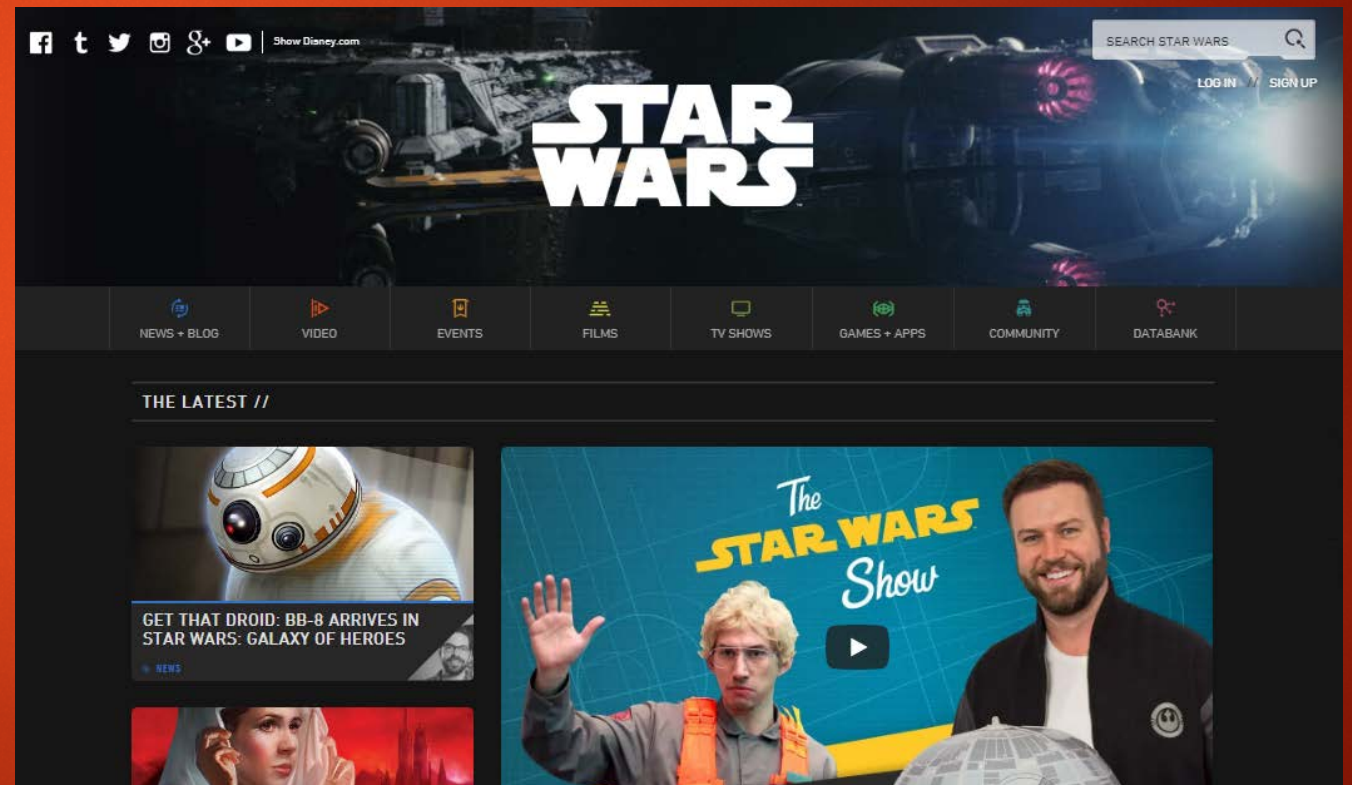
## Star Wars

Link: <http://www.starwars.com/>

Star Wars is a dynamic website, that informs the user about their film franchise.

The website offers a variety of information and content about related Star Wars events, communities and blogs, news of upcoming movies, games and apps, clips and trailers from the films and the TV show.

The purpose is to release new content to attract visitors and fans, connect fans of the franchise with each other, advertise merchandise and products to visitors.





# LINGSCARS.COM

## Strengths

Ling's website is very funny, very entertaining and a lot of user's find the informal personality of Ling herself, to be one of this website's biggest strengths.

The website is very bright and colourful – you would never say it was boring. The level of detail that Ling goes into, in order to create some of the pages on this site is incredible.

The live office camera feed is rather insightful and gives the user a look into the inner workings of the company itself and how Ling and her employees interact with each other.

The navigation is fairly straightforward and easy to access.





# LINGSCARS.com

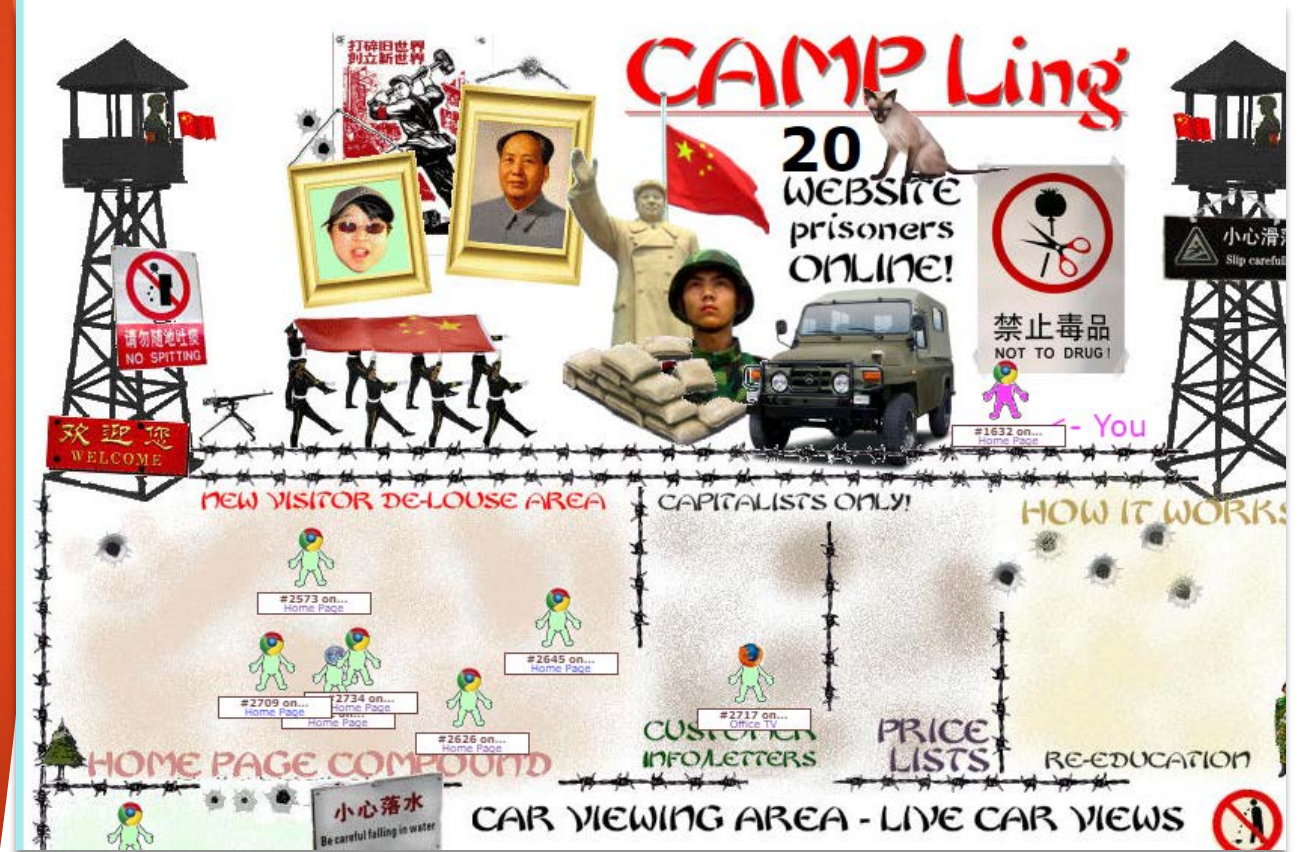
## Weaknesses

There are some rather bizarre and possibly even offensive areas of this website. Such as the political opinions of Ling and her “Camp Ling” section – which, although amusing, may offend some visitors, and the rather xenophobic view she has of people from America.

The website contains far too much animation and too many moving images. It just looks far too busy and the majority of the content is completely unrelated to the purpose of the website which is to lease cars.

Another weakness is the lack of help links and accessibility for disabled people, which means those with learning difficulties and disabilities will not be able to use this website.

The text is difficult to read at times due to the variety of colours, font styles and sizes. At times Ling’s site puts a lot of strain on the user’s vision, and this can cause the user to feel overwhelmed and even intimidated by the amount of content contained within a single page.





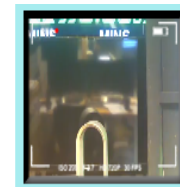
## Improvements

Ling needs to improve the accessibility of her website in order to cater to a wider market. Her website is far too bright and personalised to effectively reach her audience. The information provided and presented on this website needs to be reviewed and edited so that the information is simple and easy to read.

Ling's use of multi-media throughout her website is excessive and over the top. This content needs to be downsized to the key relevant aspects of her advertising.

It would greatly improve the overall user experience if Ling re-designed her page layout to include more white space. And it would also be beneficial for her to re-vamp the menu/navigation section, to make it stand out better to a customer/user.

And finally, replace the A-Z Cars list with a drop down menu in order to condense these links to the different products, and categorise this information by make and model (to make it easier for the user to view).



### Menu

Home

Cars

### Customers

About Ling

Fun stuff

Free stuff

Live staff



**LIVE visitors online PRISON CAMP, Ling**

Contract hire cars from Ling Valentine, LINGSCARS is the UK's favourite car leasing website - On 2016 I leased over £85 million in cars! (RRP)

LINGSCARS > Who is on my page?

## LIVE WEB VISITORS!!

*Watch my pet web visitors interact - LIVE!*

"CAMP LING" is a unique view of my website. No other website **IN THE WORLD** shows you this. Watch my web visitors move around, see which cars people are viewing and what LINGSCARS pages they are reading. Click on the visitors to find info about them. **AMAZING, EH?** - Ling

**There are 22 LIVE visitors online!**

...as CAMP Ling is run by a Chinese (not a bloody American), there is no torture, involuntary rendition or holding without trial. Human Rights Act (China) applies...





## Strengths

The BBC website is extremely easy to navigate, none of the available links are broken, the menu is easy to access and all the buttons work.

There is a lot of whitespace to allow the user to think. This also makes the content easier to see and read on the pages of the website.

The website's content is consistently relevant to the topics within each page. The layout of the information is presented in a clear and concise way, with no spelling mistakes or alignment errors.

This website is accessible on multiple devices such as smartphones, tablets and computers. The accessibility help page and its content are extremely useful for those with disabilities.





## **Weaknesses**

The BBC website does not contain a sitemap or a help directory link – so the user has no help if they can't find what they're looking for.

The design is very plain and basic – the homepage doesn't look very enticing to the user.

The menu style is very much out of fashion, these days most people prefer the more interactive hover or drop down menus to a fixed menu bar.



## Improvements

The layout of the BBC website's content could be more attractive to visitors. It would be nice to see more variation with the layout of the stories and images that the website displays on the homepage.

The addition of an image slideshow, playable videos and larger fonts and colourful headlines could improve how the BBC website presents its content.

This could improve the overall effectiveness of the site, as well as gaining more visitor traffic.