| Screen shot of website 1 – Ebuyer	
Website URL: http://www.ebuyer.com/	
Organisation: Ebuyer	
Purpose of the website:	Advertisement, selling and buying.
Audience:	This website is aimed at people over 18. They want the site to be usable by all users except under 18 cannot pay for the items themselves.
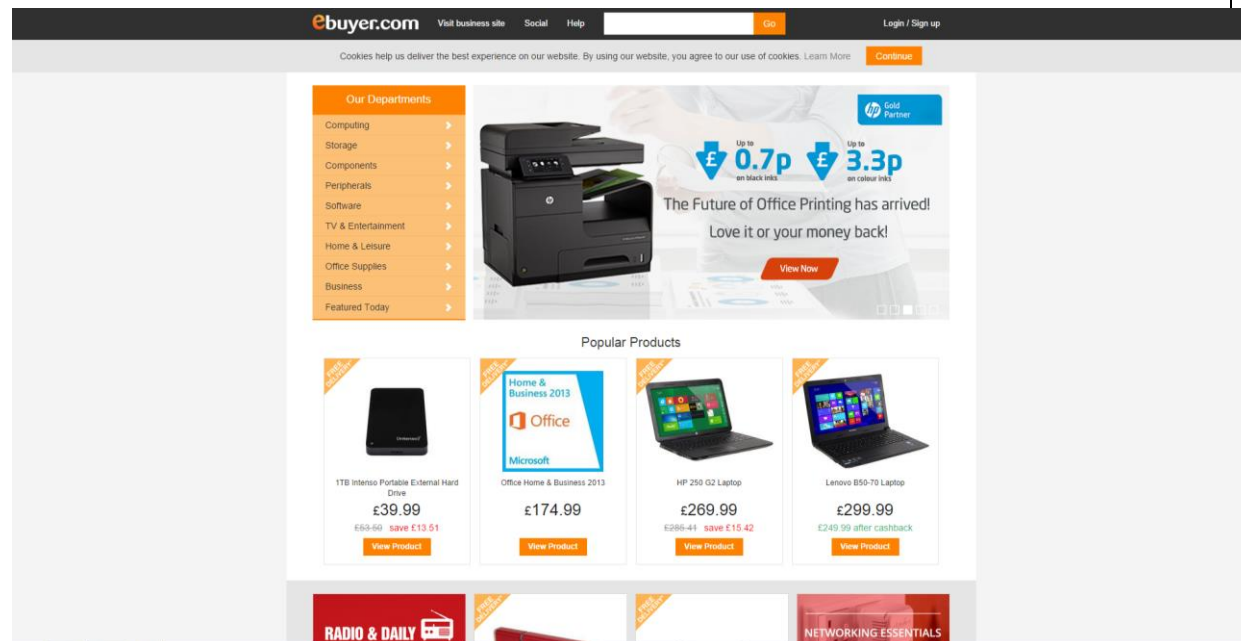
Features of the website:	The website allows you to sign up to the site and then log in once done so. You then have the option to purchase items on this site by entering your PayPal or card details. You can add items to your basket which lets you buy things in bundles. You can also remove items from your basket. You're able to click the buttons which have hyperlinks redirecting you to another page. You can also ask a seller questions about the items they're selling. You can have multiple payment methods linked to your account. The site is able to be accessed by other languages by changing the .com in the address bar. You're able to track your order from this site by typing in the order reference (which you have been given when purchasing an item) and the postcode you had entered when purchasing. The website has a search bar at the top of every page. It has multiple banners what you can change by clicking on the blank boxes on the banner itself. When hovering over some of the text on the left side of the page it appears

	with a pop out box showing you many items of the site. The VUE have hotspots what you're able to click on and they'll take you to another page or part of the website.

How the features in the website could improve presentation, usability, accessibility and performance?
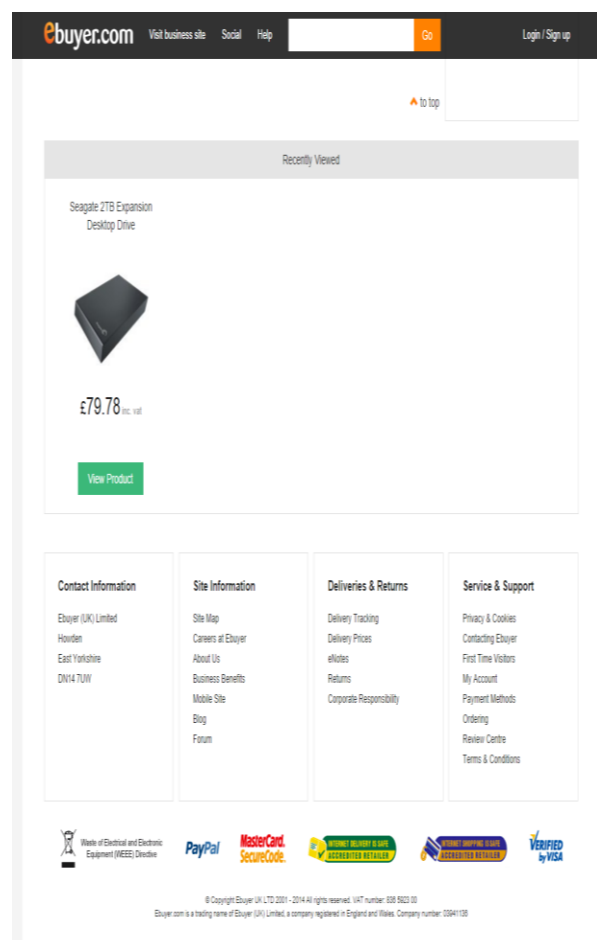
Presentation:	The layout of the website is professional. It has a black, orange and white colour scheme. The products are spaced evenly apart across the page. Bold text is used for headings. At the top of the websites homepage it has a banner. This banner has multiple advertisements on it. The website has white text on an orange background making it stand out. This is only used for the important information of the website. The navigation bar holds their social media site links allowing you to contact or write a review about their service and performance. Also included in the navigation bar is the help page. As you hover over where it says the word help a drop down menu will appear with frequently asked questions. For the navigation bar it has a black background with white writing so that the text stands out. In the footer of the website they have contact information, site information, delivery and returns and also service and support. Also included in the footer, there are some images that show you that the site is supported by companies which show that you can trust the website to take your transaction and not scam you. Near to the bottom of the site there is a recently viewed products section.

Usability:	Each item has a hyperlink around it taking you to the page of the item. The homepage does have a lot of offers filling the entire page. Along the navigation bar you have multiple options available. This navigation makes it easy to navigate around the pages. Each page has a big logo of Ebuyer which directs you to the homepage. This logo makes it easy to get to the homepage without having to go through the first process you did to get to the homepage. The
Accessibility:	The website can be used by users as young as teenagers to as old as seniors. The website has no way of changing the size of text or removing images. The website has no text reader for the blind or visionally impaired. The site has bright colours on the important or known information. This is so that it catches your eye and you're intrigued to look at it. This is normally used on offers. Underneath the some of the images there are alt tags. These can be useful for in the case that somebody wants to turn off the images and then there is text normally saying what the image is about or what the image says. This could also be read by a text reading program. This site is accessible from almost any device; As long as the device is able to run scripts; the website will work on any browser.
Performance:	The website has a very fast loading time. The items load almost instantly when you hover over the menu bars. Each page has a different loading time but overall it's fast. You're able to

	register to the website in a matter of minutes. The search bar is very fast for searching through products.
What improvements could be made?	The website could have an option for you to be able to remove the images so that it's just text on the page. Because there are a lot of images on this site due to people want to see what they're buying, the page gets full of pictures. The homepage could have less items. The homepage has a quite long scroll down the page which may be boring for some so they will look somewhere else for the product they're looking for. The site could have a little help section in the sidebar or have pop up when you first access the site and then the ability to be able to turn this notification on and off. The navigation bar could be made a little bigger and more added to it due to it looks very small at the top of the page and if you're not concentrating you may actually miss where the navigation bar is and then get frustrated and leave the site.

Introduction – I'm looking at this website because it is well known with thousands of people buying things off it daily. This is one of the most common buying and selling websites on the internet (in the UK).

3 Strengths – The search functionality is fast and easy to use. The colour scheme is good because there are not too many colours mixing on the site. Straight away the site gives you some of the main things sold on it.

3 Weaknesses – The homepage has too many items on it. This makes the site look cluttered and can make it boring while having to scroll down for so long. There is no home button so except from the Ebuyer logo which does not state that it is a home button. The navigation bar is not very useful as it does not have much to offer.

Conclusion - The website is very professional. It has an overall bland colour scheme. It uses bright colours in the places it needs to. Because most people will normally look at the bright colours first, the website only has the important information in the bright colours. It helps these parts get recognised. The website has some good parts for example. A big banner telling you what's on offer and telling you the best deals. There are also some bad parts for example. The navigation bar does not offer much, making it a little harder for users to navigate around the website.

The website's search bar is easy to use and is one of the best ways of navigating around the website. This function allows you to find the product you are looking for the easiest.