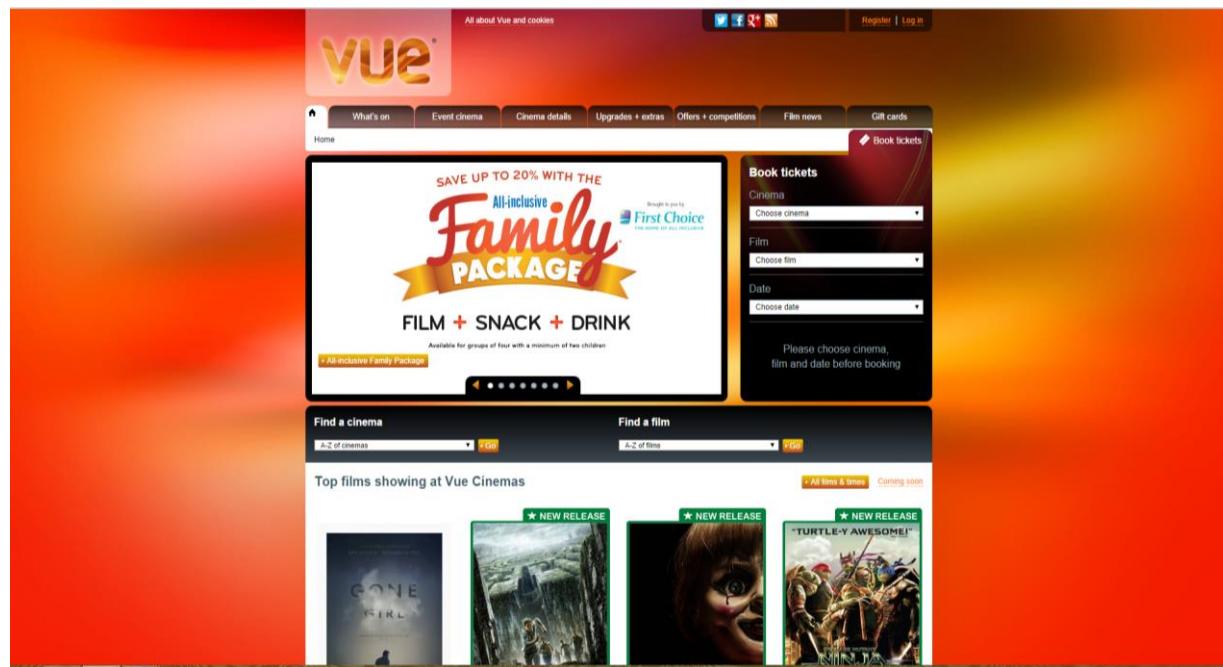


Screen shot of website 1 – VUE



Website URL:	http://www.myvue.com/
Organisation:	Cinema
Purpose of the website:	
Audience:	12+
Features of the website:	<p>This website has a lot of feature. The main one being the rollover buttons on the navigation bar and the main titles on the page. The rollover buttons also include hyperlinks. Each time you hover your mouse over a movie picture or banner the movie or banner will highlight in a transparent orange so that you can see where you have your cursor. This will help people who have impaired vision. The banner is animated and shows you multiple images over a set time. This is showing you more information about the website, what the highlights are. You're able to choose in what order you want to view the movies at. Straight away you can see that you're able to book tickets from the homepage. The</p>

	<p>website gives you the option to view the trailer of the film right from the movie picture. From the banner you're able to choose which picture you would like to view. You can do this by hovering over the banner and then clicking the little circles at the bottom right of the image. They have also provided two arrows that you're able to click. These arrows allow you to go left and right between the banner images. On the VUE website you have the ability to register and log in. A feature of the registrations system is that if that the information that you have provided is not valid, it will not let you continue until you have corrected it. The site will tell you what information you have inputted correctly so that the use is simple.</p>
How the features in the website could improve presentation, usability, accessibility and performance?	

Presentation:	<p>The website has a very eye catching design. The background is a bright smudge pattern which makes the main content look dull. This may be to get you to look at the other content once you've seen the bright colours. The homepage shows you what the website is about and has a eye catching design on the movie part. In the movie section the images are mainly a dull colour on a white background. This makes the outline of each image stand out. At the top of</p>
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	<p>the page they have a social media section. In the footer of the page it includes what's showing, cinemas, upgrades + offers, my account, about VUE and terms and conditions.</p>
Usability:	<p>From the first look at the page it shows you a few movies that are being shown. The navigation bar has a lot to offer by telling you that they have pages on offers, film news, gift cards and more. Not far down the page you can see that the page has a ticket booking. This is very useful because then the user will know exactly where to access the ticket booking without having to look around the website.</p>

Accessibility:	<p>This website has taken into consideration for the visual impaired. They have done this by each time you hover the mouse over the banner or each movie it highlights which one you have hovered over. The website has used a vector format font so that no matter how much the users zoom in it will always have good quality. Ebuyer have alt tags what shows when you some text when you disable the images. This can be used for programs such as text readers. This will make it easier for the people with impaired vision. The website works on all browsers. The website works on any device that is able to run scripts.</p>
Performance:	<p>The site loads fast for the homepage but loads very fast for the movies. The homepage has a lot of images because it's offering you a lot of information about the site. It does this by using images. The reason the movie pages load a lot faster is because they do not have many images. The main images on the movie page are the background, logo and the movie image itself.</p>

What improvements could be made?	A darker image for the background so that the other content can be seen easier. Instead of having lots of movie advertisings on the homepage, have a few advertisements and then a link to a page that includes all of these for a faster loading time on the homepage. It will also help for people to see the footer which includes a lot of information.
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Introduction – I chose this website because the VUE is well known in the UK. This site looked like it had a few features to review for my assignment. The homepage looked like it was built to be user friendly so I chose to look at it.

3 Strengths – The website has a reasonable size banner. This makes it good because it's not taking up too much room. The banner is also animated which provides more information than a normal still banner. Each image on the

page has its own border. This border helps make the images more visible. This will be better for people with bad eye sight.

3 weaknesses – Although there is a home button it is not very clearly labelled. This would make the user search the website again on a search engine or have to click the back arrow until they are back at the homepage. The background is very bright making it difficult to see the main content. The colour difference between the content on the main section and the background is bad. This is bad because it makes it hard to see the main content due to the bright contrast of the background. There is no visible search function making it a little hard to browse around the site. You have to search for the movie you would like to find by clicking on the first letter of the movie you are seeking. This can be time consuming compared to a search bar.

Conclusion – Overall the website is good but could use some improvements. The website is not very good to find something specific and if you do want to find something specific it will take you a minute or two. This is because there is no search bar function. The function when you hover over a movie is good but could be annoying to some. The website has a fast user experience and gets straight to the point on the front page.