M1 – Review how the features in two websites improve presentation, usability, accessibility and performance

Introduction
In this I am going to review how the features in two websites improve, usability, accessibility and performance which are Cineworld and eBay.

<table>
<thead>
<tr>
<th>Cineworld</th>
<th>eBay</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Usability on Cineworld</strong></td>
<td><strong>Usability on eBay</strong></td>
</tr>
<tr>
<td>There is a search bar in the top right hand side on every Cineworld page.</td>
<td>There is a search by category feature that allows you to lower the search down for example if I wanted an IPhone 5 I could search in the technology category.</td>
</tr>
<tr>
<td><img src="image1.png" alt="Cineworld search bar" /></td>
<td><img src="image2.png" alt="eBay search bar" /></td>
</tr>
<tr>
<td>The search button is at the top left hand side of the page just under the Cineworld, Unlimited Card and Gifts.</td>
<td>There is also an advanced search feature where you can lower your search to find a precise item which makes you find exactly what you want.</td>
</tr>
<tr>
<td><img src="image3.png" alt="Cineworld navigation bar" /></td>
<td><img src="image4.png" alt="eBay advanced search" /></td>
</tr>
<tr>
<td>The navigational bar under the Cineworld, What's On, Our Cinema, Prices, Explore</td>
<td>Also there is a daily deals feature that gives you the best deals of that day.</td>
</tr>
</tbody>
</table>
All the links and pages I have checked in the Cineworld website and I have found no custom not-found/404 page in the website.

The Cineworld website is easy to use due to the search and advanced search bar.

Hyperlinks, Forums, action buttons, hot spots and interactive features. These features improve the performance and presentation because the forum gives you a chance to tell them what you think of the website or company and how they can improve it.

To get around the website there is a navigation bar at the top of the page that has the features of my eBay, Sell, Community, Customer Support and Basket.

Hyperlinks, Forums, action buttons, hot spots and interactive features. These features improve the performance and presentation because the forum gives you a chance to tell them what you think of the website or company and how they can improve it. With interactive buttons like basket buttons you can also add things to your basket like a really shopping experience. This is very helpful because it means you don’t only have to buy one item at a time.

All the links and pages I have checked in the eBay website and I have found no custom not-found/404 page in the website.

The eBay website is easy to use due to the search and advanced search bar.

The tab key can be used to navigate your way around the website especially if you don’t have a mouse or yours is not working.
It takes approximately three seconds to load on the home page on a Chrome browser but the main banner under the navigation bar slows down the performance and takes two extra seconds to load.

EBay has a unique feedback system, allowing buyers and sellers to post comments and feedback on their recent auction experience. To find the member specials there is a feature at the very bottom of eBay’s home page where you can also look for business logo and link boxes. On wave.webaim.org it says there are 35 errors with eBay and many alerts.

Hyperlinks, Forums, action buttons, hot spots and interactive features. These features improve the performance and presentation because the forum gives you a chance to tell them what you think of the website or company and how they can improve it. With interactive buttons it gives you the chance to register with Cineworld for example and you can get the chance to get 10% of popcorn and cinema tickets. On wave.webaim.org it says there are no errors but many alerts.

It takes Cineworld 2 seconds from a Chrome browser to load but takes an extra 5 seconds from the other items and deals to load.
The accessibility describes how a website has been suited and adapted for people with difficulties and disorders. These features are done to help the user experience and improving the accessibility of all people with disabilities. High contrast is necessary for some people with visual impairments. Different people have different problems or issues with their eye sight depending on age or difficulty.

When you zoom in to the Cineworld website no matter how close you zoom in the words don’t get scrabbled up so it helps people who are partially blind who need to zoom in to read the words (this is at 500%).

Around Cineworld
- Contact us
- Privacy policy
- Cookie settings
- Careers
- Cineworld Group PLC

Cineworld apps
- Accessibility

At the bottom of the page there is actually an accessibility feature that tells you how Cineworld cinemas help wheelchair users and the sight and hearing impaired.

When you zoom in to the eBay website no matter how close you zoom in the words don’t get scrabbled up so it helps people who are partially blind who need to zoom in to read the words (this is at 500%).

There is no e-reader for blind people and you can’t change the colour setting for people who are colour blind or people who are people with partially blind. These features are beneficial and crucial in improving the accessibility of all people with disabilities. High contrast is necessary for some people with visual impairments.

EBay Checkout lets your buyer send you an electronic payment right after your listing ends. Checkout is a preference that's set automatically when you set up your seller account. You can disable it at any time.

The BBC Standards and Guidelines for every website
The BBC Standards and Guidelines for every website are here:
http://www.bbc.co.uk/accessibility/best_practice/standards.shtml

When websites are correctly designed, developed and edited, all users can have equal access to the sites’ information, functionality and benefits.

BBC Online aims to make our websites accessible and usable for people of all abilities and disabilities, including older audiences, and those with visual, hearing, cognitive or motor impairments.

Many people use assistive technologies to allow them, for example, to view websites in easier-to-read colours, with larger fonts or as spoken text, or to navigate around a site using the keyboard only.

As these assistive technologies become more available and sophisticated, the BBC wants to ensure that our websites continue to work well with them to deliver a good experience for all our users.

To help us to achieve these aims, BBC Future Media and Technology (FM&T) publishes the Web Accessibility Standards and Guidelines, which should be followed by anyone who is commissioning, developing, designing or editing websites for BBC Online. It comprises two parts:

- The accessibility standards specify the factors that BBC web teams should or must consider when using design elements or features such as movement, Flash and multimedia, keyboard access, images and colour.

- The accessibility guidelines provide recommendations and supporting information. Topics in the guidelines include Screenreader testing, Flicker and Self-vocing.

The BBC works with the wider accessibility community to support the future development of operating system, web browser and specialist assistive technologies, and the standards that allow all websites to be created to work best with these.

In instances where the specific accessibility needs of some disabled user groups require BBC Online to create new or repurposed editorial content, we will do this, wherever appropriate, so that we become more inclusive to a wider audience online.

In Cineworld, it hasn’t met all the standards so it’s not accessible for all people. It has a banner on the website which has no ALT tag on it or any other image or banner on the website so this effect blind people because the screen reader can’t tell them what that is a picture of.

EBay hasn’t met all the standards so it’s not accessible for all people because the website doesn’t have the right page colour contrast for all people.

When I rolled my mouse over this banner there was no ALT tag on it or any other image or banner on the website so this effect blind people because the screen reader can’t tell them what that is a picture of.
The layout is very central and there is always the Cineworld logo in the central-right hand side of the page. The background colour is mostly black and red with most of the writing being in white. Also the colours used are consistent.

The background is a whitish-bluish-greyish colour. The eBay logo is always on the top left hand side next to the search bar in the middle. Also the colours used are consistent.