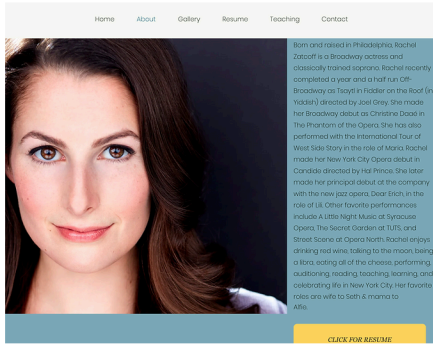


Design Analysis - Zatcoff



Navigation bar is easy to use and establishes main user actions



Pain Point: Low-Contrast text is difficult to read



Photos show users who know the actress / teacher they are in the right place and help users who don't know the actress / teacher get familiar



Pain Point: Button text is confusing because users won't know if the resum  will pop up in a new tab, be downloaded, or another action



Pain Point: Button takes too much effort by leading the user to another page where they have to click a different "resum " button to download the resum 



Pain Point: Back button is confusing because it unexpectedly takes you to the social media area of the homepage



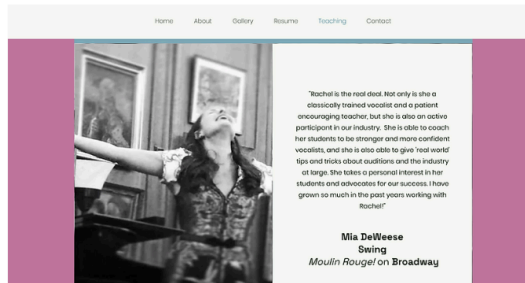
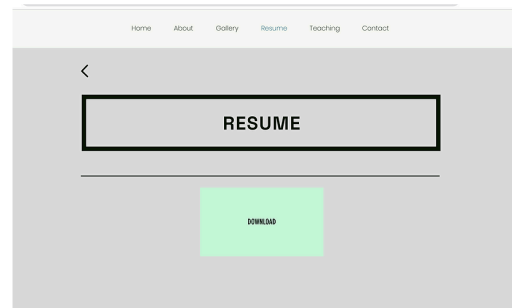
Pain Point: Containment with border is confusing because it looks like a button



Pain Point: Dividing line is misleading because it suggest these elements are unrelated



Pain Point: Button style is inconsistent across pages, which makes it harder for users to guess what is clickable and what isn't



Reviews help the users establish trust and get to know the actress / teacher more



Pain Point: Review section is missing a header which makes it confusing to people trying to figure out where to focus or find information, and to people who are using a screen reader



Pain Point: Typographic variety is misleading because it draws the users attention to random elements such as the title of the show a reviewer was in



Contact information helps users find out how to hire this actress



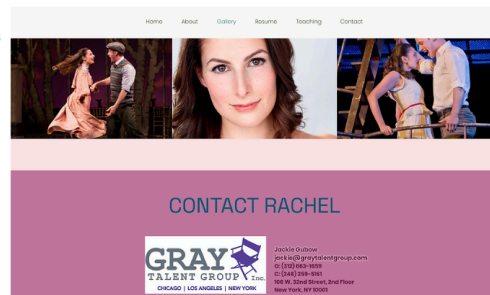
Pain Point: Contact information is confusing to users because it differs from teaching contact information



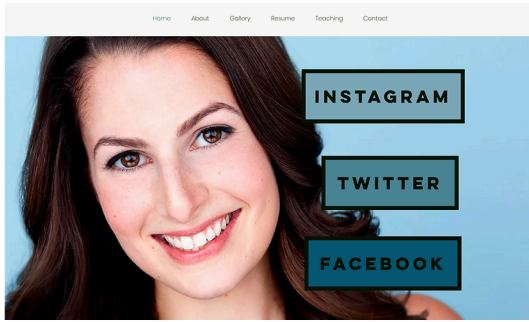
Pain Point: (Repeat) Low-Contrast text is difficult to read



Pain Point: Typographic hierarchy is misleading because it draws the users attention to random text



Design Analysis - Zatcoff



✓ Social Media buttons afford quick and easy access to get to know the actress / teacher better

! **Pain Point:** (Repeat) Button style is inconsistent across pages, which makes it harder for users to guess what is clickable

! **Pain Point:** Button sizes are misleading because it makes the social media buttons look more important than other elements, which can disrupt user flow by encouraging users to click these buttons which will make take them away from the sight

! **Pain Point:** (Repeat) Low-Contrast text is difficult to read

! **Pain Point:** More user effort is required because there is no link to the contact information in the text section that says "please contact her through her website"

! **Pain Point:** No signifier of the reviews that are below this text

