

Brandy Thatcher

CMWEB150-1952

1 October 2021

Lab 6

Report the following results:

1. [Etsy.com](https://www.etsy.com)

2. [WebFX Readability Test Tool:](https://www.webfx.com/tools/read-able/website-readability.html)

<https://www.webfx.com/tools/read-able/website-readability.html>

3. [Test Results are As Follows:](#)

- i. 37.1 of 100 in readability
- ii. Flesch Kincaid Reading Ease (37.1) - Orange
 - Based on a 0-100 scale. A high score means the text is easier to read. Low scores suggest the text is complicated to understand.
 - $206.835 - 1.015 \times (\text{words/sentences}) - 84.6 \times (\text{syllables/words})$
 - A value between 60 and 80 should be easy for a 12 to 15 year old to understand.
- iii. Flesch Kincaid Grade Level (10.1) - Yellow
 - $0.39 \times (\text{words/sentences}) + 11.8 \times (\text{syllables/words}) - 15.59$
- iv. Gunning Fog Score (12.5) - Yellow
 - $0.4 \times ((\text{words/sentences}) + 100 \times (\text{complexWords/words}))$
- v. SMOG Index (8.8) - Green
 - $1.0430 \times \text{sqrt}(30 \times \text{complexWords/sentences}) + 3.1291$
- vi. Coleman Liau Index (17.5) - Red
 - $5.89 \times (\text{characters/words}) - 0.3 \times (\text{sentences/words}) - 15.8$
- vii. Automated Readability Index (9.3) - Yellow
 - $4.71 \times (\text{characters/words}) + 0.5 \times (\text{words/sentences}) - 21.43$

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- Text Statistics
 - 24 Sentences
 - 196 Words
 - 55 Complex Words
 - 28.06% of Complex Words
 - 8.17 Average Word Per Sentence
 - 1.91 Average Syllables Per Word

4. Suggested Improvements:

- i. One of the first improvements is to make the typography more accessible to a wider audience; some of the text on the web page is too small, and therefore a bit hard to read, so the size of the text should be increased somewhat; some of the text is also cluttered, making it difficult to distinguish, so increasing the font size should also help space out letters and numbers to not look so generally molded together (examples of too small text could include the listings on the front page under the “Popular Gifts Right Now” tab)
- ii. Some of the text is a bit hard to read because it’s too thin without much emphasis on it, so I believe they should bold some of the text to make it stick out more, such as at the bottom of the page where it says: “What is Etsy?” and such
- iii. Some of the text in the clickable tabs near the top of the page just right below the search bar are not only too small, but the color is hard to read, as it seems to be a gray of some kind; the size of the text should once again be increased, and the color of the text should be of a slightly darker color, as it causes me to see lines when I look away from the screen

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(seeing lines is like seeing a blurry light spot after staring at something bright and then closing your eyes to see a light blur; seeing lines can traditionally happen, at least to me, when reading a page that has a black background with white text, as well as the inverse)

- These were problems that I felt needed to be addressed, but the general readability was quite low for a general audience. Hopefully these ideas and improvements may help the website become better and more readable to anyone, and as someone with poor vision, making the text bigger and bolder would be a significant improvement for people like me who require more to see things easier.