Website evaluation report

- NOWNESS -

NOWNESS is a movement for creative excellence in storytelling, which launched in 2010. It is a go to source of inspiration and influence across art, design, fashion, beauty, music, food and travel. NOWNESS works with exceptional talent, both established and emerging filmmakers, which connects their audience to emotional and sensorial stories designed to provoke inspiration and debate.

Design of this website is aesthetically pleasing just like a website dedicated to art should be.

It’s minimalistic and black and white. Also, you enjoy while scrolling and everything is exactly where it’s supposed to be.

Navigation menu is simple and intuitive. Primary navigation stands out and it’s consistent throughout the site. The main menu sits along the top of the page on the left side. It’s really simple, so it doesn’t distract you from watching a video or looking at pictures, it’s not designed to contrast against everything else. Your eyes are drawn to the art. The pop-out sidebar is simple, so you immediately find what you’re looking for.

NOWNESS’s website is really easy to use. Everything is harmonic. It gives you a pleasant viewing experience and it does not drive visitors away. The purpose of the website is to tell a story through art, so the minimalistic design does it’s job by emphasizing content matter and giving ease of navigation. The buttons and the links are simple, not too big, flashing, stangely colored or oddly positioned. The sections of the site are also easily accessible.

All the art on this website is up to date. Every day you visit, you will find new short films, playlists and other types of art.

Since not everybody uses the same browser platform, the web design of this website looks exactly the same on each platform. The web designers accommodated accordingly. Designing for universality is key to ensuring the website will be responsive on all browsers, and that it exactly what you get from NOWNESS.

In conclusion, my belief is that this website is the closest thing to perfection I’ve ever seen. Looking at the site, there is ease of access. As a matter of fact, it is really informative, without being overwhelming. The audience is able to see art in the shape of a story, which is really inspiring, especially for young artists. I would definitely recommed NOWNESS as a place where you can find ispiration.