

WEB DESIGN II PROJECT 1: DERIVE

Site #1:
Payless Canada

What is the URL?

https://canada.payless.com/ENG/homepage?utm_source=facebook&utm_medium=paid+social&utm_campaign=fall+2018&fbclid=IwAR3-SUuQuk91pxphispt6s7qVIzjLD9vVzAwsyc82D6_-JzQ0CJdf3n-D6M

How did you get there? Did you follow a link from another site, from social media, from a search engine, etc?:

I arrived at this website via social media it was posted on facebook as an advertisement with a link to the website.

How does it look? Does the design seem current, trendy, dated, timeless, etc? What makes it appear that way?:

The site seems current and up to date in my opinion, because of the use of a large slider on the homepage as well as a lot of negative space giving it a bit of a modern feel.

Describe the navigation system? Is it familiar or uncommon? Is it easy to use and simple to find things?:

On this site there doesn't appear to be a navigation system, just links to a few basic things like careers, store locations and customer service. Those links are easily accessible and simple to find but I think that there should be some sort of link or way to view/ navigate the products available.

What parts of the site are interactive?:

There is an option to create an account but it doesn't indicate what you get out of making an account with them or what the benefits are.

How do you feel about the site? Is it useful? Is it interesting? Is it beautiful?

Visually I really like the site I like the use of negative space and the displays of the products on the home page slider but I really wouldn't visit the site or find it very useful without any of the products on there.

What is one thing you would change about this site?

One thing I would definitely change about the site would be uploading the products so the site has more functionality.

Site #2:
Niagara Parks

What is the URL?

<https://www.niagaraparks.com/>

How did you get there? Did you follow a link from another site, from social media, from a search engine, etc?:

I arrived at this website through utilizing a search engine and randomly selecting a website from the results.

How does it look? Does the design seem current, trendy, dated, timeless, etc? What makes it appear that way?:

The design definitely seems current and trendy I love the use of negative space, up to date photography and animations.

Describe the navigation system? Is it familiar or uncommon? Is it easy use and simple to find things?:

The navigation system consists of a simple search bar that appears when you click the magnifying glass icon which is easily recognizable.

What parts of the site are interactive?:

There is a little pop up chat that appears as you look at different elements of the site, in the chat is a message from a customer service rep asking if you need any assistance in finding something on the site. This may be very useful to some people if they can't find what they're looking for but in my opinion I think it should be optional in that you click on a link that activates the chat if you need help. Personally I find it a little invasive and it may not coincide well with people who are very sceptical about the security and privacy of the web.

How do you feel about the site? Is it useful? Is it interesting? Is it beautiful?

I really like the site overall, I think it has a fun modern look to it and it makes me want to look at more, its very interesting.

What is one thing you would change about this site?

I do find the menu bar along the top to be just a little boring, maybe they could have used a different typeface or colour background.

Site #3:
Mercedes Benz

What is the URL?

<https://www.mercedes-benz.ca/en/vehicles/class/a-class/hatch>

How did you get there? Did you follow a link from another site, from social media, from a search engine, etc?:

I arrived at this website through utilizing a search engine and randomly selecting a website from the results.

How does it look? Does the design seem current, trendy, dated, timeless, etc? What makes it appear that way?:

The site seems relatively modern, there's an interesting and unique little side bar that pops up as you scroll down that basically just indicates the heading of what information you are looking at.

Describe the navigation system? Is it familiar or uncommon? Is it easy use and simple to find things?:

It is a little challenging to find the search option on this site. I found it by clicking on each drop down menu until I found it.

What parts of the site are interactive?:

There is a little survey pop up that appears as you browse the site asking you why you visited the site and what you're looking for.

How do you feel about the site? Is it useful? Is it interesting? Is it beautiful?

I really like the unique layout of the drop down menus at the top. Overall I do find it just a little boring and traditional.

What is one thing you would change about this site?

Im not a huge fan of the typeface used on most of the headings, it doesn't seem to be a typeface that professionals frequently use.

Site #4:
Wind Sushi

What is the URL?

<https://www.windrestaurant.com/>

How did you get there? Did you follow a link from another site, from social media, from a search engine, etc?:

I arrived at this website through utilizing google maps and clicking on a random place with a website.

How does it look? Does the design seem current, trendy, dated, timeless, etc? What makes it appear that way?:

The design of the intial page to me is trendy, I like the style of it, the only thing I would say is a little old/out dated is how conjested the type is in the introductory paragraph. Maybe having that paragraph there as the first thing you see on the home page is a little redundant as people are most likely just looking for a location/menu or to order.

Describe the navigation system? Is it familiar or uncommon? Is it easy use and simple to find things?:

On the first intial main page there isnt really a navigation system, instead you given the option to click on 1 of 3 links to different restaurant locations. Each location then takes you to a seprate web page with options and information for that specific restaurant.

What parts of the site are interactive?:

There is the option of online ordering as well as being able to create an account with them.

How do you feel about the site? Is it useful? Is it interesting? Is it beautiful?

Again, I really like the style of it. The intial page is a little boring and not really engaging. The individual location pages are a bit nicer and easier to browse.

What is one thing you would change about this site?

I would definitley change the layout of that opening paragraph on the first page or maybe even just put it in an about tab. Also, on the individual pages I would keep a lettercase consistency on the top menu bar. The option 'Online Ordering' is in lower case and the rest in uppercase, I would either put them all in uppercase or all in lowercase.

Site #5:
Flying Saucer

What is the URL?

<http://www.flyingsaucerrestaurant.com/>

How did you get there? Did you follow a link from another site, from social media, from a search engine, etc?:

I arrived at this website through utilizing google maps and then clicking on a random place with a website.

How does it look? Does the design seem current, trendy, dated, timeless, etc? What makes it appear that way?:

The design of this site gives me a bit of a vintage diner feel which I really like.

Describe the navigation system? Is it familiar or uncommon? Is it easy use and simple to find things?:

There isn't a navigation system on this site or at least there doesn't appear to be one.

What parts of the site are interactive?:

There aren't really any interactive features of this site.

How do you feel about the site? Is it useful? Is it interesting? Is it beautiful?

I really enjoy the vintage diner feel, however I don't like the use of drop shadows on the type, I don't really think it's necessary as there's already a lot of contrast between the red and white. I also think the photography could be improved as this is an advertisement for their food. Also the slider on their home page appears to be manual as in it doesn't automatically rotate through the slides, you have to manually click the little arrows to browse through it and I feel like most people probably wouldn't.

What is one thing you would change about this site?

I would work on changing the homepage slider for sure as well as updating the photography and putting in some more high quality/ high resolution professional pictures in there.