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User Experience Design:   
Website assignment

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# Introduction

In the following report, I will listed a number of issues found in the website Exmouth View Hotel using UX concepts and approaches. The errors will be categorised by type, including typography, visual design/navigation, colour, responsiveness, images/media/icons/animations and others. Each error will be named, explained how this affects the user interaction with the website and how to eventually fix or improve it.

# Issues

## Typography

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| 1. Multiple typefaces and font families in different sections of the website |
| **Readability/Scan-ability:**  This makes the website don’t have any type of consistency and cohesive design potentially affecting the readability of the content and creating a design pattern that isn’t appealing and/or accessible for the user. |
| **Fix:**  Alter the CSS and select a specific font-family and a maximum of 3 typefaces. |
| **Fixed?**  Yes. Body changed to font family Poppins, Arial and sans-serif. |

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| 1. Big blocks of text using font style italic or font weight bold |
| **Readability/Scan-ability:**  Font style and font weight should be use appropriately to normally emphasize a word, the use of short quotes, style heading is appropriate and/or capture the user attention. The wrong use of this elements could end up in legibility and accessibility issues. |
| **Fix:**  Remove font style italic and font weight bold properties from the CSS and just use it when is appropriate. |
| **Fixed?**  Yes. Remove text-decorations and font-weight attributes. Used just when necessary. |

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| 1. Multiple font sizes across the website |
| **Readability/Scan-ability:**  Create an inconsistency on the website. This makes difficult for users to identify text blocks, distinguish website body content from other elements. |
| **Fix:**  Set body font size in ems. Body should be 1em which is typically 16px and is the recommended (but depending on the typeface). |
| **Fixed?**  Yes. When google fonts added, already done it at 16px (1em) regular font size. |

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| 1. Multiple pages with not enough contrast between text and background |
| **Readability/Scan-ability:**  The background colour is a pale blue colour and multiple text blocks are blue, grey, red or black, this has a big impact in terms of readability and accessibility. Red is not recommended to be use as a text colour because difficult the comprehension of content and also is not accessible for colour blind people. |
| **Fix:**  Reduce the colour of the text a just one across the website (not red or blue) Use of other colour to indicate website cues (example, red for a required field in a user form) or emphasized elements. |
| **Fixed?**  Yes. Added a white/light background with black typeface. |

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| 1. Inconsistent heading sizes and styling |
| **Readability/Scan-ability:**  There is not a hierarchal use of the heading sizes and styles. Some headings are in italic, underlined, different colours and typefaces, or some of them almost the same size as the body content. This make difficult for the user to separate sections of contents. |
| **Fix:**  Use of one typeface and colour across the headings. Organised them by order using appropriately <h1>, <h2>, etc, HTML elements and don’t use Italic styling or underline. Select a typeface that is legible across multiple heading sizes. |
| **Fixed?**  Yes. Use of h1, h2, h3 and h4 elements. Styled in CSS. |

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| 1. Line spacing inconsistent and not appropriate across the website |
| **Readability/Scan-ability:**  Some paragraphs have a leading that is too tight (Torquay page) and others too loose (Map page). Line spacing depends on the typeface and x-height, as is multiple of them across the website it makes it difficult to set one leading. This impacts user readability. |
| **Fix:**  Set a unique typeface in the HTML for the whole body website and check if is readable considering also different devices sizes. |
| **Fixed?**  Yes. Added in the default settings in the CSS. |

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| 1. There is paragraphs with a line length out of ideal range |
| **Readability/Scan-ability:**  Some paragraphs columns are too wide or too narrow. Too wide paragraphs impact on readability as it makes it confuse when user goes from one line of the text to other one, and too narrow text columns are creating hyphenated words. |
| **Fix:**  Set the column wide to have in average a range of 45-70 characters per line. Make also in mind responsiveness. Keep content a shorter. |
| **Fixed?**  Yes. Kept a proportion of 20rem and 50rem for desktop. 20 for aside and 50 for main. That way paragraphs are not to wide. |

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| 1. Use of blinking and in movement text |
| **Readability/Scan-ability:**  Blinking or in movement text affects readability as some users might have an impaired vision or could cause seizures in some susceptible people. Create distraction from content and doesn’t make the design looks good. |
| **Fix:**  Remove blinking text and style it appropriately considering accessibility and readability. |
| **Fixed?**  Yes. Removed. |

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| 1. Some paragraphs are using All Caps with font styling |
| **Readability/Scan-ability:**  Use of capital letters is not recommended unless that they are used in logos, acronyms or headings as can impacts the readability in some users. Some texts are in capital letters and with bold and italic font styles. |
| **Fix:**  Remove on those text block the All Caps and styling. Keep paragraphs simple, legible and readable and use All Caps just for logos, acronyms or headings. |
| **Fixed?**  Yes. Removed. |

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| 1. No padding /margin consistency across many pages |
| **Readability/Scan-ability:**  A lot of pages content have an inconsistent or no presence of margin and padding around the content. Inconsistency makes the design don’t be as appealing. No having this elements affects the readability of the content and make it hard for the user to distinguish one content block from others. |
| **Fix:**  Add a consistent CSS margin and padding in the <body> of the website. Use of the box model CSS for design and layout, including grids and flexboxes when applicable. |
| **Fixed?**  Yes. Added margin and padding setting by default in my CSS and also adjust them as necessary in different HTML elements. |

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| 1. Map page without a heading |
| **Readability/Scan-ability:**  Page doesn’t have a initial heading, so once the user is in the page is no way to remember exactly which page of the website is navigating. |
| **Fix:**  Add a heading to the page that is consistent across the website. |
| **Fixed?**  No. We are not improving this page, but I would add a h1 to that page and h2 in case of sub headings. |

## Visual Design/Navigation

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| 1. Website without a footer |
| **Readability/Scan-ability:**  Without a footer is a high chance for user to have a poor experience in the website. Some content/pages might not be reachable, easy to land or recognizable in terms of navigation. |
| **Fix:**  Add a footer with ideally name of the website, logo, policies links, contact us and copyright. |
| **Fixed?**  Yes. Footer added. |

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| 1. Website menu navigation isn’t present across the website |
| **Readability/Scan-ability:**  There will be a difficulty for the user to find the exact content that is looking after in an intuitive and friendly way. Some content might be skipped and user potentially might find the website nonstructured. |
| **Fix:**  Create a navigation menu with the main topics. These should be recognisable by the user and present across the whole website, have a nice and simple design with some colour contrast that make it obvious when user is navigating. |
| **Fixed?**  Yes. Navigation menu added and consistent across the pages and responsive. |

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| 1. Menu navigation without hierarchal order (subpages, consistency and dropdowns) |
| **Readability/Scan-ability:**  No having a hierarchical order in the menu affects the clarity of which are the main areas that the user can navigate and which pages can access. Without dropdowns or submenus (if applicable) also some content could be skipped or not easy to find. |
| **Fix:**  Create a set of headings that will be present in the navigation (example: Home, Our Hotel, Our Town, etc) which will be the main content to land other submenus (if applicable) and/or pages. These headings will be order by priority, hierarchy and intuitive navigation parameters. |
| **Fixed?**  Partially: Main menu set created but not submenu as we didn’t do the whole website so I couldn’t done the whole Information Architecture for other pages that might need a dropdown menu. |

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| 1. Website without a header |
| **Readability/Scan-ability:**  No having a header difficult to pass the branding and purpose of the website to the user. Also doesn’t contribute to the design layout and could make the website no easy or friendly to be scanned and pass a bad design impression. |
| **Fix:**  Add a header with the logo and some images or colours that goes with the business purpose or brand. |
| **Fixed?**  Yes. Header added. |

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| 1. No white space in photo gallery (Christmas Page) |
| **Readability/Scan-ability:**  This make difficult for the user to scan the different pictures as they have no white space between them. Also doesn’t create an appealing and easy to navigate design pattern. |
| **Fix:**  Reduce the amount of images, there is too many of them. Apply a grid and make sure that is white space between them. |
| **Fixed?**  Yes. White space added between images and gallery grids. |

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| 1. Website doesn’t have a clear pattern design |
| **Readability/Scan-ability:**  Without a clear design pattern, the visual presentation of the content doesn’t have a interface that could get through the user or create an interest to navigate the page. |
| **Fix:**  Choose a consistent design pattern an use it across the website, like for example: F pattern, Z pattern, grid, etc. |
| **Fixed?**  Yes. Used Z-pattern design. |

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| 1. No homepage redirection in most of the pages |
| **Readability/Scan-ability:**  Without a homepage shortcut link present in every page, user might have to use the control “Back” from the browser instead to press the logo or a home link, especially if the website have many subpages. People who is not tech savvy might find it difficult and normal users might find it not practical. |
| **Fix:**  Add a homepage redirection link in the logo that will be present in the header and footer. |
| **Fixed?**  Yes. Added an anchor link to the header/footer logo for user to be redirected to the homepage when click on it. Also added a Home nav in the main navigation. |
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| 1. Elements are aligned in the centre across multiple pages |
| **Readability/Scan-ability:**  Is recommendable for design and readability to elements to don’t be align in the centre (unless those are images). A centre alignment of the content doesn’t allow to apply a appealing and easy to scan design. |
| **Fix:**  Align to the left the content as normally people scan websites from left to right. |
| **Fixed?**  Yes. Aligned elements from left to right as is easy to read for users. |

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| 1. Navigation links within the page are inconsistent and not clear about where they are link to |
| **Readability/Scan-ability:**  Too many links across the website, no clear hierarchy and many times they don’t redirected the user to the correct site. |
| **Fix:**  Reduce the amount of link, organised them by topic and make it clear to where they are link to. |
| **Fixed?**  Yes. Reduced the amount of links and styled with a button element in my CSS to be clear that is link and to where is linked to. |

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| 1. Navigation links not styled accordingly the website |
| **Readability/Scan-ability:**  Navigation links are kept with blue colour and underline, without a consistency in the font-size. This doesn’t fit the blue background and the website branding. |
| **Fix:**  Style hyperlinks accordingly the website design and make sure that links have a good colour contrast for user. |
| **Fixed?**  Yes. Removed underline and blue colour. Styled in CSS. |

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| 1. General navigation of the website is confusing and not user friendly |
| **Readability/Scan-ability:**  A lot of pages are not easy to land as they are not present in the navigation menu or footer. This make it harder to reach some of the pages as they don’t have a shortcut or fast access. This might affects the user experience in terms of functionality and usability. |
| **Fix:**  Make sure that pages have multiple access. These access need to be clear and consistent across the website. Correct creation of a navigation menu and design pattern. |
| **Fixed?**  Yes. Set a main menu and a footer navigation. Created styled buttons for hyperlinks. |

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| 1. Multiple hyperlinks are not working |
| **Readability/Scan-ability:**  Many links are broken so content is not accessible for the user, making difficult for the user to navigate internal and external links expecting and searching for content. This doesn’t improve the user experience. |
| **Fix:**  Make sure to just use links that are working and remove any link that isn’t. |
| **Fixed?**  No. As we are not improving the whole website. I just removed the links that were not working in the 4 pages designated and using dummy placeholder as per assignment. |

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| 1. Background of the website using images |
| **Readability/Scan-ability:**  This could slow down the loading time of the page which could affects negatively the user experience. No consistency within backgrounds. |
| **Fix:**  Instead using images, a better option is not add a <background-color> element to each part of the website, this make it easily customisable and faster to load. |
| **Fixed?**  Yes. Using <background-color> element in my CSS for each element as necessary. |

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| 1. Multiple cluttered pages across the website |
| **Readability/Scan-ability:**  A lot of pages have elements that are redundant or not necessary for the purpose of the content. This distract the user from the main reason of visit that page and make it difficult to navigate. |
| **Fix:**  Reduce the amount of elements around, keep a design simple and clean that can contains the important elements of the content and have a visual support, but not overtaking the page. |
| **Fixed?**  Yes. Removed extra content and elements that were distracting. Kept a more minimalistic style. |

## Colour

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| 1. Inconsistency use of colour in multiple text blocks across the website |
| **Readability/Scan-ability:**  Increase the difficulty for user to read and distinguish content between them, including heading, paragraphs, links, etc. No accessible for people who is vision impaired. |
| **Fix:**  Set a colour for the whole <body> of the website. Use wisely colours that don’t impact the accessibility of the website, with some use of colour mostly In the styling of the header and the footer. |
| **Fixed?**  Yes. Kept a body font black colour. |

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| 1. Colour doesn’t go nicely and accordingly with the brand |
| **Readability/Scan-ability:**  Website palette is not creative and appealing. User have high chances to lost the interest and jump into other website. Brand doesn’t get through the styling of the website. |
| **Fix:**  Select a pallet of colour that works together. Choose a primary colour and other colour that create some nice contrast with it. |
| **Fixed?**  Yes. Used a blue, turquoise, orange and cream pallette to create some contrast but keep the beach style of the website. |

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| 1. Not enough contrast across website pages |
| **Readability/Scan-ability:**  Multiple pages have no contrast between the background and the paragraphs. Hard for vision impaired user to distinguish content, affecting also the readability and legibility. |
| **Fix:**  Set a unique colour across the body of the website that goes well in contrast with the background. |
| **Fixed?**  Yes. Used a blue, turquoise, orange and cream pallette to create some contrast but keep the beach style of the website. |

## Responsiveness

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| 1. No toggle mobile menu available |
| **Readability/Scan-ability:**  Without a mobile menu available, the navigation for users will be difficult as the font could be too small to see and click in a phone/tablet screen size. |
| **Fix:**  Create a responsive toggle menu that works when user click the hamburger icon. Add viewport meta tag |
| **Fixed?**  Yes. Mobile toggle menu displayable. Some links are not working as we didn’t developed those pages as per assignment. |

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| 1. Not responsive tables |
| **Readability/Scan-ability:**  Table doesn’t adjust together with the screen size. The navigation for users will be difficult as the font could be too small to see and click in a phone/tablet screen size. |
| **Fix:**  Add setting in the media query for table to be responsive and add the viewport meta tag. As all the information is important, I won’t suggest to remove columns. Other option is to add a link to see the table complete in file or I would also remove the table and add this information to each room individually in the Room page with a dropdown menu content. |
| **Fixed?**  No. I didn’t developed those pages as per assignment. |

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| 1. Website is not responsive for phone and tablet layout |
| **Readability/Scan-ability:**  User will highly use the website in the desktop, but potentially also tablets and phones. No having the website resize to different screen sizes prevents the user to have a full website experience in terms of design and accessibility. |
| **Fix:**  Add media queries in the CSS for tablets and phones. Add viewport meta tag |
| **Fixed?**  Yes. Added media query for desktop and viewport meta tag. |

## Images/Media/Icons/Animations

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| 1. Images with text on top |
| **Readability/Scan-ability:**  This affects the readability of the text, but also the appearance of the image for the user. Also, is not a good practice to have images with text embedded on top. |
| **Fix:**  Text should be added as a HTML and styled on the CSS or developed in high end software like Illustrator. |
| **Fixed?**  Yes. Removed and replaced it. |

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| 1. Pages cluttered with animations |
| **Readability/Scan-ability:**  The use of the .GIF is not recommended as slow down the browser performance which could make the user experience not successful. Also, animation could affect to people who might have an impaired vision or with tendency to seizure. Also make the page looks cluttered and distract the user from the main content. |
| **Fix:**  Remove of images with animation as .GIF and better use of formats like .JPEF or .PNG depending on the scenario. Be mindful about the use images, distributed them correctly versus the content. If applicable the use of images slider, make sure to add user controllers. |
| **Fixed?**  Yes. I didn’t use any extra animation. But as per assignment I didn’t improve thE page (Christmas) that had the highest amount of .gif. |

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| 1. Multiple images without alt attribute |
| **Readability/Scan-ability:**  Alt attributes make images accessible for people who are vision impaired. Having them in a website is a good practice in terms of accessibility according to W3C Standards. |
| **Fix:**  Add alt attribute to <img> HTML and an appropriate <alt> image description. |
| **Fixed?**  Yes. All images have <img> and <alt> elements. |

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| 1. Images in the Room page are not available |
| **Readability/Scan-ability:**  Images source code is wrong, no linked to any pages available. In the front-end is not description of the image that is not loading which make it not clear for the user to have a look to the product, in this case, the rooms. |
| **Fix:**  Make sure in the HTML that image is available and added correctly to the website through the source. Each room might need more than one picture, so a gallery grid should be added with multiple pictures of the different type of rooms that goes accordingly the content. |
| **Fixed?**  No. I didn’t developed those pages as per assignment. |

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| 1. Multiple images across the website are not resize accordingly |
| **Readability/Scan-ability:**  There are images that are out of ratio and stretched or too small without the option of zooming it, making the design to don’t look tidy and appealing. Images that are too stretched or too small also are hard to recognised for the user. |
| **Fix:**  Set a standard 100% width for the <img> elements with some changes applicable to the media queries to be responsive. Select wisely the pictures that will be use to match the grid if applicable. |
| **Fixed?**  Removed images that were stretched and set a width of 100% for mobile and different width % for desktop in accordance with the initial image scale. |

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| 1. Inconsistency across the website with images with and without borders |
| **Readability/Scan-ability:**  The use of border in images is to separate the image from the background and create a design impact. Because the pictures are dark and the background is already light, using a border make them looks smaller and doesn’t suits the style. Border are not essentials. |
| **Fix:**  Remove borders from pictures and used them just in case that pictures want to be styled and separate from the background. |
| **Fixed?**  Yes. Removed images with borders as they were not necessary for my design. |

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| 1. In the page ‘Map Page’ use of not appropriated images to indicate the location of the Hotel |
| **Readability/Scan-ability:**  Map page is not readable or understandable for users as image is highly pixelated. No name of street and clear directions. |
| **Fix:**  Embed a google maps with the hotel location and hotel information. This one are high quality, responsive and can be open in the app or browser in case to be necessary. |
| **Fixed?**  No. I didn’t developed those pages as per assignment. I would added to Contact Us page. |

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| 1. Poor choice of images that are not necessarily related to the content |
| **Readability/Scan-ability:**  The page of Spring Sales have a large amount of content with images that are not related. Images have to match their content in terms of usability and accessibility as they are visual reinforcement of the text. |
| **Fix:**  Select images of better quality and that are related to the content. Try to use Free adobe photo library. |
| **Fixed?**  Yes. Used free Adobe library and set some better quality pictures that were related to the content. |

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| 1. Poor quality logo that is not present across the multiple pages of the website |
| **Readability/Scan-ability:**  Logo is present in just a couple of pages, is pixelated and distorted when changing the size of the screen. Doesn’t fit properly the brand and is not recognizable by the user. |
| **Fix:**  Create a good quality logo in Illustrator or similar software. Use a .SVG format which is recommended for logos as they don’t lose quality when screen size varies. |
| **Fixed?**  Yes. I created a new logo in Adobe Illustrator and saved as .SVG |

## Others

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| 1. Table in the Tariff page doesn’t contain all the information necessary for the user and is not clear enough |
| **Readability/Scan-ability:**  The tariff table is missing the information about the price of the double/twin room. Isn’t explicit some of the values. |
| **Fix:**  Confirm information and create a system where the prices are in the rooms page instead to have the tariff separated, using dropdowns navigation withing the options. I would remove also the table. |
| **Fixed?**  No. I didn’t developed those pages as per assignment. |

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| 1. Tariff table is bigger than the desktop screen |
| **Readability/Scan-ability:**  The width of the table is too wide so user have to scroll horizontally to see the whole content. |
| **Fix:**  Adjust width property of the table in the CSS. Make sure that is withing a <div> container. |
| **Fixed?**  No. I didn’t developed those pages as per assignment. |

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| 1. No clear information architecture across the website |
| **Readability/Scan-ability:**  There is a miss of clarity across the website. For the user is not easy to know which information is important and which one is not. Where to find the content and how to probably book a room and get to know about the hotel facilities. |
| **Fix:**  Create a clear plan about which topics are the more important, which content is going to be edited or completely removed. Do an Information Architecture analysis. |
| **Fixed?**  Partially just for the pages that were required for the assignment. Some attractions from the initial Local attractions page I moved to Torquay (Dropdown navigation content). I edited the amount of attractions and content as it was too long. Added also official websites hyperlinks in Attractions page. |

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| 1. Testimonial page not available |
| **Readability/Scan-ability:**  The link is not working and previous visitor testimonial is not accessible any other way for users. |
| **Fix:**  Create a Testimonials page on their own or display testimonial in the homepage to be easily recognisable by the users. |
| **Fixed?**  No. I didn’t developed those pages as per assignment. |