Virgin :

UX:

* simple
* 1 page per topic
* we know where we have to go
* - 0 pop up

UI:

* The site is clear
* colors are consistent (red and white)
* animations are smooth

Good aspect of DropBox

FOR UI :

* buttons are well positioned
* the website looks and modern
* responsive design (the app can perfectly be used in smartphone and computer)

FOR UX :

* buttons redirections are intuitive (user journey map)

bad aspect of dropbox

FOR UI

* problems with colors in Home page

FOR UX

* 0 PROBLEMS

Pitch

itch is a presentation software like PowerPoint.

UI : We find that the UI design is pretty good thanks to many animations and the fact that when you open the site all the information isn’t directly on the page. while scrolling down the page the content appear with an light animations.

The site is also responsive so it work for phones and computers.

The site is also easy to read, like there is not too much informations thank to the points above and even when there is informations it is still light.

Also the colors combinations is pretty good without being too aggressive.

UX: as for the UX we think that sometimes the pages take too much time to load and there isn’t any loading to show the user that it’s loading, the user can be confused by the white screen and leave the site.

There is also the fact that if we go to the what’s new page, they have put in all the new features without any filter so the page is quite long and finding something inside it can take some time.