Caleb and Veronica

TradeMe and Design Principles:

* Perceived Affordance - The layout of the design is simple including products of different categories. When hovered over a product it displays a feature to add that item to your cart, whereas the sub menus at the top are unhoverable and requires a click.
* Contrast - TradeMe does a good job at highlighting primary features over others. The overuse of white space can be perceived as a relaxing or too much for the eyes, I would prefer a soothing/light background color which will match the trademark colouring of the site (blue and yellow)
* Consistency - The main segment of the TradeMe website has inconsistent grouping of the categories, colouring and layout differs throughout. Colouring and boldness of typography differs but the text stays the same, a simple read making it easier to navigate the site.
* Feedback - TradeMe is good at sending push notifications on your device which are also customizable like for example when an auction is in its last hours before finishing, you will be notified every hour or 30 minutes etc. until it finishes and when others place bids.
* Visible Constraints - Because TradeMe is a buy, swap and sell, marketplace kind of site users need to hold personal information such as billing/shipping address, bank account details etc. TradeMe is good at constraining the user between each action like logging in to the site, getting in contact with other users, and buying other products. This creates security and comfortability for users as no random user can access their private data/information.