A1-1: Focus on Web Design

**1 - What is the URL of the site?**

https://www.ign.com/

**2 - What is the purpose of the site?**

IGN is a site where you can get information on video games/movies, they also do game reviews and show gameplay previews pre-release.

**3 - Who is the intended audience?**

It targets people who play video games.

**4 - Do you think that the site reaches its intended audience? Why or why not?**

I think it does a pretty good job of reaching their audience, they have an active YouTube channel with a good number of followers and they get to test out and review most games before they’re released so they definitely have connections within the industry.

**5 - Is the site useful to you?**

Yes, whenever I want news on a specific game or just want to see what’s on the release schedule for the year this is where I go.

**6 - Does this site appeal to you? Why or why not?**

The content on the site definitely appeals to me, the site itself has a clean modern design that looks well done. If I had any complaints with the site it would be that it doesn’t have much color other than the content itself, there are ads on the site that don’t always adjust/scale well with the mobile version of the site.

**7 - Would you encourage other to visit this site? Why or why not?**

I would recommend people to use this site if they’re interested in video games or certain genres of movies.

**8 - How could this site be improved?**

They could have better sizing and placement requirements for ads and make it so the ads are embedded in a fixed location, currently on the mobile version there are specific ads that will center itself on the screen anytime you try to scroll down the page.