Checkpoint 1

# Inspiration websites

## Otago Polytech Website

https://www.op.ac.nz/hub

A flat style design which contains a grid of clickable square panels which is used for navigation around the website and to other websites. Each panel acts as a widget to the page which displays all the information that the users might need to know which display data in an easily readable way. Some panel also acts as a navigation link which allows the user to jump to the relevant website by clicking the panel. The grid layout ensures that the site looks clean and organize by splitting the site into four columns. The use of neutral colour (white and grey) as the background colour also ensures that the bold colored panels stands out and catches the user’s eyes and draw their attention to the data being displayed in them. The website also uses whitespaces well by keeping all the content in the middle with whitespaces on its sides keeping all the data being displayed in the center. The flow of data being displayed are also well organized with the most relevant and important information being displayed higher up in the site which allows the user to access the most commonly used links and data immediately with minimal navigation.

## Seattle Cider Co Website

https://www.seattlecidercompany.com/

A one page scrolling website that uses the navigation bar to jump to different section of the same page. Use of a large image that covers the whole page to greet the user to the site which endorses the company brand and provide the site with a cool greeting background. Navigation bar is always present as you scroll through the website however it changes position from being at the bottom to being more visible at the top once scrolling through the content of the website begins. Navigation links does not take you to a separate page of the site however, it seamlessly takes you to the scrolling position of the content on that same page. A section of animation is also linked with the scrolling movement of the page. These are simple movement animation; however, this is used to explain the process of making the cider in a more fun and digestible way to the user compare to using blocks of text. The company logo is also always visible as you scroll through the website which further endorses the company brand.

## Inspirit Watch Online Website

https://inspiritcollections.com/

Use of side-scrollable large images that take up the whole page to show the users different type of content, in this case different types of watch available for purchase. The theme of large images was used throughout the website with some navigation around the website being handled by these images acting as links. Minimal text was used throughout the website with emphases being more focus on showcasing the product using images. Navigation bar and the brands icon is always present throughout the site for ease of navigation and brand endorsement. Smaller icons were used for features such as cart viewing, profile login and searching which helps make the site look clean and minimalistic. The choice of typography of the site was also important as the font used throughout the site matches the company’s logo font. The choice of using capital letters throughout the site allows certain texts throughout the site to be bold and draws the user’s eyes to what they are saying. The flow of data throughout the site was also handled well as all the sub navigation and links to less important information are all kept at the bottom of the page but not so hidden away that the user cannot find them. This is done to further highlight the main content of the website which are the products being sold.