CIS*1050*DE Assignment 1: Website Usability

Website: http://thecheesiry.com/

The purpose of this website is for the Cheesiry to advertise and educate their customers about their business. The Cheesiry is primarily in the business of selling sheep cheese, sheep meat, and flowers. This website functions as a large advertisement for their product and a web store to sell their products.

Upon loading the website, the user is greeted with a wonderful and eye-pleasing home page with a gentle colour scheme that is consistent throughout the entire website. The font is very soft and easy to read. The front page has a large slideshow containing media relevant to the company's identity. This website is compatible on a number of browsers and devices. The navigation bar works completely as intended. All pages available are well designed with a conscious effort towards space management. For example, the news tab manages to cram many different posts into a single page without feeling cluttered. Overall, the purpose of this website is very clearly established as soon as you open it with the constant use of media pertaining to sheep, cheese, and flowers.

Great Design #1: Fantastic Colour Scheme

This website uses a very simple, yet eye-pleasing colour scheme of faded baby blue, white, gold, and grey. This colour scheme feels very calm and doesn't draw much attention. Considering the primary purpose of this website, the importance of this design choice can't be

understated. If the colour scheme draws too much attention, then it draws attention away from the content of the website. If the colour scheme is not pleasing to look at, users will not want to stay on the website long enough to understand the product.

Great Design #2: Relevant Media

The vast majority of visible media ties into the website's purpose. All images are related to sheep, cheese or flowers. All text is written with the purpose of educating the user about an industry they may have less knowledge on. It is difficult to leave this website without learning at least a little bit about the product.

Great Design #3: Minimalistic

SHEEP CHEESE

| + | YOUNG PECORINO |

| − | CHILI PEPPER PECORINO |

Tasting Notes: Pecorino with a fiery kick at the end yet you can still taste.
How to Enjoy: Good for nibbling on. Try it with a sweet wine to contrast the spiciness.

| + | PROVENCE HERB PECORINO |

| + | PEPPERCORN PECORINO |

| + | EWEKRAINIAN PECORINO |

| + | FRESCO |

| + | GARLIC + CHIVE FRESCO |

| + | MATURE OR OLD PECORINO |

BENEFITS OF OUR SHEEP CHEESE
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- Pecorino made with **raw sheep milk**
- Is usually safe for people with dairy digestion issues who can't eat cow m cheese
- Gluten free
- No: Artificial preservatives, colour, flavours, modified milk ingredients
- Sheep milk has twice the nutritional value of cows milk
- Our sheep are pasture raised and grass fed
- Sheep milk is naturally homogenized
- 20% of your daily calcium needs in a 1" cube of pecorino
- Our cheese is all natural and handmade in an old world style
- Made of 100% summertime milk

VIEW RECIPES

The shape of each element is very consistent. Each element is allotted a very clear, rectangular plot of space. The elements don't seem to conflict too much with one another and everything feels very well-spaced. There isn't a sense of clutter even with all the information this site provides. Any element that needs more space than might be comfortable is reduced to a button that will then activate the full display of information.
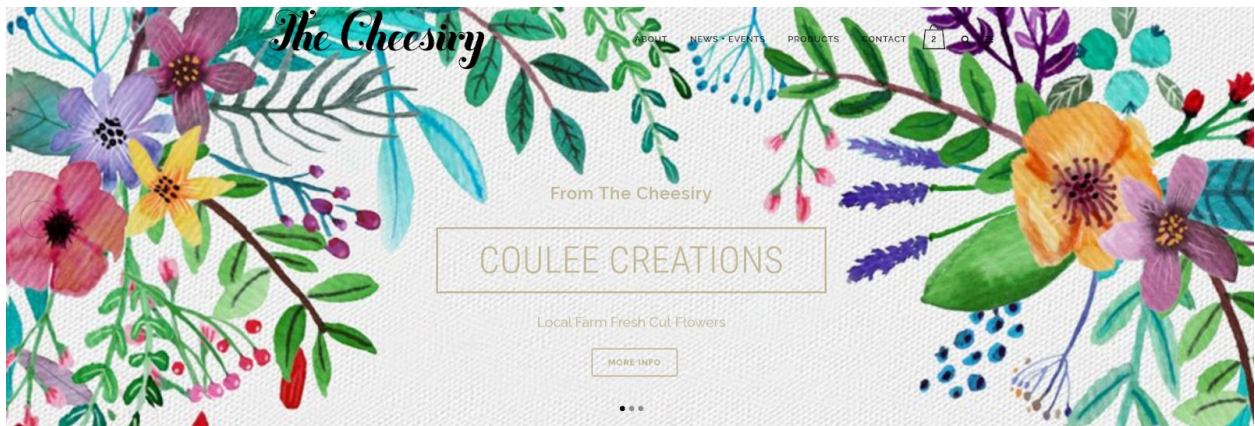
Flaw #1: Speed of Website Elements

Severity: Moderate

Explanation: The scrolling function on the landing page has a speed limit. When using my scroll wheel, the home page will only accept a certain amount of scrolling in a short amount of time. As a user, this feels unnecessary. The dropdown menus on the navigation bar render at slower speeds than expected. The landing page loads slower than expected. Framerate of elements takes away from the smooth feel that a website should have. The severity of this issue is moderate because it gives the impression that this business doesn't have the capacity to build a modern website. As much as this site might look great, it needs the functionality of a modern website before it is complete.

Recommendation: Millions of websites are capable of creating a mix of elements that are all able to run smoothly. I don't have the expertise to say what exactly it takes to accomplish this, but it is without a doubt a necessary component of a well-designed website. This website needs to find a way to create elements that don't compromise on either aesthetics or functionality. Considering the minimalistic design of this website, this task shouldn't prove

difficult. There aren't any complex shapes either. A large percentage of the elements are square images or text boxes.
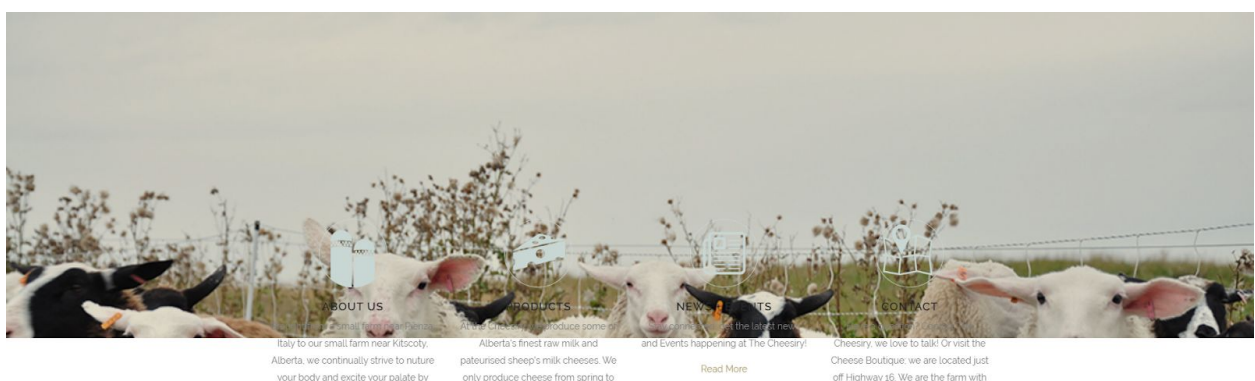
Flaw #2: Resolution of Slideshow (Home Page)

Severity: Cosmetic

Explanation: The images used in the slide show on the home page aren't the proper resolution for a standard 1920x1080 screen. While the content of these images is still clearly visible, the images themselves are blurry and stretched. The severity of this issue is minor because this issue is only visible in certain situations on certain screens.

Recommendation: The creators of this website simply need to obtain images with a higher resolution if they intend to display them with the width of an entire screen. Alternatively, they can Shrink the slideshow so that the images will not be stretched to this point.
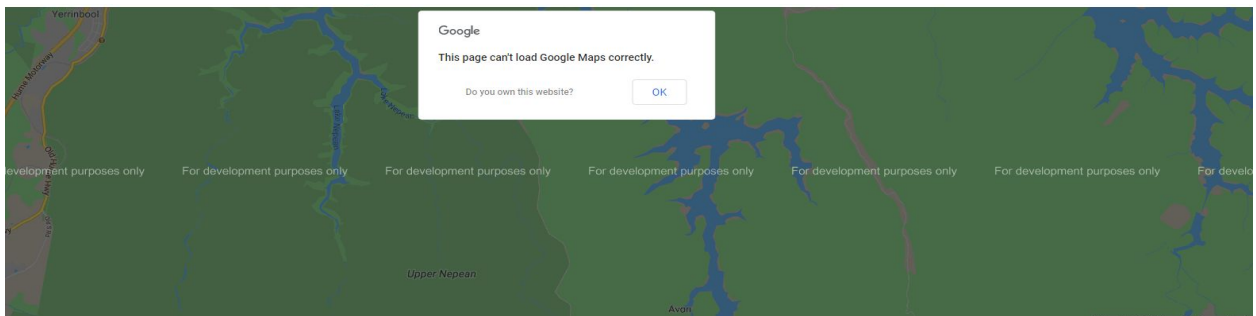
Flaw #3: Overlapping Text with Slideshow

Severity: Cosmetic

Explanation: As seen below, there is a portion of text that overlaps with the slideshow on the home page. As soon as the text overlaps, it is very difficult to read. This flaw is of a moderate severity because it displays such a lack of effort in regards to how elements interact with one another.

Recommendation: Choosing to move the text out of the way when the user scrolls down is my top recommendation to solve this issue. Alternatively, giving the text a kind of subtle, contrasting outline would improve the readability of this text on all surfaces. For example, using black text with a white outline would be visible on nearly any kind of background because one or the other colour is visible against nearly any backdrop.

Flaw #4: Broken Google Maps Widget

Severity: Moderate

Explanation: As shown, the Google Maps widget on the 'Contact' page cannot load the desired location properly. This gives off the impression that the website creators are not consistently aware of the status of their website.

Recommendation: Go through the effort to fix this widget? There isn't much to it. There is a widget, it is broken, and should be fixed.