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Human Computer Interaction

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Lab 5

(All images can be found and labeled here:

<https://drive.google.com/drive/folders/1aQWrPvK2UmBxBfnWcM7gL8nk81NjS1g7?usp=sharing>
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Cranbrook

(Since I have already done a full evaluation of the Cranbrook website in Discussion 8: A look at taxonomies I have reused my exact discussion post here. My review of the website has not changed since then, and I think the same of the website. I have also sent an email to you, the professor, asking about this but have gotten no response.)

I would rate the taxonomies of the Cranbrook website a 5.

The landing page looks visually pleasing but the functionality of it is questionable. The landing page has 6 columns that act as a form of a navigation system, and a picture is stretched across them all, when hovering over one it changes to a more relevant image, but only on that column. To make it look better, I would when hovering over it focus on that one more and make the others kind have blurred out, or at least do something to make it the focus when hovering over it as it feels like it's doing too much. When clicking on one, however, it enlarges it and actually makes it the focus, I think it should do this when hovering instead of requiring you to click on it, because you then have to click it twice to get to where you're wanting to go, wasting a click and a few seconds of time. These columns can also be a little bit buggy if you are clicking on different ones rapidly. Each of the navigational columns when clicking them also takes you to an entirely different website which is owned by Cranbrook and each has a completely different design, especially its navigation. Thankfully, each of the columns are mostly properly labeled telling you where they are taking you and a little bit of information about each of them when you click on it to expand. Instead of individually reviewing each of the different websites it takes you to, I have grouped them together in the overall rating and review.

When looking further into this main page there's a secondary navigation menu in the top right, which takes you to the rest of the main website. When clicking on one, for example, the "About" navigational button (which should be renamed to About Us) it takes you to a page

that has text and a see-through black background with a repeating image thrown across the entire page. This makes the readability of the text very poor. Now that we are in the actual website we have another navigational menu on the left side, which not only has bad readability but is organized poorly and has everything immediately there rather than in any sort of expanding menu and cluttering the page.

When looking specifically at labeling I am able to find many consistency problems and things that should be relabeled. For example, on the landing page we have the columns "Academy of Art", "Art Museum", "Center for Collections & Research", "House & Gardens", "Institute of Science", and "Schools" which is consistent with what they are but should be labeled differently so that they are consistent and make sense. For example, the Academy of Art could be called the Art Academy in order to be consistent with Art Museum. The others could change to be consistent with this, for example, Science Institute, however, we are able to change them in other ways if this is not the preferred way. For example, Academy of Art, Museum of Art, as well as the others. This allows everything to be more consistent and make more sense when reading them. I believe it is alright to make this change on this page even if the technical names on their individual pages stay the same.

Now, when looking at the actual Cranbrook site's navigation in the top right we have "About", "Camps", "Employment", "Giving", and "Security & Safety". When clicking on the About button it takes us to an internal page that is called "About Cranbrook" I believe the button should be renamed to this, or to About Us instead. The same thing goes for the other pages, "Camps" takes us to "Summer Camps" which I believe it should be renamed to. The employment button and page are the same which is good. The giving button is also a little misleading, by my understanding, it was how Cranbrook gives to communities and charities, but in reality, it is about us giving to Cranbrook, this should be renamed to better reflect this. The Security and Safety are accurate and good. The left side menu has problems as well throughout it with consistency and helping me figure out what I am trying to go to. A majority of my problems with the labeling are because of consistency, however, there are a few major ones where the button and the content just doesn't line up. The combination of the major problems of content lining up to the button and the number of small issues is why it is rated so low.

In order to fix this website, I would really do an entire redesign with no low-opacity background, no repeating image in the far background, and a proper navigational system with everything labeled correctly and consistently. Although, there may be some issues with labeling because some things make more sense to label them a different way but may be technically right, if everything were labeled and titled correctly the first time it would make it significantly easier to do so now. With everything labeled correctly, people would be able to try to find what they are looking for better (on top of the readability issues being fixed with the poor design) and be less confused when they click a button and it takes them to a page which isn't what they were thinking it was.

Eco-Cycle

My overall rating of the Eco-Cycle website is 6 out of 10.

Reviewing the landing page of the Eco-Cycle website, we are able to find a number of issues with its navigation and labeling.

To start off, the entire top portion of the website where the navigation is at is very confusing, cluttered, and does not make sense why they have it the way they do (Image Landing Page Top Navigation). They have a main navigation system which has About Us, Learn about zero waste, services & facilities, our programs, eco-living, and guides & resources buttons, but then they have a secondary navigation in the top right which has a search icon, a get involved button, a contact button, and a donate button. The get involved, contact, and donate buttons need to be combined with the main navigation system, as it is a waste of space and makes the entire division way too long vertically. The get involved button is good, however, the contact button really should be removed as there is also a about us button in the main navigation, they could just remove it completely or put it into the category of about us to make it easier to navigate to that page. The donate button should also be either in the about us or have its own button in the main navigation to take you directly to the page, as it is wasting space on the page. However, the search button should remain somewhere where it is currently as it is useful and a good feature to include there. The “A-Z Recycling Guide” also needs to be removed and has no function there other than filling in space as this menu is already repeated twice at the bottom of the page. However, I think both should be removed, and instead should be replaced with a floating recycling guide which stays in the bottom right of the landing page. The logo in the top left also needs to be replaced with their actual logo rather than the text “eco-cycle” as it is also causing the division to be too large.

Now, let’s talk a little about the main navigation menu. I find it to be good, it has good images and sub-categories, and the labels represent what the content on the actual page is, with a few exceptions. I do think, however, it should be reordered as the about us section is the first one and it makes more sense to have it as the last one. My only other main problem with the navigation menu is that the primary labels need to be labeled to be match what it is about a little better to help find what the user is looking for. The navigational bar is also consistent across all of the pages and categories which is good.

Looking at the bottom of the landing page (Image Landing Page Bottom), there is also a few problems with it and its navigation and labeling. Of course, it repeats the “A-Z recycling guide” for a third time, this needs to be removed as it is taking up way too much space and at this point is unnecessary to include again. They also have a follow us section for social media which is great, and I think should be at the top of the page or implemented in another way which the user can find faster than having to go to the bottom of the page. There is also a subscribe to our newsletter button which I think is appropriate at the bottom of the page. There are also some more categories of navigation which I think should be removed and

replaced with quick links to the main categories rather than expanding them even further. However, I think they should keep the privacy policy link there as there isn't a better way of getting to it in the main navigation.

Looking at the labeling on information across the separate pages they seem to mostly fit the content of what they are talking about and describe images well. For example, looking at the our programs, the global plastic crisis page (Image The Plastic Crisis) has good headers for the content, has a nice use of color and all make logical sense. They also include a little navigational menu at the left side to quick navigate to other pages in the same category which is a good touch. I feel like, however, there is a little bit too much white/empty space which could be used for more images and to spread the content across.

Overall, I believe my rating of this website is due to only a few critical errors and could be very easily make to be higher by fixing the things I listed and going over the navigational system across the pages and labeling a little more as I only talked about the things which I immediately saw.

Lego

My overall rating of the Lego website is 9 out of 10.

Reviewing the landing page of the Lego website, there are only a few small issues which I can find across it, and these small issues do not really impact usability.

Starting off looking at the landing page of the Lego website, they include lots of colorful images for everything which really helps with navigation, especially if a kid were looking at the website trying to look at different Lego builds or other information. Each product on the landing page is properly labeled and is extremely simple. They also do not have too much white/empty space on the landing page, even in larger resolution monitors.

Looking at the main navigation for the website (Image Landing Page Top), they have at the top of the page a division for a play zone which is more dedicated towards kids viewing it, they also have a rotating coupon menu which shows potential discounts and coupons for items, they also have an account and VIP section. Below this division is the main navigation of the website, which is separated having a shop, discover, help, and easter button. This easter button is typically not there or has different text for other special events or promotions. They also have now split a section for searching, favoriting items, and your shopping cart/bag. When clicking the Shop button (Image Shop Navigation) in the navigational menu is when we get to the primary reason which I have taken a point off. Their actual navigation menu is bad for a website for kids and anyone else. It simply takes way too much room in the page and does not look good at all. Unfortunately, the same thing happens on the Discover and Help buttons. However, all of the listed categories, subcategories, and buttons are labeled properly as well as the pages it takes you to. To fix this issue, if they are wanting to keep a full screen navigation menu, they

should center it in the page and make the fonts bigger and have a better background color or image. They can even break it into tiles which have effects when hovering/clicking on it, such as animating opening another menu for its subcategories.

The bottom of the landing page also has a good navigational system and labeling (Image Landing Page Bottom). However, I would change a few things about it to make it look better. Starting by reorganizing the buttons as well as most things in it to look better, especially the subscribe/newsletter box. I would also move the follow us/social media buttons to somewhere else, or make them more accessible in its column system. I feel like it's also just a little too cluttered and dividing up its navigation would make it look better.

The landing page's labeling, as well as all other page's labeling is great and very kid and adult friendly. An example of this can be seen on the Lego themes page in the discover navigation (Image Discover Lego Themes). We can see they use images very well, and it has a sort of tile/row and column system which shows each image and its theme and label which relates to it. This also doubles as navigational system because we can click these and find all products related to the theme.

Overall, the Lego website's navigation and labeling is great and fits the target audience of the website very well. I believe there's a few things to change to make it more accessible and look better, but other than the few minor things I pointed out the website is completely functional.

State of Michigan

My overall rating of the State of Michigan website is 7 out of 10.

Reviewing the landing page of the State of Michigan website, it at immediate glance looks alright, but has a few main problems with it.

The landing page is completely functional, as well as the individual pages on the website. However, there needs to be some tweaks to the navigation system and labeling of it and of headers on pages. This website needs to be heavily focused on accessibility and usability for a wide range of people, which is where a lot of my recommendations come into play. Looking at navigation of the landing page, it blends in a bit with the background of the page, however, not enough to not notice it's not there. It really should stand out more, as well as stretch across the entire screen. Unfortunately, a lot of website designers and developers do not take into account larger resolution sizes, so I try to not base my rating too heavily off of this, but for this website it is important for it to stretch across the entire page for multiple reasons other than just resolution. The navigation menu needs to have some sort of background and divisions between the buttons to separate them more and make them stand out more from the background. I do, however, like that they include a search button, unfortunately, I barely noticed that it was there until a few minutes after looking at the website

because it does not stand out. How the navigation menu opens up along with its subcategories works great but needs a higher contrast with its background with its text (Image Navigation Expanded). The labeling is mostly accurate in its menu and subcategories, but there are some issues which I think should be looked at with its naming.

Looking at the bottom of the page, (Image Landing Page Bottom) there are a few issues. They have a division for a follow us with social media buttons with a light grey background, this should be darkened, however, I like the About and Careers how they include these there. They also include at the bottom of the page a quick navigation menu, unfortunately, this does not include everything in their navigation, which it should. I do, however, really like how it has a good white text with a black background, making it very easy to interact with.

When we're on an individual page, for example, About Michigan there's a few labeling issues as well as navigation related issues (Image About Michigan). These issues spread across the entire site, which is another main problem which is why I took another point off. The labeling on this page is good, it says "How Michigan Became a State" which relates to its content, as well as the other headers, unfortunately, some headers on other pages do not necessarily relate as well as this one. The main problem, however, with this page is that it is all a smaller, thin white black text font on a white background with no divisions. There needs to be divisions between the content on the page, as well as make the text stand out more. This goes on for every page, no divisions in main content by background, but divisions by header.

Overall, for a governmental website it has decent functionality but needs more work, especially with its formatting which affects how we navigate the page. It needs to have more options for viewing the website, such as being able to select a dark mode, a high contrast mode, or stick with the original light mode but the light mode needs to be changed with splits/divisions in page and background colors to make it easier to view. The content on the page also needs to be adjusted for different resolutions and stretch better across the page, as well as make the navigation menu larger/stretched and split up and made more distinct than the background, while also keeping the navigation menu simple.

UXMatters

My overall rating of the UXMatters website is 7 out of 10.

Reviewing the landing page of the UXMatters website, there are a few major issues with its navigation and labeling.

When we look at the landing page of the website (Image Landing Page Top), although, I personally do not like the overall design and would rate it lower based off of that, I rated it purely based off of its navigation and labeling. Looking at the top of the landing page in its navigation menu we have buttons for its home page, top articles, topics, columns, authors, and glossary. This menu is not very accessible, nor does it fit my resolution very well. It should be

entirely centered left, as well as its buttons need to be a bit larger, and have separations between the buttons such as a white dividing line. Its labeling is completely accurate of what's on the page.

Looking at the bottom of the landing page, (Image Landing Page Bottom) we can see some differences from its main navigation menu. This is a light grey, which makes it look faded with the rest of the page and makes it look quite bad, it should be a full black, which will also help with its accessibility. It does have good labeling here, however, the buttons in the navigation should also be here in another column like how they have it separated for quicker access.

Looking at the top articles page (Image Top Articles), it is simply what it says it is. I feel like this page has good labeling; however, the problem is its navigation. It has a list of its 25 top articles, however, they should stand out more from each other, maybe also have some images to help with navigation. These 25 articles should also be separated more with spacing and maybe have an every-other background color to separate even easier.

Looking at the topics page (Image Topics Page) is where a majority of my navigational problems come into play. At the top of this page, we have a subcategory navigation bar which takes us to the category of topic in the page. Unfortunately, this system feels like more of a temporary way of properly fixing it. They should have these topics in collapsible menus which you can then click on, or find another way of properly minimizing the space and showing them in an ideal way. When we click on an actual topic, those pages, however, look nicer. Everything is labeled properly, but its navigation is poor.

The columns page (Image Columns) looks decent and has well done navigation, however, I feel like there needs to be a better way to search for columns on this page.

The authors and glossary pages are also well done and labeled well.

Overall, there are only a few major problems on this site, although I dislike its general design, we have to look at it and how it relates to labeling and navigation.

I have neither given nor received unauthorized aid in completing this work, nor have I presented someone else's work as my own.

Dalton Murray