

CS130 HW1 Evelyn Jiang

The Field Museum: <https://www.fieldmuseum.org/>

Sites for Comparisons

Museum of Contemporary Art Chicago(MCA): <https://mcachicago.org/>

Museum of Science and Industry: <https://www.msichicago.org/>

[fieldmuseum.org](https://www.fieldmuseum.org/)

FIELD MUSEUM

TICKETS **MEMBERSHIP** **STORE** **MENU**

DIVE BENEATH THE WAVES

[See Exhibition](#)

Jurassic Oceans: Monsters of the Deep

MUSEUM OPEN DAILY 9AM-5PM (LAST ADMISSION AT 4PM)

The Field Museum fuels a journey of discovery across time to enable solutions for a brighter future rich in nature and culture.

What's happening

- TODAY** [SUE the T. rex Virtual Tour for Classrooms >](#)
- Apr 20** [Armour Seminar: Shari Stocker and Jack Davis >](#)
- Apr 20** [Meet a Museum Insider: Soledad Maristany >](#)

[Browse Events >](#)

Know before you go

Here's what you need to know about planning a fun, safe visit.

[Tips for Your Visit >](#)

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Stay in the loop with special online events, the latest science updates, and more.

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Discover more at the Field

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MENU



Fossil Meteorites



[BLOG](#)
New Titanosaur on the Map,
Mansourasaurus



[BLOG](#)
3 Questions with a
Scientist: Hopping
Rats



[BLOG](#)
Women in Art:
Peggy Macnamara,
Artist in Residence



[EXHIBITION](#)
Máximo the Titanosaur

MENU

Picture your day @FieldMuseum.



[X](#) [Shuffle](#)

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Composition Analysis

I analyzed the site of the Field Museum in Chicago.

The main purpose of the website is to introduce the museum to the public and attract more people come to the museum. Therefore, the design of the website should help to serve the purpose.

At the beginning of the webpage, we see the most recent activities and exhibitions at the museum with bigger pictures and titles in bigger size. People will be attracted by it easily and further explore the activities because the website is prioritizing these activities. On the right top of the page, we see tickets, membership, and store, which are the major sources of the revenue of the museum.

Then, on the left part of the page, we see something like a calendar that lists all the incoming activities, which helps people to know the arrangements and schedule of different activities they may be interested in. On the right part of the page, there is some information about preparing for the visit and becoming a member, which is very useful.

After that, we have the “Discover more at the Field” section and “Picture your day @FieldMuseum” section. These two sections provide some extra information of the experiences at the museum by photos, social medias, blogs, and videos, and encourage more people to join the activity of sharing their own experiences and photos at the Field Museum on social medias.

At the bottom of the website, we usually see the less important elements with smaller sizes. If we scroll all the way to the bottom of this website, we see things like careers, volunteers, some terms and conditions, copyright, etc. We have all the links to these less important pages.

The strengths of the design would be the webpage is very pleasant to look at due to the creative and beautiful combination of pictures and texts. In terms of proximity, all terms are well-organized and grouped with related information. From top to the bottom, we see the most important and the most recent information to the least important information. Also, the texts have high readability since all dark backgrounds have white texts and white backgrounds have dark texts.

One limitation of the design would be you cannot find the location of the museum directly on this webpage.

Comparing to similar websites, I think MCA did a better job in organizing the structure. There is a sidebar on the left part of the webpage and it won't change as you scroll from top to the bottom, which gives a very clear structure for people to explore different pages and look for specific information.

Accessibility Analysis

For accessibility checks, I will check the balance and proportion of the webpage, readability of texts, accessibility for keyboard-users and screen reader users.

I think the webpage of the Field Museum is quite accessible but can be improved.

First, all the texts are in reasonable sizes with high contrast. As you see, the overall background is white with black texts on it. When the dark-color picture becomes the background, there are white texts on it. The high and effective contrast between the background and texts draw people's attention and can be read easily. Therefore, texts are highly accessible for color-blind users and low-vision users.

Second, the design of the webpage structure is not well-balanced. This is because it didn't follow a linear layout strictly. Therefore, it may create some difficulties for users who need screen reader.

Third, this webpage is keyboard-friendly. The keyboard-friendly function is very convenient for users. It highlights the focus states when people use their keyboard to navigate the page and different links.

The change I would like to make to improve its accessibility would be improve the alignment of the contents and to make sure that the screen reader could read context in correct sequence.

Comparing to the website of MCA, I think the website of the Field Museum did a better job for dyslexia users. MCA uses relatively large blocks of texts and contents, which makes users have more trouble focusing when reading on a screen. Also, the website of the Field Museum did a better job on texts readability than the website of the museum of science and industry. Some texts are hard to read because the color of the texts are similar to the color of the background. The low contrast design is not quite accessible for users with visual impairments.