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| Unit | Unit 15 Website Development |
| Learning Aims | A: Understand the principles of website development |
| Title | Website Evaluation |

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| 15/A.P1 | Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose | 2-12 |
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**You MUST refer to and USE the Unit Content and the Assessment Guidance for this unit from the specification document that was uploaded to Classroom.**

**Use the specification for all assignments that you work on, not just this one.**

**You must select two websites, for example Asda and Tesco (these are two similar commerce sites) or NatWest and Halifax (two similar banking sites).**

**9/A.P1**

**Compare the principles of website design used in two websites, including their suitability for the intended audience and intended purpose**

I have chosen two websites that are similar in terms of their category and what they offer:

1. <https://www.wayfair.co.uk/>
2. [https://www.ikea.com/](https://www.ikea.com/gb/en/rooms/new-in-living-room-pubbe640ed0)
3. The intended purpose of Wayfair is to display the products that they have on sale and show information and a description of it for the user to see. This is so that users can view the products and possibly buy them. The purpose of this is to make people able to view the products on the website and they can make judgements and form opinions on the products that are listed. The website also has another purpose which is as follows: it shows information about the company and their policies and social media accounts. The links to these pages are put onto the footer which is similar to other websites so that makes it predictable and easy to find that information. The menu bar is shown at the top of the website and there is a section above it that displays the current sale. This part has a rounded corner which makes it look like it’s a sicker and makes it seem temporary which it is. The intended audience of the website is people who will be wanting to buy some new furniture. These people will be in the age range of 20-80 and will be looking for nice furniture for their home.
4. The intended purpose of Ikea’s website is that it is to showcase the products that they make and allow people to view them by scrolling and searching through the website. It has a simpler layout of the products. The content is very similar to Wayfair as its products are on a page in a layout and they all have a picture on them so you can see the products. The website aims to showcase the products so you can decide whether or not you would like the product. The website looks like a professional company’s website because Ikea is a huge company so it needs to look good and be well suited for people to use when they are looking for furniture for their home. The products are all displayed with no background unlike Wayfair which uses a background of a room for their product pictures. The intended audience for this website is people who want furniture which is a lot so you can narrow that down to people in Europe who want furniture because Ikea shops are in Europe. The intended audience is going to be adults because they are more likely to have a house and need to get furniture for it and the less likely audience would be older people because the older people who want furniture would probably just go to the shop not the website but there may be some who use the website so that means it needs to be accessible for those people as well. So the intended audience is adults and a little bit of older people but not teenagers or children because they would not be who the website is targeting as they will just go on it to look at the stuff and not to actually want to buy anything.

**Usability**

Wayfair is very simple and it is clear what each item on the page is as the pictures are clear and simple with text usually on them. It is easy to get the info of each product and they offer a feature where you can search using an image. That works by allowing the user to upload a photo of something and it uses an algorithm to scan the photo and find similar products. This means the website is good for the people using it because there are easy ways to find and sort products. The website offers a sort feature for when you want to narrow down searches. The website looks nice and modern. The home page is regularly updated with the latest sales and marketing schemes and it has some nice looking bubble shapes with pictures on of different categories. This makes it easy for the user to be able to find something when they don’t have an exact idea of what they are looking for.

Site Owner – Great way to show products and makes sure that people are not confused. The items and products are very easy for the user to find which means that the site owner will get more sales.

Client – The website is made so it’s easy to see the products and it feels nice and inviting for the client to feel free to browse through the website. The website offers a similar feel to the client to them going into an actual furniture shop. The feel is homelike and happy.

Ikea is less simple but it is still easy to find the information and it has ways to search and sort the products. The website is easy for people to find the products they need because the ways in which you can search and sort things are good and the website is nice for the users and the client because it looks nice.

Site Owner – Much better for them as people can buy things very easily so it meets the purpose well. The site owner is able to show what they believe in and make people feel good about the company so on the one website they can sell products as well as make their public image better.

Client – Can find products with ease and buy them and read about them. The client is able to browse as well as search to find things that they like the look of.

**White spacing**

Wayfair has a lot of white spacing which makes it much easier to comprehend. The text and images are incorporated well into the white theme. There are also some pages with a dark theme which makes it feel a little inconsistent. The white space on this website allows Wayfair to be able to make the website feel comfortable to the user. The white space represents the happy feeling of the website and gives to the user connotations of light and airy feelings as this colour is the white colour and this makes the website give off those just right feelings to the user because of the colour choices of the background and the whitespace provided in-between products.

Site Owner – This fits the owner’s purpose of a well laid out website that is easy to comprehend well because it makes the items feel not too tight and makes it look more modern and well made.

Client – They can understand things better on the website as it’s laid out well and the items can be seen much easier.

Ikea has a lot of white spacing as well and is very uniform in its layout. The images are given white backgrounds to match the white space on the website and make it look nice and professional. The white space also allows Ikea to be able to show off its idea about simplicity in the modern home. It does this by making the background white. The white space makes the representation of the modern home feel like it’s actually inside the website because white space is like a white wall in a house and the furniture shown is like the furniture beside the wall. This shows to the user that the furniture looks nice and also they should paint their walls white so this would be a great opportunity for Ikea to start selling paint because then they can get more users into it and sell more products. The white space allows the website to breathe in way so it doesn’t clutter it up too much. This makes the website look much more professional than most other bad websites that don’t even have white space. This means Ikea’s website is superior to other websites because of its use of the white space on the website.

Site Owner – It fits the theme of a white and modern look for the owner and gives good padding between the stuff.

Client – They can see the products floating right there and then they can click and buy and see it because it looks modern as its white.

**Site layout**

Wayfair has a simple but effective layout and the sections are clearly marked with images and text which are separated by thin vertical lines. The layout of the categories varied as the home page has a black background with bubble shapes for the categories and then when you click it the website background is white and the items laid out are bigger and more spaced out. The sections where distinguished by a pattern of dark and light boxes which makes each row stand out as a separate row but still be packed tight together with no border. The menu button layout is good as all the buttons on it are like one bar and you hover the mouse over and it highlights that one category and allows you to explore deeper into the category and click that instead of using the large bubbles on the home screen. The layout of this website is made in a way to show off the products clearly and this done through the images displayed on the website being clear and obviously matching the text so there is no confusing whether the text is above or below a product’s image. The website also showcases all the deal and sale using red boxes just like real retail shop. This makes some user more likely to buy a product. These boxes are laid out so that they are attached to the box that contains the image for the product which eliminates any confusion of what the sale is for. The image also has a small box overlaid on it which says that it is on sale. This helps even more to attract the user’s attention as no matter where they look they can know it’s on sale.

Site Owner – The layout fits the simple theme well as it’s not too intrusive with text and images. The sale boxes are quite intrusive on the product listing pages as they make the whole row taller which makes it look messy. This will negatively affect the sales for the website owner.

Client – The client is easily able to find the products they need buy but may be discouraged by the huge sale signs but many people would be used to this if they use real shops. The client will feel good about the nice layout of the website especially when looking for certain categories as the layout in that area is easy to understand.

Ikea has a bar at the top which displays the main pages so it makes it easier to navigate to the different pages. This is important because this website has more pages. The social media links follow you though the website so the user can find that more easily and then a larger footer is placed at the bottom. The website’s layout is done in way that is easy to understand for most people. The website is well made and shows the professionalism of Ikea. The menu is done well and it all links to the essential pages on the website which all lead to even deeper pages for the user to be able feel like they are exploring the website or browsing and finding things on it that they would want. The layout of the pages on the main page is done in a tile form so people can see the tiles and the things that they are promoting on the website and about the products.

Site Owner – Shows the menu good and all the icons fit the theme of the website.

Client – It meets their requirements well because it makes it look professional and they can see it.

**Accessibility**

Wayfair does have alt text on its images which is great. The website has images and blind people will not be able to see them well to be fair blind people would not care about how furniture looks. The website has easy was to find things for example dyslexic people will be able to use the pictures to navigate the categories.

Site Owner – Well considered accessibility as that would increase a positive public image. The website owner has done this to allow the maximum amount of sales.

Client – Good for disabled clients as they can access the website easily and use the standard accessibility tools to read and view things on the website.

Ikea has alt text on its images so it is easy for blind people to navigate. This makes the website have a better reputation as being accessible for blind people to be able to use text to speech readers on their browser so that they can read the images out to themselves using the technology. The website is responsible for making sure it is accurate and that every image has the alt text. The images are also displayed on the website which means that sighted people can read it as well by using their eyes and this means the website is accessible for everyone and the elements for disabled people are not prioritised over the other things for the non-disabled people as this makes the website good.

Site Owner – Good for professionalism and makes the site look nice and professional.

Client – Good for disabled clients as they are able to use the website the same as someone who is not disabled which makes it a good website.

**Navigation**

Wayfair is quite intuitive as it can be easily navigated by just clicking through the detailed categories to find a specific product. The categories are also displayed at the top of website on the menu bar so new visitors are able to just go up to the top to get to the products that they were looking for so that means that there are multiple places for people to go and find the categories and narrow down their search for something. The layout of the home page is a little confusing as there are a lot of repeated SALE images on their which can make the user feel a little confused on first visits. The layout of the footer is easy to see and there are lists of the links that are usually in the footer and they are not separated.

Site Owner – Meets the requirement well so people can find the products are then buy them. The owner has done a good job of making the website easy for people to navigate.

Client – The client is easily able to find the things they are looking for which will make them want to come back again when they need some furniture or a home item.

Ikea has a slightly less intuitive way but there are still categories for the products so the user can find things. There are less categories and the only place on the menu bar that lists the categories is the first button. I think this is because the website is also for the company and not just for selling furniture so they need other menu buttons and seem to have done a nice balance between the two priorities.

Site Owner – The website is good because it’s one place that displays all the information about the Ikea Company and displays it for the clients to see.

Client – The website has an easy way for the client to find the furniture they require and the categories can be a little confusing in the names but it’s still quite easy to find things.

**Typography**

Wayfair has clear and fitting text on all pages. The font is the same throughout and is used on the whole website in different sizes and in all caps for the things that need to be noticed better. The font fits the website well as it looks nice and modern and fits the theme in a way that makes it look nice. The typefaces used on the website are very small as the website is made consistent so all the text looks the same.

Site Owner – Makes it seem professional and looks nice.

Client – Easy to see and they know it’s on the same site as its consistent.

Ikea has very consistent and easy to read text that is copied all through the website so that it looks nice. The font is a nice rounded font that looks comfortable and makes the website look nice for the user. The text is laid out neatly and the colours are good for the background colour.

Site Owner – Makes the website feel consistent which also makes the website feel good and well-made and that each page is part of it.

Client – The client is able to read all the text easily which is good as it can be hard to read text on a computer screen sometimes.

**Alignment**

Wayfair has nice alignment with all the icons and buttons and it feels very well made and comfortable. The alignment of the links in the pop out boxes of each category are a little strange looking and look a bit boney but they are good for the user.

Site Owner – Makes the website be perceived as professional and high quality to the user.

Client – Makes it easy for the client to understand what is what on the website.

Ikea has good alignment in the images section and the menu buttons are aligned clearly with good padding so they can see it nice. The products are laid out in a grid pattern which scales to have more columns as the page increases in size.

Site Owner – Fits the purpose of being easy to use and easy to showcase products.

Client – It is good for the client as they can get to where they want easily and it looks neat for them.

**Clarity**

Wayfair has a very clear categories laid out neatly on the home page of the website. This makes it very clear to the user where they can go to search for products or just browse through the categories finding things. The main points of what Wayfair do are also displayed very clearly above the categories, this makes it clear to the user what exactly Wayfair do and it shows the good things they offer such as free delivery.

Site Owner – It is good for the site owner because it makes people much more likely to stay on the website because there is a low chance that anyone will get confused as to where they have to click to go to a certain place or find a certain product.

Client – This is great for the client as they can have a a good and smooth experience using the website.

Ikea has a clear social media panel that follows you through the pages as you scroll. This makes it very clear where to contact them but it could get annoying and in the way while scrolling through the product lists.

Site Owner – People can always know your social media which is good for sharing picture on it but bad because then people will be able to send them hate or complaints easier.

Client – Very easy for them to use and find the information for the social media links of the company that owns and operates this said website called Ikea. May have a disadvantage of being in the way and annoying for the client.

**Consistency**

Wayfair has consistent theme of the bubble shapes, they are a consistent theme throughout the website such as the category buttons and the popup that tries to grab your email address. The colour scheme follows through all the text and boxes. The fonts are the same throughout the website which makes it seem like every page is part of the website and nothing feels out of place or different as it all matches. The part that is not very consistent is the page colour as sometimes the background is dark.

Site Owner – Makes the website look very well made which fits the requirements of being a nice looking website to attract customers.

Client – The client will feel safe using the website because it is well made and looks trustful.

Ikea has a clear theme of blue and yellow and the buttons are the same blue as the footer and logo. The fonts are the same all through the website and are similar sizes for the specific items they are on.

Site Owner – Makes it looks nice and seem professional.

Client – Feels good for them to use and more inviting for the client.

**Accuracy**

Wayfair is very accurate in what they showcase and the products that are available. This is very important for them because the data must be accurate otherwise a sale may not happen.

Site Owner – Good to show that you care about the website and the stuff that is on it.

Client – Is good for client because they will always be provided with accurate and up to date information regarding the products that are listed for sale on Wayfair.

Ikea has accurate information on it as it’s a large company but it’s much harder to find. The information is hidden in small pages and little small text at the bottom. The accuracy of the products must be good because someone would have fixed it by now its s huge website with millions of views.

Site Owner – Good to show that you are accurate and spent time making the website. Not good because it’s hard to locate the information for user who have never used the website before.

Client – not good for them because there is no way to check if it’s accurate as they information is about their own products so it’s hard.

**Content**

Wayfair’s icons and graphics are simple and all fit the theme of the website well. The products are not necessarily all similar but they fit a wider theme of being modern and not a certain style. The graphics used on the website are similar in the way they are rounded. The menu bar has large rounded graphics and there are a lot of bubble shaped icons and containers.

Site Owner – This is good as it shows a fun looking and comfortable theme of the website.

Client – Makes the website look inviting for the user.

Ikea has more graphics like icons in the menu and they are all a consistent style. The icons look good next to the colour and other images on the website because they must have all been designed together by the same person probably the person or company that made the website. The icons and colours are very nice and the content of the website is good and similar to Wayfair.

Site Owner – It makes the website look nice and inviting and professional for the company.

Client – The user is able to see it well and find the stuff.

**Simplicity**

Wayfair is less simple compared to Ikea as it has a lot of information crammed into one page but still feels nice and simple with the white spacing and layout of the items on the page. The product listings have a simple layout and looks nice as the information is floating in the white scape or black depending on the page. Wayfair is good for the items being displayed neatly which makes it simpler in a way.

Site Owner – The website fits the requirements of being simple but still displaying all the relevant information.

Client – Makes the site have a nice feel butt some users may get confused with all the information.

Ikea is less simple but still has a simple look. The website has tried and succeeded to make the website look simple and look nice and the layout being not too complex and differing on each page it is good and consistent and simple. Ikea uses nice simple colours which help the user in seeing the items displayed on that specific page.

Site Owner – It needs more information so less simple but is good because its still simple.

Client – The user can see the stuff and it looks pleasant for them.

**9/A.M1**

**Analyse how the principles of website design are used to produce creative, high-performance websites that meet client requirements**

**Content A2**

Wayfair has employed several principles of website design to make a website that is creative and modern but also has good performance and usability. The way it does this is by making the website look simple but also including all the relevant information which is required and hiding it and splitting it up in a understandable but nut nice looking way. The website was obviously made by someone who was good at designing recognisable and unique websites. The website principles have been applied to create nice a looking website for the user to see and the website makes different products look nice by showing them with nice photographs and large titles. The website has nice looking graphics and photographs which all fits the style and feel of website so everything on it is consistent and looks good. The website is a very well made one and allows the company to be visible and recognisable by showcasing the design of the products with the information being available for each with a click.

The negative part of the whole website is that it requires our email address before you can access it which is not good for people who don’t have an email address and also people who don’t want spam email in their inbox. The email address also allows the company to track certain users for when and where they visit. The most creative part of the website is the way the categories are laid out on the page. Each category will take you to a page that lists all the subcategories and the subcategories’ subcategories which makes it very easy for users to find the right section to look in for their item. What I found not very creative was the sale boxes on products which shifted all the other products down to make room for the sale box. This is not great as it gives priority to the sale box which is not what should be the most important thing on the page. The site scales nicely as well so you can view it on a mobile or smaller screen.

Ikea is designed in a more productive way in order to sell products more efficiently. The website lacks some creativity and is just a simple normal business website that shows the products for sale. This is different from website one as website one aims to show off the products that he has designed and selling them is not the main goal to this even though I think it sells them much better than Ikea. The website show the product in uniform way and shows some design principles of websites in which it feels comfortable and has little whitespace. Ikea’s website is nice and has a consistent colour scheme. It uses consistency a lot through the website and nothing looks outdated than the rest or anything.

The website uses creative design for some features such as the main page which is a bit different from other websites and has the complex layout of the little things on the page like product recalls and little tiles for things for the user to see that must be important. The information is displayed in a nice way throughout the website and nothing is too tight in the website layout and all information can be easily seen by the user so they can see the information well on it and be able to view the information they require for certain products.

Ikea uses client side JavaScript to collect information from the user. The script called analytics.js will be used on any computer that access the website. It collects as much data as possible form the user so that Ikea can use it to improve the website. Ikea also uses JavaScript to control the header and footer functions. Ikea also uses scripts to control the search bar.

Wayfair uses scripts to track the user on the website and to control the objects such as the image search feature and the normal search bar. Wayfair uses session variables to store things about the session the user is on such as isAdBlockEnabled, the id and number of trials. Wayfair has its own main JavaScript file this is used across the whole website to control the items in it.