INFO 2450 Project 1

Project 1 Objectives:

- Evaluate ONE web site for look and feel as well as usability considerations.
- Upload a .htm file in Canvas and post a link on your home page to this assignment.

Background:

Each website designer has (or should have) specific goals when they put a site on the web. Some sites are extremely successful at achieving their desired goals, some are not. As browsers of web sites, we rejoice upon finding a site that presents material in a logical, coherent fashion. We crave sites that make sense. But we also want sites that are visually exciting. Somewhere there must be a common ground between excitement and common sense.

Some websites are good, some are not. And since we each think differently, what makes sense to me may not necessarily make sense to you. In general, however, well-designed sites have a method behind the madness.

This assignment is designed to get you thinking about design concepts, information flow, and usability of sites. You will choose ONE of these eight web sites to review. Because the focus of our projects this semester will be to create pages and eventually a site for a fictional business, it will be important to do some comparisons of what has already been done by others.

The Sites:

1. http://www.traderjoes.com/
2. http://www.utah.com/nationalparks/
3. http://www.endoftheworld2012.net/
4. http://www.mochimedia.com/
5. http://pitchfork.com/
6. http://www.futurosity.com/

7. http://www.jamilin.com/
8. http://sabletine.com/index.html

The Questions:

You will be creating a .htm page that lists the following questions at the top of the page Use html tags to do this. For example: <ol> or <ul> tags can be used. Make sure you provide an appropriate heading for the question list.

1. What was your first impression of this site?
2. How does this site organize the flow of information? (Do they have links on the left and text on the right? Some other scheme? No scheme?)
3. Does the site structure make sense or does it confuse you? Why?
4. Does the site graphics/layout/multimedia enhance the site or detract from it? Why?
5. How long did it take for the home page to load? Was the load time reasonable?

6. Was the text color and size readable? If a background color or image was used, did it enhance or detract from the site?
7. Did the site have a navigation bar or other navigation tool? Was the navigation well done?
8. Did the site have a color scheme or look and feel that was repeated on all the pages?
9. How does the site respond to smaller window sizes (responsive design)?
10. What does this site offer that was unusual or very well done?

Procedure:

1. Create this document using an HTML Editor.

2. Choose ONE of the web sites from the list provided by your instructor and answer the questions according to your own opinion.

3. Provide a main heading entitled Web Site Critiques.

4. Provide a sub-heading for each Web site you are evaluating that includes the name of the business and the URL for their site. Do not repeat the questions in each of your sections, but just provide complete answers, using complete sentences that clarify what question you are answering.

5. Save the document as an htm file; then submit it in Canvas using the Project 1 link. Post it on your home page as well.

Grading Breakdown:

The project will be graded using the following criteria:

A reasonable, complete answer for each question for the first web site	**20**	Points
Use of the HTML Elements From Chap 1,2,4,&5	**20**	points
Was on time submitting Project 1	**20**	points
Files saved as a htm.	**10**	points
File submitted through Canvas	**5**	points
TOTAL	**75**	points