

## **Critique: The New York Times Website**

The New York Times website is the official website of the famous New York newspaper. It provides access to a wide range of articles and other content provided by the journalist from the New York Times. The domain name of nytimes.com leaves no surprise to what you will see when you visit the website. This critique will evaluate the style and mechanics from my opinion about this website. The style of the website is not as professional and clean as I would imagine.

The website style does not have a minimalistic design and seems a bit cluttered between the columns of information. While the content remains relevant and useful information the design does not have a good use of white space. The color scheme is predominantly black and white with photos to accompany most article headlines. The typography seems small in some areas and are not consistent as the font in the opinion section of the home page seems smushed together. The headings are bold and stand out to the viewer. As you continue to scroll down you will see that the websites' structure is in columns. Some sections of the columns are slideshows that rotate through a series of articles listed, adding to the overwhelming amount of information on the home page. After you pass the middle of the page containing a large area of advertisement then the information changes from columns into a block formation.

When you go to the website today's paper is there in digital format and the date is in the top left corner, which is a great way to match the system with the real world and show the visitor that the content is up to date information. Along the top of the page are a variety of tabs you can click if you are looking for new from New York specifically, or world news, U.S. only, politics, business, science, health, sports, and many others. This is a clear navigational aid for the viewer to easily find the information they are looking for. However, the large variety in the navigation bar adds to the cluttered feel of the webpage.

. Inspecting the pages source code, they mostly used JavaScript to create the webpage, but the website will have a backend database for subscribers. This database will store customer information on those who have purchased the subscription to the online newspaper. This type of secure information will include their name, email address, passwords, and payment information.

If I were to change a few things about this webpage I would create a less cluttered home page and increase the use of white space between content. I would limit the number of links for specific categories on the home page and keep them on the specific page they would belong to. I would also change the placements for the links to these various categories. There are links to the multiple pages of the website everywhere, at the top of the page, in the hamburger menu, in photographed blocks at the bottom of the home page, and in the footer. I feel like the excessive placement of the subcategories adds to the clutter. I would also increase the font size slightly or change the font entirely for easier reading. Overall, I liked the style with the columns. I thought it was a nice touch for a newspaper website. I also liked the added touch of stock market information flashing in the top right corner of the page.

## References

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