

Critique: FAO Schwarz Website

FAO Schwarz is a toy store that has an online platform where customers can browse and purchase their products. The domain name of faoschwarz.com is a clear indication that a customer is on the correct website to browse and buy their products. When you visit the webpage, their logo is in the center of the top of the page. Accompanying this logo is a slideshow of advertisements of sales and stem products the store is currently offering.

The website allows customers to filter their search for toys by age, type as well as brand names. The website layout offers an adequate amount of white space, so it does not look cluttered. The color scheme is black and white with a gold accent and consistent typography that is clean and easy to read. It has an aesthetic and minimalist design that is appealing to customers.

The home page contains a section titled “Best Sellers” along with images of toys offered, their prices, and a readily available add-to-cart button underneath them for a quick and easy shopping experience. The photos used for links of popular categories use pictures so the shopper knows what type of toys it will take you to without having to read the caption. Using images to direct customers to where they want to go is a great way for a retailer to sell products online. A large video advertisement is placed at the bottom of the page telling the story of the company and how it was created.

The website will have a backend database for customer information. This type of secure information will include their name, email address, passwords, physical address for shipping, and payment information. In their account information they can also create a wish list in their profile of items they want.

Overall, I believe this website will create a positive shopping experience for its customers. Having a customizable search helps customers find more specific products they are shopping for. Specifying your search in categories from price to age range as well as review ratings will help customers feel satisfied with their purchase.

References

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