1. The two sites I picked are ones that I frequent quite a bit, Amazon and Newegg. Both sites use quite a large amount of repetition. One either site, you can go to the home page and see a large number of products in small, individual boxes, and each box looks almost exactly the same with the exception of the item in the box. Amazon uses a number of box sizes and types, but they are present throughout the page. Some of the boxes are vertical rectangles, all the same size with the exception of a few smaller ones for single item ads. The other box type I can see is a horizontal rectangle that allows the user to scroll sideways through identical items. The color scheme of the top banner, nav bar, as well as the bottom of the page with the get to know us and list of links all follow the same color scheme as the rest of the site. Every page has a colored nav bar and banner at the top, and the same footer section following the same color scheme as the rest of the page. The middle part of each page, is a blank white back ground with information about products. These same aspects can be seen on Newegg as well, with the repeated use of a few different sized boxes, a white back ground, and a matching banner and nav bar at the top, with a footer that has links to various information about the company/site.

Both sites also use an adequate amount of contrast in their designs. Where a background is white, a solid black text is in use, with some smaller linked text being in either a blue (Newegg) or slightly off green-blue (Amazon). When the background colors are darker, a white text is used to make sure it stands out as well. Since Newegg puts prices, “Limited Time Offer” and savings markings on most of the products, there are differing colors to make sure those stand out as well. The offer texts have a unique shaped, orange background, with a darker orange text, and the savings markings have an identical shape but in a burnt orange-red color with white text. The phrase “FREE SHIPPING” is marked on all applicable products with a blue text that stands out well.

In terms of proximity, there are things that both sites do quite well, such as their search bars, and navigation properties are all grouped together to make it obvious what goes with what. In contrast to that, the product boxes are seemingly unrelated. On Amazon you can see “Deal of the Day”, a set of pens, right next to “Watch ‘All The Old Knives’” and “Must-see deals”. The same disorganized aspects are apparent on Newegg as well. In a single section of the products, I can see computer processors, monitors, a vacuum cleaner, an air purifier, laptop, desktop computer, Microsoft Office ad, and a flight control system for video game use, all next to each other. So, while the navigation properties and footer are all grouped in a meaningful way, the products shown have no rhyme or reason as for why they are next to something.

Alignment of both sights seems to be quite well managed. Each of the various div items seem to be well sized and spaced so that everything is lined up in rows, and then inside of each row of items the heights and widths are identical. Amazon’s page violates the identical size of boxes in some cases, but for the most part everything is the same size/shape.

1. From looking at the check list for the page layout criteria, it seems to me that both sites adequately meet all of the requirements that I can easily check. Both use a consistent header logo, navigation area, info pages, footer, and the designs seem to be in alignment with good practices.

Looking at the navigation criteria, I believe that Amazon does a better job with this aspect. Newegg has changed some of their design in the last year, and I have found their “better layout” to actually be much more cumbersome. The navigation on Amazon is done in a completely unordered list, while Newegg seems to have ordered their navigation, at least the drop-down navigator, alphabetically. I think both sites adequately meet the requirements in this check list as well, but I do personally hate the adjustments Newegg has made recently to their navigation.

For the color and graphics criteria, both pages use a limited number of colors, 3-4 for each, and the color usage is very consistent on both sites. The contrast between text and backgrounds also is well planed and make it easy to read everything on the pages. Neither page seems to make use of colors to indicate an interactable location nor do they seem to be using graphics for most things. The only graphical items I see is at the very top of Amazon’s home page which is just a background banner that can be clicked to access the item being displayed, or click the arrows on either side to see another graphic of different color and product. This exact same system is apparent on Newegg’s site as well. Beyond that, the only other graphics I see on Newegg are navigation items with good descriptions on them to tell what they lead to.

Newegg’s website doesn’t seem to make use of multimedia, and therefore I can’t really judge it on this, but Amazon does actually have a livestream about various shop items, and it would appear that accessing the captions is hidden behind getting more access to the video. Therefore, from the home page, this multimedia piece isn’t accessible to all users.

Both sites use a various amount of text sizes and color, but seem to only use one or two fonts making the display of text quite consistent and easy on the eyes. Most of the content presentation criteria also seems to be present for both sites. The organization is consistent, there’s a lack of mile long paragraphs so information being presented is easily digestible, all of the links I can test seem to work and takes you either to the correct item, or a page that states the item is no longer offered (Didn’t see the no longer offered in my testing today but I have used links in the past on both sites that lead to a defunct page). Also, from what I can tell both sites work reliably on most, if not all commonly used browsers. From Edge and Chrome, to Safari and Opera, each one works reliable whether you are on a desktop, laptop, cellphone, or table.

Improvements I would make to Newegg are as follows:

1. Organize the “Today’s Best Deals” type of items/divs that contain those. Don’t show a CPU, then a vacuum, then a GPU, then an air purifier. Create some kind of algorithm that will block together computer products, cleaning products, productivity products, giving the site a more organized home page.
2. Simplify the navigation properties of the page. You can access the navigator of the page from the top of the home page, as well as the banner that stays with you no matter how far down you scroll. To me, the new addition of the navigator to the top of the home page is useless, and seems a little broken in my experience.
3. In addition to simplifying by not having repetitive items on the page/navigator, the two navigators are slightly different. The navigator at the top of the page where you have to click the three horizontal lines to access has a slightly different pattern to it than the one present only at the top of the home page. It’s a little weird how they do the same thing, but in different ways, so if both are going to be kept I would standardize them.

Improvements I would make to Amazon are as follows:

1. The over all design of the page is pretty bland. I would try to make it a little more visually appealing first and foremost. The header and navigation bar are nicely designed as well as the footer, but the main body of the page is very simple and utilitarian. Newegg uses a more modern rounded box design and it’s amazing how much difference that makes to the over all look of the page. Amazon’s page looks a little old to me.
2. A big issue I have with the navigation drop down box, is when you click into a topic so it changes, and then you click the back button to look at all the topics again. When you do this, it scrolls the list back to the top. This might be nitpicking, but I would like it if that list would stay scrolled down to where I was instead of going back up to the top to show the Prime Video link again.

I can’t really see something else I would be wanting to change though. I know this says we need 3, but I’m really just nitpicking with both to even find the things I did.