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JavaJam Coffee House Case Study – Chapter 5

1. JavaJam is Hierarchal structure. Because there is a home that allows the user to navigate to any of the other pages such as Music or Menu as they wish. I think this is the best structure for this kind of website because it allows the user to get the information they need, rather than forcing them down a path like a linear structure, or having it be randomly organized. With the hierarchal organization, it is easier to find the pieces of information that are important on JavaJam.

2. A practice that JavaJam follows is consistency in page layout. The site header and logo remain consistent, and principles such as contrast in font and colors are good.

Another practice it follows is color scheme consistency. Every page uses the same 3 or so colors and the pages are never hard to read.

JavaJam practices good graphic principles as well. All of the images fit to the color scheme and aren’t distracting.

Some things that JavaJam are missing include:

Proximity and alignment. I feel JavaJam’s content layout is unstructured and all clustered together. Creating different sections and columns could help differentiate the different sections of content.

I think the navigation element could use some work. It is just hyperlinks, when it may be more user-friendly as well as easy to look at if it was more formatted or designed. For example, using images, a different font and font color, or having some sort of border to differentiate the nav section from the rest of the body could help.

Lastly, I think JavaJam is lacking any appeal for a certain audience. There’s no real theme or language being used to entice a certain demographic.