Website evaluation:

Boeing.com

My first impression when I look at Boeing’s website

* **graphics**: The graphics are high quality. It can’t yet explain how I know this. I’d say it’s similar to knowing when you see a great photo. You know it’s a good picture but can’t explain why.
* **branding:** The branding is interesting. The reason I say that is because with out knowing this website is Boeing. You quickly realize that it’s a Boeing website. The dominant image is of a Boeing aircraft. The picture blow that is one of anther Boeing aircraft. Anyone who has ever flown would know this is either Boeings website or a website related to Boeing.
* **navigation:** I see this type of navigation setup on lots of business websites. It’s very intuitive. The initial navigation options are divided into six initial options with a basic description with descriptive images.
* **color: :**  I see a split color scheme or color harmony. The blue and orange and green stands out to me within seconds. The orange strip in the banner draws my eyes to the greeting text.
* **typography:**  The font is called Boeing Sans. (I’m not making this up). This is a font that is used in the aviation industry. This ties back to branding; the images and the font are descriptive of aviation.
* **target market:** There are two audiences for this website. The first audience are people like you and me. People interested in commercial aircraft or commercial travel. The website provides general and easy to digest information. The second target audiences are for airlines. If you go deeper into the site, you will find options to download spec sheets for new aircraft. These spec sheets are filled with information that wouldn’t apply to the average internet browser looking for aircraft Wi-Fi options or leg room details.
* **messaging:**  The message is comfort. The colors, the images, the style… are all gentle. Relaxing even.

