WEB UI DESIGN

PROJECT 1 – part 1

Mana Yerba Mate

MANA yerba mate | Energizing infusion | Made in Quebec - MANA yerba mate

Usability: User-friendliness and ease of navigation.

With this website, menus are very easy to navigate. All the necessary menus are available and seen at the top of the screen as soon as the website is opened. It's clearly labelled so that there should not be any confusion or mix-ups. The important actions/menus like "Shop", "Learn", "Subscribe", "Sign up" and "Shopping cart" are incredibly straightforward and presented right at the top of the screen as soon as the website is opened. When the user clicks on the logo icon, it brings you to the homepage. The screen displays a green bubble effect that opens up and reveals the homepage, which acts as a loading indicator. The website does the same action when the user clicks on the account icon. Informative and user-friendly messages are provided if a user may enter incorrect details when logging in, e.g. "! Please adjust the following items. Incorrect email address or password". There are no search functionalities, but because the website is more of a niche market, this functionality is not necessary. The user is still able to view all products available under the "Shop" icon.

Responsiveness: Determine how well the website adapts to various devices and screen sizes.

When the website is opened on a different device, e.g. on mobile or desktop, the screen adjusts to suit the screen size, maintaining clarity and readability and moving the position of each of the tabs, links or buttons, keeping them appropriately sized. When tested on both mobile and a split screen on desktop, images or animatic features are resized properly without any distortion or cropping.

Accessibility: Assess the inclusiveness of the website for users with disabilities.

None of the images on the website are provided with descriptive alt text. The website also cannot be navigated only using a keyboard. It can only really be used using a joystick on mobile devices or a mouse on desktop. Although the colour contrast of the website does meet accessibility standards for readability. This is done with the use of light backgrounds

and dark text, or for the text on the products, the background colour will be a darker colour with the writing being a lighter colour, like white to make it easier to read.

Aesthetics: Examine the visual design and consistency of the website.

The overall design of the website is clean, professional and visually engaging. This is seen by the animation features and information provided about the products. With each drink flavour that the user clicks on, the colour scheme of the page is different to be suited and matched to the flavour of the drink. When this is done, the colour scheme stays consistent throughout the whole page. In regard to the typography, the website used the same style of fonts throughout the website, the only difference was the font that was used for the logo/name of the website. The design of the website aligns well with the purpose of the branding. Because the website advertises healthy energy drinks, the design follows a playful design, with bright and happy colours that match each flavour of the drinks. Images and multimedia elements are of high quality and used effectively. Especially the images of the different drink flavours they have available are shown on the screen. Past the main homepage, there is sufficient white space that is utilized to avoid visual clutter. Although when advertising the different drinks available on the main page, there are a lot of visual pieces that cover the page, which don't cause clutter, but makes the page more interesting to look at.

Content Quality: Analyse the relevance and clarity of the website's content.

The content of the website is well structured with headings and subheadings to improve readability and understanding for the user. The text conveys its information very clearly, with no use of over technical language. It is also descriptive to clearly inform the user of the products. The content provided is relevant to the target audiences' needs and interests, as the products are healthy and flavourful energy drinks, that use natural and vegan ingredients. There are no spelling, grammar or factual errors on the website. The images and animation features used throughout the website are purposeful as they effectively advertise and showcase the products to the user.

Interactivity: Evaluate the level of engagement provided by interactive elements.

The website's main interactive element is a type of mini game that the user can scroll down to at the bottom of the page, which is both intuitive and functional, but does not serve any useful purpose. Another element is seen when the user scrolls down through the website, it mimics the canned product falling as you scroll down or back up to the top. All the transitions and animations used throughout the page are smooth and purposeful as they enhance the user's experience. When the user hovers over an icon or button, it creates a hover effects, like a button being pressed. There are no interactive features like forms for this website that are validated effectively to guide user input, although this website does have a lot of interactive content on the homepage that showcases the drinks. The user can see the product move on the screen when scrolling up or down on the page, which creates an engaging experience.

Consistency: Assess the uniformity in design, functionality, and branding.

The website is consistent with the use of their fonts, colours and design elements across all pages. The interactions throughout the pages work as the user would expect. For example, being brought to the sign in page, or the shopping cart. Branding elements, like the logo, are displayed uniformly throughout the entire site. Their logo "mana" is seen on every product, and at the top of every page. The website also maintains consistency in layout throughout all its pages.

Features	Pros	Cons
- Hover effects - Interactive background - Carousal showcase for products - Offers French language option	- Visually appealing - Fun engaging style - Colourful palette choice - Consistent design throughout	- Inaccessible for keyboard users - Potential for visual clutter - Only offers English and French language options