Absolut

Usability

Responsiveness

This website adjusts seamlessly to smaller screen sizes, not cutting off any images unnecessarily and turning the selection of drinks into a rotating carousel to keep everything visible and accessible. Everything stays at a reasonable size and is easy to use, with some menus and buttons growing or changing completely when on mobile to stay usable.

The website works perfectly on a wide screen, however, on mobile while everything works as intended there is a lot of content that must be scrolled through before you reach the drinks (the main point of the website). The number of images is no issue on a wide screen but because on mobile they are moved to all be below eachother you must scroll a lot to pass them all.

Accessibility

The Absolut Website is very accessible for the most part, with alt text attached to all their images and suitable names for all the buttons and titles. The background and foreground also contrast enough to be visible to the majority of people and the text is sufficiently spaced and sized for people who may struggle reading. This website lacks accessibility however because of it difficulty to be navigated using only a keyboard, while it can be navigated, you are brought through a bunch of unnecessary and unselectable language options and images before reaching the top of the actual page.

Aesthetics

Content Quality

Interactivity

This website is as interactive as it needs to be in my opinion. The only interactivity found on this website are the hover effects, age form on entry, and updating blog and social media feed, but I think that this is all it needs for the type of website that it is. The age form is a necessity for a

website that sells alcohol, such as this, and this one is very efficient with its automatic moving to the next box and closing of the menu when the form is completed.

The hover effects are alright, just changing colour, moving a bit, or growing when the mouse is over it, my only issue is that some of the images on this website include buttons that seem like they could be hovered over but are actually static images which is quite unsatisfying. And finally I think the social media feed is a great idea for the type of wesbite that they are trying to create where they can show off community?? *!!!!!!!!*

Consistency

This website is very consistent, only 2 fonts are used (besides some small parts where different fonts are used for stylistic purposes) and while the images are very colourful, the website elements stick to white or a consistent dark blue. The layout also stays mostly the same on every page with the only change being the category selection panel at the top moving and changing format a bit. Consistent branding is also found on every page and interactions stick to the same format and style everywhere. Images in a similar style with similar placement are also found everywhere, keeping the pages looking uniform and making sure that every page feels like part of one website rather than disconnected parts.