**Web Design and Development Foundations with HTML5**

**Case Study: JavaJam Coffee House**

1. Site Organization

1. What type of site organization is used for your case study website?

The JavaJam Coffee House website uses hierarchical site organization.

1. Is the site organization the most appropriate? Why or why not?

It is the most appropriate as, by metaphor, you are “arriving” at a coffee shop, and you look for the menu in the hierarchy of offerings to quench your caffeine need. A menu is a hierarchy of varieties, ingredients and prices. Then, as you sit down to enjoy your coffee, might as well explore through another hierarchy which artists will be playing what music, when.

2. Review the recommended web design practices from the chapter. Use the Web Design Practices Checklist (Table 5.1) to evaluate your case study site that you created in earlier chapters.

1. Cite three design practices that have been well implemented
2. Page Layout Item #1: Appealing to target audience.

I love coffee and the forest. I am part of the audience. When I arrive at the website splash page, that is the lovely colors of coffee (mocha, latte and strong and dark) encourage me to go get a cup of coffee.

1. Browser Compatibility Item #3: Displays on current versions of Google Chrome

Google Chrome is a quick and easy way to access the Internet. The JavaJam Coffee House website looks great and pops up swiftly on the Chrome.

1. Navigation Item #1: Main navigation links are clearly and consistently labeled

The emphatic font and sans-serif text of the consistent navigation stands out well and makes it very easy to move back and forth through the Menu to the Music pages.

1. Cite three design practices that could be implemented in a better way

1. Page Layout Item #4: Informative page title that includes the company/organization/site name

Perhaps the Home page might have a better origin story that endears to its new and current customers and creates a serious brand loyalty – a place and familiarity of space where people can become “JavaJammers.”

2. Color and Graphics Item #3: Background and text colors have sufficient contrast

Maybe there should be a greater use of white. I have always been found of the cleanness of a design with a lot of white (the Starbucks logo and cups, for example). The coffee colors within the wrapper might be better underscored with a clean white “coffee cup” background, rather than the odd, a bit distracting diagonally-striped gif that is currently used.

3. Content Presentation Item #1: Content does not include outdated material

Perhaps there should be no use of box-shadows. It feels a bit old-fashioned. This could just be my own sensibilities, but I just don’t see the need for it. I would remove the box-shadow of the wrapper div and give the background a white or just off-white color for contrast.

1. How else would you improve the website?
2. Perhaps the images could be something much more current and fresh. Perhaps a much more festive, attractive image of Melanie Morris singing, rather than the really vintage looking folksy, dusky black-and-white photo. Folk style is not synonymous with old. Color and verve also fit that style well.
3. Maybe we should add an audio clip sample of each artist’s performance to give our customers more enticement to come and spend time at the Coffee House. The website has a music page . . . with no music? That seems like a bit of a let-down.
4. What kind of stories is Tahoe Greg bringing home from the road. Give the audience a one-lined teaser of Greg’s adventure. And for that matter, does he sound like John Denver or Marcy Playground? We need more information on what kind of folk music these artists play.