Website of reference - https://www.samsung.com/ca/

Samsung was founded by Lee Byung-chul on March 1st, 1938 by opening a grocery store, specialized with dried fish and noodles. Since that time, Samsung has become one of the highest rated technological conglomerates on an international scale. Being a company with such a wide variety of products: varying from watches, to cellphones, spanning all the way into kitchen appliances. It is because of this immense amount of information and product inventory that the usability and information architecture from their website surpassed the standards of what a website needs to accomplish.

Entering the website for the first time, you are greeted with a sliding banner showcasing the newest products to the Samsung catalog. Above they have included a conventional navigation bar containing categorized products, along with their logo and customer service options. However, Samsung also breaks convention with some minor adjustments to improve the overall usability, information architecture, and user experience such as:

- Product navigation dominates the left so we (as customers) naturally gravitate towards their products, whereas customer service and profile options are limited to the upper right corner.
- The company logo is centered on the navigation bar, rather than a top corner.
- The search bar is located at the lower portion of the website, with only an icon fixated alongside the profile options.

Due to these factors, the main goal of the website is to sell Samsung products.

Delving further, we see excellent use of sub-categories to accurately find what customers are looking for (separated by model with visuals) By using a block format, accompanied with images and videos matching tags, the customer has a simplified shopping experience with little thought at the expense of extended navigation. However, the best example of superb web design is with the product pages themselves. By using stunning images, illustrations and animations, the products benefits, specifications and innovations are showcased with accessible content. For example:

- All images and illustrations have accurate <alt> tags, that describe and convey the content shown.
- Most visual aspects are colour blind friendly. (Apart from patterned designs)
- Using keyboard shortcuts, you can navigate most pages without any hassle.
- Because all product information is on one page, scrolling is all that is necessary to read.

During the selection process of a product, the site easily displays the colour options (either with a block of colour and a description, or a photo and description) along with any add-ons offered for that product. The product page also conveys meaningful content and an excellent example of information through simple navigation and aesthetic visuals, such as:

- Showing main features to put them ahead of the competition.
- Detailed specifications.
- Photo galleries.
- Reviews and support.
- Comparisons to similar (or new) products.
- Animated visuals to demonstrate specifications.

An exquisite example if this is the product page for the new 2019 Q900R QLED 8K Smart TV. (https://www.samsung.com/ca/tvs/qled-q900r/QN82Q900RBFXZC/)

If the user decides to conclude shopping, the site offers a quick checkout, that is pain free and easy. When an item is "added to cart," a pop-up will ask if you would like to continue shopping, or if you would like to checkout your items. After entering a payment option, you are given delivery and shipping options to best suit your needs, creating an excellent overall user experience.

Due to the tremendous amount of information, the Samsung website does have some failures as well. The biggest being the search engine, once used the results become muddled with check boxes and news articles losing their information architecture and creating confusion for a customer, interfering with usability and user experience. Other accountable failures include:

- Clicking the "mobile" option on the main navigation bar sends you to a new page. Clicking the other options on the navigation bar has no implementations.
- Important contextual content (such as description text) has a tendency of being small in the browser.
- Many videos on the site contain little to no words, or auto generated subtitles that have inaccuracies.
- When purchasing a cell phone from the site, block formatting becomes disordered and confusing. (specifically, the Galaxy Note10)

The #DoWhatYouCant healthy living campaign seems out of place and disconnected from the other portion of the website. Having it placed at the bottom of the page seems to be a second thought application. Aside from these failures, the Samsung website offers outstanding features, usability and breaks convention throughout.