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DSGN 270

September 9, 2019

Assignment 1: Website Review

rockymountainsoap.com



Rocky Mountain Soap Company is a Canadian natural beauty company based in Canmore and have a significant market online. My overall impression of Rocky Mountain's website is well put together. It works well with mobile, tablet and desktop viewports, adapting accordingly as needed in a manner that makes sense. Conventions are present throughout the website as well, such as the logo in left top corner, log in button and shopping cart on the right top corner and the menu bar across the screen or in a toggle button for the mobile version. These features make it easy to navigate even when you are new to their website.

When it comes to user experience, this website is fairly good. For the most part finding what you are looking for is very easy. The text is clear, readable, uncluttered and informative. The usability of Rocky's website is great, it is easy to navigate in to find what you are looking for. Products are broken down into categories that are easy to follow and make sense of. Accessibility wise, all links work and take you to the page they are supposed to. They have also do not underline and highlight links anymore, rather assume that the use knows that it is clickable.

In this website the content is displayed in a way that is interesting but not overbearing. In formation is broken down into small, informative, and simple blocks and paragraphs.

If for some reason you are unable to find a product, the way the website is designed it is easy to google the product and the name of the company and Google is able to provide a direct link to what you want.