**Who & Why:**

* A web development agency named Vintage Web Production (VWP), <https://vintage.agency/>
* Being web developers, I would expect their own website to be exceptional in appearance and usability, but I suspect that by loading up their page with a ton of effects, it makes it much harder for the page to look right with different browser sizes, and navigation may be a bit harder than necessary, even for an experience web user

**Information Architecture**

* A menu icon and MENU button next to it that do the same thing
  + User may waste a few seconds clicking on both to make sure they do the same thing, since it seems redundant to have two identical options there
    - Similarly, there is a BLOG button beside the MENU button, and a BLOG option inside the menu that link to the same page
  + Sometimes pressing the menu icon randomly redirects me to an augmented reality page that throws an error message when it doesn’t detect a webcam
* ‘SERVICES AND PRICES’ page is easily accessible from the menu
  + The types of projects they do are in an unordered list since there is no obvious hierarchical ranking for vastly different types of projects
  + No actual pricing or rough estimates, just a list of different types of websites that they can design, with each category having its own copy of a ‘LET’S DISCUSS’ link that all pull up the same job request form no matter which one you clicked
    - I would expect to have one link to the form at the top, or for each link to connect to a slightly different form better suited for specific types of projects
* The portfolio is a bit inconvenient to navigate because the items are in a looped side-scrolling list
  + Animated project thumbnails make it easier to get an idea of what the portfolio item is without having to load it in a new tab

**User experience**

* The 3 bars menu icon is easy to recognize because it’s a conventional symbol
* The blue Messenger icon on bottom right doesn’t fit the rest of the site’s aesthetic
  + Even worse, on mobile it can easily cover most of the Behance link at the bottom of the page if the user scrolls down too fast to notice it
* For desktop, navigation at the top of the home page is not conventional - it’s not obvious that you can scroll down because there is no vertical scroll bar on the right
  + No obvious arrow or button to click on
  + One hint is a very small animated vertical like that motions downwards, but is much more obvious when viewed on mobile
  + The user could accidentally skip the showreel and go straight for the MENU or PORTFOLIO buttons
* Meaning of the first text shown is not obvious
  + The VINTAGE logo on the top left looks like the company name, “WEB PRODUCTION” in the middle looks like a short description of what they do, and the three “VINTAGE WEB PRODUCTION” words vertically aligned on the bottom left look like a small menu

**Usability**

* The landing page is heavy with animations
  + It takes a while to load, especially on an older laptop
  + Before you can navigate anywhere you need to wait for loading animation to complete
  + It does look pretty cool though, and can give a good first impression to patient users
* On mobile it needs to be viewed in portrait mode or else it will throw a warning
* Because not much information needs to be on this kind of website, everything you want to know is easily accessible from the main menu

**Content**

* All content is easily readable
* Text is not verbose, and anything that the user doesn’t want to read can easily be avoided or skipped over
* The home page has three videos on desktop and two videos on mobile that serve as a quick example of how the work VWP does can help a business build their brand
  + The webpage doesn’t load the first “SHOWREEL” video on mobile, probably because the video is covered with a lot of animated triangles that would slow down the page a lot, and they couldn’t easily make a non-animated mobile version like how they did for the interactive shapes at the top of the home page
  + On mobile the “CREATIVE” video appears to be really small

**Accessibility**

* Color blindness:
  + The text and backgrounds always have a very high contrast, so colour blindness should never be an issue for the important information
* Blindness
  + Voice commands wouldn’t work well because after turning off the CSS, I can see that there are a lot of duplicated hidden links in a text format that would get picked up
  + No usage of alt text in any of the image elements, except for alt=””
* Hearing impaired:
  + There are a few videos on the home page, but they are not essential for understanding what VWP is about, so not much is missed due to the lack of video captions
* Limb disability:
  + On desktop, can’t get past the “SHOWREEL” part using only a keyboard, or if there is a way, it’s hard to tell what button is being selected when pressing tab
* Epilepsy:
  + The site should be safe for people with epilepsy since there are no rapid flashes

**Overall Impression**

* The website looks amazing for the most part, although there are some parts that glitch if the page is loaded in a wide browser window and then made narrow. In particular, the C in CREATIVE can get a permanent glitch effect when this happens
* I think it’s strange that the developers intentionally prevent the page from displaying anything if viewed on mobile in landscape mode, especially since the videos are in a landscape aspect ratio
* Desired information is easy to find, but that’s mainly because there isn’t much to be presented