**Website Review**

By

Kari Lockwood-Oliver

<https://www.crowfootchiropractic.ca/>

**Usability:**

I believe this website has fairly good usability, it’s not a complicated website, pretty simple actually which makes it easy for the user to find information they are looking for. However, it is a bit clunky in the aspect that when certain labels are clicked it sends you to somewhere on the home page which becomes a bit confusing as a user. I think the goal of this website is to keep it simple.

**User Experience:**

The website fails on a UX design. The first thing I noticed was the company logo is in the right top corner of the page instead of the top left. The contrast and color scheme choice would make it hard for color blind users as the header text is in blue. This website is definitely not designed for mobile use as the text does not have a flow when downsized to a small screen. Two of the icons (Facebook and Google+) don’t really take you anywhere so what’s the need for them. The carousel slides should be removed as some of the content is not offered anymore and it easier for the user just to click on a heading then try to catch a slide to find information. Readability is okay but could be better by making the font a bit larger, avoiding the use of all caps and putting the most important information at the top for the user to quickly scan.

**Accessibility:**

I think the intention to make this website accessible is okay it definitely needs some work. The use of the keyboard is okay as you can use tab to move about the webpage but it’s not consistent because as the user tab’s down the page the page does not respond to where the tab is and then it suddenly jumps to the middle of the page then to the bottom, so it’s hard to keep track of where your tabbing too. The use of forms is okay could use some minor adjustments but at least they are readable. With some adjustments this website can allow users to resize text on any device or in any browser.

**Information Architecture:**

This website has failed on the IA aspect. It doesn’t use the proper color scheme because the font is hard to read. I feel the use of the labeling content is good because it gives reference to certain criteria under the heading names (i.e. Team, Services). This website has no search bar but then there really is nothing to search.

**Content:**

I believe the site goals are to provide information about the services this company offers. My impression of this site is neutral because I don’t like it and I don’t hate it, it definitely leaves room for improvement. The good things about this site is it displays appropriate information pertaining to the type of business, how they can be contacted, location and a map. The bad things about this site is the body of the page moves behind the header which makes reading the header impossible, when the team label is clicked and your reading all the bio’s there seems to be a clickable link placed right in the middle of the paragraph, and I don’t think the color scheme works well. It’s definitely an easy site to use because it doesn’t contain a lot of content. Overall, this site has good intentions of letting the user know about its services, who works there, how to contact them and where they are located. I think it just needs to be cleaned up and re-structured which will allow the user to have a much more enjoyable experience.