**Reverb.com**

I chose Reverb.com, an online musical gear marketplace, for this assignment. In my opinion, Reverb is an excellent site. It has the single goal of creating an environment that is easy enough for anyone to use. Simultaneously, it gives the ability to let band geeks and gear nerds find the exact item they desire without sifting through pages upon pages of vague categories.

**Content**

* Reverb does a fantastic job of compiling all of the diverse musical groups into one user-friendly experience.
* Categories are laid out in a hierarchy that does not need questioning or studying, it is simply intuitive.
* The homepage focuses on what Reverb is known for, musical instrument and gear sales, but their expanding content is easy to access and maintains the feel of the site while adding to a long list of reasons to return.
* When the user first enters “Reverb News” it offers a soft start by showing the newest trending gear with reviews.
* The content on the many pages of the site feels spaced out, the feeling of clutter isn’t present, making scanning a breeze.
* There are no third-party ads present on the site, they have ads for their various services that follow the conventions and scheme of the site.
* I could not find anything to complain about.

**User Experience**

* Breakpoints are used flawlessly, only two major breaks are used, with horizontal sliders and a collapsed utility menu coming into play.
* A mobile browser is supported and gives the site a very similar feel to their app.
* Search filters are extensive and available to even the vaguest entries with criteria narrowing as you descend categories.
* A complementary color scheme of blue and orange is used very well throughout the site, always keeping bright and open feeling. The scheme never feels overused.
* A link to their sister site, which sells records, is always in the top left along with another back to the home page. I wouldn’t call this conventional. However, it works quite well.
* Reverb does an incredible job of passively pushing their features on the user. The order of the homepage, below the header, is prioritized in a way that, if you didn’t want to you wouldn’t see anything but the marketplace side of the side.

**Usability**

* + Conventions are used very well. As stated earlier, the site is intuitive with every feature behaving exactly as you would expect.
  + Filters make finding a unicorn of an instrument simple. “Player grade Butterscotch Blonde 1955 Fender Telecaster” is an entirely reasonable search, assuming one is available.
  + Clickable features stand out nicely.
  + No broken features were noticed.

**Information Architecture**

* + The hierarchy of categories is executed perfectly.
  + The header contains the first tier of categories, presenting each child category when clicked.
  + By having a complex form for selling gear, Reverb has a pristine level of organization that is navigated with ease.
  + No explanation of the structure is needed, everything is where it should be.
  + Categories start vague and focus in with reasonable steps, there are no unexpected jumps.

**Accessibility**

* Any feature is easily found with a quick scan of the page.
* The IA of the site is structured so tightly that it makes everything beyond accessible.
* The color scheme is used to make the easiest routes apparent with the advanced features always present for users that recognize them in a quick scan.

In summary, Reverb is a site that was designed by individuals who saw the lack of this on the web. Musicians of all ages, skill levels, experience and genres will easily navigate Reverb to find the gear they seek. The UX is amazing, as soon as the homepage loads you are off on your journey. Conventions work as expected and each item is placed exactly where you would expect to find it.