**Chapter-5 Fish creek animal clinic**

1.The site uses Hierarchical organization. The site is easy to navigate, therefore easy for users to move to the specific page. The navigation bar makes it easy for the user to get around the site conveniently.

2. **Well implemented:** Color has good contrast with the text. Ease of navigation, consistent logo/header. Good use of basic design principles: repetition, contrast, proximity, and alignment.

**Could be implemented in a better way**: The site could use more multimedia, such as pictures and videos. Although the colors are consistent, we have only used blue and neutral, I think there could be more colors . Some of the navigation aids, such as site maps are missing. If the graphics for the navigation link had some sort of movement to them, it would have been much better.

**The way I would enhance the website-** I would have made the site more visually appealing to engage customers by adding more multimedia like photos and videos. Apart from that, there could be a customer rating option or feedback option so that customers could put their experience in there, thus the site would look more authentic.