

1.6 Design of the website respect to Quesenbery's 5 E's of design

Effective: The website stays true to its main goal which is to help its users accomplish their goals. It accomplishes this goal by the clear categorization of information done on the website to fit its target audience. The navigational panel categorizes the users based on the information they may be looking for and then the drop-down menu further breakdown to their specific needs. For users looking for techniques, there is a separate menu on the main navigation panel. The user is then categorized based on the medium for which they are searching techniques for. This is done by the drop-down menu which lists different mediums such as charcoal, acrylic, watercolor and oil. This allows the user to specifically find what they are looking for on the website.

Additionally, it is understood that once a person learns a particular technique from one of the blog posts, they may want to buy supplies to try this technique. The blog provides links to positively reviewed supplies which helps the user further on their goal of learning the technique.

Efficient: The website doesn't have any extra elements on it that prolongate the time that the users' needs to spend to complete their tasks. There is no extraneous and unnecessary information provided on the website. This can be seen by the first section of the homepage by the presence of only the logo, navigation panel and a slideshow of the latest posts of the blogs all of which help the user with their different goals. Additionally, the homepage which is one of the longest and element intensive page of the entire website is divided into sections to help the users move quickly through this page and find the latest content.

Engaging: The website uses a lot of images as the audience is a very visually oriented. This helps engage all of its users with the blog. It also attracts a lot of the users to the website because they may prefer images to textual elements. This makes the user experience pleasant and satisfying. Moreover, the website also provides article suggestion to the users on all of it's blogs. This help users who are searching for one sort of information find more helpful content. Lastly, the website helps the user engage with the website and the people creating the content on the website by the comment section present on each of the blogs.

Error tolerant: The website helps users prevent errors by categorizing the content effectively. Due to this, the user always knows what they are clicking on and where they may find the information they are looking for. The product can easily help users to recover from errors by clearly defining errors with language that users can understand instead of computer error language. Lastly, there is a help link at the bottom of each page to assist the users with any error or problem they may encounter.

Easy to learn: The website uses only four main categories and therefore follows the seven, plus or minus two principle of user memory retention. This helps remember the kind of information they can find and makes it easier to learn how to use the website.