**Website Evaluation**

**Sites Compared:**  [https://www.artisanbathandbody.com](https://www.artisanbathandbody.com/)

[https://bathandbodyfusion.com](https://bathandbodyfusion.com/)

**Assessment Made Via:**Intel Core i5-7200 @ 2.5 GHz, 8GB RAM, HP Pavilion x360 running Windows 10, Browser used - Google

**Compare and Contrast:**The websites selected sell similar “handmade” products in the area of bath/bathing, and skin care.

Artisan Bath and Body  The Artisan Bath and Body site starts out with a static home page that is visually appealing – uncluttered, the font is easily readable, colors subtle with grays, pastels, and whites; gives the feeling of luxury, quality, and sophistication.  Navigation is about the site is done with moderate ease, with several ways to get to the varied products.  The links are defined and straightforward.  Once select a product the attention to detail leaves the shopper with few questions.  If you hover over the item it will automatically zoom and allow closer inspection of the item; there are often various angles of the product, product packaging, a written description to include precautions, the direction of use, and detailed ingredients.

Bath & Body Fusion  The Bath & Body Fusion starts off with a very, active, home page.  In fact, you are not sure if you are on the homepage.   The colors are bold, vibrant, cluttered; the font is difficult to read, and depending on the page with the site is often difficult to see.  Navigation within site is swift.  The links often are blank or incomplete.  When select a product clear picture present with what appears to be a zoom button but nothing happens, some have the product in various views.  Depending on the product selected the description varies and not consistent.

**Identification of Strengths and Weaknesses:**Both websites ability to navigation within was straightforward without issue.

The Artisan Bath and Body site has more strengths than weakness.  Including those mentioned above, the attention to detail of the site overall is a plus, instilling confidence of the buyer.  The site encourages one a feeling that these products are truly handcrafted.  The addition of the personal touch as noted not only with the Blog posting but in the section “About Us,” Overall I believe the site should appeal to wide range of clients; not only age but gender.  The weakness I noted was when choosing another view of the product the loading of the picture was slow in loading.

The Bath & Body Fusion had more weakness than strengths.  Using two major weakness that I believe would put off consumer’s is the choice of colors/coloring of the background and the fonts. I found myself thinking that the coloring would appeal to a small selection of younger shoppers, but not necessarily a wide range of consumers.  The font was by far, the worst.  The style, size, and even the varied colors were chosen made it often difficult to read. If your site is illegible, the customer will not bother, despite the flashy colors.

**Use Cases**

Scenario #1  A 45-year-old consumer is looking for that unique, personable, handmade bath and body gift for someone special.   Browsing with Google selects the Bath & Body Fusion website.   At first, he is taken aback by the bright colors and constant movement of pictures but carries on and selects scented bath bomb.  However when product page appears there is a colorful picture of the bath bomb but, the description is difficult to read and not very informative.  The lack of information leaves the consumer concerned, and he decides to go elsewhere, leaving the site.

Scenario #2  A 25-year-old consumer is looking for the perfect bridesmaids’ gifts.  Finding the Artisan Bath and Body on Esty, she is curious and goes to the website.  The classic appearance immediately puts her at ease; this is further instilled with the reading prior customer reviews. Easily navigating the site, she selects Gift Sets and finds that she can purchase eight individually scented soaps for a set price.  As each of her bridesmaids is different, this flexibility is a win, and she makes her purchase.

**Peer Reviews**

[**Kelly Mandella**](https://missouri.instructure.com/courses/11430/users/93279)

ThursdayLocal: Jan 25 at 10:12pm<br>Course: Jan 25 at 9:12pm

[Manage Discussion Entry](https://missouri.instructure.com/courses/11430/discussion_topics/227203?module_item_id=668282)

Therese -

I agree with you that the first site is easy to view.  It has good fonts, colors and spacing.  Additionally, I liked that I could click on the tabs to other sections with no problems.  Navigation was easy and pictures were clear and appropriately sized.

And I am in complete agreement with you about the second site.  Oh my!  It took a second for my computer to load it.  I thought it was half empty at first.  Then came the background with all the pictures.  I found the background colors and design to be way too busy.  I didn't like how the pictures were over it either.  One good thing I could say was that the pictures were nice and large and easy to view.  Lastly, I was not fond of the fonts used as they were hard for me to read.

Great job on your review.  It was good to see a different type of site.

[**Leah Forchheimer**](https://missouri.instructure.com/courses/11430/users/78818)

FridayLocal: Jan 26 at 5:56pm<br>Course: Jan 26 at 4:56pm

[Manage Discussion Entry](https://missouri.instructure.com/courses/11430/discussion_topics/227203?module_item_id=668282)

Therese,

  I agree with your evaluation of both of the sites. When you open the Artisan Bath and Body website, there is an appeal of the picture in the background. I like how the site has an "About Us" section because as a consumer I get to learn about the company. Bath and Body Fusion is geared more toward a younger crowd with the bright colors and as you said, flashy. On one had I did like how the Bath and Body Fusion site had different tabs for body, hair, face, feet, fragrances, at home and mens. On the other had there are a lot of different options right when you get to the website and a consumer could be overwhelmed with the amount of options. I like how when I clicked on shop on the Artisan Bath and Body website, the options were on the side of the screen rather than being bombarded with my different shopping options like on the Bath and Body Fusion website.