**CIS 420 Current Site Evaluation**

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**What we like**

The slideshow of pictures on the home menu is very inviting and professional looking. The overall color scheme is not too bright, dark or overwhelming and is pleasing to the eye. It is not too busy or overwhelming for the user.

The main menu stays on the top of the screen making it easy for users to navigate through the site and they seem to be in an appropriate order. The logo and name of the site also stays on top of the screen every time.

When a link is selected, the animation slides the page. It is a small and unique addition that makes the pages pop us the user opens them.There is also at least one image on each page so there is always something for the user to look at other than text. For example, in the Summer Camp page, there is no useful information other than “Coming Soon” but this will give the user to come back to the site to see if there are any updates on the silent auction.

On the donation page, there are donation tiers that tell you what the money you are donating can be used for such as sponsoring a single child to attend a camp for a day or to sponsor them for a week. Makes people more willing to donate when they personally can see what they could do with that donation.

**What we don’t like**

The site’s current home page is empty in terms of content. It does not bring much attention to upcoming events as they are just listed to the right side of the page and the mission is listed to the right of the events with a lot of empty, usable white space on the bottom of that. The “Email for more Info”, “Sign up here!” and “2018 HOOF Charity Horse Show Schedule” are tiny links that do not stand out to the viewers. These links should be bigger buttons to attract user attention.

Non-profit sites depend on donations and their current donation button is just a link on their horizontal menu bar. That donate button should be bigger to attract user attention and should be have a seperate donate button somewhere on the homepage so as viewers scroll down, they can be reminded or even advertised to donate to the organization.

There are a couple items that look like buttons but are not clickable and should be clickable. For example, in the Donate page, “Sponsor for one rider for a day of horse camp” is boxed up and looks like an image. It should be accessible so that donators can select the amount they donate and should autofill that donation box. The donate button is also very small and is at the bottom of the page. This, again, should be much bigger as this is the point of this page.

If you use the horizontal scroll bar to scroll right on the current HOOF website, there is an unnecessary amount of unused space, and the menu bar on the right side of the website is slightly higher than what is to the left of it.

The blue color on the footer makes it somewhat hard to see the light gray social media buttons that are placed on the bottom right side. At first glance, I didn’t even notice the social media buttons on the bottom, so I’m sure other visitors won’t see them either.The headers are also light gray and mix in with the gray, wood background.

When you first load into the page for the first time, there is a small delay before a pop-up informing users of a collaborative offer with Kroger appears, fading out the rest of the website. This is distracting, inconvenient and is more likely to encourage visitors to angrily click out of the pop-up to get back to what they were doing instead of paying any attention to the offer. Instead, the offer should be located somewhere prominent that does not yank visitors away from whatever their attention is currently focused on.