



You must keep a photocopy or electronic copy of your assignment.

Unit name	Web Design and Programming
Unit code	7175
Lecturer/Tutor's Name	Maryam Sousani
Student ID	u3284513

I declare that this assignment is solely my own work, except where due acknowledgements are made. I acknowledge that the assessor of this assignment may provide a copy of this assignment to another member of the University, and/or to a plagiarism checking service whilst assessing this assignment. I have read and understood the University Policies in respect of Student Academic Honesty.

INTRODUCTION

The purpose of this report is to analyse and evaluate two websites, [Apple](#) and [Yale School of Art](#) to understand the design choices for usability, accessibility and design criteria when compared to different users' need. Apple was chosen as a well-designed website for its uncluttered and user-friendly interface, while the Yale School of Art was chosen as a poorly designed website due to its use of multiple colour and incoherent stylistic choices. By analysing these two websites, the report aims to incorporate the content, design and functionality to inform future work.

EVALUATION

1. Evaluation of the well-designed website

Criteria	Justification
Visual Design and Aesthetic	All visual elements are cohesive and modern; use of images help user to visualize different products on the screen. Consistent font style and format used throughout the website.
Navigation and Usability	Drop-down menu used to group navigation to make it easier to find different products. Hyperlinks are clearly defined to navigate different content.
Content Clarity and Hierarchy	Use of bold text to grab the user attention. Consistent use of headings to differentiate sections and a clear site map is provided.
Responsiveness and Performance	Near instant load time including animations and images. Adapts to different window sizes and work seamlessly on mobile devices.
Accessibility and Readability	Use of contrasting elements such as font colour and bold text on top of images. Presence of alt text. Easy navigation with the help of dropdown menus.

Overall evaluation: The website is a good template for modern web design with modern stylistic choices and good organizational graphic and text.

2. Evaluation of the poorly designed website

Criteria	Justification
Visual Design and Aesthetic	Visual elements are outdated with too many contrasting colours and highlight which will distract the user from finding relevant information.
Navigation and Usability	Navigation is hard due to excessive presence of hyperlinks and page link. No sitemap is provided, and the quick menu is confusing to use.
Content Clarity and Hierarchy	Informative content but due to inconsistent font size, excess use of text boxes and inconsistent headings makes it hard to focus on the content.
Responsiveness and Performance	Website is somewhat responsive with ability to adapt to screen sizes, works on mobile phone but suffer from the same issues.
Accessibility and Readability	Little to no adherence to accessibility best practices. Inconsistent sizing, headings, use of colours and background images and lack of navigation tools limits the usability of the website.

Overall evaluation: While the website provides decent information, it is a good example of what not to include in a website. The content is cluttered and unformatted making it unprofessional.

RECOMMENDATIONS

After examining the website for Yale School of Art, the following recommendations are made to improve the website:

- Adopt a consistent font size, heading and alignment to improve the readability of the website and guide the user better. Use of contrasting colour and visuals according to the WCAG 2.1 guidelines.
- Allow a persistent navigation menu to be present at either the top or the side of each web page to help user with navigations.
- Remove or change the background image to a solid colour to reduce distractions and increase legibility.

- Rearrange the content such that the visual weight is balanced on both sides of the webpage.

REFLECTION

Evaluating Yale School of Art and Apple website highlights the differences between design effectiveness and user experience. While the content on Yale's website is informative, it suffers from legibility issues, lack of navigation and accessibility issues and poor formatting. While Apple's website shows consistent visuals, intuitive navigation, responsive performance without sacrificing accessibility features. It reinforces the balance of user experience, accessibility and creative expression while adhering to best practices and guidelines