

Exercise C: Site Analysis

Pace Marier - YSDN 1006 - Feb. 2018

<http://www.mulberrycoffeehouse.com>

- The website's demographic is young, hip artsy millennial who spend all their money on coffee and avocado toast

Home								
About	Coffee	Menu	Events	Photos	Contact	Music	Art	Catering

- The website's information is organized by category
- Many of the website's categories could easily be merged
- The site's fonts do not actually render properly. It uses a broken Google font link and the page displays the defaults (Helvetica and Georgia). Changing the fonts to the ones that the designer intended affects the look of the entire page, making it feel less bloated and heavy. Also the Facebook and Twitter button text does not appear properly using the device defaults.
- The code of this website in general has a lot of bloat. There is thirteen different .js scripts and eight different .css documents loaded on the page
- The music and art sections essentially act as pseudo tags for the home page's content
- The website is responsive, but the locations of navigational elements and information move to unintuitive locations when it shrinks
- At the bottom of the about page's main content container is a section that has the exact same content as the events page
- The pages are actually laid out nicer on mobile than on desktop; they are easier to read
- The website is made with Wordpress — which used to be a great tool if you needed to continuously update content — but has resulted in the website looking less like a business's website and more like a personal blog
- Navigating the website is strange because the content on some pages reappear on other pages and information that should be on one page is found on another unrelated page instead
- There is an ungodly amount of scrolling required to navigate the site — also the result of its blog-like platform
- **ALL OF THE BLOODY TEXT IS CENTRE ALIGNED**
- There are headers at the top of several pages, but the contrast between them and their background image is so low that it is barely visible and difficult to read (*I actually didn't notice the headers at first*)
- There are images that are supposed to appear on the Coffee and About pages, but the src links are broken so it only displays the image's alt text

How I would fix it

Home				
About		Menu	Catering	Art
Events				
Contact	Coffee			Music

- The photos page is removed because it is just a bunch of links that connect to their Instagram account
- The contact and coffee information pages are placed under the about section (replacing the events section that is currently found at the bottom of the about page)
- The music and events pages are merged because they are basically the same
- In mobile mode the navigation slides out from the left using an javascript. I would replace this with an all .css nav that covers the entire viewport (combats their bloat issues)
- I would remove most of the redundant .css and .js files and merge the necessary bits of each of them into one minimized size document
- Wordpress is a great tool to use if you need to update your site often but if it is not done right the resulting website can become bloated. I would probably replace Wordpress with a newer lighter weight equivalent like Ghost or Jekyll.