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**Project 1 Part 4 Analysis**

**Part One**

Part one of the project involved no styling whatsoever. This created a purely html site. While it functions, it is not something that is necessarily pleasing to the viewers. The image at the top is too large, and the paragraphs are so wide with the webpage that its hard to follow along while reading. The lines are so long its very easy to lose your place. It reads more as a word document than it does a webpage. There are no elements that hold the viewers attention, everything is bland. For something as interesting as a pet store the website deserves more going on than black and white font with an image.

I think any user viewing this site would not think that the pet store was legitimate or trustworthy. Appearances are everything when it comes to a business so having an interesting website to hold attention but is also able to relay information quickly is important. That’s why this website design is not the best for trying to set up your business. Its simple and gets the point across however it is not the most enthralling to use.

**Part Two**

Part two has a style sheet unlike part one. It allowed me to start adding in some colors and other elements that start to make the page come to life more. While the elements added still do not fix the paragraphs being drawn out with the webpage size, it starts to make the webpage more interesting. I do think that making the links a different color is not the best choice as users are used to links being blue and purple so I do not think that at first glance a user would assume that those were links to click on. So in the future I think I would keep them blue and maybe label them useful links so that it is abundantly clear.

I also think that the first heading being weirdly colored is not a themed site with the rest of the site. I think that people look for websites to be polished and well put together especially if they are purchasing something from it. So I would try my best to keep the formatting and colors the same around the entire site.

**Part Three**

Part three has the most CSS applied of all of the parts, so it is no shock that it looks the most well-polished out of the group. It finally sets bounds to the body so that the paragraphs are not as wide as the webpage. This allows for the readability to be better. I think some of the colors are an interesting choice as I said before with the links. I think adding a gradient to the background of the header does make the site look more polished and put together. There is a clear start to the content from the header and it is nicely wrapped up with a matching footer. I think it is clear that this site is animal related by the background and it makes the page feel more like a webpage than a document.

Out of the three I think part three would hold the viewers attention much longer than the other two. It demonstrates that stylistic choice has a strong impact on how a viewer feels when navigating to a page and that views feelings impact how the interact with the site

**Conclusion**

Overall, it is clear that the best-looking site is part three with the most style elements being applied. It allows for the site to hold the attention of the user for longer. It also makes the page seem more professional and increases the readability. However, that does not mean that the more effects the better the webpage. It is best to keep a website simple and organized instead of overloading the user with colors and effects. In my opinion this is demonstrated in the links on the website. I think that the links should have remained in a format that users are familiar with to ensure that they would mouse over it and click. Otherwise, that link might not get any interaction at all because of the website design.