**Chapter 5 Case Study:**

**Examine the site map in Figure 2.40. What type of site organization is used for the Pacific Trails Resort website? Is it the most appropriate organization for the site? Why or why not?**

The Pacific Trails Resort website uses Hierarchical site organization. This is the most appropriate style of organization for a site such as this one. It uses a defined home page that has a navigation bar that leads to other sub pages of the site (such as the yurts, and activities pages). The Random or linear style of organization would not be appropriate here. The random organization style doesn’t work because this site is more of a commercial site that needs a home page with subpage categories. Without having some sort of clear organization style, it would be confusing to users visiting the site. Linear style does not work because the site doesn’t need to be viewed in a specific linear order. People who visit can choose the pages on the site they wish to visit when they wish to do so.

**Review the recommended web design practices from this chapter. Use the Web Design Best Practices Checklist (Table 5.1) to evaluate the Pacific Trails Resort site that you created in earlier chapters. Cite three design practices that have been well implemented. Cite three design practices that could be implemented in a better way. How else would you improve the website?**

The first design practice I feel the site does well with is the Page layout. I feel that it appeals to the target audience (that would be an adult or older general audience). The header is consistent across all working pages, as well as the navigation bar. The home page is informative with information about the resort such as location, name, and phone number. The design principles seem to be mostly good so far (some of the repetition could be better). As for the last three checks I’m not currently able to test on a smart phone device.

Browser Compatibility is also implemented well. I’ve tested the site on google chrome, Microsoft Edge, and Firefox. It loads and looks the same on all three. The site is very responsive on each of the web browsers. At this time, I cannot test it on Safari, the text itself may appear to be different on safari but I would assume it’s not drastic enough to make the site more unpleasant to visit.

The color and graphics seem to also be used effectively at this point (mostly). The colors are limited and neutral. They don’t overload the user in any way that would be unpleasant. The contrast between the background white and the grey lettering could be made a little better. The subheadings are marked in a nice blue tone that sticks out on the page in a way that draws the eye. The graphics used all convey purpose. Nothing seems to slow the page or take away from it. All the coloring and images only help to enhance the site.

The navigation is coming along but it needs some work. Though the site is still under development the “Reservations” hyperlink does not work at this time. If clicked it goes to a “404 File Not Found” page. That will turn users away from the site and be seen as something unprofessional. The navigation bar is simple and easy to use. As the site develops maybe it could implement breadcrumbs or something that shows where the user is in the site. Currently there are no navigation aids.

The functionality of the site could be improved upon. There isn’t any currently along with multimedia. Though having unnecessary amounts can take away, having none makes the site feel dull and lifeless. Especially in 2024 where websites are expected to have some excitement within in.

Things that I would improve upon include the coloring. It seems like the different pages have different text colors. Though this isn’t terrible it does make the page seem a little off in a way that one may not be able to pick up on if they were not looking. Another suggestion is a little more functionality to the site. Perhaps a slideshow of photos on the home page demonstrating some of the views at Pacific Trails Resort. The website (though in an early stage) seems more like something you would find in the early 2000’s rather than in 2024.

**Second part:**

**Can you try to organize your pages using linear or random organization? Please include your summary with either linear or random organization. Also, compare and contrast with which organization type was best fitted and which one was the most ill suited?**

Trying to organize the site in a linear format is superior to the random organization style. When thinking of linear style, it seems to work best with a book or set of instructions. On a site like Pacific Trails Resort the user needs to be able to have a clear homepage. That’s the main reason why random doesn’t work. Linear is still not as good as the most traditional hierarchical style. For a website like this to be professional you want to have a clear landing page. Then sub pages that can be easily accessed at will by the user. Linear is not terrible but the user has no control over where they go to next in the site. The information on the resort doesn’t need to be placed in any specific order. A user doesn’t need to know or understand the page on “Yurts” to understand what’s going on in the “Activities” pages. Having said that I believe that the random organization style would be the worst. As you do want some sort of traditional organization for a professional site such as this. It doesn’t require the artistic flair that would come with the random organizational style.