Brand,

|  |  |
| --- | --- |
| positives | negatives |
| -The site is simple and clean  -some pictures are decent and professional grade, color of the suits match the palette of the site  -clear definition of sponsors  logo is clear and is a good combination of cursive and normal text -presentation of the statement “first all female mariachi”, depicting their importance as a group of professional musicians | -some pictures are not professional grade, some are too casual for the home screen and turn off the professionalism of the site  -the site is trying to depict an all female mariachi, however it places too much focus in their male manager and takes away from the female brand they are trying to present |

Functionality,

|  |  |
| --- | --- |
| positives | negatives |
| -the gallery features a functionally sound scroll bar that previews sample pictures  -site links up to its sponsor and parent sites, helps the users search path. | -all pictures are mashed under one section, there is no label or categorization  -video player looks outdated compared to the rest of the site, it looks completely out of place at first glance and looks static |

Content,

|  |  |
| --- | --- |
| positives | negatives |
| -lots pictures give an example of the groups amount of experience  -provides quality information about the groups history and mission statement  -clear connection to social media, provides links in familiar buttons | -only 1 video is provided and compared to the vast amount of pictures it does not have a balance of information in the gallery department  -huge amounts of text  -too much negative space |

Site Architecture, navigation

|  |  |
| --- | --- |
| positives | negatives |
| -pictures and video player are both found under the gallery, they are similar and are successfully placed together.  --provides url to sponsor sites and social media | -use of unfamiliar words, discography leads to the sites music store where users can sample and buy the bands music  -no trace of position in the website |

Design

|  |  |
| --- | --- |
| positives | negatives |
| -color scheme matches the provided pictures of the bands suits  -simple design with little interactive elements, minimalist approach to convey a large amount of text | -The gradient on the top is quite annoying, especially since the footer is solid and is not a gradient |

Design elements: gallery with side bar scroll function

Video player with similar side bar function for multiple videos

Color scheme to match group suits

Clear depiction of special all female band brand

Design noes

Avoid gradients

Avoid too much negative space and too much text