Assignment two

Website: accuratebasementrepair.com

Overall, this website has the potential to be good, but there are three rules that it breaks. The first rule I am using for my analysis is #1 which is visibility. The website's heading and dropdown menu are most of the page. While scrolling it does not minimize making the rest of the information difficult to read. The other rule's this website break is #7 as well #8. These go hand in hand with each other. I say this in relation to the design being too complex for the offerings. The headings could be combined to make this more readable and easier to maneuver, which is why I say it is over complicated. The video, blog, and gallery could all be combined into a subcategory of services. This in turn would make the heading smaller, which would then make it feel less compact.

Part 2

The website that I am choosing is called "jamesedition.com." The main purpose of this site is to help make luxury services more accessible through a marketplace. Items included are sports/hyper cars, yachts, jewelry, a mansion, and much more. The main goal is to provide a service for the wealthy to sell their goods, to anyone who may want it. This has become a success due to it being a unique way for goods to be sold, but also to just show off your luxury collection to the world. You simply must create an account to list your item on the marketplace that displays around the world. This website targets a wide range of individuals, such as everyday people who enjoy looking at their dream car, and the wealthy who can display their goods to anyone interested in purchasing them. The imagery on the website may include

anything expensive you can think of, including private jets, helicopters, mansions, islands, cars, and jewelry.