

Overview

Dyson.com is the website for Dyson, the British manufacturer of premium cyclone vacuum cleaners and other innovative appliances. It boasts easy navigability and comprehensibility, but lacks somewhat in efficiency and effectiveness.

1 *Complexity/Simplicity*

The website is cleanly organized with a simple black menu bar at top, including the logo (homepage), Shop, Products, Business, Support, and My Dyson. Each of these expand into similarly organized drop-down menus. The background dims as this occurs, enhancing focus and navigability. The language settings, shopping cart, and search bar are also clearly and simply formatted along the menu bar.

2 *Effectiveness*

The website is highly effective when it comes to investigating and purchasing products. The product shots and details are clearly elucidated. Finding options and prices is extremely easy. The website is not effective, however, when it comes to discovering new products. The homepage mentions Black Friday deals, for instance, but otherwise provides little insight into the company's flagship products, apart from the menu bar.

3 *Efficiency*

Because of its long-winded, densely populated product pages, the website is not highly efficient. The menu bar, however, is cleanly organized, as is the footer, and links to purchase products and to view related products are highly visible and enticing.

4 *Error*

The website is for the most part immaculate in both form and function. Errors are few and far between. Apart from some typographic inconsistencies, there were no broken links or features.

5 *Learnability*

Owing to the simple menu bar and clean organization, the website is extremely easy to learn and navigate.

6 *Memorability*

Owing to its learnability, the website is also very memorable. The lucid, glamorous product shots and minimal copy aid in this as well.

7 *Readability/Comprehensibility*

Altogether the website lends itself to easy readability and is highly comprehensible. The beautiful product shots and technical

diagrams mostly speak for themselves. The text consists only of product logos, feature headlines, small copies, and links to explore a feature in detail, to shop products, or to read reviews.

8 *Satisfaction*

I am highly satisfied with the Dyson website, for all the reasons discussed above. I am disappointed, though, by some pages which do not have updated product images, as the old images are not optimized for current display technology. Consequently they appear to be of much lower quality, and though they remain beautiful, this diminishes their lucidity and glamor.