HTTP511 – Assignment 2

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Zoo Comparison Infographic

Singapore Zoo

1. Access the website mission

- Mission

-To attract users to come to the zoo

-To provide potential guests with basic information about the zoo (e.g. exhibits, directions, parking, etc.)

- To allow users to buy tickets

- To educate users about wildlife

- To promote conservation

- I decided that this was their mission by looking through the text/images/features on the site

- The site conveys its message in an easy to understand manner

2. Access target population

- The target population for the site is families. This is made apparent by the many images of families together at the zoo

- Specifically, this site targets the children in families. There is a section of the webpage devoted to kids called “Kidzworld”

- There is a tiered user group. Guests of the zoo can choose to become members of Singapore Wildlife Reserves, which includes the Singapore Zoo and several other facilities

3. Navigation

- The site contains both horizontal and sidebar navigation

- The selected item on each of these two menus work together to provide a breadcrumb of the user’s location in the site

- I would not implement another type of navigation. This system is very effective at letting the user understand the hierarchy of Singapore Wildlife Reserves (which includes the Singapore zoo as well as other facilities)

4. Website Features

- The special features on the website worsen the experience of the site because most of them are poorly implemented or just link to external websites

- The *buy tickets* feature links to another shopping cart page that is not part of the Singapore Zoo website

- The *interactive map* is not powered by Google Maps, it uses a much worse map application

- The *videos* feature is just a link to a YouTube channel

- There do not appear to be any accessibility options, though the user does have the ability to switch the language of the text

5. Heuristic evaluation

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| There is a clear indication of the current location (ex. breadcrumb) | Always |
| Font size/spacing is easy to read | Always |
| Company logo is in the same place on every page and links to the home page | Always |
| Home‐page is digestible in 5 seconds | Never |
| Links are consistent & easy to identify | Always |
| All images have ALT text assigned | Never |
| Error messages are in plain language (ex. site has custom not‐found/404 page) | Sometimes |
| Links match titles of the pages to which they refer | Always |
| Site search is easy to access | Sometimes (not on homepage) |
| No unnecessary plug-ins (ex. flash) are used | Always |