Exercise C: Site Analysis [5%]

Camden Driedger
991473325

The Website for the Thai Restaurant *Roy Thai,* in my hometown of Leamington, Ontario, is one of the worst websites I have seen. Overall, there are no redeeming qualities about this website and does not do the restaurant any justice.

The target audience for for this site, at first thought, would mostly likely be hungry people or people who enjoy Thai food. However, after observing the site in closer detail one of their primary targets are families, as their menu features deals that benefits larger groups of people (such as families).

When considering the site map (with a disregard for any visual appearance), it is not terrible at a first glance. However once you take a closer look at the site, it becomes obvious that the sidebar used comes directly from a template and features little customization on the developer's end. In addition, a lot of the links featured in this navigation panel are dead ends and lead to nowhere, which makes the site very confusing and frustrating to use. However, after further investigation, ALL of the links to different parts of the website lead to nowhere and all of the information is on the single main page. Although they may be awful, the site does in fact contain a header and a footer.

The overall aesthetics and appearance of the site is most likely the worst part of the user experience. This single page is very difficult to navigate, as it only features two columns with minimal subheadings or any way to identify and separate parts of the page. Not to mention, the indentation and alignment of the content is inconsistent and makes the site incredibly confusing. The site has no consistent style or flow and it is obvious that the 'developer' used a free website template of terrible quality and did nothing to customize it. In fact, any customizations such as

colour and positioning appear to have made the site appear worse than what the original template likely looked like.

The colours used in the website are generally inconsistent and do not support each other. For example, some elements use a blue and orange combo while others are red and black and then back to orange. The blue and orange theme on the navigation bar especially does not fit with the restaurant's logo which is red and black. The images used in the site are very poor; they are incredibly dull, pixelated, and contradict the rest of the visual elements on the page. To add to the mess, there are many placeholder images that were put there as a guide for the template, but the developer chose not to replace them or remove them, which means those placeholder images provided with the template still remain there. The typeface choices for this website are very poor and contribute their share to this mess of a website. The title, which is yet to be replaced to read the actual restaurant name and still says "Restaurant Name" is written in a vernacular typeface which would be much more appropriate in something like a halloween setting rather than a restaurant website. The lettering is also stylized with a bright drop shadow. The typeface used in the logo, on the other hand, is a serif font which contradicts every other typeface on this page. Most of the content features a generic sans-serif font with a few random poorly stylized serif fonts thrown into the mix.

Overall, this site is definitely one of the worst I have visited and needs much improvement before it can represent the restaurant in a positive way.