Website Evaluation

**TEDxSVSU 2015**

HOME - Meaningful links. Lots of information. Well organized. Consistent color scheme. Responsive design. Works on desktop.

SCHEDULE - Lots of information. Well organized. Consistent color scheme. Responsive design. Works on desktop. Parking image does not look professional. You can see google maps buttons on the bottom right corner. Inconsistent arrow sizes and text boxes are distracting.

SPEAKERS - Lots of information. Well organized. Consistent color scheme. Responsive design. Works on desktop. Good use of page space. Inconsistent aspect ratios of speaker images is distracting. However, those could have been the only aspect ratios available. Mike Mosher’s photo is clearly a screenshot from a YouTube video. Seems unprofessional.

EXHIBIT - Lots of information. Well organized. Consistent color scheme. Responsive design. Works on desktop. Oculus Rift image footer is distractingly close (touching) image. Other images either have no footer or a faint white/gray border making it more visually appealing.

NEWS - Lots of information. Well organized. Consistent color scheme. Responsive design. Works on desktop. Good body to right-sidebar ratio. Seeing as the body is a lot longer than the right sidebar, consider making the sidebar. My idea would be that once the word Archives passes the top of the screen, that and everything below it become fixed and scroll with the user. The giant news picture doesn’t serve much of a purpose there anyway in my opinion.

CONTACTS - Lots of information. Well organized. Consistent color scheme. Responsive design. Works on desktop. It is mildly distracting that “How do I contact TEDxSVSU?” and “Organizer” are not horizontally aligned.

VOLUNTEERS - Lots of information. Well organized. Consistent color scheme. Responsive design. Works on desktop. Picture is obviously a selfie. You can tell by the graininess of the picture of sun bleed in. Perhaps a more professional picture could have been used. However, I understand selfies are fun and you can tell the smiles are sincere as opposed to the artificial smiles you would see in a professional photograph where everyone is told to pose and hold a smile.

MORE…

\_ASSIGNMENTS - Responsive design. Works on desktop. I’m very confused why this page is publically accessible. Nowhere else on the website is a username/password asked for. Information seems to be unofficial and entered during debugging of the website and then never removed or replaced. Horizontal scroll bar at bottom has servers no purpose.

\_BACKGROUND VIDEOS - Consistent color scheme. Responsive design. Works on desktop. 4 videos in a grid followed by one large video seems like an odd choice. I simply don’t like the design of all the videos being playable at once. Consider changing to one video player with thumbnails to change the video.

\_SAMPLE TEDX VIDEOS - See \_BACKGROUND VIDEOS.

**TEDxSVSU 2016**

HOME - Meaningful links. Well organized. Consistent color scheme. Responsive design. Works on desktop. Consider remove banner saying “Event Location Located Under Tickets Tab”. It just seems to be kind of useless. Or consider writing specific location under “Friday, September 30th at Saginaw Valley State University” however that may be too much information for the purpose it is trying to serve. Nice use of blurry picture making information written on top stand out to user as opposed to focusing on image details. Upon scrolling down there is a lot of white space that seems unutilized. This could perhaps be fixed if more sponsors were listed. Upon shrinking my internet browser to a 4:3 ratio, some information is cut off and the page enables scrolling to a blank area to the right. This is found throughout the entire website.

TICKETS - Meaningful links. Responsive design. Works on desktop. Website has had a consistent red/white/black color scheme but now a dark purple image. Consider using a hue-adjustment tool to give the image a red tint. Website was clearly designed for 16:9 ratio monitor. Scrolling past “Book today to save your seat!” the information is fitted for a 4:3 ratio. This is totally fine, many websites do that and, in my opinion, stretching small paragraphs across the whole screen can make the information more difficult to read as your eyes have to move a lot further to get said same information. Text could also wrap under the “Tickets - $25” container but again you run into spanning small paragraphs across a long area. See last sentence about 4:3 ratio glitching the website in HOME.

2016 SPEAKERS - Meaningful links. Responsive design. Works on desktop. I like the use of putting 2015 Speakers under 2016 Speakers so the banner does not get more and more cluttered after each year. Alternating speaker image and information on left and right side is a nice touch that gives the content a nice pop. See last sentence about 4:3 ratio glitching the website in HOME.

\_ 2015 SPEAKERS - Meaningful links. Responsive design. Works on desktop. Lots of white space around “The following speakers…”. Consider shrinking vertically. Good choice using videos, presumably from the event, as opposed to profile pictures. Works as an appealing archive for the speaker’s presentations. Again, alternating videos and information makes content pop. See last sentence about 4:3 ratio glitching the website in HOME.

CONTACT - Responsive design. Works on desktop. Strange white line appearing through “Interested in collaboration…”. “Question? Click right here!” is a very misleading container. Lots of white space in this area. Nowhere on this “Contact” page is there any contact information such as a phone number, email address or even a name of someone to contact. As an SVSU student, getting there information is very descriptive and helpful but I cannot confirm for someone unfamiliar with SVSU’s campus. Furthermore, I’m not entirely sure if this information belongs on the “Contact” page. See last sentence about 4:3 ratio glitching the website in HOME.