With the intentions of building a site that can function as a portfolio for my work with digital media, I reviewed two sites for web design companies. *Patrick Sasser Web Design and Development* ([http://www.patricksasser.com/ (Links to an external site.)Links to an external site.](http://www.patricksasser.com/) ), is a small web design company that offers web design to the Columbia, MO area. *Lifted Logic*([https://liftedlogic.com/ (Links to an external site.)Links to an external site.](https://liftedlogic.com/" \t "_blank) ) is a company based in Kansas City, MO that offers many services to their clients from web design to videography. The websites were reviewed on a Dell PC running Windows 7 Enterprise, with an Intel Core i5-2400 processor, 3.10 GHz, 4 GB RAM, and a 32-Bit Operating System. I used the Chrome browser, version 60.0, over an institutional network.

**Compare and Contrast**

The similarities between these sites exist primarily in the very basics of their usability. Both sites utilize fixed navigation bars at the top of the pages that allows users to easily navigate between pages, which is necessary as both sites are structured so that content is separate into designated, relevant pages. For example, Patrick Sasser’s site has four page: homes, about, work, contact.  As *Lifted Logic* is a much bigger site with a wider range of services, their navigation bar also features drop down menus for every link, and they have an entirely separate fixed navigation bar (located above the other menu) that houses the links for pages about the company, the development team, and their portfolio. Both sites have easily accessible contact forms, and Patrick Sasser also provides his email address and phone number at the bottom of every page. The home pages are accessible via a link on every page, there are page and/or section titles so the user knows the purpose of the page. Both sites also have copyrights for 2017.

The sites differ drastically in their design. Patrick Sasser’s site is simpler and streamlined. He used three coordinated colors that appear on all the pages, text heavy areas are very simply with good contrast between the text and the background making it very easy to read. There are some supporting graphics, but most of the content is on the work page, which features links to all of Patrick Sasser’s completed projects, and they appear as thumbnails. The site for *Lifted Logic* is very content heavy with unnecessary background videos playing on the homepage, and there is a mixture of contrasting digital media design that makes the site seem ‘busy’. The pages that explain the company’s services are much simpler and have good contrast, but the subheadings are placed over background videos, and the portfolio and blog pages have hundreds of links displayed as thumbnails, some of them moving, which makes it difficult to scroll though.

**Strengths and Weaknesses**

Patrick Sasser’s site is strong in it’s simple design. It’s pleasing to look at, easy to navigate, and he provides a substantial amount of information about himself, his professional and educational background (his credentials), and his services. His portfolio page features some, but not all, of his projects so the user isn’t overwhelmed with examples, but he also provides a list of his clients. The site’s main weakness is that the completed projects on the portfolio page link to external sites, but those sites don’t open in a new tab or window. This means that if I were a user looking at Patrick Sasser’s work I would have to click back to his site every time - this could become irritating after looking through multiple links.

The site for *Lifted Logic* has strength in its navigation, which is fairly simple to use considering how much content is on the site, and the pages that explain the company’s services are clean and simple. This site’s weaknesses are found in the design of the homepage, projects/portfolio page, and blog page. All of these pages are very busy with multiple background videos that don’t serve any utility purpose, and the large number of thumbnail links on both the portfolio and blog pages is overwhelming. The amount of content combine with the fact that many of these links have video means that sometimes the site can be slow to load - users with slower internet may have issues.

**Use Cases**

1. A small business owner, wanting to get a larger web presence, looks online for a web designer, and they eventually go to the website for *Patrick Sassers Web Design and Development*. On the site, they can immediately see what services Patrick Sasser offers, and to check his credentials they click on the ‘About’ link. Having decided to get a quote from Patrick Sasser, the user then clicks the email on the bottom of the page, or they click ‘Contact’ and fill out a small form that will send a message.
2. A growing business in Kansas City is looking to improve their website and try to gain more business by using other media tools such as a blog or video testimonials. A user, for the business, goes to the site for *Lifted Logic*, and they see that this company has very advanced web design. Through navigating the site, they learn that *Lifted Logic* can run blogs and offers videography services.To get more details and a quote, the user clicks the ‘Contact Us’ link that it readily available on every page, and they fill out a form.

**Responses**

Erica Brown

While looking at Patrick Sasser's webpage I like that its easy to navigate and well put together.  I like that you can look at how many years he's been in the field along with information to back it up.  I like that it isn't too wordy and easy to navigate.  I like the lifted logic site because it very catchy and bright.  The information needed is along the top and easy to find. This site design made me want to see what the site was about.

Alicia Blackmore

Having looked through both websites, I think *Patrick Sasser Web Design and Development*has more strengths than *Lifted Logic*. On Patrick Sasser’s site, the user can immediately see what sort of work he does on his main page.  As you mentioned, it is more streamlined and has a very “simple” look to it. As a user, I find it very easy to navigate and understand exactly what kind of services he can provide. His personality is shown through the text on his page and he seems very relatable, which I view as a strength as well. I also like how he proudly displays his experience at the bottom of the page.

In contrast, the Lifted Logic website seems like it's geared towards people that have more knowledge with the web as it has several thumbnail links. The site gives a lot of information, which is great for users that know exactly what they are looking for. As far as design, the pages seem very “busy”. As you mentioned, there are background videos that serve no purpose and seem more distracting than helpful. In contrast with Patrick Sasser’s site, there are many employees that work for this company. As a user, this may make it more difficult to know the personality of your designer, which may be difficult to communicate vision and design expectations.

Both sites use appealing designs, though the simplicity of Patrick Sasser’s site makes his pages easier to navigate and appealing.