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CS130

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### The website I am about to analyze: the website of the perfume brand Jo Malone:

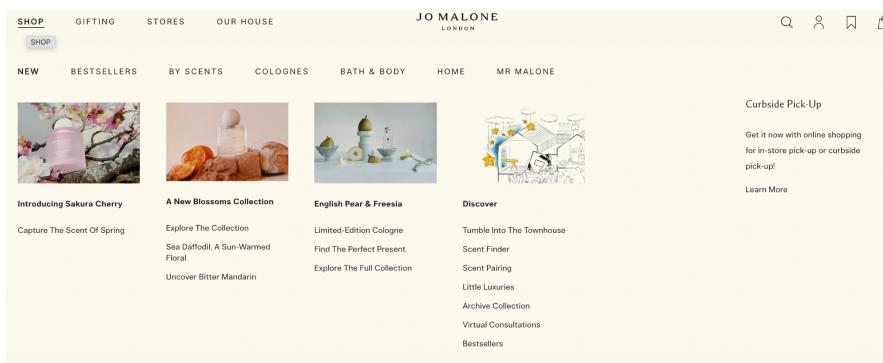
[https://www.jomalone.com/?gclid=Cj0KCQjw3v6SBhCsARIAsACyrRAme9ZjnHwHhZIQVnwtax-Y1p\\_-ROjojQgREqlBrbXk43Fn\\_WDLuTBoaAvP-EALw\\_wcB&gclsrc=aw.ds](https://www.jomalone.com/?gclid=Cj0KCQjw3v6SBhCsARIAsACyrRAme9ZjnHwHhZIQVnwtax-Y1p_-ROjojQgREqlBrbXk43Fn_WDLuTBoaAvP-EALw_wcB&gclsrc=aw.ds)

### Composition Analysis

The main goal of the website is to show customers the perfume products of Jo Malone and encourage customers to appreciate the beauty and value of the brand and therefore purchase products. The values the website wants to communicate are grace and cheerfulness. The most important thing that the website wants to show customers are the new Sakura Cherry Blossom Cologne, and other beautiful and graceful collections that may attract customers (but are not as important as the latest products). Things that are not that important are privacy policy, terms and conditions, and the Do-Not-Sell-My-Personal-Information Agreement (located at the very bottom of the interface).

**Proximity:** Different sections are separated. The new popular collections section and the Curbside Pick-Up section are easy to distinguish. The gap between the title and subtitles makes the website easy to read and scan, creating a comfortable visual perception for online customers.

**Alignment:** The asymmetric design avoids center-aligned and draws people's attention to the left side of the interface, where the most important information (the newest sakura product) is located.



**Repetition:** The Repetition of the beige color, the Jo Malone logo, the floral and plant elements, and light colors relate the brand to the beauty of nature, and lead readers to imagine the smell of the British countryside and gardens in their minds, helping to advertise the grace and joyfulness values that relate to Jo Malone's products.

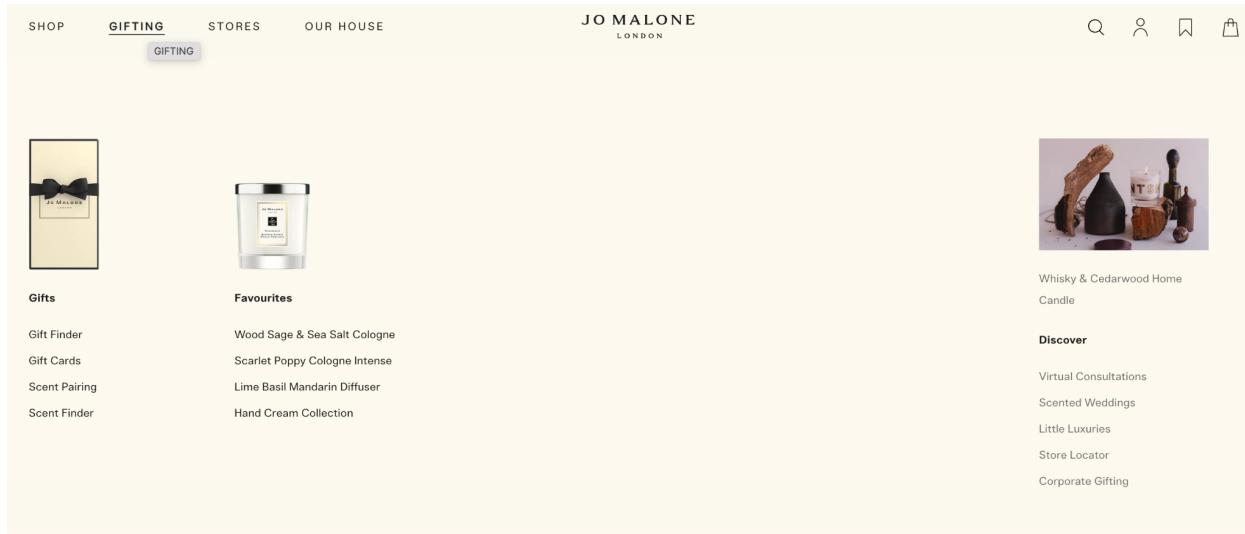
**Contrast:** the texts of the website use the color black in contrast to the shallow beige background, creating a sense of clarity and making the information clear to viewers.



### Limitations:

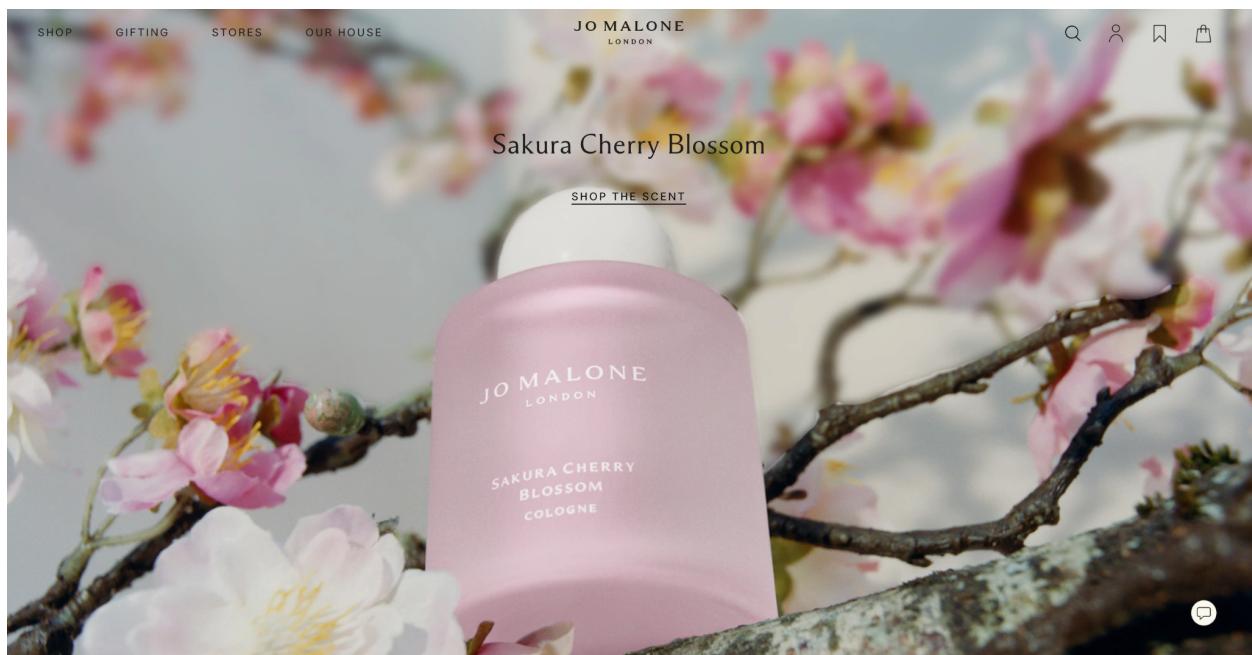
**Proximity:** The website can place tons of floral scents into different sessions.

**Alignment:** The website can change the margin to avoid the large space that makes the website look more tidy and centralized. Viewers can not focus on any information if the whitespace is too huge.



**Repetition:** The color choice of the website can be more constant - some pictures use dark colors creating while some use light colors, making the style of the brand less consistent.

**Contrast:** the front page does not use contrast well, making texts unclear - the front page of the website of Diptyque does a better job - texts can easily draw viewers' attention.



**THE CITY CANDLE COLLECTION**  
*is Returning...*

*Take a rare journey of the senses through iconic faraway cities. Beginning April 21st, a new City candle will be revealed along with the collection's return, available for 7 days only. Sign up to be the first to learn of our newest City Candle...*

[SIGN UP](#)

## Accessibility Analysis

### Accessibility Check

Buttons are big and easy to click on. The balance is good, making it easy for neurodiverse users to navigate and screen readers to read. Texts are easy to read. Proportions are aligned properly.

**The Perfect Presents**

 <b>BESTSELLER</b> Wood Sage & Sea Salt Cologne	 <b>BESTSELLER</b> Lime Basil & Mandarin Scent Surround™ Diffuser	 <b>BESTSELLER</b> Wood Sage & Sea Salt Home Candle	 <b>BESTSELLER</b> Red Roses Body & Hand Wash
\$145.00 100ml	\$100.00 165ml	\$70.00 200g	\$46.00 250ml
<a href="#">Quick shop</a>	<a href="#">Quick shop</a>	<a href="#">Quick shop</a>	<a href="#">Quick shop</a>

[^](#)
  
[^](#)

Use semantic HTML. There are header and footer sections that can help the screen readers. The language is also set.

```
<html lang="en-US" dir="ltr" class="js">  
  <head>...</head>  
  <body class="html front not-logged-in no-sidebars page-node page-node- pag  
e-9176 node-type-collection domain-us toolbar toolbar-drawer i18n-en-e-US n  
ecommerce top-header prod elc-user-state-anonymous gnav-transparent gnav-tr  
ent--dark" data-new-gr-c-s-check-loaded="14.1057.0" data-gr-ext-installed>  
    <svg class="svg-symbols hidden" aria-hidden="true" xmlns="http://www.w3.  
00/svg">...</svg> == $0  
    <header class="site-header">...</header>  
    <!-- Begin site content here -->  
    <div class="site-content">...</div>  
    <!-- /End site content here -->  
    <div class="site-footer">...</div>
```

Links are descriptive.

[Terms and Conditions](#)

[Privacy Policy](#)

[CA Do Not Sell My Personal Information](#)

One thing that can be improved is that the front page can be hard to read for people with poor eyesight.

Diptyque is doing a better job. There are pictures as well but the text is always placed in text boxes with white background, making the text easy to read.



[Jo Malone](#)

## ENHANCING the *flame*

*In the pleasant company of their accessories, diptyque candles diffuse soft lights and soft reflections. An embellished lid or a graphic base. Accessories and candles join the party.*

[DISCOVER](#)



[Diptyque](#)