Criteria

Critique

Suggestions & Improvement

Implemented Pages

Content

Strengths:

• Content is responsive in design, can fit in both mobile and computer browsers

• Possess dual language can be helpful to those that can only understand one

• Use of animation to keep users motivated

Weakness:

• Information on the screen is overloaded

• Index page slideshow should be fit the edges of the screen, only contains one picture for a slide show

• The menu pop up does not use symbols, the use of visual aids such as icons make it to tell. Could not tell if menu was clickable

• Index page slideshow should be fit the edges of the screen, only contains one picture for a slide show

• No information regarding the latest news or info on the index page

• Implementing pagination is helpful, do not show large amounts of information at once. https://dcrazed.com/pagination-css3-templates/

• Include more images and videos to keep users more interested. https://www.olympic.org/news/mind-and-body-alliance-is-key-for-karate-gold

• Increase the use of visual aids such as icons to make it easier to identify. https://www.dtelepathy.com/blog/design/hamburger-menu-examples

• Show latest info on index page to keep users interested. https://www.olympic.org/

- This changes of this are seen inside the header or nav bar

- Majority of the changes in this section is found in the index page

- Within various page such as experience.html

Navigator

Strengths:

• The amount of items on the navigation bar does not exceed 7 items

• Drop down menu items do not exceed 5 making it easier to read

Weakness:

• Shopping cart does navigates to another website

• The index page contain confusing pages where some can be clicked or not is unclear

• In the news tab page you can’t click the image to read more but a specific button

• Search button should have clicked action not hover over and add some placeholder on search bar

• Some buttons doesn’t link to another page

• Change from a specific button to everything clickable: including pictures and text. https://www.olympic.org/news

• Dropdown menu can be larger to make navigation easier. https://www.olympic.org/

• Change action from hovering to click action for pop up. https://www.olympic.org/olympic-games

• Confirm which buttons are clickable and which aren’t run a test before launching. http://www.got2web.com/five-elements.html

- Some changes in this section is contain in the header or nav bar

- Experience.html has contain most of the changes in this file

- Drop down is only available from header or nav bar

- Shop.html is an inner html and is not longer externally clickable

- Some store features is part of the site not externally clickable

Design:

• Colour

• Space

• Font

• Action

Colour Strengths:

• The use of contrast in between colours, making it readable

• The use of bright colours make the site feel more energetic

Colour Weakness:

• Uses too much colours as a theme for the site

• The navigation bar hovering area has overlapping colours with the bottom area

Space Strength:

• The space in between words make it easier to read

• Space in between items make it the visual appeal of the site better.

Space Weakness:

• Too much gaps that are either not filled or space filled within the central lining.

• For large sets of information like schedules everything is packed too closely to one another

• Website not design for all platforms (not responsive): e.g - Slides show fit perfectly in mobile devices while on a computer it doesn’t

Font Strengths:

• Bolded Text uses san-serif fonts

• Fonts are minimal – the number of fonts are around 2 or 3

• Fonts don’t take up too much space

Font Weakness:

• The use of san-serif fonts regardless of text being bolded

• Can be taxing on the eyes of the user if large information is needed

Action Strengths:

• Response will be given to user, if click or anything that’s happened

Action Weakness:

• Some actions can be confusing like search bar, the action is hovering instead of the usual click

• The news page should set whole picture or text as clickable instead of a button

**Colours:**

• Select a single colour as a theme colour instead of multiple colours. http://www.got2web.com/five-elements.html

• Change the colour of the hovered area to avoid overlapping with the items below. https://www.olympic.org/

**Space:**

• When designing a site do not leave any unnecessary gaps. https://www.smashingmagazine.com/2015/10/space-yourself/

• Separate it into pages instead of displaying everything into a single page. https://www.squarespace.com/?channel=display&subchannel=thenextweb&campaign=campaign1\_post2&subcampaign=art

• Design for both mobile and laptops and test it out whether it fits on multiple platforms

**Fonts:**

• Change font to serif type based font like Arial or Times News Roman for body text.

**Action:**

• Search bar should be either be visible directly or click as a pop up not hovered over. https://i.pinimg.com/736x/55/a4/37/55a4378d1955ee836f4bada7a56d3190--ui-animation-ux-design.jpg

• Read more button should be removed and picture or text should be clickable

- Colors now use black as a central theme

- The use of white gives a sense of contrast to the colors

- Some gaps have been given to the user

- The search bar is now click to expand instead of hover

- Font has been changed to a serif based fonts

Design Principles:

• Emphasis

• Consistency

• Pattern

• Repetition

• Rhythm

Emphasis Strength:

• The contrast in between colours highlights the important points wanting to be noticed

• Space in between items give emphasis to sections

Emphasis Weakness:

• The index page has very little to no emphasis on important topics

• Puts emphasis on the wrong things such as focusing on the mascot

• The emphasis portion usually comes with some details but it does not show details

Consistency Strength:

• The majority of the site has a consistent design, while following a centralized theme

• Interaction is consistent with the site

Consistency Weakness:

• Some interactions are not consistent for example linking to another page, some pages are not available.

Pattern Strength:

• The colours of the site serve to create pattern which can interest user as it follows the logo of the event

Repetition Strength:

• The use of repetition make it easier for users to follow the design

• Makes organizing information more easier

Repetition Weakness:

• Users can be bored of the information and may cause attention repetitive

Rhythm Strength:

• Menu designed with consistency, easy to follow patterns

• The use of a single typography that can change the weight of the sentence

Rhythm Weakness:

• While it has rhythm it’s too bland, these type of sites can quickly bore a user.

**Emphasis:**

• Create a section for emphasis such as latest news clearly with a decent amount of spacing

• After defining the header adding in some extra information or showing a list makes it easier. https://www.olympic.org/rio-2016

• Put emphasis towards things like the latest news rather than mascots. https://www.olympic.org/pyeongchang-2018

**Consistency:**

• Elements and interactions should be consistent like the ceremony tab has no links to it, which can lead to confusion

**Pattern:**

• The use of repeating background images can add an overall visual appeal to the page. https://patterncooler.com/#a12Cb104c12Cd12Ce0f0g64hFFEBAF12BA8514938B21617024476301040DiEBj30k64l1F4m1F4

**Repetition:**

• Use of repetition in the index page to pass on a message such as using a quote in caps or in bold to get the message through.

**Rhythm:**

• Increase the contrast, in between objects like a button or widget with different colours. https://www.iridiangroup.com/principles-design-practice-pattern-contrast/

• Setting text that may have links in the theme colours.

-The majority of the emphasis is implemented inside index.html page as index was design to attract

- Elements are consistent with one another as they follow the header body article footer style of arrangement

- Small patterns have been include into the majority of the site

- Repitition is used here to create an attract user attention

- Ryhtm has been included in various parts of the site