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CINF 201

Week 5

9.23.21

Part 1:

The term I searched was “kappa pants” with the intent on buying a new pair of jogger pants. First website I visited on the first page of google was <https://www.nordstrom.com/browse/men/clothing/pants?filterByBrand=kappa>. It is specifically the page on the website that filters the clothes by the “Kappa” brand and “pants.” There are multiple links to different styles of Kappa pants. There are various links that link to various other pages on the website. Each of the pictures of the pants also reference my search terms which most likely gave it a lot more points. It is easy to understand what’s most important on this page, which is the list of products. This is because that section is the biggest on the page.

With the same search term I went to the 10th page of google and arrived at <https://www.vaultmenswear.com/joggers-c15/kappa-banda-astoria-track-pants-black-white-p63682>. The page is another website selling the brand’s pants, but this is just the buy page of one item. On top of that the item is sold out. The page itself doesn’t have as many links as the first one. It also doesn’t mention “Kappa” and “pants” as much. The metatags for the page has keywords that mention the brand name and related clothing. Just like Nordstorm it is clear what is the most important piece of information on the page. The part where you can add to cart and checkout is the biggest. The checkout process is replaced with a warning that says the item is out of stock.

Part 2:

The Nordstorm website feels accessible. The website has a very in-depth navigation hierarchy with multiple categories with multiple subcategories with even smaller categories under them. I cannot use tab to navigate the website in any meaningful way. The website also gets really ugly when viewed on smaller screens, such as mobile devices. All the links and words are one-next to eachother with barely any spacing. The navigation bar gets really stressful to look at as well. Color contrast is high throughout the website. The purpose of the website is very clear on the homepage.

The Vault website seems very accessible as well. You can change which currency the site displays, converting Euros to USD to Pounds. There is a clear navigation hierarchy that breaks categories down into smaller ones. I cannot, however, use tab to navigate the website other than its search bars. The website works on mobile well, with the navigation bar turning into a hamburger menu. The spacing isn’t off in any way. There is high color contrast between the background and the content. It is not hard to navigate the website. It is clear from the homepage that the website sells clothes.