

Website Critique

Describe

What are you looking at?

What does it look like, literally?

What are you seeing?

What stands out to you?

What is getting your attention?

"I'm seeing a lot of pop up windows."

"The colors are bright."

Analyze

After describing what you see, take a step back and consider how it's impacting the design.

"I'm seeing a lot of pop up windows which are making the website feel invasive."

"The bright colors and serif typography match the company branding."

Interpret

What do you think the designer's intentions were with this project? This is a good time to ask questions to get more information.

"Is this website intended to be weird on purpose?"

"Based on the product photos and descriptions, the website is trying to get me to buy the product."

Evaluate

With the information you have, consider if the design is successful. Are some parts of it clearer than others? Can you provide ideas on what might help, or other possible outlets for exploration? Is the design memorable? Yes? No? Why not?

"The company wants to create a unique experience on the website but I'm wondering why they are using an early 90s web aesthetic? Are these design choices necessary to the experience? How can they prevent it from looking too retro?"

"Although the website is informative, there are too many photos and text on one page to scroll through. This may turn off customers. Perhaps, information could be separated on multiple pages to make it more digestible."



UX/UI

Design

WHY

Purpose

Audience

Content

WHO

WHAT

Visual Hierarchy

Color

Typography

Consistency

Navigation

Responsiveness

Familiarity

HOW

- Make important elements stand out.
- Gently lead the user to an action.
- Use empty space.

Or, break
the rules.

Visual Hierarchy

Color

Typography

Consistency

Navigation

Responsiveness

Familiarity

- Use brand colors.
- Establish a consistent color palette. Or, use limited or neutral colors.
- Highlight links and buttons.
- Don't let colors compete with photographs.



*Or, be
experimental.*

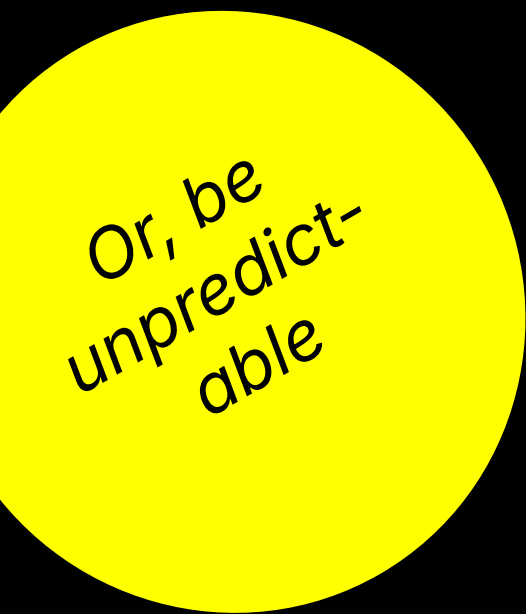
Visual Hierarchy
Color
Typography
Consistency
Navigation
Responsiveness
Familiarity

- Use a typeface that speaks to the brand or conveys a feeling or personality.
- Use typographic hierarchy.
- Don't use too many.
- Be legible.
- Try pairing serif and sans.

*Or, be
expressive,
quirky,
strange.*

Visual Hierarchy
Color
Typography
Consistency
Navigation
Responsiveness
Familiarity

- Be consistent with colors, typography, links, buttons.
- Establish systems or patterns.
- Re-use layouts and sections.



Visual Hierarchy

Color

Typography

Consistency

Navigation

Responsiveness

Familiarity

- Map out pages (site map).
- Get to places with few clicks.
- Don't have too many pages.
- Put the navigation in its own area that is consistent on every page.

Or, let the
user
explore

Visual Hierarchy

Color

Typography

Consistency

Navigation

Responsiveness

Familiarity

- Make the website work the same on different browser sizes and devices.
- Test, test, test.

*Or, design
unique
experiences
for each
device.*

Visual Hierarchy
Color
Typography
Consistency
Navigation
Responsiveness
Familiarity

- Follow conventions and expectations.

Visual Hierarchy

Color

Typography

Consistency

Navigation

Responsiveness

Familiarity

*Or, be
unusual*

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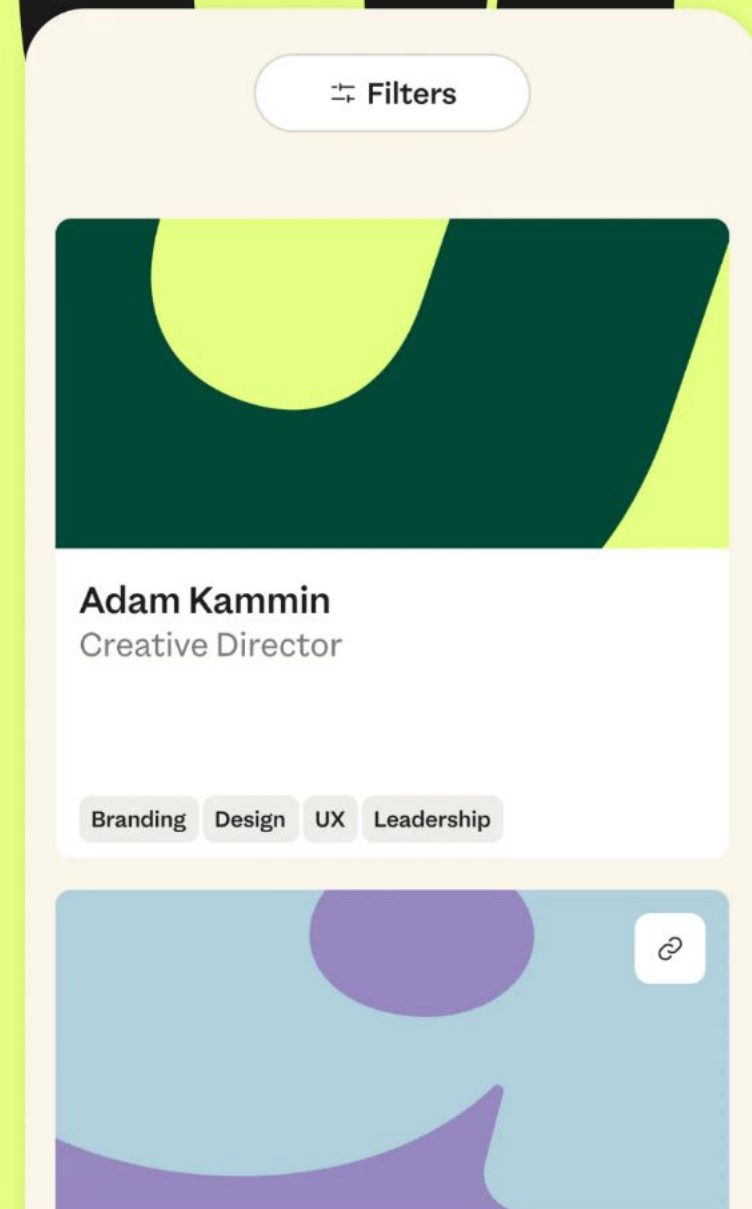


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