Pacific Trails Resort uses a hierarchical site organization. This is the most appropriate organization, as the website’s intended purpose is to grant their users easy access to a lot of information. By using the hierarchical site organization, the information can easily be divided into several orderly subcategories, allowing users to find the information they are looking for as quickly as possible.

The following were implemented well within Pacific Trails Resort:

* Consistent site header/logo
* Navigation is easy to use for target audience
* Use of color and graphics enhances rather than detracts from the site

I believe that the following could have been implemented better:

* All navigation hyperlinks work

The website contains a hyperlink that was never developed into a full webpage (Reservations). This is rectified within our class thanks to the comment in the Ch2 and 3 case study assignment to develop an improved and internal error message, however based solely off of the textbook this page is never developed and therefore would not work correctly. This is easily solved by either including instructions within the textbook to develop such an error message, or by dropping the reservations page entirely.

* Page footer area includes copyright, last update, contact e-mail address

The footer area includes a copyright and contact e-mail address just fine, however it does not include any information about the last update version. This is easily solved by including the version number amidst the rest of the information contained within the footer.

* Img elements use the alt attribute to configure alternate text replacement

None of the images used within Pacific Trails Resort have any alternative text. Once again, this is a simple solution: the alt attribute should be used with all applicable images to provide appropriate alternate text.

Included with this document is the same Pacific Trails Resort website, only this time with linear site organization. Between this version of the website and the original, the original hierarchical design was much better in terms of navigation and usability. If…

…one were to use the linear version of the website and happened to be searching for information found on one of the latter pages, they might get frustrated after reading through a couple full pages without finding what they were looking for, while the hierarchical design allows them to jump straight there.