

	Lincoln Park	The Winsor School	Roycemore	Culver Academy
<p>How solid is their product photography?</p> <p>How do they display their products and help communicate details?</p>	<p>Of the little photography they have, the photos are high quality and portray the school in a good light. They do not look like stock photos and they relate to the topic.</p>	<p>Each page has only a small number of photos, the photos are of high quality and look like they were taken at school. The photos of each page are related to the theme of each page. There are also photos in every category of the header, and the photos are related to the theme and are more attractive.</p>	<p>The photography on the website is genuine and does not seem to be from a stock photo website. The photographs are engaging and relevant to the website and content surrounding it. There is not an overwhelming amount of photographs, they are well positioned on the site and evenly spaced out;</p>	<p>The home page is gorgeous, including a well crafted video and images of the campus that make it seem very impressive. There are also a ton of images showcasing the many different sports and activities supported by the school, including equestrian, wrestling, and dance.</p>
<p>Where are their calls to action throughout the website experience?</p> <p>Are they obvious or do they get lost due to a poor color scheme or positioning?</p>	<p>There are no prominent calls to action on their website experience. All of the calls to action on their website are hidden in text or in a drop down. There is a search bar at the top and bottom of the website that can be classified as a call to action.</p>	<p>The dark red “Comunity” on the top right, that stands out. It has a different color, but I don’t think they consider this as a “call to action”.</p> <p>On the bottom of the page, is very clear and different than another part of the page. I think it is a good “call to action”.</p>	<p>The call to action “support Roycemore” is the one that stands out the most on their website is on the very top right corner in their top nav bar. It is a different color button than the nav bar, but it is not super flashy it is noticeable but not overbearing.</p>	<p>The two calls to action are clearly separated from the rest of the site at the top right of the home page. The rest of the menu options appear through a drop down menu at the top left of the home page.</p>
<p>Where is their donation page located? Is it easy to find? Does it take you to an external site? What is the process like, is it user friendly?</p>	<p>I do not see any donation page on this website. I was assuming it was located on the alumni page, but that looks like it's under construction. I could not find it under any of the nav tabs or dropdowns, so that task is not user-friendly.</p>	<p>The donation page located on the header and the “next step”. It is easy to find, and stay at the school website. User will be able to watch some videos and pictures(reason of donation), after user press “Give now”, the website lead user to the donation page.</p>	<p>The donation page is located on the upper right hand corner as a call to action. It is also located on the nav bar under the category “giving”. I would say that it is easy to find and and send donations to the school.</p>	<p>The donation page, which is also a call to action page, is located at the top right of the home page. It is very clearly visible, and one of the only options given on the home page’s top bar.</p>
<p>Where are their social media icons positioned?</p>	<p>Their social media icons are positioned at the top right of the websites nav bar. These were one of the first things I saw when arriving on the homepage.</p>	<p>Their social media icon is located on the right of the footer and it is easy to find.</p>	<p>The social media icons are located in an obscure location towards the bottom of the page, they are not included in the footer. Can be difficult to find.</p>	<p>The icons are in the middle third of the home page, as well as in the footer</p>
<p>Do they convey their “brand”? How?</p>	<p>I don’t think they convey their brand too much, I don't see many faces of their school in their photos they use. I think their brand they are attempting to convey is just one of a “good” school.</p>	<p>Yes, the website use same color(#A21024) on the header and footer and all the high-lighting words.</p>	<p>Yes, they have a strong color scheme and use it well on their site. The content and hues on their site are cohesive and well represented. The site design in general seems to be very strong and planned out.</p>	<p>The website shows many different activities, and students interacting with each other. There is a section which briefly discusses dorm life, which differentiates Culver from a lot of other private high schools.</p>