**Observations:**

Overall Design:

* The website is very overwhelming.
* It looks a bit sketchy and outdated.
  + Perhaps this is intentional- the main selling point may be low prices, wholesale deals.
  + They have the benefit of a great domain name.
* There are too many different colors.
  + Red and green contrast too much and are assigned in an alternating pattern.
  + There is not enough contrast between red fonts and orange background.
  + Gradients look outdated.
* The font is a bit skinny, which it makes it difficult to read.
* There is a general lack of consistency.

Responsiveness:

* When shrinking the screen, it becomes distorted- especially the heading.
* Past a certain point, the categories become a drop-down menu.
  + The menu appears below the heading, rather than near the drop-down button.
* If you zoom out, the heading background is repeated.

Specific Areas:

1. Heading Links
   1. Too much information, and layout doesn’t make sense.
   2. Home link is redundant- logo can serve as link.
   3. The choice of links for the left and right side is confusing.
   4. Some links would be better off as categories or subcategories.
   5. Many links are redundant- already represented as categories
2. Top Banner
   1. Not prominent enough- horizontal line under is very thin.
   2. Text could be more succinct
3. Logo
   1. Logo is too complicated and has too many colors
   2. Name is a bit hard to read, lacks contrast
   3. Looks outdated
   4. Slogan doesn’t make sense
   5. Fonts don’t match
4. Categories
   1. Category selection is a bit random
   2. Drop down subcategories could be helpful
   3. Titles should be standardized e.g. plurals, punctuation
   4. “Hottest Daily Deals” is a bit gimmicky
5. Banner
   1. Inconsistent picture dimensions
   2. Images are low quality
   3. Selector would be nice
   4. Image choice is strange
6. Additional Categories
   1. More complicated
   2. Redundancies with primary categories
   3. Nice idea to have picture categories, but strange execution
7. Featured Products
   1. Brands are listed twice- in titles and underneath
   2. 5 Stars usually don’t fit onto one line
   3. Poorly responsive- too many in a row, so they shrink a lot
   4. All prices are reduced but only some are “on sale”
   5. Only some images are watermarked
   6. View Product buttons do not line up
8. Hottest New Products
   1. A bit redundant
   2. Scroll bar is nice- could be useful for Featured Products section
9. Brands
   1. Some of these brands do not have any products on the site
   2. In no apparent order
10. Mailing List
    1. Subscribe button is on the top
11. Footer
    1. Redundant
    2. Doesn’t appear the most trustworthy
    3. Has a lot of potential