Content and Site Design of Ubuntu.com

## Content Design

Ubuntu.com contains a lot of content, which can be daunting sometimes. The landing pages of various sections have good content layout, however other pages have too many large block of text. There are plenty of bright images and icons, they help mark where different sections of a page begin and end. There are not many videos but they are used well, usually related to tutorials and product information.

Usability test feedback:

* Seemed like there was too much content.
* Can be hard to find specific content sometimes.

### Site Design

Ubuntu.com uses a simple color scheme, consisting of a bright orange accent color and black text on contrasting white and light grey backgrounds. All the font is fairly easy to read. Most of the fonts used are sans-serif and have a tall x-height. Icons have a simple modern design and it is easy to understand their purpose or meaning. Pages containing documentation or other large amounts of information are fairly clustered and hard to read. The main landing pages are displayed in a spread out easy to read format. There are too many navigation links, making it hard to determine where to start. The search bar is fairly standard, it has no autofill abilities. There are not many forms but the ones that exist are short, simple, and easy to fill out. The store order form requires login or account creation to access the form.

Usability test feedback:

* Has a modern look.
* Doesn’t look unique.
* Font is modern and web-based.
* Odd color choice, doesn’t like the orange, liked the purple on the download button.
* The drop-down on the download page was helpful.