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Website Design Analysis

Comparison of parts 1, 2, and 3

Between each of the parts, the general information remained largely constant but the way in which we presented it gave the viewers a different focus and feeling.

For part 1, it was largely unstyled. It was informative and simple to read, but at the same time not very nice to look at. Due to the lack of styling, the image also looked a bit out of place in the context and used far more space than it needed to since it defaults to a "block" display type. With the text being so close to the edges of the window as well, and not much padding to bring it in closer to the center of the page, it becomes a little harder to focus on the text as the window widens. This is because the text element will stretch to fill it's container's width. To top it all off, the serif font also makes the page seem dated by today's standards (even MS Word defaults to a sans-serif font now!).

In part 2, we begin adding some styling to the page and update the header font to a more exciting and clean-looking sans-serif font of a different color and weight. We now apply a sans-serif font throughout the document as well. This allows the content to be much easier to read and gives a more modern feeling to the page overall. The emphasis of the header adds some character to the contents while clearly defining where the first focus on the page should be, and the added color to the hyperlinks clearly defines what text will take you to another page. The extra spacing in the list helps with readability as well, but not as much as initially thought. To top it all off, we float the image to the left and allow the remaining two headers to float to the right of it. This allows a better utilization of the page space and doesn't allow it to have such an empty and basic feeling to it. The paragraphs of care instructions are cleared to appear below the floated image.

Part 3 then brings updates to both style and structure together and centers all of the content to ensure readability and prevent it from stretching to uncomfortable sizes when the window width is changed. The addition of the border allows a clear definition of where main content is and directs the viewer's focus there. The contrast of gradient and white backgrounds differentiates between main content and extra content. The repeating background image is also a captivating touch of personality to the site, and I believe helps to cement the feel and emotion the site design and content aims to invoke. Overall, the part 3 page was the nicest to look at visually, the easiest to consume, and had the clearest intent.

Effect of Visual Appeal

Visual appeal gives the impression of quality to the site on first glance, before the user interacts with or consumes the content of the site. I do believe that quality affects the habits of the users, especially if goods are being bought or sold. If you've ever compared Craigslist to Amazon or Facebook Marketplace, the difference is site quality is very noticeable. You have a better sense of security and care at the better maintained and more up-to-date website with neat and modern styles, even if this may not be the case. In addition, navigation of the site is much simpler with a good design, and performing functions of the website such as searches are easier to locate and use, as well as may give more informative results. We tend to cement our first impressions very quickly, and so if we are to make an e-commerce website, we

want to be sure to visually impress within the first few moments that someone visits and navigates through a website, else business may be taken elsewhere! After that, we must ensure the content is organized cohesively and presented in an easily and quickly digestible manner.