# **Assignment 1**

## **Website Review for** [**Wychwood Brewery**](https://www.wychwood.co.uk/)

### **Overall Impression of Design**

The overall design of the website is geared to be whimsical and to interpret a game-like environment for the user. Though successful in executing that feeling for the user, some would argue that Wychwood has gone a bit too far, almost making the website confusing to navigate around and just like a game, it becomes a puzzle to try and gather the information that typical users need.

### **Goal of Website**

The goal of the website is to provide users with information about their brewery, sell merchandise, market through contests and provide information about the different types of beers they carry.

### **Ease of Finding Information**

Though they do provide a menu panel, it is not easy to locate. In order to locate it, the user has to look to the left and hover over top of the Wychwood logo. Because they chose to hang the menu on the left, navigating becomes a little less intuitive for the user.

The only other way to navigate through their website in addition to the menu is to click around for an object that glows. For people who have visual difficulties, the contrast for the glowing objects is there, but it is very faint which would still pose problems for them. This makes accessibility difficult and not inclusive for all users. In addition, because most objects are not clearly labeled and instead just given pictures to symbolize the other webpages, it also becomes harder for the user to intuitively know where to find information.

### **The Good**

* **The site creates a trendy image for the company that can be easily marketed to consumers.**
* **The URL structures are simplified and uses keywords which aids in SEO.**

### **The Bad**

* **The website is not responsive or adaptive.** When the user tries to adjust for the screen size, the layout doesn’t change. This is also consistent on the user’s mobile device. In order to navigate around their site on a cellphone or tablet, the user needs to pinch and zoom.
* **There are no back navigation arrows**. This makes going from one webpage to the other very difficult. For some webpages, they do provide the menu pane, but this isn’t consistent and the only way to get back to the Homepage for other pages is to reload the entire website and start from the beginning.
* **The words “Hobgoblin” overshadows the menu and the Wychwood logo, confusing the user.** Upon first entering the site, the user can be confused at the neon green sign wondering if the brewery is called Wychwood or Hobgoblin. This could potentially take away from marketing the brand as a whole.
* **The social media links can only be found on a faint bat that the user must hover over, making it harder for users to communicate the brand.** From an SEO standpoint, not being able to easily point back to this site impedes potential marketing.
* **Overall the site does not follow WCAG.** As mentioned before, the 4 principles of WCAG can be compromised by this site. The navigation is not intuitive and clear to those with visual impairment and because most pages have very little content, it may not be easily understood by the user.