Lab 5 Research Topics:

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April 21, 2017

3 Websites that use non-standard fonts:

<http://www.workatplay.com/>

<https://www.sxsw.com/>

<https://www.tesla.com/>

The non-standard fonts on work at play and tesla both enhance the site. They are both clean and provide a unique reading experience for its users. The SXSW site use of non-standard font may not be necessary because the font resembles the standard Helvetica font very closely. I don’t think users would lose the design experience if a standard font along with a font-weight is used to achieve the current design.

3 Websites that use good typography:

<https://www.yahoo.com/>

<https://www.amazon.com/>

<http://connecticut.news12.com/>

I think all these sites use very good typography because they are all standard fonts. The use of standard fonts for these sites are important because the sites are content heavy and have a lot of functionality that require users to download additional files in the background. By eliminating the use of a custom font, the user has one less requirement to experience the sites.

3 Websites with poor typography:

<http://grrm.livejournal.com/>

<http://www.theroommovie.com/>

<http://www.pennyjuice.com/htmlPages/whoispj.htm>

All of these sites have poor typography because the fonts are various sizes and colors. The font size on the grrm.livejournal blog is extremely small and hard for users to read.

3 Websites that use spacing effectively:

<https://www.smashingmagazine.com/>

<https://css-tricks.com/>

<https://www.optimum.net/>

These three sites use spacing effectively because they are all responsive and allow users to view exactly what they need regardless of device. For example, on the smashingmagazine.com site, the site goes from a 4 column site on a very large resolution screens which allows for a lot of content to be visible but as the screen resolution decreases, so does the number of columns as well as the position of the nav. In addition, the main content column is always visible and maintains the proper spacing so the user can read each article easily.

3 Websites that use spacing ineffectively

<http://www.arngren.net/>

<http://sexyexecs.blogspot.co.uk/>

<http://art.yale.edu/>

These sites do a terrible job of utilizing spacing. Arngren.net does not consider spacing or a layout at all, while sexyexecs(this is not an adult site) and art.yale is does not use the spacing effectively at all. Both sites provide content in a top to bottom design, if they were to change the layout to use a wider layout more content would be available for the users above the fold.

Amazon’s is definitely a high-density site with a ton of content directed at the user on the homepage. Most of the content is tailored to the user, like the social media sites, but they also include products they would like consumers to consider purchasing as well. I feel like they have a great balance of density and simplicity because they use product images that the user can see and decide if they want to purchase as opposed to heavy text which the user would have to read. When visiting the homepage, I see about 20-25 products I can purchase or ignore, all above the fold. If this were text they could probably fit more but it would take the user much longer to decide what they want, which would quickly deter them from making a purchase. On the inside page/product page the density remains high but delivered in the form of a lot more text about the product. The only suggestion to improve information density would be on the product page by reducing the number of related products. One specific product I clicked on has 3 to 4 rows of the same product on various parts of the page that are “sponsored”. I think that is unnecessary to the user and maybe confusing especially when they are all very similar in price.

EBay does a great job with its information density on the homepage. It is simple and they also use images to easily guide the user to their desired area of the site with very little text. The only text on the homepage is headings and 1 line of description text. The site does a great job of moderately increasing the information density as the user narrows down their search criteria. On the search results page the density is increased since a little more information about the products displayed for the user to decide on which product they would like to purchase. Lastly on the individual product page the site becomes even more dense to display as much information about the product possible. The content on this page shifts from images to text since product details is the priority. Similarly, to the amazon site, I would remove some of the related products rows. Despite those areas mimicking the homepage density with the use of images, I think it can confuse the user about which product to purchase.