Critiquing a Website for INFM322

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INFM322: Introduction to Multimedia and Design

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The New York Times Critique

The purpose of this critique is to evaluate certain aspects of The New York Times website. This website is dedicated to delivering news to the public in an online format, and it is updated frequently to reflect new events and breaking news. Regarding the website's appearance and design, this evaluation will include criticisms about its accessibility, navigation, contact information, menu, images, space, font, colors, and layout.

Initially, The New York Times' website possesses a very cluttered layout. The amount of information on the homepage is overwhelming, and the layout feels as if the developer jammed as many things as possible onto the screen. This would be a nightmare from an accessibility standpoint, as screen readers would be extremely inefficient in locating a specific item. The font feels too small as well, and while browsing the website I felt inclined to increase the zoom on my browser window. The usage of white space did little to unclutter the site's content, leaving small rivers of white space between columns and rows. Lastly, the navigation bar is overpopulated with categories for users to pick from, increasing the sense of clutter.

The New York Times also maintained several positive characteristics. The color scheme is simple and appealing, and the multitude of information would satisfy many curious minds. There are also plenty of images available to aid the user in selecting an article to read. Also, even though the navigation bar seems cluttered, it provides an array of specific choices to narrow down a particular topic or category a user may be interested in. Lastly, although the contact page was slightly difficult to locate, the page itself is filled with methods to contact their website or receive assistance.

The New York Times' website had many pros and cons. Regarding the website's appearance and design, I would say my most significant observation is the amount of clutter that

is prevalent. If I was charged with redesigning this website, I would reduce the amount of

information on the homepage and increase the amount of white space between the elements. I

would also increase the font size on menu items and implement some sort of submenu to

alleviate any sense of clutter that is instilled when landing on the website's homepage. Apart

from these somewhat negative characteristics, I believe that The New York Time's website

harbors a positive user experience.

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