

Critiquing a Website for INFM322

Johnny York

Mercer University

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Dr. Maria M Berrios Rolon

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Fao Schwarz Critique

The purpose of this critique is to evaluate certain aspects of the Fao Schwarz website. This website is an online retailer that specializes in the distribution of children's toys. The site allows its users to filter the types of toys by age as well as by type and brand. This critique will focus on the Fao Schwarz website's appearance -- primarily on aspects like accessibility, navigation, contact information, menu, images, space, font, colors, and layout.

My initial impression was of how well the website utilized white space. The elements on the page have pronounced borders of space that eliminate the feeling of clutter. The layout is also well done and provides the user with an intuitive design. I feel that this is great for accessibility, as a simple, concise layout makes accessibility software more efficient. And, instead of relying heavily on text to point the user to its products, the Fao Schwarz site uses images and illustrations to primarily guide the user. The colors are appealing and remain minimalistic throughout the website as well, and the navigation bar is concise and maintains the minimal feel. Overall, this website has many positive characteristics.

Apart from the otherwise great design, I believe there are a few negative aspects. The font is rather small in places, causing users like me to lean in or zoom their display -- even when it is at 100%. This causes the menu that contains the categories and links to become difficult to read, as it is filled with many options. The contact page is also lacking, as it is a simple form that only allows an email option for its users to contact the company. These are really the only negative aspects I could find on this website.

The Fao Schwarz website was remarkably well done in my opinion and could only be improved by making the fonts slightly larger and by implementing a more comprehensive contact page. From my perspective, the developers of this site took a less-is-more approach to

the layout and maintained a simple design. I think that this approach is more appealing to users, as it makes the process of understanding and using a website more efficient. As a result, I believe the Fao Schwarz website is extremely user-focused and practices a user-centered design.

References

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