**Critique:**

Congrats! At this point, you've built a website and made it responsive. However, before you submit your site as your final project, we want you to think critically about the design choices you've made.

To help get the gears moving, this project will focus on reflection and critique.

**Step 1: Reflection**

Create a document answering the following:

* Which existing websites out there most inspired your web site design thus far?

**Airbnb.com, Lesouk.com, Blogandbuysale.com**

* Which parts of the design are you most proud of?

**Simplified an initial, complicated design into one that’s much more focused on the key value of the site which is search**

* What struggles did you encounter in your design process?

**Trying to figure out a design the kept the 4 key part of the functionality above the fold, without being cramped or busy. This is why I had to simplify later.**

* Which struggles did you encounter during page development?

**Positioning elements on the page was the most difficult thing to learn for me and is still a challenge for some things.**

* What did you learn from making your project responsive?

**That designing with responsive in mind from the start really helps later in the process :-)**

**Step 2: Reviews**

Review a website from group 1 and a website from group 2 of the following list, commenting on each website's layout, typography, navigation, and overall flow.

**Group 1**

<https://medium.com/>

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

<http://squarespace.com/home/overview/>

**SQUARESPACE**

Layout

Beautiful graphics and photography, but seems a little spread out, almost too MUCH space between some elements to the point that it’s distracting

Typography

Tiny. I get that they’re trying to convey the idea of beautiful, almost artistic websites, but they’re selling to people who are trying to sell to other people and that means they should be able to see clearly the text of navigation, etc. I like that they used (as of today’s version) a handwriting like typeface for some of the text though

Navigation

Assumes a decent familiarity with what they do by the visitor, probably a little too much…some things could be more obvious. Very spread out, but simple which is good

Overall flow.

Very spread out. Seeming to try an unconventional flow, at least to my eyes, which are drawn first to the large image in the middle right of the page and then almost as an afterthought to the relevant text to the left. This is beautiful, but I’d love to see the conversion results it gets versus other designs they’ve used….seems a little too artsy for their business.

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

**Group 2**

<http://www2.warnerbros.com/spacejam/movie/jam.htm>

**WARNER BROTHERS SITE**

Layout

Good. Clever use of simple, circular layout with logo in the middle. Cramped though.

Typography

Terrible. Tiny, cramped, too close to images.

Navigation

I like the circular layout/ navigation given the subject matter. Probably too many images and links thought. Needs more white space between elements

Overall flow.

What flow? ☺ Jam, cram, packed and not obvious where to start.

<http://cavs.mit.edu/>

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

<http://mimarch.net/>

**Step 3: Submission**

Submit your responses to you mentor.