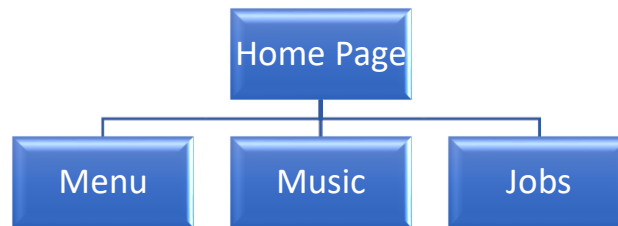


JavaJam Coffee House Case - Web Design Evaluation

Question1:



Site organization is used for the JavaJam website is hierarchical organization. It is the most appropriate organization for this site because it is clearly defined homepage with links to major site sections and it is commonly used for commercial websites for easy navigation.

Question2:

Based on the Web Design Best Practices Checklist, three design practices that have been well implemented as below:

First, page layout has consistent navigation area, site header/logo, page footer area includes copyright, contact e-mail address. There is good use of basic design principles: repetition, contrast, proximity and alignment.

Second, I think the website is good at appealing to target audience. The site is about the coffee shop commercial, so the brown and shade yellow color is appropriate for this site to think about coffee. Moreover, the color is also neutral which can attract all kind of audiences from the young to the elderly people. Color is also used consistently.

Third, content presentation is good at using common fonts like Arial and Verdana. Fonts, font sizes and font colors are consistently used. The site also applies good writing techniques like headings, bullet points, brief paragraphs. Content provides useful information for commercial purpose.

However, there are still some design practices that could be implemented in a better way as following points:

The site still doesn't have the navigation aids such as site map or site search feature. The site is still missing the date of the last revision. And, there are no caption provided for the image on home site and menu site.