

Website Critiques

Questions

1. What was your first impression of this site?
2. How does this site organize the flow of information? (Do they have links on the left and text on the right? Some other scheme? No scheme?)
3. Does the site structure make sense or does it confuse you? Why?
4. Does the site graphics/layout/multimedia enhance the site or detract from it? Why?
5. How long did it take for the home page to load? Was the load time reasonable?
6. Was the text color and size readable? If a background color or image was used, did it enhance or detract from the site?
7. Did the site have a navigation bar or other navigation tool? Was the navigation well done?
8. Did the site have a color scheme or look and feel that was repeated on all the pages?
9. How does the site respond to smaller window sizes (responsive design)?
10. What does this site offer that was unusual or very well done?

Site 1: Trader Joes <https://www.traderjoes.com/>

1. My first impression of the site was that there was a lot of good clean white space that allows the user to view all of the elements of the webpage without seeming too cluttered.
2. Trader Joes organizes their website by having headers in a menu that link to different subpages within their main website, they also have a gallery of images that also serve as hyperlinks that take up about 1/3 of the page above the fold.
3. The site structure makes perfect sense to me, they're trying to advertise all the recipes and meals you/other people can make with their food and they're showcasing it very nicely.
4. The graphics and layout do not distract from the main elements on the page, they're actually the main focus of the webpage, or at least that's how it comes across.
5. The site took about 1.6 seconds to load, which is reasonable for any site that runs on AWS or any other similar web service.
6. The text color and organization is actually the best part of the webpage, whoever designed this page had a good sense of how to portray the text without making it confusing.
7. The site did have a navigation bar, but it wasn't a sticky navigation bar which made it tough to navigate through the webpage and then go check out the other subpages that they've included. Some javascript to make that element sticky would have helped a lot.
8. The site does have a color scheme, it was prevalent through the other pages, but it didn't seem like it was overdone.
9. It scaled really well, there wasn't much distortion with the images when I scaled the size of the window.
10. Having the image gallery right up top above the fold was something I haven't seen before in many webpages, it was well executed by Trader Joes.

Site 2: RSL <https://www.RSLcom/>

1. My first impression of the site was that there was a lot of images and very little text on the front page.
2. RSL organizes their page with a menu up top and images/videos of games directly underneath it, beyond that there seems to be no organization.
3. The site structure makes sense, but it seems to lack in execution, the site feels cluttered and hard to navigate and see all the elements.
4. The graphics and layout take up about 90% of the information above the fold, it extremely overpowers the text and takes away from the actual web elements on the page.
5. The site took about 10 seconds to load, which is way too slow for a modern-day webpage. Studies show that anything above a 1 second wait time drops user retention by up to 90%.
6. The text color and organization need to be severely improved on the webpage. The text color is washed out by the bottom banners and it's done in such a way that your brain wants to skip over them when skimming the page.
7. The navigation bar on the site was probably the best element, the text was easy to read and it sticks with the webpage as you scroll down.
8. The site does have a color scheme, but all of the images seem to wash it out and it feels very disorganized as you scroll through it.
9. The site actually did scale very well, it's clear they had script in the webpage to help transition from a desktop view to mobile.
10. The site did have a sort of background image at the top of the homepage above the fold, it looked really well done, I only wish it followed the entire webpage with more images, sort of like a transitional element that draws your eye downward.

Site 3: Quotery <https://www.quotery.com/>

1. My first impression of the site was that it was very clean and minimalistic compared to the other sites I've critiqued.
2. The quotery has a header menu and they only have content above the fold, so there's no information to scroll down to.
3. The site structure makes sense, it's actually very unique because of the lack of user-interactive elements.
4. The graphics are only in the background of the page, there's not really any wasted space on the page due to their unique layout. The only complaint I have is when clicking on different quotes, the header images is distorted, this is likely due to the web-designers designing this specifically for a mobile device.
5. The site took about 1 second to load, so not too long, although I was loading RSL.com at the same time, so that could have caused some internet latency issues.
6. The text color and organization is nicely done on the page, it's easy to see every element and it works very well with the overall color scheme.
7. The navigation bar on the site was well executed. It gives enough user interaction to know that they're clickable and doesn't take up too much of the webpage.

8. The site has a very clear and crisp color scheme that follows through with all the other elements on the page.
9. The site scaled well for mobile, in fact, better on mobile than it did on a laptop, it's clear that this is a mobile-designed site, rather than a desktop/laptop designed one.
10. The site was very clean and minimalistic which I thought was unique, there wasn't anything that didn't need to be there, which is different from most sites.

Site 3: Waterford.org <https://www.waterford.org/>

(the company I work for and currently am designing the website for)

1. My first impression of the site is that the hero image takes up a lot of the page and there's not enough information above the fold.
2. Waterford.org has a header menu that sticks with the scrollbar as you navigate down the page. It's very well executed.
3. The site structure makes sense, I'd like to see more information above the fold.
4. There's a lot of good use of graphics below the fold, but the hero image takes too much of the real-estate up, it should be scaled down considerably.
5. The site took about .5 seconds to load, which is normal for a site running AWS.
6. The text color works well on the page, the only critique I have is that the text on the hero image is slightly too hard on the eyes, I would up the contrast on the image a bit just to make it easier to read the text.
7. The navigation bar on the site was well executed, it sticks with the user as you scroll down and provides a dropdown menu that has links to other subpages.
8. The site has a very clear and crisp color scheme that follow the product color scheme that every page has, it's well done.
9. The site scaled decently for mobile, it's clear though that this is a desktop designed site, mainly due to the huge hero image that is cropped down when scaled.
10. The site is clean and well-designed, but there's too much wasted space by oversized images and content that isn't relevant to the site, I'd recommend cutting out a bulk of the site.