I evaluated the two websites https://www.mindbodygreen.com/ (Links to an external site.)Links to an external site. and https://www.thefullhelping.com/ (Links to an external site.)Links to an external site. . Both of these websites have a blog like format, and contain a lot of information on living a good lifestyle. I used a Macbook pro to access both sites. It was running as OS X Yosemite Version 10.10.5 with 2.7 GHz. I wirelessly visited both sites with Safari Version 10.1.2.

Compare and Contrast

Both websites have a similar goal in providing information to you regarding a healthy lifestyle. They both act as a safe place in which people can go and find information on things including mental, physical, spiritual, emotional, and environmental well-being.

The first website www.mindbodygreen.com (Links to an external site.)Links to an external site. was designed by a married couple and their names are Colleen & Jason. When I first came across their website, I was immediately drawn to it because of the way the website looked. The layout of the website is very fun, clean, colorful, and has that professional look to it as well. The documents of this site are divided up into separate supporting pages. The site uses individual tabs located above with the different categories of the website including mindfulness, Health, Food, Movement, Beauty, Home, Parenting, Planet, Relationships and Lifestyle. Although this is a lot of information to contain on one website at once, the website managed to have the information stay decently organized and easy to read.

The second website www.thefullhelping.com (Links to an external site.)Links to an external site. was designed by Gena Hamshaw. She is a young, vegan blogger who inspires people around the world to live a healthy life through a lifestyle of loving your body through the experience of nourishing, plant-based foods. Her website is very similar to the first website in many ways. The format of her site is very clean, appealing, professional and is divided up into separate supporting pages. Including tabs: Home, About, Getting Started, Recipes, Books, Shop, Contact. So, this website acts as a blog/entrepreneur site where people can buy cooking equipment and recipes. People come here to get information regarding healthy living through diet and lifestyle mainly vegan-plant based recipes and more.

Identification of Strengths and Weaknesses of presenting each site's content

The strength of Colleen and Jason's website was its interactivity. When scrolling down the home page there is tons of useful information including articles, images, and more regarding

everyday life material. The page pulls you in with its unique look, fun colors, and creative information everywhere that you go on their site.

Few elements of their site that I found as weaknesses was the amount of information given. Although they give a lot of good information and it is still decently organized, I think that it can sometimes can really clutter up your space and I do think that is something they need to work on.

The strength of Gena's website was that it was very simple and clean. Her information is kept to date and doesn't have as many tabs on her website allowing her to focus only on a few different areas. Her site is very easy to use and all the elements load quickly and efficiently for those using it. The weakness of her website would have to be the lack of being interactive. Her site is interactive but not as interactive as it needs to be. For example, the site uses a lot of images to show the recipes. Maybe including more cooking videos and recipe videos to be more interactive with the people visiting your site, rather than having them just look at a recipe and a picture. Using videos on ones website allows them to engage with the people visiting their site. This would allow her to let her viewers comment their opinions more and just feel more connected and interactive to the person behind the recipes and the website.

Describe 2 scenarios (use cases) in which the website might be used by different people.

Two scenarios in which someone may come to my site would be to find information on fitness. Someone who wants to learn more about their body type and how different body types affect the way different people lose weight. Then, in that case, someone can come to my website and find the Health & Fitness Tab and find the document/article referring to all the information you need to know regarding body type and weight loss. Another Scenario would be someone coming to my website to find some motivation or inspiration to make it through a tough day. They can come to my website, find the Inspo tab, read some positive and inspirational quotes and start their day off positive and strong.

Peers Comments

Hi Morgan,

I agree that the Mind Body Green website has a lot of information on it, but I can appreciate that the information is organized like you said. I most appreciate that there are multiple ways to access the information. I can use the menu bar across the top or I can press the three lines next to the website page to open a side bar of the links. When opening the sidebar I find value in the little images that display next to the link when scrolling over them. Those

images are an added layer of organization for the site, and can also be found on the home page. Also in regards to images, I enjoy the fact that the color on the site comes from images; the background and text are black and white in most cases, which adds simplicity to the page.

The Full Helping also uses images to provide color, but mainly uses black and white text and background as well. One of the nice features of the text that intrigues me is the way the text of links changes color from black to the sage green color that is found scattered throughout the site. That feature helps to distinguish the difference between a link and plain text. Images are used well on the site to catch attention from the viewer and to organize and label information. One thing that can be overwhelming from the page is the amount of scrolling. Some pages, like the homepage, require lots of scrolling to see all the content on one page, which could be broken up using a "see more" link. Regardless, I think both of these sites provide a great example for the website you design, both are clean and fresh to look at which make them appealing for the user.

Hi Morgan,

I agree with your critiques of the interactivity of the Mind Body Green website and I'd also add that the header contrasts starkly with the image present on the home page. The image on the home page is appealing, but perhaps including some white space in between or making the image smaller would help the user to navigate through the content. My other critique pertains to the organization that you mentioned. The navigation is crowded with categories, yet you have to scroll to the very bottom of the page to find contact information or other information about the company that users may be looking for; it may be useful to include this in the navigation.

While The Full Helping may not include as many graphic elements, it is easier to use and easier on the eyes in my opinion. She may lack interactive elements that could help her to get more feedback and get in touch with her users, but this could be added to the layout and the other site already includes this content but it is somewhat difficult to find. Another one of the more detailed factors that I appreciate on The Full Helping is the changing of the links from black to a sage color, as Monica mentioned, to differentiate between a link and plain text.

This attention to detail is extremely helpful and shows in the overall user experience on the site.