# Quality Assessment

## Write a short analysis, comparing and contrasting the three (3) different parts (part 1, part 2, and part 3) where you created the Website.

Part one started off with html and no css. The only pop of color being an image stacked on top of a header. In part two, the basic structure from part one is enhanced using css. The changes applied formats the page to deliver a more progressive design and better user experience. A user is able to distinguish headers from body text, overall helping a user navigate a site with ease. In part three, a more appealing design is delivered using the structure built from part two. The body is set in the middle of the screen, there is a background photo, margins are formatted and the pop of color makes it fun.

## If you were a user of the Website, which of the three is most appealing visually?

If I were a user of the website, part two is the most appealing to me over part three and one. Personally, I don’t like the bat background. While reading the text in the middle, the bats in my peripheral make me dizzy. Also, I believe if a link has been clicked on, the color should change. In part two, it changes whereas in part three it remains the same color. This provides a better user experience as one would know what links they have visited. However I do like that part three has less white space and is easier to scan through text.

## Assess the visual appeal of each of the three parts in one or two short paragraphs, each.

The page in part one is very simple and has no distinguishing features. With each of the components stacked on top of each other, it makes it look like there is more text and reading for a user to do. The lack of design and color makes it unappealing and harder to scan through.

In part two, the overall look and feel of the webpage is improved. Having the headers and photo floating side by side decreases the page size, unlike part one, making it look like there is less text to read through. The typography gives a better styling to how this information appears, and improves user experience. The interactive links makes it fun. Overall a user can scan the text and navigate through this version with more ease than part one.

In part three, with the margin and padding set to 0, most of the unnecessary white space from part one and two is removed. Combined with the way the background contrasts against the border and orange colors of the body, the text much more visible in this version. The more visible the text, the faster users can scan and read it. Additionally, the change in margins and image placement impacts the way the user views and reads the content.

## In general, how does visual appeal affect quality of a Website? Does it affect the habits of the users? What if you are selling something?

First impressions are impacted by the visual appeal of a website. If a site looks crowded, is not accessible, or there is an imbalance to the aesthetics, a user can be less likely to spend time on a site, yet alone spend time enough to purchase something. Habits of a user can be affected by visual appeal. A site that provides no context to visit links can affect the behavior of a user who is used to links changing colors after being clicked on. Another habit is how headings are used in relation to body text. A user would be able to navigate a site with more ease if headers are distinguishable like in part two and three.