**All Recipes Design Critique**

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| **Website to Evaluate:** | | |
| https://www.allrecipes.com/recipes/79/desserts/ | | |
| **Purpose of the Site:** | | |
| The site is designed to be a place where people can share their favorite recipes with one another | | |
| **Intended Users:** | | |
| Chefs, Adults, Seniors, Teenagers | | |
| **Evaluation Scale:  2=strongly agree; 1=agree; –1=disagree; –2=strongly disagree; 0= doesn't apply** | | |
| **(–2 to 2 )                 Purposeful** | | |
| 2 | Site purpose is clear | The site name, domain name, navigation, and content all support the purpose well |
| 2 | Content is relevant to purpose and intended audience |
| 2 | Page keywords, headers, and content match |
| 2 | Site content is current enough to serve audience’s purpose |
| **(–2 to 2 )                 Appealing Visual Logic** | | |
| 1 | Site is appealing, graphics fit well with site purpose | There isn’t much white space at all throughout the site, which makes the pages very busy. The design is responsive and consistent. |
| 2 | Visual design establish a consistent mood / feel |
| 1 | Visual hierarchy shows relative importance of information |
| 2 | Text is easily readable |
| 2 | Site displays well in variety of browsers / readers / devices |
| 1 | Site includes an appropriate level of details, open space, and chunking of information |
| **(–2 to 2 )                 Functionally Appropriate** | | |
| 2 | Site provides good sign-posts (headers/nav) to identify content | Site includes breadcrumbs in the header, and plenty of navigation options |
| 2 | Site provides for user search and/or site index |
| 2 | Site provides appropriate functionality for its purpose |
| 2 | Site downloads quickly (<30 seconds on 56 k) |
| **(–2 to 2 )                  Navigation Clarity** | | |
| 2 | Site is identified on every page | There isn’t an overall navigation bar, but there are a lot of simple ways to browse through the recipes based on categories. |
| 0 | Navigation elements are consistent and predictable throughout |
| 2 | Navigation labels are familiar to the user, chunked by need |
| 1 | Sub-navigation is organized well and linked correctly |
| 2 | All navigation is visible at appropriate resolutions |
| **General Site Comments** | | |
| The site functions well, but could use more white space to give user’s eyes some rest from all the images, and recipe posts. | | |

**Molly Moon Design Critique**

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| **Website to Evaluate:** | | |
| <https://www.mollymoon.com/> | | |
| **Purpose of the Site:** | | |
| The site is to inform people about the Molly Moon ice cream shops, and encourage them to enjoy Molly Moon through visiting stores when they’re open. | | |
| **Intended Users:** | | |
| Adults, Seniors, Teenagers, Ice Cream lovers | | |
| **Evaluation Scale:  2=strongly agree; 1=agree; –1=disagree; –2=strongly disagree; 0= doesn't apply** | | |
| **(–2 to 2 )                 Purposeful** | | |
| 2 | Site purpose is clear | Site includes current details about the status of the ice cream shops during quarantine. |
| 2 | Content is relevant to purpose and intended audience |
| 2 | Page keywords, headers, and content match |
| 2 | Site content is current enough to serve audience’s purpose |
| **(–2 to 2 )                 Appealing Visual Logic** | | |
| 2 | Site is appealing, graphics fit well with site purpose | Many pages on the site are made up of condensed blocks of small text, which could be improved by making the text larger or adding more space |
| 2 | Visual design establish a consistent mood / feel |
| 2 | Visual hierarchy shows relative importance of information |
| -2 | Text is easily readable |
| 2 | Site displays well in variety of browsers / readers / devices |
| -1 | Site includes an appropriate level of details, open space, and chunking of information |
| **(–2 to 2 )                 Functionally Appropriate** | | |
| 2 | Site provides good sign-posts (headers/nav) to identify content | Navigation is clearly laid out, and functions well. |
| -2 | Site provides for user search and/or site index |
| 2 | Site provides appropriate functionality for its purpose |
| 2 | Site downloads quickly (<30 seconds on 56 k) |
| **(–2 to 2 )                  Navigation Clarity** | | |
| 2 | Site is identified on every page | The main navigation is responsive to adjust for smaller device widths, while the sub-navigation is always displayed on the page |
| 2 | Navigation elements are consistent and predictable throughout |
| 2 | Navigation labels are familiar to the user, chunked by need |
| 2 | Sub-navigation is organized well and linked correctly |
| 2 | All navigation is visible at appropriate resolutions |
| **General Site Comments** | | |
| The site is effective in meeting its purpose. The gallery on the home page invites users to learn more about different Ice Cream flavors, and different things happening at Molly Moon. One thing that distracts from the design is the use of white text over images that are mostly white. It is unreadable on some of the gallery images. A transparent, dark background for the text would help users read it easier.  The small text on the flavors page could be difficult for users with poor eye-sight to read, so making the font size bigger would help eliminate that issue. | | |