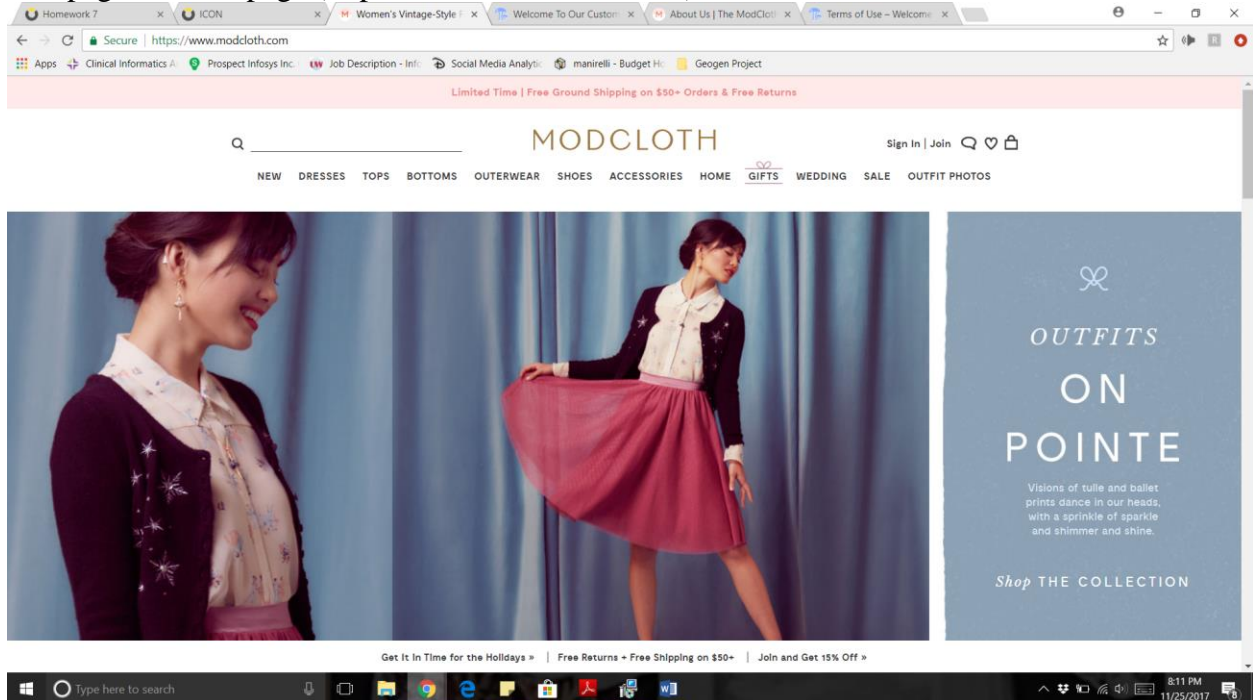


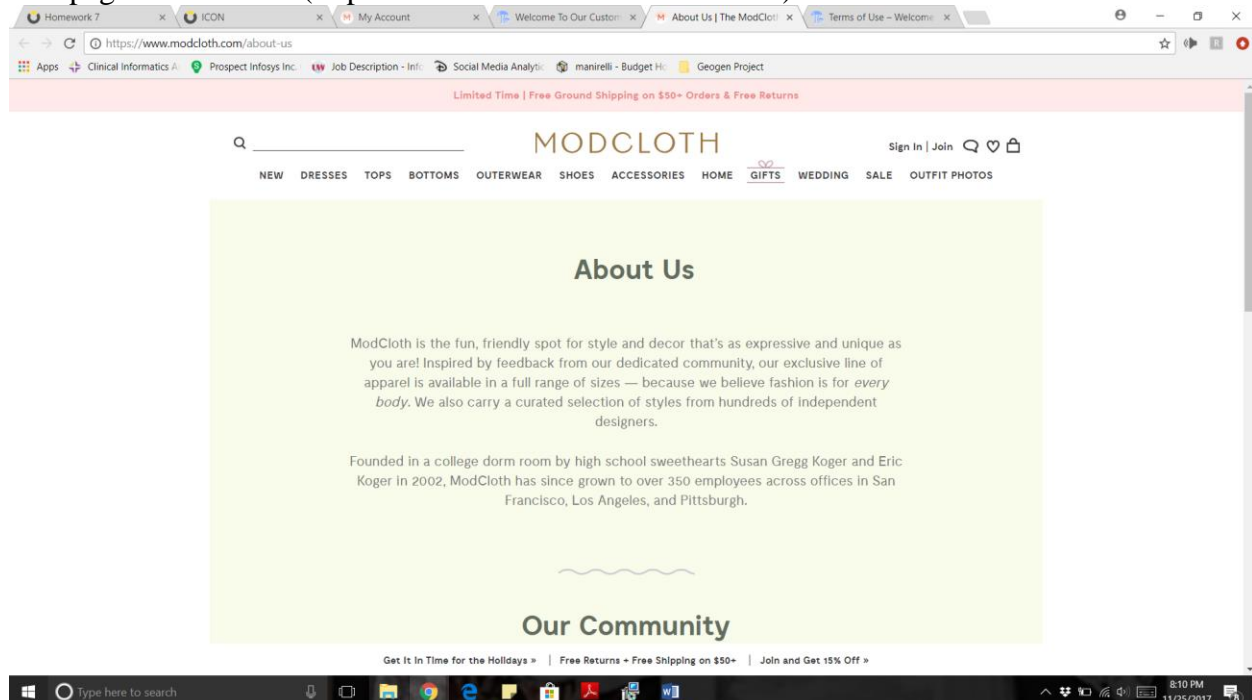
Website: www.modcloth.com

Webpage 1: Homepage (<https://www.modcloth.com/>)



The homepage is generally excellent, in my opinion. **Visibility** is great; as a shopping website, all major functions of searching for a garment are visible and obvious within the default scope of the homepage. When you scroll over something with a function, it either turns a different color, grows larger, or produces a drop down menu. This is excellent **feedback** in my eyes. The webpage is fairly **efficient** with most major functions requiring under three clicks. Finally, I think that the **effectiveness** of this webpage is spot on. Main functionalities are very obvious and easy to navigate and more specific topics are hidden (which can be found by scrolling down or searching at the top).

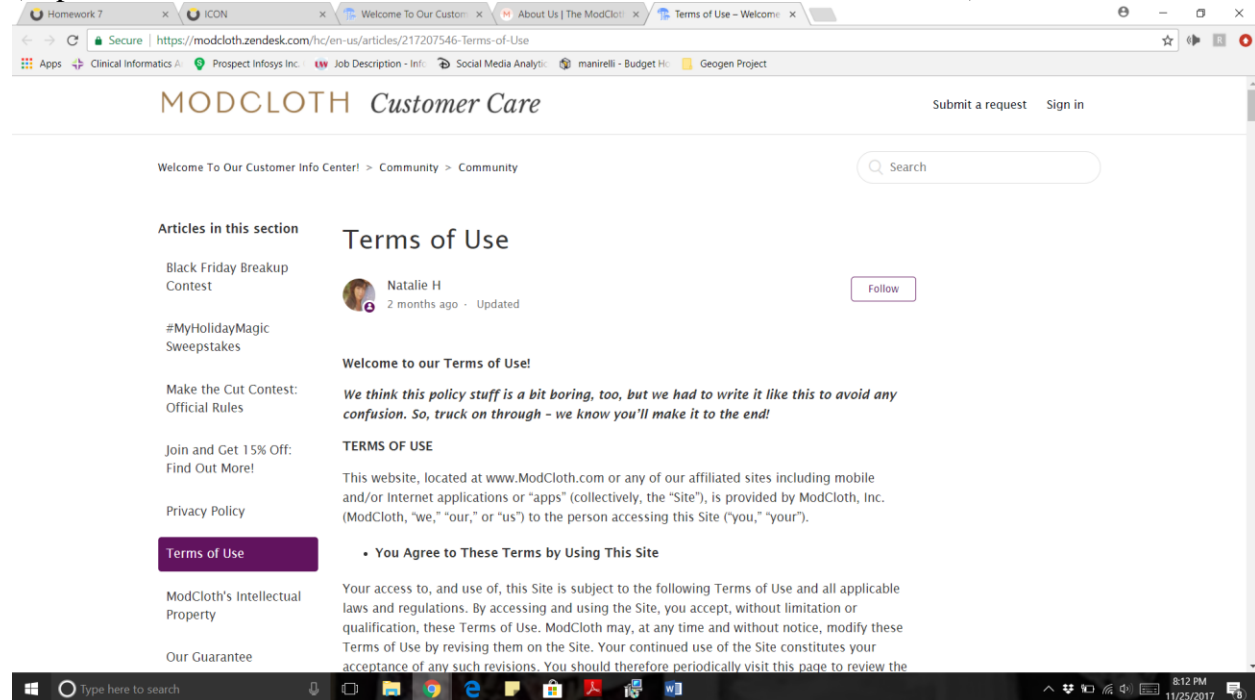
Webpage 2: About Us (<https://www.modcloth.com/about-us>)



My initial thought about the About Us page is that it reminds me of that viral internet photo of the blue or yellow dress. The green box is constantly slightly changing color, just slowly enough to convince you that you have lost your mind. I consider this to be very **poor aesthetic and minimalistic design**. Next, I found the information shared to **lack effectiveness**. I would anticipate the about us to contain more information about the company's journey, location, contact info, etc. Finally, I think that there is a poor use of **consistency**. I personally reallllllllly like it when the white space usage remains consistent across pages... however, this page had much more white space on each side than most other pages, which utilize all the space available. I think that one suggestion for improvement would be adding something for more **help and documentation**. Although this may exist on a different page, this would be a natural place for a link to exist to contact someone for assistance.

Webpage 3: Terms of Use

(<https://modcloth.zendesk.com/hc/en-us/articles/217207546-Terms-of-Use>)



There are a few things that bother me about this web page. First, it is a separate “Customer Care” sight that makes it impossible (as far as I can see) to get back to the shopping page without typing it into the address bar. This violates many principles, including **mapping (or the idea of WYSIWYG)** and **consistency**. The **aesthetics** are also awful, with few non black and white visual elements and poor use of space. It is so **minimalistic in design** that it is difficult to see where the ‘Articles in this section’ ends and ‘Terms of Use’ starts. In terms of **Security**, it feels strange that this page is almost set up like a blog post where ‘Natalie H’ instead of the company at a corporate level is the writer.

Webpage 4: Ask a Modstylist (module off of homepage when you click on the speech bubble)

Homework 7 x ICON x Welcome To Our Custom... x Modcloth Affiliates Reso... x Terms of Use - Welcom... x

https://www.modcloth.com/help/affiliates

Apps Clinical Informatics A Prospect Infosys Inc Job Description - Info Social Media Analy... manirelli - Budget H Geogen Project

Leave a message - Google Chrome

Secure | https://chat1c.livechatinc.com/licence/1049368/open_chat.cgi?lang=en&groups=4

Leave a message

You've reached the ModStylists, we're so sorry to have missed you! In the meantime, you can get a hold of our Customer Care team at 1-888-495-9699.

If you are interested in our styling service or have a product question leave us a message. We pinky promise to get back to you ASAP!

Name: *

E-mail: *

What were you hoping to chat about today? *

- ☐ I'd like some styling assistance
- ☐ I have a question about a product
- ☐ I need a little help with sizing

Subject: *

How may we help you? (Please be as detailed as possible) *

Leave a message

Powered by LiveChat

point, if they make purchases, you can earn a commission starting at 5% (2% for coupon

Get It In Time for the Holidays » | Free Returns + Free Shipping on \$50+ | Join and Get 15% Off »

Type here to search

8:13 PM 11/25/2017

I think that this page has great **utility** because it helps users to accurately and completely buy clothing. This function is excellent, because it helps to remove some of the user's fear of buying online instead of being able to try on in store. I enjoy the **minimalistic design** usage on this page, with just a splash of color but otherwise just the use of direct questions. I love that before you can "leave a message" (consistent with the idea of **match between system and the real world**) there is the **constraint** of asterisks by the required fields, which is also a great piece of **visibility**.