<div align="center">**Homework 8 – Mobile Site Comparison**</div>

**URLs to my two mobile sites:**
        www.amazon.com
        www.etsy.com

**Principle 1 – Design Principles – Constraints**

       It is crucial for a website to incorporate constraints to help users to not make errors. This can come in many forms, like only allowing users to purchase the number of items available. Amazon is great at limiting incorrect entering on an amount because it uses a drop down menu that generally allows you to order between one and thirty of an item, depending on availability. Etsy takes a different approach by having you add items one at a time. It tells you how many of the item are available and how many are currently in people's carts. I think that each of these methods make sense for their audience and are good uses of constraints.
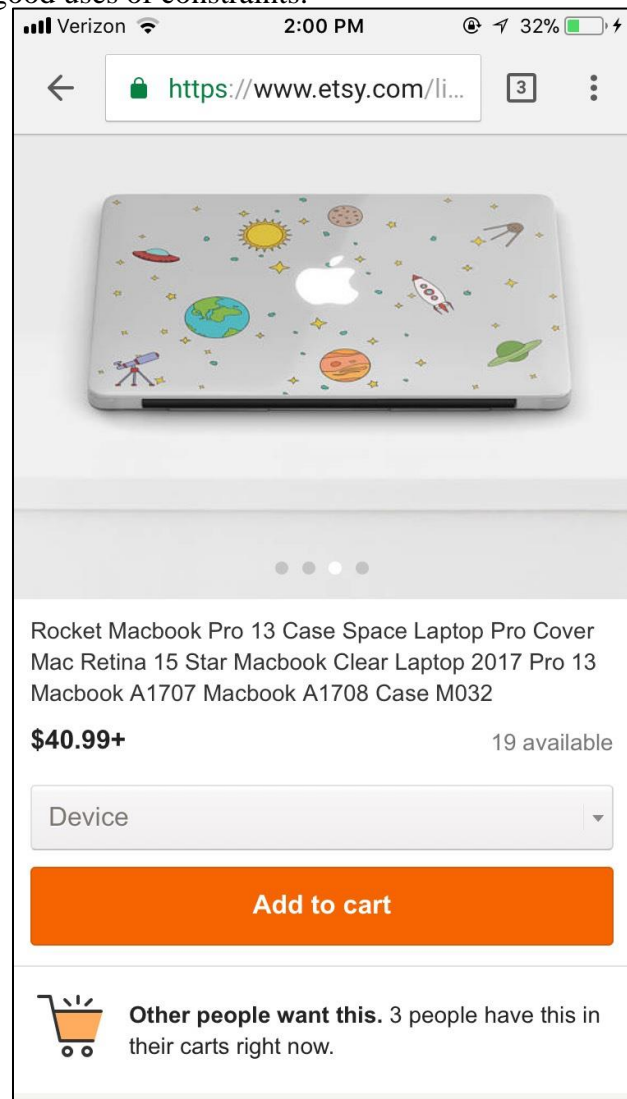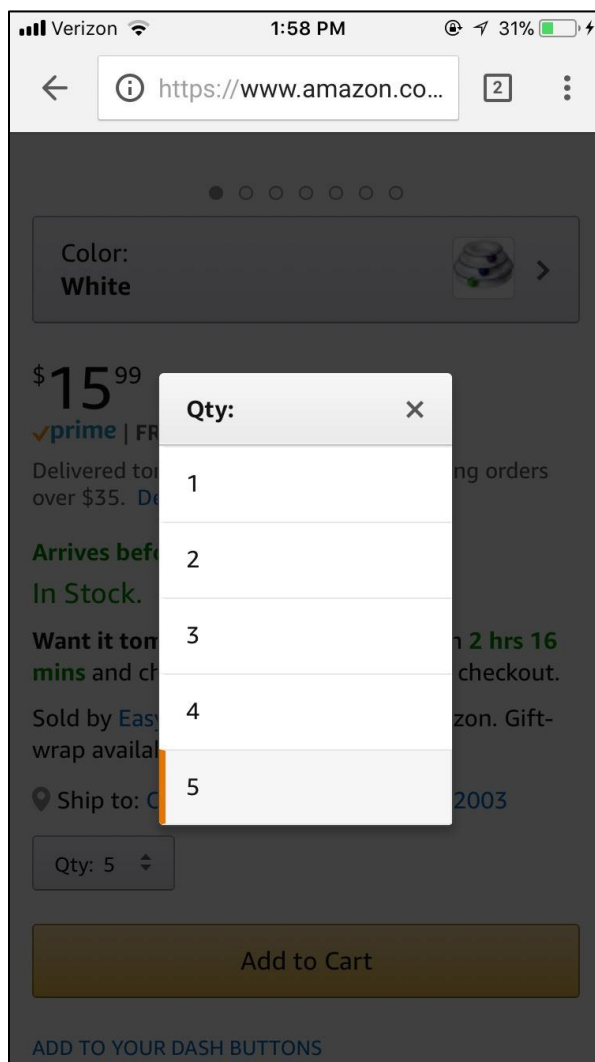
**Principle 2 – Usability Principles – Aesthetic and Minimalistic Design**

   For a mobile site especially, it is vital to value the minimalism of a web design. With a smaller screen to work with, each area of the screen should contain only vital, visually pleasing information. Amazon utilized this principle very well because of their usage of a small, essential menu bar as can be seen in the screenshot below. I also liked their choice of which items to include on the main visual screen of the homepage, versus which things would need scrolling or clicking to access. In comparison, Etsy utilized this principle excellently as well because of their usage of visual aids to assist as buttons on the homepage along with words as can be seen in the screenshot below.
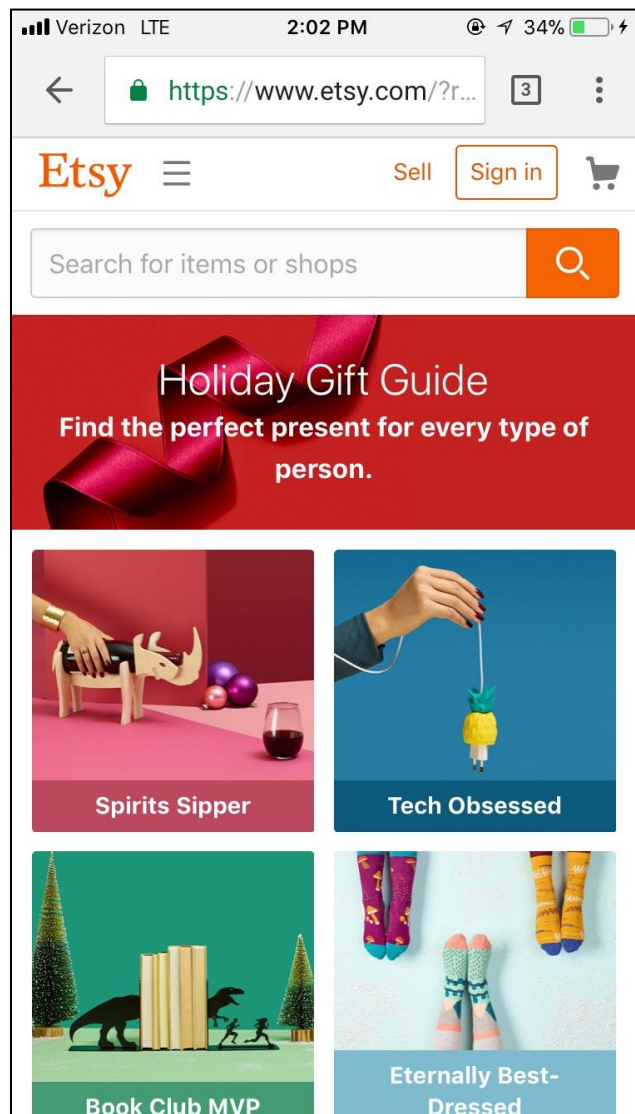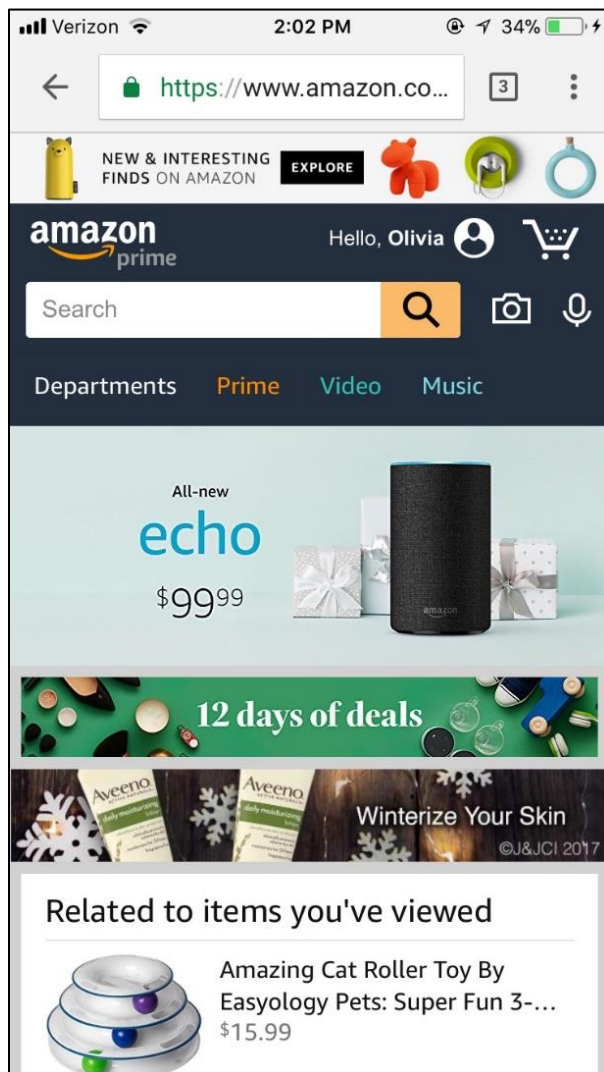
**Principle 3 – Web Usability – Credibility**

In our current internet security conditions, it is vital that a site, whether it be mobile or otherwise, appears authentic and secure. A few concepts discussed in lecture that add to this sense of security are not using animated icons or heavy backgrounds and assuring good looking design. I personally always look straight at the bottom of a site to see if all of the expected information like the copyright and privacy notice are there. Both Amazon and Etsy have met all of these expectations and, actually, have nearly identical set ups at the bottom of their mobile pages.
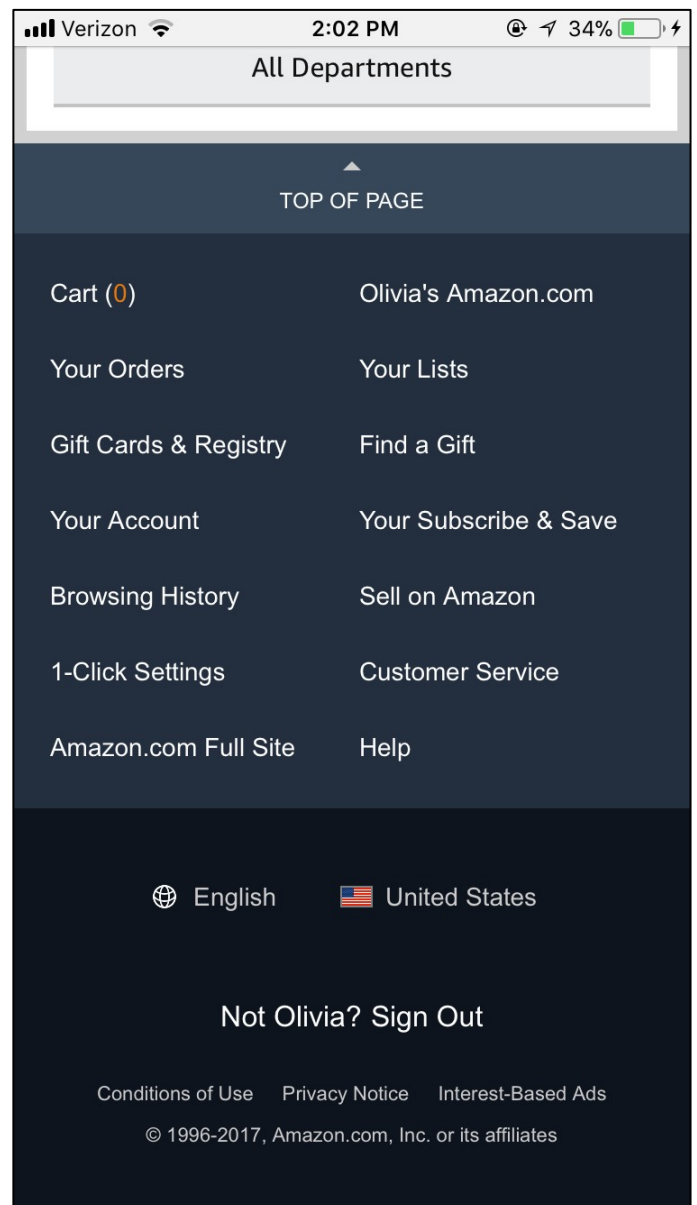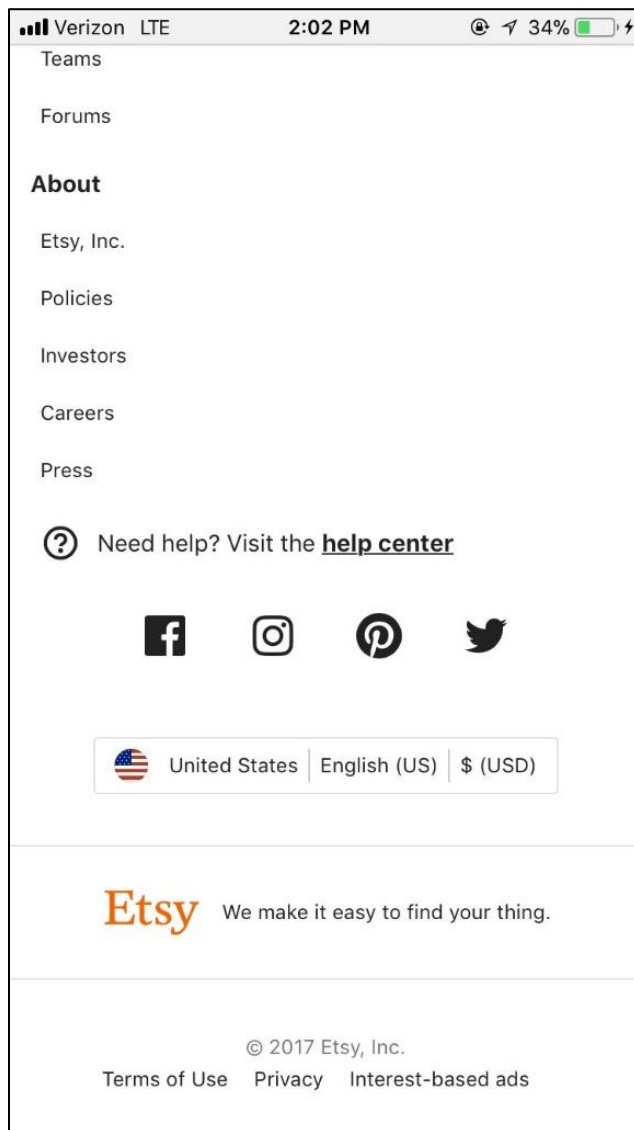
**Principle 4 – Nielsen's Recommendations for Mobile Sites – Text for Mobiles**

      I mentioned earlier the need for all content on a mobile site to be vital and visually pleasing. This need is especially present when it comes to text usage. I found that both sites did a great job at making text a clear font type, size, and color. It made me wonder if web developers generally have a standard for all of these things that is used across the board. Overall, the type was basic for both sites. The size was large enough to read but conservative of space. The color was light if the background was dark and vise-versa.