**Compare and Contrast**

After comparing sites that both clearly have something to do with graphic t-shirts, it was evident that there were similarities and differences among the two sites. The two sites that I evaluated were <https://www.mvptshirt.com/> and <https://mattyandlux.com/>. From a foundational point, both of the websites contained graphic t-shirts as their main marketing element. Both of the websites were composed of a simple white background and the majority of the text in black. This is a feature that I liked. They also both contained references to social media links. I liked that both websites had a way of navigating and organizing the content within different pages. It wasn’t until I started the evaluation that I really discovered some of the differences. The homepage layout of Matty and Lux was easier to navigate from the initial use. I did not like that MVP Shirt required scrolling at first to then be able to navigate within the site. Matty and Lux used gray occasionally for a font color. I did not like how it was difficult to read against the white. MVP Shirt used black and red which stood out against the white. Matty and Lux seemed to use a lot of pictures that did not have anything to do with the items being displayed. Even though it was tastefully done, I preferred the simplicity of MVP Shirts.

**Strengths of Matty and Lux**

Overall, Matty and Lux used a sleek style that was coherent throughout the entire website. One of the main strengths of this website was the way it displayed the use of the subdivided page. This made the functionality simple and easy to navigate as a user. Another strength is the accessibility to returning to home. Not only were you able to click on their logo to return home, they also had a clearly marked “Home” in their table of contents at the top of each page that would take you back to the homepage.

**Weaknesses of Matty and Lux**

One of the greater weaknesses of Matty and Lux had to do with their excess of pictures. For example, to go to their page that had shirts about “Mom Life,” the picture showed a mom holding a child. However, she was not wearing a graphic shirt. This happened for multiple categories and seemed to clutter up the page. Another weakness was that there was not a way to contact them for information. The last weakness was the use of a gray colored font when there was a white background. It was difficult to read due to be very light.

**Strengths of MVP Shirts**

MVP shirts seemed to have the greatest strength in my opinion. The overall look of the site was simple and not too over-done. They used a basic white background with a predominate black colored font. Occasionally they used red as a font color to make certain credentials stand out. They also had an easy to find “Contact Us” feature. Although it didn’t provide an e-mail from them, it popped-up a window for the user to send a message to MVP Shirts.

**Weaknesses of MVP Shirts**

The weaknesses of MVP Shirts seem minor compared to Matty and Lux. The initial navigation of the webpage is not spelled out when you first begin using it. This is due to not having a table of contents across the top. Instead, you must scroll down to view the categories. Once in the category, you are able to navigate according to the table of contents on the left-hand side of the webpage. This may sound like it contradicts its’ strength; however, I view it as a minor weakness within the design element of the webpage. My only other weakness with MVP Shirts is I had an issue with one of the links taking me to the proper location. Though, this did not happen on every page.

**My Website**

**Case 1**

**Who:** A college student who is interested in fall graphic t-shirt.

**What:** The student will navigate the website to find a design of their choice.

**Goal:** His/her goal is to navigate the homepage under the category that most fits the searching needs. The goal is also to be able to inquire or request information about the design.

**Steps:** First the student will navigate the website under the category that most fits his/her needs. Next he/she will browse the designs under that selection. Once a design is found, the student will be able to make a request or inquire about the design. This will provide them with a form.

**Action:** The website will provide the student with clear links at the top of each page to navigate the categories she is interested in. Once he/she finds the design, the student will be able to navigate to a form that allows them to request information about the design. This can include shirt types, shirt color, font color, size, and fit.

**Case 2**

**Who:** A mom

**What:** A mother wants to find a bib for her child to wear to express that the child has a food allergy.

**Goal:** The mother’s goal is to easily navigate the website to find a bib. If there is not a bib or a design she likes, she will submit her idea for a custom design.

**Steps:** First the mom will navigate the website under the category that most fits her need. Next she will browse the designs under that selection. If she does not find what she is looking for, she will navigate to the custom design page and submit her custom information.

**Action:** The website will provide the mother with clear links at the top of each page to navigate the categories she is interested in. If/when she cannot find what she is looking for, the custom design page will provide the mother a place to e-mail me with her contact information and a description of what she is looking for.