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Chapter 2 Review

02/22/2023

Focus on Web Design

** a.** **What is the URL of the website?**

<https://www.ae.com/us/en?utm_source=google&utm_medium=sem-brand&utm_content=ae&utm_campaign=nogender_general_general&utm_term=american%20eagle&gclid=CjwKCAiAl9efBhAkEiwA4TorijaoLvuqVxhS3Ej2JN4ibHHzvUYWBXYHlacILFnkjmdFnwGEOsPo7RoCwXMQAvD_BwE>

** b. Is the page appealing or unappealing? List three reasons for your answer.**

I consider this an appealing web page (In fact, this is one of my favorite clothing websites to buy jeans). I like how they always advertise current sales going on at the top of the page. They have it in bold red text bubbles “Shop Women,” “Shop Men,” and “Shop Erie.” This makes it easy to navigate on the web page. Then once you click on “Shop Women” for example, it takes you to all the other options such as Tops, Bottoms, Bathing Suits, etc. to help narrow down your search.

** c. If the page is unappealing, what would you do to improve it?**

I enjoy all the different backgrounds of the AE models because usually they are advertising the seasonal clothing and you can click right on it and it will take you to the spring, summer, fall, or winter selections. However, it almost seems like too much is going on as you scroll down the page with all the different photos and videos. Personally, I would cut back a bit on the graphics.

** d. Would you encourage others to visit this site? Why or why not?**

Yes, because as I mentioned this is one of my favorite websites for buying jeans! I can always trust that American Eagle will deliver a high-quality product. The site is easy to navigate and there usually is always some type of sale or promotion going on.