

Website Designs Review

Likes

<https://www.ecowebhosting.co.uk/>

This site creates and hosts websites for customers. I really like the simple graphics it uses and their choice of colors. The site has a clean look and is easy to navigate. The only reservations I have are the home page requires quite a bit of scrolling or the use of anchors to jump down the page. I also don't like the font used at the upper left corner of the page for the "ecowebhosting.co.uk" text.

- Primary color of this site is green, which I feel is appropriate because this is a site which promotes an eco-friendly or "green" mentality that goes into their services.
- Primary users of the site are people using the company's web hosting services. The company's "hook" is to bring in customers who have an eco-friendly point of view, as the company's culture revolves around a "low carbon footprint". I think the company's use of earth-tones caters to their user base.
- Users' tasks and goals include all aspects of creating and maintaining a web presence. The tools needed to accomplish the users goals are easy to find and navigate.
- I think this site succeeds in creating a good user experience.

<https://www.youtube.com/>

YouTube is all about the videos, and I like how even after their wildly popular website has become an internet staple; they have kept their original design pretty much the same. The graphics are simple and it's easy to navigate and find what you are looking for. The company has also done a good job offering related suggestions when a user watches a video. I also like that you don't have to be a registered user just to look up a video.

- The primary colors used on this site are red and white.
- Red can be considered a color of excitement, motion, and movement, which is appropriate since the site focuses on video.
- Primary users of this site are people watching videos to learn and also entertain. People also post their own videos to build audiences for the "channels" they create.

- The site caters to users offering screen space to watch a main video and also thumbnails of “suggested” videos the user might also be interest in. The font is simple and does not distract from the content.
- Users goals at this site are uploading and watching videos for educational, promotional, and entertainment purposes. Videos are very easy to find on YouTube and the information is showcased well.
- YouTube is easy to use and hugely successful. It has made the availability of video on the web much easier for both the people posting videos and the people watching videos.

<http://www.dietitiancassie.com>

This is a website for a dietician based out of Minneapolis who maintains a blog and offers a variety of coaching and speaking services. The photos she uses are professionally done and add to the clean look of the site. The menu is easy to navigate and she provides links to her social media sites as well.

- The primary color of this site is blue on tones of white and light gray.
- The color matches the mood of the site because it can represent goodness, freshness, trust and balance.
- Primary users of the site are people interested in nutrition, diet and health.
- The site’s design gives off a positive vibe and I think that’s what the people who are using this site are looking for.
- The site’s users are looking for information on diet and health and to purchase or obtain information on the products the site’s host offers.
- The site presents it’s information in a logical format and it’s easy to find what users would be looking for, providing a positive user experience.

Dislikes

<http://Sphere.bc.ca>

This site is a mess. It looks like it was poorly created in the late 90’s and hasn’t been updated since (even though it states the last update was in May, 2016). The use of grainy graphics on a dark background with harsh colors makes you want to leave immediately. As you navigate the site, the background changes to white. Cheesy images are sprinkled all over the site, and there is even a counter proclaiming the user’s visitor number.

- The primary color of this site is blue, although, purple, teal and yellow are also used. None of the colors complement each other when looking at the color rules: analogous, monochromatic, triad, complementary, compound, or shades. As you follow links, page backgrounds become white and the main text color switches to red.
- I don’t believe the colors really work to serve the purpose of selling a variety of technical equipment or promoting the developer’s personal links.

- Primary users of the site would be people looking to purchase used electronics and slide rules.
- The site design looks random and doesn't seem to serve a purpose for the user.
- I don't believe this site has a professional look and furthers its cause to sell merchandise. I would imagine this site would depend on a "cult" following of past users, it probably doesn't attract new clients.

<http://www.webbyawards.com>

The purpose of this website to celebrate the best of the web. After looking at it, I thought it was an example of what not to do when developing a web site. The navigation is very confusing and I found it difficult to understand what you're looking at. I thought the use of spacing was poor and it did not provide a consistent look.

- Primary colors are black, white and yellow. The site also uses large images on the homepage, which blends in a large amount of purple. I think this image confuses the layout.
- Primary users of the site are going to be people seeking the entertainment value of the site and also people looking for interesting web sites to visit. I believe its confusing navigation will cause visitors to go elsewhere, unless they have a specific interest in finding something on the site.
- The homepage has links made from images from an awards show; the links are featuring random awards and there is no logical flow to them.
- Ultimately the website provides the information users would want, but you have to go at least one link to get to it. You also have to follow a large menu structure that may run off the page if your browser window is not open large enough.
- Since the site requires you to follow several links to find the information you may be looking for, and even then it can be hard to find, I don't think the user experience would be very satisfying on this site. I would go back to Google and continue to look elsewhere.

<http://www.uat.edu>

The University of Advancing Technology is located in Tempe, Arizona and it bills itself as the "technophile's college experience". The menus on this website are huge and tend to jump and flash at you when you move the mouse across the screen. There is a large image of a girl in the center of the home page, with a number of "courses" spinning around her head. The user can get dizzy trying to figure out what each of the circling squares represent. It's all meant to look cutting edge, but the end result is a distraction.

- The primary color of this site is several shades of gray, accented with a maroon heading. The color is appropriate for the site. The site contains many images of students which are quality shots, however the rotating

images/menu on the homepage can be distracting and is not practical for use.

- Primary users of the site would be prospective students of the university.
- The goals of visiting the site would be to research the university and to learn how to complete the steps of enrollment. The existing menu structure is quite large and uses a small font, which I believe makes it difficult to navigate.
- There is also a menu structure located on the right side of the screen on some pages. If your window is not opened enough, you lose site of this menu and miss content that is not represented elsewhere.