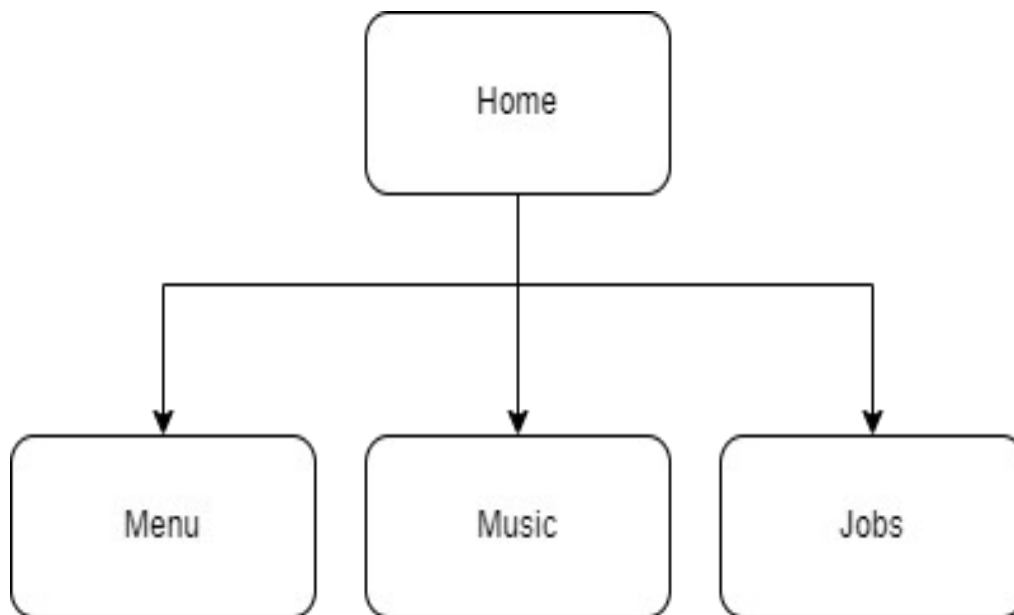


Chapter 5 – Web Design

JavaJam Coffee House – Site Map

As of Chapter 4, the JavaJam Coffee House website is using a shallow **hierarchical organization** type site map. The website has a clearly defined home page with links to three additional pages; Menu, Music, and Jobs. A hierarchical site map works well for this type of website with each topic organized into appropriate chunks.



Chapter 4 – JavaJam Coffee House – Hierarchical Site Map

JavaJam Coffee House – Web Design Practices

As of Chapter 4, the JavaJam Coffee House has implemented three out of the four planned site pages, content and narratives, and images to convey the brand of the business. At this point, there are still eight additional chapters of improvements planned for the site. Yet, I'd consider the website has a strong foundation that has been implemented well to build upon.

Implemented Well

The following three design practices have been well implemented:

1. Page Layout
2. Content Presentation
3. Accessibility

Page Layout

The overall design and content is pleasing and relatable for the JavaJam Coffee House brand and it's audience. The narratives are consist, the images are appropriate, and page layouts are consistent.

Content Presentation

The information architecture on each page flows well and allows users to skim the information to gain what they are looking for quickly. The wording is clear and understandable, the images have good white space and placement, and every page has a consistent design (allowing users to easily grasp the conveyed content).

Accessibility

Testing the site against WCAG 2.1 AA standards, there is only 1 error and 3 warnings. The error isn't well defined and only appears on the home page; it's safe to assume this error can be ignored. Of the three warnings, there is only one that should be corrected. On the Music page, the month headers are H4 elements. It's recommended that they be corrected to H3 elements to follow the nested heading structure logically.

Needs Improvement

The following three design practices could be improved upon:

1. Navigation
2. Color and Graphics
3. Browser Compatibility

Navigation

The navigation of the site could be improved in two ways:

- Layout – At first glance, the navigation can be easily overlooked. I'd recommend a two-panel layout where the navigation is separated from the main content of each page.
- Design – Currently, the navigation's design are simple anchor tags. In addition to the two-panel layout, I'd recommend improving on the design to make the navigation anchor feel more like clickable buttons.

Color and Graphics

The color and graphics of the site could be improved in two ways:

- 60/30/10 Rule – The currently background color of “#FCEBB6” has an overwhelming percentage of nearly 80% (the background image and main color background) while the “#D2B48C” background color is closer to 20%. I'd recommend altering the color scheme to utilize 60% of a primary color, 30% of a secondary color, and 10% of an accent color.
- Background – While the repeating background image allows the user to determine where the content begins in the wrapper, it can cause irritation to those with sensitive eyes. People with astigmatism may feel a pressure due to the small, repeating diagonal lines.

Browser Compatibility

As of point, the website is not mobile responsive. When viewed on a with a mobile viewpoint/resolution, the site shrinks to fit the width of the device; making the text nearly impossible to read and touch-points difficult to press. I'd recommend introducing view breakpoints into the CSS to adjust correctly for mobile, tablet, and desktop appropriately.