

**Informatics Institute of Technology**

Department of Computing

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# **First Website - “art.yale.edu” and “art.yale.edu/AboutThisSite”**

## What is the first Impression?

### Sanjula

|  |  |
| --- | --- |
| **art.yale.edu** | The web page “art.yale.edu” has no main heading. Instead the header section contains details that should be in the footer of the page, which are in small font size and in a different color to any other element currently present in the website. The “cards” present in the website are not of the same width and height and does not make maximum use of the available space (static content). The content also has inconsistent font properties (font-size, font-color) in between the elements (heading, paragraphs, links). The posts published on the page has no relevance to each other. The images placed in the page are inconsistent in content and size and lacks meaningfulness.  The background image, which could be changed by any authorized user, tends to be mismatching to the content of the page. The navigation bar is on the left hand side which makes it difficult to spot and it is also difficult to find the page you want to go to from the website. Visitors will also find it quite difficult to find the login button. Thus, important elements that are crucial to ensure usability of the site is not present and the contents of the site are disorganised. |
| **art.yale.edu/AboutThisSite** | The web page “art.yale.edu/AboutThisSite” also has no main heading and like the previous web page, the header section contains details that should be in the footer of the page, like the address of the Yale School of Art. The menu bar and the login button on the left side is the same as in the “art.yale.edu” page.  However, there is an addition of a “See also: ” menu bar at the top of the page. The color of this navigation bar (orange) does not match the rest of the elements on the page. Once again, posts published on this web page do not utilize the maximum amount of space it can use. The black and white recurring background image (GIF) is the most distracting feature of the whole web page, which may have a significant impact on the accessibility of the website. |

### Kushel

**art.yale.edu**

Improper Alignment.

Theme is not uniform.

Inappropriate use of space.

**art.yale.edu/AboutThisSite**

Distracting background image.

Unappealing colours.

Information not spread out properly.

2)

## What is the target audience?

### Sanjula

|  |  |
| --- | --- |
| **art.yale.edu** | The target audience for both the above websites is the grad students, faculty, staff and alums of the School of Arts. |
| **art.yale.edu/AboutThisSite** |

### Kushel

All School of Art grad students, faculty, staff, and alums.

3)

## How do you find the style used?

### Sanjula

|  |  |
| --- | --- |
| **art.yale.edu** | The style is inconsistent. The about page has some elements that are not present in the main page (“See Also :” and Feedback).  The spacing between posts published in the main page is irregular. There is no page heading for either website and the navigation is weak, making it difficult to use for most users. |
| **art.yale.edu/AboutThisSite** |

### Kushel

Style differs from page to page

# **Second Website - “*Wufoo.com”***

1)

## How easy was it to create the form?

### Sanjula

Creating the form is not a hassle. It is extremely easy to get started. Creating an account is not needed to create a form but after creating the form, saving it or performing other similar actions require signing up for an account.

### Kushel

It was easy to create the form since no typing of html was necessary.

2)

## What are the notable design aspects you have learnt through this activity?

### Sanjula

* + Colours used on the website are comfortable to the eyes.
  + Adding details to the fields is incredibly easy.
  + There are multiple ways to add a field
  + The controls move according to the position of the field you are editing. Thus, eliminating the need of scrolling to access the controls, as the number of fields increases.
  + Distinguishing between sections in the website has been made easier with the use of “folder shapes” and colours.

### Kushel

Help was offered for each component

Linear process was presented

Fields of the form are categorised together

# **Third Website - “bbc.co.uk/news”**

1)

## What is the first impression?

### Sanjula

A lot of pictures have been used around the whole site. The main headline is emphasized from the other news, which makes it easy to notice. However, the content seems to be disorganised and most of the headlines don’t include description but an attractive sentence which forces curious minds to click on them, therefore, a lot of click-bait is present.

### Kushel

Viewer is overwhelmed with information

Irregular navigation

Few colours used

2)

## What is the target audience?

### Sanjula

The target audience is not restricted to any category. Anyone can read the news that is present on the website.

### Kushel

Anyone that wishes to read the news

3)

## What is the top story?

### Sanjula

The top story is “Israel responds in force to jet downing”

### Kushel

Charities warned after Oxfam Haiti prostitute claims

4)

## How do you find the style and language used?

### Sanjula

The style used by the website is using red, white and black as the main colours. The language used throughout the website is English, and the way it is used is very proficient.

### Kushel

The style is the same throughout the webpages and the English is correctly used

# **Fourth Website - “bbc.co.uk/cbeebies”**

1)

## What is the first impression?

### Sanjula

CBeebies is a very interactive website with a clean interface and lots of colors and has a lot of animations and effects used to make it attractive to the target audience. Overall, it is very easy to use.

### Kushel

Very colourful website with interactive elements

2)

## What is the target audience?

### Sanjula

The target audience is small children.

### Kushel

It is aimed at children

3)

## How do you find the style and language used?

### Sanjula

There are a lot of colours used to make it more attractive to the target audience and very simple English words have been used to make it easier to understand.

### Kushel

It is appropriate for the audience which it is aimed at and language is easy to understand

# **Fifth Website - *“Easyjet.com”***

1)

## What is the first impression?

### Sanjula

As soon as you visit the page, a huge banner which spans on the right hand half of the page with only a few lines explaining and prompting the user to accept cookies. This is quite distracting. However, once you accept or reject cookies, the website is very clearly a travel website, which is visible by the booking widget and banners of destination. There is a clear navigation bar and a lot of information on the home page itself.

### Kushel

Introduced with a huge dialog asking viewer to accept cookies, afterwards you’re presented with a form and a nice slideshow

2)

## What is the target audience?

### Sanjula

The target audience includes people looking to travel to destinations around the world.

### Kushel

People who wish to travel.

3)

## What is the goal of the site?

### Sanjula

The goal of this site is to provide a platform where you can book air tickets, hotels, holiday packages and rent cars all in the same website.

### Kushel

To make it easier to book air tickets, hotels, holiday packages and rent cars.

# **Sixth Website - *“Tacomayo.com”***

1)

## What is the first impression?

### Sanjula

This is a simple website about a Mexican food chain, with a clear logo, slideshow of the offers available, which is very informative. The menu bar is also clearly highlighted and easy to read.

### Kushel

2)

## How much will a meal for 3 adults and 2 children cost?

### Sanjula

|  |  |
| --- | --- |
| **Item Description** | **Price ($)** |
| **CHILDREN** | |
| 3 Kids Meal (@ 2.99 X 3)  Fruit Cups (@ 0.00 X 3)  Kid's Cheese Quesadilla (@ 0.00 X 3)  Minute Maid Lemonade (@ 0.00 X 3)  Orange (@ 0.00 X 3) | 8.97 |
| 3 Chips & Cheddar (@ 3.25 X 3) | 9.75 |
| 3 Soft Chicken Taco (@ 2.19 X 3)  Extra Cheese (@ 0.30 X 3)  Add Sour Cream (@ 0.25 X 3) | 6.57  0.90  0.75 |
| **PARENTS** | |
| 2 Soft Chicken Taco (@ 2.19 X 2)  Extra Chicken (@ 1.19 X 2)  Extra Cheese (@ 0.30 X 2)  Add Sour Cream (@ 0.25 X 2) | 4.38  2.38  0.60  0.50 |
| 2 Fresh Mex Burrito (@ 4.49 X 2)  Chicken (@ 0.00 X 2)  Mexicali Rice (@ 0.00 X 2)  Refried Beans (@ 0.00 X 2)  Cheese Sauce (@ 0.00 X 2)  Romaine Lettuce (@ 0.00 X 2)  Cheddar-Jack Cheese (@ 0.00 X 2)  Sour Cream (@ 0.00 X 2)  Extra Chicken (@ 1.19 X 2)  Extra Cheese Sauce (@ 0.50 X 2)  Extra Cheese (@ 0.30 X 2)  Extra Sour Cream (@ 0.25 X 2)  Grill It! (@ 0.70 X 2) | 8.98  -  -  -  -  -  -  -  2.38  1.00  0.60  0.50  1.40 |
| **Subtotal** | 49.66 |
| **Tax** | 4.16 |
| **Total** | 53.82 |

Figure 1

### Kushel

3 Kids Meal (@ 2.99 X 3) 8.97

Fruit Cups (@ 0.00 X 3)

Crispy Beef Taco (@ 0.00 X 3)

Coca~Cola (@ 0.00 X 3)

Unflavored (@ 0.00 X 3)

2 Crispy Beef Taco (@ 1.00 X 2) 2.00

2 Fountain Drink (@ 0.00 X 2)

30 oz (@ 1.19 X 2) 2.38

Coca~Cola (@ 0.00 X 2)

Unflavored (@ 0.00 X 2)

2 Potato Locos (@ 1.00 X 2) 2.00

Subtotal15.35

Tax 1.29

Total 16.64

3)

## What do you think about their classic and fresh mex menu?

### Sanjula

The classic menu includes the standard ingredients used to make the standard dishes, which would be useful for people who are indecisive of what they want. The Fresh Mex Menu, however, adds a personalized touch to what you are ordering by allowing you to specify the ingredients you want your dish to be made with, which could be fun as well, given that you chose the perfect ingredients, of course.

### Kushel

Classic menu comes with set items of food

Fresh mex the customer can customize their meal

4)

## How many calories for a portion of Super Burrito - Chicken?

### Sanjula

The Super Burrito - Chicken contains 527.2 calories.

### Kushel

527.2

5)

## Find the nearest restaurant where you can enjoy their promotion “Ghost-pepper grilled Burrito”.

### Sanjula

There is no such promotion as mentioned above right now, but there is a promotion named “Thank Cod. It’s Fish Friday” and that promotion is effective in all outlets.

### Kushel

Could not find the nearest restaurant offering that deal.