

JavaJam Coffee House Case Study

1. What is the type of site organization used for the JavaJam website? Is it the most appropriate organization for the site? Why or why not?

The JavaJam site uses (a rather shallow) hierarchical site organization scheme. I think it is the most appropriate organization type for this site. A linear site layout wouldn't make much sense, and would be tedious for our target audience to use. We could alternatively use a random site organization scheme, however this might also be rather confusing for the user.

I assume that our target audience is coming to the site looking for quick, specific information. The way the site is organized now gives the user chunks of navigational information, where the user can easily select the type of information they are seeking.

2. Review the recommended web design practices from this chapter. Use the Web Design Best Practices Checklist to evaluate the JavaJam site you created in earlier chapters. Cite three design practices that have been well implemented. Cite three design practices that could be implemented in a better way. How else would you improve the website?

Three design practices from the Web Design Best Practices Checklist that have been implemented well are consistent navigation, color consistency, and font consistency. The navigation bar is consistent across all pages, it is consistent in its location, design, and its readability. The colors and fonts do not change, and contrast well with each other.

The overall site color design is also consistent, and allows for good readability. The background color and font colors contrast and do not fall into the "bad colors" category for colorblindness. The colors are neither too bright nor monochromatic, and there isn't a large variety of colors selected for the overall site design.

Last, the fonts used throughout the site are consistent. They are also very readable. The use of both serif and sans-serif fonts gives visual variety without looking disorganized or chaotic. Fonts used aren't too fancy, and they are surrounded with enough white space to allow for easy reading.

Based on the Web Design Best Practices Checklist, three things I think could be improved on include functionality (working links), content presentation (spelling and grammar), and color/graphics (using color and graphics to enhance the site).

The navigation links are consistent, but need to be fixed. There was a "Jobs" navigation link that was added, but never got a linked page. I need to add in a jobs page to complete this section so the user isn't dropped to a cold 404 page! How terrible!

Content presentation could be easily improved with the use of a text editor. Since I am using notepad as my HTML and CSS editor, there isn't any build in grammar or spelling check. Therefore, keystroke errors are bound to happen! I have caught most of my errors, but I'm sure there are more. I must fix them!

Last, the color and graphics of this site feel cozy, but very dated and almost grungy (in my humble opinion). I'd like to improve on the design of the site to include a little more monochromatic-artsy of a design and color scheme. Maybe go for something a little more simplistic and edgy! The coffee shop depicted by the site so far is a cozy and rustic atmosphere, supportive of local artists. I believe this site could do a better job of displaying this in a more modern design.