

## Web Research: Week Five

### Java Jam Coffee Shop:

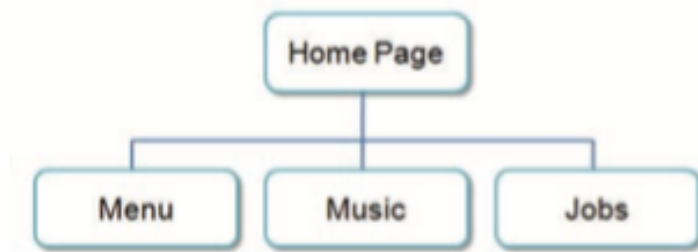


Figure 2.28 JavaJam site map

#### Question One:

The *Java Jam* website structure in *Figure 2.28* (above) is a Hierarchical Organizational structure with a shallow hierarchy (at this stage). I think it is the most appropriate structure for the site because the home page is the destination for the user and from there they can access a range of straightforward page portals from the home page. Being a coffee shop, the range of pages displayed on the site will be smaller than the tax department or a government agency. From the main page, users can see the products and services offered very quickly.

#### Question Two:

The Java Jam site I have built in three different processes is increasing its use of Web Design Best Practices as we moved the weeks.

### **JavaJam Coffee House**

[Home](#) [Menu](#) [Jobs](#) [Music](#)

- Specialty Coffee and Tea
- Bagels, Muffins, and Organic Snacks
- Music and Poetry Readings
- Open Mic Night

12312 Main Street  
Mountain Home, CA 93923  
1-888-555-5555

Copyright © 2016 Java Jam Coffee House  
[shannon@aston.com](mailto:shannon@aston.com)

In its ***earliest*** form, it had a consistent header and navigation area among all three aspects of the page. It included a footer with an email address link with good use of proximity, contrast and alignment in a very simple form. It had good contrast with text and background (black on white) and was viewable in a wide range of browser types. There was much to be improved upon though.



The ***second*** form of the site, added a consistent and complementary color scheme which greatly improved its appeal and message. It moved from a serif font to a sans font which again improved its look and accessibility. There was a color contrast with the header and footer from the main page, which emphasized the feel and look of the page. The improvements it needed in this form was the lack of graphics and images to convey meaning.



The ***third*** and final form discussed, as mentioned before added graphics (Java Jam Logo Header) and images (Winding Road and music artists) to good effect. The homepage was now very compelling '*before the fold*' and loaded quickly as all images and graphics were optimized properly. The visual content was meaningful and added to the overall feeling of the site. The site was easy to navigate and information was easy to find in a simple

hierarchy. All links were functional. The layout is centered to add visual appeal.

Three improvements to make in the future would be to add more images to generate interest in the menu items. Images of food and drink are often more appealing than text. Including multimedia aspects of the music artists who perform for customers to get a taste of the entertainment offered also. Finally, in the jobs section, an interactive applicant portal to enter details or a document to pull from the site used for paper applications. To further improve the site, perhaps a more youthful feeling with color scheme or design to reflect the fun or relaxed nature of the coffee shop. The yellow color is quite sedate and neutral, but coffee to me is bold and energizing, especially with live music too.

### **Fish Creek Animal Hospital:**



**Figure 2.32** Fish Creek site map

### **Question One:**

The *Fish Creek Animal Hospital* in *Figure 2.32* is a Hierarchical Organizational structure with a shallow hierarchy (at this stage). It is very similar to the Java Jam site at this current stage, but may develop many differences as it grows because an Animal Hospital is a slightly more complex operation and has differing clients needs and services offered. I think over time the site will develop into a deep hierarchy to adequately display all the services and information a Vet must communicate to its customers. As it's a hospital, a Hierarchical Organizational with a deep

hierarchy would be best. It is my recommendation that an Animal hospital have a deep hierarchy with a three click-bread crumb trail for users.

### **Question Two:**

The Fish Creek Animal Hospital site I have built in three different processes is increasing its use of Web Design Best Practices as we move through the weeks.

#### **Fish Creek Animal Hospital**

[Home](#) [Services](#) [Ask the Vet](#) [Contact](#)

##### **Full Service Facility**

Veterinarians and staff are on duty 24 hours a day, 7 days a week.

##### **Years of Experience**

Fish Creek Veterinarians have provided quality, dependable care for your beloved animals since 1984.

##### **Open Door Policy**

Our professionals welcome owners to stay with their pets during any medical procedure.

1-800-555-5555  
1242 Grassy Lane  
Fish Creek, WI 55534

Copyright © 2016 Fish Creek Animal Hospital  
[shannon@aston.com](mailto:shannon@aston.com)

The **first** look was simple with a clear layout and navigation, linked email in the footer with a high level of text/background contrast. The site was uniform in style, but lacked color or anything to draw in the user. The font was a serif, which could be improved upon.

#### **Fish Creek Animal Hospital**

[Home](#) [Services](#) [Ask the Vet](#) [Contact](#)

##### **Full Service Facility**

Veterinarians and staff are on duty 24 hours a day, 7 days a week.

##### **Years of Experience**

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The **second** site made good use of the color and bold face text. The navigation bar was uniform and all site links worked back into each other. The blue background and white text was an ok contrast as was the bold use of header and list text. The text font changed to a sans serif to good effect. The site lacked images and identity to its particular business type so some best practices need to be attended to.



The **third** and final version of the site made some great best practice additions. The use of a logo gif and navigation bar gifs of a fish with text overlaid instantly increased its visibility and appeal. The use of shadows and the text also helped convey the message. The uses of visuals made the site appear professional which a hospital must do. The ‘*Ask the Vet*’ content was meaningful and furthered the sites professional feeling.

Improvements in best design practice for this site would be to set up some external hyperlinks to relevant news articles related to animal health care techniques or diet information. Also, a full photographic display of the facilities at Fish Creek for customers to see where their animals will be treated, perhaps using JavaScript or a flash plugin.

Lastly, I would change the color scheme completely and go with a white and simple accents like Amazon or EBay mentioned in the chapter. Blue does not seem medical to me, and it doesn’t convey a clinical feeling. Blue is often attributed to sadness and a low feeling. A vet would need to be mindful of this and display a clinical or very neutral color palette as not to discourage potential customers.