On a relaxed Sunday afternoon, while browsing the internet, I bumped into Disney’s website. My first thought after looking at Disney’s website was that why does it contains so many large images and texts on a homepage? One would think that this website is specifically designed for kids. However, in my opinion, Disney needs to broaden its demographic range. Even though their largest age group range is among kids, realistically users of all ages browse through Disney’s website for some or the other reason. Be it shopping a Disney product or finding information about a Disney movie or planning a trip to Disneyland. After browsing through the website, I decided to do a quick heuristic evaluation.

Major Issues:

Unappealing visuals:

The site fails to have a consistent and clear look to it. The size of the header and footer are not consistently styled as we browse through the sub-pages. Not having a recognizable look might make not help in keeping the users engaged.

Also, with the amount of visuals present on a single page, there are high chances that the user might get overwhelmed about what to do next and might simply close the browser.

<h4>Visual momentum:</h4>

<p>While browsing through different sections, I realized that it takes multiple clicks to return to the homepage. This spoils the whole user experience as well as might confuse the user. For example, when on the games.disney.com page, one would expect that clicking on the Disney logo would return them to the homepage. However, this is not the case. Clicking on the Disney logo opens up a large menu which contains the hyperlink for the homepage along with a list of hyperlinks for other pages on the website.</p>

<h4>Context and layout:</h4>

<p>The images used on the websites are very inconsistent in terms of styling and alignment. For example, some images sharp corners while others have rounded corners. Some of images used on the website seem to be of low quality and pixelated.</p>

<p>Also, due to the high amount of images and videos on the homepage, it takes a long time to load.

Another issue with the home page is that the layout doesn’t help the user to focus their attention on what to do next.</p>

<h4>Lack of interaction:</h4>

<p>While hovering the cursor over those large images and menus, you expect some type of animation, change of text color or at least some useful information to be displayed. This helps the user understand that those images are dynamic and clickable. This type of interaction is missing and makes the users feel that those are just static images. Items that aren't clickable do not have characteristics they should possess. Thus, lowering the click rate.</p>

<h4>Mixed scrolling:</h4>

<p>As you scroll through the Disney’s homepage, you will find a lot of images and information cluttered in one page. There is high amount of vertical and horizontal scrolling which would distract the user from their original goal as it consists data about the submenus. For a user with poor spatial visualization skill, this type of scrolling might be challenging. Also, using horizontal scrolling on non-touch devices might be painful for the users.</p>

<h3>Recommendations</h3>

<p>Reduce the amount of scrolling. This will encourage user confidence through consistent navigation.

The user must be able to navigate any area of the site from all pages of the site.</p>

<p>Provide consistency in links, images, and layout.</p>

<p>Keep information on one domain. This will make it easy for maintenance as well as cost effective. For example, the Disney Store webpage opens in a completely different domain.</p>

<p>Avoid unnecessary interactions. This causes extra work in developing and maintaining the website for the web developers which his completely unnecessary. It will also simply the overall user experience.</p>