Tourism Travel Blog – Team evaluation

# Determine the target audience

The potential audience consists of a large number of people which is rather general than particular. Everybody who is adventurous and who looks for other people’s experiences can use our blog. Businesses can use our blog to advertise their services.

# Indicate if the site appeals to the target audience

We made a responsive layout. It means that everybody can access our blog using various facilities such as a computer, tablet or smart phone.

Whenever, wherever everybody can get a lot of information from our blog using his or her facilities.

When people travel, they use smart phone more.

Our design is very simple and modern, it can appeal to young people and the structure of the web site is very simple, it is very good for the elder people.

# Comment on the following components:

1. Page Layout

Every page of our blog is consistent. It has same header and footer, and we use consistent colors and fonts.

1. Browser Compatibility

We tested the site with three browsers: Opera, Chrome, and Edge. It works very well on all three browsers.

1. Navigation

Our blog's depth is not too deep. There are only three levels, thus it is very simple to navigate on it.

1. Color and Graphics

We use simple colors and graphics. It is modern and chamming for everybody. Using too much color can make the blog ugly. Our blog can appeal to everyone using simple colors and graphics.

1. Multimedia (if applicable)

We do not use multimedia.

1. Content Presentation

We have presented our content generally using pictures with some pieces of related text, and there are some 3D animation.

We have two animated objects on the site: 3D cube to present Top Stories about Countries on the main page, and we have applied skewing for the Right Sidebar on the Article Layout for desktop version (L3).

1. Functionality

All the HTML pages and CSS files are validated using W3C validator. We have checked all the internal and external links on the Site. In addition, we have tested usability of fields and buttons of comment and contact web forms. Main Navigation is easy to find, read and use.

Our Logo is linked to website Home page. The <TITLE> tags are meaningful and self-explanatory; the headings are clear and descriptive.

1. Accessibility

All the page content is readable and usable by 150% scaling for all devices. The "skip navigation" link is available, user can use Tab button instead of mouse navigation. Page navigation is available using only the keyboard. However, we have one mouse-only menu in the “Phone” layout.

The navigation order is logical and intuitive.

# Suggest one or two ideas about how to improve the Website.

* To simplify processes of site design changing and adding new articles, pages have to be generated using scripts and database while now we have to do it manually.
* Site should have many social networks features so user can easy share the content. It can attract many users that are our primary audience.