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WEB-1400  
Professor Kearl

Part 1

URL of the website  
-http://bostonglobe.com

Name of the website:  
-The Boston Globe

Target Audience  
-Older target audience; light backgrounds, lots of information, and well defined images.

Screen shot of home page:

BOSTON.COM CARS | JOBS | REAL ESTATE WEDNESDAY, OCTOBER 15, 2014

79° Partly sunny WEATHER | TRAFFIC

**The Boston Globe**

NEWS METRO ARTS BUSINESS SPORTS OPINION POLITICS LIFESTYLE MAGAZINE INSIDERS TODAY'S PAPER

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**An Ebola survivor on what we must do next**  
Dr. Richard Sacra says well-meaning efforts to stop Liberia's epidemic are devastating the country's health care system. 25 minutes ago

- Graphic: Ebola in the US
- Video: Mass. doctor says he's likely to return to Liberia

**Contents of Old State House time capsule revealed**  
The contents included sealed letters, photographs, and newspaper articles in near-perfect condition.

- Photos: Time capsule opened
- Capsule's contents a mystery
- 1901 article on time capsule

**Stabbing suspect has history of violent behavior**  
The man accused of stabbing two Boston park rangers allegedly bit a man's ear off in 2010 and hit a woman without provocation last year.

- Photos from the scene
- Critically wounded ranger improving
- Man recalls fight with suspect

**Rare form of dwarfism may protect against bipolar disorder**  
Scientists believe the finding in a UMass study could lead to new therapies for the disease. 9:56 am

**2-alarm fire causes \$750,000 in damage to South Boston home**

Emerson College freshman found dead in dorm room

**Opinion**

**Rethink Harvard's sexual harassment policy**  
The new policy is inconsistent with many of the most basic principles taught at the university, 28 members of the Harvard Law School Faculty write.

**Opinion**

Eileen Rudden: Will education technology be the next growth sector?

Derrick Z. Jackson: Hubway should extend do-good efforts to its workers

Jeff Jacoby: Biology is not political destiny

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Indicate the types of navigation evident:  
-The navigation bar is dynamic; when the navigation links are hovered over they give further links under the parent link. It also uses a single layer breadcrumb navigation.

Describe how the design principles are applied:

-Contrast: the background is white and the text is black making the text very readable. Different size pictures indicate the importance of the articles by drawing attention away from the smaller images.

-Proximity: The top story is basically singled out at the top left of the page. All other similar article links and descriptions are grouped together in a close proximity, such as the 'Globe must-reads' section which places four of the top must reads on the same line, equal spacing, and same location. This is also true for the Sports, Metro, and Politics sections except they are in a linear layout.

-Repetition: Again with the examples from proximity; the designer used the exact same grouping from the 'Globe must-reads' for the 'Columnist' section. These sections are broken apart by the Sports, Metro, and Politics and the Nation & World, Business, Art, and Food & Dining which are in an identical layout.

-Alignment: And again the sections given above under repetition are all aligned to the left of the page and are either horizontally ordered or laterally ordered.

Three improvements for the website:

-More color contrast: there is only black and white and images.

-The navigation bar is cluttered because there are 11 main topics; bring down to 5 thru 9.

-On a big screen (such as these Macs) there is too much white space on either side of the content making the page boring.

Part 2

URL of the website:

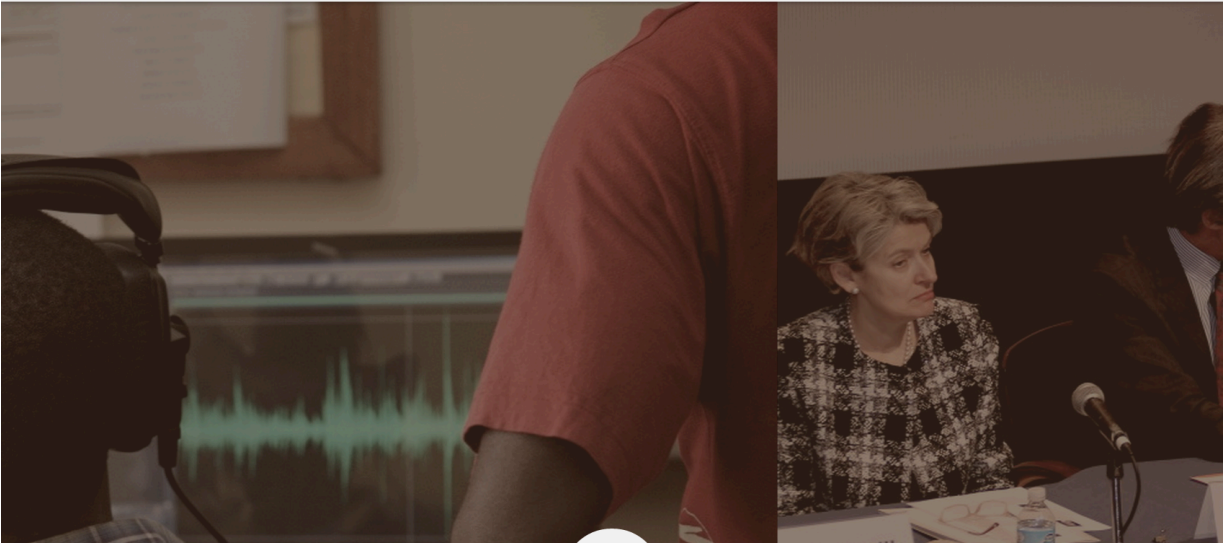
-<http://hirondelleusa.org/>

Name of the website:

-Hirondelle USA

Target audience:

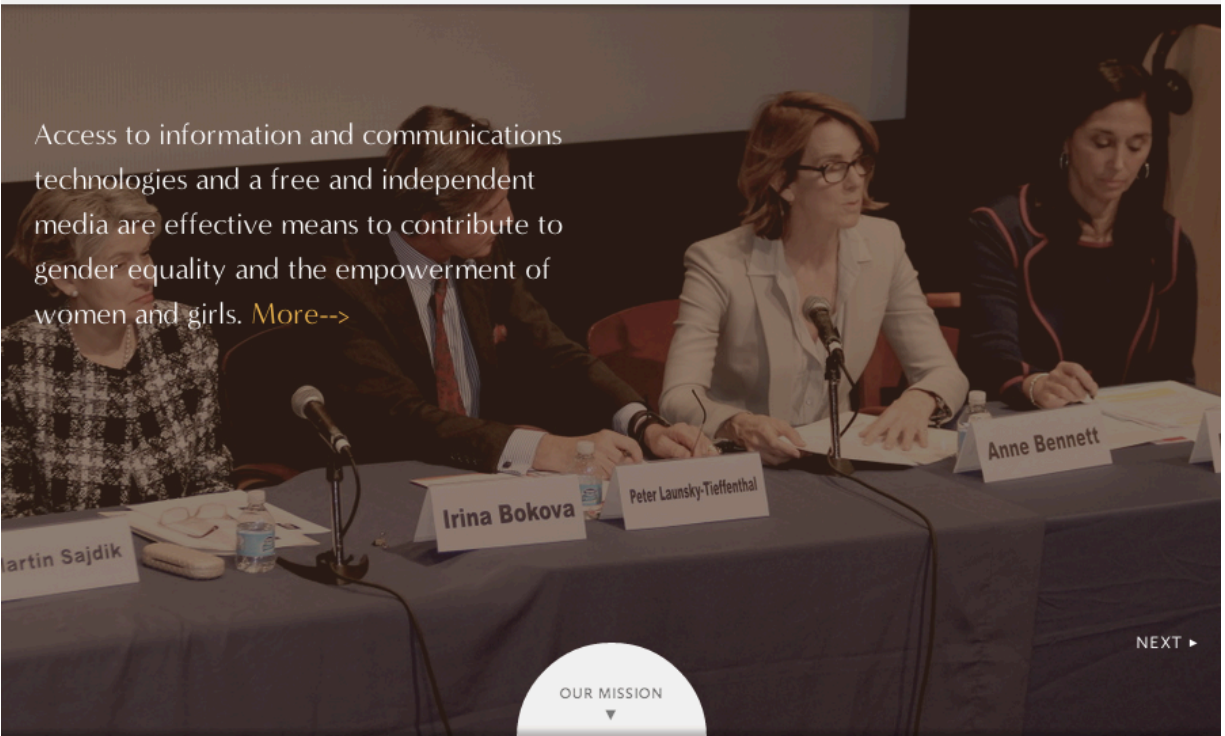
-Everybody; offers compelling visual graphics and maximizes contrast between text and background.





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Access to information and communications technologies and a free and independent media are effective means to contribute to gender equality and the empowerment of women and girls. [More-->](#)



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Dignity



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WHAT WE DO

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Describe the similarities and differences between the three screen shots:

-They all start with the same insanely large image which is resized for the tablet and especial the smartphone. They also keep the logo in the same place. The navigation bar doesn't change dramatically until the page is on a small device, like a smartphone. The navigation bar is now vertical instead of horizontal and the text is also much larger.

Describe two ways in which the display has been modified for smartphones:

- The navigation menu is vertical instead of horizontal. The text of the navigation bar is larger and the massive image is smaller and out of the main view.

Does the website meet the needs of its target audience in all three display modes?

Why or why not?

- If judging off 'above the fold' then no. There is a little blurb on what the organization is about in the desktop and tablet views but nothing further except a ridiculously huge picture. As you scroll down the page the website gives the information that is needed at the top of the page. The smartphone view doesn't even describe the organization; it's nothing more than the logo, navigation, and some links to Facebook, twitter, and youtube.