Exercise: Analyzing Websites with CRAP

Your Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Overview

So, you've been web surfing for quite some time now, and you've undoubtedly found some pages that you like and others that you don't like. Sometimes, it's not so easy to really explain why. You now have a new vocabulary with which to describe your thoughts on the matter.

# Part 1: Group Evaluations

1. Follow this link using the browser of your choice.

**http://www.rochesterfirst.com/**

1. Examine this site… at least the first page and a couple of links to sub-pages (pages that are part of the same site).
2. Summarize your opinions and why you came to them here:

**Alignment:**

Consistent in the left alignment except with the weather, but it still looks nice. Nothing feels lost or out of place.

**Proximity:**

There is a large gap between the header nav bar and the articles are awkward, and everything thereafter is way too close together. Looks fine on the article pages.

**Repetition:**

Good consistency across pages.

**Contrast:**

Good contrast between categories and videos, text and background. Everything is pretty readable. The nav bar on their sports page for looking at the different sports reports is compact and looks strange.

**Use of color**

I like the blue/white/grey colors. It’s easy to tell what is clickable, and the blue does a good job of drawing your attention to big headings.

**Use of typography**

Good consistent use of fonts. Easily readable and clear headings/subheadings/etc.

1. Now go into myCourses, into the **Design Principles** discussion, and tell the class your opinions on the design of **http://www.rochesterfirst.com/**.(HINT: You just wrote them in step 3). Each of you should post your thoughts individually – not as a group.
2. After you post your review, read the other student comments about this site. Choose one other student review and summarize below:
   1. Author of message you’re summarizing: Rudy Zhang
   2. Alignment:

Consistent alignment, with everything aligned left and the blocks aligned center.

* 1. Proximity:

He liked the proximity. The only thing he disliked was the excess white margins on the sides, and the ads being too close to the article images.

* 1. Repetition:

Consistent repetition of color and section alignments

* 1. Contrast:

Within each section, the text colors were the same and a little hard to pick apart from each other. Each section has their own color arrangements under the overall scheme.

* 1. Use of color:

Consistent colors, but he thought the blue was too intense, and not enough secondary colors were utilized

* 1. Typography

The font is consistent, and the font title stand out. Commonly used web design for a news site.

1. Do you agree or disagree with this person about the design elements of the page in question (Why?)

I agree with most of the sentiments. I personally wasn’t a fan of the proximity; it was a bit too cozy for me. I do agree that more secondary colors would have been a nice addition, and the ads were definitely too close to the images. It got a little fuzzy as to which were ads and which were articles.

1. Reply to their post (politely) to discuss your agreements and disagreements.

# Part 2: Design Critiques

Pick a web site ***you don’t like*** (in terms of design), and a web site you ***do***, and describe/critique each using the forms attached to this handout.

Bad Website: <http://mrheitmann.com/>

This was my 7th grade teacher’s website for all thing regarding the class. When I was in his class I thought the website was unique and cute. Now I look at it and see a myriad of bad design choices.

* 1. Alignment:

Everything is generally center aligned. The only exception is the back to top links, which are aligned left.

Upon further delving, it is in fact NOT all center aligned. Some pages are left aligned, some right. Ouch.

* 1. Proximity:

Actually, things are pretty spaced out. It could be worse. His sections could stand to have some padding.

* 1. Repetition:

He tried to make everything U N I Q U E. Some occasional repetition in using yellow for headers, but he also occasionally uses the same color yellow for paragraphs, so that’s a bust.

* 1. Contrast:

There is so much it hurts one’s eyes. There are also some pages where there is none at all. There are some where the animated GIF backgrounds make the text only readable for moments at a time (i.e. the previous students page. I can’t even link it.)

The more I look, the more it hurts.

* 1. Use of color

I don’t know much more you want to get me started, but it hurts to look at. There is little to no consistency. You can tell what are linked, what are headings, what are paragraphs, or what is anything, really. He uses pictures to navigate to other sites. *He uses a photo to enter a navigation page.*  It detracts from the content.

* 1. Typography

Generally, just default font. Some of the font is too small to read comfortably. The purpose of some text is questionable. The arrangement even more so. It’s excessively bad.

Good Website: <https://www.hubspot.com/>

* 1. Alignment:

Everything is left aligned, with center aligned containers, and center aligned buttons.

* 1. Proximity:

Everything is well spaced out, with related text and images placed together in their own distinct sections. Everything is very readable

* 1. Repetition:

Section colors alternate, fonts and colors are used consistently. Everything across all pages fits together very nicely, even with slight color pallet changes.

* 1. Contrast:

Great contrast between text, background, and images. The banner at the top of the page with slight animation definitely brings my eyes toward it. Buttons and interact-able objects have greater contrast

* 1. Use of color

Awesome color pallet and use of gradients. It’s bright and visually appealing, with consistent color usage.

* 1. Typography

Bold headings, readable paragraphs, and no excess amount of text. It’s all contained in rows and columns very nicely.

# Part 3: Individual Critiques

Pick a color scheme for your own class page and describe it below. (Describe your color scheme in terms of what color(s) you will use for each element.) Feel free to make these determinations as a team with your neighbors in class.

Now, use the space below to sketch an improved layout for your page. Again, work with your neighbors to come up with something really great! A simple wireframe drawn up in the app of your choice, or a hand sketch either scanned or photographed with a phone would be fine.

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| --- |
| **bad site:** |
| **Alignment:** How many different styles of alignment can you see on this page? Describe them:  All alignments. Everywhere. Mostly, everything is centered.  Where is the strongest alignment line on this page? Why?  CENTERED. It’s everywhere and all semi-important to important information is centered. |
| **Proximity:** Identify two elements of this site that, due to their proximity, appear to have a relationship.  Sport page links and the Laker Track Team link.    Identify information at this site that "hangs" alone.  Anything in its own section. Drug and Alcohol Recovery help is a big red section on its own. |
| **Repetition:** Does the repetition on this page draw attention to anything particular? What?  Sections have repeated themes with relevant quotes, links, and mickey gifs.   Describe the repetitive element(s) used to the best advantage on this site.  See above. Everything else is used incredibly randomly. |
| **Contrast:**  Identify the strongest area of contrast at this site.  There’s so much color contrast it could kill a man.  Are there areas of this site that seem "muddy" or run together because of a   lack of contrast? What are they?  The Previous Classes page uses an animated gif that transforms into the same color as the text, so you can only sometimes read the website. |
| **Color & Type:**  Does the use of color and type on this page enhance or detract from   the content? How?  Detract! I can’t even read most of the page! |

**Additional Notes:**

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| **good site:** |
| **Alignment:** How many different styles of alignment can you see on this page? Describe them:  2 Alignments, center and left.  Where is the strongest alignment line on this page? Why?  The center alignment catches my attention the most when they use it, because they use it sparingly. |
| **Proximity:** Identify two elements of this site that, due to their proximity, appear to have a relationship.  All the big numbers in the grid on the homepage seem to have a relationship (and they do, they all are numbers bragging about hubspot.   Identify information at this site that "hangs" alone.  “Start Drowing with hubspot today” and their " |
| **Repetition:** Does the repetition on this page draw attention to anything particular? What?  It draws my attention to each individual section. Whenever the topic changes , so does the section, so my attention is brought back.   Describe the repetitive element(s) used to the best advantage on this site.  See above. |
| **Contrast:**  Identify the strongest area of contrast at this site.  The text and the background contrast the best.  Are there areas of this site that seem "muddy" or run together because of a   lack of contrast? What are they?  Not really. They do really well with this. I’d say the contrast is their best feature. |
| **Color & Type:**  Does the use of color and type on this page enhance or detract from   the content?  It enhances the page and the experience of viewing it. |

**Additional Notes:**

When you're all done, post this completed file, renamed **Exercise-CRAP-YOURNAME.docx**, to the appropriate dropbox before next class.