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Case Study: JavaJam

Chapter 5

1. The JavaJam Coffee House website uses the Heirarchical type of organizational style. In my opinion, yes, this is the most appropriate organizational style because of the separated pages for each service offered by the coffee house.

2. After comparing the JavaJam website against the checklist for best practices, it maintains a consistent color scheme throughout all pages that is not distracting. The company logo appears the same way on each page as well, and the navigation area has links to all pages clearly identified. I have visited the website on Firefox, Chrome, Internet Explorer and on mobile devices. With only small variations, the page flows consistently across these platforms. On the other hand, it seems JavaJam wants to promote more of the ambience of the coffee house than the products themselves. It would be nice to see pictures of the coffee items on the menu page. On the music page, it would be nice to see external links for samples of music from the artists they are promoting.