Uppgift 1 - Kritisk Analys Design / UX / Användbarhet
färg,
kontrast och balans, storlek och textur men även linjer och former.

Critique :

- This site is for book lovers and this provides comparison of various books. This service that helps the customer mto compare prices and delivery times on the books. In this way, customer can easily find the best deals. Customer can tell what book they are interested in and this site tells you which shops selling book, how much it costs in the store, including delivery, as well as how long it takes to ship the product to your home. Well customer analysis is made before and hence is more user-friendly and simple for the users. Users can compare the books and thus make their decision of buying based on that
- Format : the layout is portrait mode
- Lines are organized. I would say they have **grid system** and good geomentric shape
- The size and scale is almost same for all objects. No special size is given for important areas
- Pattern and uniformity is followed across all the pages.
- Color is **low saturation** or the deisgn could be told as **High key**
- Figure-ground which is relationship between the background and fore-ground is having lots of white spaces
- Emphasis is not done much. Such as based on the text size or shape for content that are important
- They have logo and good brand identity which is simple and clear – Unity is followed
- Taxonomy or naming conventions is good and is apt for the site as it is comparing the books

Needs Improvement:

1. According to users psychology it is better to have good **Visual effect** : The contrast and balance of color could be more attractive and clear. Also since it is a book shop better pleasing colors can be chosen such as orange / black (which gives classy touch with attractions for kids as well).
2. Fonts could be more fancy as this is a book shop people look for more text in the site.
3. The points one and 2 will increase **conversion rate** and help users to buy in the site
4. Design could be for various devices such as for mobile or tablets rather I would say not responsive. This will certainly improve the number of hits on the site. This would improve usability rate.
5. Could improve usability like adding communications such as chat directing from here or links in social media.
6. The information architecture and content strategy could be better. For example Sök böcker tab is almost same as Hem tab.
7. People are more social. Header and footer are almost same. Could include social icons or comments in the footer. This will increase the **ROI(Return on Investment**) as we could see the followers and comments of different company and give metrics to that particular company.
8. The cart is more for comparison of books. There could be another image symbolizing comparison instead of cart image.
9. Book tips can be made available as a hero Image and there could be more than 1. Below there could be numbers corresponding to each image. The one which is displayed currently could be highlighted .
10. Fler träffar button overlaps with the footer in some pages
11. Feedback can be given to user when item is added to the cart

Design:
http://billingska.se/