

Week One of Introduction to Web Design assignment of Site Analysis.

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One of my favorite musical bands is Phish. They are a genre-busting, improvisational rock band that has been around for over 40 years. The internet has come along way in those years and I thought that an analysis of three websites devoted to Phish might be helpful in understanding site analysis.

The first site is Andy Gadiel's PHISH page which has been around for many years and is straightforward in design and user friendliness. Its URL is www.gadiel.com/phish. Navigation of the website includes hyperlinks at the top of the page which then jump to other websites that contain more detailed information about whatever the link spells out. The site structure is simple and not hidden. It might be improved by embedding videos but overall it serves its purpose as it is one fan's longstanding page devoted to one of his favorite rock bands.

The second site is Phish.Net and it is the unofficial website that is more advanced and is a source of plenty of information about phish. Its URL is www.phish.net. The drop-down menus in the top margin are for the more advanced "phan" to read information about show reviews and chart setlists. Scrolling down the user sees write-ups of shows and news blurbs related to the interests of Phish phans. I could not think of any changes I would make to the website as its purpose is to inform phans and showcase discussions and dialogue of the band. Again, an embedded video might be cool in this website.

Th third website is the band's official website and it is Phish.com and its URL is www.phish.com. This is the band's chance to advertise moneymaking ventures related to LivePhish and selling tickets to the band's concerts. It is informative and is designed to initiate the uninitiated into the world of Phish. Its layout is not user friendly and the top margin features links to the social media sites of Phish but are not explanatory. The drop down menus are not as easy to use as www.phish.net. The purpose of this website is to sell merchandise, webcasts, concert recordings, and albums. It serves its purpose but in my opinion it is not as user-friendly as the other two websites.