Chapter 5 Case Study: (Part I for Assignment)

1. Examine the site map in Figure 2.40. What type of site organization is used for the Pacific Trails Resort website? Is it the most appropriate organization for the site? Why or why not?

The website uses a hierarchical organization. In my opinion, this is the appropriate organization for the resort’s website as it is easy for a user to find exactly what they need without the need for bookmarking specific pages or encountering issues locating the information they need. The pages are each broken down into logical sections that benefit by the hierarchical organization versus linear or random.

1. Review the recommended web design practices from this chapter. Use the Web Design Best Practices Checklist (Table 5.1) to evaluate the Pacific Trails Resort site that you created in earlier chapters. Cite three design practices that have been well implemented. Cite three design practices that could be implemented in a better way. How else would you improve the website?

Content presentation is the first practice I would like to highlight. The fonts used on the page are common with consistent coloration, sizing, and alignment. The text content provided on the page is helpful and organized in a consistent manner. Color and graphics are another practice that I feel the website does will at. The colors are used consistently and limited to just a few colors. There is plenty of contrast between the background and text to provide a good reading experience for users and the graphics used to not slow down the download and contribute to the purpose of the website. Lastly, the navigation is well done. All the links are clear and consistent with easy navigation that’s easy for the target audience to find and all navigation links work properly.

Three practices that could use some improvements are: multimedia, browser compatibility, and accessibility. I would like to start with accessibility because I think it is the most important improvement. Due to the case study guiding the process for image placement through the external stylesheet, the images do not have an alt description for screen readers. I highlight multimedia because I think the addition of video content highlighting hiking trails or birdwatching would add a lot of value. Finally, browser compatibility could be an issue with the website as it has not been optimized for mobile devices. Although I have not tested it on my smartphone, opening them on my computer with different aspect ratio browser windows has undesirable effects for the design.

Further improvement I would like to see is the addition of videos as I mentioned, the ability to fill out a form for further questions, and more content. The website is very basic, which is fine, but could use a lot more content to draw more traffic through search engine optimization.

Second Part of the assignment:

Can you try to organize your pages using linear or random organization? Please include your summary with either linear or random organization. Also, compare and contrast with which organization type was best fitted and which one was the most ill-suited?

Using linear or random organization for the website is achievable. For the purposes of the Pacific Trails Resort project, I think incorporating linear organization on some of the pages would be a good idea, especially for the activities section. Additional pages could be added highlighting each activity with photos, videos, and lively descriptions to attract more visitors. Random organization would also be a plausible structure for the website, but I think that it would be the most ill suited for this specific website and the portrayed needs of said website. Incorporating a bit of random organization could be useful for adding special weekends or a calendar that links to the events posted on it, but would otherwise make site navigation clunky, in my opinion. It is for that very reason that I think linear would fit best for Pacific Trails Resort’s needs versus that of a random organization.