

CISC 1600, Homework 1: Evaluating web design

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Due: Thursday, February 22, 2018

1 Description

Please submit a review of the design of the main landing page of one of the websites that received a webby award in 2017 **in the category of best home page**:

<https://www.webbyawards.com/winners/2017/websites/website-features-and-design/best-home-page/>

Answer each of the questions below with one to two sentences **and a screenshot** supporting your answer.

1. Overview
 - (a) Provide a two-sentence summary of the site.
2. User-centered design
 - (a) Who are some users of this site?
 - (b) What are some goals they might have?
 - (c) What affordances are there on the page indicating possible actions?
 - (d) How can you tell what state the page is in or, for a site of static HTML pages, how can you tell what page you are on in the site?
3. Usability
 - (a) Does this page make you think about what to do?
 - (b) What parts use conventional visual design?
 - (c) What parts use an unconventional visual design?
4. Visual design
 - (a) Is there a clear visual hierarchy? What is most important? Second most?
 - (b) Is the page visually consistent with itself? The other pages on the site?
 - (c) What mood or tone do the aesthetics convey about the site and its target audience?
 - (d) What feelings do the colors convey?

5. Accessibility

- (a) Zoom in using the control-plus keystroke. Could a visually impaired reader use the site with larger text? Zoom back out by pressing control-zero.
- (b) Is the page usable with a screen reader? Right click on the page and select “View page source” to see the HTML code for the page. Find the beginning of the main content in the HTML code. Now scroll back in the HTML code to the beginning of <body> section. Can you quickly get back to the main content from there or are you stuck reading through a huge menu or other boilerplate?
- (c) Is the page usable for a red-green colorblind user? Is there any important information that is conveyed through a red-green contrast?
- (d) Disable javascript in your browser and reload the page. Is the page still usable or is important functionality missing?
- (e) Turn javascript back on and use the tab key to navigate the page. Is it obvious what link currently has the “focus” (if you press the enter key, your browser will go to the focused link)?

6. Responsiveness

- (a) Change the size of the browser window while viewing the page. Do any elements change size with the viewport? Which ones?
- (b) Do any change position, appear or disappear? Which ones?
- (c) Do any change shape? Which ones?
- (d) Is this webpage responsive?

7. Summary

- (a) Would you say that this page and/or this site are well designed?
- (b) What features of it would you like to use in your own projects?
- (c) What could be improved?

2 Format your writeup

1. Put your name, the date, and the class at top of paper
2. Put the URL of page you reviewed after that
3. For each question above (for example, 2b), write the question number, your answer, and include a relevant screenshot.
4. Submit your paper to me via blackboard before 1:30pm on February 22.