

**CENTRE OF INSTRUCTIONAL TECHNOLOGY AND MULTIMEDIA**

**SEMESTER II**

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QMT 323E DESIGN AND DEVELOPMENT OF WEB BASED INSTRUCTION

WEB EVALUATION

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**Web Evaluation (by Annie Chin Pei Lee, 102631)**

I have evaluated two websites with the similar content (online boutiques) from four main aspects. The four main aspects are content, information architecture, navigation design and screen design.

**Good Website**

Content

The good website that I have come across is <http://www.hype.com.sg/>. It is an online boutique. The URL of this website is short and easy to remember. Since it is an online boutique, this website uses the word ‘hype’ for its URL to indicate the extravagant publicity that it needs. The word ‘HYPE’ also represents the attitude of the clothing they sell. It serves as a brand. When you log on to this website, you can see the word ‘HYPE’ on your top left. Again, it is easy to remember and it often leaves an impression to those who log on to this website. On the homepage, you will be greeted by a slide show of pictures of beautiful models and clothing. Most importantly, the pictures are of high quality. So people who log on to this website will be easily attracted by this slide show and find the clothing very appealing. In addition, this website definitely provides what all the shoppers are looking for. You can find various clothing from tops to dresses and bottoms and even accessories here. Despite the fact that this website uses a lot of pictures, the loading speed is unexpectedly fast. Thus, users do not have to worry about the loading speed. On top of the slide show that I have mentioned earlier, there is this navigation bar. The navigation bar consists of ‘Home’, ‘Latest Collection’, ‘View All’, ‘Tops’, ‘Dresses’, ‘Bottoms’, ‘Accessories’, ‘Spree’ and ‘Sale’. As we can see that, the pages are well-categorized. The headlines and titles are short, sweet and communicative too. So users can easily navigate to their pages of interest. On the bottom of the homepage, there is this ‘Testimonials’. If you click into it, you can see real testimonials from real people (customers) about this website. So it is clear that this website is secured. In addition, there are various ways to contact the admin of this website. You can find them on their blog, Facebook or email them. All of these are just a click away on the bottom of the homepage. Also on the bottom of the homepage, there are ‘About Hype’, ‘Ordering’, ‘Terms and Conditions’ and ‘FAQs’ buttons. Moreover, the font and the point size of the text are very user-friendly. It is very readable too as it is very straight to the point. The text is grammatically correct too, so users will not have problem understanding the content.

Information Architecture

Under each page, we can find all the desired content. For example, when we click into ‘Dresses’, all dresses will appear in both pictures and details. The pictures are in the suitable size and the details are clear and precise. And if you want to order a particular item, you can just click on the picture and it leads you to more details. Then you just need to click on the ‘Add to Cart’ button to order. So users can find and use the content they want easily. In addition, the information, in this case, all the clothing is organized from the users’ point of view. Most importantly, the information is organized in a consistent manner throughout the site. This is why we will never find this website messy. I can say that this website is highly organized and communicative.

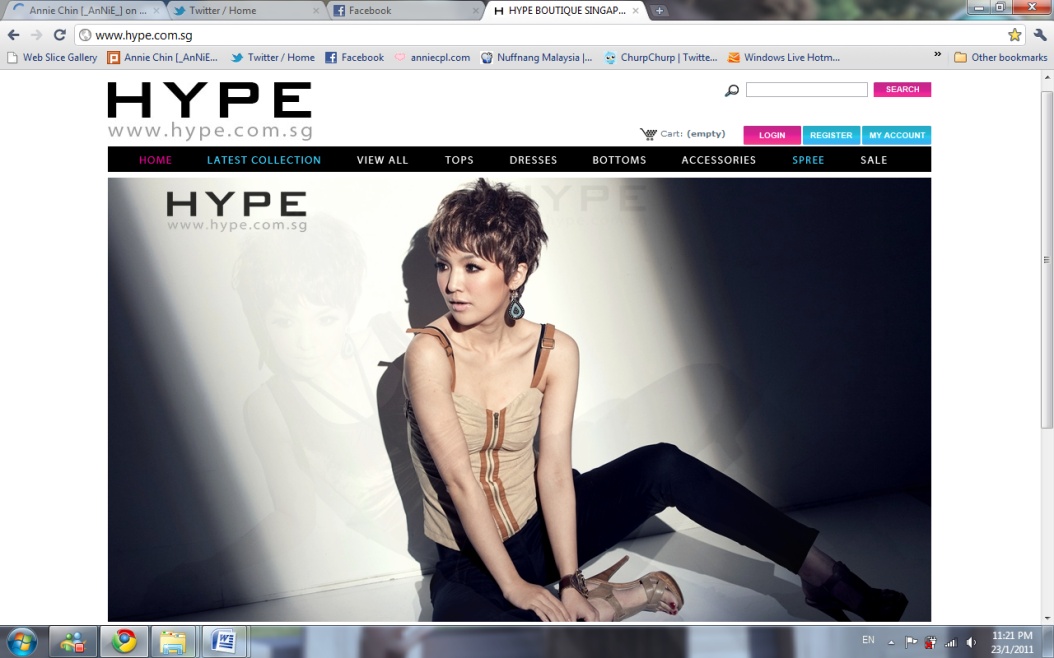
Navigation Design

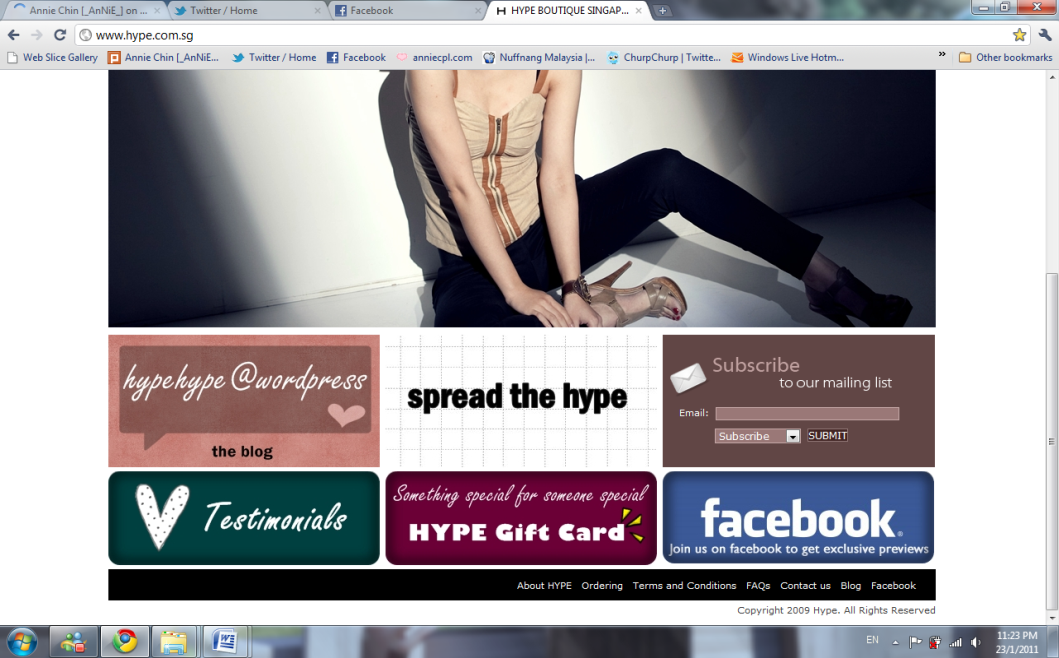
The navigation design of this website fully supports the information architecture. The navigation design is clear and neatly organized. The colour contrast of the navigation bar makes it very noticeable. Also, the navigation design is very consistent throughout the site. Each page has the same layout and navigation design. Besides, the screen design is appropriate for both the content and the users. This makes this website a very user-friendly one.

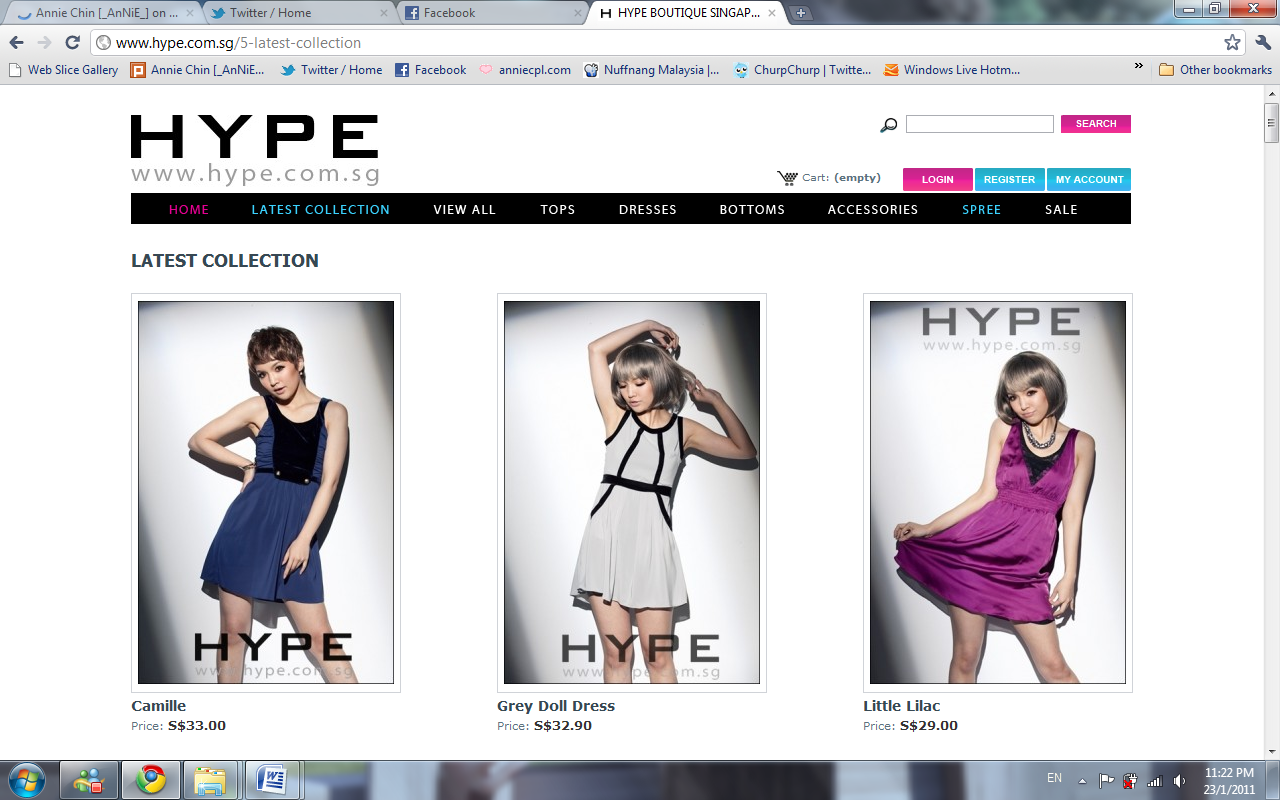
Screen Design

One of the many things I like about this website is the screen design. The screen design is highly consistent throughout the site and it effectively employs principles of graphics design, motion graphics design and interactivity design. You can email the admin of this website by clicking on the ‘Contact Us’ button. Type your inquiry and click ‘Send’. It is interactive and communicative to the users. The one thing that differentiates this online boutique with other online boutiques is that we can browse through the clothing easily. We just need to click on the category that we desire and the clothing will be visible to us, even without scrolling. Online boutiques that need a lot of scrolling when browsing through the clothing can be very annoying sometimes. In addition, the screen design’s colour palette is fully supported by the users’ system as this website uses very basic colours. Because of this, the screens are printable.

In conclusion, this website is a good one as its content is relevant to its aim, its information architecture is well-crafted, its navigation and screen design are highly organized and attractive.







**Bad Website**

Content

The bad website that I have come across is <http://daulaysboutique.blogspot.com/>. It is also an online boutique. The URL of this website is long and hard to remember. The name of this online boutique is Daulay’s Boutique hence the URL is ‘daulaysboutique’. ‘Daulay’ is not a common name so people may forget the URL easily. This website’s layout is like a common blog’s layout. You can see almost everything on the homepage. You will be greeted by an announcement then the clothing they sell when you log on to this website. The navigation bar which includes ‘Profile’, ‘Categories’, ‘How to Order’, ‘Payment Method’ and ‘Links’ is on the right. Personally, I think it is very messy and unorganized. Users need to scroll down and find their desired content among all the poorly organized navigations. Although this website does provide what shoppers are looking for, it is a little annoying to browse through all the contents (clothing) by scrolling down the page. To make things worse, the pictures are of low quality. In other words, the pictures are less appealing. There are various ways to contact the admin of this site – through Facebook, emails and SMS. You can find these if you explore the navigation bar on your right. They are not very interactive and communicative though. In addition, there are not testimonials given to this website to prove that it is secured. One of the very few plus points of this website is that it loads very fast. Thus, users do not have to worry about the loading speed. However, this website uses serif font for almost all the text. It is a big no-no to use serif font for screen display. It is not very readable and user-friendly. In addition, the point size of the text is inconsistent and this may deter readers from reading the information though it is written in correct grammar.

Information Architecture

I find that some of the items are not categorized. Hence, it is hard for the users to browse through the items through categories. The pictures used in this website are of different sizes, making it inconsistent and messy. Some of the details of the items are unclear too. And when you wish to order a particular item, you need to jot down the item code and colour and email the admin of this site together with your personal details. Compared to the good website that I have come across, buying things from this website is more troublesome and inconvenient. In other words, it is less user-friendly. We can see that the information is not organized from the users’ point of view. Other than that, the information is not organized in a consistent manner throughout the site. This is the reason users may find this website messy and less communicative.

Navigation Design

The navigation design of this website does not fully support the information architecture. As mentioned earlier, the navigation bar is designed in an ineffective way. It is not very noticeable and consistent. The categories are unclear too. So we can say that the screen design is a little inappropriate for both the content and users. And this makes this website a less user-friendly one.

Screen Design

The screen design of this website is ineffective and less communicative. The screen design is not consistent throughout the site and it does not fully employ principles of graphic design, motion design and interactivity design. To order from this online boutique, you will need to write down all the particulars and email them. To contact the admin of this website, again, you will need to email them yourself. It is less interactive and communicative to the users. There is no ‘Contact Us’ button to contact the admin of this site directly from the website. The whole layout of this website is simply unappealing and unattractive. Though this website uses very basic colours and the screen design’s palette is fully supported by the users’ system, this website is just a less than average website out there that people may forget easily due to its unattractiveness.

In conclusion, this website is a less appealing one if compared to the good website I have come across due to its poor information architecture, navigation and screen design.



