**Writing Task One – Aspects of websites that give the user good/poor impressions.**

The first aspect I identified that would give a poor impression on a user is a bad color scheme. When the web page opens, even before you get to read any of its contents, if you are met with a sea of horribly contrasting colors then your first impression will be negative. Take the website for Constellation 7 for example: <http://www.constellation7.org/Constellation-Seven/Josiah/Index.htm>. It looks busy, childish and unprofessional. It is hard to read and navigate due to the violent color scheme used. Another example is <http://ronoslund.com/>. As you can see, this site has a poor layout and the color scheme does not help. This is evidenced even more so in this link, <http://ronoslund.com/coolinks.html>.

The second aspect I found to give a poor impression on a user is if the website has a bad layout. This can be due to a number of factors such as poor color schemes, badly placed items, text overlapping pictures (that are not part of the picture), etc. In this example, <http://smithandgoldsmith.homestead.com/home.html>, I did not know there were links on the left hand side because the text over the top of the link cannot be interacted with. Only the grey rectangle around the text can be clicked on. This feels very unprofessional especially when the website is designed to advertise yourself or a business. In this example, <http://fish-killgore.com>, the entire website’s content appears to be in this one page. There are links to other pages within this site but the shear amount of information bombarding the user is overwhelming. Poor layout makes this site a navigational nightmare. It’s like having a book without a contents page.

One aspect that makes a positive impression on the user is how navigationally friendly the website is. Take for example <http://www.amazon.com> or <http://netflix.com>. Everything is clearly labeled and even with little knowledge of the websites they are instantly accessible. With Netflix it takes only one click to start streaming a show or movie, and since your preferences are displayed navigation is not always necessary. Amazon has everything categorized for ease and convenience. When searching for an item via the search bar you can play with the filters to narrow your search and this is so easy to do that even my Mom can do it and she was one of the most technophobic creatures known to humankind.

Another aspect I find that appeals to users is the use of the content, or more so the purpose of the content. With <http://khanacademy.org> and <http://wikipedia.org> you have free websites dispensing a wealth of knowledge to the user that has become invaluable to a lot of people for a wide variety of reasons. The Internet is accessible from so many places that learning can take place almost anywhere. The large textbooks students have are cumbersome and it is not viable to carry them with you when going about your daily life but nearly everyone has a cell phone with Internet capabilities meaning you can study, learn or confirm concepts very quickly with the use of websites such as these.