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Information-packed Homepage (Negative)

Home pages are the first thing a user views of a site, so a good impression is essential. The home page must be clear, simple, explain what the website is, and provide an easy way to navigate through the site. If the user is bombarded with lists or other distractions, they may mentally “start off on the wrong foot” with the site. These two sites have interesting home pages. This website (<http://www.mortimerlumber.com/>) throws you right into a table of lists of the products they sell. It looks clunky. This website (<http://industrialpainter.com/>) seems to be trying too hard. While it is a simple homepage with an ‘Enter’ button, a lot of visuals are flying about and music is blaring.

Navigation through Site (Negative)

In my humble opinion, I believe website navigation is paramount to a good browsing experience. If a user is not able to seamlessly peruse through a website, they may get frustrated. This frustration may cause the user to just Google their query, rather than spending time on your website. Websites need to have a straight-forward, intuitive way to go from page to page. While this website (<http://thornford.com/>) appears to have a good navigational setup, it hides all other text when hovering over the navigation bar. This website (<http://www.restaurantguideatlanta.com/>) has many links to navigate through, but there is not a clear navigation system. All it is, is just links.

Eye-Catching Homepage (Positive)

Like a hook for a work of literature, an eye-catching homepage is necessary to hook the user. Rich, high-resolution images are a good start, as well as intriguing typography. <https://www.bestmadeco.com/> does a good job using typography, images, and scrolling to attract the user, and entice them to click around. It also has a clear navigation system. Likewise, <http://phive.pt/en/> does a tremendous job of using interactive scrolling to move throughout the page, while simultaneously moving objects and images relative to where the user has scrolled to.

Utilizing Responsive Design (Positive)

Before mobile devices became so prevalent in life, websites were created to run and be viewed on one thing: computers. Nowadays, mobile devices count for a significant portion of total internet traffic. Initially, web designers had a dual-site approach, with one site designed for a computer and one site designed for mobile devices (m. or mobile.). However, this can create discrepancies between the main site and the mobile site. When one is changed, both websites will need work. Responsive design solves this by using one website that dynamically renders and formats itself for whatever screen it is being viewed on. Some exemplary websites that do a good job at this are: <http://www.hugeinc.com/> and <http://www.sevenhillswholefoods.com/experience>.