**Things I don’t like:**

**Webpages (particularly shopping sites,) that are cluttered with “deals,” and “suggestions,” that are directed toward you.**

Often some important things are located on the bottom/right or even left of the webpage, the “special deals” or “suggested videos” clutter the space in between and often you can miss-click and be redirected to somewhere you don’t want to go.

Examples

<http://www.amazon.com/> (my amazon page is swamped with pictures of things that I frequently look at.)

<http://www.youtube.com/> (has a lot of suggested videos, because I watched certain videos.)

**Webpages that are hard to navigate.**

Perhaps the biggest turn off to a webpage is one that is hard to navigate. Be it looking for a photo you liked, or a house you’re looking to buy, if you can’t navigate the page easily you’re probably going to try and find a better website.

Examples

<http://www.reddit.com/> (has one of the worst search bars of any website, and is constantly bombarded with new content, makes it hard to navigate to something you previously enjoyed.)

<http://facbook.com/> (has some stupid navigating tools. To find a video, you have to go to, “photos 🡪 my albums 🡪 my videos.” Very counter intuitive.)

**Things I do like**

**Websites with simple color pallets.**

Simple color pallets make it very easy to see the actual content of the webpage. If the pallet doesn’t distract from the functionality of the webpage, then it has a good color pallet. Something along the lines of tiled rainbows cluttering the background of the whole page could make text difficult to read and could very much distract from the actual content.

Examples

<http://www.miniusa.com/content/miniusa/en.html> (has a solid black background with red outlines around boxes, makes everything look very pristine.)

<http://www.netflix.com/> (has a solid red background with white letters outlined in black makes it very easy on the eyes and easy to read things.)

**Webpages that are user friendly**

Webpages that are user friendly, are very appealing, especially for people who aren’t very tech-savy. If someone who doesn’t know basic terminology such as “cursor” or “browser” can navigate a web-page, then most likely anybody can navigate it.

Examples:

http://support.microsoft.com/ (has images and names of software you may have problems with makes it very easy for someone who has no idea what they’re doing to navigate and pinpoint a problem.)

<http://goproheroes.com/> (a simple website that displays highlights of cool GoPro helmet cam videos.)