

P1A Critique: Deconstruct & Analyze



First Coast Promotions

(www.promonorm.com)

P1A Completed By

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Date

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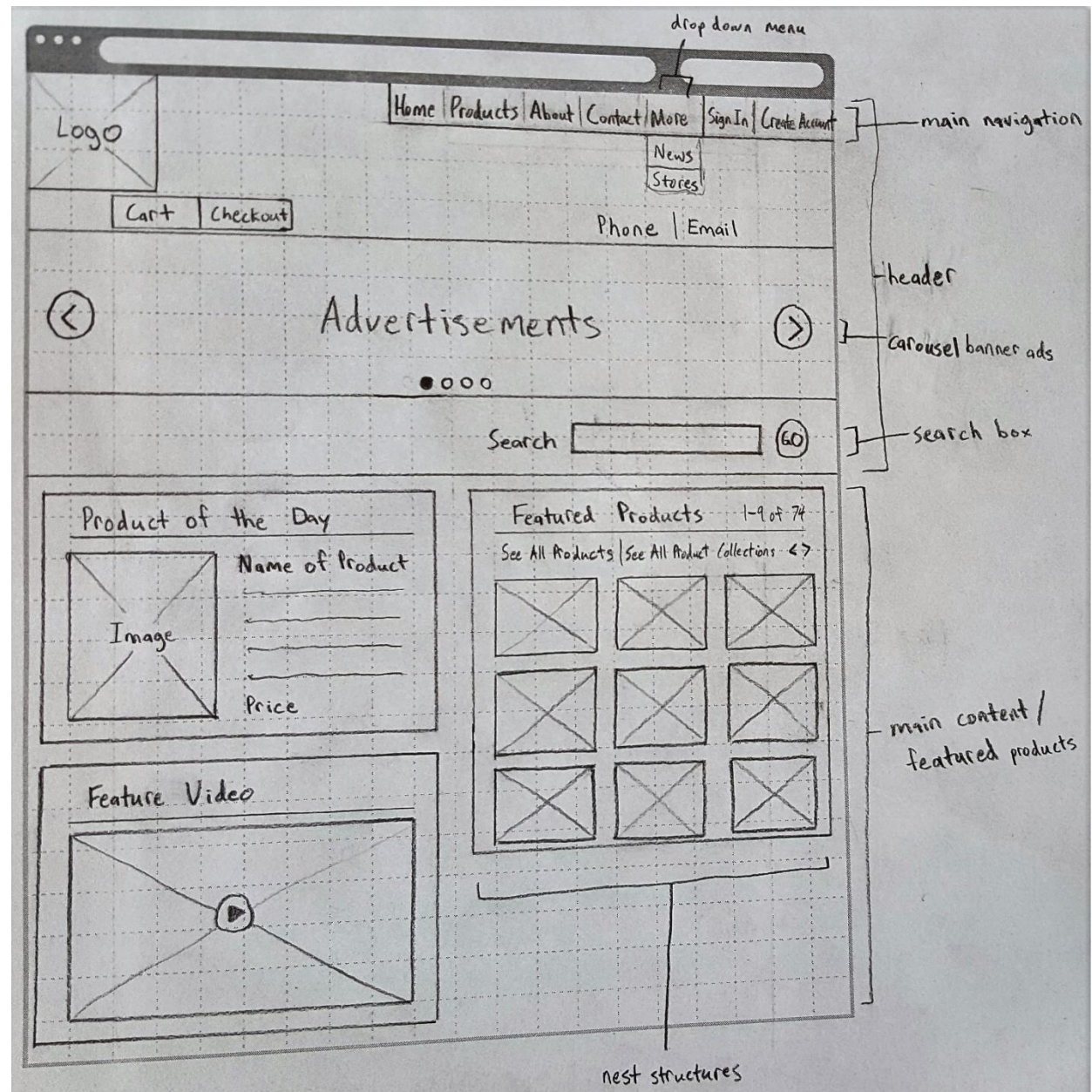


Overview

First Coast Promotions is a family-owned business which helps companies, organizations, and sports teams find, create, and purchase promotional items. Along with creating and selling these promotional items, First Coast Promotions develops short-term online stores for special events. Using these online stores, their customers can buy their promotional products in an efficient way. After these online stores close, the items are sorted, and shipped in bulk to one location. Through this website, customers can browse and purchase promotional items, as well as view previous online stores that First Coast Promotions has developed.

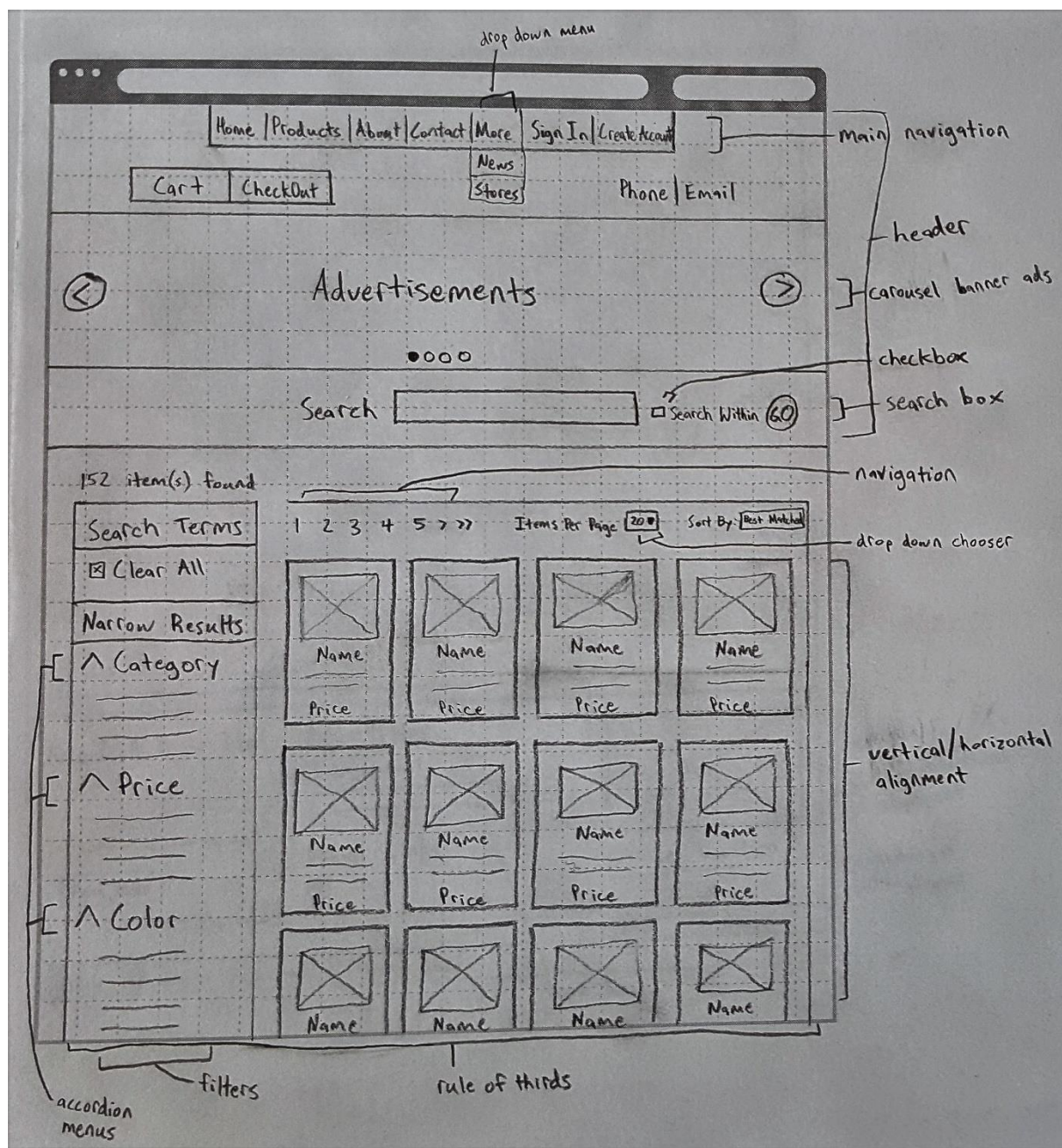
Site Sketch

➤ Home Page



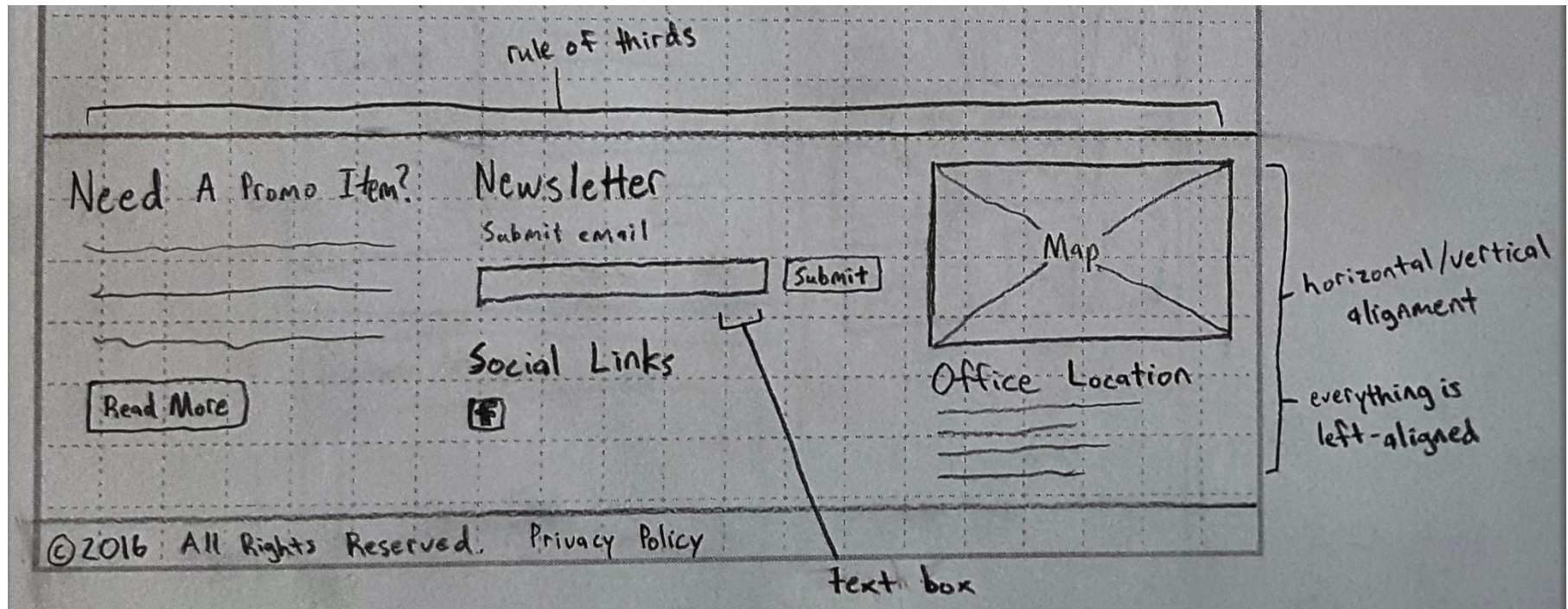
Site Sketch

➤ Products Page



Site Sketch

- Universal Footer



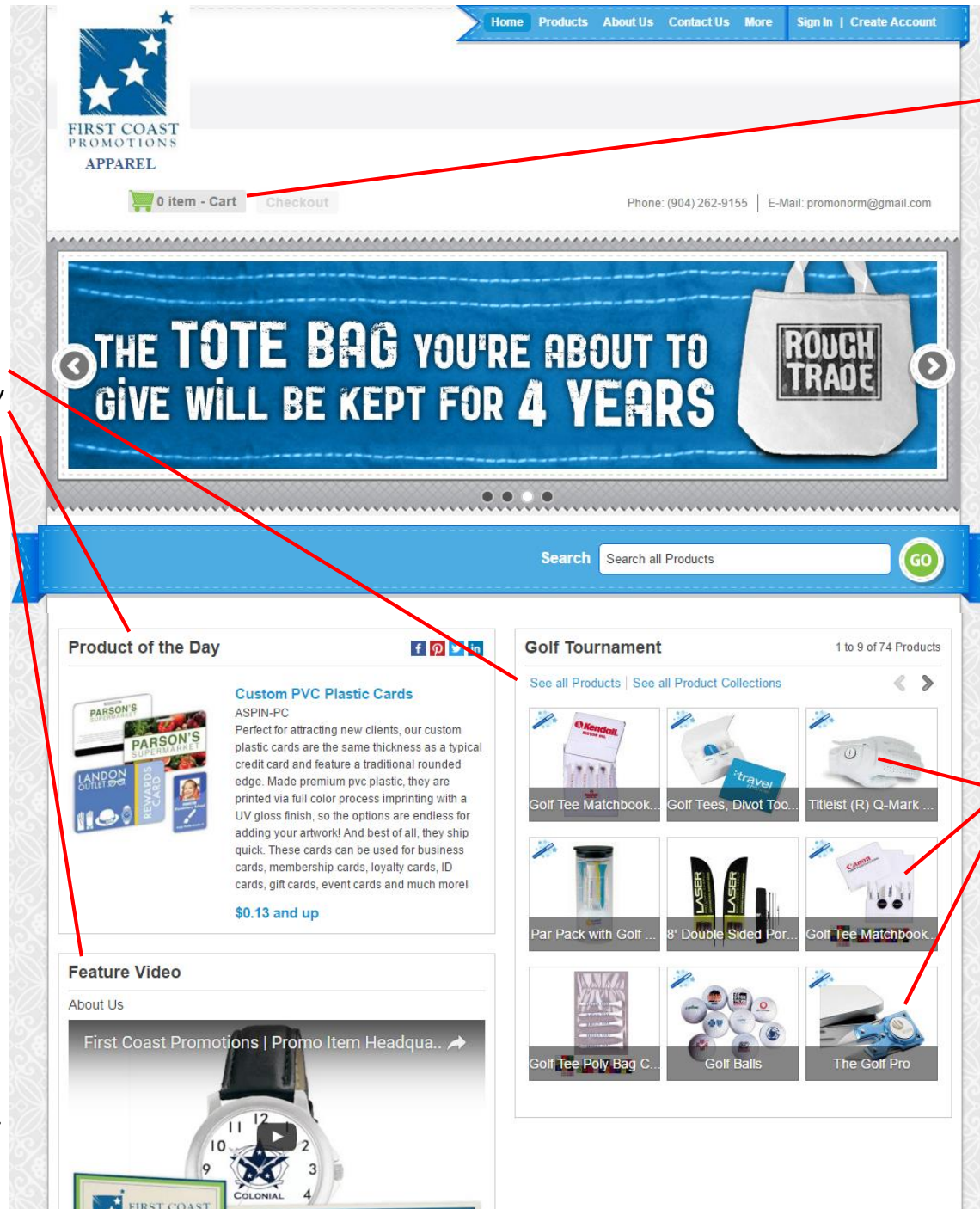
Principles

➤ Home Page

Hierarchy: *the arrangement or presentation of elements in a way that implies importance*

Hierarchy is well represented within these 3 sections. The most important information (the title) is represented in the largest and boldest font, while the other text is located underneath and displayed smaller.

These 3 sections are also great examples of *Nest Structures*. This is where child elements are placed inside of parent elements (the parent element being the home page and the child elements being each individual section). Each “nest” is distinguishable by the borders around the sections. The products listed in the “Golf Tournament” section are also nest elements inside of the larger “Golf Tournament” nest.



Alignment: *the placement of elements such that edges line up along common rows or columns, or their bodies along a common center*

The shopping cart and checkout buttons shown here are horizontally aligned, but they not vertically aligned with anything on the page. This weakens the design by making the page look cluttered, instead of having a unified and stable look.

Similarity: *elements that are similar are perceived to be more related than elements that are dissimilar*

Each of the elements here have a similar size, shape, as well as a shaded area with the product's title. With this format, one can easily notice that all of these elements are related.

Principles

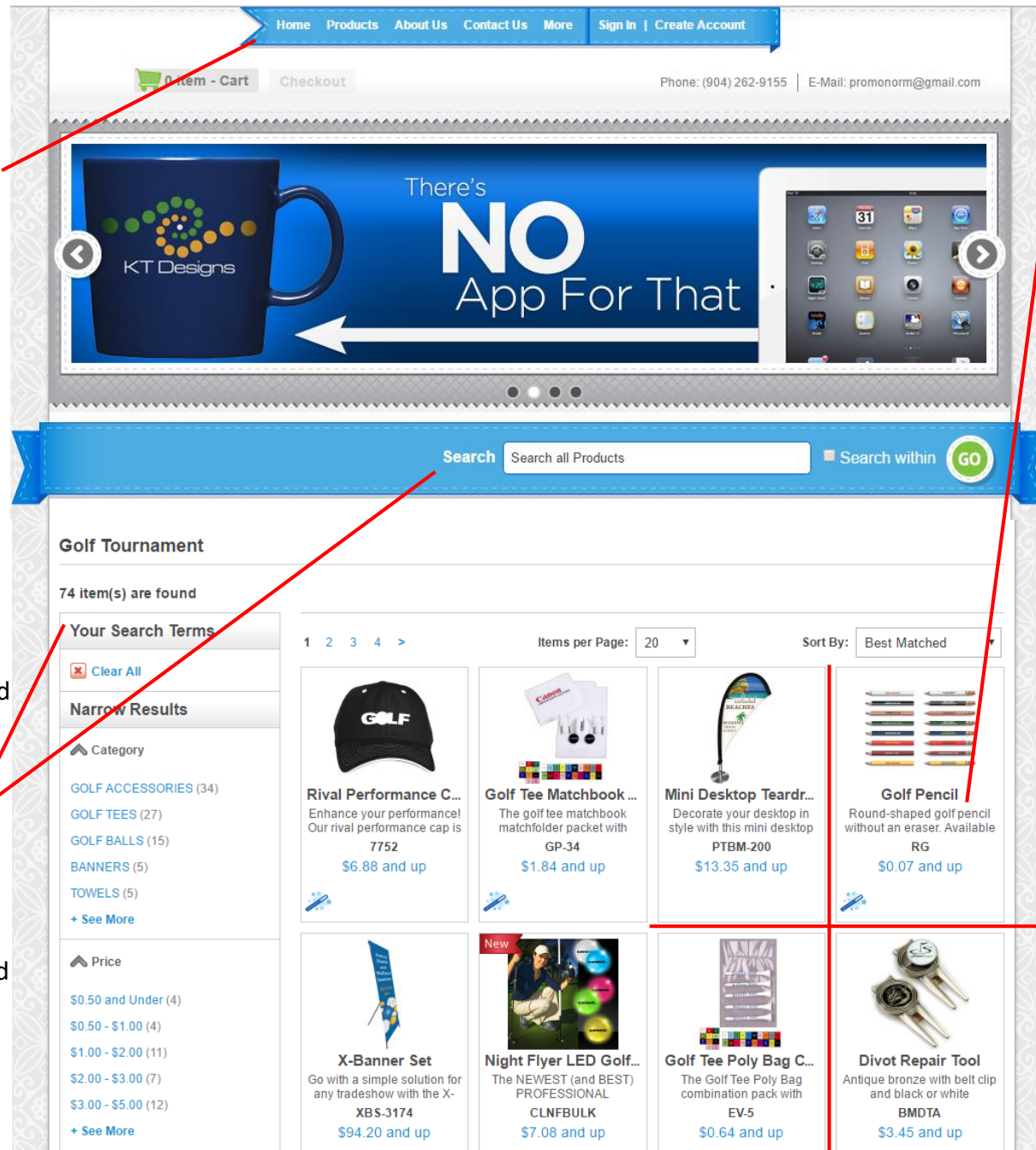
➤ Products Page

Consistency: the usability of a system is improved when similar parts are expressed in similar ways

This header is inconsistent with the header of the home page. When comparing the header on the products page versus the home page, one may notice how there is no logo in the upper left-hand corner. In addition, the menu is centered at the top of the page rather than being right aligned. This inconsistency weakens the overall design and flow of the website.

Highlighting: a technique for bringing attention to an area of text or image; can be through typeface, color, bolding, underlining, etc.

Here, highlighting is being used to bring attention to the search bar and filter tools. A blue background was used for the search bar, and gray background for the filter headers. Also, the bold letters and borders successfully bring attention to these areas.



Legibility: the visual clarity of text, generally based on the size, typeface, contrast, text block, and spacing of the characters used

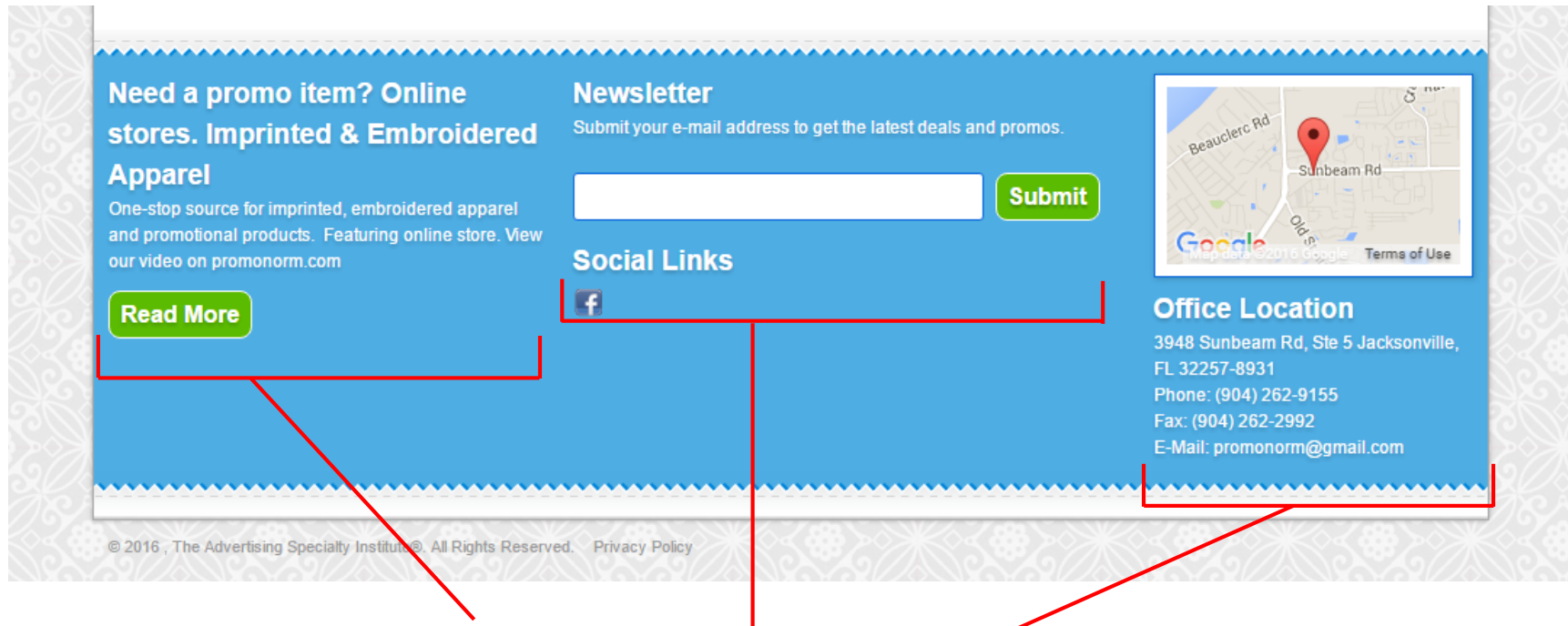
When the products are listed here, the website makes all of the information very legible. For example, the bolded and larger font size emphasize the product name while the blue font emphasizes the product price. These variations, as well as separating the information with appropriate spacing, make the product listing page legible.

Alignment: the placement of elements such that edges line up along common rows or columns, or their bodies along a common center

Unlike the shopping cart button on the home page, the product listing page does a great job of aligning its products. The products are organized in rows and columns, which aligns them perfectly, both horizontally and vertically.

Principles

➤ Universal Footer



Proximity: *elements that are close together are perceived to be more related than elements that are farther apart*

The footer section of the page does a nice job of keeping related items close together. The proximity of the elements create the illusion of 3 columns, even though there are no visible lines separating it into 3 columns. Therefore, the proximity of the elements in the footer make it a clean, readable design.

Overall Statement

I believe the overall design of the First Coast Promotions website needs a little work. While the pages' main and footer content is organized very well using proximity and alignment, the website's header is the opposite. For example, the shopping cart button is out of alignment, and there is a massive amount of whitespace in the header as well. I also believe the search bar should not be located in the center of the page. Instead, it should be near the links at the top of the page, filling in the awkward white space. With the search bar in the center of the page, the header becomes too large, covering almost the whole screen, which forces the user to scroll down just to see some of the page's content. Another aspect that could be improved is the consistency of the header from page to page. The website's logo disappears as the main navigation menu becomes center aligned. As discussed in this report, the main design problems within this website were in the pages' headers. Otherwise, the main content and the footer sections of the website followed each of the design principles that were discussed, making it a clean and effective design.