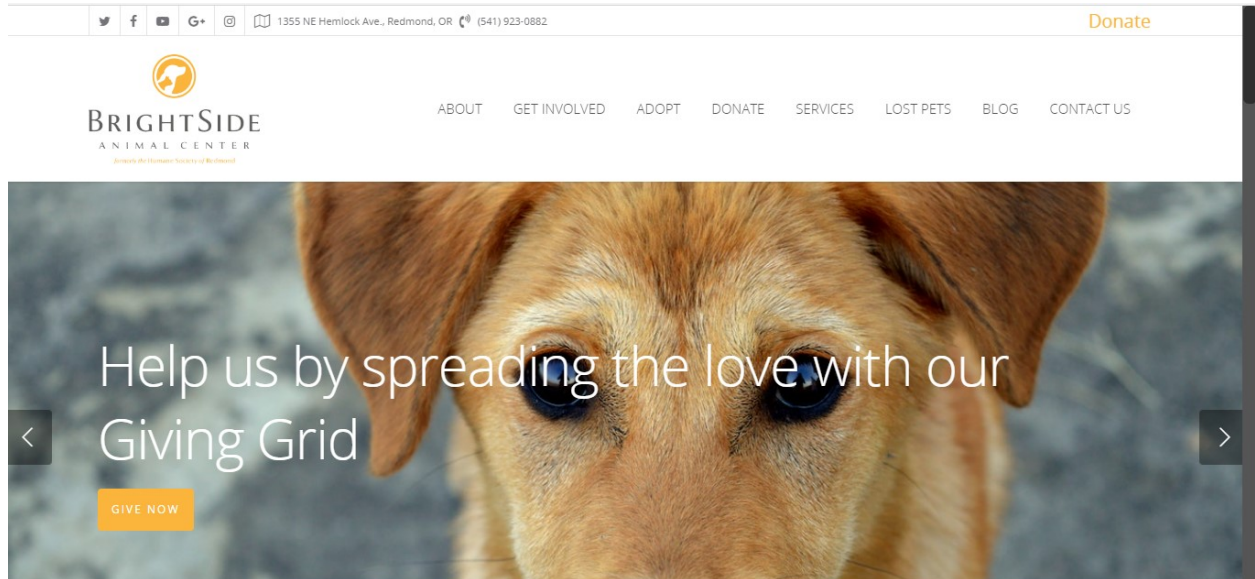Johanna Bailey
CIS 195
Week 3 Assignment: Web Design
9 October 2022

Part 1: Websites

[Brightside Animal Shelter](#)
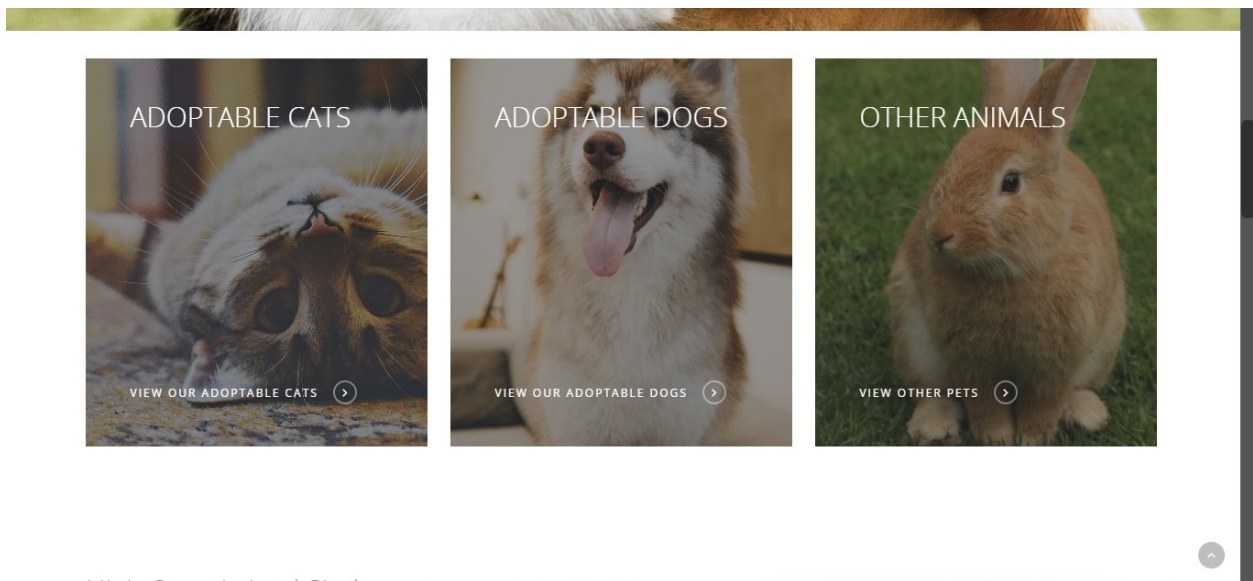

[Humane Society of Central Oregon](#) (HSCO)

Design Principles

Repetition

Above the fold, each site has good repetition in their navigation menus, both horizontal near the top. On my laptop screen, it's not until I scroll down that I can see repeated blocks for different types of animals on the Brightside website.


The HSCO site is similar in organization, although overall the blocks are styled to extend across the width of the browser to accommodate a fourth category for stray animals.
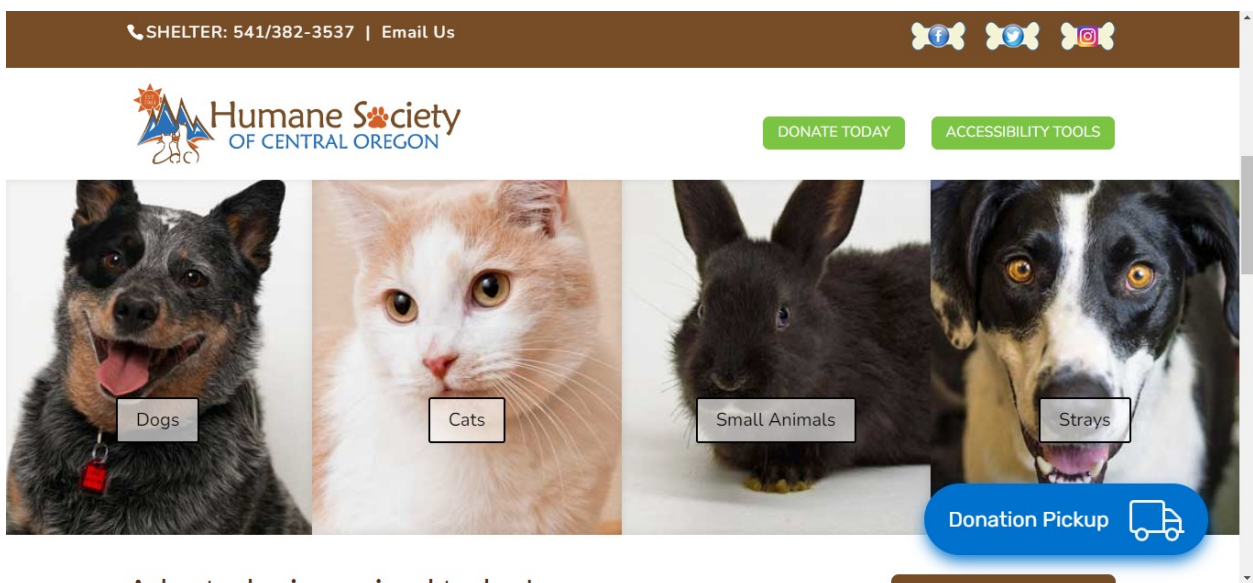

Contrast

Both sites have a cohesive color scheme but the contrast on the HSCO site appeared to be much more successful to me than Brightside's for a several reasons. First, in the navigation menu at the top, Brightside goes for a clean look with a dark gray color for the text on a white background but the font they use is so thin and small, it detracts from the helpful contrast and I would say negatively impacts the user's ability to read easily.
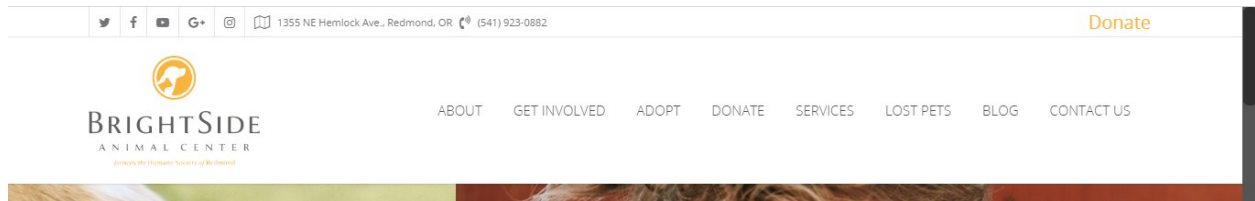

In comparison, HSCO's navigation bar has an orange background with white text (except for the home link), which stand out very well and is very easy to read.
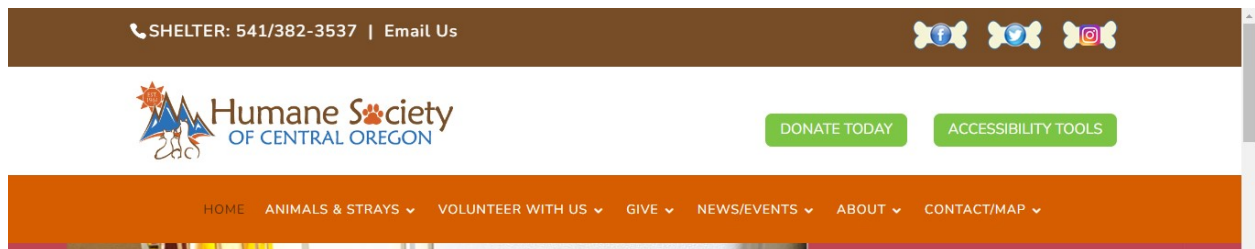

These style choices also hold true for the logos, topmost contact information, and even the Donate buttons on each site (more on the CTAs in a bit). Usually I prefer a clean, minimalistic style like what Brightside seems to have gone for because the multi-colored blocks like what is seen in HSCO's site can easily go too far and become cluttered, but in this case with each of these header options, HSCO's design is much easier to read at a glance and has done a good job escaping the cluttered feel. Brightside's header could benefit from a slightly easier to read font, which I think would go a long way in increasing the usability.

Both sites have a rotation of images (are these still hero images if they rotate?) just below the navigation menus. HSCO's site does a much better job utilizing contrast in the text with each image, although they do not overlay the text on top of the image like Brightside's page. While it may not be as sophisticated a style as Brightside's, it is much more functional as the user can actually read all of the text.
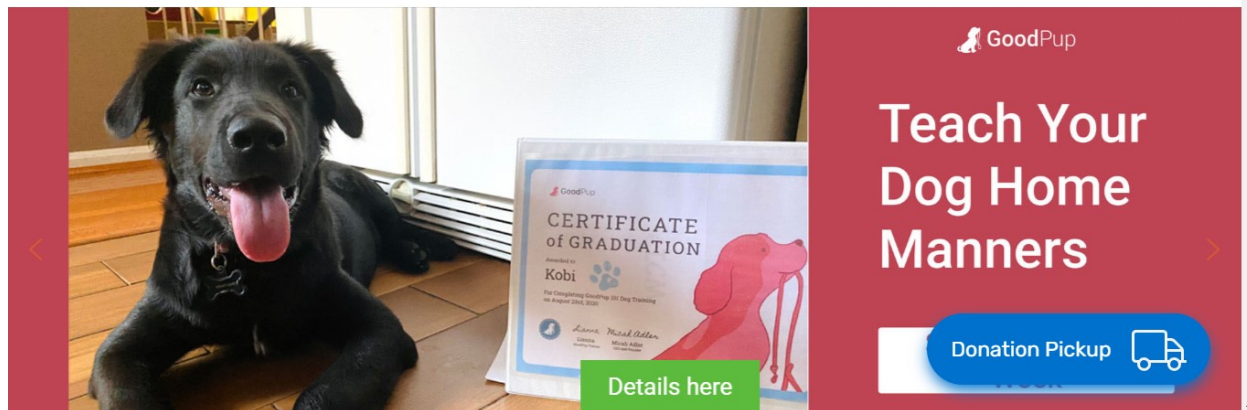
Brightside is less successful with the contrast between the text and their images. On some slides, the text isn't even readable because the white text is right on top of a white part of the background image. For the paragraph elements, they've included a semi-transparent text background which tremendously improves the contrast but they do not utilize this strategy at all for the headers. Their CTA button has more contrast and stands out well in comparison.
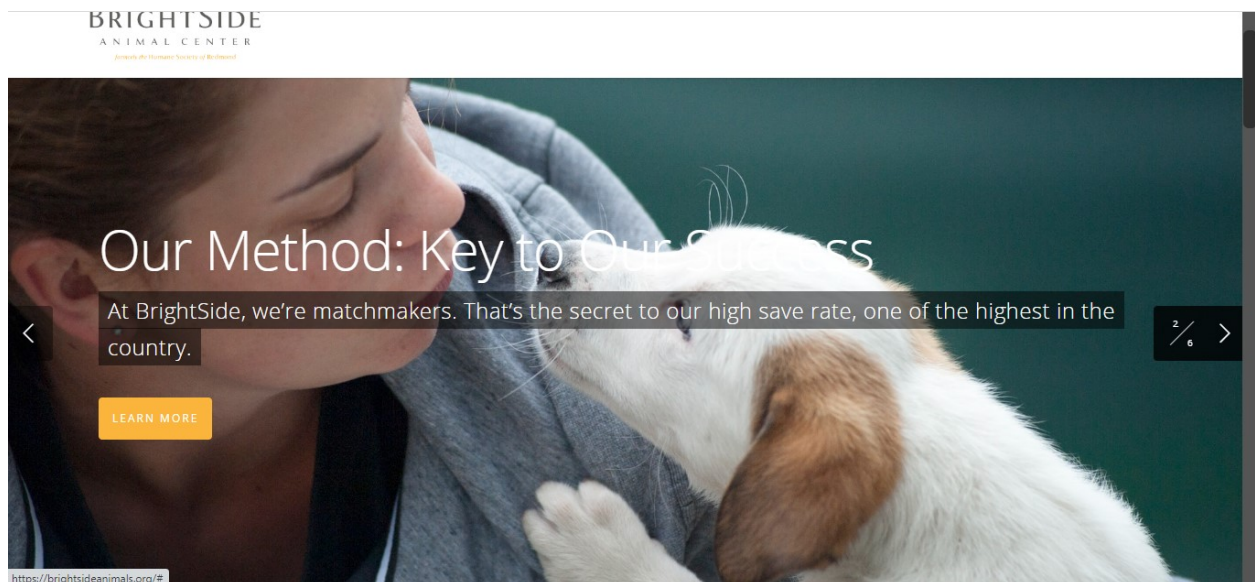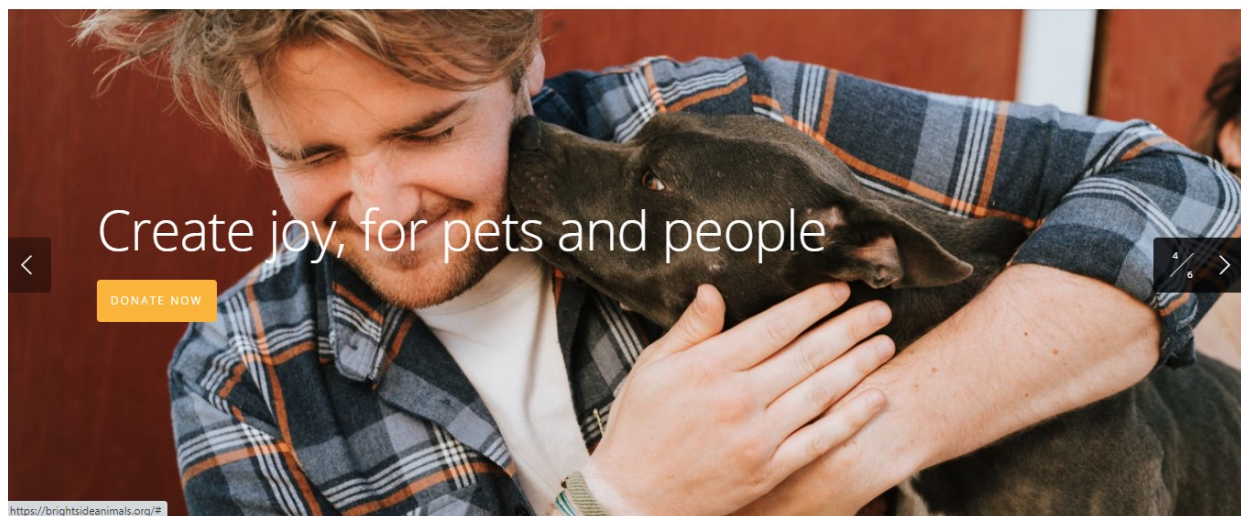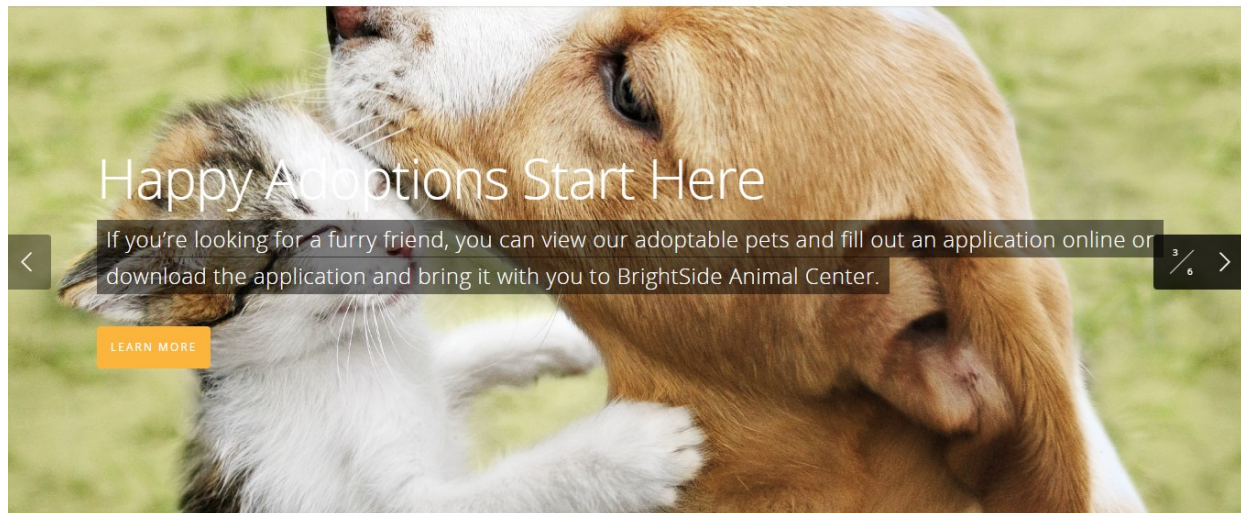
Alignment

Both sites have nice alignment. As the user continues to scroll down, it becomes increasingly apparent especially with the different sections lower on the pages. For example, Brightside has more information about their services, details on volunteering, and news and upcoming events. Each of these elements is aligned to either the right or left of the page, matched up with the three animal type blocks above and even the text overlay on the rotating images.

Help us by spreading the love with our Giving Grid

GIVE NOW

ADOPTABLE CATS

ADOPTABLE DOGS

OTHER ANIMALS

Zotero

VIEW OUR ADOPTABLE CATS

VIEW OUR ADOPTABLE DOGS

VIEW OTHER PETS
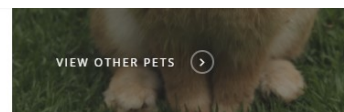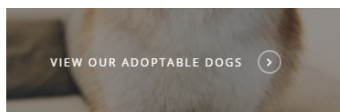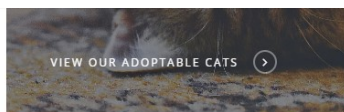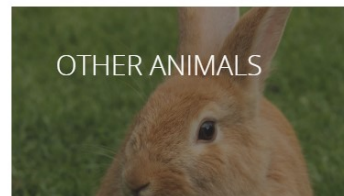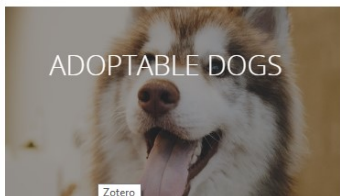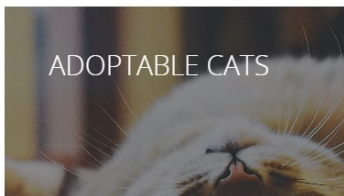
High-Save Animal Shelter
in Redmond, Oregon

BrightSide is a high-save shelter focused on sheltering and rehabilitating animals, and equipping them for success in their next home. We believe that every animal who enters through our back receiving door deserves the chance to leave through our front door with a secure future.

We're proud to offer:

✓ **Pet Adoption Counselors**
   Caring adoption counselors that can help you find the right pet for your home and lifestyle.
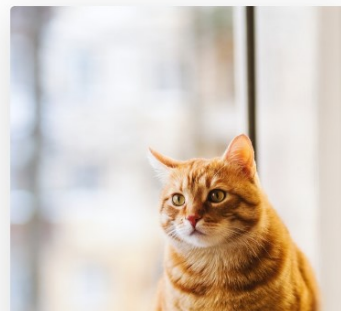
HSCO's site is very similar with consistent alignment as the user scrolls down. The elements in the header, navigation menu, the company logo, and the content in the body are all aligned generally in a two column format, with some elements aligned to the right and others, generally buttons, aligned on the left.
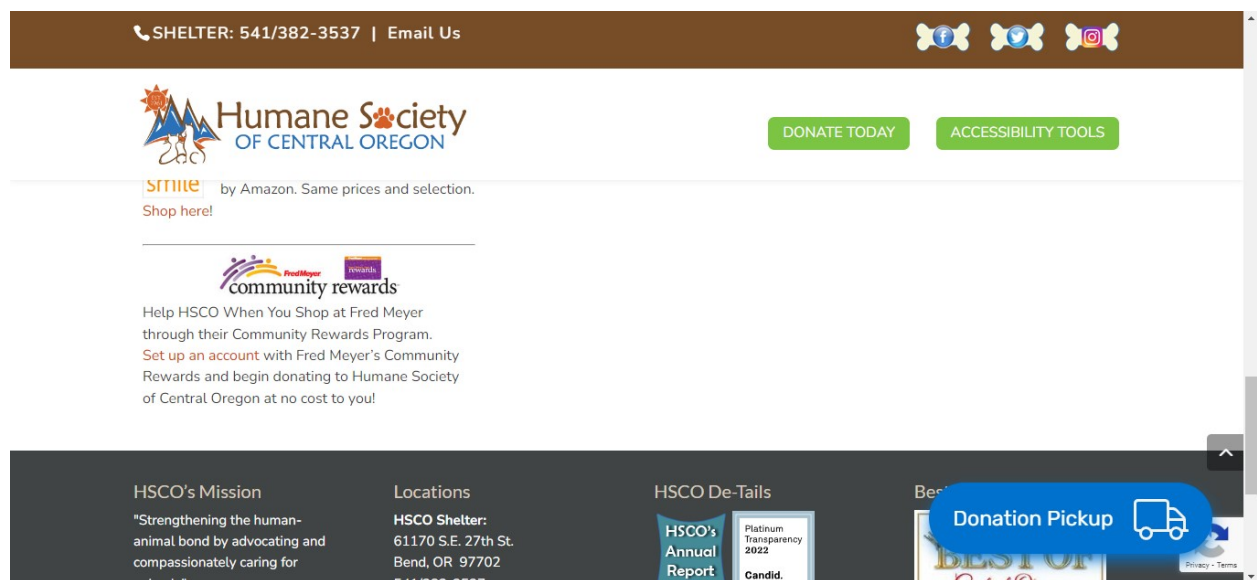
Proximity

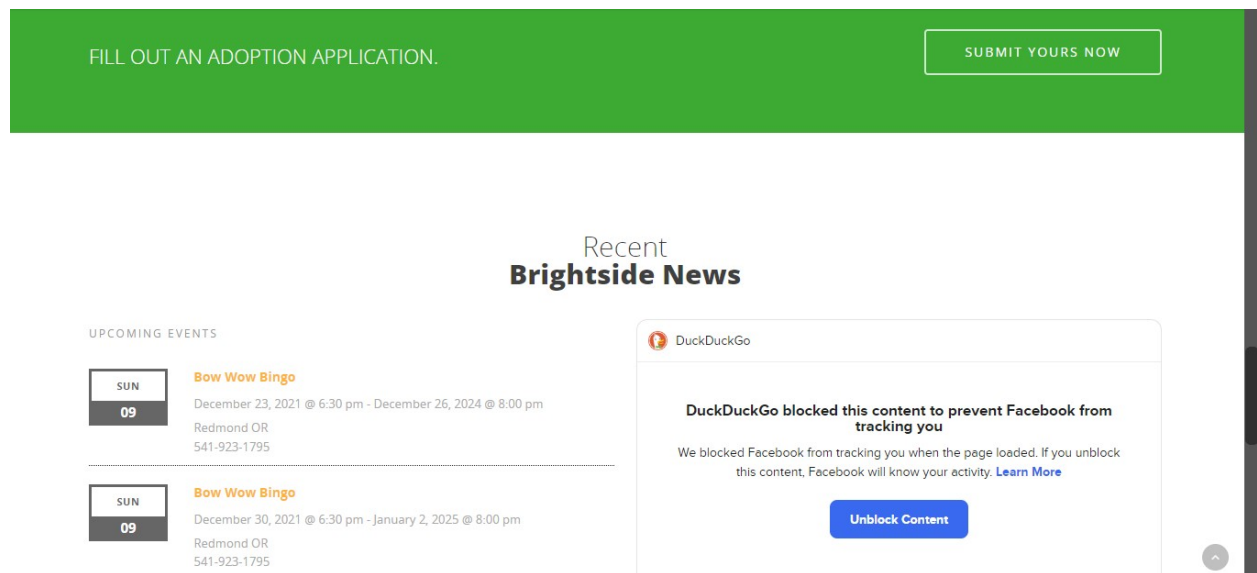The best example of proximity on each page is the way the different types of animals are clustered in separate blocks right next to each other. Although the services and information for each animal type might be slightly different, it's a great hierarchical category and keeping it blocked together makes it easy to find and also helps to keep the pages from looking cluttered.

Brightside
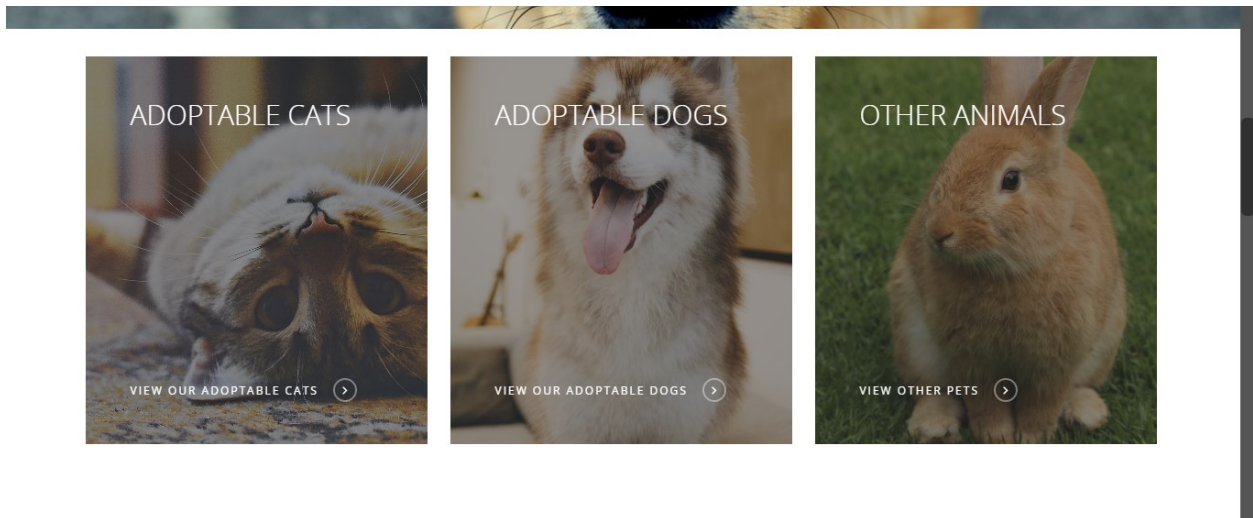
HSCO

Best Practices

Each site has a similar structure with the header including a horizontal navigation menu at the top, a rotation of images with links to different information, a section of different animal types, and then near the bottom further information about each organization, their services, adoption and volunt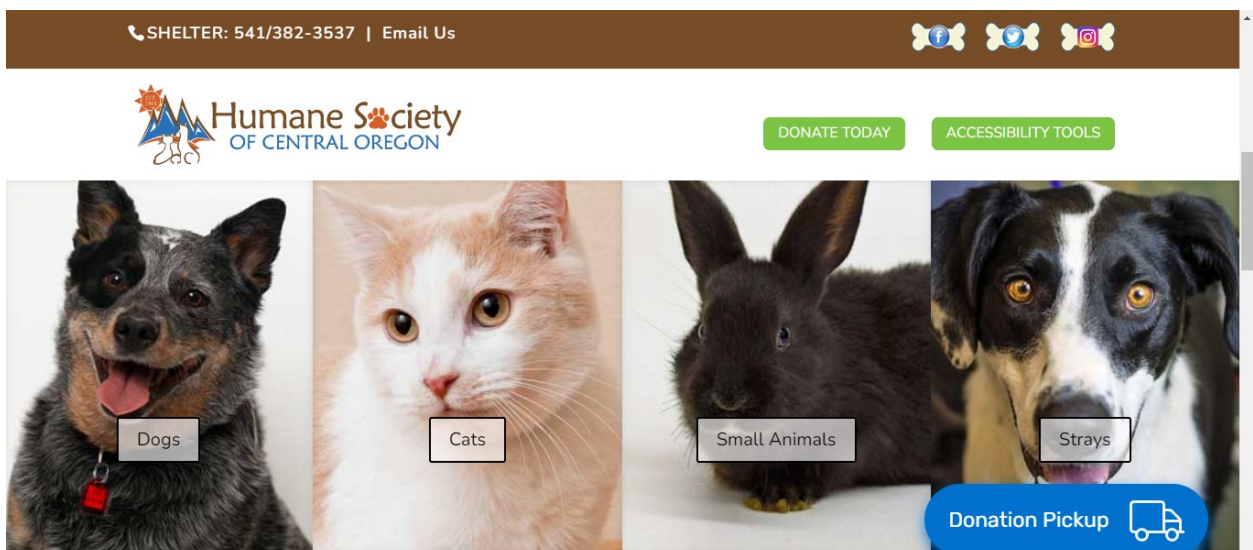eering, and contact information. While Brightside has opted for a clean, minimal look, HSCO has gone for a vibrant, playful style.

In my opinion Brightside has several areas where they could improve their web design to better meet the best practices standards. First, the contrast between the white text and the images needs to be addressed. They could opt for another semi-transparent background for the headers like

what is seen in the paragraphs, a separate text box to the side, or maybe a different colored text, although I'm not sure that would be the best option as the images have a variety of colors.

Second, I would recommend they increase the font size of the text in their logo and in the navigation menu (and possible the address and contact information at the very top). The text is very small and likely difficult for some to read. Changing the font to something a little thicker or bolder might also be helpful as it is currently a very thin, delicate font.

Third, their CTA buttons are sometimes very visible and prominent but not consistently. One of the colors in their color scheme is a yellow-orange, so one button they could improve is the Donate at the very top above the fold. Currently it's just yellow-orange text but if they were to change that color to the background and change the font color to white, that might help it pop more. Additionally, this might help if a user with visual impairments was using the site. With no underline or any distinguisher besides color to show it's a link, visually impaired users might not see it and recognize it as a link. Changing it to have a button-like background would help convey its functionality to a wider group of users.

HSCO has a different approach to their style with the vibrant autumnal colors. I'm not sure if it's a seasonal or permanent color scheme but they do a great job visually differentiating the different sections of their page.

One thing about their color scheme that I feel pretty neutral about is the use of pink on one of their rotating images. Pink doesn't show up anywhere else on the page and while it's not too distracting as is, the website might feel more cohesive if they chose a different color for that image's text background.

I would also recommend that in the section with the different animal types, the images themselves be linked to the next page. As it is currently set up, the user must click inside the little button on each image. If the whole image were clickable, that would make it easier for users with physical impairments as well as potentially mobile users to follow that hyperlink.

Finally, towards the bottom of their page the text starts to feel cluttered. The text in the left column does alright with short sentences and paragraphs, but the right column with locations and hours could utilize more white space to visually break up the text into digestible chunks. I think they would also benefit from underlining or somehow otherwise visually differentiating the links in their text, because like Brightside in this section they only use the color orange to distinguish the links from the black text which could be difficult for some visually impaired users.

These sites have some good examples of best practices too. Both do a great job of using images to break up the text and to show rather than tell to help minimize the text on the first page. The navigation on both is easily utilized and depending on the user's mouse movements, available at the top even as the user scrolls down. The color schemes match the logos and as the user scrolls,

there are multiple, consistent and clear calls to action. HSCO even has an accessibility button at the top of its page. With just a few small tweaks, both sites could be even better.
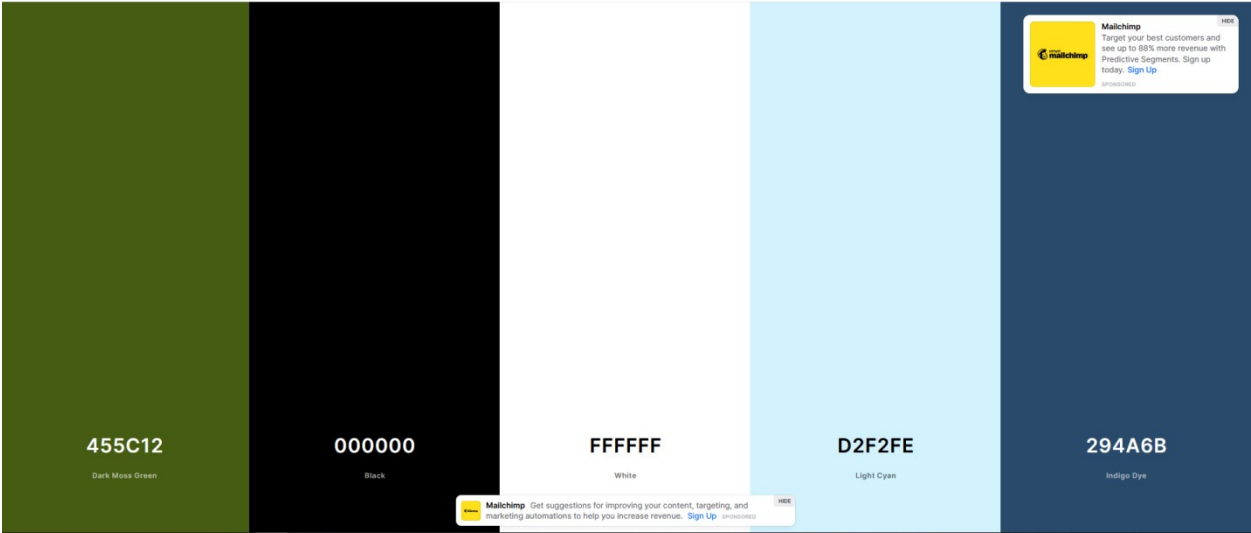
Part 2: Wireframe
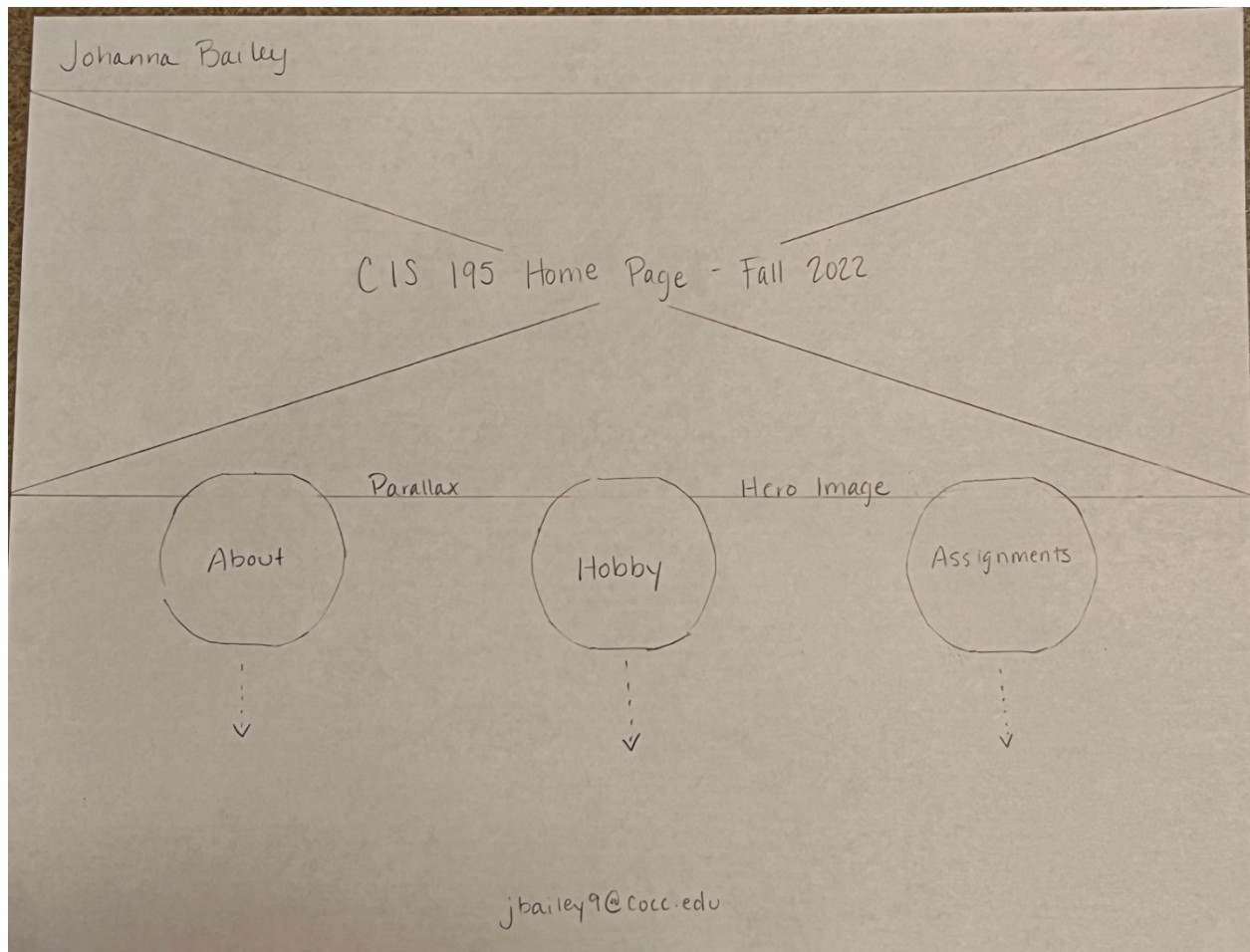
I wasn't sure how to capture it on the wireframe, but I was envisioning the link buttons as part of the parallax effect, moving down a little to just below the hero image as the user scrolled down to reach the bottom of the page. The assignments button would also have a list of links to each assignment when the user hovers over the button.

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Part 3: Eatery Wireframe

EATERY NAME　　　　　home menu contact [ORDER NOW]

Hero image of food

Order Online

Buy Gift Card

[O U R   S T O R Y   H E A D E R]

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a brief blurb here.

FOOD | DRINKS | DESSERT | LOCATION

Eatery Name

Contact Info

Address Line1
Address Line2

Phone
Email

Hours

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Weekend

Follow

[f] [O]

© Eatery Name

Press the spacebar to generate color palettes!

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