Top Ten List of Bad Ideas

1. Site is not accessible unless you “Register” first.
2. More concerned with projecting Company image than intent to convey service.
3. Design is poorly contrasted and leaves the visitor wondering where the text can be found or is so loud one must turn of monitor just to view the page.
4. Links are unclear and navigation from home page to content pages is difficult.
5. No Text --- just mouse over buttons before any content is known.
6. Page content hasn’t been updated in “forever” and leaves the visitor wondering if the company is even in business.
7. No graphics --- just a large text about what the visitor might see if there had been.
8. Intent of site is really misleading. Content does not reflect who or what the site is about.
9. Takes forever to open pages – and when you do, you must contemplate if it has really opened….
10. No clear campaign as to what the site represents….

Review I

http://www.travel-watch.com

My first impression was a step back from the contrast. I was so taken back by the design elements, that I wasn’t sure what the site represented. The graphics were terrible, and the text was overwhelming. It appears to have been pasted from a word document rather than a design application or intent. Too informational and not interesting enough to hold my attention long enough to want to navigate past the home page. There are a few misspelled words right out of the gate and is not accessible to those without Java. It is self-aggrandizing and doesn’t seem interested in what it offers to those visiting site.

The site is not organized well. The graphics are not centered or in any way appealing. Links are visible but not interestingly. Links are, however, clear and do work and access pages indicated. But I would never have looked far enough to follow a link. I’ve lost interest in the site.

The graphics do not enhance the site nor does the layout. I had to look over it several times to know what the intent of the site was. The title was offset, the graphics were beautiful but too small and there seem to be areas that were mistakes such as the long box divider just above the body of the text.

Violated rules: 2, 3, 4, 7, 8, and 10.

DTD was HTML 3.2
Review II
http://arizonagolftours.com/arizonagolftours/
I had a good first impression with this site. It opened quickly and the home page was well contrasted with good design elements clearly depicting its intent/content. It is a golf get away or tourist site offering information about golf vacation packages. Obviously set up to advertise a service not just its own importance. Motive was to attract golfers and offer packages.
Links are clearly delineated and set against a contrast that emphasizes them. There was one link that is unavailable and may need to be updated but the others were in working order. Other links were under construction and were indicated as such.
The graphics, layouts, and multimedia were appropriate but I didn’t care for the speed of the flashing multimedia – too quick and was annoying.
Didn’t seem to violate any of my rules other than perhaps being too overly flashy on multimedia: rule 11 – annoying multimedia moves too quickly.
DTD was HTML 4.01 transitional.

Review III
http://www.bbiu.org/
Overall first impression is not bad. The intent is not to promote the importance of the site but rather to convey information important to visitor. I wasn’t fond of the background or contrast but the overall design seemed to be organized and functional
Links were visible, clear, and functioning properly. Opens quickly and the intent of each site is clear.
Graphics, layout, and multimedia were nicely composed and did not detract or irritate.
Did not violate any of the rules.
DTD was Html 4.0 Transitional

Review IV
http://becksteadtrees.com
My first impression was to be overwhelmed with the contrast. The site is attractive, informational, and easily navigated, but there was not enough color in the background to render it easy on the viewer.
Links were clear and functioning. They lead to desired pages but there was not a HOME button or link which made it difficult to return to the home page. Talked a lot about itself before it moved on to tell what it offered.
Graphics, layout, and multimedia were boring and the colors were unattractive but followed the design of the logo.
Violated rules: 2 and 3.
DTD was HTML 4.0 Transitional.