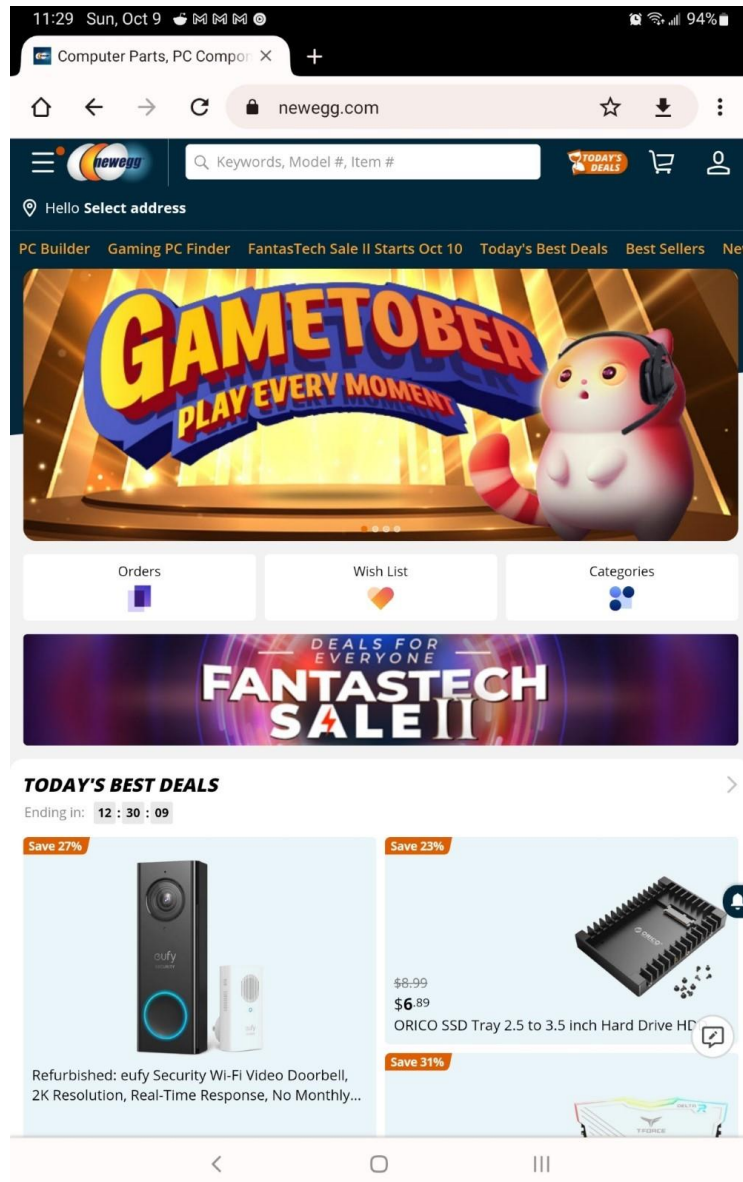# Week 3 Assignment

For the researching portion of this assignment, I am choosing to compare Newegg.com and Amazon.com. Both of these websites are online retailers, so they have a similar target audience.

Here is a screenshot of Newegg's homepage:

You can see the repetition of their logos colors (dark blue, white, orange, and yellow). The bold dark blue contrasts well with the high energy oranges and yellows and draw attention where the company wants you to look. Proximity is used when grouping major sections of the site. The center section has orders wish list and categories. Then

below that you see in proximity today's best deals grouped together. The alignment of this page is very satisfying from an aesthetic point of view.

Below is a screenshot from Amazon's homepage:
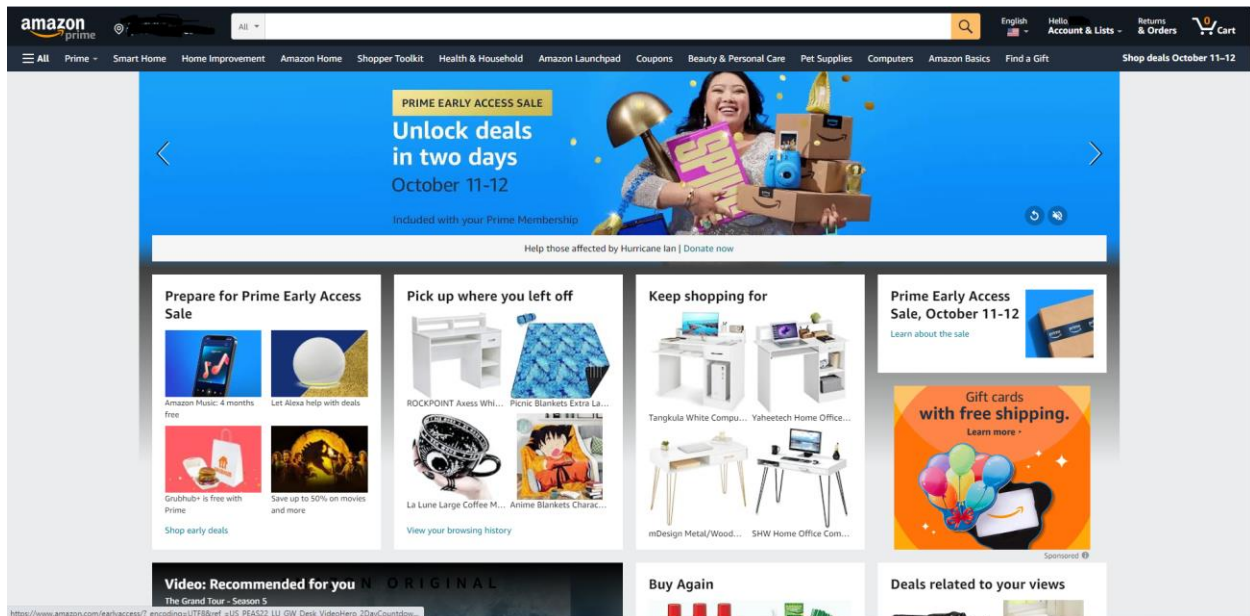
Again, you see the repetition of the core colors throughout the page. The contrast is very similar color palette to Newegg, the key difference is a bigger emphasis on yellow instead of orange. Alignment in the body section is done well. While not completely grid shaped throughout, you can see the balance for the main areas they want you to see. In each body section similar things are placed in proximity in a visually satisfying alignment ("Pick up where you left off", and "Keep shopping for" sections).

Both sites do a great job minimizing text, and Show, don't tell. Newegg could do a little to simplify navigation, optimizing for mobile and making CTA clear. Amazon could simplify navigation as well; I struggled to find my recent orders, I am not sure if it had recently moved but it took about 4 clicks before I found the section.

Amazon took longer to load than Newegg, not by much but it was noticeable on mobile. I would like to see a little more color on Amazon's site less white. But their target market is very broad, so I understand the choice here.

My Wireframe

Logo	Title Author	CTA
NAV Pane	Image	
	Section1	Section2	Section3

Eatery Wireframe

Logo

Menu | Locations | Careers | Sign in

Gift Cards | Merchandise

Banner

IMAGE