design::critique
Oregon Bike Shop Website Redesign Critique Guide

Overview ::
As you gather in groups to critique each other's designs, consider working through the following questions, and well as providing additional feedback as appropriate. Remember to back up your opinions with *why* you think an aspect of the design needs improvement.

Project Objectives Reminder ::
A quick refresher of the core objectives of this design project (from the project handout):

- **Information Organization & Prioritization**—There is a lot of information that needs to be conveyed. Determine what is really important for your users and design that information to be clear and accessible.

- **Navigation**—Make the site easy and intuitive to navigate. Focus on both meeting the needs of potential users and the requirements of the client. Create and design content on the home page that drives the user further into the site.

- **Layout and Grids**—Use a 12-column, 16-column, or other grid to guide placement of your page content on the desktop. Experiment with different module sizes and flowline locations. For mobile, focus on a one-column design (maybe two-columns in some instances), still including margins around the left and right sides.

- **Typography**—Focus on using typography to convey style, meaning and structure. Type must fit the medium and device it is being presented on.

- **Flexibility**—While width is controllable, the length of a page will always vary. For the mobile version, most viewers will view your site in portrait orientation with lots of scrolling.

- **Prototype Testing** — Once again we will use Figma's Prototype mode to create a functional mock-up of our re-designed website, including mobile interactions. For mobile, test your design using the Figma mobile app on your phone.

Observations ::

- What do you think of the overall design?

- What works?

- What doesn't work?

- Does the layout demonstrate good grouping of elements and bring focus to the content?

- Does the typography work well? Is there a strong use of hierarchy and font style variation?

- How well does the overall colorization work?

- Do the photos and images work well with the overall theme?

- Is the navigation clear and easy to use?

- What's a primary call to action? A secondary call to action?

- How well does it work on mobile? Are thoughtful changes made between the desktop and mobile versions?

- What would you change in the design?

- Does the design make sense from a user standpoint? Is the user experience good?

- Any other comments/recommendations?