Good Website: http://konditormeister.com/

Konditor Meister bakery

overall design and layout: Simple and elegant like their cakes. The design and layout are consistent between pages with the same wallpaper, colors and typeface.

site navigation: One navigation bar with everything you need, even a search bar. Hovering over the Cake and Desserts links shows a drop-down menu for quick navigation, or click on the Cake or Desserts links and you are brought to a page which gives you picture links to what was in the drop-down menus. Keep clicking to get to specific products and below the navigation bar is an interactive line showing the hierarchy and allowing you to navigate back with ease.

branding (logo, colors, etc): The filigree of the logo is also mimicked on the background wallpaper. There is also a branding with the use of a rich brown for the majority of their site.

site content: Content is exceptionally useful. Site contains a wide selection of their cakes and desserts, many available for online ordering. Each variety of cake, dessert and pastries has its own page with sizes, flavors, descriptions and ordering information. If you need to know about it, it's there. Also has FAQ, hours and directions, reviews and more.

flow of content (hierarchy and organization): The most fluid hierarchy possible. Simple and straightforward.

responsive layout: Yes.

overall experience and interactivity: This site is everything it needs to be. From wedding cakes to individual desserts, everything they offer is here and the customer can know everything they need to know. Everything has a picture. Everything has a description. The only problem with this site is is on the individual product pages. The drop-down menus for Pick a Size, Inscription, etc. have a white background and the selectable words are in a very light color, making them almost invisible.

Good Website: http://news.tfw2005.com/
                    Transformers fan website

overall design and layout: Though not overly pretty, the design of this site works for its intended purpose: a site for information and discussion of all things Transformers. Consistent colors and typeface give the site a cohesive style.

site navigation: Main navigation accesses news, discussion boards, toys database, comics news, etc. There is a search bar and members login. Sponsors, advertisements and Transformers related eBay auctions appear in sidebars. All stories on news pages are linked to full stories and discussion boards. As you go further into specific items, below the navigation bar is an interactive line showing the hierarchy and allowing you to navigate back with ease.

branding (logo, colors, etc): Nice big logo with continued use of white, dark blue and light blue throughout the site.

site content: Everything a fan of Transformers needs, with the exception of a way to buy them. This site contains news, discussion boards, database of toys and a section for customizers.

flow of content (hierarchy and organization): Good hierarchy. The News navigation link brings you to a general news page or you can hover over the News navigation link and a drop-down menu allows you to look at only news related to the toys, comics or movies. Each section is well organized so a fan can navigate to precisely where they want with ease.

responsive layout: Yes.

overall experience and interactivity: Everything a Transformers fan needs in one place with ease of use makes this site work whether you are a fan from way back when Transformers began in 1984 or you are a young fan just discovering Transformers through the movies, toys, comics or TV shows. Great interactivity with the discussion threads also.

Bad Website: http://www.thealphagroup.com/
                    The Alpha Group temp agency

overall design and layout: There is a consistency of design through most of the site pages. Most pages have a large slideshow and use the same color throughout (light green). It gives off a professional vibe which works for a temp agency site.

site navigation: Main navigation bar has good separation between what the employer and what the employee needs to click. But it all falls apart from there. Hovering over a link in the main navigation bar produces a drop-down menu, however, clicking on the main link in the navigation bar brings you to an overview page with no links to what was in the drop-down menus. Most pages have a large slideshow but nothing linked, so what's the point?

branding (logo, colors, etc): There does not appear to be much branding with this site. Yes it has company logo, but does it use logo colors or typefaces thoughout site, no.

site content: If you can navigate the site, it does contain useful information for both the employer and employee.

flow of content (hierarchy and organization): There is plenty of content but the flow is like trying to get around in Boston: a lot of dead-ends and one way streets.

responsive layout: Yes.

overall experience and interactivity: A professional look, but a pain to navigate.

Bad website: http://www.princesshouse.com/home.aspx?
                    Princess House household products

overall design and layout: Consistent color works. Inconsistent use of typefaces, some Serif, some Sans-serif, some more stylized. Layout inconsistent between pages.

site navigation: Some good, some bad. Search function for products. Navigation within Products and Recipes is good. These sections contain sidebar navigation with easy to follow hierarchy. However, clicking on Shopping Experience brings you to a slideshow where the pictures simply link to the same Products or Recipe pages that you can get to from the main navigation bar. Worse yet, the first picture links right back to the page you were currently viewing.

branding (logo, colors, etc): The branding is good with consistent use of the logo color (purple). Homepage has product pictures with prices inside shape similar to company logo.

site content: Very useful website for products and product information as well as recipes. Not very useful website for those wanting to learn about being a Consultant (product party planner).

flow of content (hierarchy and organization): This website is all over the place when it comes to organization. The Products and Recipes are well organized, but everything else is a mess.

responsive layout: Not responsive.

overall experience and interactivity: Annoying pop-ups from the start. The moment you go to the homepage, you get hit with a pop-up to join the emailing list. The first link on the navigation bar brings you to the product page where you are immediately hit with a pop-up to 'like us on Facebook". Returning to home page results in same pop-up, again and again.