

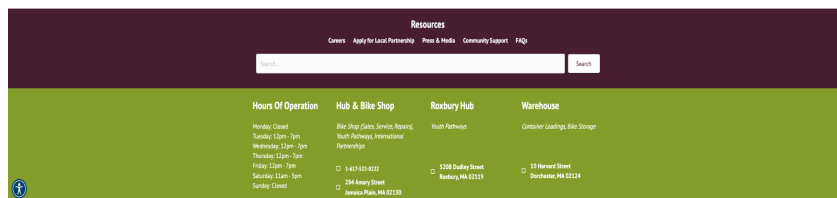
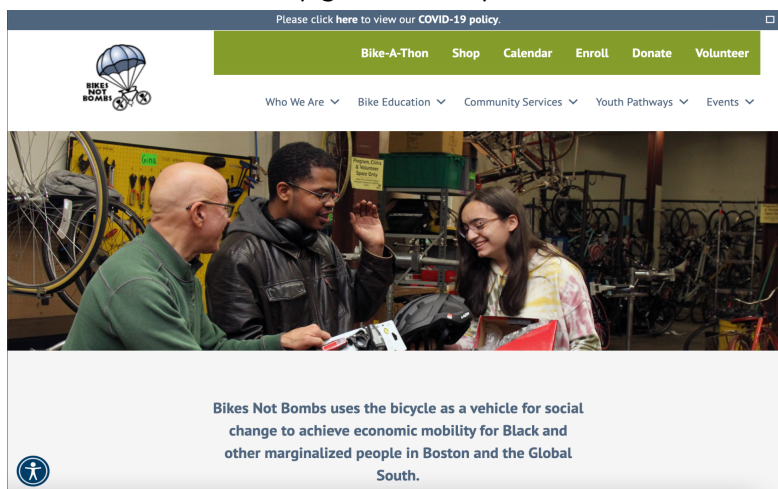
Bikes Not Bombs website critique

Color:

- Overall I really like the colors of the website. The green and other colors used are fitting for what the company does. The colors are really inviting and pleasing to look at. I think there can also be a darker color somewhere on the website for contrast. Maybe instead of just having a white background, it can be a darker color. There can also be bolded keywords to make important information stand out.

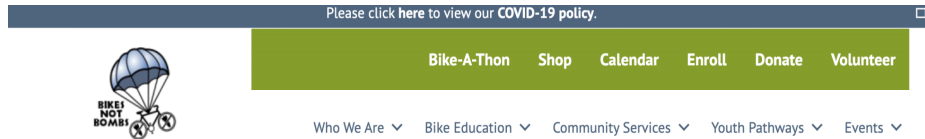
Images:

- There is an image at the top of the webpage, which is the first thing someone sees when they view the website. I really like this, but I think the “about” video should be at the top of the website instead of the picture. There is one other picture in the middle of the page, which I think is great. I like that there are a variety of pictures and a video on the website, this is very good visually.



Navigation:

- There are many links at the top of the website. I think some of them don't need to be there, or can be condensed into more broad topics. I noticed that there is a shop link at the top of the page, and there is also a link to the shop mid page. Removing either one from the top or bottom would make it less repetitive. The search bar is located at the bottom of the webpage, it should be located at the top so that it's easier to find information.



Content:

- The website features links at the top of the page regarding, volunteering, information, events, etc. I think there are too many links at the top of the page, and many of them can be condensed or combined because they are similar information. What I do like is that there is contact information at the bottom of the page, along with working hours, location, and links to social media platforms. Having all this information listed on the webpage is great for people who want to get in touch with Bikes not Bombs. The information is all really easy to find. I think the way the information is displayed can look more aesthetically pleasing.

Purpose/Audience:

- The website is fitting for what the company does. The colors are inviting and, and create a website that is appropriate for kids. If a kid wanted to do research about bikes not bombs I think they would really like the website and have an easy time finding information.