

Introduction to Website Development

Unit 2: Website Evaluation

Brian Stuck

June 15, 2018

Introduction

My final project will be a website for the top choir that I teach. The website may contain uniform ordering information, performance and rehearsal dates, choir trip information, upcoming fundraisers, practice tracks, choir audition information, and pictures and videos of past performances. I chose to look at the websites of two private choirs. The first one is the Lawrence Children's Choir (yes, that Lawrence in KS) website - <https://www.lawrencechildrenschoir.org> ([Links to an external site.](https://www.lawrencechildrenschoir.org))[Links to an external site.](https://www.lawrencechildrenschoir.org), a private children's choir that hosts auditions every year and has the need to publish similar information to what I would like to do. The other site I chose was of a semi-professional chamber choir located in Oklahoma City called Windsong - <https://www.windsongchoir.org> ([Links to an external site.](https://www.windsongchoir.org))[Links to an external site.](https://www.windsongchoir.org). The choir members are not paid, so it also has similar purposes in creating a website.

The sites both feature original photographs of the choirs, so image copyright is not a problem as long as they received permission from the photographer to use the photos. The photography is professionally done, so they are high quality and also load very quickly. The Windsong site also includes audio links of the choir performing on the home page and the Lawrence Children's Choir (LCC) site has pages where videos are embedded. Windsong invites you to purchase a copy of their performance, but there is no available link. The LCC homepage has links with pictures on the homepage and a menu bar across the top with several drop-down menus. The Windsong site also has menu bar across the top, but there is a large header and a small header above those. I did not notice the menu bar immediately. Overall, I prefer the cleanness, color scheme, ease of use, and look of the LCC over the Windsong site.

Site 1 – Windsong - <https://www.windsongchoir.org> ([Links to an external site.](https://www.windsongchoir.org))[Links to an external site.](https://www.windsongchoir.org)

The photos on the Windsong site are fantastic and large. The problem is the font of the text is not very legible or noticeable on top of the pictures. I would rather the site include a solid color menu bar and not try to provide text on top of the wonderful pictures. As a result, you don't see the menu bar. The home page also scrolls too far with no return to top or an index up above as to what is below. The only reason I scrolled was because I did not see the menu bar to begin with.

Each of the pages on the site have a similar large banner picture and illegible text. I noticed there is one place for "booking inquiries" hidden at the bottom of the home

page. I would think the choir would want more information and attention given to that. I believe the main purpose of the site is for patrons to purchase concert tickets, although the page with that information has small, awkwardly spaced print about the concerts. The button to purchase concert tickets is light grey and not very noticeable. In summary, the site features some beautiful pictures of the choir, but it does not present information in an effective or attractive manner.

Use Case - 1

A patron of the Windsong Choir who would like to attend a concert might see a small bar at the very top of the homepage on purchasing concert tickets upon first visiting the site. Otherwise, the patron would scroll a bit and perhaps see the light grey box labeled tickets underneath the concert date (which is actually out of date). They might read the very dense paragraph, small type paragraph about the concert if they noticed it. The next option would be to notice the menu bar “Concerts” and follow that to another light grey box. Once clicking on “tickets” they are taken to an outside ticket vendor to purchase the tickets. Hopefully they can figure out how to get to the performance because no directions or map is included.

Use Case - 2

Another person might visit the Windsong site to book the choir for a gig. They could listen to the choir sing on the homepage and see how professional they look in their concert outfits. Perhaps the person might scroll far enough on the homepage to find the booking email which is printed on top of a picture and not very noticeable. Otherwise, the person would have to find the contact link in the menu bar and fill out the contact form. There is no information on what kind of bookings they provide or who the person is the they are contacting beside a generic email address.

Site 2 – Lawrence Children’s Choir

- <https://www.lawrencechildrenschoir.org> (Links to an external site.)[Links to an external site.](#)

The LCC site is headed with a nice logo and easily identifiable menu bar. The homepage contains links to each of the choirs, a newsfeed, twitter and facebook feed, and a newsletter sign-up option. Patrons have a reason to look at the homepage, although no index is at the top. The other pages have information on auditions, a password protected place for choir members, information on sponsorships, among many other necessary information for patrons and choir members. The site is logically laid out and everything loads quickly. The homepage has a background picture that changes, but the text information is set in front of it on a white background. This would have been a good choice for the Windsong site, to not put text on top of busy pictures. The site has contact information and it convinces you that this is a well-run organization that you could bring your child to be a member of.

Use Case 1

A parent who would like their child to join this organization would visit the website. The homepage presents each of the choirs. The parent could investigate which choir one is suitable for their child. The parent then has one menu choice with several more information options. Finally, there is a menu choice about auditions. The parent could further investigate the site and see that the choir has many corporate sponsors and must have the support of the community and a good reputation. The parent could call or email a named person about auditions.

Use Case 2

A choir member needs information on upcoming performance. She goes to the site homepage and sees “member area” clearly identified. Mission accomplished! The area is password protected, so the choir can share more detailed, personal information for choir members and parents eyes only.

Peer Reviews

Matthew Guerrieri

Jun 14 at 9:20am

Hey Brian,

I find it interesting to learn about different ideas for websites, as a website for a choir is very different from my idea for a class site.

Both sites have a lot of the same valuable information, and even the layout ideas aren't terribly different. That being said, the levels of these choirs have specific needs such as registration for different ages in the Lawrence site and sponsor information for the Windsong site.

Both sites have some great photos included which is a nice touch, but I totally agree about the difficulty of trying to read some of the info, especially on the Windsong site. I feel like that style is popular nowadays, where there is text on top of photos that change their perspective a bit as you scroll down the page. I personally am not a fan, as it just makes the photo pretty distracting, and on this particular page it absolutely makes it difficult to read the text. To each their own!

Kristian Wingo

Jun 14 at 11:49am

Hi Brian,

I agree with Matthew about the different needs that these two websites serve. A semi-professional choir is quite different from a Children's Choir in terms of what their needs are from a website.

I'm not an expert in advertising or marketing, but it looks like Windsong's website is built around "classy" (for lack of a better term) branding. They want the user to be impressed with their look and quality of their music before they ask if the user wants to book a gig. A "BOOK NOW!" button would work against them and their image.

That said, I do agree with the difficulty of reading the text over the images and the very light gray "Tickets" button is especially hard to see. The other technical issues - wrong dates, lack of information - is also a huge problem for users.

I agree with you that the Lawrence Children's Choir's page accomplishes it's goal much better. Links are clearly displayed, everything is easy to find and use. I don't think people are booking a children's choir for a classy evening, so the links for donations, auditions, and other "asks" are completely appropriate as links at the top of the page. When clicked, the links take you to pages that are easily accessed and full of the information you need.