

## **Assignment #1**

What Features Create a Positive Homepage User Experience?

Here you'll have a chance to examine some homepages and analyze what makes a homepage successful.

1. Choose a type of product sold online, such as electronics, clothing, cosmetics, or sports equipment.
2. Do a Google search for: *buy \_\_\_\_ online* (for instance, *buy jeans online*).
3. Go to page 5 (or 6 or 7...) of the Google search results and open some links. Why start at page 5? We want to focus on small and medium sized sites like yours, not on major sites like Apple® or Walmart®.
4. Find a site that you think does a good job of answering the two questions we learned about in the last video:
  - Is this an ecommerce site?
  - What can I buy here?

**Note:** Make sure you're on the site's homepage!

5. What features does the homepage have that help it answer those two questions? Write a list. We will review the list later on.