**-Good Web Designs**

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| **Webpage title and link** | Resolution Fitness  http://www.191resolutionfitness.com/ |
| Navigation | Simple and easy to search through. All tabs had a drop down menu showing other information you could look at. |
| Layout | I liked the color scheme and simplicity of the home screen. It was easy to navigate and was not cluttered. |
| Coherence | The website information appeared in a logical manner. There were profiles of trainers, detailed information about services they provide, and a nice layout for their contact information. |
| Clarity | Initially I was not totally sure what type of a facility they were by looking at the home page, but the links and layout made it very easy to find additional information about the company. The pictures of trainers and profiles did not give the impression of only trying to make a sale, but had a genuine feel for creating a healthy fitness environment. |
| Graphics | I liked the design and navigation of the website, but I did not see a link for photos of the gym. There were only a few small pictures on some of the pages. |
| Functionality | Very functional and easy navigation. Going from one page to another made was simple and the information provided clearly matched what the link stated. |

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| **Webpage title and link** | Lifetime Fitness  https://www.lifetimefitness.com/en.html |
| Navigation | The website was very easy to search through. All the dropdown menus had a clear list of links that you could look through for additional information. |
| Layout | The layout was very simple. Many of the drop down menus covered topics to frequently asked questions, and the content within those menus was easy to find. At the very bottom of the home page it had a general outline of the content you would be able to find on their website. |
| Coherence | I liked the look of the website. It was very well organized and provided most of the information that people would have questions about. The only thing I didn’t like was that you had to request pricing by contacting them. |
| Clarity | Very easy to read and navigate. The color scheme helped to make important information and links stand out. Descriptions of services were well written and easy to understand exactly what they offer at their facilities. |
| Graphics | There were a lot of photos that enhanced the content of the website and make navigation easier. Most of the graphics were very simple, but achieved the effect of having an attractive website design. |
| Functionality | This was a very functional website. Clear and concise. All the information was easy to find. Membership pricing is only given through a request, but that is clearly stated on the home page so you will not spend a lot of time trying to search for something that is not there. |

**-Bad Web Designs**

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| **Webpage title and link** | Snap Fitness Shakopee https://www.snapfitness.com/gyms/shakopee-mn-55379/4736/current-specials |
| Navigation | There were many links that took you to another page with more links. Some of the links, “become a member”, didn’t even take me to a place where I could see the rates. Instead there was just a block at the bottom of the screen for me to enter my phone and email for a free trial. |
| Layout | The home screen was not very pleasant to look through. It seemed cluttered and had too much information for the first screen (photos/google maps location/free trial sales pitch/monthly calendar). |
| Coherence | The only way to find the membership pricing was to click on the join now link. I did not see any link that gave the details about what equipment the gym had or the size of the facility. There were no trainer or manager profiles as well. |
| Clarity | The website did send me a clear message that their primary goal was to get you to enter your email and phone number at every page. Also, the calendar for events on the home page had zero events posted, which gave an unprofessional image. |
| Graphics | There were only a couple of photos of the gym on the home page, and no link for pictures of the gym. |
| Functionality | Everything appears like they are trying to get your information via a gym trial, rather than providing you with their memberships information. Some of the links did not work, and their event calendar was completely blank. |

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| **Webpage title and link** | Men’s Fitness  http://www.mensfitness.com/ |
| Navigation | I felt the major headings at the top of the page would have been beneficial if you new which links you could read and which links would lead you to a subscription screen. It made it hard to find the material provided for free. |
| Layout | The homepage was cluttered with so many tabs and drop down menus. Only about 1/2 of each page was provided for fitness material. The remainder of the page was cluttered with ads. |
| Coherence | The subheading links on the homepage matched what the website claimed to be. The problem was how easy it was to get lost in the material provided outside of that. There didn’t seem to be smooth flow to the website, which made it feel unorganized. I got the impression that making money off of other advertisers is the primary reason this website exists. |
| Clarity | It was hard to read. The actual content of the website was in very small text, while the majority of the website was flooded with advertisements and popups. |
| Graphics | The content for actual reading material was in black/grey and appeared to not be the focus for the website. Everything else was large pictures and popups from advertisers that stood out more than actual educational material. |
| Functionality | I would never use this website as a health reference. It was too difficult to navigate and find valuable information. Some links take you to a subscription page, while others do not. The advertisements take over the website and make it difficult to find valuable content. |