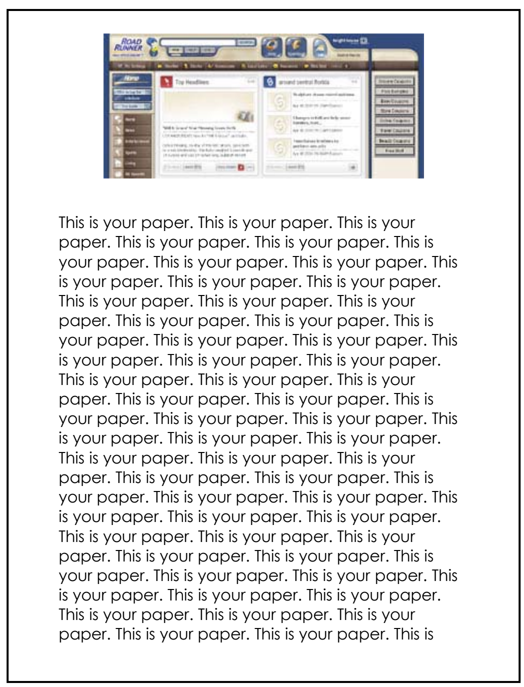
(OA2) Online Assignment 2- Define a Strategy

Review the Handouts on User Experiences

Find the home page of ANY website of interest (you may not duplicate sites for these assignments). Take a screen shot of the site and analyze the site for the site's strategy.

1. What are the site's objectives? (An objective is something worked toward or striven for; a goal)
2. Is the site's strategy obvious to the audience? Or are you left wondering what you are offered from the site?
3. What does the site assume are the "User's Needs"? Do they accomplish meeting those needs?

In 200-300 words, briefly describe the above questions and the resulting observations you have made about the site you have chosen. Please indicate the URL (www.somesite.com) in your email as a reference.

(IF provided this term)
Read Chapters 1-3 of ***The Elements of the User Experience- User Centered Design for the Web***
By Jesse James Garrett