

Pros and Cons of JNJ Apparel

Pros

- Very effective with link-building helps users create a design easily with the click of a link.
- Breaks down the business and Greek life well so that those who are in business can do their own thing and those that are in Greek life can do their own thing for two different audiences.
- Great design and graphics.
- The great grid layout of the design gallery.

Cons

- On the landing page "Why JNJ" the scroll is difficult to understand why I should go with JNJ apparel since it blends in with the background.
- The landing page doesn't effectively showcase who they are unless you press one of the three cards.
- There is no way for the user to go back to the landing page or even check out another area like business or campus. Once you click the button of what you want, there's no way of going back.
- Very difficult to figure out how a new user can sign up to the website when I can't find the signup section anywhere.
- Users cannot select a design from the design gallery to see it better.

Pros and Cons of Hittn' Skins

Pros

- Excellent use of animations.
- Excellent Scroll effect.
- Headings are big, which is different and elaborates there main points.
- Portfolio page is effective and allows users to press the photo and see more.
- Both catalogs take you to a different website that focuses on each brand and creates a new tab.

Cons

- The navigation links are too big.
- Product catalog should have been made into two columns.
- Portfolio page has an endless scroll that makes it hard to see the footer, if I wanted to learn more.
- No way of new users to sign up or even learn how to sign up.