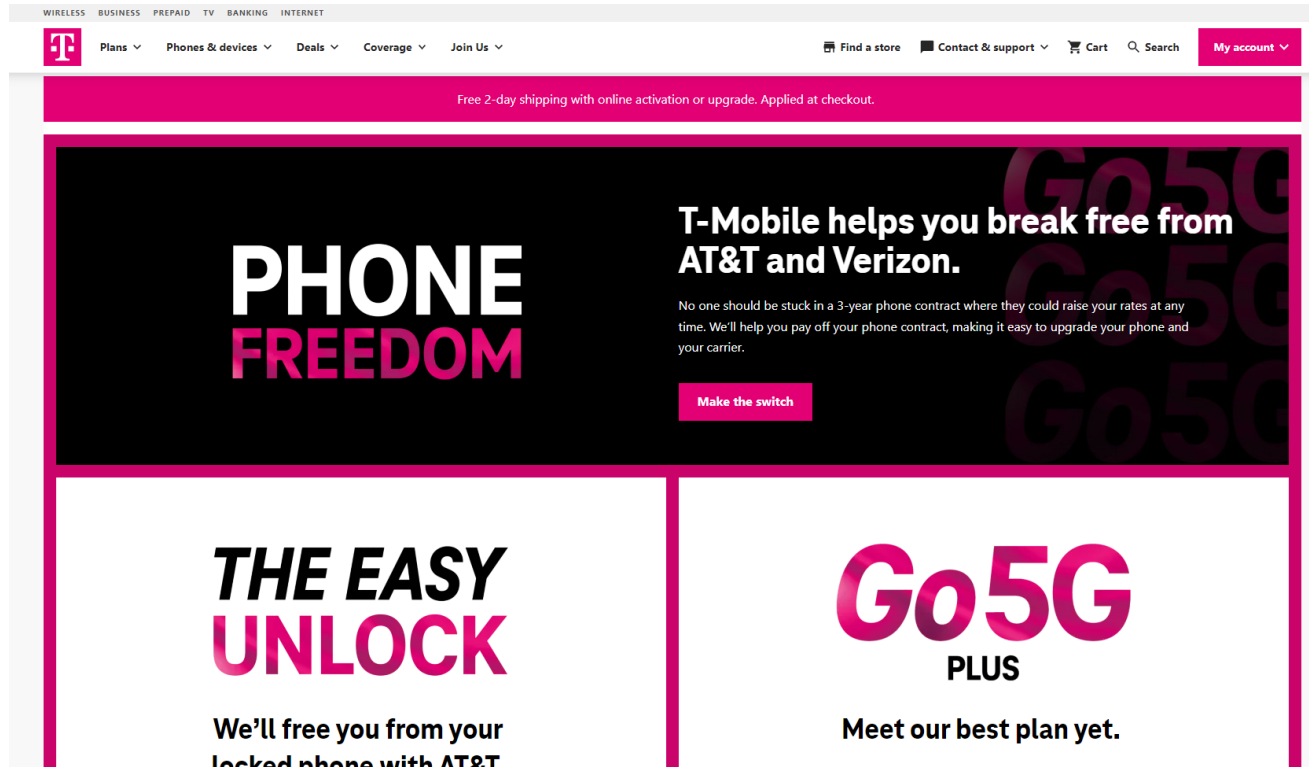
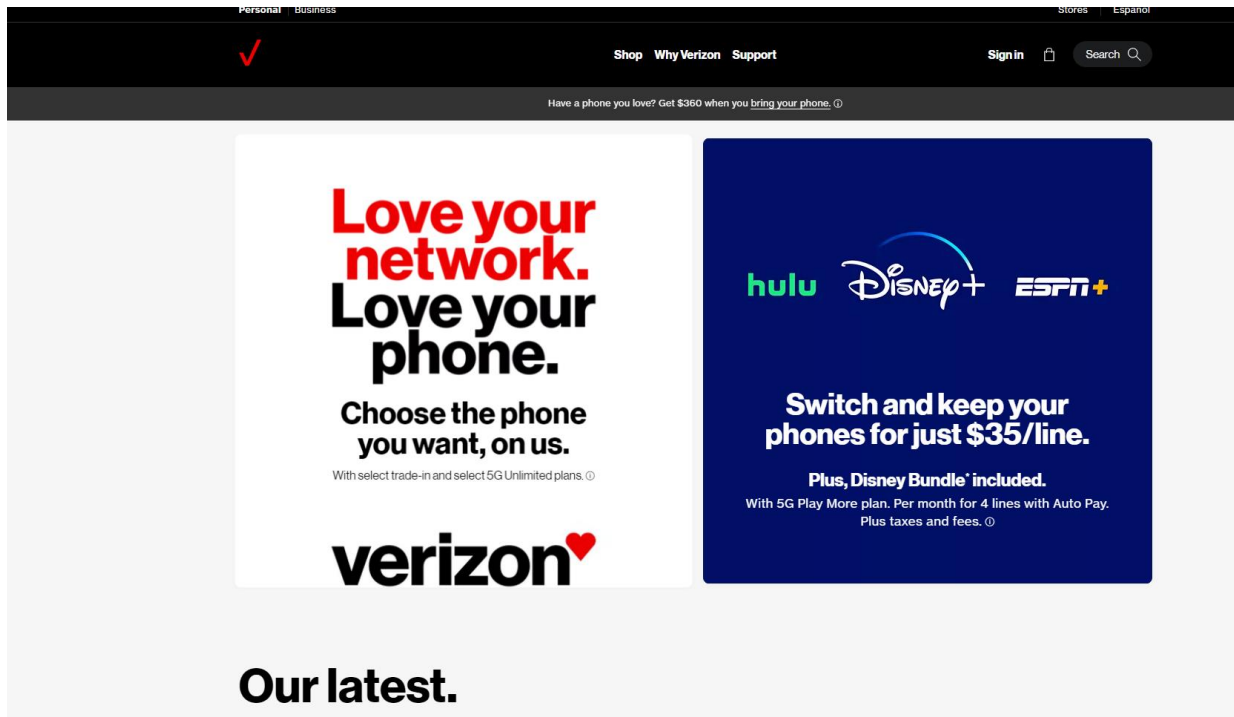


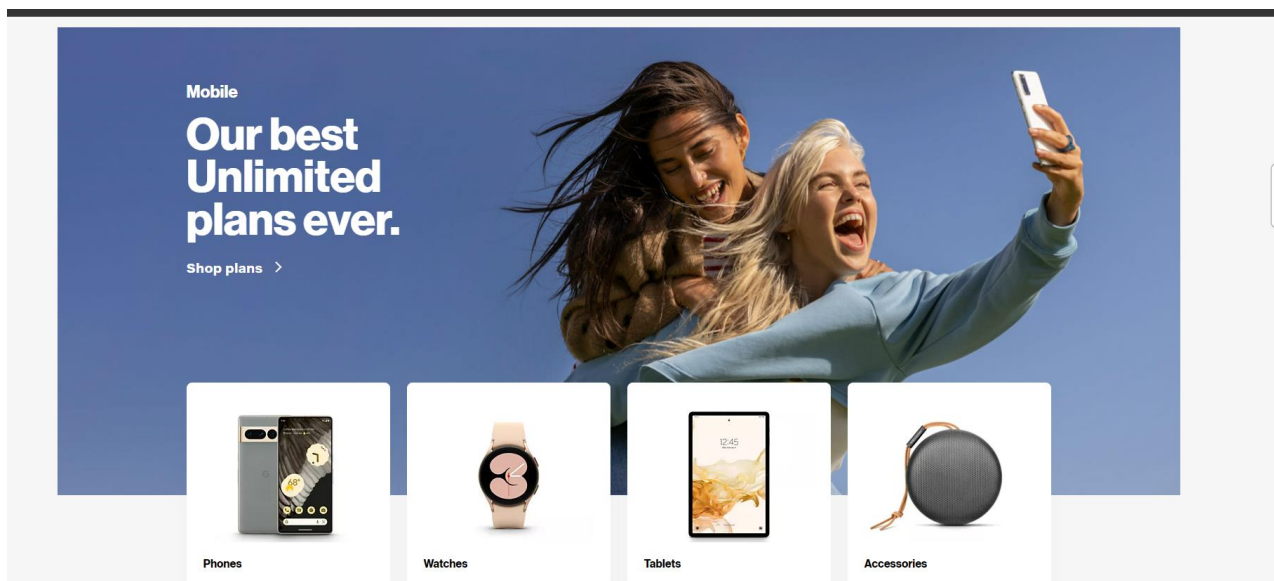
The two sites that I chose were [T-Mobile](#) and [Verizon](#).



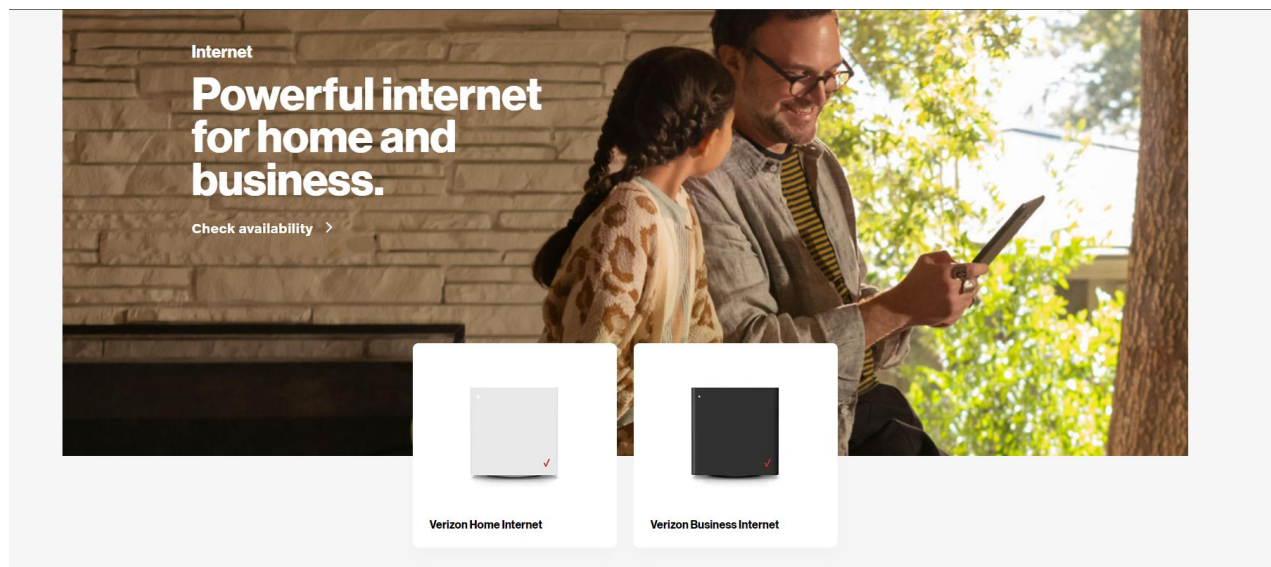
1. The [T-Mobile](#) site repeatedly uses the colors black, pink, and white. And has most of their information in blocks as seen above nicely spaced with what looks like the H1 lined up and then maybe H2 lined up with possibly an H3 hanging out below H2.
2. As for contrast, black, pink, and white work very well off each other and they use it very well on the website.
3. Next up is alignment, and they do a decent job most of the things displayed are center aligned and/or separated into two columns, with about I believe is an average of 2 or 3 paragraphs or h1-h3 elements in each section.
4. And finally, is proximity is displayed above with the menu items close together about the products on the left and on the right, they have different type of menu items that are grouped together like the search menu and the contact and support information menu.



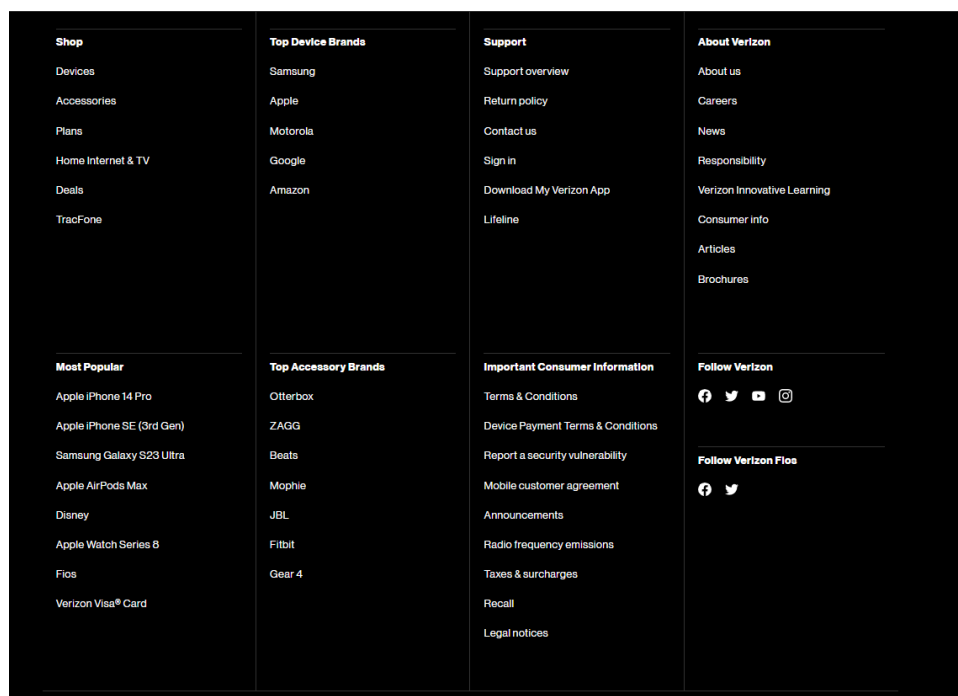
1. [Verizon](#) does things a little differently. They repeat their colors but not as much as T-Mobile I feel, nonetheless they do repeat their colors of red, black, and white. And they repeat their display style, but they have a few, they have the two columns like above and they also have menu of information that scroll sideways.
2. Now for contrast the red and black play very well off the white background.
3. The columns nicely aligned as well as the images that have 2 or more buttons that are nicely aligned in front of them.



4. And now for the last, which is proximity. They have their products grouped together, above and below they have their home or business plans grouped together.



Now the way I would improve the T-Mobile site is, I would take what they have done with the bottom of the Verizon page and blocked the areas together because I feel it looks easier to navigate.



And for T-Mobile adding a little more color to the bottom of webpage might help it stand out a lil more.

And for T-Mobile making the site a little more interesting like Verizon, most everything you hover over is interactive.

As for Verizon, when I look at the page it does not stand out like the T-Mobile page does. It is bland at first look.

I would also have put the products in a menu bar at the top not lower on page in the images.

I also feel like I would have implemented more of the Verizon colors into the webpage.

Now the two sites both use the trade mark colors , they also have most of their items center or aligned nicely, and keep things of relevance in close proximity.

Wire Frame.

