

# APPENDIX 1

## FUNCTIONAL STUDY RESULT

A functional study of 20 example websites collected by  
IDI-students as part of the self-promotion module.

COMPANY

# Fine Design Group

---

WEBSITE URL

<http://example.com/>

## #CMS

Wordpress  Template name:

Other

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  Squarespace

## #Standard design features

- Introduction slider
- Frontpage featured projects
- Masonry gallery
- Client logos section

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

70/ 100 ■

GOOGLE USER EXPERIENCE TEST

98/ 100 ■

GOOGLE SPEED TEST

76/ 100 ■

NUMBER OF VALIDATION ERRORS

10

Progressive enhancement

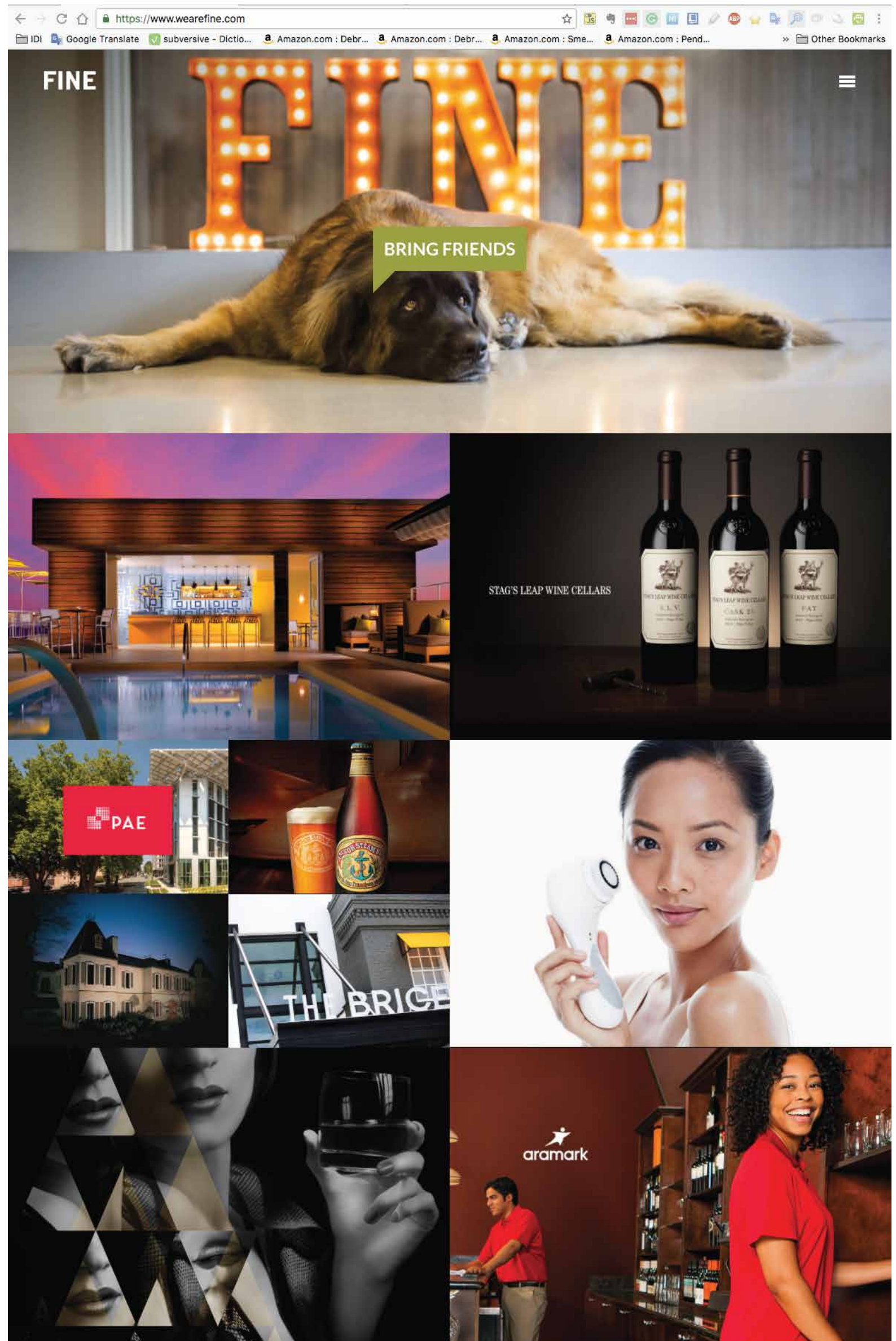
Website functional with javascript turned off.

NO ■

ORIGINAL DESIGN

Website made by the agency or the company.

YES ■





COMPANY

# Raw Design Studio

---

WEBSITE URL  
http://rawdesign.me/

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  Squarespace

## #Standard design features

Introduction slider

Frontpage featured projects

Masonry gallery

Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

68/ 100

GOOGLE USER EXPERIENCE TEST

97/ 100

GOOGLE SPEED TEST

83/ 100

NUMBER OF VALIDATION ERRORS

26

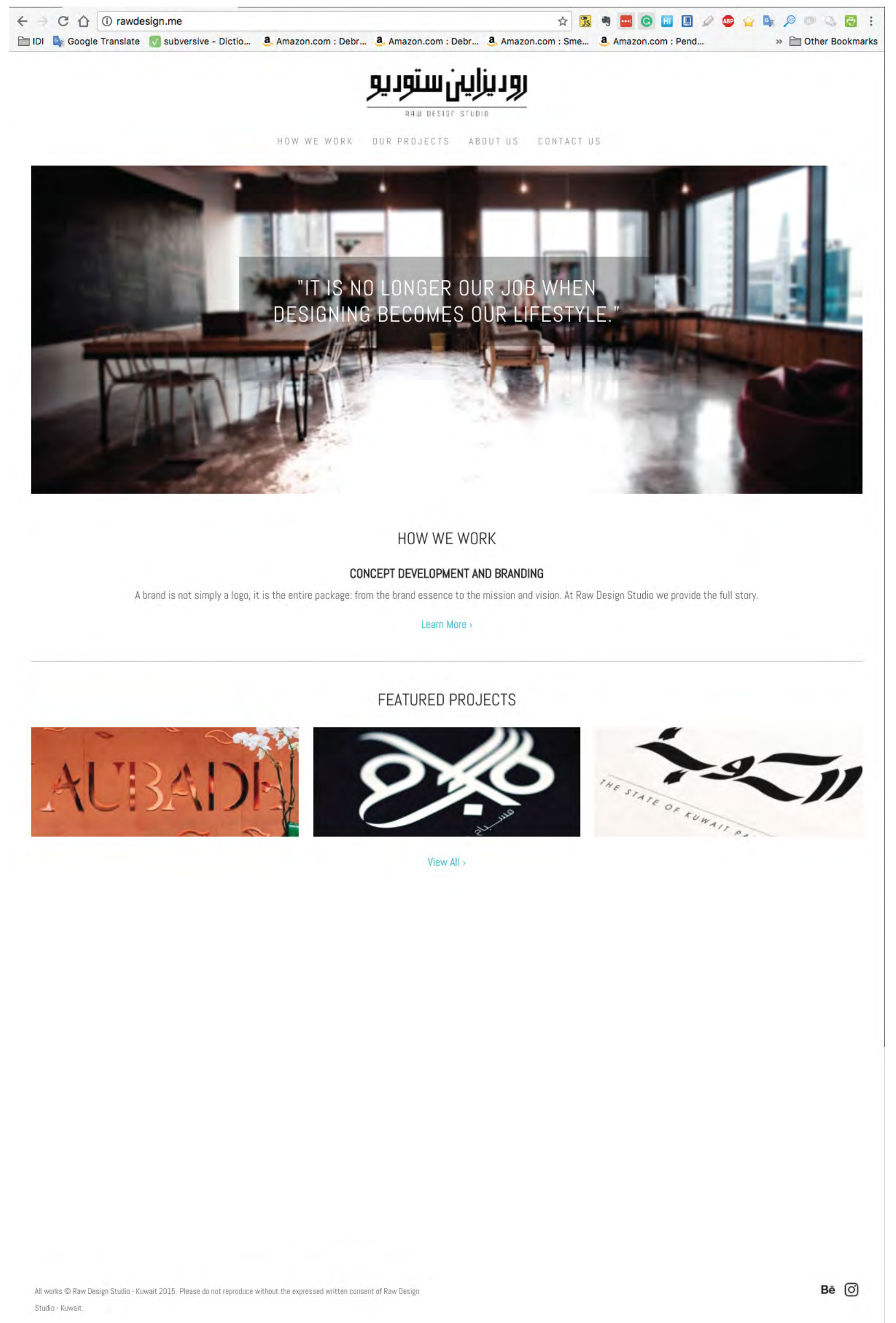
**Progressive enhancement**

Website functional with javascript turned off.

NO

**ORIGINAL DESIGN**  
Website made by the agency or the company.

NO



COMPANY

# Sagmeister & Walsh

WEBSITE URL

http://rawdesign.me/

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  Squarespace

## #Standard design features

- Introduction slider
- Frontpage featured projects
- Masonry gallery
- Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

96/ 100

GOOGLE USER EXPERIENCE TEST

99/ 100

GOOGLE SPEED TEST

97/ 100

NUMBER OF VALIDATION ERRORS

26

Progressive enhancement

Website functional with javascript turned off.

YES

ORIGINAL DESIGN

Website made by the agency or the company.

YES





COMPANY

# Russel Cobb Illustrator

---

WEBSITE URL  
<http://russellcobb.com/>

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  Squarespace

## #Standard design features

- Introduction slider
- Frontpage featured projects
- Masonry gallery
- Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP  
 GOOGLE MOBILE SPEED TEST  
 54/ 100

GOOGLE USER EXPERIENCE TEST  
 100/100

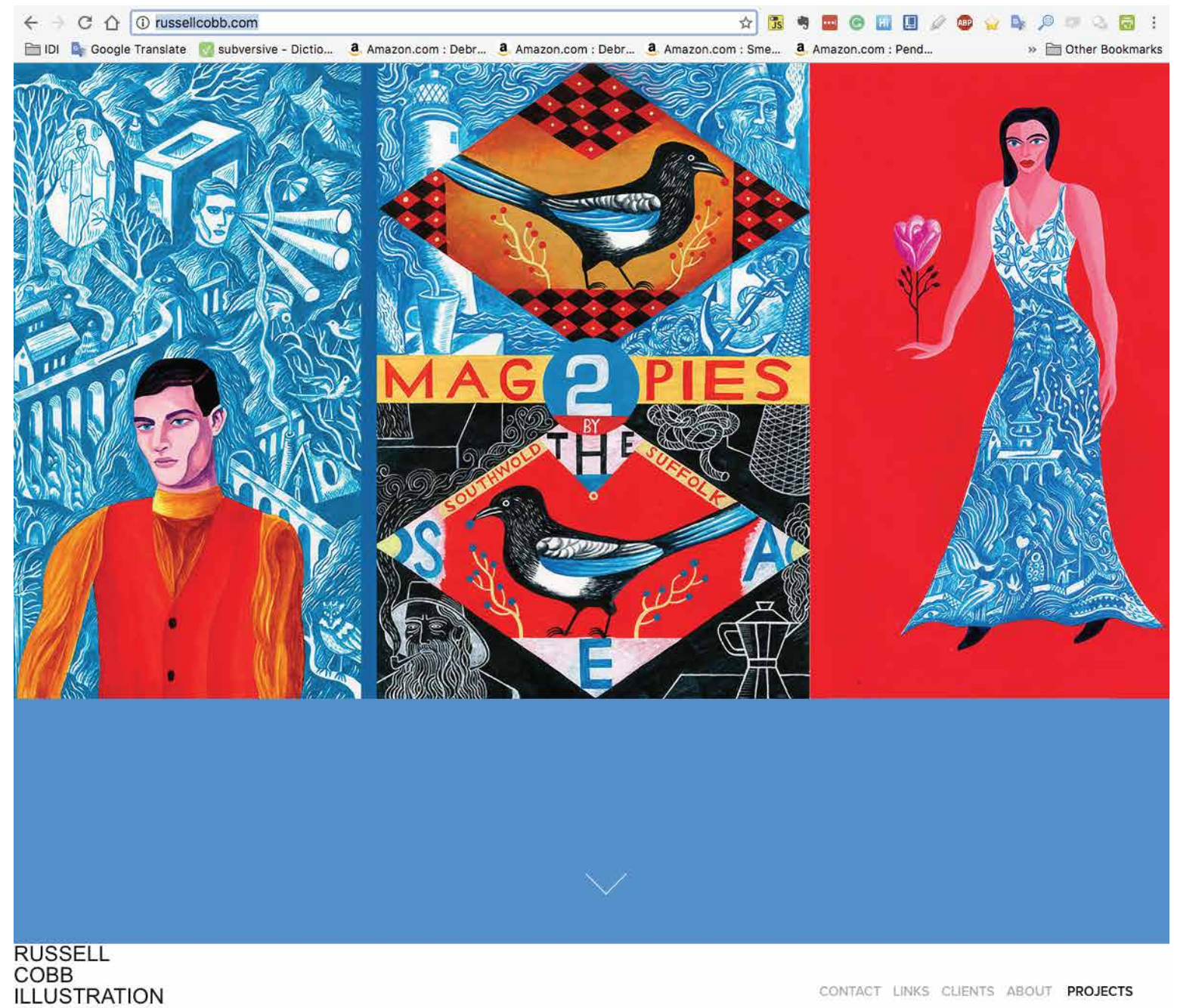
GOOGLE SPEED TEST  
 63/ 100

NUMBER OF VALIDATION ERRORS  
 26

Progressive enhancement  
 Website functional with javascript turned off.  
 NO

ORIGINAL DESIGN  
 Website made by the agency or the company.

NO





COMPANY

# Nicholas Feltron

---

WEBSITE URL  
http://feltron.com/

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  Squarespace

## #Standard design features

Introduction slider   
 Frontpage featured projects   
 Masonry gallery   
 Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

55/ 100 

GOOGLE USER EXPERIENCE TEST

100/100 

GOOGLE SPEED TEST

69/ 100 

NUMBER OF VALIDATION ERRORS

0

**Progressive enhancement**

Website functional with javascript turned off.

YES 

ORIGINAL DESIGN  
Website made by the agency or the company.

YES 



COMPANY

# Chloe Oldershaw

---

WEBSITE URL

http://cargocollective.com/chloeoldershaw

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  CARGO COLLECTIVE

## #Standard design features

Introduction slider

Boxes featured projects

Masonry gallery

Client logos at bottom

## #FUNCTIONAL TEST MATRIX

**DESKTOP**

GOOGLE MOBILE SPEED TEST

20/ 100

GOOGLE USER EXPERIENCE TEST

99/100

GOOGLE SPEED TEST

23/ 100

NUMBER OF VALIDATION ERRORS

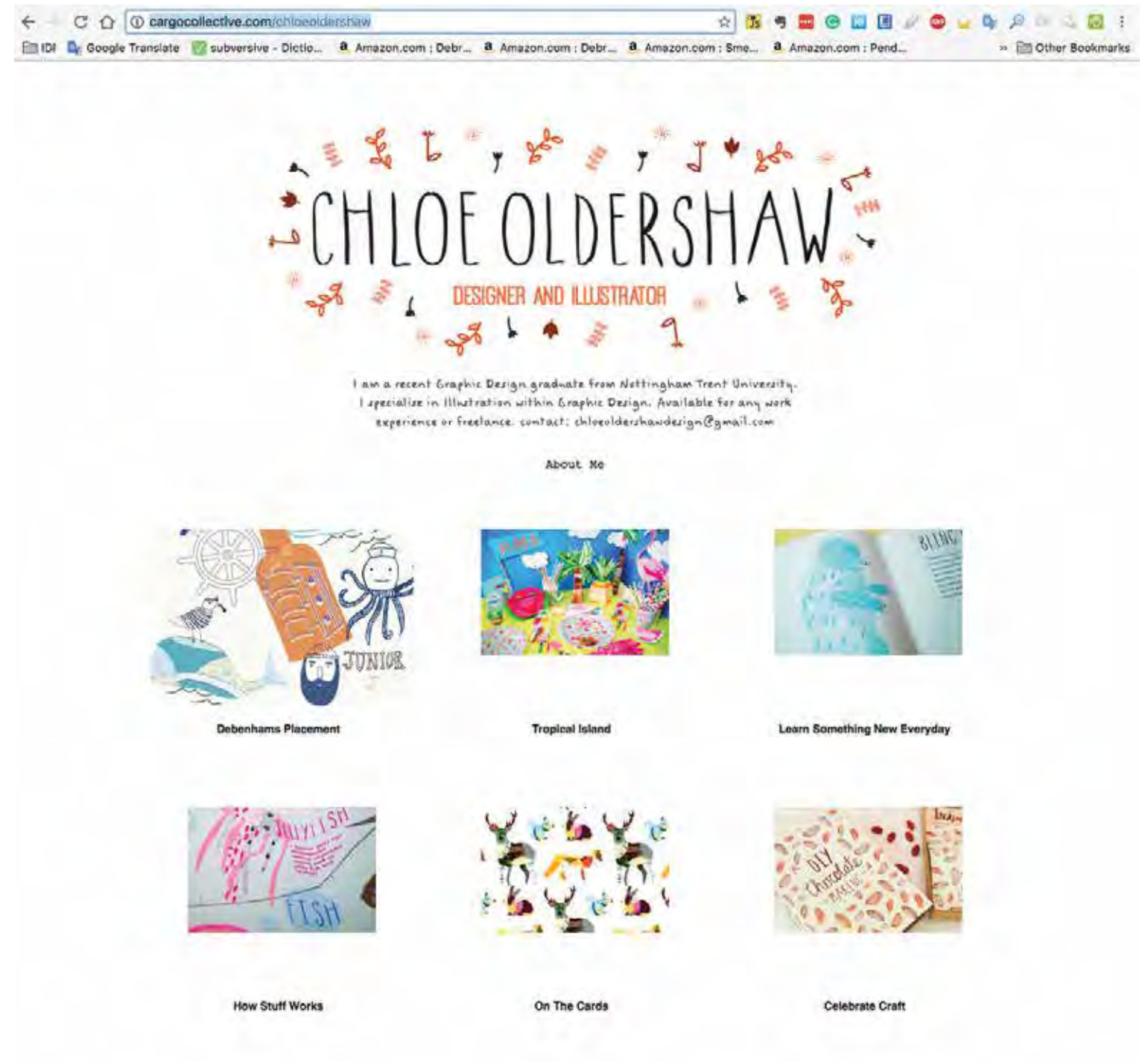
26

**Progressive enhancement**  
Website functional with javascript turned off.

NO

**ORIGINAL DESIGN**  
Website made by the agency or the company.

NO





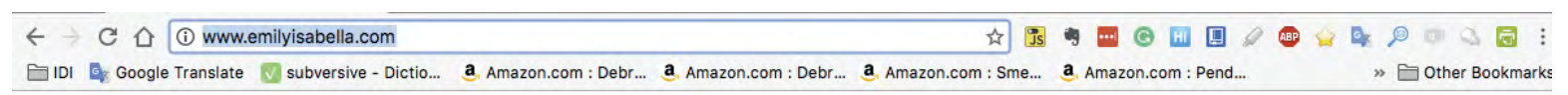
COMPANY

# Emily Isabella

---

WEBSITE URL

<http://www.emilyisabella.com/>



EMILY  
ISABELLA

About Contact Journal Instagram Newsletter

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

**ORIGINAL DESIGN**  
Website made by the agency or the company.

No

## #Standard design features

- Introduction slider
- Boxes featured projects
- Masonry gallery
- Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

30/ 100

GOOGLE USER EXPERIENCE TEST

67/100

GOOGLE SPEED TEST

51/ 100

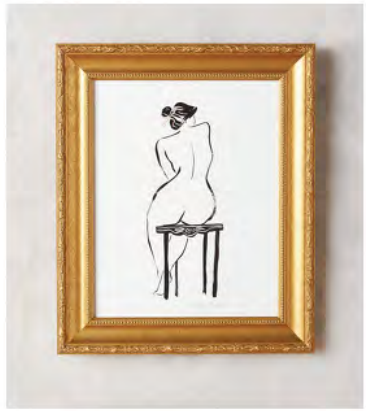
NUMBER OF VALIDATION ERRORS

16

Progressive enhancement

Website functional with javascript turned off.

NO



little



COMPANY

# Ellen Sexton

---

WEBSITE URL  
<http://ellensextonillustration.co.uk/>

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

Introduction slider   
 Boxes featured projects   
 Masonry gallery   
 Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST  
 71/ 100 ■

GOOGLE USER EXPERIENCE TEST  
 100/100 ■

GOOGLE SPEED TEST  
 82/ 100 ■

NUMBER OF VALIDATION ERRORS  
 25

Progressive enhancement  
 Website functional with javascript turned off.

NO ■

ORIGINAL DESIGN  
 Website made by the agency or the company.

NO ■



# - ELLEN SEXTON ILLUSTRATION -

[About](#) [Facebook](#) [LinkedIn](#) [Pinterest](#) [Shop](#) [Contact](#)



### Banners and Infographics

A selection of graphic design images for print and digital use including websites and social media platforms - a combination of hand rendered elements,...



### Characters

Experimentations with animal characters and scenes - hand rendered using fine liners and pro markers and digitally using Photoshop



### Floral Patterns

A series of floral patterns - hand rendered using fine liners and pro markers then finalised in Photoshop



### Pandora Pooches

A commission for a Dog Grooming company with a focus on Poodles



### Habitats

Animals surrounded by elements from their habitat - hand rendered using fine liners and pro markers



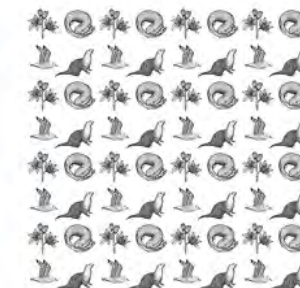
### Line Drawings

Line drawings based on plants and flowers - hand rendered using fine liners



### Print Projects

Some examples of my designs in print - including a poster and booklet



### Pylon Press

Illustrations for a booklet based on nature of the British coastline - hand rendered using fine liners and finalised using Photoshop



### Portraiture

A series of portraits of celebrities for editorial illustration - hand rendered using fine liners and finalised using Photoshop

COMPANY

Elisabeth Olwen

WEBSITE URL

http://www.elizabetholwen.com/

## #CMS

Wordpress  Template name:

.

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace

## #Standard design features

Introduction slider   
Boxes featured projects   
Masonry gallery   
Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

66/ 100

GOOGLE USER EXPERIENCE TEST

98/100

GOOGLE SPEED TEST

83/ 100

NUMBER OF VALIDATION ERRORS

10

Progressive enhancement

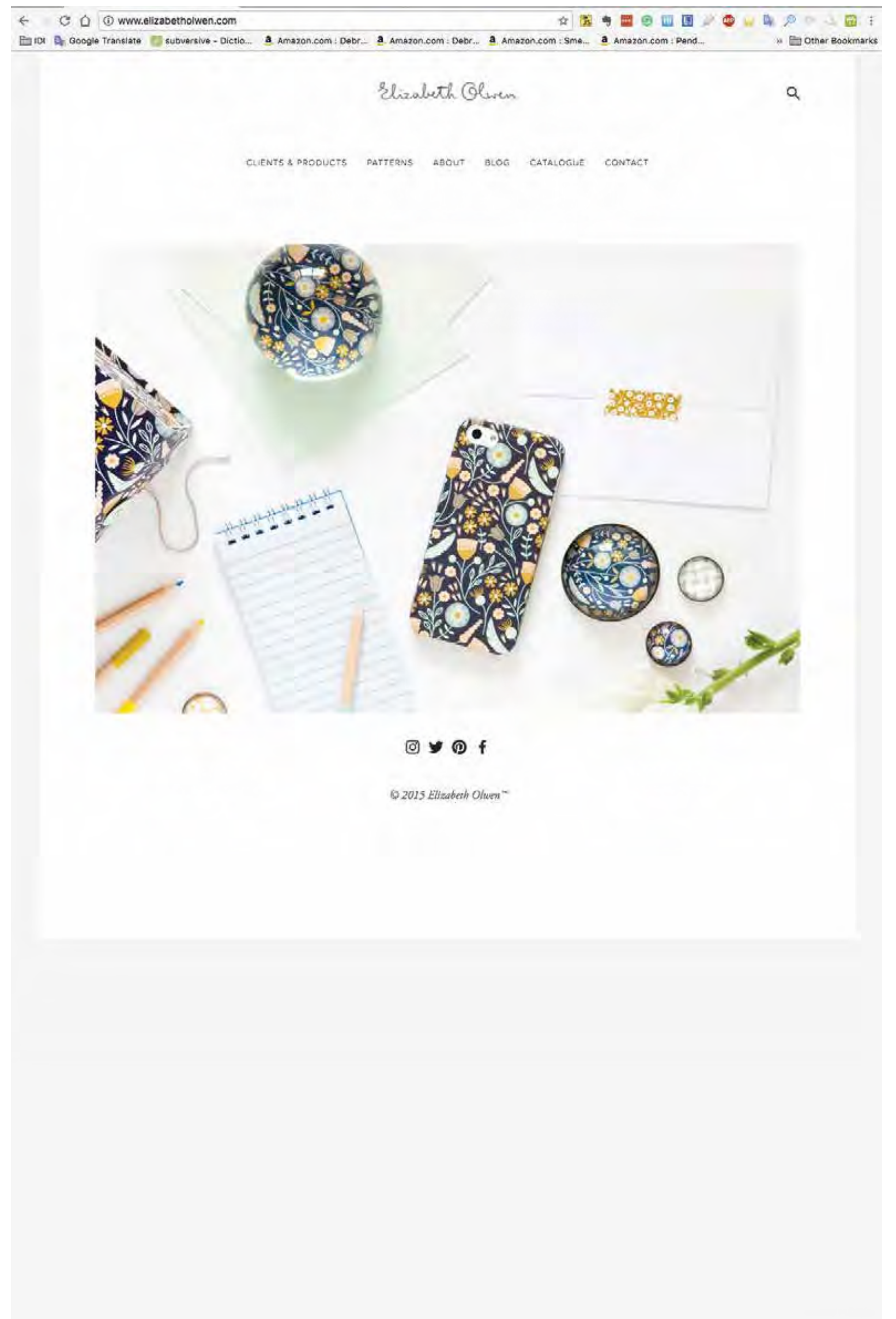
Website functional with javascript turned off.

NO

## ORIGINAL DESIGN

Website made by the agency or the company.

NO





COMPANY

# Bravo Design Company

WEBSITE URL

http://bravo.rocks/

## #CMS

Wordpress

Template name:

.

## #WEBSITE BUILDER

Adobe, my portfolio

Wix

Squarespace

## #Standard design features

Introduction slider

Boxes featured projects

Masonry gallery

Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

53/ 100 ■

GOOGLE USER EXPERIENCE TEST

66/100 ■

GOOGLE SPEED TEST

19/ 100 ■

NUMBER OF VALIDATION ERRORS

26

Progressive enhancement

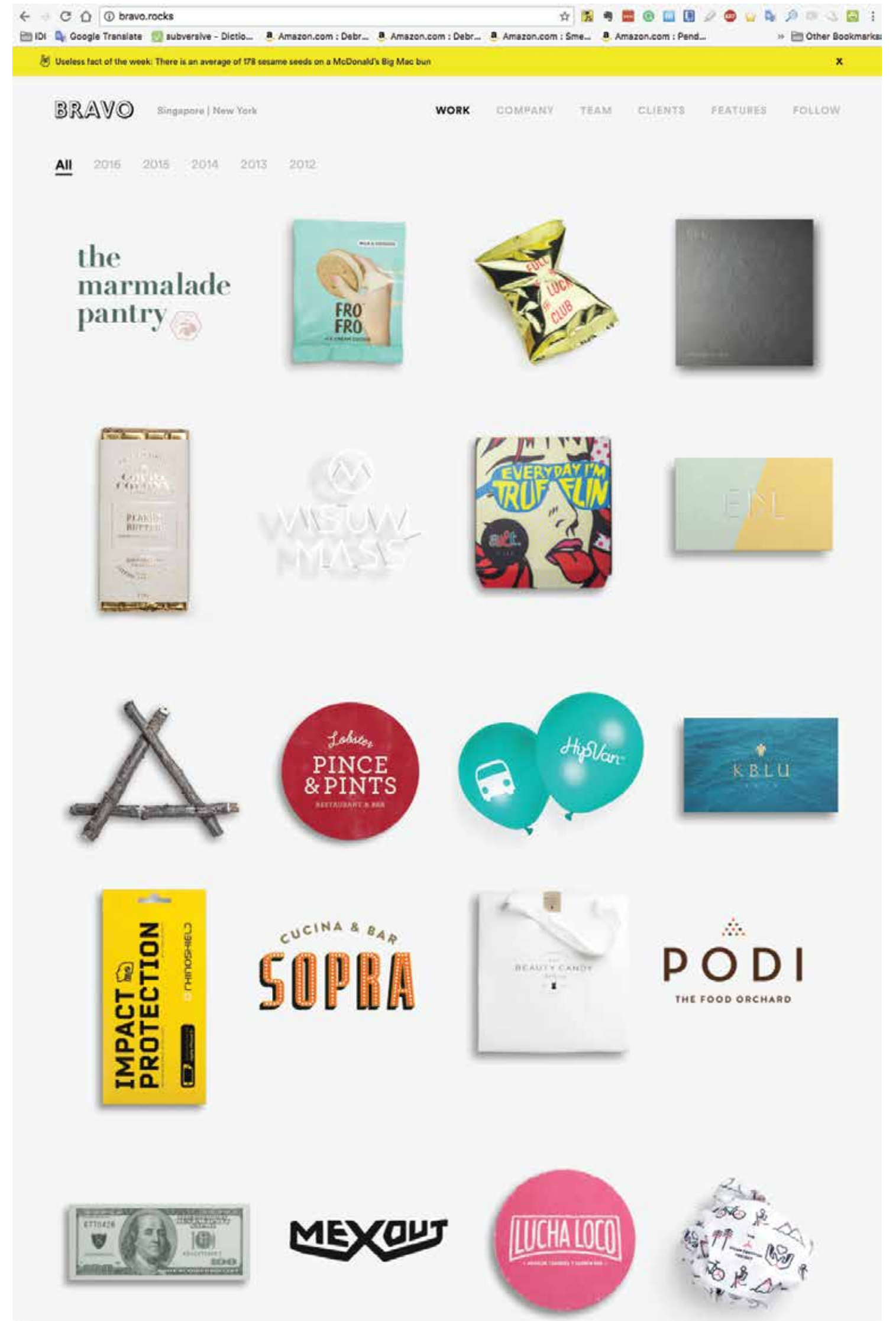
Website functional with javascript turned off.

NO ■

ORIGINAL DESIGN

Website made by the agency or the company.

YES



COMPANY

# Brand New Creative

---

WEBSITE URL  
<http://www.brandnew.ie/>

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

Introduction slider   
 Boxes featured projects   
 Masonry gallery   
 Client logos at bottom

## #FUNCTIONAL TEST MATRIX

GOOGLE MOBILE SPEED TEST

89/100 

GOOGLE USER EXPERIENCE TEST

100/100 

GOOGLE SPEED TEST

100/100 

NUMBER OF VALIDATION ERRORS

1

**Progressive enhancement**

Website functional with javascript turned off.

NO 

**ORIGINAL DESIGN**  
 Website made by the agency or the company.

YES 



*Good Design is Good Business*

**Brand New Creative is a brand strategy and graphic design studio based in Dublin, Ireland.**  
*We are the Business of Good Design.*  
**We change, refresh and grow brands, products and services by connecting sound business strategy with elegant visual execution.**

+353 (0)87 786 835 [studio@brandnew.ie](mailto:studio@brandnew.ie)



COMPANY

# Bulldog Snare

WEBSITE URL

http://www.bulldogsnare.co.uk/

## #CMS

Wordpress  Template name:

.

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

Introduction slider   
Boxes featured projects   
Masonry gallery   
Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

37/ 100

GOOGLE USER EXPERIENCE TEST

74/100

GOOGLE SPEED TEST

43/ 100

NUMBER OF VALIDATION ERRORS

26

Progressive enhancement

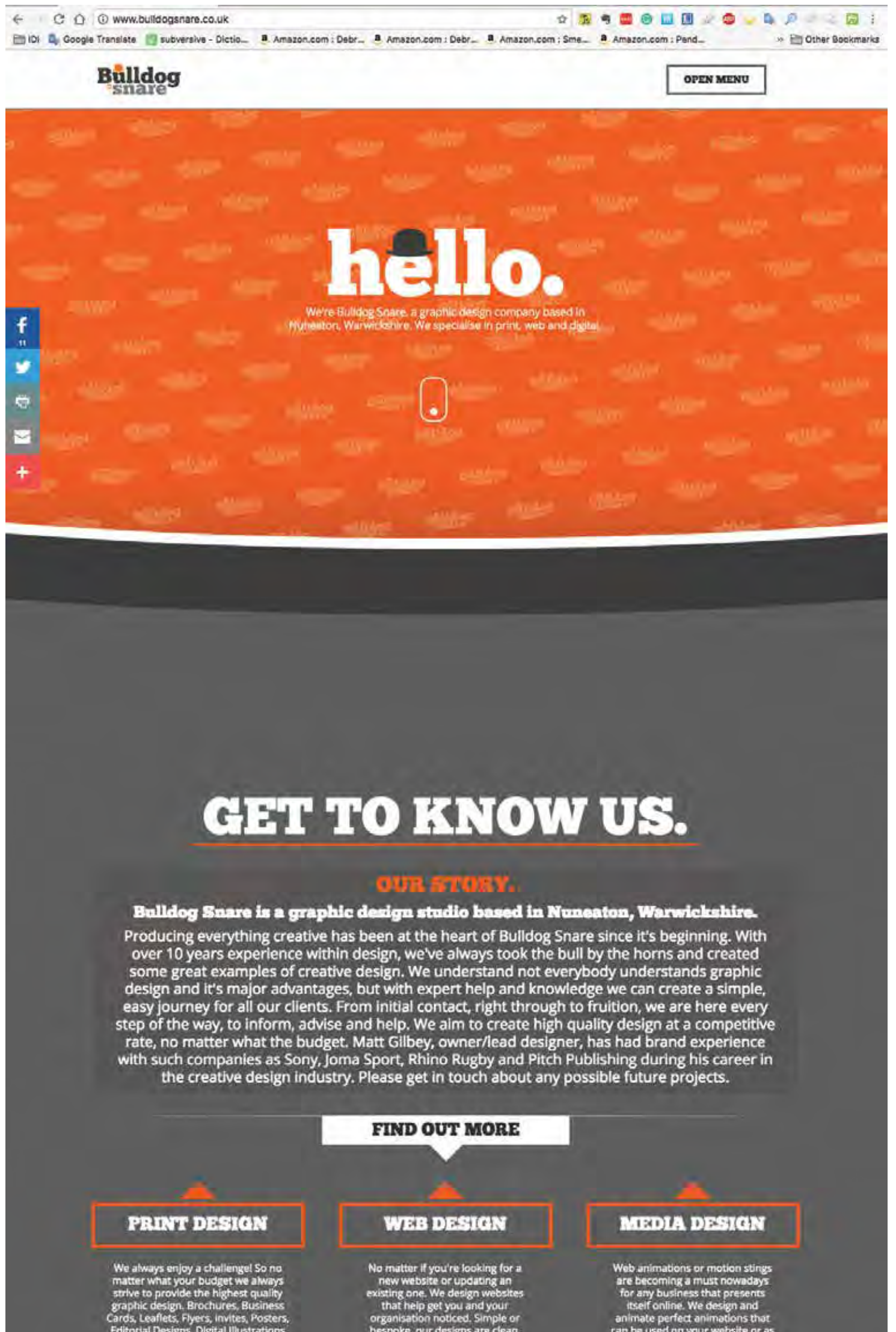
Website functional with javascript turned off.

YES

ORIGINAL DESIGN

Website made by the agency or the company.

YES



COMPANY

# Cream Creative

---

WEBSITE URL

<http://www.cream.ie/>

## #CMS

Wordpress   
 Template name:  
<http://www.spab-rice.com/themeselector/?theme=mila>

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

Introduction slider   
 Boxes featured projects   
 Masonry gallery   
 Client logos at bottom

## #FUNCTIONAL TEST MATRIX

GOOGLE MOBILE SPEED TEST

47/100

GOOGLE USER EXPERIENCE TEST

98/100

GOOGLE SPEED TEST

55/100

NUMBER OF VALIDATION ERRORS

14

Progressive enhancement

Website functional with javascript turned off.

NO

## ORIGINAL DESIGN

Website made by the agency or the company.

NO





COMPANY

# Fine Design Group

---

WEBSITE URL

https://www.wearefine.com/

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

- Introduction slider
- Boxes featured projects
- Masonry gallery
- Client logos at bottom

## #FUNCTIONAL TEST MATRIX

GOOGLE MOBILE SPEED TEST

70/ 100 ■

GOOGLE USER EXPERIENCE TEST

98/100 ■

GOOGLE SPEED TEST

76/ 100 ■

NUMBER OF VALIDATION ERRORS

10

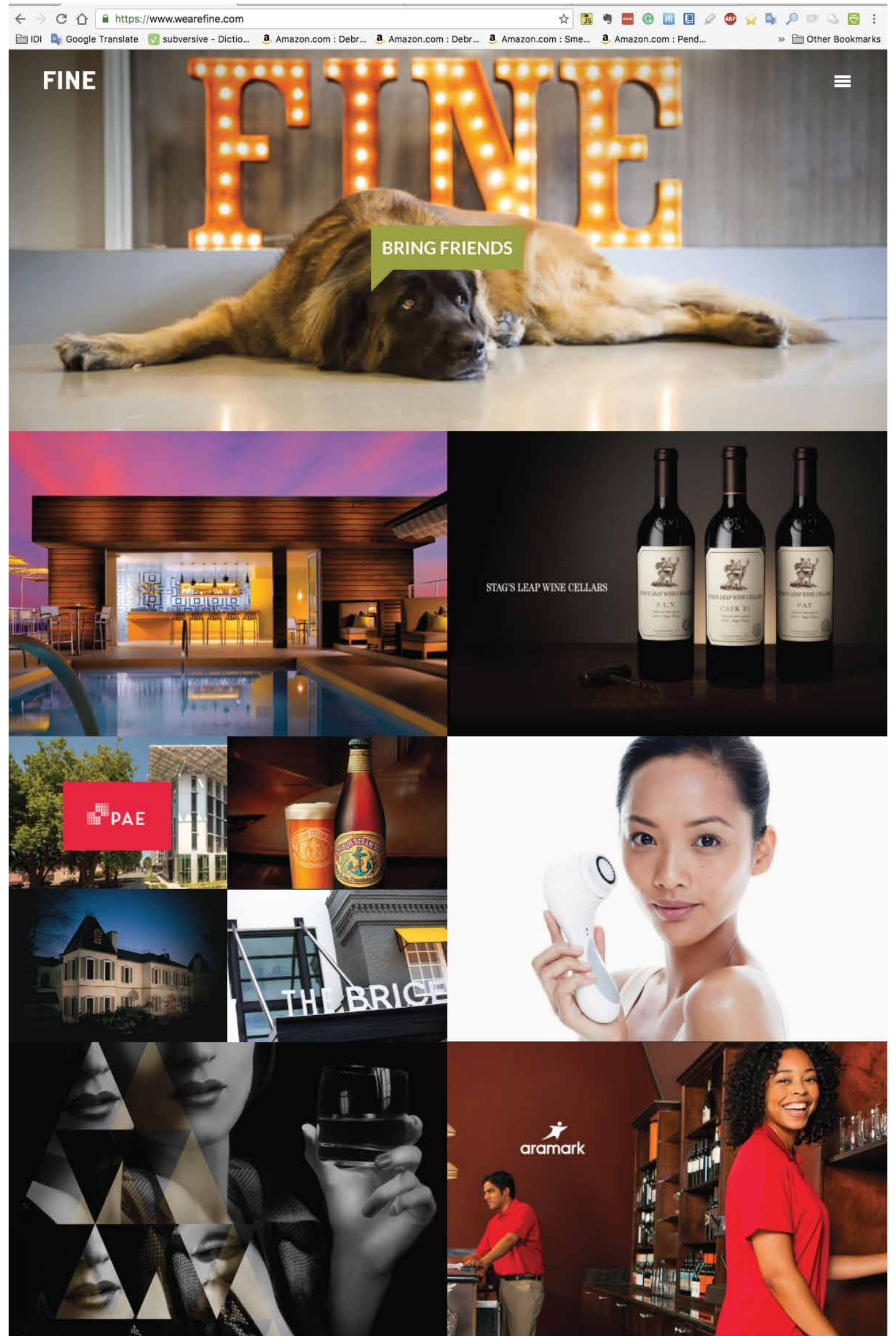
**Progressive enhancement**

Website functional with javascript turned off.

NO ■

**ORIGINAL DESIGN**  
Website made by the agency or the company.

YES ■



COMPANY

# Raw Design

---

WEBSITE URL  
<http://sixthstory.co.uk/>

## #CMS

Wordpress  Template name:  
 .

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

Introduction slider   
 Boxes featured projects   
 Masonry gallery   
 Client logos at bottom

## #FUNCTIONAL TEST MATRIX

GOOGLE MOBILE SPEED TEST

74/ 100 

GOOGLE USER EXPERIENCE TEST

99/100 

GOOGLE SPEED TEST

87/ 100 

NUMBER OF VALIDATION ERRORS

2

**Progressive enhancement**

*Website functional with javascript turned off.*

YES 

**ORIGINAL DESIGN**  
*Website made by the agency or the company.*

YES 





COMPANY

# Sixth Story Creative

---

WEBSITE URL

http://sixthstory.co.uk/

## #CMS

Wordpress  Template name:

.

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

Introduction slider

Boxes featured projects

Masonry gallery

Client logos at bottom

## #FUNCTIONAL TEST MATRIX

GOOGLE MOBILE SPEED TEST

74/ 100 

GOOGLE USER EXPERIENCE TEST

100/100 

GOOGLE SPEED TEST

50/ 100 

NUMBER OF VALIDATION ERRORS

0

**Progressive enhancement**

Website functional with javascript turned off.

NO 

### ORIGINAL DESIGN

Website made by the agency or the company.

YES 



COMPANY

# Alexis Marsou

WEBSITE URL

http://alexismarcou.com/

## #CMS

Cantau

Template name:

## #WEBSITE BUILDER

Adobe, my portfolio

Wix

SquareSpace

Cargo Collective

### ORIGINAL DESIGN

Website made by the agency or the company.

NO



## #Standard design features

Introduction slider

Boxes featured projects

Masonry gallery

Client logos at bottom

## #FUNCTIONAL TEST MATRIX

GOOGLE MOBILE SPEED TEST

70/100

GOOGLE USER EXPERIENCE TEST

98/100

GOOGLE SPEED TEST

88/100

NUMBER OF VALIDATION ERRORS

8

Progressive enhancement

Website functional with javascript turned off.

NO





COMPANY

# Fine Design Group

---

WEBSITE URL

https://www.wearefine.com/

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

- Introduction slider
- Boxes featured projects
- Masonry gallery
- Client logos at bottom

## #FUNCTIONAL TEST MATRIX

GOOGLE MOBILE SPEED TEST

70/ 100 ■

GOOGLE USER EXPERIENCE TEST

98/100 ■

GOOGLE SPEED TEST

76/ 100 ■

NUMBER OF VALIDATION ERRORS

10

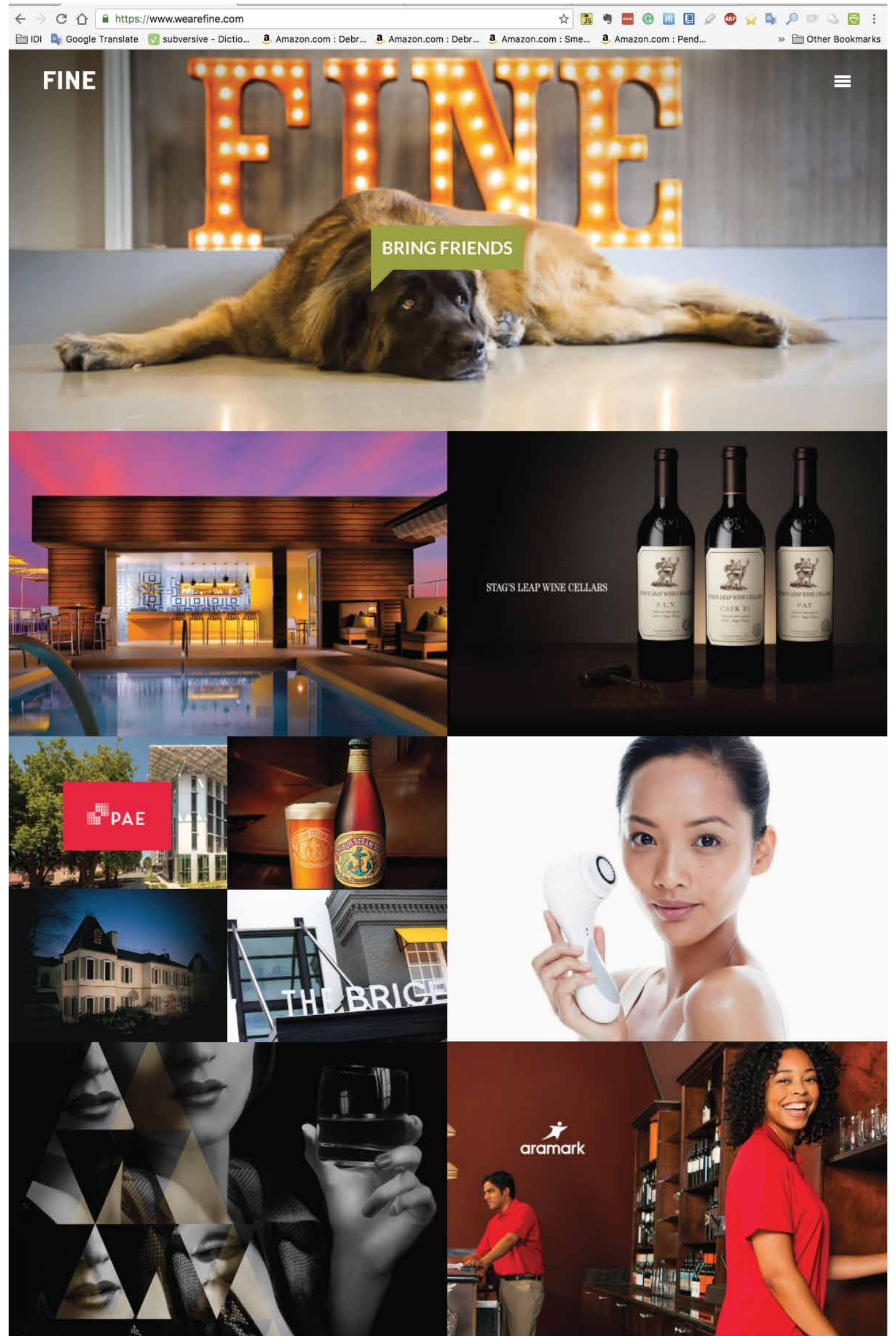
**Progressive enhancement**

Website functional with javascript turned off.

NO ■

**ORIGINAL DESIGN**  
Website made by the agency or the company.

YES ■





COMPANY

# Loulou And Tummie

---

WEBSITE URL  
<http://loulouandtummie.com/>

## #CMS

Wordpress

Template name:

<https://themeforest.net/item/jupiter-multipurpose-responsive-theme/5177775>

## #WEBSITE BUILDER

Adobe, my portfolio

Wix

SquareSpace

Cargo Collective

### ORIGINAL DESIGN

Website made by the agency or the company.

NO



## #Standard design features

Introduction slider

Boxes featured projects

Masonry gallery

Client logos at bottom

## #FUNCTIONAL TEST MATRIX

GOOGLE MOBILE SPEED TEST

23/ 100

GOOGLE USER EXPERIENCE TEST

100/100

GOOGLE SPEED TEST

30/ 100

NUMBER OF VALIDATION ERRORS

8

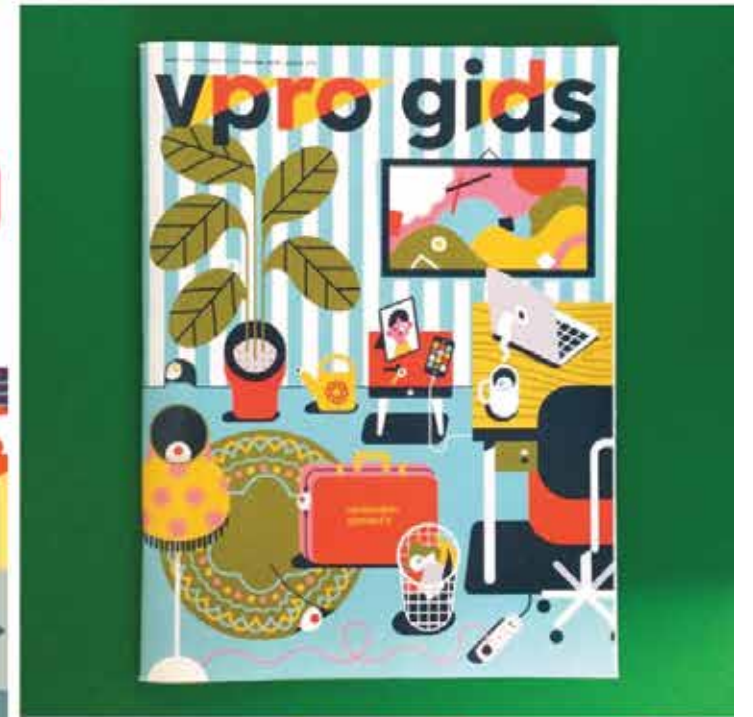
Progressive enhancement

Website functional with javascript turned off.

NO



Navigation menu: All, ANIMATION, CHARACTER DESIGN, ILLUSTRATION, PAPERTOYS, PRODUCT & PATTERN





COMPANY

# Raw Design Studio

---

WEBSITE URL  
http://rawdesign.me/

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  Squarespace

## #Standard design features

Introduction slider   
 Frontpage featured projects   
 Masonry gallery   
 Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

68/ 100

GOOGLE USER EXPERIENCE TEST

97/ 100

GOOGLE SPEED TEST

83/ 100

NUMBER OF VALIDATION ERRORS

26

**Progressive enhancement**

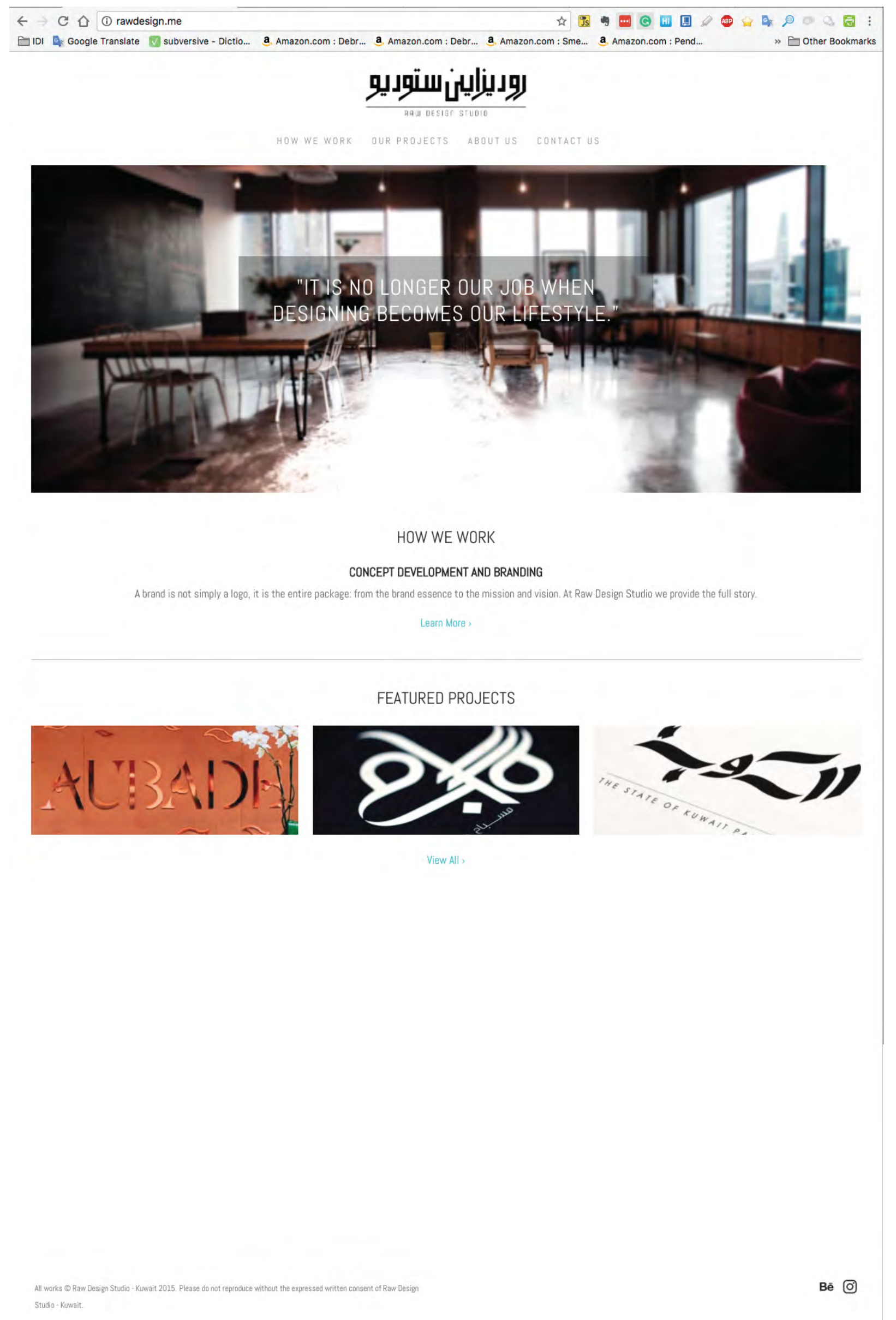
Website functional with javascript turned off.

NO

### ORIGINAL DESIGN

Website made by the agency or the company.

NO



COMPANY

# BillySweeney

---

WEBSITE URL

http://billysweeney.com/

## #CMS

Wordpress  Template name:

.

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

Introduction slider

Boxes featured projects

Masonry gallery

Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

71/ 100 

GOOGLE USER EXPERIENCE TEST

100/100 

GOOGLE SPEED TEST

89/ 100 

NUMBER OF VALIDATION ERRORS

26

**Progressive enhancement**

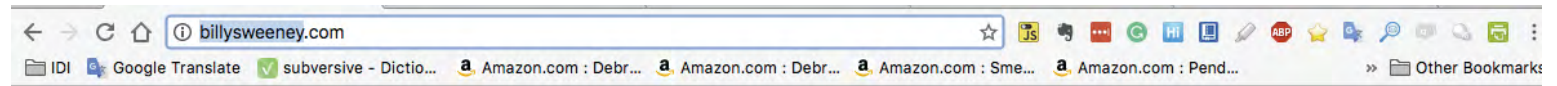
Website functional with javascript turned off.

YES 

### ORIGINAL DESIGN

Website made by the agency or the company.

NO



B



BILLY SWEENEY



COMPANY

# Kilostudio

---

WEBSITE URL  
<http://www.kilostudio.dk/>

## #CMS

Wordpress  Template name:

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

Introduction slider   
 Boxes featured projects   
 Masonry gallery   
 Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP  
 GOOGLE MOBILE SPEED TEST  
 66/100 ■

GOOGLE USER EXPERIENCE TEST  
 99/100 ■

GOOGLE SPEED TEST  
 86/100 ■

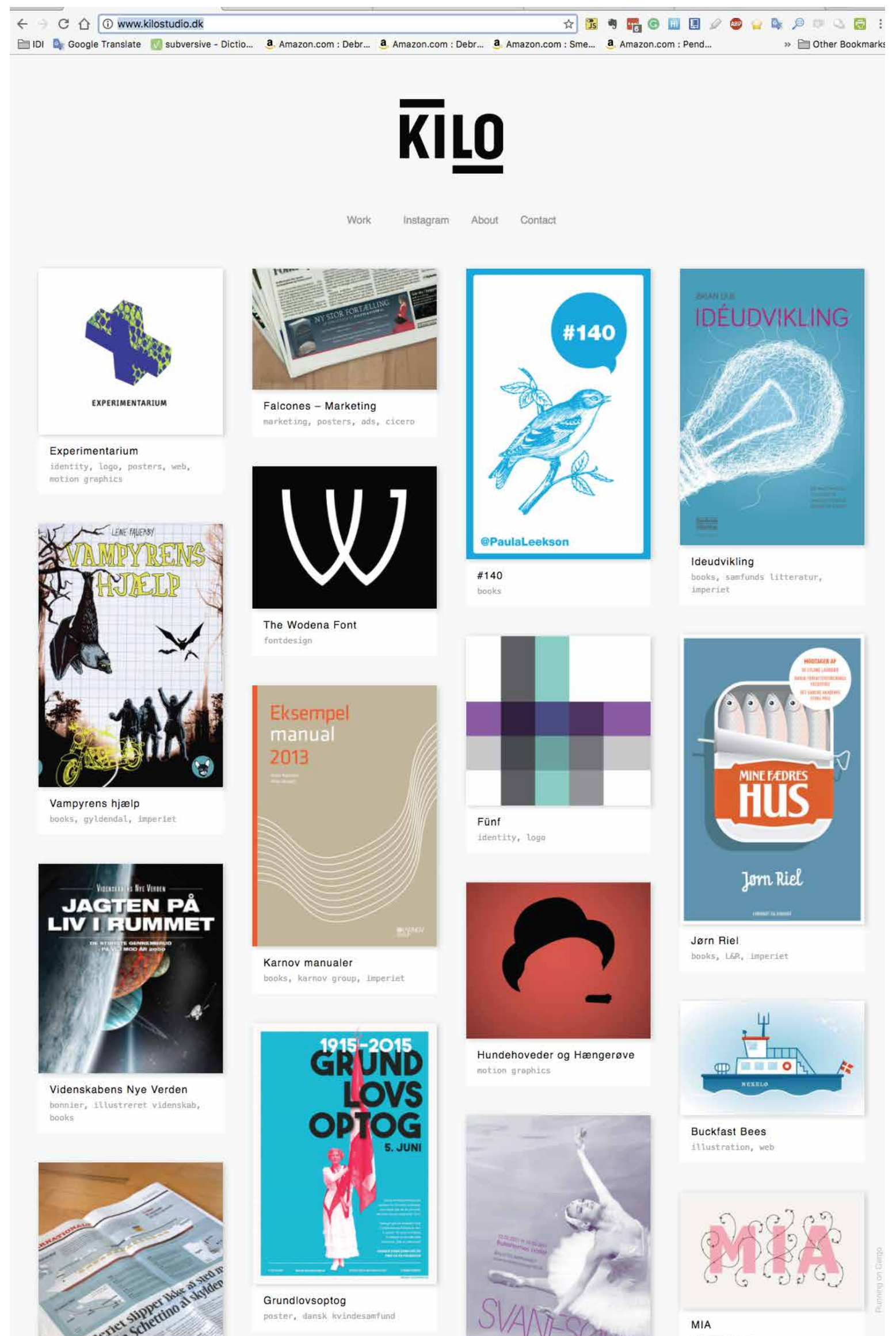
NUMBER OF VALIDATION ERRORS  
 26

Progressive enhancement  
 Website functional with javascript turned off.

NO ■

ORIGINAL DESIGN  
 Website made by the agency or the company.

NO ■





COMPANY

# UMWELT

---

WEBSITE URL  
http://www.umwelt.dk/

## #CMS

Wordpress  Template name:  
.

## #WEBSITE BUILDER

Adobe, my portfolio  Wix  SquareSpace  Cargo Collective

## #Standard design features

Introduction slider   
Boxes featured projects   
Masonry gallery   
Client logos at bottom

## #FUNCTIONAL TEST MATRIX

DESKTOP

GOOGLE MOBILE SPEED TEST

49/ 100

GOOGLE USER EXPERIENCE TEST

97/100

GOOGLE SPEED TEST

61/ 100

NUMBER OF VALIDATION ERRORS

17

Progressive enhancement

Website functional with javascript turned off.

NO

## ORIGINAL DESIGN

Website made by the agency or the company.

YES

