**Summary**

The evaluation was performed on Arngren.net and Amazon.com both are e-commerce websites. The layout of the Arngren.net is very poorly designed as compared to the layout of Amazon.com which is responsive to viewers. It is cleared in the layout of Arngren.net that items are not clearly visible to viewers and are represented very badly. There is no consistency in the web design of Arngren.net, and no grids are used in the layout of the web design. There is a lack of contrast in Arngren.net, and overall design is not appealing for the viewers. However, the layout of Amazon.com is designed using proper grids and items are displayed in a flow. Viewers can easily view the consistency in the web design and can be able to understand the content of the website. Amazon.com has used a clear and compelling contrast for its viewers to made look and feel of site appealing for other's eyes. It is clear from the design of Arngren.net that it needs to be rebuilt as overall design has a massive visual conflict.