

# Abstract

This thesis shows on specific website common problems of many websites and offers their particular solutions. In the introduction is given explanation of selecting website and there are also mentioned main elements with bad functionality. Their bad functionality is proven through user usability testing. Chapter Uživatelské testování původního stavu represents among others, that even easy form of testing method is very beneficial. Next chapters focus on structure of information optimization and also on elements and their graphic design, which make orientation in it easier. Not only in this website.

The whole thesis also shows, that for website creation is not enough just a good programmer or designer, which is common, but also an expert on information architecture and usability of elements, which make orientation for users easier. And from that point of view is this thesis looking on optimization issue.