DEBRIEFING

Design Parameters

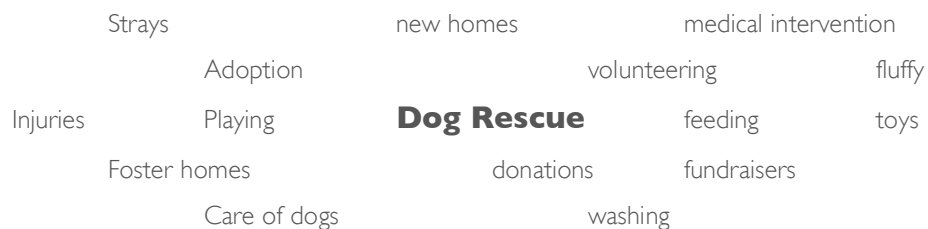Objective: Redesign 8 pages of the Good Dog Rescue site using CSS.

- 8 pages, using the page topics from the current site

- Gallery of at least 8 images that enlarge (javascript, slideshow or Highslide code)

- No wider than 1024px

- Use CSS to format text, control layout and provide consistency. Create Original DIV containers. HTML-based pages.

- Create a navigation system that is on all pages. (spry menus okay)

- Form allowing user to request information with at least 3 different items available. Name, address, dog options, etc. (non-functioning)

Design Problems

The issues with the current design that I initially noticed are:

- Centered alignment
- No coherent color scheme
- Long pages requiring excess scrolling
- Too many links on the side navigation
- No hierarchy to the navigation
- Side navigation is difficult to read/use
- Not much consistency between page layouts

Big 'Picture'

	Strays		new homes		medical intervention	
		Adoption		volunteering		fluffy
Injuries		Playing	**Dog Rescue**		feeding	toys
	Foster homes			donations	fundraisers	
		Care of dogs		washing		

Analysis/Synthesis

What would be the overall look and feel?

Mainly I want to start by de-cluttering the site, streamlining the information, adding more consistency to all the elements and hopefully making the site much more user-friendly. The feel of the site should be one of a cozy new home – since that seems to be a goal of the site.
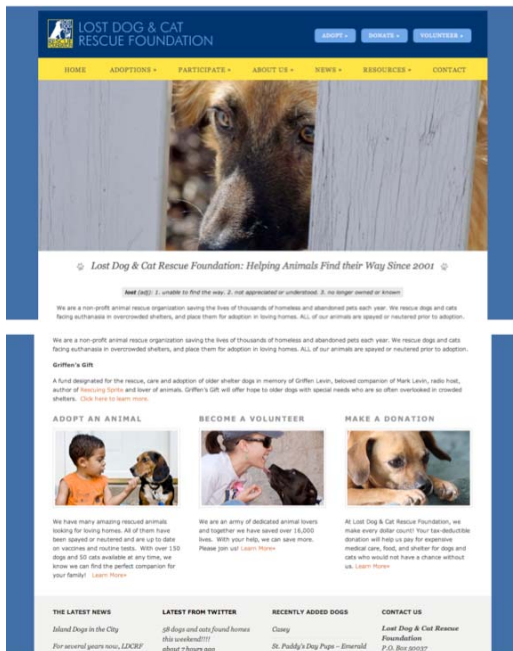
How have other sites on the same topic dealt with the design issues?

It appears the other sites have used a lot of high quality pictures in an organized way. They also make the donations and adoption links easily accessible.

Who am I designing this site for; what are their main needs?

The site is for dog lovers, people who are thinking about adopting a dog, people who can't adopt but want to help rescued dogs with time or money.

RESEARCH

The appeal of this website is that it is very organized. The navigation bar is well layed out. I also enjoy that the pictures are high quality, large, and are of humans interacting with the dogs.

I enjoy that both The SPCA and the Washington Animal Rescue are more playful with their layouts. They still retain a nice organization – good usability and readability.

Color Schemes

http://www.colorschemedesigner.com/#2Jd2M5RqVJKp9

http://www.colorschemedesigner.com/#4Ja2MfWkjYGnV

http://www.colorschemedesigner.com/#4Jd2sSGbrC2Tx

I'm looking at 3 different color schemes right now. All three incorporate the color purple because purple gives me the feeling of stability, but can still come off as gentle. Since ideally, the animals need a stable as well as caring home I thought purple was a good color to start with.