User Feedback:

After redesigning the homepage and creating a mockup we showed the prototype website next to the original to a handful of local customers. The reviews from users were fairly positive about the redesign. The biggest positive factor that they mentioned, was the clear upgrade of visual fidelity. The pictures used on the original site vary widely in size and quality. In the redesign we kept much of the same layout as the original site; however, we changed the low-quality pictures, retooled the color palate, and restyled the fonts and text colors. Customers did, however, prefer the font layout of the original site as opposed to the redesign. We also added a preview to the homepage to view the most popular items. We did have to remove a Wix a.i. help feature, due to the fact that the widget is restricted by payment to the Wix service. None of the polled customers felt the addition of an a.i. assistant for candy was necessary or useful. Customers did recommend that instead of popular candy, or perhaps as well, showing gift baskets on the homepage might appeal more to the online shopper as opposed to showing all the in-stock bulk candies. However, it should be noted, at the moment this candy shop does not offer candy sales online. The owner of the store has not made contact so we don’t know if it would be a feasible feature, this may have to be changed in the final version. One point that we will also need to work on is maintaining the mobile view for the site. It was pointed out that since most people will look up the availability of candy while they are out, and away from a desktop environment, they will likely be viewing the page on a mobile device. Therefore, we will have to make sure the site scales well, this way both desktop and mobile customers will still be able to view the page easily. Customers felt that, overall, the redesign was easier to follow and had a more professional feel. There were some recommended changes and we will have to adjust our final project to suite the requested style more.