

DECO1400 – Introduction to Web Design

Assignment 2 – Part A



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Client: Water Equipment Technology (<http://www.waterequipment.com.au/>)

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Introduction

This document will explain the design decisions added and altered within the website redesign, along with justifications for the changes. While some elements of the website remain the same from our previous design document, there are a numerous amount of changes used to create the most aesthetically, functionally and structurally pleasing website possible.

Changes to Site Design

After discussing and receiving feedback from the client, we found there were several aspects we could modify in order to create a better website.

1. Navigation bar position and style
2. General site navigation
3. Styling of header
4. Main background image
5. Font used throughout site
6. Only one image used on each topic page
7. Gallery slideshow page
8. Displaying quick company information in footer

Changes to Site Design Justification

Succinct justification of changes made to the website.

1. In our original design we chose to have a box in the top left hand corner, which would display the menu only when clicked. From the feedback we received it became apparent that this would not be an effective navigation option, and that we should keep the navigation bar as obvious as possible. After reviewing the principles of alignment and positioning the decision was made to have a horizontal navigation bar, with a drop down menu for the information regarding each topics. This would keep the balance of the page, while still be visually pleasing. The new colours for the navigation bar were chosen to compliment the background image, header, and content, and add dimension to the design.
2. All links from the footer were moved into the main navigation bar. These were About Us, and Contact Us. The new position is simple and obvious with all information accessible from the navigation bar. The order in which the tabs are placed also provides a subconscious recommendation of the order in which the pages should be viewed by a new user.
3. The background of the header was changed to provide a strong brand ideology and contrast the main content, while complimenting the main background image of the site. With this improved header the brand's logo also stands out more.
4. To add personality to the website a photo of water streaming was used for the main background image of the site. We believed this was more interesting than the original subtle background chosen. It gives the site a bit of life, whilst keeping in the theme of the company's services.
5. The choice of font was changed to one that was less common, and worked better with our new design. This font is called Avant Garde. A few other suitable back up fonts are located in the css file just in case.
6. The decision was made to only display one relevant image on each content page, instead of four. We believed this would simplify the page, and provide incentive for users to view the gallery, and see more of what the company has to offer. With lots of the images being different shapes and sizes, only having one image allowed for each topic page to be balanced. Topic pages were creating using a similar layout to creating a visual pattern for the user.
7. Creating a separate gallery page will help showcase WET's services in one easily viewable place. Using a gallery to showcase the company also helps keep the website clutter free and easy on the eye.

8. Instead of having a link to About Us and Contact Us in footer we opted to just display the most important content information such as address and telephone number. This makes it simple for potential employees or clients to contact the company, with the information being viewable on every page. The positioning of this important information follows a good design principle, which involves placing important company information in a commonly placed position.

JavaScript Elements

1. JQuery Slider
2. Contact Form Validation
3. JavaScript function for page redirection

JavaScript Elements Justification

1. An interactive JQuery image slider is used on the gallery page to display all the companies images, from current projects to staff involvement. This is a much better way to present images, as there was no layout or visual design thought behind the images displayed on the original WET website. The slider automatically scrolls through the images, however there is also the option to play or stop the slider, and navigate between images manually if the user wishes to. This allows the user to operate the slider if they are looking for a particular image. This ability is necessary as the company has many images they wish to display on their website.
2. Contact Form validation is used on the Contact Us page for functionality and usability purposes. It ensures all the correct information has been placed in each field, including a valid email address. If the wrong information has been written, red text will display under the field with the issue, and once resolved the text will dynamically be removed. Having a functional contact page allows the website to provide a pleasant and professional experience for the user.
3. A JavaScript function is used in regards to page redirection. This function is required for the navigation style of the website allowing the ability to switch the page to the users requested page. It takes the data-url element stored in the navigation list and uses it to redirect to the page the user clicks on.

Conclusion

In conclusion the altered elements and insertion of JavaScript have proven to be humongous improvement to the WET website. The experience of the user is well above average and with form validation and interactive image galleries. The changes from our original design keeping in mind design principles have improved functionality, usability, and the visual look of the site. The WET website now looks exceptionally professional and well designed, hopefully exceeding our client's requirements with our final design.