

Site Overview

Orlando Furniture Direct www.orlandofurnituredirect.com	Purpose	The purpose of Orlando Furniture Direct's website is to establish a clean and simple way for their prospective customers to get a look at the products offered, as well as get answers to frequently asked questions, get directions to their warehouse, and sign up to receive special offers via email.
	Audience	Based on competitor analysis the target audience is going to be mainly female between 25-44 with children. The male demographic is still important, but research shows females visit competitor sites more than the average website. For more information on target audience and competitor analysis please see the project analysis (http://wizkid.me/OFDProjAnalysis).
	Industry/ Buzzwords	mattresses, factory direct prices, boys bedroom set, girls bedroom set, ashley furniture, american furniture, modern, contemporary, bedroom sets, king size, queen size, full size
	Searches	furniture in orlando, furniture orlando fl, furniture stores orlando, furniture orlando florida, ashley furniture orlando, american furniture orlando, furniture store orlando, orlando craigslist furniture, office furniture orlando

Brief Design Approach Overview

The design approach that I'll be taking with the redesign of OrlandoFurnitureDirect.com is known as "Mobile First" or "Mobile First Responsive Web Design." In leiman's terms, I plan to reorganize all of the current site content and relayout the site to fit not only a standard desktop or laptop display, but also mobile phones and tablets. The web and the way we access it has changed quite a bit over the past few years, and for most of us, we browse the web from our phones just as much as we do from our desks. The mobile first approach ensures that the new Orlando Furniture Direct website will look and function perfectly on mobile devices, tablets, and desktops. I'll start on the mobile design, then make adjustments from there to grow the site into a full desktop website.

Suggested META Information (Title, Descriptions, Keywords, ect.)

index.html	Title	Orlando Furniture Direct
	Description	Quality mattresses, bedroom sets, living room sets, dining room sets, and youth furniture at factory direct prices. We'll beat any retail price, guaranteed!
	Keywords	factory direct furniture, mattresses, bedroom, living, dining, room, kids bedroom, youth furniture, girls, boys, kitchen, table, cheap, queen, king, full size, twin, sale, discount, modern, contemporary, fine, clearance, orlando, florida
products.html	Title	Wholesale Furniture at Orlando Furniture Direct
	Description	New quality mattresses and bedroom, living room, dining room, and boys and girls bedroom sets. We'll beat any retail price, guaranteed!

	Keywords	factory direct furniture, mattresses, bedroom, living, dining, room, kids bedroom, youth furniture, girls, boys, kitchen, table, cheap, queen, king, full size, twin, sale, discount, modern, contemporary, fine, clearance, orlando, florida
clearance-items.html	Title	Clearance and Sales at Orlando Furniture Direct
	Description	Clearance blow out prices on mattress, bedroom sets, living room sets, dining room sets, and boys and girls bedroom sets. No retailer can beat our prices.
	Keywords	clearance, sale, cheap, mattress, bedroom, living, dining, room, kids bedroom, youth furniture, girls, boys, kitchen, table, cheap, queen, king, full size, twin, sale, discount
frequently-asked-questions.html	Title	Frequently Asked Questions at Orland Furniture Direct
	Description	How come our mattress prices our so low? Do we deliver our furniture to you? Do we offer layaway on our kids furniture? Answers to these questions and more.
	Keywords	deliver, mattress, bedroom, living room, kids, children, low prices, low price, girls, boys, discount, questions, visa, master card, discover, credit cards, commercial furniture, orlando, florida
contact-us.html	Title	Business Hours and Contact Information for Orlando Direct Furniture
	Description	You can find Orlando Direct Furniture at 3768 Silver Star Rd, Building #5. Stop by and see us Mon. - Sat. 11am-6pm, or give us a call at 407-578-8828.
	Keywords	orlando, florida, factory direct furniture, silver star rd, silver star road, warehouse, building 5, five, mattresses, bedroom, living, dining, room, kids bedroom, youth furniture, girls, boys, kitchen, table, cheap, queen, king, full size, twin, sale, discount, modern, contemporary, fine, clearance
sign-up-for-deals.html	Title	Get Exclusive Deals Direct to Your Inbox from Orlando Furniture Direct
	Description	Join the Orlando Furniture Direct mailing list to receive exclusive deals and offers direct to your inbox.
	Keywords	factory direct furniture, deals, offers, specials, exclusive, mattresses, bedroom, living, dining, room, kids bedroom, youth furniture, girls, boys, kitchen, table, cheap, queen, king, full size, twin, sale, discount, modern, contemporary, fine, clearance, orlando, florida

Home	
Nav Menu Label	Home
URL	http://www.orlandofurnituredirect.com/
Page Title	Orlando Furniture Direct Wholesale to the Public
Page Content	Current page view utilizes multiple horizontal sections. The main section above the fold features a image slider that scrolls through various large images showcasing products. While this is a aesthetically pleasing section, it pushes a lot of content below the fold and knocks out valuable information for the user. There's a second section that is used to call out news or call to actions. A third section showcases a list of manufacturers, while the final section lists the various product categories OFD sales furniture in.
Sub-Sections	While not textually called out, the page is broken into 4 sections: Image slider, alert, brands list, and product categories.
Assets	A series of large images that rotate/slide through without user interaction.
Notes	The current CTA section will be repositioned and redesigned to flow above the fold so that users see it as soon as the page loads. The list of manufacturers is nice, but couldn't be pushed lower down the page so that actual products are placed in prime location for users to see.
Products	
Nav Menu Label	Products
URL	product-category/mattresses , product-category/bedroom-furniture , product-category/living-room-furniture , product-category/dining-room-sets , product-category/youth-furniture
Page Title	Wholesale Furniture at Orlando Furniture Direct
Page Content	The current product page(s) are separated into multiple pages, each of which list out products specific to each category. The products are displayed in a 4 column grid, utilizing pagination when appropriate.
Sub-Sections	Current page doesn't employ any sub-sections (ie. content break-up using heading tags)
Assets	Multiple images used to display graphical versions of each product.
Notes	The current multipage layout isn't bad, but the navigational breakdown could be better. Putting all of the products under a one page hub that linked to each category of furniture would be best. This would allow implementation of a dropdown menu for users to easily select what they were looking for, as well as minimizing the navigation menu footprint.
Clearance	
Nav Menu Label	Clearance Items
URL	http://www.orlandofurnituredirect.com/product-category/clearance-blowout/
Page Title	Clearance Blowout Orlando Furniture Direct
Page Content	At the moment the clearance section organizes content just like the product pages do; in a grid display 4 columns wide.

Sub-Sections	Current page doesn't employ any sub-sections (ie. content break-up using heading tags)
Assets	Multiple images used to display graphical versions of each product.
Notes	Since the clearance page should pull in more attention than normal, I'd like to break out of the 4 column grid system and feature each item in either a 2 column layout, or each product on its own row with pricing information displayed next to it. The less clicks a user has to take to find what he/she is looking for the better.
Frequently Asked Questions	
Nav Menu Label	F.A.Q.
URL	http://www.orlandofurnituredirect.com/f-a-q/
Page Title	F.A.Q. Orlando Furniture Direct
Page Content	The F.A.Q. is a pretty straight forward set up with the questions and answers listed out one after the other. No images are employed on this page.
Sub-Sections	Current page doesn't employ any sub-sections (ie. content break-up using heading tags)
Assets	
Notes	The current set up isn't bad, but I'll look to put a styled list of the questions at the top of the page so that users can easily pick out the question they need, click it, and then be moved down the page to where the answer is. This would break the page into two sections: List of questions, and traditional FAQ format below.
Contact Us	
Nav Menu Label	Contact Us
URL	http://www.orlandofurnituredirect.com/contact-us/
Page Title	Orlando Furniture Direct - Wholesale Furniture Orlando Orlando Furniture Direct
Page Content	The Contact Us page features a large Google Map embed at the top that pushes the phone number, address, and contact form down below the fold.
Sub-Sections	3 Sections: Google map embed, contact info, form.
Assets	Google Map embed.
Notes	The redesign of the contact us page should push the phone number and address to the top of the page, with the contact form falling below that, and the Google Map floated to the right in a column.
Sign-Up*	
Nav Menu Label	Exclusive Offers!
URL	sign-up-for-deals.html
Page Title	Get Exclusive Deals Direct to Your Inbox from Orlando Furniture Direct
Page Content	
Sub-Sections	
Assets	

Notes	This page does not currently exist, but would feature a simple form for users to fill out. This form would allow a site visitor to receive exclusive deals in their email. Since the site would now be collecting data from users, we would need to implement a simple privacy policy page.
*	Page does not currently exist.