

OrlandoFurnitureDirect.com

Redesign Project Handoff

by Eric WizKid Odom



ORLANDO FURNITURE DIRECT

- HOME
- PRODUCTS
- CLEARANCE ITEMS
- EXCLUSIVE DEALS
- F.A.Q.
- CONTACT US

NEW BEDROOM SETS ON SALE NOW

WE PAY YOUR SALES TAX THIS MONTH ONLY

GET DEALS SENT TO YOUR INBOX SIGN UP NOW

COME WARE

OPEN: MO

CORSICANA BEDDING, INC.
DEDICATED TO YOUR TOTAL COMFORT

HOME FRAGRANCE

COASTER
Fine Furniture

ASHLEY
FURNITURE HomeStore

Fusion
WHERE STYLE MEETS VALUE

Symmetry
The Symbol of Sleep

We Accept Major Credit Cards, Debit Cards and Offer No Credit Score Financing!

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ORLANDO FURNITURE DIRECT

MENU

NEW BEDROOM SETS ON SALE NOW

WE PAY YOUR SALES TAX THIS MONTH ONLY

GET DEALS SENT TO YOUR INBOX SIGN UP NOW

CALL US: 407-578-8828

GET DIRECTIONS

SIGN-UP FOR DEALS



OrlandoFurnitureDirect.com Project Analysis

by Eric WizKid Odom

Site Intent

The main objective of the redesign of Orlando Furniture Direct's website is to increase page rank amongst search engine result pages (SERPs). Secondary objectives consist of increasing conversions in either a newsletter sign up, or requesting more information for products. Tertiary objectives include optimization of the current responsive design, increased branding, and clean up of HTML and CSS code to meet W3C standards.

Additionally, we want to heighten the user experience, improve usability, and condense the "fluff" currently employed on OrlandoFurnitureDirect.com.

How am I going to accomplish this?

- » Implement basic <META> tag information for search engines to crawl. At the moment the only <META> information in use is the Title. I'll implement page descriptions, and keywords that coordinate with each pages specific content.
- » Implement a call to action that pushes users to sign up for a newsletter in exchange for coupons, or to request information.
- » Increase branding around website that scales with the increased responsiveness.
- » Implement semantic HTML5 coding that validates with the W3C standards.

Competitive Analysis

Based on my research of the other furniture retailers in the Orlando, FL area, I recommend keeping Orlando Furniture Direct positioned as a "low price wholesaler" that can beat any retail stores prices. Additionally I recommend implementing a personal touch to the website. A quick look at competitors websites show no sign of "locally owned" or any kind of personality. I understand how difficult this can be, so we can work together to come up with some plans to begin personalizing the brand to give online customers a glimpse of who and what they can expect to interact with at the warehouse.

Competitors

Competitors were chosen based on Google search results for "wholesale furniture in Orlando" and "Orlando furniture."

Coaster Furniture

coasterfurniture.com

Ranks first in Google for "wholesale furniture in Orlando." Features big call to action items throughout the site with no mobile version or responsive design present. Coaster Furniture ranks 22,356 in USA, with more than average 25-34 and 35-44 year old visitors. The majority of site visitors are female with children who browse from work. 38% of Coaster Furniture's visitors come direct from Google.

Search Terms		
#	Search Term	Percentage
1	vt furniture	2.48%
2	coaster fine furniture	2.14%
3		
4		

Wholesale Furniture

wfurnitures.com

Comes in second in Google for "wholesale furniture in Orlando." WFurniture's site uses a big header image, but no call to action

items or a mobile/responsive version. Wholesale Furniture has no US ranking or information available through Alexa.com, but it has integrated within Google+ to utilize Google's business pages.

Search Terms		
#	Search Term	Percentage
2	orlando warehouse furniture	23.11%
4	orlando fl bunk beds	19.91%

Leaders Casual Furniture
leadersfurniture.com

Lands 7th in Google for “wholesale furniture in Orlando.” Leaders is built using tables and features many outdated coding methods. It is ranked 475,415 in the US on Alexa.com. LeadersFurniture.com visitors consist of mainly females between 25-34 and 35-44 who visit the site mainly from work.

Search Terms		
#	Search Term	Percentage
2	leader's furniture	6.50%
4	tahitian style furniture	6.01%

** Stats pulled from Alexa.com*
***designfurnitureliquidators.com is a top result, but is ommited because they're going out of business.*

Target Audience

The target audience for the new OrlandoFurnitureDirect.com is going to be a combination of the audience from your main competitors. I'm going to combine the various stats and create two profiles to target for our redesign.

Christopher Turk

- › Age: 35
- › Relationship Status: Married
- › Children: 2
- › Home: Home Owner
- › Education: Graduate School
- › Work: Surgeon
- › Vehicle: 2011 Mitsubishi Galant
- › Household Income: \$112,000
- › Primary Needs: Save time and money when looking for new bedroom set for 5 year old girl.

Elliot Reid

- › Age: 32
- › Relationship Status: Married
- › Children: 4
- › Home: Home Owner
- › Education: College
- › Work: Stay at Home Mom
- › Vehicle: 2010 Honda Pilot
- › Household Income: \$85,000
- › Primary Needs: Save money on a new living room set.

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.

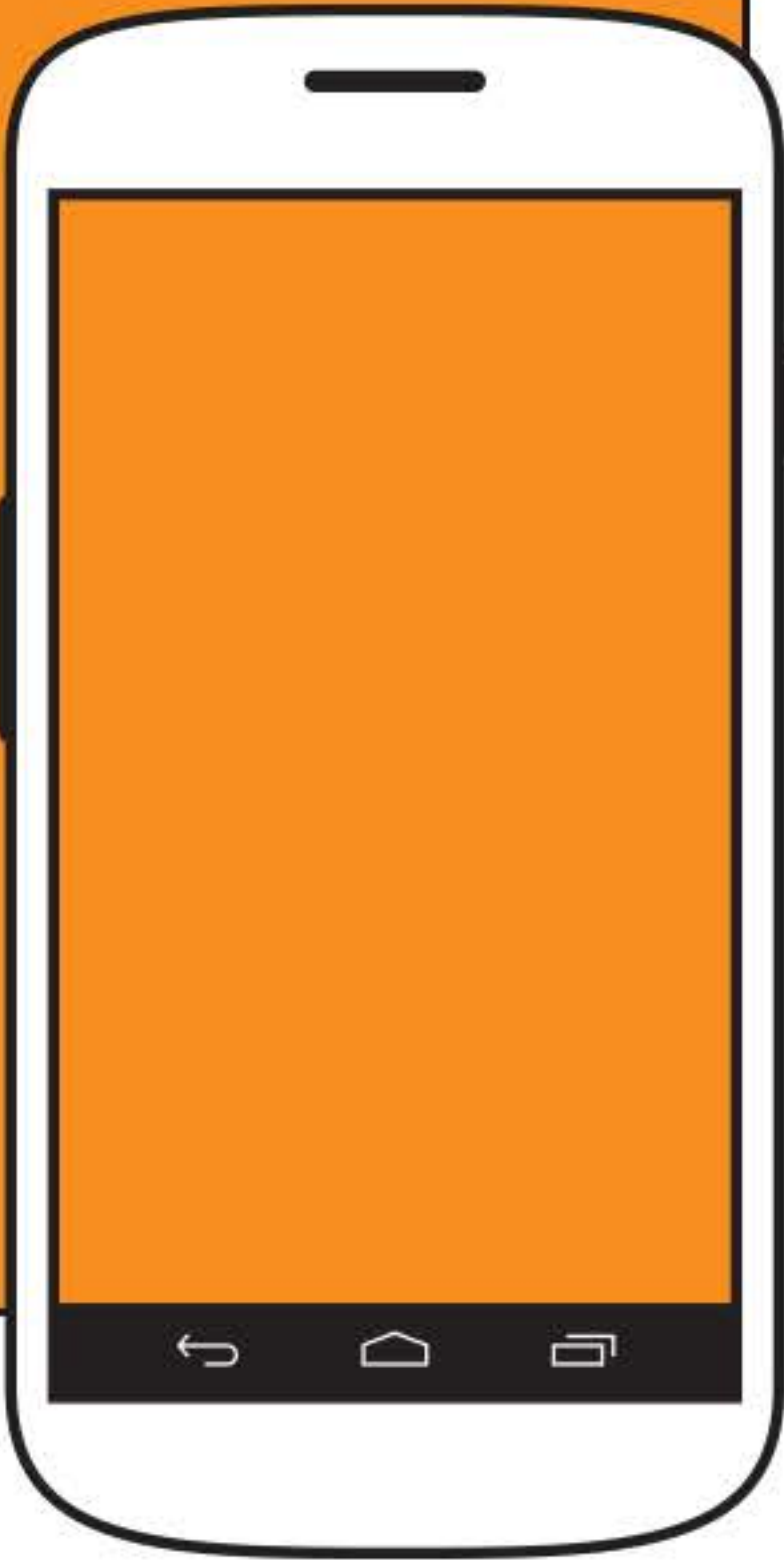
Sub-Sections	Current page doesn't employ any sub-sections (ie. content break-up using heading tags)
Assets	Multiple images used to display graphical versions of each product.
Notes	Since the clearance page should pull in more attention than normal, I'd like to break out of the 4 column grid system and 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	

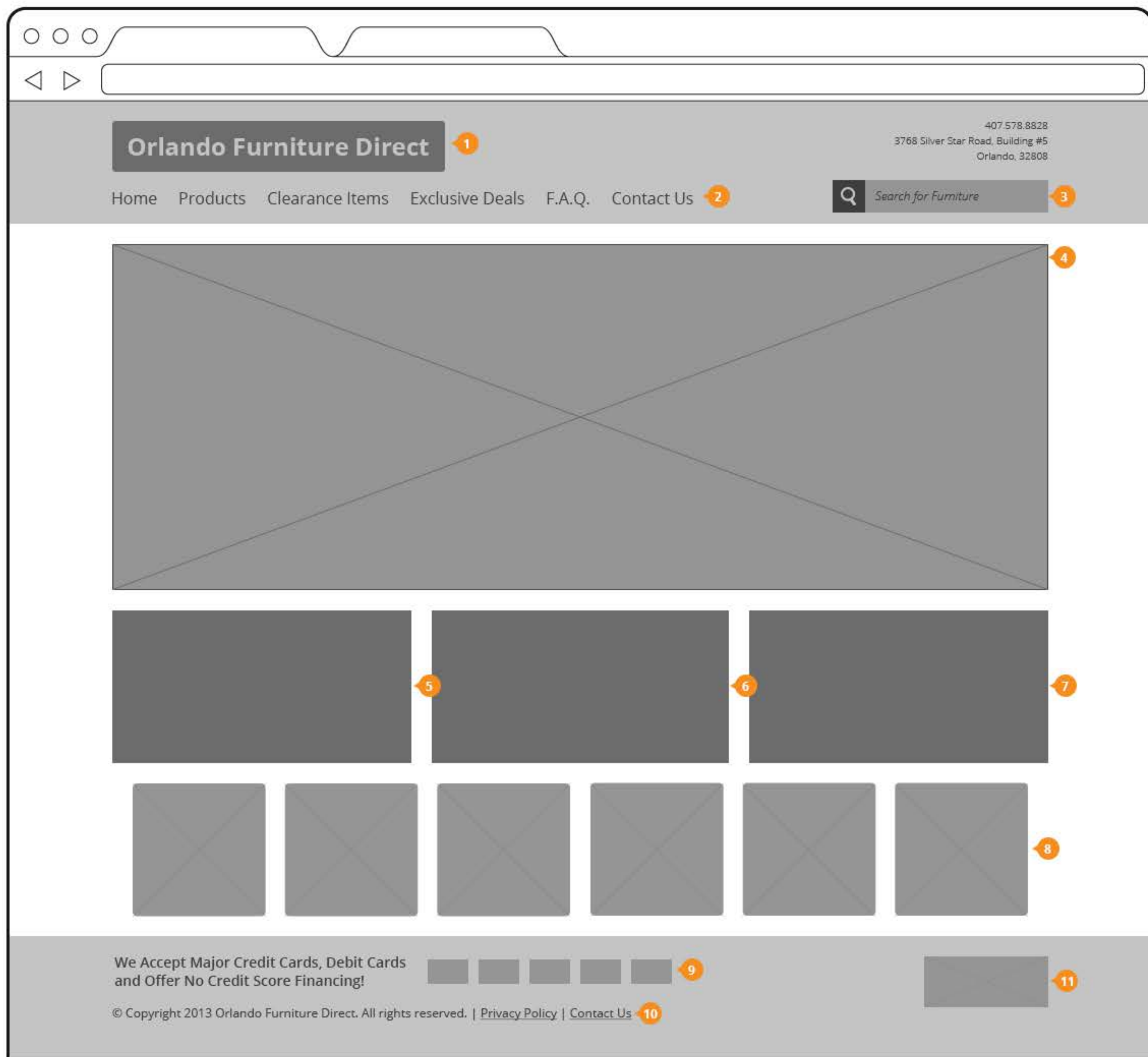
Notes	This page does not currently exist, but would feature a simple form for users to fill out. This form would allow a site visitor to receive exclusive deals in their email. Since the site would now be collecting data from users, we would need to implement a simple privacy policy page.
*	Page does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



OrlandoFurnitureDirect.com Wireframes

by Eric WizKid Odom





1. Orlando Furniture Direct Logo which functions as a link back to the homepage.

2. Navigatio menu.

3. Site search box that allows users to search through the available products offered through Orlando Furniture Direct.

4. Featured image slider that rotates/slides through images that showcase the quality furniture offered on the site.

5. Call to action image that call attention to current sales, specials, and offers.

6. Call to action image that showcases the new email sign-up form for users to sign-up to receive specials through email.

7. Call to action image that points out the factories location and hours of operation.

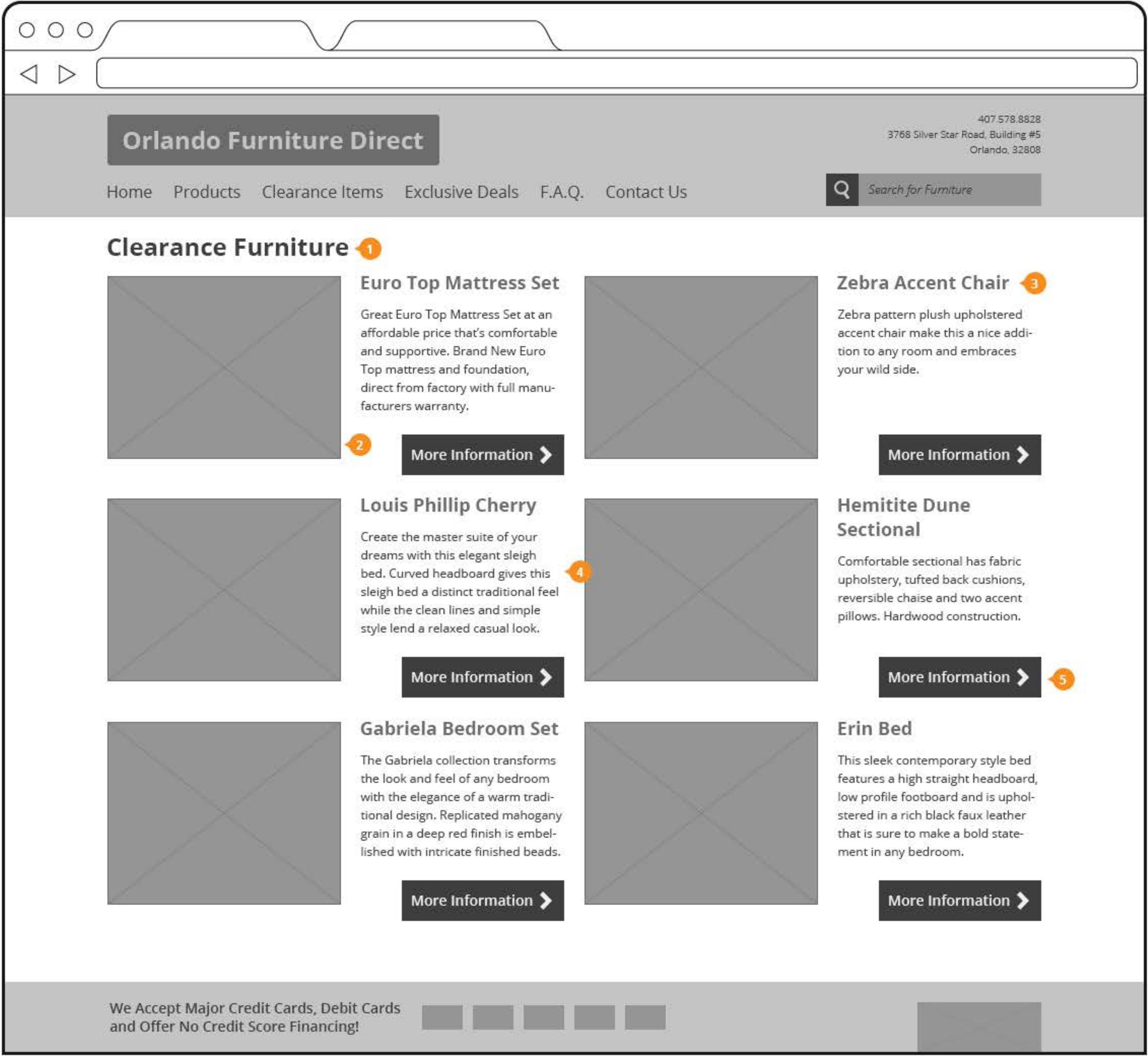
8. Row of product logos to show visitors the quality of products they can purchase from Orlando Furniture Direct.

9. Row of accepted credit cards and forms of payment.

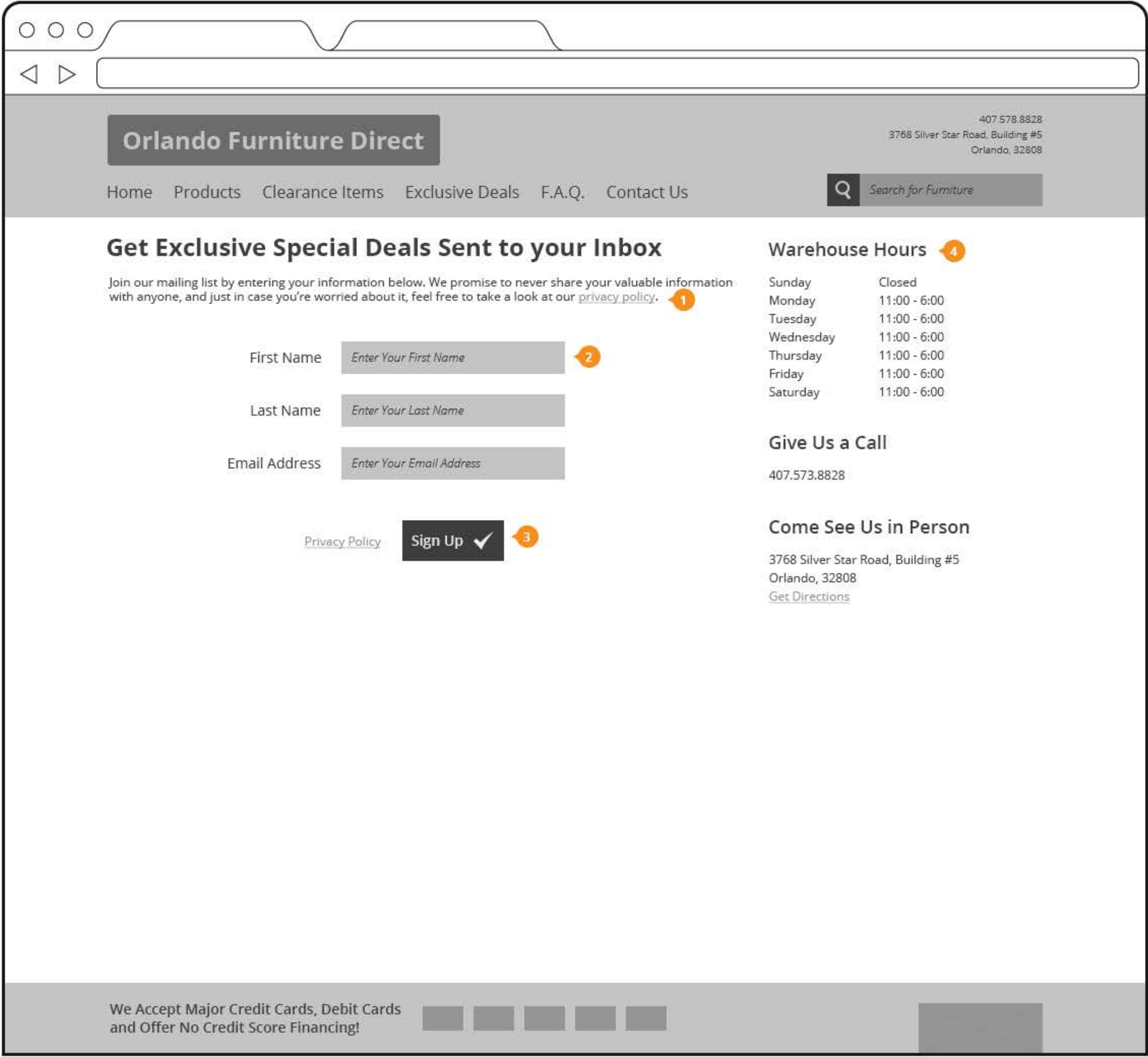
10. Copyright information with links to the new privacy policy and contact page.

11. Better Business Bureau logo.

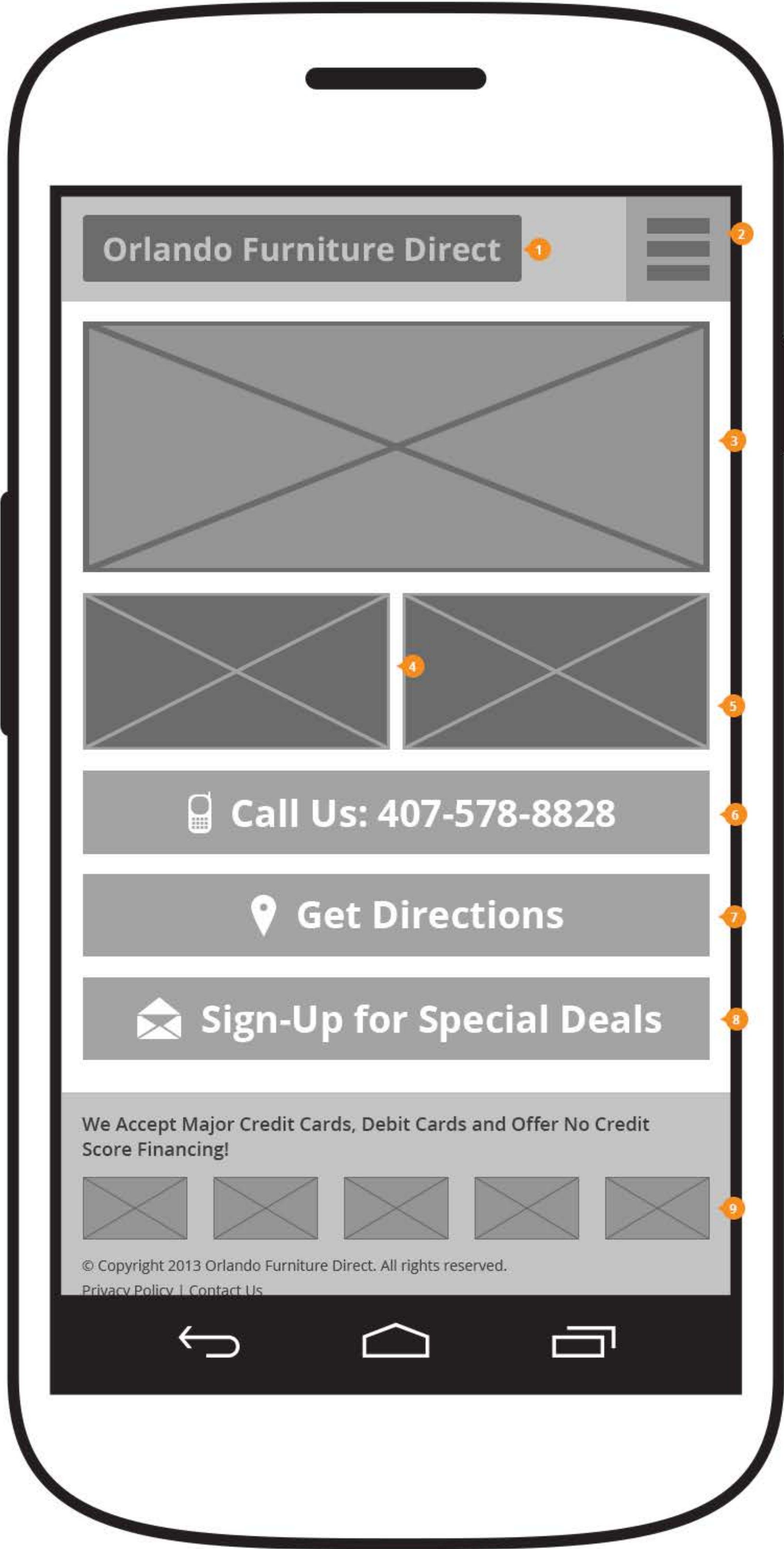




- 1. Title of the product page (H1).
- 2. Product image.
- 3. Product name (H2).
- 4. Brief product description.
- 5. More information button that links to a product specific page with more details.



- 1. Body copy w/ inline link.
- 2. Form field with placeholder and hinting text..
- 3. Sign Up button.
- 4. Sidebar heading (H3).



1. Logo that links to the home page on all pages.
2. Mobile navigation menu. Clicking pops open a cascading navigation menu.
3. Featured image of products.
4. Call to action graphic pointing out sales, or specials on products.
5. Call to action graphic for hours of operation and warehouse location.
6. Button that initiates phone call to the business.
7. Button that directs user to map and directions to warehouse.
8. Button that links to the new ign-up form pages.
9. Minimized footer area that includes the available payment options, privacy policy link and contact us link.





Clearance Furniture ¹



Euro Top Mattress Set ³

² Great Euro Top Mattress Set at an affordable price that's comfortable and supportive. Brand New Euro Top mattress and foundation, direct from factory with full manufacturers warranty.

More Information ⁴



Zebra Accent Chair

Zebra pattern plush upholstered accent chair make this a nice addition to any room and embraces your wild side. ⁵

More Information



Louis Phillip Cherry

Create the master suite of your dreams with this elegant sleigh bed. Curved headboard gives this sleigh bed a distinct traditional feel while the clean lines and simple style lend a relaxed casual look.

More Information



Hemitite Dune Sectional

Comfortable sectional has fabric upholstery, tufted back cushions, reversible chaise and two accent pillows. Hardwood construction.



1. Page title (H1)
2. Product image - also functions as link to more information.
3. Product title (H2)
4. Product description.
5. Button that links to product page with more information.



Get Exclusive Special Deals Sent to your Inbox ¹

Join our mailing list by entering your information below. We promise to never share your valuable information with anyone, and just in case you're worried about it, feel free to take a look at our [privacy policy](#). ²

First Name ³

Last Name

Email Address

[Privacy Policy](#)

Sign Up  ⁴

Warehouse Hours ⁵

Sunday	Closed
Monday	11:00 - 6:00
Tuesday	11:00 - 6:00
Wednesday	11:00 - 6:00 ⁶
Thursday	11:00 - 6:00
Friday	11:00 - 6:00
Saturday	11:00 - 6:00

Give Us a Call

407.573.8828

Come See Us in Person

3768 Silver Star Road, Building #5
Orlando, 32808
[Get Directions](#)



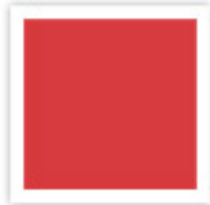
1. Page title (H1).
2. Body copy.
3. Form element w/ placeholder text and hints.
4. Sign-Up button.
5. Title element for sub sections (H2).
6. Sub sections body copy.





Style Tile
version:1

Possible Colors



#d53e3b



#100f0a



#4d4d4d

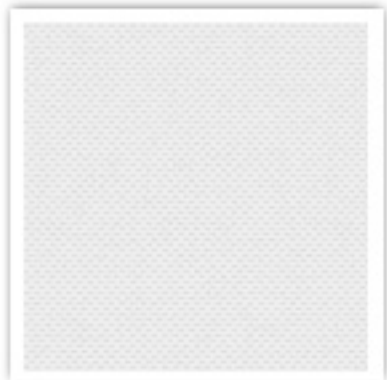


#bfbfbf



#e9e4e9

Textures



This is an Example of a Header

Font: Open Sans Extra Bold #d53e3b

This is an Example of a Sub Head

Font: Open Sans Bold #100f0a

This is an Example of a Sub Head

Font: Open Sans Bold #100f0a

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

[This is an example of a Text link »](#)

Font: Open Sans #4d4d4d / #d53e3b

This is an example of a Button

Submit Button Example Here

Adjectives

Bold

Modern

Elegant

Youthful



Style Tile
version:2

Possible Colors



#ff9800



#3f5765



#97a4ac

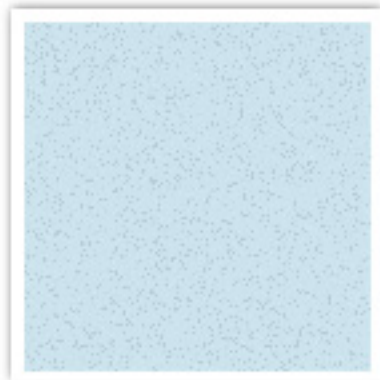


#bdd4de



#f5f5f5

Textures



This is an Example of a Header

Font: Qlassik Bold #ff9800

This is an Example of a Sub Head

Font: Qlassik Medium #3f5765

This is an Example of a Sub Head

Font: Qlassik Medium #97a4ac

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

[This is an example of a Text link »](#)

Font: Open Sans #4d4d4d / #ff9800

This is an example of a Button

Submit Button Example Here

Adjectives

Fun

Friendly

Modern

Youthful



We Accept Major Credit Cards, Debit Cards
and Offer No Credit Score Financing!





CLEARANCE FURNITURE



EURO TOP MATTRESS SET

Great Euro Top Mattress Set at an affordable price that's comfortable and supportive. Brand New Euro Top mattress and foundation, direct from factory.

[More Information >](#)



ZEBRA ACCENT CHAIR

Zebra pattern plush upholstered accent chair make this a nice addition to any room and embraces your wild side.

[More Information >](#)



LOUIS PHILLIP CHERRY

Create the master suite of your dreams with this elegant sleigh bed. Curved headboard gives this sleigh bed a distinct traditional feel while the clean lines and simple style lend a relaxed casual look.

[More Information >](#)



HEMITITE DUNE SECTIONAL

Comfortable sectional has fabric upholstery, tufted back cushions, reversible chaise and two accent pillows. Hardwood construction.

[More Information >](#)



GABRIELA BEDROOM SET

The Gabriela collection transforms the look and feel of any bedroom with the elegance of a warm traditional design. Replicated mahogany grain in a deep red finish.

[More Information >](#)

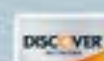
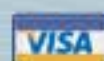


ERIN BED

This sleek contemporary style bed features a high straight headboard, low profile footboard and is upholstered in a rich black faux leather that is sure to make a bold statement in any bedroom.

[More Information >](#)

We Accept Major Credit Cards, Debit Cards
and Offer No Credit Score Financing!





SPECIALS RIGHT IN YOUR INBOX

We're happy to announce that with the launch of our new website, we've also added a great new way for you to get notified when we have deals or specials.

Here's your chance to get notified of our specials before they're printed in the newspapers and tabloids. Simply add your information to the form below, click the submit button, and you're on the list.

FIRST NAME

Enter Your First Name

LAST NAME

Enter Your Last Name

EMAIL ADDRESS

Enter Your Email Address

Sign Up ✓

Note: We promise never to share any of your information, and just in case you're worried about it, feel free to take a look over our [privacy policy](#). In fact, we encourage you to.
Thanks for signing up!

WAREHOUSE HOURS

Sunday	Closed
Monday	11:00 - 6:00
Tuesday	11:00 - 6:00
Wednesday	11:00 - 6:00
Thursday	11:00 - 6:00
Friday	11:00 - 6:00
Saturday	11:00 - 6:00

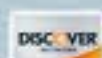
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COME SEE US IN PERSON

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[Get Directions](#)

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CALL US: 407-578-8828



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**ACCREDITED
BUSINESS**



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EURO TOP MATTRESS SET

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[More Information >](#)

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**ACCREDITED
BUSINESS**



SPECIALS RIGHT IN YOUR INBOX

We're happy to announce that with the launch of our new website, we've also added a great new way for you to get notified when we have deals or specials.

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FIRST NAME

Enter Your First Name

LAST NAME

Enter Your Last Name

EMAIL ADDRESS

Enter Your Email Address

Sign Up ✓

Note: We promise never to share any of your information, and just in case you're worried about it, feel free to take a look over our [privacy policy](#). In fact, we encourage you to. Thanks for signing up!

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GIVE US A CALL

407.573.8828

COME SEE US IN PERSON

3768 Silver Star Road, Building #5
Orlando, 32808

[Get Directions](#)

We Accept Major Credit Cards, Debit Cards
and Offer No Credit Score Financing!



User Survey

First and foremost, thank you for taking the time to complete this survey. I'll keep it short and sweet, and I promise to try not to take too much of your time.

The point of this short survey is to get your opinion on the new Orlando Furniture Direct website that I designed. The goal is to see how easy, or difficult, it is for you to use the website. You'll complete a few quick scenarios and answer a few questions about what you find on the site. The site is about 50% complete because I haven't added every product the retailer sells. I want to test the current site and how easy it is to use before I move forward and complete the content adds. The only thing that isn't working right now is the contact form, and the sign-up for deals form. Aside from that everything should be functional.

I'm looking for input on how the site functions for you and how easy it is to use. I also would like to know what you think about the look of the site, and I've left a nice little spot at the end of the survey to leave me some comments if you so choose.

A Few Notes:

- I am not testing you; you are testing the site.
- Don't worry about making mistakes, because you can't.
- There is no right or wrong answer. I just want to know if the site I designed works well for you.

Please open a new window (or tab) in your browser and visit <http://wizkid.me/OFDProjectSite>. Please take a look around and browse the site a bit before returning to this survey.

*Leave your window (or tab) open to this survey as well as the Orlando Furniture Direct site because I will ask you to complete a few short scenarios later in the survey.

Again, thank you for your time, and lets get started!

* Required

After browsing through the site for a bit, what are your initial thoughts. *

How do you feel? Do you understand what you're looking at?

How well do you think the site is designed? *

- ☐ I think it's great! The colors, layout, and interactive elements all work well with each other.
- ☐ Egh. It's okay. I'm not a fan of the colors, but everything does go together.
- ☐ Not really a fan of what I see. Colors don't work for me and I really dislike the layout overall.
- ☐ Hate it! Go back to the drawing board.

What do you think is the purpose of this site? *

Who do you think would mainly visit this site? *

- ☐ Men
- ☐ Women
- ☐ Kids/Teenagers
- ☐ Monkeys

Why did you answer the previous question the way you did?

Do you think the colors used are appropriate? *

- ☐ Yes, I like them a lot
- ☐ No, I hate the colors

Do you think the fonts used are readable? *

- ☐ Absolutely
- ☐ A little
- ☐ Barely
- ☐ Not at all

How easy is it to navigate through the site?

- ☐ Really easy
- ☐ Somewhat easy
- ☐ It's hard, but not too hard
- ☐ Horrible, can't go anywhere

Find the page that allows you to sign up to receive specials through email. How easy was it to find? *

- ☐ Super easy
- ☐ Easy
- ☐ Egh, could of been easier
- ☐ Couldn't find it

Find the Contact Us form. Was it easy to understand and use? *

* Form will not actually contact anyone at the moment.

- ☐ Yes
- ☐ No

Did you look at the website on a mobile device? *

Phone, tablet, ect.?

- ☐ Yes
- ☐ No

Any other thoughts, or anything you'd like me to know?

Submit

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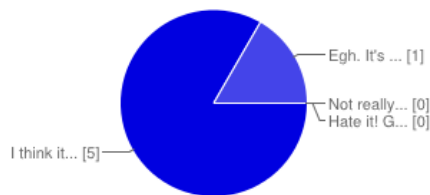
6 responses

Summary [Publish analytics](#)

After browsing through the site for a bit, what are your initial thoughts.

As for the website and use, it's great and easy to navigate...But the name of the business is a bit of a misnomer, in that they do not offer furniture for sale, only beds. Feels nice, easy to navigate, simple and straight to the point which I like for websites like these that are for stores, nicely organized. Clean design. Loved the clean design and the way the graphics drew the eye. Especially liked the big text on the eye catchers under the main image. Looks good Strong main and sub CTAs, very nice landing page, those will function great once they are linked up! Great looking product pages, the more info buttons have some great affordance qualities, makes me want to click. Contact form is really cool. Nice! The site is visually appealing even with the bold colors, easy to use and find what you are looking for. The boarder at the bottom of the products page makes the last products descriptions difficult to read.

How well do you think the site is designed?



I think it's great! The colors, layout, and interactive elements all work well with each other. 5 {

Egh. It's okay. I'm not a fan of the colors, but everything does go together. 1

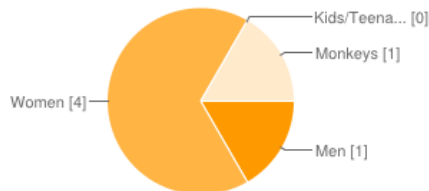
Not really a fan of what I see. Colors don't work for me and I really dislike the layout overall. 0

Hate it! Go back to the drawing board. 0

What do you think is the purpose of this site?

To make navigation easy as well as information readily available. To sell furniture sets, mainly bedroom sets. Buy furniture direct from manufacturer To sell furniture This is an informative site about products, clearance items, contact information and faqs for the Orlando Furniture Direct company. To sale furniture.

Who do you think would mainly visit this site?



Men 1 17%

Women 4 67%

Kids/Teenagers 0 0%

Monkeys 1 17%

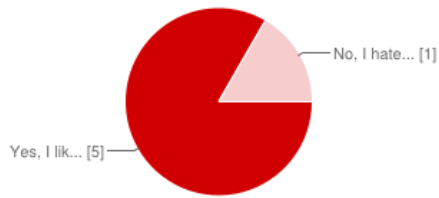
Why did you answer the previous question the way you did?

Because Monkey's would certainly use the site, provided they have access to the internet - and they need quality bedding too! Because mostly women shop for furniture. Lots of bedroom stuff. Because I think women are the ones who primarily purchase furniture for their homes I think the largest demographic would be women, who are more likely to pick out furniture to furnish a new or existing home. Monkeys are at a close second though, they love furniture. :(P The colors of the site and the products have a masculine feel about them.

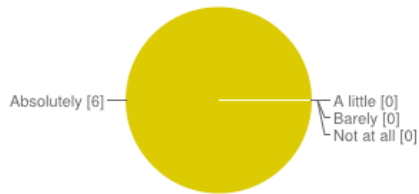
Do you think the colors used are appropriate?

Yes, I like them a lot 5 83%

No, I hate the colors 1 17%

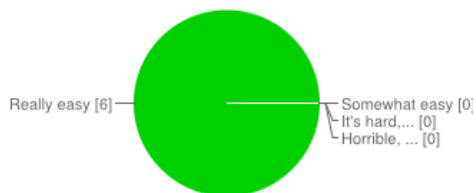


Do you think the fonts used are readable?



Absolutely	6	100%
A little	0	0%
Barely	0	0%
Not at all	0	0%

How easy is it to navigate through the site?



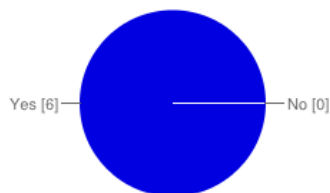
Really easy	6	100%
Somewhat easy	0	0%
It's hard, but not too hard	0	0%
Horrible, can't go anywhere	0	0%

Find the page that allows you to sign up to receive specials through email. How easy was it to find?



Super easy	6	100%
Easy	0	0%
Egh, could of been easier	0	0%
Couldn't find it	0	0%

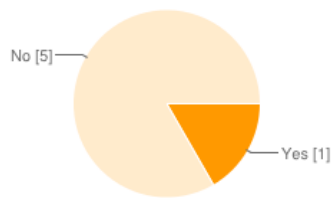
Find the Contact Us form. Was it easy to understand and use?



Yes	6	100%
No	0	0%

Did you look at the website on a mobile device?

Yes	1	17%
No	5	83%



Any other thoughts, or anything you'd like me to know?

Other than some minor fixes for the responsiveness side (some wonkiness happening with the footer, maybe try playing around a bit with floating your main content and their child divs.) Other than that, excellent job on the design, the concept and the overall site! Keep up the great work!

Number of daily responses

