Grant Rynders

IT2040C

Case Study Design Critique and Edit

Response Message

Hi, Karen

I would love to offer my support. Having a website that is both stylish but also accessible to customers with different devices and abilities is crucial to business success. Your critique of the image sizing hits the nail right on the head. We can use a few different styling techniques and hand-picked image selections to make sure that the site’s image content looks great no matter the device. We can definitely incorporate your logo into the site itself as well as into its favicon (the little logo displayed on each tab in a web browser). This will help solidify your brand as well as lend a degree of professionalism to the site. Moreover, we can update the color scheme to be more visually pleasing and modern, while still maintaining the comfortable, country aesthetic the current site has. We can also move around some of the content to give it a more interesting layout, that will suit the more modern tone. Additionally, text contrast can be improved to make it more readable. For example, the bold sections on the home page are harder to read than the rest of the page, simply due to being too lightly colored. I think we just a few more changes, I can give you a site you and your customers will love.

Sincerely,

Grant Rynders