

Heather Johnson
Ernest Joshua
Advanced UI/UX
December 5, 2024

OUR FINDINGS:

The evaluation of SMRepairLLC.com presented several areas for improvement to improve its overall usability as well as user experience. The website's navigation is inconsistent, with no clear "Home" button & variations in the menu design across pages. Lacking consistency! Contact information is not prominently displayed, making it harder for users to quickly find the phone number or email address, especially when seeking immediate assistance. Additionally, the site is not fully optimized for mobile devices, resulting in poorly resized buttons, text, & images that drastically downgrades performance & usability for mobile users. Responsive design needs some work!

The lack of proper contact forms with clear error messages makes it frustrating to users. The content on the site is also dense, with excessive technical towing industry language & cluttered layouts that make it difficult for users to understand information provided. Visually, the site has inconsistent fonts, button designs, & poor image quality, which hinders the professional appearance & diminishes the site's appeal.

The website should implement consistent navigation with a "Home" button on every page, prominently display contact details in the header or footer, & work on mobile responsiveness. Forms need created & should include input validation & user-friendly error messages to ensure successful inquiries. Simplifying content by using plain language, reducing clutter with a consistent visual style will greatly improve the user experience & site as a whole. These are just a few simple modifications we recommend to up the volume of visitors & amplify positive user comments.