

**Recommendations
For
GetThatServed's
Website**



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Prepared for
GetThatServed Administration

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Executive Summary

To be Included in the final draft.

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Introduction

This report is a recommendation for the GetThatServed [1] website. GetThatServed is a Calgary-based company that provides professional services, mainly for legal professionals and individuals, including legal document delivery, court filing, identity verification, notarization, occupancy checks, and document translation. GetThatServed is located at 200, 638 - 11 Avenue SW, Calgary, AB T2R 0E2

Purpose

This report's main goal is to identify areas of improvement and offer recommendations for GetThatServed's company website and visual identity by analyzing vital information based on user experience, user interface, web design, and accessibility. Together, all the improvement recommendations work to provide a better experience navigating through the website and increase customer satisfaction and engagement.

Background

With a saturated job market and the constant need to attract clients through visual and virtual means, businesses in all niches need an effective website for communication [2]. Serving as today's "business cards," websites are often a company's first impression on online clients — a pivotal moment that could determine a sale. Trust, expertise, communication, and marketing are just a few elements that can be reinforced through the insights analyzed in this report [3].

Scope

This report outlines key areas for improving the company's website and visual identity, focusing exclusively on front-end elements. We did not assess back-end code construction, as the primary goal is to recommend immediate improvements that enhance user experience, user interface, web design, and accessibility. These recommendations aim to refine navigation, boost customer satisfaction, and increase engagement, resulting in a more cohesive, user-friendly digital presence for the company.

Methods

This report examines the GetThatServed website using various methods, including direct observation, accessibility analysis, and online research through platforms like the SAIT library, IEEE library and Google. GetThatBetter used findings from web articles, technical standards reports, books, and conference proceedings to extract accurate and viable information. These sources helped GetThatBetter to gather relevant information to assess areas such as user experience, user interface, web design, and accessibility. This approach enabled GetThatBetter to identify issues affecting usability, consistency, and user engagement across the site. GetThatBetter sourced data from sources published between 2004 and 2024. All but two sources are from within the past decade, keeping information relevant and up to date. The two sources outside this date range consist of a business research book, and accessibility standards that are still relevant in today's industry.

Preview

To be Included in the final draft.

User Experience (UX) Evaluation

What is User Experience?

User Experience (UX) is the personal experience a user has when interacting with a product or service's interface [4]. This is mainly shown through User Interface (UI) with the content, buttons, cards, links, etc. [5], but is also an all-encompassing experience with accessibility, and web design as well. Although basic functionality is a huge factor, a potential customer's experience with a website or app could be the deciding factor, and the differentiator of business in a saturated marketplace [4].

Why is User Experience Important?

There are a multitude of reasons to consider UX heavily from a business standpoint. For example, many users complete their entire customer journey on websites without the need to go into a store or office physically [4]. The "Honeycomb" tool created by Morville helps us better understand the key facets that make up UX: Useful, Usable, Findable, Credible, Desirable, Accessible and Valuable, and why they are important [6]. Useful questions to ask when dealing with UX would be, "does this product or feature look credible to users?" or "is this something a user would desire?" [7]. Overall, UX design focuses on connecting and understanding their users, their needs, what they value and their abilities and limitations to make the customer experience smooth sailing [6].

GetThatServed's User Experience

GetThatServed currently has a poor User Experience. To go back to the foundation of what UX is, “the personal experience a user has when interacting with a product” the website is chaotic, has no clear direction, and includes animations that are unnecessary and unprofessional. With one of the key facets of UX being credibility, the current state of the website poses a huge flaw for a feasible User Experience, as the site does not seem like a credible or professional source for a service as serious as process serving. Another fundamental factor is desirability, this is all about the brand's image and identity, the website lacks a strong brand identity [6]. To sum up, GetThatServed.ca falls short in many key aspects that make up a good user experience for any potential client or customer.

User Interface Evaluation

What is User Interface?

User Interface (UI) is the appearance and styling of a software, program, or website that a user interacts with [8]. In the context of websites, it is the manner in which the page layout, information, and graphical elements are presented to the user. UI is a subset of User Experience (UX). UI design has more to do with stylistic elements and webpage interactions, rather than functionality and the experience of a website as a whole [9]. UI is generally focused on keeping appearances clean, navigation intuitive, and page elements eye-catching.

The Importance of a Good User Interface

A well designed user interface can make or break a user's web experience. The incorporation of intentionally chosen fonts, colours, and layouts is a determining factor in website traffic, user connection, and usage retention rates [10]. Poor design yields poor results, showing a lack of professionalism and trustworthiness in an interface discourages people from using typically professional services [11]. Having and maintaining a professional and user-friendly interface will increase user interaction and website traffic, ultimately leading to a stronger brand perception and a higher likelihood of service usage. Because of increasing usage of the internet over the past several years [12],

businesses should expand online outreach through friendly UI and offer credible and reliable information [13]. With the right marketing, better UI practices and implementation will drive up business, and therefore, profits.

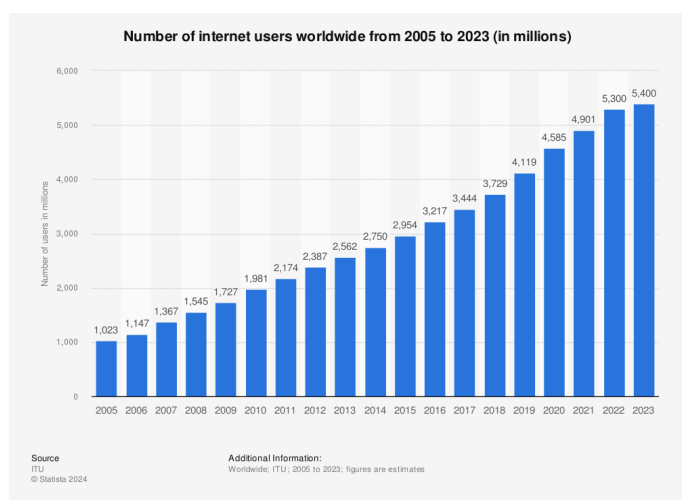


Figure 1: Global Internet Usage from 2005 - 2023
Source: [12]

GetThatServed's User Interface

GetThatServed currently has an underdeveloped UI. Nowhere on the website does it explicitly state what kind of company GetThatServed is. There is a lack of consistency throughout the website and between pages. GetThatServed lacks a logo, and a standard symbolic representation of the services provided. There is a noticeable colour scheme, although it is flat and does not seem to hold any particular significance. There are few well placed graphics and images. The images that are present provide little to no relevant information about the company or its exact services. There is a lack of interactive elements in many sections, making it strange to navigate the website. There are a few text animations that feel out of place and seem to be randomly placed. The website in general is unpolished and lacks the essential foundations of a professional and reputable website, particularly one dealing with legal services [11].

Web Design Evaluation

What is Web Design, and Why is it Important?

Web design has everything to do with a website, from how it looks and feels, the way it incorporates images and colours, to its functionality and usability. The goal of web design is to create a site that the user can easily access while maintaining a nice visual. Web Design is not just one avenue; it involves all the key aspects of making a website user-friendly, efficient, and visually appealing. When web designers work on or begin new projects, they must consider multiple elements to create something unique and creative that follows the guidelines a client might have applied, such as the company's or business's overall layout of the site and colour guidelines that communicate with users [14]. Every website has a different way of communicating with its consumers, so the web designer must ensure the website looks a certain way to fit its brand identity visually [14]. Web design also encompasses functionality, ensuring it quickly loads the web page and has a responsive design for various screen sizes. These are essential components for having a fluid and effective website. Most web designers aim to have a minimalistic approach when creating a web page, making the page simplistic but eye-catching to lure consumers onto it [15]. Web design is one of the most important factors for a business with an online presence. Almost every business has a website, and its goal is to positively impact the users who visit the page, which is accomplished with a smooth and responsive layout with eye-catching visuals [14].

GetThatServed's Web Design

When it comes to GetThatServed's web design, it is clear that few methods have been adopted for creating an effective website and lacks basic design qualities when it comes to its user interface and design. Although the site has a consistent colour palette, there is a noticeable amount of visual clutter, especially when cascading down the page. There are many visual elements that do not align with other elements, such as text and pictures being scattered and not properly placed. The site lacks visual appeal and has no consistency with its cascading format on its homepage, which can create mistrust for users compared to well-polished and well-designed websites. The navigation on this website is not the worst aspect, as it uses a navigation bar at the top of the screen. However, it could still use improvement because the site includes too many moving visual elements on the screen, distracting the user and making it difficult to navigate the page. Improving the overall web design of GetThatServed will not only create a better user experience but also build trust with users and drive more business to the company.

Accessibility Evaluation

What Accessibility Means Online

Accessibility means making sure all kinds of products are meant to be experienced by all kinds of people – including, of course, people with disabilities [16]. It is not only impacting the company's marketing appeal, but accessibility also leads to legal compliance – which resonates with GetThatServed content, since many countries have laws requiring accessible websites and mobile applications, as well as corporate social responsibility. Demonstrating the company's commitment to inclusivity encourages consumers to rely on and trust the products.

Why Online Accessibility is Important

To support and ensure this, the Web Content Accessibility Guidelines (WCAG) [17] provide standards to make web content accessible. These guidelines were developed by the World Wide Web Consortium (W3C) [18] to cover essential areas like colour contrast, readability, and keyboard navigation. As the first organization to set open web standards, the W3C ensures that guidelines like WCAG help websites function consistently and be accessible across different devices and platforms. Websites that follow these guidelines and standards tend to be truly accessible. Following the guidelines and standards mentioned, there are two ways to evaluate a website's accessibility. It can be done manually or using virtual tools, such as WAVE [19]. To analyze the GetThatServed website, manual accessibility evaluations were used to test and ensure that the website has the right conditions to be used by everyone.

GetThatServed's Accessibility

Currently, GetThatServed has a lack of accessibility. Checks based on the W3C guidelines through the website reveal several components that are not in accordance. Colour choice is poor in terms of readability, with a lack of sufficient contrast against backgrounds.

Navigation isn't fully optimized for users who solely use their keyboard, limiting usability for screen readers. Also, some images are missing alternative text, leaving blind users without descriptions for visual content.

Conclusion

Extensive research was conducted through a combination of website observation and online research using sources such as the SAIT library, IEEE library, and Google.

Through this approach, based on current practices, the research has concluded the following:

- GetThatServed's website requires significant improvements in various areas such as User Experience, User Interface, Web Design, and Accessibility.
- The site lacks a clear brand identity, with inconsistent design elements that ultimately hinder usability.
- Addressing these issues through simplifying the design, improving direction, navigation, and ensuring web accessibility compliance will overall strengthen the company's online presence, and improve a customer's experience and satisfaction with the site.

With these considerations in mind, GetThatBetter finds it essential that there be an immediate and full-fledged revision of GetThatServed's interactive design components.

Recommendations

GetThatServed has room for sizable improvement. GetThatBetter finds a general revision of all technical concepts mentioned in the report necessary.

1. The UX and UI could stand to benefit from a simplistic and minimalistic approach, ensuring basic functionalities and logical actions are in place for what appear to be interactive elements such as buttons, service cards, and page links. A stronger brand-colour association is also strongly recommended. Something with a bolder, stronger, and more professional undertone is more suitable for a company that provides legal services.
2. A reduction in unprofessional design aspects such as random, out of place animations is recommended. A more meaningful navigation flow is also essential to any business trying to market their services online. Including easily understandable pricing and simplifying quotes or services into a clickable element will build trust through transparency. Cleaning up the web design to easily allow for the location of essential information adds to the credibility of a website, as it logically correlates to a service run by well informed, educated professionals. Cleaning up the cascading of visual elements on the website will reduce distractions and create a simpler, cleaner look. Proper, relevant visuals that add to the information found alongside descriptive services make the website appear more trustworthy and credible.
3. Adding contrasting colours and distinct separations will assist users who have visual accessibility concerns. Redesigning the website layout so that it's easily navigable and descriptive for users with screen readers will decrease physical accessibility concerns. Decreasing the convolution and evasiveness of information will aim to help users with cognitive disabilities find what they are looking for.

If all recommendations are implemented accurately and effectively. Based on research and expert opinions, website traffic should increase, drawing more users to delve into GetThatServed's services, and ultimately increasing clientele and thus, profits.

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