

Website Design 2019

Prejudged Submission - Rubric Fulfillment Document

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Criteria	Criteria Addressed
Website usability and navigation (20)	To increase ease of usability, we implemented a navigation bar which is accessible throughout the entire website. We also followed common website paradigms and placed certain elements where users typically tend to find them (e.g. our address and contact information is located in the site's footer)
Color, backgrounds, font, and sounds are appropriate for the topic (10)	In order to maintain a professional yet unique look for our website, we chose a color amalgamation of black and gold, colors that traditionally correlated with formality, authority, and exclusivity. Our font reflects the formality of our service in order to maintain a professional tone throughout the website.
Graphics appropriate for topic (10)	We chose to use graphics such as tables, symbols, and images to enhance the user's experience. The images we chose to use reflected the unique color and backgrounds of the website. For example, we used images with a golden tone to match the overall theme of the website.
Fully address the topic (20)	We used a rather unusual method to get all the relevant information across to the user. Instead of having pages filled with unimportant information, we decided to minimize text usage in our website. This would be pleasing to the user.
Site interactivity functions and is error free (20)	In order to make sure that all interactions with our site are smooth and bug free, we decided to add cutting edge technologies like Twitter bootstrap and parallax scrolling. We also went through a tremendous testing process, where we saw user clickstreams and were able to perfect button placement and our color choices.
Site is compatible with multiple platforms (20)	Our website is compatible with multiple platforms as we implemented the use of Bootstrap media queries. The Bootstrap grid system allowed us to align content depending on the device the user is using.

Additional technology is used appropriately (20)	We implemented various technologies on our website to further enhance the customer experience. These included, but were not limited to an interactive splash page, calendar, and even an artistically designed pricing menu. All of these elements helped increase user conversion rates(e.g. the splash page drew in the user, while the intuitive calendar made the appointment booking system more pleasant and finally the pricing menu displayed a complicated table in layman's terms)
Website elements are consistent across all pages (20)	To make our website look consistent across all pages, we decided to add parallax scrolling to all our pages. We also made sure that the banner, navigation bar, and the footer were the same on every single page of the website.