

## Rational & UX Strategy

The website I've chosen is for the La Rose Bed & breakfast. the website is nearly completely inline not to mention it's not even in html5, the colour scheme uses white and black rgb that is harsh on you're eyes, the images surrounding the text sometimes pokes through and intrudes on the text area and there are many other flaws to list on top of these.

I have decided to redesign the entire website. I am going to reduce the website to 3 funtional and aesthetically pleasing pages. I am using a very simple design to reduce the users confusion while navigating through the site. I will also be asking possible users to navigate the site to test my UX and get their feed back on how user friendly it is and if they found the sites layout and color scheme pleasing to the eye.

I am trying to make the the site more thematic of the the name La Rose B&B with a lot of reds and pinks in the color scheme instead of being based off the colors of the Bo' Kaap as their buildings are bright and multicolored like the original site.