

The color scheme I decided upon was a mixture of earthy blue colors. I specifically chose this color pallet for its readability, resemblance of nature heughs that one many correlates with surveying, as well as it's appearance as a professional color. Upon researching websites within this field I noticed that it was a trend to use earthy colors that were easy on the eyes. I further noticed that many of the surveying firms that I'd come upon seemed to focus not only on graphics, but made it clear that they wanted you to get in contact with the firm. They achieved this by placing a contact link somewhere visible on the screen at all times. For this reason I chose to use a static navigation bar at the top of the screen with several links to the contact page; I'd also placed contact information in the navigation bar itself. A large visual was placed at the top of the screen to give the website a more awe inspiring feel, as well as to portray a professional feel. This was followed by a brief amount of information that would give the client enough to start with, but would force a client to contact the firm for more information. Customer testimonials were placed after this to give new clients a positive feeling. To keep the website concise, I then placed the site map at the bottom. Several changes were made from the original design. First and foremost the color pallet was changed, as gomockingbird.com had a very limited color pallet. Social media icons were also added to help the company expand its reach. The navigation buttons were replaced with borders to give more character to the solid coloring, making the site look more modern and aesthetically appealing. To test the website, I went through each page, and each link in Mozilla Firefox, google chrome, Microsoft edge, and safari (on an iPad).

#### Reference:

All icons(social media, word bubble, and contact button icon) : <https://www.iconfinder.com/Wille>

All other images were obtained on [www.pexels.com](http://www.pexels.com) which functions under a CC0 license where attribution is not required.

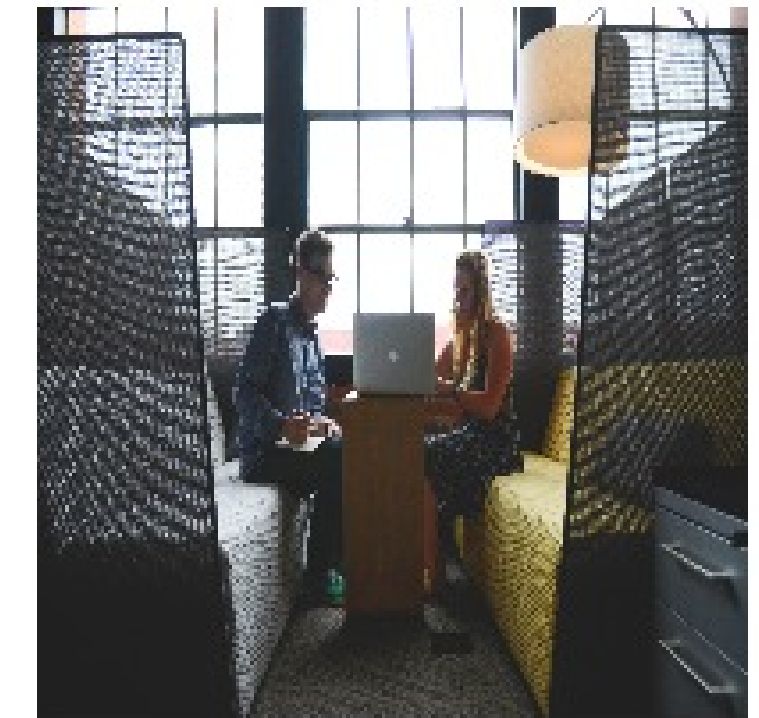


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"Sean didn't even use any tools,  
he surveyed the entire area using  
a ruler and paper clips. I'd never  
seen anything like it"

-Larry Page -CEO of Alphabet

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