**CUSTOMER NOTES CHECK-IN 3: THE WORK-IN-PROGRESS**

Sydney Coleman

Ikechukwu Ogowuihe

Grant Zhao

**GENERAL NOTES**

-

The 3rd check-in proved to be a check-in that addressed some challenges that we are going to have to face within the next few weeks of completing this website! The design itself was regarded well. The colours and ideas of what we were going for were all good, as well as the mechanics and suggestions implemented from past check-ins — especially in relation to our website no longer being text-heavy! One of the biggest critiques, however, focuses mostly on the execution of these ideas! There were a lot of small areas that need work layout-wise that are hindering our design, as well as a couple of bigger components that need to be taken into consideration as well (specifically the ratio of our website → the element of ‘Bigness’). These next few weeks will assuredly be spent hard-working, and focused on implementing the customers’ final requests and critiques to successfully flesh out our website fully, eliminating anything that may impede the final design!

1. **Element of ‘Bigness’:** One of the more prevalent comments on our website was the fact that our site still seems to carry this ‘element of bigness.’ Everything is upsized a little too much, creating an overwhelming feeling when interacting with our website. One of the biggest culprits for this was particularly the banners that sit on each page. They fill up the screen (take up real estate!) unnecessarily upon arrival. Similarly, some of the borderlines are a little too thick, and the content boxes come across as large as well. This means that we have to be diligent in shrinking down the general size of our website!
2. **Consistency Across Pages:** The pages, for the most part, remain consistent with one another; however, there is a stark contrast between the Webinars section in relation to the rest of the website. Having the webinars look different immediately pulls away from the cohesion of the website, and ultimately results in this disconnected feeling between the pages. Although it does not necessarily impact mechanics, it creates an unpleasant experience for the user because the difference is stark enough that it becomes almost jarring.
3. **Home Page Content:** In relation to the home page, one of the biggest things the customer mentioned that she would like to see is more in depth and meaningful content. Currently, we have a welcome blurb which works for now. However, having some kind of mission statement that helps users understand how the site will assist them, among more content in general on the homepage was requested – especially having a section that displays suggested topics that help to initially draw users in!
4. **Resources Alignment:** Another point that the customer brought up was based on the alignment of some of the smaller content boxes! One of the things we did was have alternation between both left and right alignments when content was placed side-by-side. The customer, upon seeing this, suggested that instead of using both, we focus on making our boxes left aligned, especially considering that’s predominantly how people naturally read/view things (in our Westernized culture).
5. **The Footer:** Although not necessarily a design suggestion, our group was struggling to figure out how to place buttons on our footer. The plug-in that we were using only allowed for paid content (in relation to buttons) to be placed in the footer. Having buttons placed behind a paywall eliminated our ideas for the footer, and left us scrambling to find alternatives. Thankfully, though, other plug-ins were brought to our attention that help get rid of our paywall problem, and we should now be able to successfully implement buttons into our footer without difficulties!