

GATES N FENCES

Website - <https://gatesnfences.com/index.html>

1. Home Page/Landing Page

Welcome To: Gates N Fences
L.A. Ornamental Corp
3708 NW. 82nd Street
Miami, Florida 33147
Phone: 305-696-0419
LAOOrnamental@aol.com

Designed to Enhance the Entry of your home with Custom Ornamental Decorative Driveway Gates while bringing Safety, Security and convenience.

Home
Driveway Gates
[Modern Driveway Gates](#)
[Custom Driveway Gates](#)
[Privacy Driveway Gates](#)
Garden Gates
[Modern Garden Gates](#)
[Privacy Garden Gates](#)
Fencing
[Fencing_2](#)
[Railings](#)
[Modern Balcony Railing](#)
[Openers - Operators](#)
[Ramsel](#)
[FAAC](#)
[Apollo](#)
[BFT](#)

 Welding Expertise



All of our Aluminum or [Wrought Iron Gates](#), or Fences are designed and manufactured to withstand a range of outdoor conditions. Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.

Although we offer a wide selection of Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L. A. Ornamental & Rack Corp also offers Fences, Garden or Walk Thru Gates to match your driveway gates. With over thirty five years of experience in manufacturing and designing elegant, custom, or exotic [Aluminum Driveway Gates](#) and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences. For a quote please send an e-mail to LAOOrnamental@aol.com

If you're looking for Privacy with your Driveway Gates, Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminum, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. [Privacy Gates](#)

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or Industrial locations. If you're not sure the style or size of the gate opener / gate operator you need, please e-mail or contact us so we can gladly help guide you to the correct choice. We offer all type of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, Hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement [Main Circuit Boards](#) for all brands, and [Remote Controls](#) for Visors or Keychains.

Railings - L. A. Ornamental Rack Corp offers top quality Balcony Railings, Front Porch Railings, Deck Railings in Metal, Aluminum, or Wrought Iron Steel. We offer rails for residential or commercial locations for either Interior or Exterior locations. We also offer Custom Made Railings, Decorative Railings, or HandRails that are powder coated paint for low maintenance and long last Balcony Rails, Porch Rails, or Deck Rails

[Garden Gates](#) or [Walk Gates](#) can be designed to match any existing or ordered driveway gate. Customers can choose between wrought iron

2. Product Section

Welcome to:
GATESNFENCES.COM
L. A. Ornamental & Rack Corp
3708 NW 82nd Street
Miami, Florida 33147
Office: 305-696-0419
Fax: 305-696-0419

[Keypads & Telephone Entry Systems](#) [Gate Operator Circuit Boards](#) [Remote Controls](#) [Loop Detectors & Safety Equipment](#) [Receivers](#)

Home
Driveway Gates
[Modern Driveway Gates](#)
[Custom Driveway Gates](#)
[Privacy Driveway Gates](#)
Garden Gates
[Modern Garden Gates](#)
[Privacy Garden Gates](#)
Fencing
[Fencing_2](#)
[Railings](#)
[Modern Balcony Railing](#)
[Openers - Operators](#)
[Ramsel](#)
[FAAC](#)
[Apollo](#)
[BFT](#)
[Power Master](#)
[Platinum Gate Openers](#)



Driveaway Gates | Wrought Iron Driveaway Gates | Aluminum Driveaway Gates

L. A. Ornamental offers a wide selection of decorative custom driveaway gates in Aluminum or Wrought Metals. Our quality aluminum gates offer elegance, security, safety, and complete satisfaction to our customers. We offer a large selection of designs to choose from, but we can manufacture your custom made design if you produce the design to us. Choose from a great selection of Security Gates, Safety Gates, as we specialize in Front Driveaway Entrance or Entry Gates. Our Aluminum and wrought Iron Driveaway Gates are custom built to jobsite specifications and can be ordered in grades ranging from Residential to Commercial.

Metal Security Driveaway Gates don't have to take away from the beauty of your main home Entrance or Entry we can Custom make the gate to compliment your home Entry / Entrance. We recommend Aluminum as the Metal for your Electric or Automatic Driveaway Gates. Aluminum has many features - Aluminum will NEVER RUST! Authentic Look of Cast Iron - Without the bulky weight and maintenance. Strong Solid Structural Grade 1/2" to 3/4" Cast Aluminum Ornamentation NOT cheap hollow tubing like most others, Lightweight - Minimal wear on gate automation gate operators, Premium Stainless Steel Heavy Duty Ball Bearing Hinges for a Smooth Swing.

Manufacturing all custom estate gates, privacy gates, entrance gates, in Aluminum or Wrought Iron for residential or commercial applications is our specialty. Manufacturing Aluminum and Wrought Iron Gates for over Thirty Years has given us the dedication and knowledge to completely satisfy all our customers.

Click On Images For More Information



[Yahoo!] [Submit](#) [options](#)

specialties
Color Chart

PayPal

3. Product Details

Fax: 305-696-0461

Home Keypads & Telephone Entry Systems Gate Operator Circuit Boards Remote Controls Loop Detectors & Safety Equipment

Driveway Gates

Modern Driveway Gates

Custom Driveway Gates

Privacy Driveway Gates

Garden Gates

Modern Garden Gates

Privacy Garden Gates

Fencing

Fencing_2

Railings

Modern Balcony Railing

Openers - Operators

Ramset

FAAC

Apollo

BFT

Power Master

Platinum Gate Openers

Liftmaster

Elite

Doorking

Entrance of Eden 10ft Wide - 6ft in Height ---- Custom Sizes Available \$5,400.00

Add To Cart View Cart

Color Chart

[Yahoo!]

Submit | options

4. Add to Cart

Not Available

5. Checkout

Not Available

Problems with the website:

- Complex Navigation:** Websites with a complex or unclear navigation structure can frustrate users. Ensure that users can easily find information about different types of gates and fences, pricing, and contact details.
- Unclear Product Information:** Insufficient product descriptions, specifications, and pricing information can lead to confusion and hesitation among potential buyers. Clear and detailed product information is crucial.
- Inadequate Search Functionality:** If users can't easily search for specific gate or fence types, sizes, or materials, they may become frustrated. Implement a robust search feature with filters.

Research and Analysis

Interviews:

For our project, we conducted user interviews with a diverse sample of individuals who fit our target audience. These interviews were essential in gaining deeper insights into our users' needs, preferences, and pain points while going through the website. We asked open-ended

questions about the challenges they face, and their expectations when it comes to an interactive website which is easy to use.

Competitor Analysis:

In our competitive analysis, we identified two main competitors in the same space: Competitor A is “THE HOME DEPOT” & Competitor B is “POST2FENCE. We evaluated their websites for various factors such as design, user experience, product range, pricing strategies, and unique features. This helped us gain a comprehensive understanding of the competitive landscape, what our competitors are doing well, and where we can potentially gain a competitive edge.

Online Research:

To support our research, we sourced industry trends from reputable sources:

Ikea - We utilised this source for design ideas for reference to recreate our website.

The Home Depot - We reviewed some of our competitor's websites which helped us figure out how to redesign our website for a user-friendly experience. It also gave us an idea how the different variety of products can be categorised and be displayed for the users to choose.

Layout Changes:

Our proposed layout changes primarily focus on improving the visual appeal and usability of our website. We plan to redesign the homepage to prominently feature new designs, ensuring a visually engaging entry point for users. Additionally, we intend to reorganise category pages for more intuitive navigation, and enhance product pages with larger images and comprehensive product descriptions. These changes are aimed at providing an enhanced shopping experience and addressing user feedback about the previous layout.

Feature Additions/Deletions:

Usability Testing:

In our usability testing, we tried to explain to our users the redesign via the mid-fidelity wireframe and observed users interacting feedback about our redesigned website idea. We found that users generally understood and appreciated the changes made to the layout, including the prominent new design section on the homepage and the improved product pages. Overall, users demonstrated a clear understanding of the redesign, and their feedback was generally positive.

Interactions and Transitions:

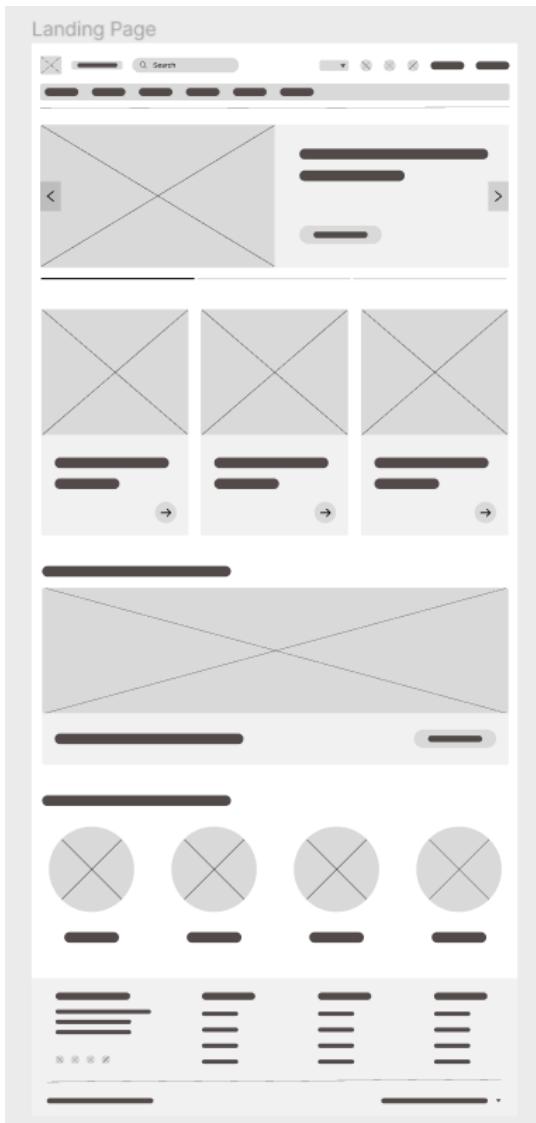
For our redesigned screens, we intend to incorporate various interactions, including click/tap actions to select products, smooth scrolling transitions between pages. We have adhered to UX design principles and guidelines to ensure a user-friendly and intuitive interaction design.

In summary, our research, competitive analysis, and usability testing have informed our redesign decisions, aiming to provide an improved user experience that aligns with industry trends and user preferences.

User Task Flow

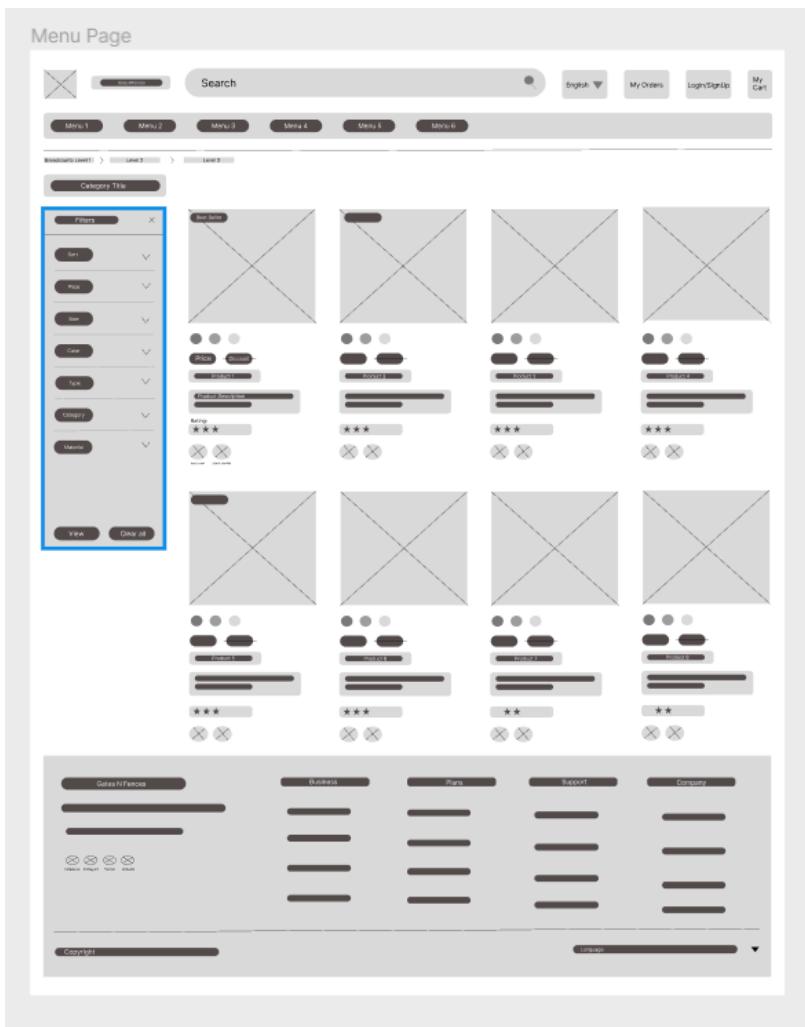
1. Home Page/Landing Page

User lands on the homepage of the "Gates and Fences Store" website.



2. Product Section

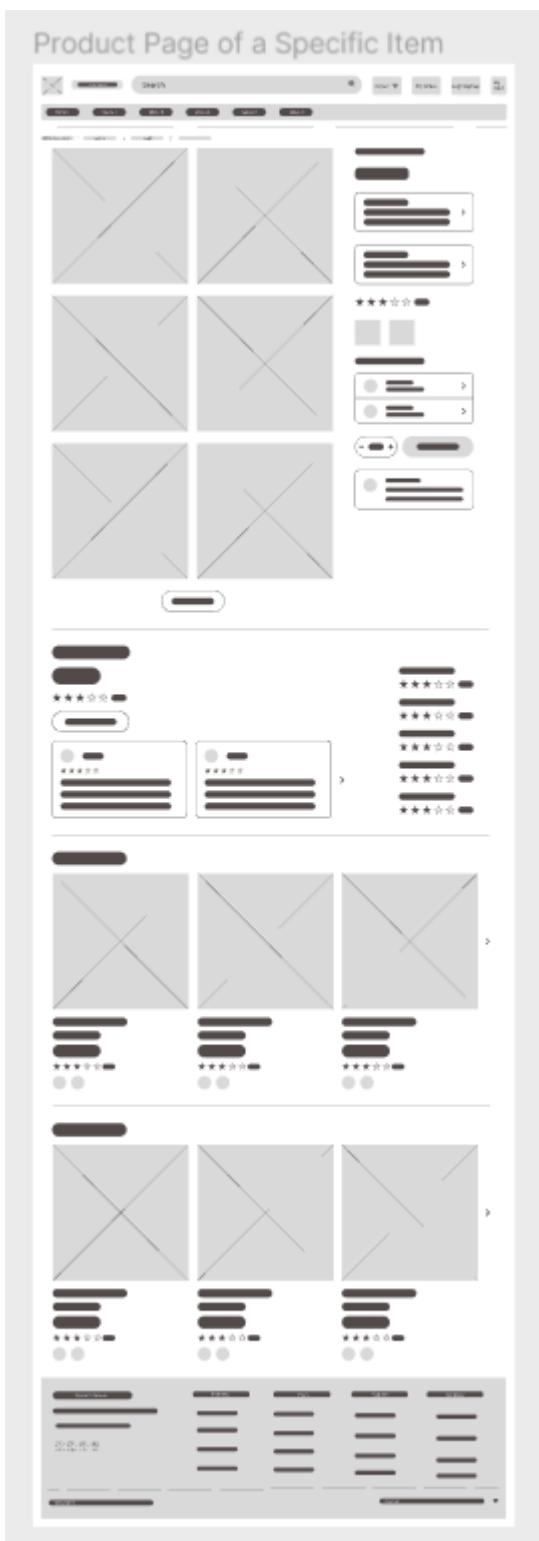
User clicks on the "Products" or "Fencing" category in the navigation menu.
Products Page



3. Product Details

User sees detailed information about the selected fence, including price, specifications, and available sizes.

Product Details



4. Add to Cart

User decides to purchase the fence and clicks the "Add to Cart" button. User is redirected to the shopping cart, where they can review the selected product and quantity.

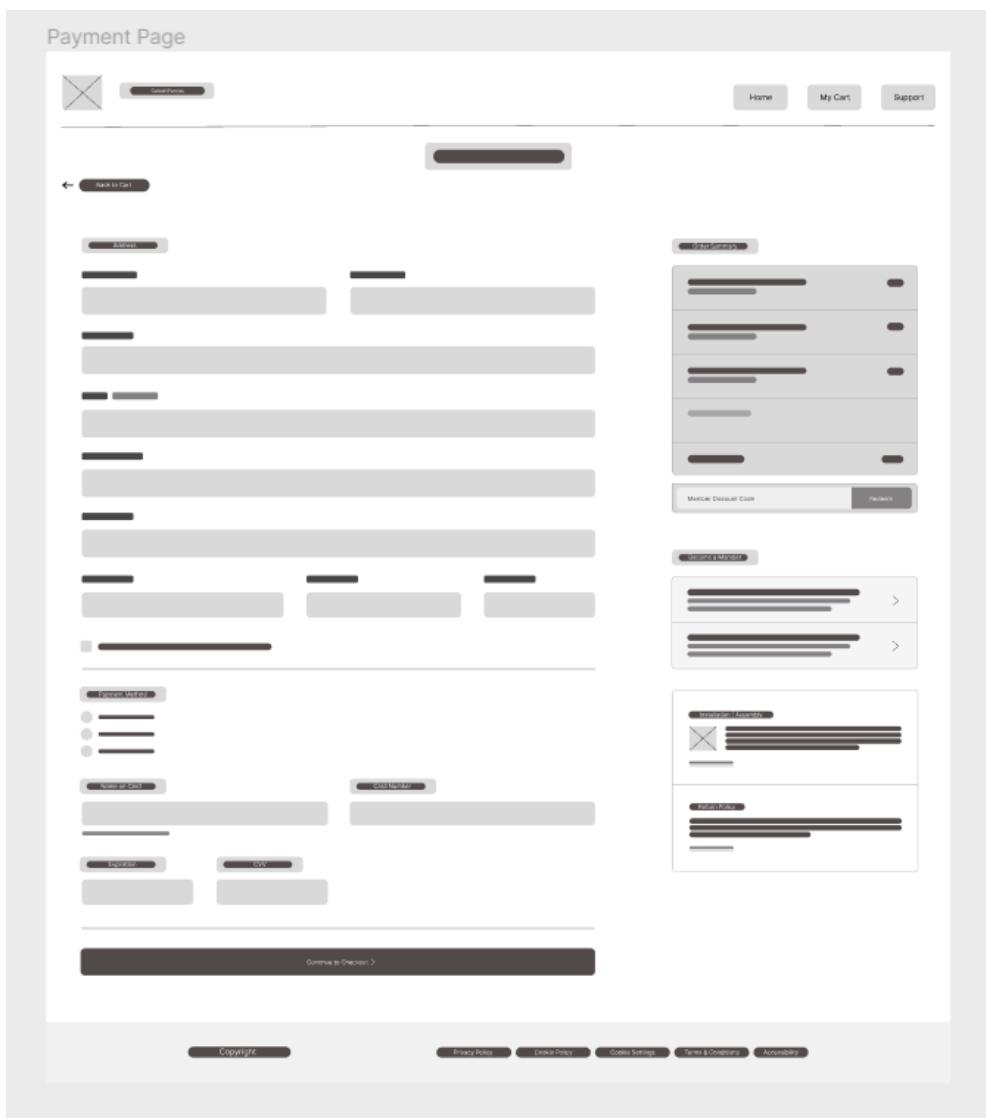
User clicks on the "Proceed to Checkout" button to continue with the purchase.

checkout page

Cart Summary		Payment Method
	Item 1 Description <input type="button" value="Qty"/> 2 <input type="radio"/>	<input type="checkbox"/> Master/Visa Card
	Item 2 Description <input type="button" value="Qty"/> 1 <input type="radio"/>	<input type="checkbox"/> Cash On Delivery
Discount code <input type="text"/> <input type="button" value="Apply"/>		Subtotal: Tax: Total:
<input type="button" value="Save for later"/>		<input type="button" value="Checkout"/>

5. Checkout

User enters shipping information, billing details, and payment information.
Checkout Page



This user task flow outlines the steps a user would take to find and purchase a fence on the "Gates and Fences Store" website. It's important to test this flow with real users to identify any usability issues and make necessary improvements to enhance the user experience. Additionally, the screens provided in the flow serve as a visual representation of the user's journey through a mid-fidelity wireframe.

Sources/Links(online resources)

1. Ikea
Website - <https://www.ikea.com/ca/en/>
2. The Home Depot
Website -
<https://www.homedepot.ca/en/home/categories/building-materials/fencing-and-gates.html>
3. Post2Fence
Website - <https://post2fence.com/>

Figma (Mid-Fidelity Wireframe)

URL:

<https://www.figma.com/file/krNHSijXeCQLJQ9YFKrgXq/GatesnFences-Wireframe?type=design&node-id=0%3A1&mode=design&t=PgkgNEhosS35FHHs-1>