* British Rowing Association Website (Redesign)
  + About The Site
    - The purpose for the redesign of the original website is to attract younger audiences of healthy and fit teenagers, with an age range of 13 to 18 years. Due to the lack of news inscription into competitive rowing, the task was to create a new campaign to promote the sport of rowing. The campaign includes a creative and fun website, which should also generate a sense of excitement, by using the same technique which other youth-oriented sports industries use on their websites to attract their target audiences.
  + Client Requirements
    - Images that are inserted onto the website should be of high-quality and be optimised.
    - The amount of content and the display of content is important to the client, so both images and textual-information should be relevant and be displayed in a way that the users would be able to get key information from.
    - Ensure that the site can be accessed via any device, with the information being clear to read and understand.
    - A ‘Sign Up’ button to be located on the site.
    - Having a navigation bar on the site is a must.
  + The Solutions
    - Whilst using the images from the original site itself, an online imaging software called ‘TinyPNG.com’ has been used so that the image can use less bandwidth and load faster. Stock images have also been used onto the website, which will mainly come from websites that provide free stock images, so there won’t be a risk of stealing copyrighted content from other users. These stock images are used on the websites as they are free and provide high-quality images.
    - By using simple UX principles, the users would be able to know what page they are on, as well as being able to navigate their way around the site, so everything flows together logically. The identity of the site is placed as the logo, which is important for branding purposes, as well as consistency, in terms of the layout for the rest of the site. As every sports website has a news section, this allows fans, as well as other users to be ensured that they are able to stay connected and get the latest news. The use of imagery is important, where the users would be able to explore this sport more and can also help the site grab more attention.
    - Social media channels that are used by many sports websites ensures that the company has an active social presence, by using social icons on the site, to make it easy for the users to find the company of various networks. The footer is also an important aspect of the site as it presents information on how to keep in touch with the company. As the client brief had mentioned to target more young individuals to be interested and join the British Rowing Association, this is an important chunk of information to have, so that users will know how to contact the company for any inquiries that they may have.
    - Responsive web design allows the website to be shown to the user from any device that they use, which in turn increases the traffic for the website. The mobile responsive design allows the users to have a very smooth and optimised experience on their device that they are accessing the website on.

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For example, in terms of navigation, when the user will access the site from a tablet, or any sort of smaller-width device, the user will be given a hamburger navigation, where as the user will click on the ‘hamburger’ the navigation bar will reveal itself – in the form of a hamburger, where each item stacks beneath one another. This is an easy way to hide the site’s navigation point, until the user needs them. Icons are also used by most developers, for a cleaner and clearer mobile responsive view. Incorporating a simple icon layout for mobile responsiveness view for navigation for the mobile site allows the users to move through the site quickly and efficiently.

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* + - The sign-up button can be located on all the pages, making it easier for the user, so that they do not need to go back to a specific page, in order to sign in. This also collides with user interaction, making signing up/in easier for the user.
    - The navigation bar has been made easy to use and simple. The navigation bar has also been split into two; the main navbar – where the usual navigational headings are, and the sub-navbar – where the subheadings depend on each individual main heading that it comes under. In addition to this, a large gap has been put at the end of the navigation bar, so that the client can put more navigational items with whatever heading they would like. Hover effects have also been added to the navigation bar, so when the user hovers over a specific navigation box, they know what they are clicking on, giving the user a sense of interactivity with the site.