**Project-1**

A digital enterprise dedicated to crafting and delivering high-quality gates, fences, and railings

**Group members:**

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**Section:** B

**Problem Name:** Re designing UI of gatesnfences website

**Domain:** E-commerce

* **Problem Statement#1:**

***Information density and small font size***

**Why website is needed to improvement:**

This issue can negatively impact user experience, making it challenging for visitors to engage with the content due to visual fatigue and difficulty in reading small text.

**Plan to address the identified problem:**

To address this problem, optimizing the text content for clarity, readability, and using an appropriate font size would be recommended.

* **Problem Statement#2:**

***Poor image quality haphazard arrangements or unnecessary images***

**Why website is needed to improvement:**

This issue can contribute to a cluttered and confusing webpage, negatively impacting the overall user experience.

**Plan to address the identified problem:**

To enhance the website's visual appeal and usability, optimizing image quality, organizing them in a structured manner, and ensuring they effectively represent the products or content can be beneficial.

* **Problem Statement#3:**

***Inefficient and Confusing Navigation System***

**Why website is needed to improvement:**

This issue arises from the lack of *dropdown menus*, *unclear labels*, and *difficulty in reading titles* due to font and background color choices.

**Plan to address the identified problem:**

To improve the user experience, implementing dropdown menus, using clear and readable labels, and ensuring titles fit appropriately within the labels can enhance the website's navigation system.

* **Problem Statement#4:**

***Header is not really a header***

**Why website is needed to improvement:**

Headers should introduce a site’s logo, name, and possibly a tag line to inform users. This website’s header contains the site’s name, it is cluttered by the addition of the company’s physical address and contact information.

**Plan to address the identified problem:**

The header contains only the business name in large, easily discerned lettering. Ideally, the header will be continued throughout each page of the site and clicking on it will return the user to the home page.

* **Problem Statement#5:**

***Too much hyperlinks***

**Why website is needed to improvement:**

In addition to horribly colored and underlined text within buttons The links on the GNF home page are not meaningful, there are far too many of them, and they do not contribute to the readability of the site.

Most are, as expected, colored blue, but many are colored the same bright red as the horrible buttons. Almost all are underlined. And several take you offsite to other business pages.

**Plan to address the identified problem:**

A minimal number of hyperlinks have been migrated to the left hand navigation bar. The links now identify, clearly, the products that GNF sells, the services they provide, and how to contact them either for a quote or just a question.

* **Problem Statement#6:**

***Poor navigation***

**Why website is needed to improvement:**

The website currently suffers from issues of poor navigation impacting user experience negatively. For example, PayPal option is placed at wrong position.

**Plan to address the identified problem:**

To improve the website’s user experience, strategy involves streamlining navigation, consolidating buttons with a consistent design. Continuous monitoring and iterative improvements based on user feedback will ensure sustained enhancement. Addressing the Papal option it needs a proper place and steps to do it.

* **Problem Statement#7:**

***Inconsistent Search bar Placement***

**Why website is needed to improvement:**

* Confusing for users.
* Misaligns with user expectations.
* Impacts visibility and accessibility**.**

**Plan to address the identified problem:**

Move the search bar to a more standard and user-friendly location, such as the top center of the webpage, to align with user expectations.

* **Problem Statement#8:**

***Space optimization or Layout efficiency***

**Why website is needed to improvement:**

The website faces a critical issue of text overlap, undermining space optimization and layout efficiency. This not only hampers readability but also creates a visually unappealing and confusing user experience, necessitating urgent improvements for enhanced user satisfaction.

**Plan to address the identified problem:**

To resolve text overlap, the plan includes implementing text wrapping solutions, prioritizing content, optimizing whitespace.

**Problem Statement#9:**

***Visual Distractions***

**Why website is needed to improvement:**

Distracting elements on a website, such as button is moving around in all pages except the home page, can significantly disrupt user focus and experience.

**Plan to address the identified problem:**

To address the identified problem of moving button, a plan involves optimizing website layout, fixing button positions, and conducting user testing to refine the design, ensuring a more user-friendly and focused browsing experience throughout the entire website.

* **Problem Statement#10:**

***Excessive Information Overload on Homepage***

**Why website is needed to improvement:**

Their homepage has many paragraphs as to why aluminum driveways are better. This information is not necessary for their homepage, and is intimidating for inexperienced customers, who are not knowledgeable with the terms used.

**Plan to address the identified problem:**

They could have had a separate webpage where visitors could read about why aluminum driveways are better. This would also help prevent new customers from feeling intimidated.

**Suggestion For feature:**

**Social Media Integration (Community)**

**Justification:**

Businesses not using social media today are at disadvantage. Consumers have rely on shared community to help those select products. This community sharing of content can be facilitated by having Facebook business pages where users can “like” a product or service as well as YouTube channels that showcases current installations as well as new products.

Examples: Blogs, Twitter, Facebook business pages etc.