

# Project Analysis

**Client:** Top Stone, Inc.    **Project:** Website Redesign    **Designer:** John Larrauri

## Site Intent

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The objective of this project is to find the best way to redesign the website [www.topstone1.com](http://www.topstone1.com) to help increase site visits by making the site more user friendly, visually appealing, and increase overall business.

During the analysis, there are several issues with the site. The site is visually unappealing, there is no clear navigation elements anywhere, no company branding, ie: logo, and nothing that makes a site visitor know what the site is for. Navigating the site is very difficult and even with use of the site map, the site is entirely too difficult to navigate. The setup of the site is a total mess. There is no clear CTA and no way at all for a user to know what page they are visiting at any particular moment. There is no consistency amongst the pages and consistency is even lost from one part of the current page to another part of it. The visually weak and inconsistent design allow for me to have a lot of room to make overall improvements on the site including, but not limited to, a more modern design which will create a better user experience to make site visitors want to stay on the site and potentially increase the overall business of the physical store. W3C validation in Firefox shows 98 errors in the html code and 1 error in the CSS code. There is a lot of room for overall improvement of the site.

For a better overall user experience and a higher conversion rate, my redesign will include, but not be limited to, the following:

1. Website content needs to be organized into 6 pages including a home and form page
2. Add escape hatch logo & clear cut navigation elements to the head of all pages
3. Include a clear cut CTA on the home page
4. Decrease the overall number of images and organize them better
5. Look into implementing a constantly scrolling gallery of images on the home page
6. Promote the physical location of the store to help turn site visitors into walk-in customers

## Competitive Analysis

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According to Alexa, www.topstone1.com has a traffic rank of **4,957,526**.

### Search Queries

Top Search Queries		Percent Of Traffic
1	sphere water fountain that turns	39.29%
2	<a href="http://www.topstone1.com">www.topstone1.com</a>	15.79%
3	top stone	7.69%
4	marble ball fountain	4.35%
5	rolling marble fountain	4.34%
6	freeform fountains	4.34%

7	marble fountains	3.94%
8	floating sphere fountain	3.22%
9	sphere fontain	2.61%
10	marble fountain company	2.56%

From the above statistics, the top searches involve the word "**fountain**". Analytical data shows that misspellings of the words fountain, marble, & sphere return strong search results as well. Typographical errors throughout the website need to be fixed to help provide better search results.

## Competition:

The top search query "sphere water fountains that turn", shows these websites as competition for Top Stone:

- [www.waterstructures.com](http://www.waterstructures.com)
- [www.italartworld.com](http://www.italartworld.com)
- [www.bartonfields.co.uk](http://www.bartonfields.co.uk)

Top Stone, Inc. is located in Benson, AZ with other similar companies found in that local area. Here are the websites of the other companies:

- [www.livingwaterfountains.com](http://www.livingwaterfountains.com)
- [www.cestoneworks.com](http://www.cestoneworks.com)
- [www.canteracustomcreations.com](http://www.canteracustomcreations.com)

To improve Top Stone's SEO rankings, all errors found in the html code must be fixed and more appropriate keywords must be included. I ensure that after these findings, the overall site structure and search results will improve greatly making Top Stone's site stand out from its competitors.

## Targeted Audience

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### Residential Users

The average residential user for this site are females age 45-64 who do not have children, possess some college education, and work. They browse mainly from their homes and are looking for that "special something" to improve their home. 80% of visitors are from the United States.

### Commercial Users

The average commercial user for this site are males age 45-54 who have children, possess some college education, and are browsing from work. They are looking to improve the appearances of their offices

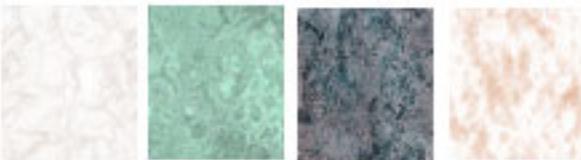
ADJECTIVES:

Excited	Intrigued
Elegance	Luxury
Inticing	Comfortable
Welcoming	

COLORS:



TEXTURES:



IMAGES:



TYPOGRAPHY:

# Sample Heading: Top Stone, Inc

Font: Arial, color: 6b8e23 size: 30px

## Sample Subheading: Rolling Sphere Fountains

Font: Arial, color, 6b8e23, size: 20px

### Sample Body Text

#### See Our Catalog

Font: Arial, color, 6b8e23, size: 16px

SITE ELEMENTS:

**Your # 1 Source For Rotating Marble Fountains!!**



Phone: (800) 476-3356

Fax: (520) 826-0446

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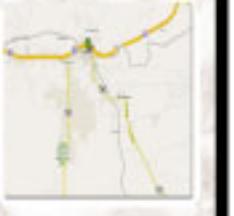
Home
About
Catalog
Contact
Location
Terms



See Our Rolling Ball Sphere Fountains In Action By Clicking The Video Above



Check Out Our Huge Selection Of Marble Fountains And Other Items



Come Visit Us At Our Convenient Location In Benson, AZ.

HEADER

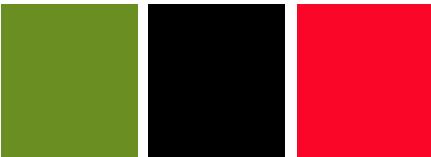
NAVIGATION

FOOTER

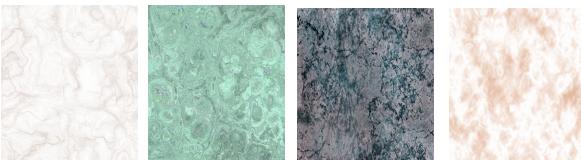
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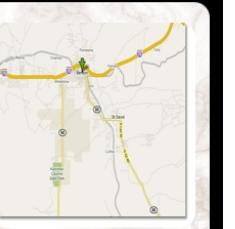
[Home](#)   [About](#)   [Catalog](#)   [Contact](#)   [Location](#)   [Terms](#)



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Come Visit Us At Our Convenient Location In Benson, AZ

FOOTER

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# Your # 1 Source For Rotating Marble Fountains

1

Home About Catalog Contact Location Terms

2

3

4

Top Stone, Inc. is a privately held Florida Corporation operating also in Arizona and China. In certain areas we also have established dealers/distributors for our "over 5000 items". Our partner multi-national factory companies are located just outside of Beijing and Xiamen China. We ship worldwide and have available inventory ready to ship in both United States and China warehouses.

We only sell real marble, granite, bronze, etc. not concrete or fake marble.

Top Stone, Inc. has just been awarded the US copyright on over 5000 picture models and videos shown on our two websites [www.topstone1.com](http://www.topstone1.com) and [www.marblearte.com](http://www.marblearte.com). After 8 years Top Stone is looking to merge or be purchased by a company or individual that wants to take our company to the next level. If you 5 have an interest please contact directly Bob Gandler, Vice President at 800 476-3356, 520-30-0444 or [info@topstone1.com](mailto:info@topstone1.com).

Top Stone specializes in custom orders and can mix and match sizes, colors, and different parts of different items. Only the finest marble or granite is utilized with personal supervision from our Asian partner. Emailed pictures/videos of your order would be emailed for your final approval with every order. Top Stone can also assist with the technical aspects of your project at no additional fee unless on-site supervision is needed. We have the experience to help you get what you want along the way from concept to final installation. Call or email today to start. With delivered orders approaching 400 we have installations worldwide.

THERE IS NO REFUND ON CUSTOM ORDERS EVEN IF THE ORDER IS DELIVERED LATE.

6

7

8

See Our Rolling Ball Sphere Fountain In Action By Clicking Video Above

Check out our huge selection of marble fountains and other items

Come Visit Us At Our Convenient Location

1. Escape Hatch Logo 100px by 100px

2. Slogan - Font to be determined, size: 30px

3. Navigation Bar: 825px by 30px  
Element Font size: 24px

4. CTA Box: 872px by 252 px

5. About Text: 3 column layout changed to 1 column text is 13px

6. Playable Video Box: 150px by 150px  
Subheading: 14px

7. Catalog Box: 150px by 150px  
Subheading: 14px

8. Visit Us Box: 150px by 150px  
Subheading: 14px



- 1. Escape Hatch Logo 100px by 100px**
- 2. Slogan - Font to be determined, size: 30px**
- 3. Navigation Bar: 825px by 30px  
Element Font size: 24px**
- 4. Form Box: 872px by 504 px**

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Your # 1 Source For Rotating Marble Fountains 2

Home About Catalog 3 Contact Location Terms

4 Rolling Sphere Fountains

5

Residential Sizes in Commercial Styles From \$1995

6

7 Check out our huge selection of marble fountains and other items

8 Come Visit Us At Our Convenient Location

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2. Slogan - Font to be determined, size: 30px
3. Navigation Bar: 825px by 30px  
Element Font size: 24px
4. CTA Box: 872px by 252 px
5. Scrolling Image Gallery: 225px by 125px  
Text in CTA is 24px
6. Playable Video Box: 150px by 150px  
Subheading: 14px
7. Catalog Box: 150px by 150px  
Subheading: 14px
8. Visit Us Box: 150px by 150px  
Subheading: 14px

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# Your # 1 Source For Rotating Marble Fountains<sup>2</sup>

**Home** **About** **Catalog<sup>3</sup>** **Contact** **Location** **Terms**

**1**

Top Stone, Inc. is a privately held Florida Corporation operating also in Arizona and China. In certain areas we also have established dealers/distributors for our "over 5000 items". Our partner multi-national factory companies are located just outside of Beijing and Xiamen China. We ship worldwide and have available inventory ready to ship in both United States and China warehouses.

We only sell real marble, granite, bronze, etc. not concrete or fake marble.

Top Stone, Inc. has just been awarded the US copyright on over 5000 picture models and videos shown on our two websites [www.topstonel.com](http://www.topstonel.com) and [www.marblearte.com](http://www.marblearte.com). After 8 years Top Stone is looking to merge or be purchased by a company or individual that wants to take our company to the next level. If you have an interest please contact directly Bob Gendler, Vice President at 800 476-3356, 520 826-**5** or info@topstonel.com.

Top Stone specializes in custom orders and can mix and match sizes, colors, and different parts of different items. Only the finest marble or granite is utilized with personal supervision from our Asian partner. Emailed pictures/videos of your order would be emailed for your final approval with every order. Top Stone can also assist with the technical aspects of your project at no additional fee unless on-site supervision is needed. We have the experience to help you get what you want along the way from concept to final installation. Call or email today to start. With delivered orders approaching 400 we have installations worldwide.

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**6**

See Our Rolling Ball Sphere Fountain In Action By Clicking Video Above

**7**

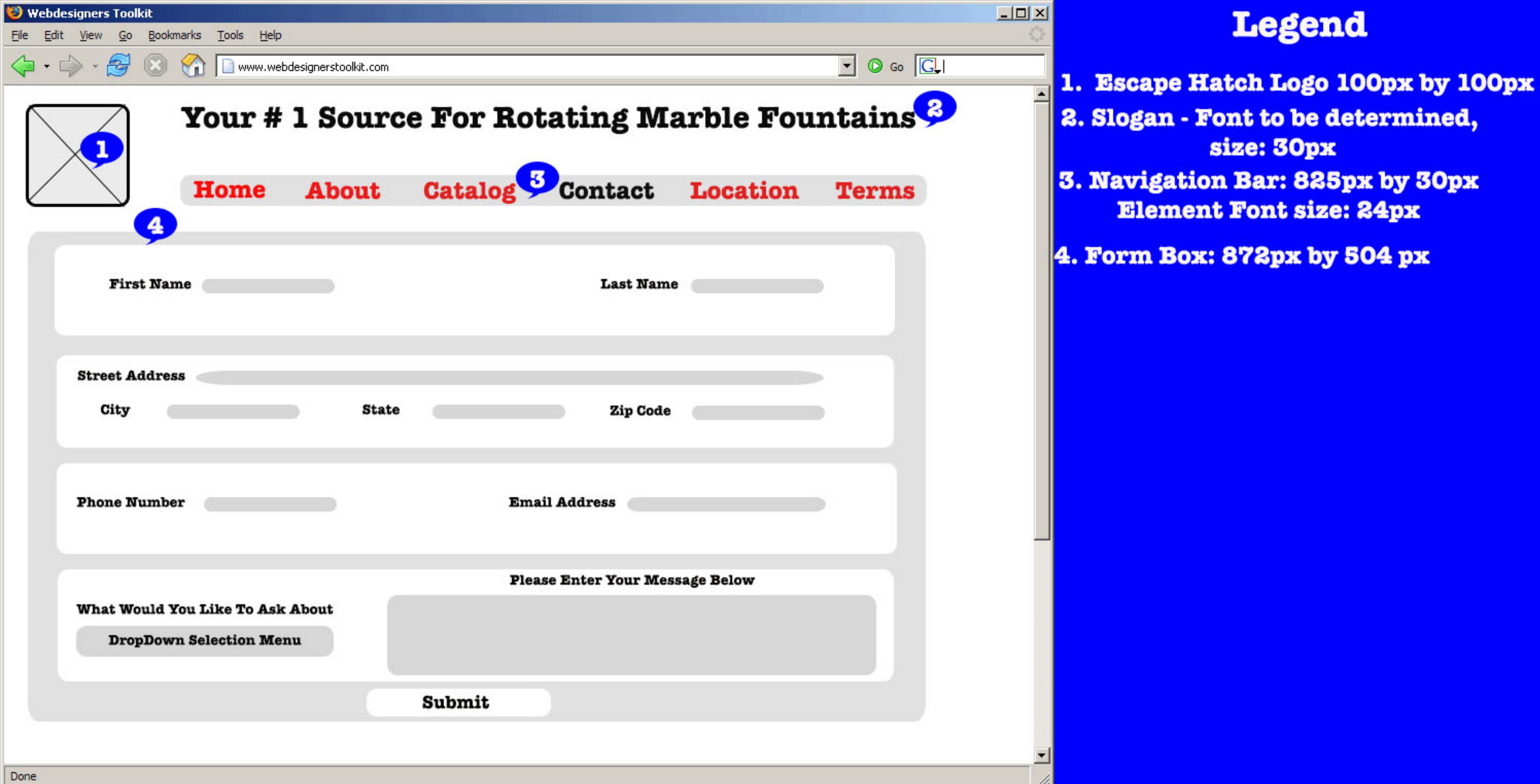
Check out our huge selection of marble fountains and other items

**8**

Come Visit Us At Our Convenient Location

**Legend**

1. Escape Hatch Logo 100px by 100px
2. Slogan - Font to be determined, size: 30px
3. Navigation Bar: 825px by 30px Element Font size: 24px
4. CTA Box: 872px by 252 px
5. About Text: Will be arranged in 3 column layout text is 13px
6. Playable Video Box: 150px by 150px Subheading: 14px
7. Catalog Box: 150px by 150px Subheading: 14px
8. Visit Us Box: 150px by 150px Subheading: 14px



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# Your # 1 Source For Rotating Marble Fountains<sup>2</sup>

**Home** **About** **Catalog<sup>3</sup>** **Contact** **Location** **Terms**

**4** Rolling Sphere Fountains

**5**

Residential Sizes in Commercial Styles From \$1995

**6**

See Our Rolling Ball Sphere Fountain In Action By Clicking Video Above

**7**

Check out our huge selection of marble fountains and other items

**8**

Come Visit Us At Our Convenient Location

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[Home](#)

[About](#)

[Catalog](#)

[Contact](#)

[Location](#)

[Terms](#)

## Rolling Sphere Fountains



Residential Sizes In Commercial Styles From  
**\$1999**



See Our Rolling Ball  
Sphere Fountains In  
Action By Clicking The  
Video Above

Check Out Our Huge  
Selection Of Marble  
Fountains And Other  
Items

Come Visit Us At Our  
Convenient Location In  
Benson, AZ



## Top Stone, Inc. Site Redesign User Test

Please go to the following URL: <http://basslarauri52.github.com/Top-Stone/index.html> After the site opens on your browser, navigate through the Home, Contact, and About pages. These are the only 3 pages that have been coded so far. Please scroll your mouse pointer over everything.

Please check all options on all of the 3 pages listed and please provide your feedback by answering questions on the survey below. Thank you very much for taking the time to provide feedback on my site.

\* Required

What is the first thing that comes to mind when you visit the site? \*

Does clicking on the logo return you to the Home Page? \*

Yes

No

Do the navigation elements for the Home, About, and Contact pages as well as the links within the site work properly? \*

Does the page layout appeal to you? \*

- Yes
- No

Is the text within the site easy to read? \*

- Yes
- No

Is there anything on the Home Page, About Page, or Contact Page that does not work properly?  
If so, please provide details. \*

If you could change anything about the site, what would it be? \*

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Timestamp	What is the first thing that comes to mind when you visit the site?	Does the page layout appeal to you?	Does clicking on the logo return you to the Home Page?	Do the navigation elements for the Home, About, and Contact pages as well as the links within the site work properly?	Is the text within the site easy to read?	Is there anything on the Home Page, About Page, or Contact Page that does not work properly? If so, please provide details.	If you could change anything about the site, what would it be?
11/7/2012 19:26: 50	Marble and Art	Yes	Yes	yes	Yes	No	Nothing, I think its really beautiful.
11/7/2012 19:36: 44	Water Art	Yes	Yes	All work but the Catalog and location.	Yes	The Catalog and Location.	Nothing
11/7/2012 19:58: 57	Color scheme is appealing and relevant to the product. Easy to look at in all one glance. Simple to navigate.	Yes	Yes	Yes	Yes	No	I like the design as is
11/7/2012 22:49: 28	It loads up pretty quickly	Yes	Yes	You tube link works well, loads quickly	Yes	#check out our range of marble# link doesn't work on home page	There are a couple of photos on the running banner that weren't that clear on my pc, they were super pixilated.
11/8/2012 6:26:59	I like turtles.	No	Yes	Yes	Yes	It needs more color	The pics need to be re-sized. They are blurry and out of proportion. They don't make the product look appealing
11/8/2012 8:49:59	Motion graphics in the body	Yes	Yes	Yes	Yes	No everything works fine	Less text with more space around it. Stronger branding and simpler backgrounds.
11/8/2012 17:08: 40	the pictures of the different rolling spheres	Yes	Yes	yes they do.	Yes	i didnt find anything that didnt work	it was fine for me!

Timestamp	What is the first thing that comes to mind when you visit the site?	Does the page layout appeal to you?	Does clicking on the logo return you to the Home Page?	Do the navigation elements for the Home, About, and Contact pages as well as the links within the site work properly?	Is the text within the site easy to read?	Is there anything on the Home Page, About Page, or Contact Page that does not work properly? If so, please provide details.	If you could change anything about the site, what would it be?
11/8/2012 19:23: 45	It's like a parade of rotating marble fountains! Catches my attention straight away. I like the images scrolling across the screen.	Yes	Yes	The video on the About page loaded fine. The links to the catalog and location brought me to an error page. Not sure if this is to be added later as the site is worked on more.	Yes	Aside from links, everything works fine and loads correctly. All images and text seem to be in their proper places.	I might brighten up the look a little. The black background is a little too much on the eyes. But the site looks as good as anything else I've seen out there. The layout flows nicely.

<http://basslarrauri52.github.com/Top-Stone/index.html>