

UI Design Review

Drafted for: Ridding Solutions (<http://sywebon.com/ridingsolution/>)

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Design

Colour

Great use of complementary colours with mustard yellow and deep blue. The colour blue is known for representing trust, security, and stability, and yellow for optimism and cheerfulness – all positive aspects you’d want a data analytics company to be associated with.¹ Continue to use yellow sparingly (as a background colour or on text overlaying a dark background) as it can put strain on the user’s eyes.



I recommend using black or white as the text colour over the contact form – there isn’t enough contrast with the existing colour.

Scrolling

The scrolling feels somewhat “heavy” and unnatural when using a desktop browser (tested on Chrome and Safari). This behavior isn’t present on a mobile device. If possible, avoid this type of scrolling as it may cause users to become frustrated at the lack of responsiveness.

Content, Structure, and Layout

Number of Pages

If the company is still in its early stages of development (few clients, focusing on client acquisition), I’d recommend keeping the website as a single-page application (SPA). This will allow the user to focus on prioritized content

¹ <https://www.websitebuilderexpert.com/how-to-choose-color-for-your-website/>

² <https://www.doteasy.com/domain-email-and-website-hosting-articles/emails->

(services offered, how it works, and booking an appointment) and therefore avoid distractions. Keep the navigation menu at the top of the page – when a user clicks a menu link, the page will scroll down to its respective content.

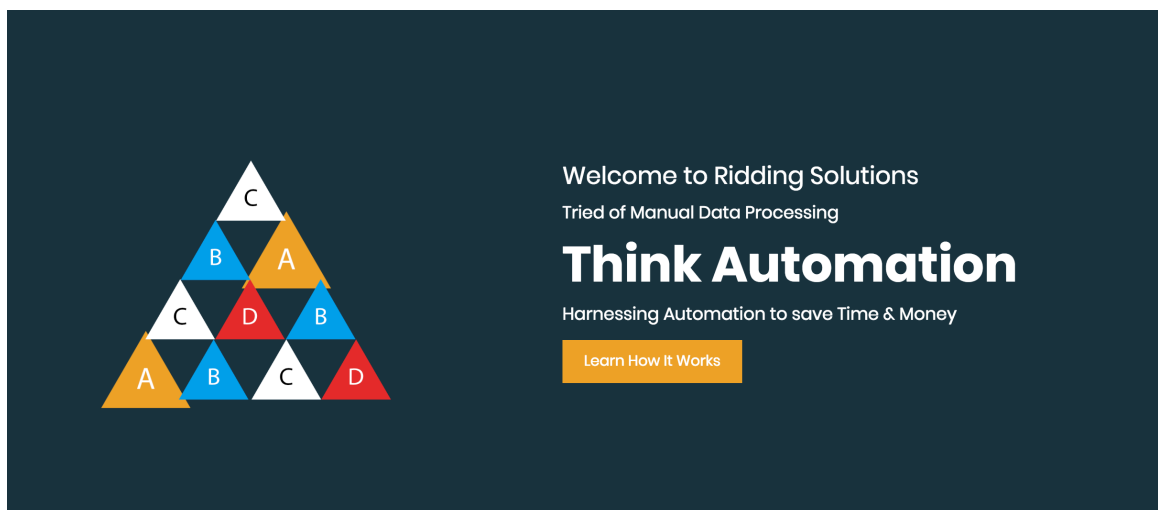
Contact Info

In case there were plans to use riddinganthony@gmail.com as the primary contact email, you may want to consider using the domain email address instead. When you use a free email account (such as Gmail) for business purposes, people may doubt the professionalism and credibility of a company². These prejudices exist with free email addresses that may negatively impact your conversion rates.

Animation

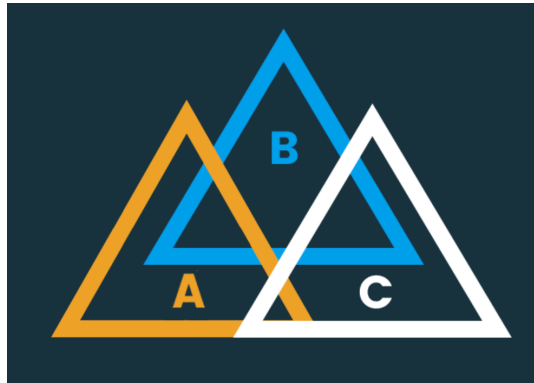
The animation at the top of the page is a great and fun visual, though I found the playback was very slow and my attention had already drifted to the next paragraph of the page. Some alternatives for the animation:

- Speed up the animation or trim out unnecessary transitions
- Convert the animation into a video and add the video to a separate section of the page
- Keep the words of the animation static, like this:



² <https://www.doteasy.com/domain-email-and-website-hosting-articles/emails-for-your-business-gmail-vs-domain-email-address>

And transition from the image above to this image:



The idea is to visually show the user how your service adds value.

Avoid Content Redundancy

Some of the content looks to be used multiple times across pages, such as the blurb “*Ridding Solutions was initially founded to tackle the problem of ‘messy’ or unstructured data for businesses. This now includes..*” or the repeated use of this background image:



I’m not sure if the intent was to use them as placeholders during development, but wanted to add this note as a precaution.

The sections “About our Company” and “Who We Are” are fairly similar and should be condensed into “About”.

Typos

This could also be a product of quick testing and development, but wanted to bring it to your attention in case it wasn’t intentional:



If this one was intended to be a data pun, it should be made more obvious (e.g. bolding ‘stat’)

Welcome to Ridding Solutions

Tried of Manual Data Processing

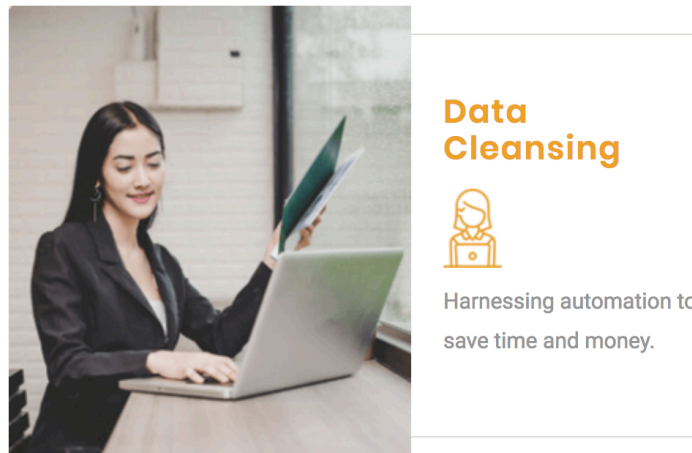
Add a question mark at the end if this should be posed as a question

Case Studies and Payment

There's not enough information on how the product works (and therefore how it differentiates/adds value above similar companies' services) or pricing. A couple ways to combat this would be to add a case study from a previous successful client and emphasize on how your service added value, and to add a note to the contact form (e.g. *"Every business has different needs – we'll create a plan that works best for yours. Contact us to get a quote!"*)

Images

This one image didn't quite match the content beside it:



Focus on images related to automation, such as gears or numbers on a screen.

Final Notes

Overall, very clean design and good use of icons and images. The template is both mobile-friendly and responsive, which is a plus. Next steps would be to condense the site into an SPA and focus on adding information about the product that helps all users (whether their role is in product, marketing, engineering, or sales) understand how your services add value.