Interactive and Accessible Website Assignmnet

Smoothluxe website

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# Executive Summary

* The SmoothLuxe website is designed to showcase the new brand’s luxury products, providing an optimal user experience through clean design, intuitive navigation and modern interactivity.
* This website is an informative site, with links to local stores where consumers can buy the products.
* The primary goal of the website is to establish an online presence, increase brand awareness and offer a seamless user experience across multiple devices.
* The site integrates a responsive design, multimedia element (including videos and images) and interactive features such as a contact form and image slider to engage visitors.
* To ensure the website’s visibility, SEO optimization has been incorporated with keywords using meta tags, headers and titles.

# Design Overview

1. **Page Layout and structure:**

This section illustrates the basic structure and layout of the homepage, with a focus on the placement of key elements.

Layout for Homepage:

* Header: Includes logo, navigation and call-to-action (CTA) button.
* Our product: Brief company introduction and what products SmoothLuxe offers and the returns policy.
* A “Learn More” button that brings the user to an informative page on the website.
* A video explaining why the SmoothLuxe product is essential to over other shaving products.
* A section on why to buy SmoothLuxe- to show the advantages of the product.

1. **Color scheme and design:**  
   A luxurious color palette of rose-gold, black and white is used for the clean and elegant aesthetic that reflects the brand image. The typography features a “sans-serif” font for readability and a stylish serif front for headings.

# SEO optimization:

To ensure the website ranks high on search engines, SEO best practices have been implemented. Below are key elements that have been optimized.

1. Meta Tags:

* Tittle tags
* Description tags
* Keywords

1. Header Tags

* Use of “h1, h2 and h3” headers to structure content logically and improve readability.

1. Image Optimisation:

Alt text for images has been added to improve accessibility and SEO.

1. URL and Image structure:  
   The website layout has short descriptive URL for videos. The image names are also short
2. Internal Linking:

Pages are interlinked to improve navigation and accessibility to each page from one to another.

# User experience Enhancement:

The SmoothLuxe website is designed to provide an optimal and engaging user experience due to the following features:

1. **Responsive design:**

* The website adapts to various screen sizes, ensuring users on mobile phones, tablets or desktop devices can view the content easily without the need for zooming or horizontal scrolling.

1. **Interactive elements:**

* Image sliders: on the “Our Product” page, I added interactive sliders to showcase some of the products that SmoothLuxe offers. Users can click through images; this increases consumer engagement.
* Hover effect: Visual effects when hovering over images provide an interactive experience, giving users feedback as the browse.

1. **Multimedia Integration:**

* The Website as high-quality images and videos that was embedded from YouTube. The video showcases the reason why you should buy SmoothLuxe’s one blade safety razor.

1. **Interactive Forms:**

* The returns page includes a user-friendly “contact is” form that allows visitors to add comments and questions, allowing them you get in touch with the brand.
* Once the form is filled out completely, I added a popup that thanks the visitor for their query.

1. **Easy navigation:**

* The navigation bar is simple and well-organized, with clear categories on all content pages, allowing users to quickly find what they are looking for.

1. **Call to Action (CTA):**

* The home page features clear CTA’s such as “Learn More”, guiding users towards website needs. The CTA is designed to stand out with their vibrant colors and bold fonts.

# Conclusion:

The SmoothLuxe website is a modern, responsive and user-friendly platform that reflects the luxury of the brand. The integration of SEO optimization ensures that the website is easily discoverable by search engines, while interactive elements and multimedia provide an engaging experience to visitors. With its design, smooth navigation and strategic use of SEO techniques, the website is poised to establish a strong online presence and elevate the SmoothLuxe brand.

**Hyperlink to the website:** <file:///Users/ciaramooney/Documents/GitHub/SmoothLuxe/Web%20design%20individual%20assignmnet/index.html>