
WEB 122

PROFESSOR HOPPER

Divapets Final Project

By Frank Dominguez



WHAT DOES THE WEBSITE DO WELL?

- Font Choice
- Relevant Information
- Friendly Colors
- Modern Styling

WHAT DOES IT NOT DO WELL?

- Paragraph Formatting
- Poor image Quality
- Form Color
- Navigation Nesting

IS THERE A CLEAR NAVIGATION STRUCTURE?

The navigation structure is straightforward. There are four main pages, however two are the same form. The "More..." dropdown in the navbar only contains one option, which makes the hover dropdown unnecessary.

IS THERE A COHERENT BRANDING AND OVERALL DESIGN?

There is coherent branding across the web site. The brand is supported by the choice of colors and imagery.

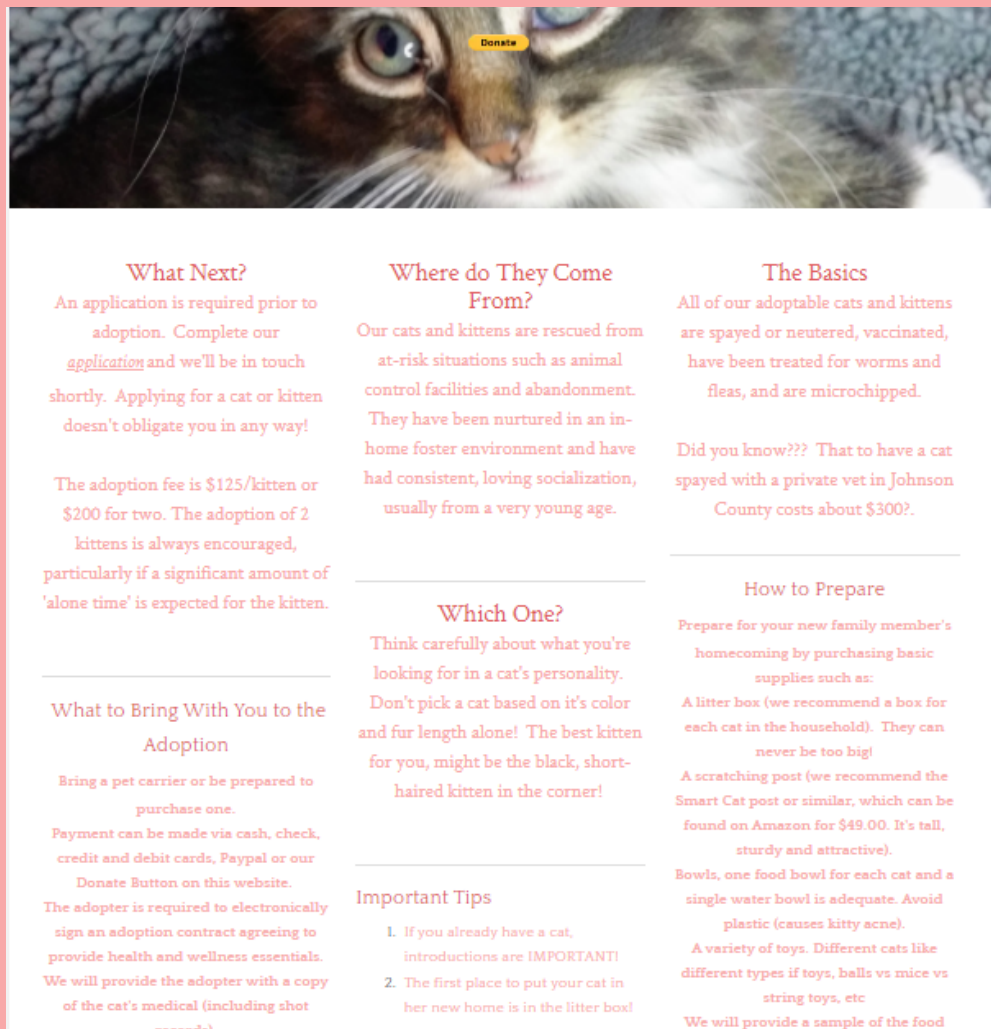
IS THE SITE RESPONSIVE? IF SO, EXPLAIN HOW. IF NOT, HOW DOES IT FAIL?

The entire site is responsive. A weak-point in the responsive design is single the single row of cards from the PetFinder embed, which requires excessive scrolling to navigate past

DOES THE WEBSITE INCLUDE RELEVANT CONTENT AND GRAPHICS?

The website content is relevant to the services of the organization. The graphics support the branding, however are not high-resolution which presents as unprofessional.

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DIVAPETS

INTERFACE INVENTORY

COMPLETE AN APPLICATION

SUBMIT

Donate

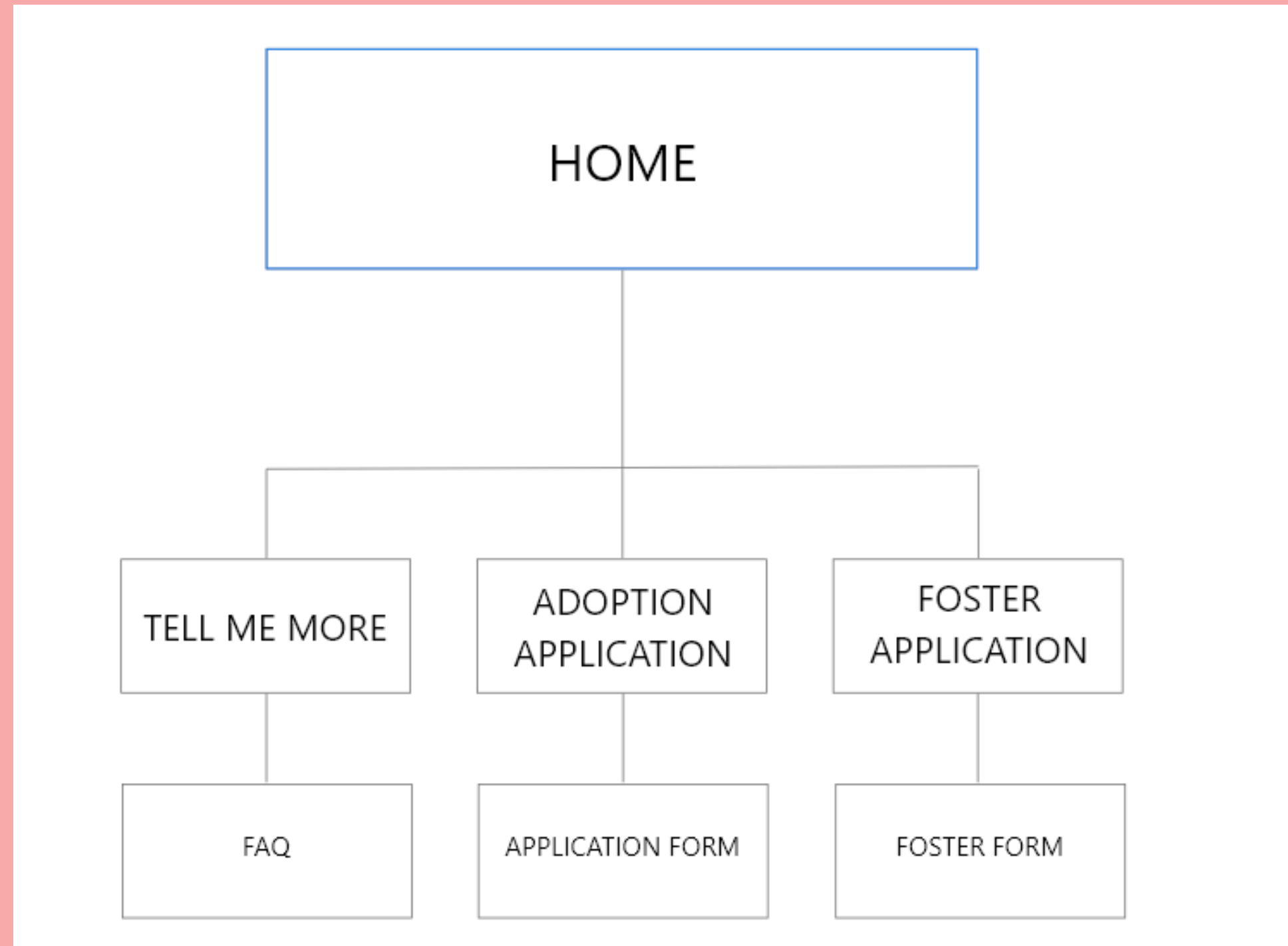
Powered by
petfinder
Adopt your new best friend

ANIMAL TYPE	SIZE	AGE	GENDER	
Any ▼	Any ▼	Any ▼	Any ▼	MORE ≡

WHERE DO YOU LIVE? *

- ☐ House
- ☐ Apartment
- ☐ Townhome/Duplex
- ☐ Other

More information about the adoption process,



WHAT PROBLEMS ARE YOU ATTEMPTING TO SOLVE?

- Readability
- Paragraph formatting
- Navigation
- Professional graphic design

WHAT CHANGES IN THE OVERALL SITE DO YOU PLAN TO MAKE?

- Text formatting
- Refined Styling
- Clear navigation structure
- Form design

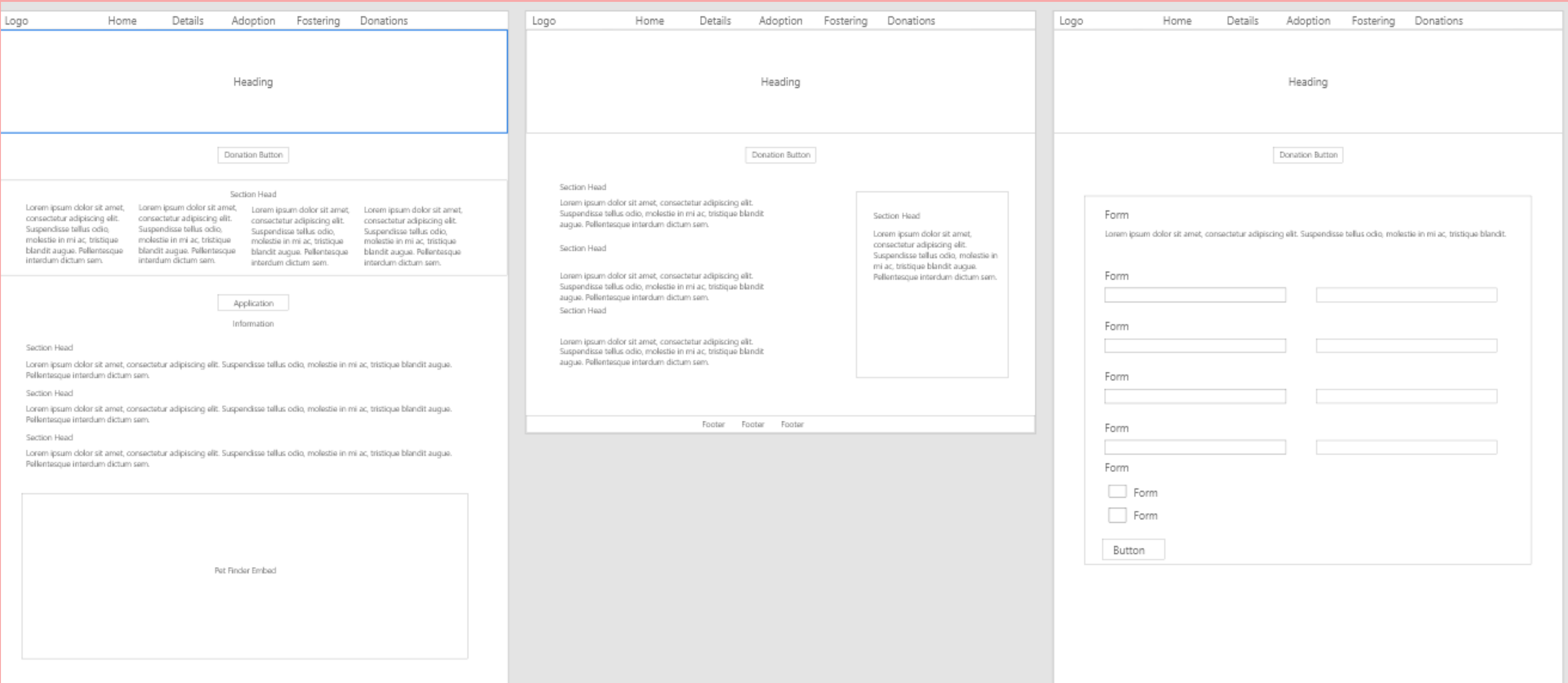
HOW WILL YOU MODIFY THE SITE STRUCTURE OR CONTENT?

I will modify the site structure by:

- Improving paragraph formatting
- Improve language
- Add information pages
- Improve graphics

WHAT PAGES WILL YOU PROVIDE DESIGN TEMPLATES FOR?

- Home
- Adoption Application
- Details



Stlye Tyle

Textures and Elements



DivaPets Design

Colors

For desktop and mobile



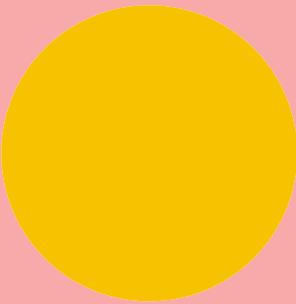
HEX CODE
#003B4A

RGB:
0 59 74



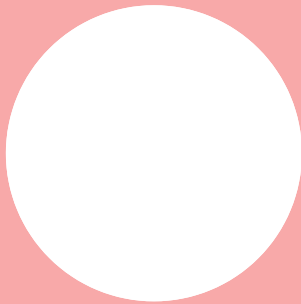
HEX CODE
#F8A9A9

RGB:
248 169 169



HEX CODE
#F7C300

RGB:
247 195 0



HEX CODE
#FFFFFF

RGB:
255 255 255

Adjectives:

Easy Going, Contemporary, Fun

Font

Paragraphs and small material

Sen

Aa

Sen
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Sen Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

I chose Sen due to the contemporary look and fun, bubbly letters. these features support the Easy going, contemporary, fun goal for user mood.