

Client Side Web Development - Assignment 2

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Original Website

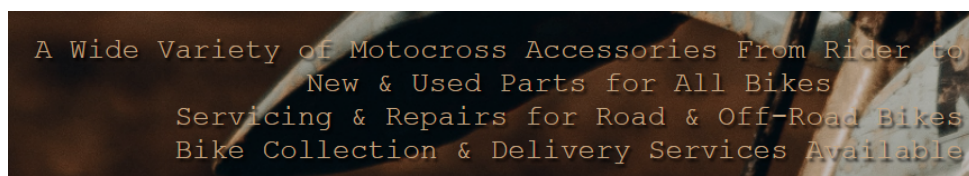
<http://www.ptsmotorcycles.ie>

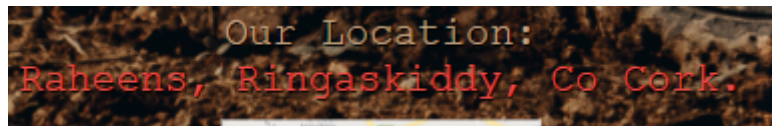
Redesign Analysis

Reason 1

Upon first visiting the PTS Motorcycles site, what stood out to me first was the poor choice in colour design. I found the text extremely difficult to read given the colour of the background image. The text almost blended into the background. I found myself having to increase the brightness on my device and putting my device closer to my eyes in order to read the text properly. It did not make for a good user experience.

Below is a screenshot of this issue:





As you can see, the text blends in with the background making it difficult to read.

For my redesign I went for a much stronger and more pronounced colour palette. I got rid of the musky brown colours and opted for a much more refreshing and modern design. I stuck to colours that were easy to differentiate making for a pleasant user experience.

Reason 2

When visiting the PTS Motorcycles website for the first time, I found that the content wasn't displayed particularly well. All the information was squashed into a single webpage. I felt that it would be a much cleaner and more pleasant design to break the content up into multiple pages and use a navigation bar so the user can easily navigate their way through the site and find the information they are looking for without having to scroll through a long, single page of text.



As you can see from the screenshot above, the long blocks of text make it difficult for the user to quickly scan through the page and find the information they are looking for.

Reason 3

I also found the PTS Motorcycles page to be quite dated and old. There was not a lot of finesse put into the final design of the website.

Firstly, I noticed the background image did not scale well and would repeat on certain devices, giving an unpleasant appearance. Below is a screenshot of this:



You can see above where the image finishes and begins to repeat.

In my redesign I made all my images fully responsive so they scale perfectly to all devices, giving a much more professional look.

Reason 4

Upon inspecting the source code for the original PTS Motorcycles website, I noticed that there were some poor web design elements used in the code.

Below is a screenshot of the first design flaw:

```
<div class="services1">
  <h2 class="offer">What we have to offer:</h2>
  <ul>
    <li>A Wide Variety of Motocross Accessories From Rider to Machine</li>
    <li>New & Used Parts for All Bikes</li>
    <li>Servicing & Repairs for Road & Off-Road Bikes</li>
    <li>Bike Collection & Delivery Services Available</li>
  </ul>
```

As you can see, the author wrapped the PTS Motorcycles services within a `<div>` tag. The `<div>` tag was a poor choice in this context as a more semantically correct tag could have been used to wrap this content. Perhaps a `<article>` tag would have been more appropriate. The article tag is used for independent, self-contained content which in this case is business services.

Another design flaw I found:

```
<h1 class="contact">Contact Us</h1>
<div class="contact1"> == $0
  <br>
  <p>...</p>
  <br>
  <p>...</p>
  <br>
  <p>...</p>
```

In this example, we can see the original author using a H1 to define the Contact section of the webpage. Following the H1, the author uses a div tag once again and stores a number of paragraphs within the div tag. I believe this was a poor choice of design and the more appropriate choice of tag would have been to use a section tag. The section tag is used to define a particular section within a document and in this case, the section tag would have been more semantic as it would have defined the **contact section** within the document.