The website I chose to redesign is conshohockenfire.com. This is the website of the local fire company I belong to and I believe that a refresh of the website is overdue.

There are many concerns and issues with the website in its present state. The website is at least ten years old and has not had any major updates or redesigns in that time period. As the caretaker of the website, there is little ability to make changes to the current website as the website is controlled by an obsolete management interface that is based on older HTML standards and practices. The interface does not allow the user to make changes in the code.

The appearance of the website and the layout of the site itself is a major issue. The website is not user friendly as the navigation on the left side is crowded and has a small font. There is also no indication as to which page the visitor is currently viewing. The layout of the website leaves alot of blank space on the left and right borders, thus condensing the bulk of the material in a viewing area to fifty percent of the screen.

For the new website, I will design a new website from the ground up. One of the goals is to create bolder and more noticeable links to other pages with tabs at the top of the page.

The new website will be less crowded and cluttered than the current setup. The new website will be formatted to the widescreen ratio of most modern computers and will be simpler in style and appearance with easy to read fonts. Standard monitor sizes will also be considered.

The contact info for the company will be more predominant in the footer of the page for the visitor to easily see the information in regards to phone numbers and the address. The header of the new webpage will feature a simple banner with the company’s Maltese cross logo, the company’s full name, and the tagline that the company has been serving the area since 1903. I will also create a stylesheet for mobile devices. The growing use of smartphones has created the need for a mobile friendly website. The mobile main page will have the links to other pages of the website and those pages will be mobile compliant as well.