ST10478076- Tina Jeke

WEBE——

5020

Proposal

Why FYM3021 deserves a refurnished website

Contents

Improvements to be made

The first improvement I want to make on the website is to create or include a logo that appears on the tab as well as the webpages.

This will help the website look less suspicious and safe to any new visitors looking for the brand. It will also increase the likelihood of it looking more professionally done as well as easier to be remembered by those who are looking to revisit the website.

The second improvement is coding with CSS to include interactive animations as well as colour schemes. The current colour scheme is black and white, I am thinking of making it at least a deep, dark grey gradient to match with the clothes that the brand is selling. It will still touch onto the youthful and professional touch that the brand is putting out there by updating the typography and using a font that is timeless, modern and easy to read. Another thing I would love to improve is the navigation panel. I want to add a code that makes the header stick or stay in place even when the user reaches the bottom of the page, so that they do not have to keep scrolling up to go page to page.

The third improvement is the current media. I want to update the videos that are already on the home and about section and use the ones that have an extremely brighter contrast. The brighter the video, the more intriguing it is to the user or customer. Another way to intrigue the users is to create an interactive visual appeal by making the images black and white or greyscale up until the user hovers their mouse on it or presses it on their phone. This creates an inquisitive interaction where the user is curious about the colours used on the photos, making them actively engage with it. Finally, I want to add a CTA or "Call-to-action" panel for the users that slightly floats and glows when the user enters their details. However, I will add it to the bottom of each webpage because that way, it would mean that the user has explored every part of every section and they are now given the chance to decide if they would like to be updated on any new drops or promotions. This then encourages trust among the brand and its customers.
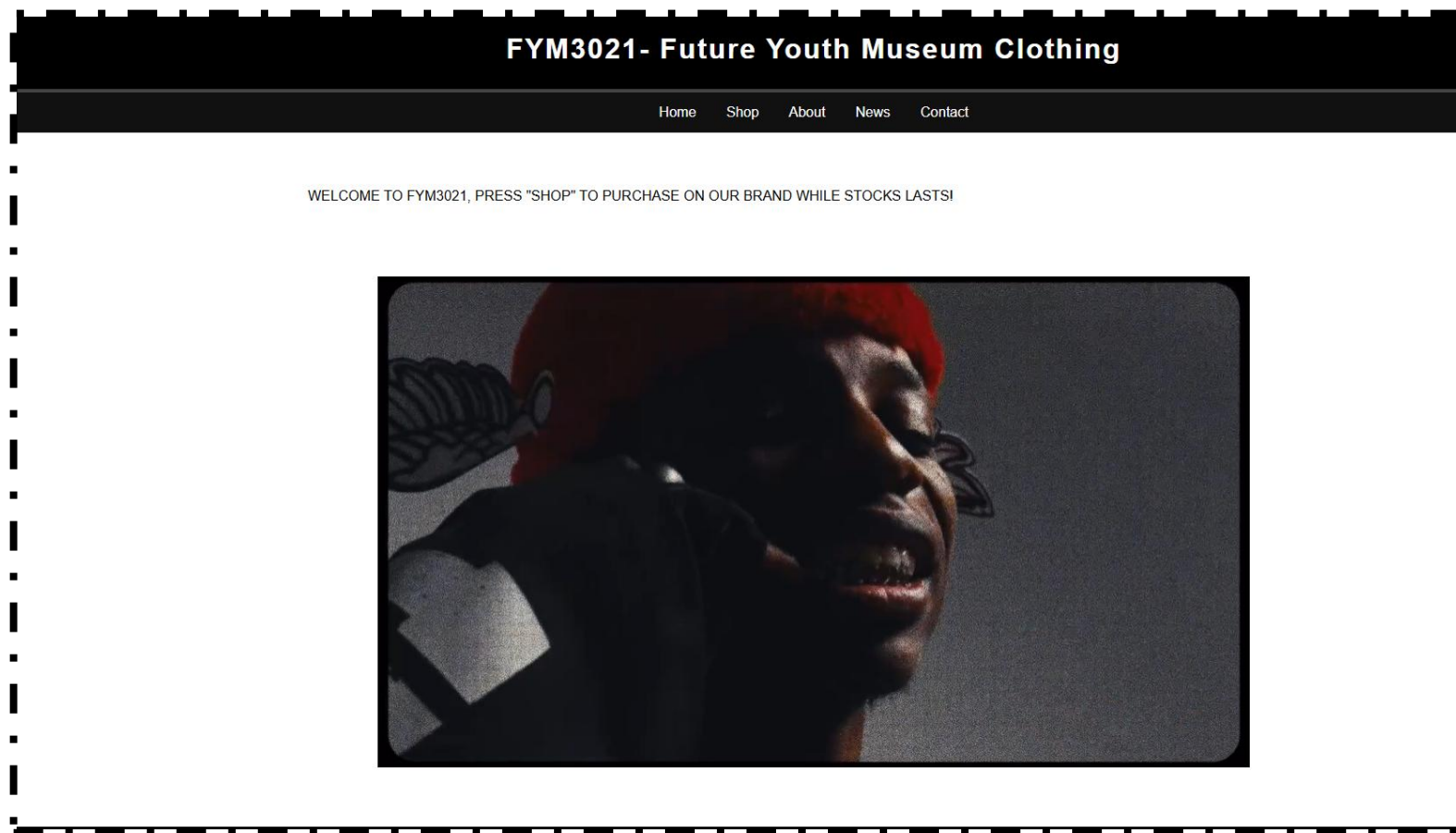
Improvements made

The following improvements were made using html, Internal and external CSS.

I enhanced the visual consistency by adding gradient colours as the background across all pages to make the website look professionally done. The headers were structured to integrate the FYM3021 logo on both the tab and the header, and I also implemented a "Sticky" header to help improve navigation without the user having to keep scrolling up to move between webpages. A change in Typography was implemented as the font was altered to Montserrat, simply because it is unified with a modern and consistent aesthetic, giving it a youthful feel in addition to the fact that it is an extremely readable font. Sections were consistently padded and centred while radial gradient backgrounds replaced plain white, adding depth and professional appearance.

Interactive elements, such as CTA (call to action) buttons were enhanced with border styling, hover effects as well as smooth user feedback and engagement. Navigation links were refined with interactive experience across pages. The site's responsiveness was upgraded through media, allowing videos and texts to scale appropriately for devices ranging from desktops to mobile devices. The navigation menu adapted gracefully and ease of use. The enhancements ensured that the website offered an engaging, user-friendly experience across all platforms. Another major improvement was the external CSS file, which was the replacement of scattered internal CSS styles and coding. This approach simplified the HTML, making it cleaner and more maintainable while allowing updates to propagate uniformly across all pages. Shadows and subtle highlights were applied to header, logos and visual appeal. Media was

updated to match the change of the background in the home and about section to help make the website carry a professional feel.

Before Improvements

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