

## **Redesigning a Business Site**

### ***Project Summary***

For this assignment, each group received a different project with different requirements. Our group, which consists of Kayla Andrade, Reed Reed, Jenna Bouchard and Christina Kasper, worked on redesigning a business site. This project required the team to recreate the website given with a new page layout, color scheme and any other adjustments the group saw fit. This website represents a business providing guaranteed leaf free gutters to its clients. Users can view important information about the product and sign up to receive a free quote from the company on this site. In order to give potential customers the best experience on the site, the team discussed different ways to enhance this site's features. There was one key theme heavily influencing the team's decisions throughout the design process: simplicity. As a team, we believe we have created an efficient, unique, professional, and simple design for this business, which will help their product be accessible to all customers in this market.

All members of the group equally contributed to the codebase of this website reconstruction. First, we collectively worked on the header in an effort to simplify it and apply our new color scheme. Christina worked on the homepage. Her main goal was to simplify and organize the information while improving the aesthetic overall. She used bootstrap coding because it made the most sense in the situation; using the grid layout to organize the paragraphs. Christina removed one of the pictures on this page because it was duplicated on another page, and felt the redundancy was unnecessary and cluttered the site's pages. Christina also centered the margins on all the codes to make the layout easier on the eyes. Reed worked on the 'How It Works' page and tried to make it compact and readable with more focus on the diagram of the system they offered. They also wanted it to have sample photos, which are currently represented as placeholder images, to back up some of the company's claims and give potential clients an idea of what they would be getting when ordering the product. Jenna worked on the contact form page. She kept the form almost the same as the original, but with the addition of the style changes that were made on all other pages. Jenna changed the form by making the last field a problem or issue field, which was clearer than what the site had originally. Lastly, Kayla worked on the footer for the web pages and read and edited the code written by the other group members. The footer was created using the <table> tag.

The table allows the footer to having appropriate spacing between words. She also worked with the footer so the style matched the rest of the site's new design.

All of the major decisions made for this project were thoroughly discussed by the group. We decided that using HTML, CSS, and Bootstrap would be appropriate for redesigning this site. A website builder was deemed unnecessary due to the site's simple interactive features, which could be recreated easily. Using HTML, CSS, and Bootstrap allowed the team to create a dynamic and eccentric design while maintaining an interesting and unique grid layout. The division of labor was the easiest decision for the group to make. Each team member was confident in their ability to write the code for a different page on the website. Christina felt strongly about her desire to reconstruct the homepage, due to her confidence using Bootstrap. Reed felt their skills would be best used if they recreated the 'How It Works' page, because they had a vision on how to take all the words on the page and condense them into easy to read paragraphs. Jenna wanted to work on the 'Contact' page because she felt like she could write simple and elegant code for the messages form. Kayla wanted to work on the footer, because even though it was a simple addition, she needed to be mindful of reading everyone else's code. Having a group member dedicated to catching errors, typos or complicated comments helped the team stay on track and stay organized. We felt this was the best way to use the group members' strengths and work diligently and efficiently. (Image 1 & Image 2 reference) The group chose this specific color scheme because we felt the previous red, black and white theme was too harsh and cold. The team implemented a color scheme of shades of greens, oranges, blues and reds. We decided on this color scheme because the colors work well together and add pops of color and excitement to the site. We feel the site now looks fresh and modern. Most of the page layout was kept the same, except for a few changes of placements of images and text. Each team member drew wireframes for the new design of the site. (Images 3-6 reference) During our first team meeting, we discussed the pros and cons of each. After careful deliberation and discussion about simplicity, symmetry, and uniqueness, the team decided to go with Reed's design. (Image 3 reference) This design was eye-catching and exciting, while efficiently organizing all of the product information. We also felt that it was unnecessary to have the message form on both the home page and the 'Contact' page. Therefore, we eliminated the home page message form and only kept it on the 'Contact' page. As a team, we feel as though these changes have simplified the site and created an easier to navigate design for users.

This project brought some challenges. The main challenge was time management. Although our class time gives the group time to work together, it was very difficult to schedule outside meeting times. The group was able to connect through emails and text messages, which helped the group stay focused and on the same page. If there were more time, the group would have loved to play around with the site's CSS. We had the idea, for the 'How It Works' page, to create a sticky element with the product diagram. That way, as users scroll down the page to read about all of the parts, the image stays with them. It is a simple design feature that was kicked to the bottom of the priority list, we wish we had more time to make the addition of this element come to fruition.

As a team, we have created a plan to seamlessly transition the site over to the client's hands. We understand that this site will need to be edited or changed in the future, and so precautions were taken to make sure any additions or deletions to the site are easy to make. Firstly, within the codebase, the team left thorough comments so that anyone making a change on the site will understand exactly what groups of code are doing. Next, a README document, or a file that contains information about other files in a directory, has been cultivated in order for the client to have a reliable resource to reference when having questions about the site's code. We also decided that providing a glossary to our client would be helpful. There is techno jargon used throughout the codebase of the site, that an average device user wouldn't understand. Providing a dictionary of sorts will help make the transition of the site easier, shows our dedication to the client's website success and creates a strong professional relationship where clients want to return to our web design service. The last part of our hand off plan is to determine a hosting service for our client's site. Our team is devoted to giving our client little to no trouble while transitioning the site from our hands to theirs.

This group project demanded creativity, organization, teamwork and time management from everyone on the team. Through redesigning a business site, our group needed to collaborate to determine what the best tools to use were and what the best page layout and color scheme were. Each and every decision made by the group was made in the best interest of the company. A business' site should be easy to use, accessible and aesthetically pleasing. Users should easily be able to find the page and the information they need. As a team, we believe we have created and presented an efficient, unique, professional and simple design for this business, which will help their product be accessible to all customers in this market.

## Image References

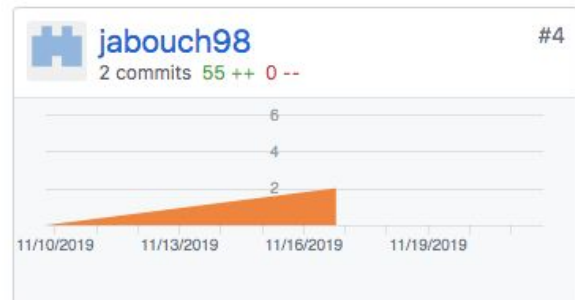
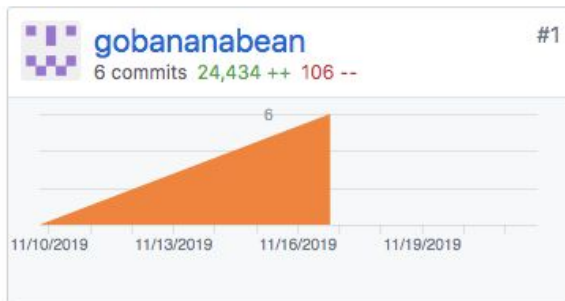
### Image 1:

(graph order from left to right: Reed Reed, Kayla Andrade, Christina Kasper, Jenna Bouchard.)

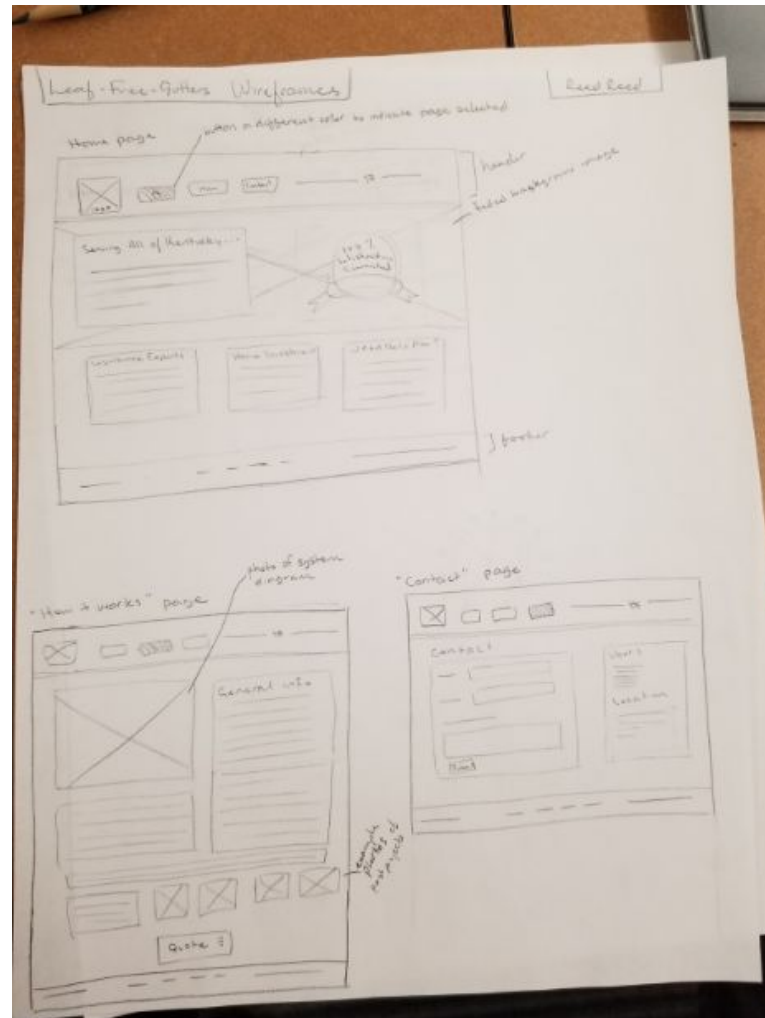
Excluding merges, **4 authors** have pushed **17 commits** to master and **25 commits** to all branches. On master, **37 files** have changed and there have been **24,517 additions** and **35 deletions**.



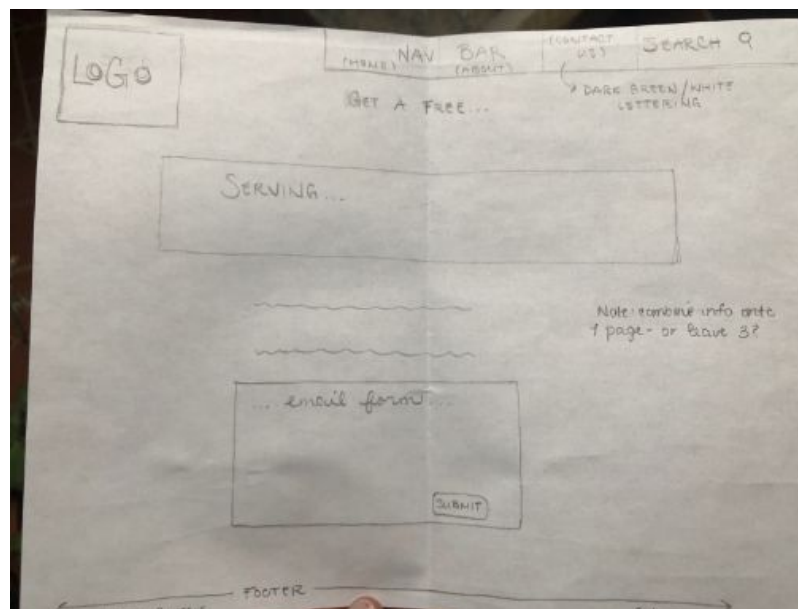
### Image 2:



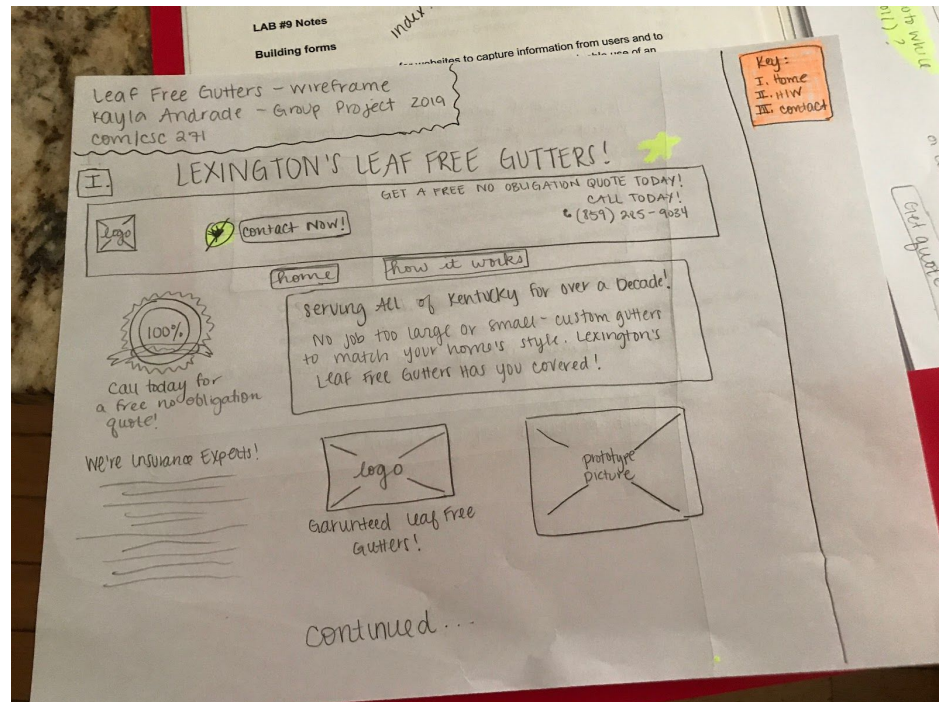
**Image 3:**  
Final Wireframe  
Reed Reed



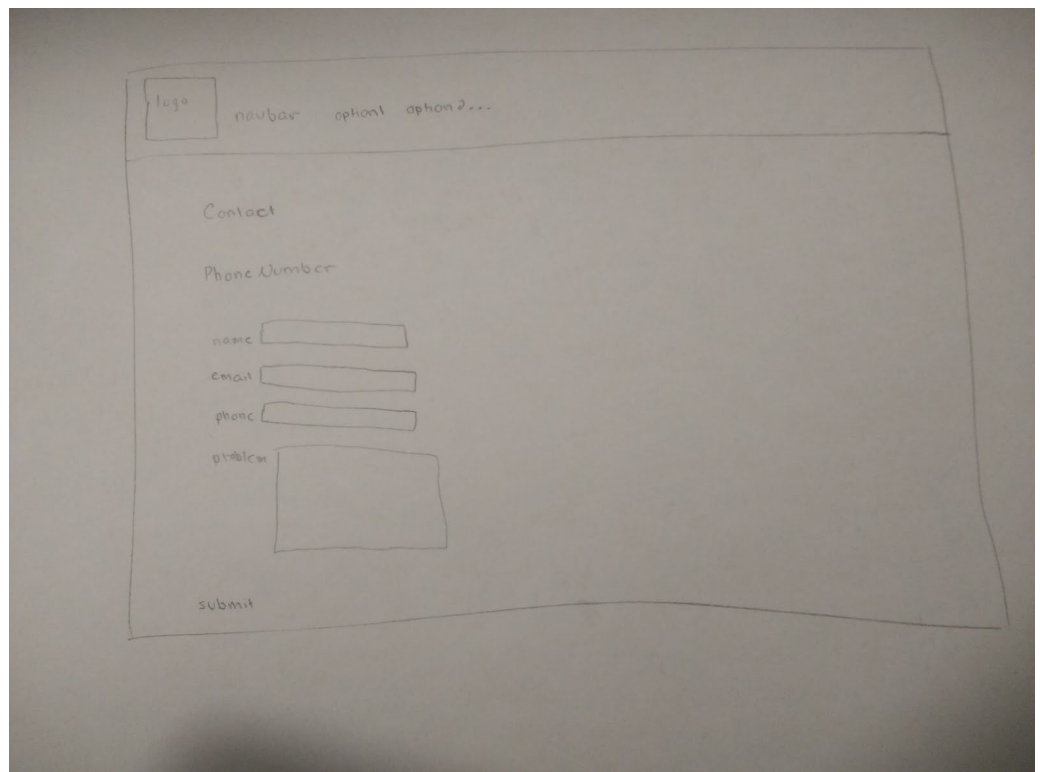
**Image 4:**  
Draft Wireframe  
Christina Kasper



**Image 5:**  
Draft Wireframe  
Kayla Andrade



**Image 6:**  
Draft Wireframe  
Jenna Bouchard



## Contribution Table

<b>Worked on:</b>	<b><i>Kayla Andrade</i></b>	<b><i>Reed Reed</i></b>	<b><i>Jenna Bouchard</i></b>	<b><i>Christina Kasper</i></b>
<b>Site</b>	Wrote the code for the footer of the site (HTML, CSS). Reviewed everyone's pages on Github in order to review any errors, typos or mistakes.	Chose color scheme. Wrote the code for the entire 'How It Works' page. (HTML, Bootstrap, some CSS). Saved and uploaded all of the image files.	Wrote the code for 'Contact' page. Created the message form. (HTML, Bootstrap, CSS)	Wrote the code (Bootstrap) for the Home page. Helped choose color scheme and page layout. (HTML, CSS, Bootstrap).
<b>Scrum Document</b>	Wrote notes during scrum meetings.	Wrote notes during scrum meetings. Updated backlog.	Organized all notes and other information from meetings into a scrum document.	Reviewed and edited the scrum document.
<b>Project Summary</b>	Collected team's input on responses for project summary. Wrote majority of project summary.	Reviewed and edited project summary.	Reviewed and edited project summary.	Reviewed and edited project summary.