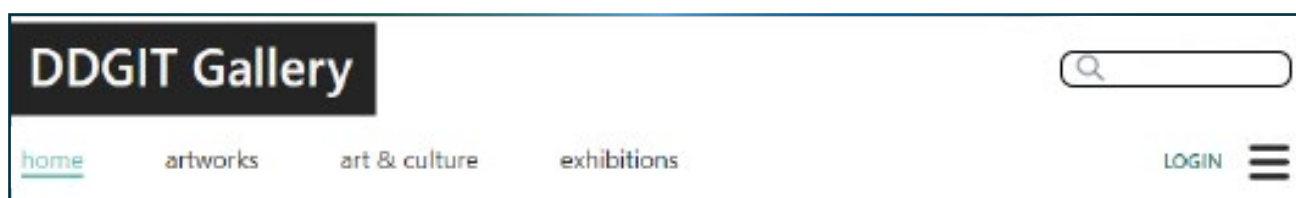


# Lighthouse Actions



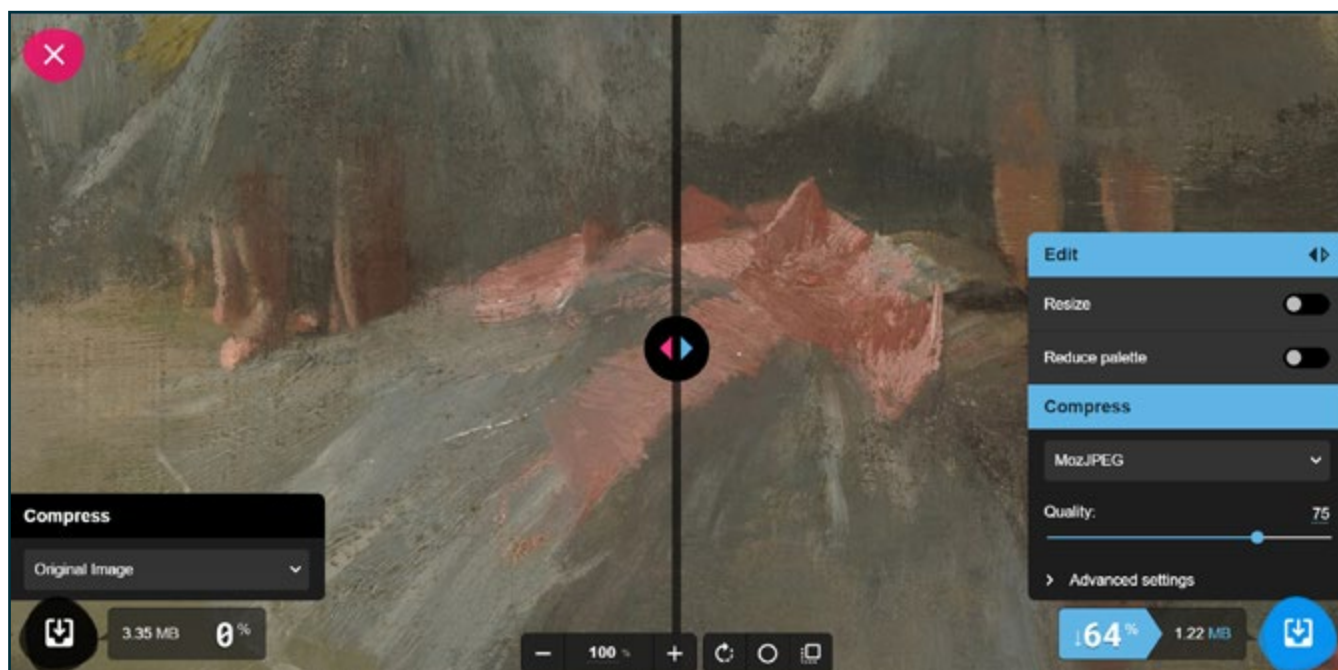
## After reviewing the Lighthouse report, I have identified several high level enhancements that need to be implemented throughout the Art Gallery website:

- ❑ Navigation – To create space for a responsive search field, I recommend removing the company's social media icons from the header, as they are already present in the footer. This will enable us to add a search field that will be more useful for visitors to our site, improving the user experience. While the social media icons will still be available in the footer, they can also be promoted in events and advertising.
- ❑ Navigation – To improve the navigation layout, I suggest removing the Home icon as it is redundant with the text link and logo, all of which currently lead to the home page. By doing so, we can free up valuable space in the navigation bar and create a more visually appealing design with better use of white space. I have created a mock-up to illustrate this suggestion.
- ❑ Navigation – Active page indication and hover/event changes, this will aid user experience in identifying their location and being aware of available links, this will improve the overall navigation for the user.
- ❑ Navigation – Privacy Statement – an essential legal and ethical component. Art Gallery requires that the privacy policy be added to the footers to help establish trust with users, protect against legal ramifications, and outline the Art Galleries commitment to data privacy best practices.



- ❑ <html> element does not have a [lang] attribute this improves interpretation of content by users in different locales `<html lang="en"><head>`
- ❑ Link naming convention – Links do not have a discernible name, this may enhance the experience for users of assistive technology, like a screen reader.
- ❑ Site Map – this is an important tool for improving the visibility, accessibility, and user experience of the art gallery website. It can help track updates, and improve the website's search engine rankings.
- ❑ Meta tags – format HTML to enable crawlers to better understand our apps content, currently Art Gallery has no meta description.
- ❑ Brand – CSS Action items include meta theme, start\_url and splash screen addition
- ❑ Mobile Friendly – targets are not sized appropriately for mobile friendly users, no zoom or pinch options
- ❑ Mobile Friendly – missing apple-touch-icon

- ❑ Performance – Optimise Images, Current landing page image size 3.18MB. Presets for Art Gallery should be set up in photoshop for best practice for the site, alternates optimisers can be found online but will not be best practice for bulk optimisation. For the purpose of this example I have used the online editor squoosh.app/editor as you can see the image has no loss of quality at a 1/3 of the size.



## Page Specific

### HOME



- ❑ Hero Image – Replace Hero image with artwork grid for each artist, these will also be links to that artists direct page on the site – a mono colour scheme could work well here and on hover change to image swatch to colour.
- ❑ What is this? Welcome to DDGIT Gallery, more content around why DDGIT Gallery, what this represents what is this site for, a monthly feature artist smaller image and link to that article within the site and a Welcome to Country and Acknowledgment of Country.

### ARTWORKS



- ❑ Image alignment / responsive grid not tabular style
- ❑ Inset Magnifier (search) / This search will be replaced by navigation search
- ❑ Link naming convention
- ❑ Optimise Image(s)
- ❑ Alt tags

## ARTWORK OF THE DAY



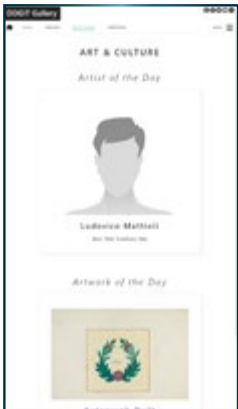
- ☐ Active page indication
- ☐ Optimise Image
- ☐ Image placeholders
- ☐ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## LIST OF ARTWORKS



- ☐ Active page indication
- ☐ Identify the difference between Artworks page and List of Artworks, remove if repeat, the sitemap will help to indicate unnecessary or replicated pages.
- ☐ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## ART & CULTURES



- ☐ Optimise and apply placeholder images
- ☐ Active page indication
- ☐ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## SYMBOLS



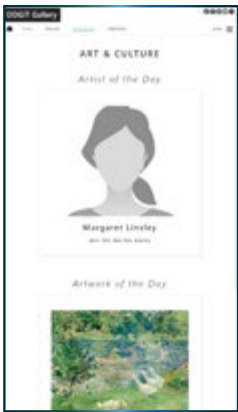
- ☐ Confirm if this is a replication of the Art and Culture page or provide clearer content and placeholder images to indicate the purpose of this page.
- ☐ Active page indication
- ☐ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## ARTIST OF THE DAY



- ☐ Confirm the difference between Artwork of the Day and Artist of the day, possibly reference to each other on the page.
- ☐ Incorporate optimised images and placeholder text
- ☐ Active page indication
- ☐ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## ABORIGINAL ART FACTS



- ☐ Confirm if this is Art facts or Artifacts
- ☐ Incorporate artists links to generate organic traffic
- ☐ Create optimised image placeholders and placeholder text to identify its purpose and differentiate from Artist of the day page.
- ☐ Active page indication
- ☐ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## EXHIBITIONS



- ☐ Placeholder text and optimised images
- ☐ Identify if table is the best display mechanism for the content
- ☐ Search field magnifier inset (possibly replaced by the navigation search)
- ☐ Active page indication
- ☐ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## CURRENT EXHIBITIONS



- ☐ Confirm if this is a replication of Exhibitions, if so remove replication
- ☐ Add placeholder text and optimised images, and description to showcase what this page is about and difference between it and Exhibitions page
- ☐ Search field magnifier inset (possibly replaced by the navigation search)
- ☐ Active page indication
- ☐ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## PAST EXHIBITIONS



- ❑ Add placeholder text and optimised images, and description to showcase what this page is about and difference between it and Exhibitions page
- ❑ Search field magnifier inset (possibly replaced by the navigation search)
- ❑ Active page indication
- ❑ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## ABOUT US



- ❑ Add placeholder text and optimised images, and description to showcase what this page is about and difference between it and other pages
- ❑ Description around the why (purpose)
- ❑ Active page indication
- ❑ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## CONTACT



- ❑ Add placeholder text and optimised images, and description to showcase what this page is about and difference between it and other pages
- ❑ Contact form
- ❑ Description around the why (purpose)
- ❑ Active page indication
- ❑ Tab order, improve accessibility, user experience and compliance with guidelines and regulations

## LOGIN

- ❑ Forgotten password option
- ❑ Alignment and spacing of form fields and prompts (increase white space, left align)

SIGN UP

New Account

Enter your details below to register a new account.

First Name:

Enter first name

Last Name:

Enter last name

Email

Enter email

Password:

Password must be at least 14 and no more than 24 characters long.

Enter password

Confirm Password:

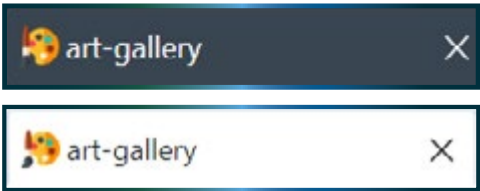
Repeat password

Cancel

Sign Up

- ❑ Already a member option
- ❑ Alignment and spacing of form fields and prompts (increase white space, left align)
- ❑ Consistent design elements as other site forms (horizontal rule or no horizontal rule)
- ❑ Confirm Captcha is incorporated on all site forms

FAVICON



- ❑ Market for indigenous artist to create unique logo and favicon for the Art Gallery

SITE URL'S

FB: <https://www.facebook.com/DeakinUniversity>  
INSTA: <https://www.instagram.com/deakinuniversity/>  
TWITTER: <https://twitter.com/deakin>  
YOUTUBE: <https://www.youtube.com/user/deakinuniversity>  
LINKED IN: <https://www.linkedin.com/>

- ❑ Identify if all social accounts will be created for the Art Gallery, register names to confirm availability of links and update with correct links