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CIS134: Web Style and Design, CRN: 34631

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Design Brief

**Project Name:** PNWX.com Redesign

**Client’s Name:** Pacific Northwest X-Ray, Inc.

**Designer’s Name:** Kevin Curtis Charles

**Project Overview & Scope:**

The homepage for Pacific Northwest X-Ray is in dire need of a top to bottom redesign. Its current state is both aesthetically and functionally outdated. The user experience leaves a lot to be desired.

**Project Goals & Objectives:**

The goal of the redesign is to make the website more user-friendly. The process of searching for products should be made easier and more efficient. Buying from the company needs to be made simple to attract consumers. The homepage needs to be made the backbone of the website, facilitating smooth navigation.

**Target Audience:**

The target demographic is primarily, if not exclusively, medical professionals. These individuals are typically highly educated and expect cutting-edge design and usability. Additionally, a large portion of these people are part of an older demographic who may not find web browsing and commerce to be second nature, which is even more of a reason to redesign.

**Top Three Usability Issues & How to Address Them:**

1. It’s difficult to find a physical address and an email address for the company. As it stands, this site makes it difficult by burying this information in the footer of certain pages, but not on the homepage.

* A footer with pertinent contact information and links will be added to the homepage.
* This will be implemented into the homepage’s HTML.

1. The styling of the page is awful and needs to be updated, primarily for the sake of readability.

* The text does not stand out and is just hard to read on most pages, so the font and color scheme will be changed.
* CSS Bootstrap will be used to update and add typography, forms, buttons, tables, and navigation.
* CSS Flexbox will be implemented to make the site mobile-friendly.

1. The site desperately needs an ecommerce overhaul.

* There will be a cart to add items to and a checkout process.
* JavaScript (jQuery) will be used to make the website interactive. It will be used for things like handling user input, updating the shopping cart, and communicating with the server.

**How These Changes Will Improve User Experience:**

More user control and freedom will make customers more likely to make a purchase. Nobody wants to fill out a fax to order something. A working ecommerce system will allow them to make purchases more quickly and on their own time, which is extremely important nowadays.

Consistency and standards are equally important. Overhauling the website’s design and aesthetics can ensure consistency in how information is presented and how the site functions, making it easier for users to navigate and understand. A clean and modern design can make the shopping experience more enjoyable and can focus the user’s attention on the elements deemed most important.

Easily accessible help and contact information can assist potential buyers in understanding how to use the platform and troubleshoot any issues they encounter. Good customer service will always help to maintain long-term clients. The information is already there, but getting to it will be made much more obvious.

**Deadline:**

Friday, Aug 2nd at 8:00pm

Works Cited

Borowska, Paula. “How to Draft a Design Brief for Successful Projects.” *Designmodo*, 20 Mar. 2024, designmodo.com/design-brief/.

DeFelice, Karen. “How to Write a Design Brief That Gets You Results.” *Canva*, www.canva.com/learn/effective-design-brief/. Accessed 22 June 2024.