

Assignment 3

MCD 4740

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Introduction:

The aim of this report is to propose changes to Tag Team Signs' website at <https://www.tagteamsigns.com>. From my assessment, the site does not make use of an appealing color scheme and lacks graphical appeal. The design seems to be poorly executed and does not emanate the professionalism which is bound to attract the attention of prospective customers. Updating the cosmetology of the site with an appropriate color scheme as well as more appealing graphics would not only improve the aesthetics of the site, but would showcase the creativity and quality of the signage products offered. Enhanced website aesthetics could greatly improve user experience, leading to increased browsing duration and increased sales. More appropriate branding elements will allow Tag Team Signs to differentiate better in the market, and reflect their identity. This redesign is focused towards making the website more user friendly, credible, appealing and thereby enhance the company's advertisement and expansion in the signage market without compromising its growth.

Site content or major features:

While working on the design, I restricted myself to the home part of the website for the design work and polish because the website home section was visually unappealing to me and extremely basic. The brand was also not represented well on the homepage. To fix this I replaced the background with an image of superior quality. That single change alone made the homepage more energetic and colorful. It gave the impression that users will now be welcomed warmly. Furthermore, I added more elements of interactivity to the elements to increase the level of engagement with the users. These changes will positively impact the number of users who would like to further navigate the site eventually resulting in more sales. The website now looks more polished and sophisticated because the attention to the visuals and interaction have been boosted which in turn showcases better the the company's service. To achieve the goals of for the website and keeping user focus throughout the site has been done with the aim to maintain user attention throughout the website.

Visual design style:

I reasoned that a website would look modern without distracting ugly colors if I dressed it in black, white, and red, so I chose these three colors. The text will be readable, and the users will look more professional by removing the distracting colors. Visitors will focus on professional content which is undoubtedly a plus. The website also looks good for people with the brand because they are being served the right colors, while the website is visually appealing, which makes the brand memorable. Besides the colors, I also updated the website's user interface for easier navigation, adding an interactive map that allows users to easily find stored locations. Users will not encounter any challenges while searching for the nearest store. In my opinion, Handling the map's navigation tools was a good add, but could put some passengers off. For the users whom these alterations will be a breath of fresh air, I exposed our back office design crew to improve faith in our brand. With such simple alterations design enthusiasts will relate to constructive imagination encouraging them to follow the point of contact to chip in.

Image optimisation:

When redesigning the Tag Team Signs website, I made sure to optimize images for performance and aesthetics. Previously, the images on the website were either oversized or poorly compressed, which significantly hindered performance. In an effort to address this issue, I ensured that all images were resized to appropriate scales and compressed without loss of clarity. Additionally, I adopted modern image file types such as WebP, which offer superior quality at reduced file sizes. As a result, the website's loading speeds significantly increased, and performance across various devices improved. Furthermore, every image on the website now has appropriate alt text to improve usability and search optimization. These changes cultivate enhanced professionalism, visitor retention, and improved search engine rankings while ensuring the brand's identity remains prominent through clean, appealing aesthetics.

Accessibility:

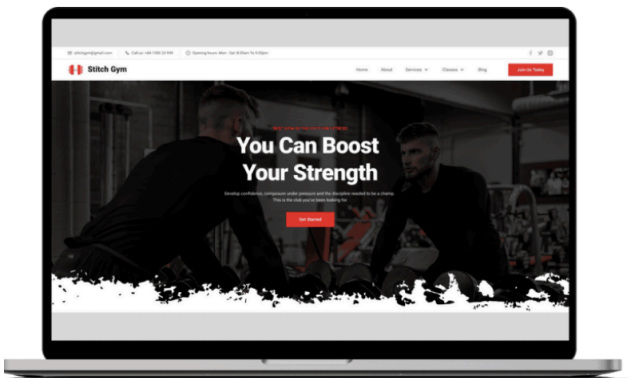
In the redesign, I improved the website's header section by adding clearly labeled navigation links such as "Why Us" and "Contact." This helps users quickly find key information without having to scroll or search through the site, enhancing overall usability. A well-structured header ensures that important pages are easily accessible, creating a smoother and more intuitive browsing experience. Additionally, I made the "Book Appointment" feature interactive to encourage user engagement. This allows visitors to easily schedule a consultation or service directly through the site, improving convenience and streamlining communication between the business and potential customers. By making these changes, the website not only becomes more user-friendly but also more effective in converting visitors into clients. The new layout improves both functionality and professionalism, making it easier for users to navigate, connect, and take action.

Javascript interaction:

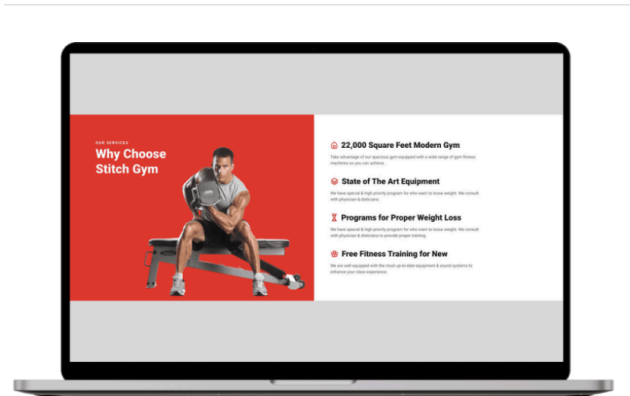
In the Contact Us section of the website, I added a feature that provides immediate feedback when a user sends a message. After clicking the "Send Message" button, a popup appears on the screen to confirm that the message was successfully sent. This improvement enhances the user experience by giving clear and instant confirmation, so users don't have to wonder if their message went through. It also adds a more professional and responsive feel to the website, showing that the business values communication and user interaction. The popup is simple, non-intrusive, and disappears after a few seconds, keeping the interface clean while providing necessary feedback. This feature helps build user trust and ensures they feel confident that their inquiries are being received, which is especially important for maintaining good customer relationships and encouraging more direct engagement.

References:

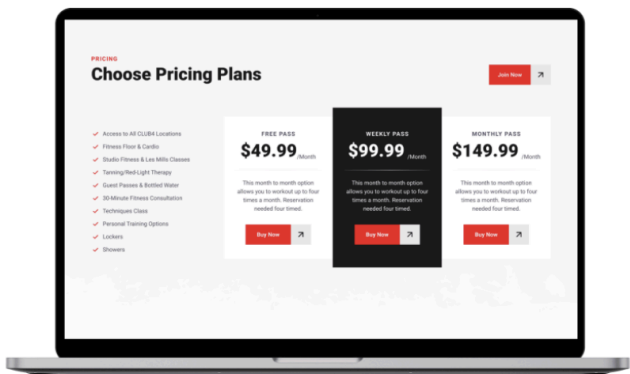
<https://codestitch.app/app>



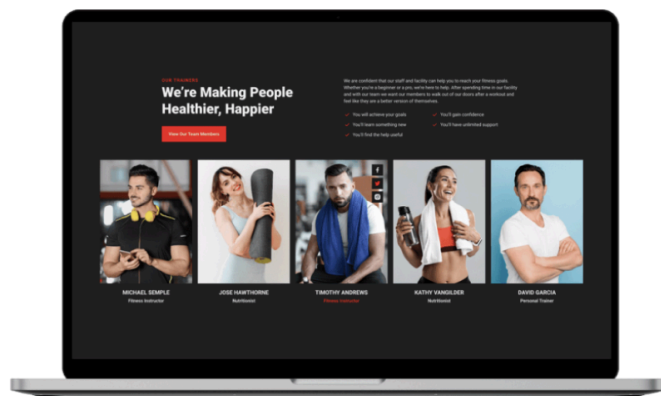
<https://codestitch.app/app>



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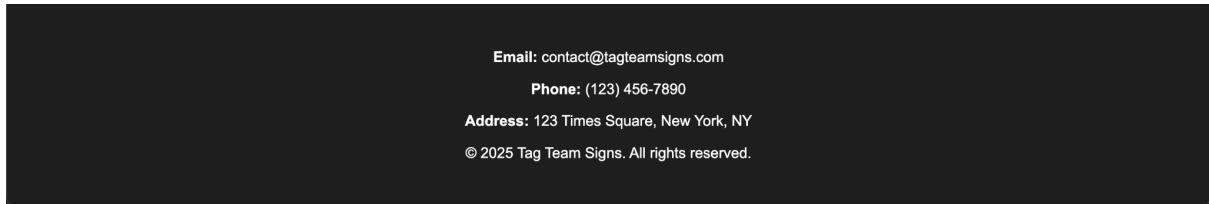
header

```
TAG TEAM SIGNS Home why us? Contact

<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>navbar</title>
  <link rel="stylesheet" href="icons/css/all.css">
  <link rel="stylesheet" href="style/style.css">
</head>
<body>
  <div class="container">
    <div class="boxcontainer">
      <a href="#" class="active">profile</a>
      <a href="#">notifications</a>
      <a href="#">payments</a>
      <a href="#">settings</a>
    </div>
  </div>
</body>
</html>
```

From my old work experience.

Footer reference:



```
2 <html lang="en">
3 <head>
4   <meta charset="UTF-8">
5   <meta http-equiv="X-UA-Compatible" content="IE=edge">
6   <meta name="viewport" content="width=device-width, initial-scale=1.0">
7   <title>FOOD RESTO</title>
8   <link rel="stylesheet" href="icons/css/all.css">
9   <link rel="stylesheet" href="style/style.css">
10 </head>
11 <body>
12   <div class="container">
13     <section class="footer">
14       <div class="footerbox">
15         <div class="box">
16           <h3>location</h3>
17           <a href="#">india</a>
18           <a href="#">japan</a>
19           <a href="#">russia</a>
20           <a href="#">USA</a>
21           <a href="#">france</a>
22         </div>
23         <div class="box">
24           <h3>quick links</h3>
25           <a href="#">home</a>
26           <a href="#">dishes</a>
27           <a href="#">about</a>
28           <a href="#">menu</a>
29           <a href="#">review</a>
```

From my old work experience.

Java script reference:

```
// output
//1 alert
window.alert("hello");
//2 write
document.write("welcome");
//3 get element
```

From my old work experience.