

CLIENT ASSESMENT- FINAL

Client's Name: Beckenstein Fabrics & Interiors

Purpose of Assessment: To figure out the necessary layout and theme for this website. Upgrade its features to what viewers will find attractive and interactive.

Source of Data: <http://beckensteinfabrics.com/>

Presenting Problem:

There is no harmony or flow in organizing the content on the homepage. The colors are dull and the font is basic. Images do not look interesting. Looks like only widgets are being used. The border of each container is thick. Very blocky and straightforward layout. Needs improvement in style. Needs to be interactive.

Logo needs to be new and improved. Looks very irrelevant against the website, style wise. It needs to reflect the uniqueness of their company and their product.

The galleries and the slideshow both do not have to be there next to each other. That shows difficulty in organizing content. An aside of another content would be better. The homepage needs more than just pictures and contact information.

The background image needs to go because it gives the website a dull effect. The gray carpet texture does not capture the viewer's eyes. It needs to be simple and fresh, minimalist with color.

Bottom footer is too plain and simple. Looks like a lot of contact and source information jumbled into one section at the bottom.