**Client-Side Web Development –Web Publishing SD3-A Laiba Asif (R00201303) 22/11/2023**

**URL of the existing site:** <https://cloud9walkers.com/>

***Reasons for Redesign***

1. Outdated Design

* **Basic and Non-responsive Layout:** The website's layout is basic and has trouble adjusting to various screen sizes and gadgets. Reactivity is essential in today's online design environment to ensure a smooth user experience across a variety of devices, including PCs, tablets, and mobile ones. Users who try to visit the website from multiple devices may become frustrated by an antiquated, non-responsive layout, which could even drive them away.

**For example:** If I open the website on both my desktop and mobile device it does not have the same website layout on the mobile device all the content of the website moves to the left side of the screen and on the desktop, it’s the way a today's normal website should be.

1. Unsatisfactory User Experience

* **Lack of User-friendly Navigation:** Users may find it difficult to locate the information swiftly and readily they're looking for on this website due to its confusing navigation. For users to navigate through the material and find what they need quickly, there must be a clear and intuitive navigation structure.
* **Overload of Text and Images:** The excessive amount of text and images on the site can overwhelm users. It's important to strike a balance between providing enough information and avoiding information overload. Cluttered pages can result in a poor user experience, as users may struggle to focus on the key details or get discouraged from exploring the site further.

**For example:** This website has no navigation whatsoever all the content of the website is displayed on a single index page. This website is also overloaded with text throughout the website.

1. Inconsistent Visuals

* **Inconsistent Design Elements:** The design elements, including fonts, colours, and imagery, lack uniformity throughout the site. Consistency in visual elements is crucial for establishing and maintaining a strong brand identity. Inconsistencies can create a disjointed and unprofessional appearance, potentially diminishing the credibility of the website.

**For example:** The use of colours in this website for example the background colour is not appropriate or does not support the content/concept of this website. Also, this website is overloaded with text in random fonts throughout the website.

1. Limited Interactivity

* **Lack of Modern CSS and JavaScript Features:** The website misses’ opportunities to engage users with modern design elements such as image sliders, hover effects, or animations. These features can enhance interactivity, capture attention, and create a more dynamic and visually appealing user experience. Without these interactive elements, the site may feel static and less engaging compared to contemporary websites that leverage the latest technologies to create a more immersive experience for visitors.

**For example:** This website fails to engage users due to a lack of interactivity one can click on images to view more about a particular image but if one is using the website for the first time, they won't even know that they can do that.

***Solutions***

1. Redesigned the Whole Website

* **Modern Aesthetic:** Ensure that the redesigned website has a modern and visually appealing aesthetic. Utilize contemporary design trends, colour schemes, and typography to give the site a fresh and updated look.
* **Consistent Branding:** Maintain consistency in design elements throughout the website to establish a strong brand identity. This includes consistent use of colours, fonts, and imagery.

1. Added a Navigation Bar and Implemented Card Layouts

* **Improved Navigation**: The addition of a navigation bar enhances user navigation by providing a clear and organized menu structure. Users should be able to easily find and access different sections of the website.
* **Card Layouts for Images and Information:** Implementing cards for images with corresponding information improves the visual presentation of content. This layout not only adds a structured and organized look but also helps users quickly scan and comprehend the information associated with each image.

1. Divided Pages into Sections

* **Clear Information Hierarchy:** By dividing pages into sections, you establish a clear information hierarchy. Each section should have a distinct purpose, making it easier for users to understand the content and navigate through different parts of the page.
* **Enhanced Readability:** Breaking content into sections can improve readability, especially if each section focuses on a specific topic or piece of information. This design choice contributes to a more user-friendly experience.

1. Used CSS and JavaScript for Interactivity and Animation

* **Enhanced Interactivity:** Implementing modern CSS and JavaScript features introduces interactivity to the website. This can include features like image sliders, hover effects, and other interactive elements that engage users and make the website more dynamic.
* **Animations for Engagement:** Adding animations to various elements can enhance user engagement. Whether it's subtle transitions, fade-ins, or other effects, animations can capture attention and create a more visually interesting and enjoyable user experience.