



STINGRAYS

SWIMMING SCHOOL



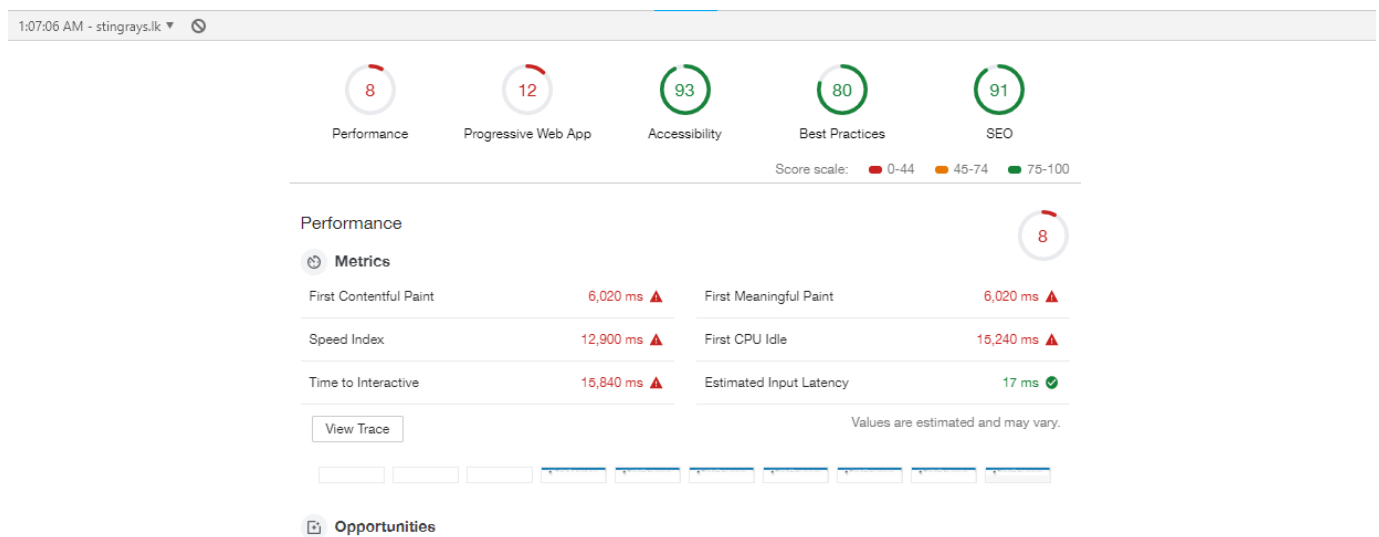
Main Page

The main downside is that the size of the **video** on the main page is **VERY BIG (48mb)**. Size must be reduced.

Design of the main page must be changed. (Changes are mentioned below).

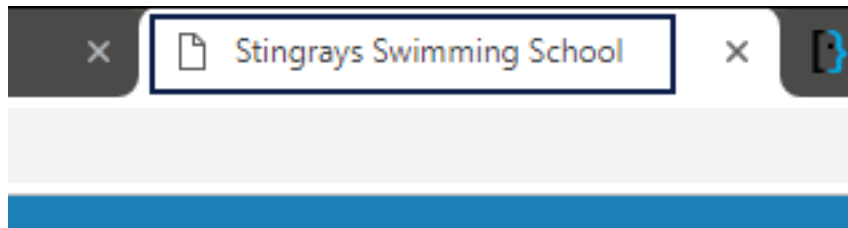
Overall Website

Websites performance is very low, images can be optimized and the carousel must be updated, need to make it look interesting by adding text on the images. Video must be removed from the carousel must be added as a different element. (More info below)



Above image shows the google audit report of the website “stingrays.lk”. As you can see, performance of the website is around 8%, which is extremely low. (SEO is better and need no changes).

Also the website doesn't have a logo on the tab near where the name of the website is shown.

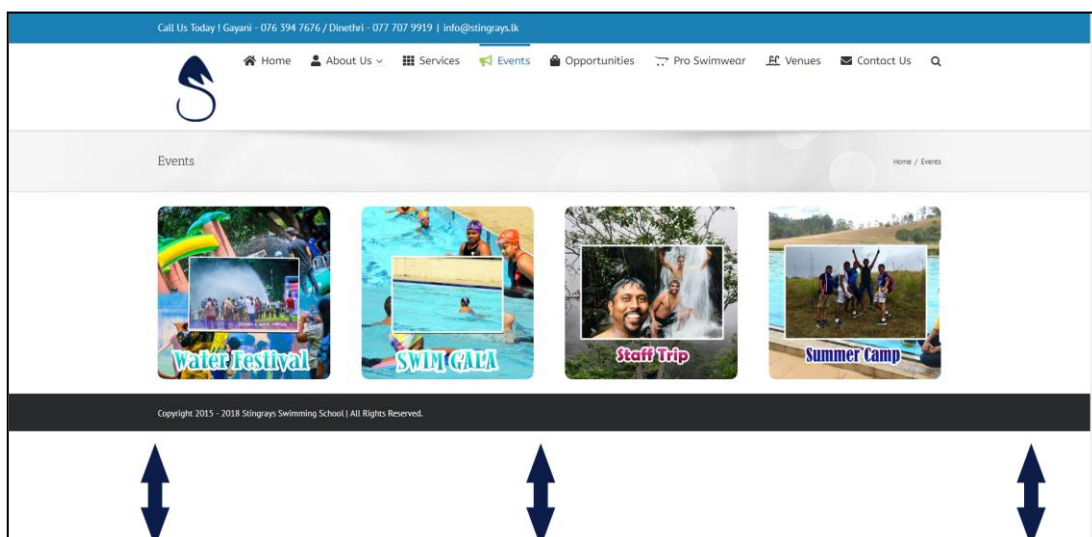


Services Page

Design of the page need to be changed. Instead of rendering “We have other following services” as a list we can use icons or images. (As shown later in the report)

Events Page / Pro Swimwear Page

Events page is not long enough, footer of the page is shown on the middle of the screen when viewing on a large monitor.



Opportunities Page

Flipping card is a great visual effect, but the downside of that “Flipping card” is, when user views the page on mobile, in order to reveal the paragraph need to click on the card,

e.g. – take “Learn to Swim Coaches” card, to reveal the paragraph, “Our Swimming School has open the doors for swimming enthusiasts, to become swimming instructors and ...” user must click on that card. Tendency to do that is very low because the card doesn’t look like a button or a clickable item.

(In PC this doesn’t matter since when user move mouse around, content in the card get revealed)

Contact Us

Carousel or an image on top of the page would make the page look more “Professional”. And the information that shown to a client can be presented in a different way as shown later.

Page Designs

Please check out the documents attached along with this document for the designs.