

WEBSITE ANALYSIS AND REDESIGN DOCUMENT



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1. INTRODUCTION

This document describes about a new design for the website of our client Winfried Sitte. Here we provide a number of suggestions to improve the existing website <http://www.infiniteleaders.com/>. This website was developed for his career on individual coaching and team workshops to CEOs, executives and entrepreneurs. The website is targeted for the customers belonging to different age groups. In this document we provide a short introduction about our client and his business. We also provide a list of things that our client would like to have on the website as well as the appropriate design requested by our client. We then critically review about the website and evaluated each component in the form of a scoreboard. Based on the scores, we recommend how to improve the independent component of the website such as the design, colour scheme, and content presentation.

2. THE WEBSITE UNDER REVIEW

2.1 CLIENT & BUSINESS

<http://www.infiniteleaders.com/> is the domain of the website owned by Winfried Sitte. This was developed for team workshops and individual coaching. He coaches executives, entrepreneurs, business leaders and owners for how to bind the power of mindfulness to become more effective leaders, and to create an extraordinary quality of life.

Winfried is learning a very broad range of psychological and philosophical themes, from meta-learning, personal development, language and culture, to the development of creativity, mastery, mindfulness and Zen. He continues to research and expand his knowledge and understanding on these subjects, and has the great fortune to be mentored and guided by exceptional people.

Winfried believes that the power of mindfulness multiplies, that when what we do is deeply aligned with what we believe and are passionate. He trusts that we have the capacity to influence positive change and inspire others, to lead by example, to create great intellectual, humanitarian and material wealth. Also he has confidence in when this

happens, divisions fall away, making this the single most important thing in creating a better world for the next generations as well as our own.

His coaching brings together the best current knowledge, and goes far beyond the conventional off-the-shelf productivity and performance hacks. He wants extraordinary results possible by taking customers on an enjoyable, energetic, spiritual and deeply introspective journey, personalized to customers unique circumstances and aspirations.

He developed his website to share his experiences, and to help people go beyond out of their imaginary barriers. He launched a series of coaching programs and speaks at events to help with the things he personally struggled with.

2.2 AUDIENCE

The target audience of ‘Infiniteleaders’ is primarily the executive level leadership, business owners and entrepreneurs, who have industry-specific operating management expertise and capital markets knowledge, both male and female. The age of clients is likely beyond 35 years old. Besides the business owner, ‘Infiniteleaders’ also provides the managers of human resources with some programs which teach them how to encourage employees to develop a positive and vibrant self-image through using mindfulness and related techniques.

Firstly, due to the target audience are almost the successful business man or the executive level manager, the training fees of programs is not a big issue for clients. The ‘Infiniteleaders’ would like to pay more attention on the content and the formats of the programs to attract clients. The successful men always have high professional qualifications and knowledgeable background. Therefore, they evaluate the perception of the courses on a more professional point of view. For the ‘Infiniteleaders’, its main goal is to achieve the advanced user’s expectations effectively.

On the other hand, facing with the intense competition, it is a challenge for entrepreneurs to manage their employees and improve their business significantly. Most of them need the operating management expertise urgently to extend their business. Nowadays, business man is also a typical group who are labeled with ‘pressure’ ‘fatigue’ and some other negative thoughts. It is necessary to support them mindfulness through a fun or creative program.

As mentioned above, a main feature of 'Infiniteleaders' is to increase leadership effectiveness through workshops and coaching programmes. Another potential client is the manager of human resource of large enterprises. This is because the employees also require the 'positive conduct' which is included in the courses. The large enterprises have large number of staff. The management of the business also can be named as the management of the employees to great extent. Thus, it is the responsibility for human resources department to inspire employees to have a positive attitude towards the work or break personal barriers.

The following fictional personas have been created to demonstrate some of the potential types of customers for the 'Infiniteleaders'.

Persona-primary user1



Steven J. Kassin

Age: 55

Occupation: Chief Executive Officer of Advertising Company

Major: Master of Graphic Design

**Hobby: Photography & Travelling
& Reading**

The opportunities are only for the prepared minds

Steven J. Kassin graduated from University of Queensland with a Bachelor Degree of Business many years ago and was employed as an accountant in a small advertising company. After a few years, Steven J. Kassin was interested in the Graphic Design. Then he decided to give up the job and achieved a Master Degree of Graphic Design in University of London when he was 28 years old. During the university life, Steven J. Kassin made many friends who have lots of commons about future. Due to his working experience, he earned trust and supports from friends even his professors. After graduating from the London University, Steven J. Kassin made the biggest decision of his life—founded his own company. Now, Steven J. Kassin is a successful business man, earning amount of money and obtaining a high social status. There are around 120 employees in the company. However, he never stops learning and keeps to make a progress both to business scenarios and life.

Until recently, Steven J. Kassin found that the power of mental. Steven J. Kassin has realized that he encountered his own barriers and limitation as a result of the rapid development of society. Steven J. Kassin urgent needs to improve his leadership through particular approaches. Steven J. Kassin prefers the professional and experienced team to increase his leadership effectiveness and give him some appropriate recommendations.

Main Points	Frustrations
<ul style="list-style-type: none"> ● A successful business man with high respect in society ● Knowledgeable background and rich business experience ● Eager to improve himself through learning ● Enjoys team work and cooperation ● Focus on the high qualification learning resources 	<ul style="list-style-type: none"> ● Dislikes waste time and energy ● Negative thoughts and pessimism ● Noisy and Crowded environment

Goals	Scenarios
<ul style="list-style-type: none"> ● Stimulate inspiration and make better decisions ● Enhance health and vitality ● Build deep trust and deep engagement in relationships ● Improve physical & mental quality and expand the knowledge ● Enable to make friends through the programs 	<ul style="list-style-type: none"> ● Hopes to build up the best advertising company ● Believes that the emotional benefits are significant for people to achieve success ● Joins in some commercial association ● Pursue high quality life

Persona-primary user 2



Robert Greenberg

Name: Robert Greenberg

Age: 46

Occupation: Chief Human Resources Officer of a Telecommunications Company

Hobby: Reading & Golf

The more that you read, the more things you will know. The more that you learn, the more places you will go

Robert Greeberg engages in the management of human resources for many years. His major in university is the Human Resources. There is no doubt that Robert Greeberg is an experienced CHO in a huge company which has nearly more than 1000 employees. Robert Greeberg is a corporate officer who oversees all human resource management of the company. Roles and responsibilities of Robert Greeberg can be categorized as follows:

1. Workforce strategist
2. Organizational and performance conductor
3. HR service delivery owner
4. Compliance and governance regulator

Robert Greeberg may also be involved in board member selection and orientation, executive compensation, and succession planning. He believes that the human resource is a vital power of a company. Nowadays, the white-collar employees has been labeled with 'pressure' or 'boring'. This has aroused questions that how to manage the employees to work happily. 'Infiniteladers' provides the business owner with various programs. Similarly, the learning resources are also beneficial for the employees. However, the company cannot offer amount of money for each employee to attend the program. Thus, the CHO can have the opportunities to experience the course themselves and then they are responsible to train their employees.

However, there are only some particular programs can be available for Robert Greeberg. This is because the purpose for attending the courses is to reduce the employees' pressure substantially and develop mindfulness.

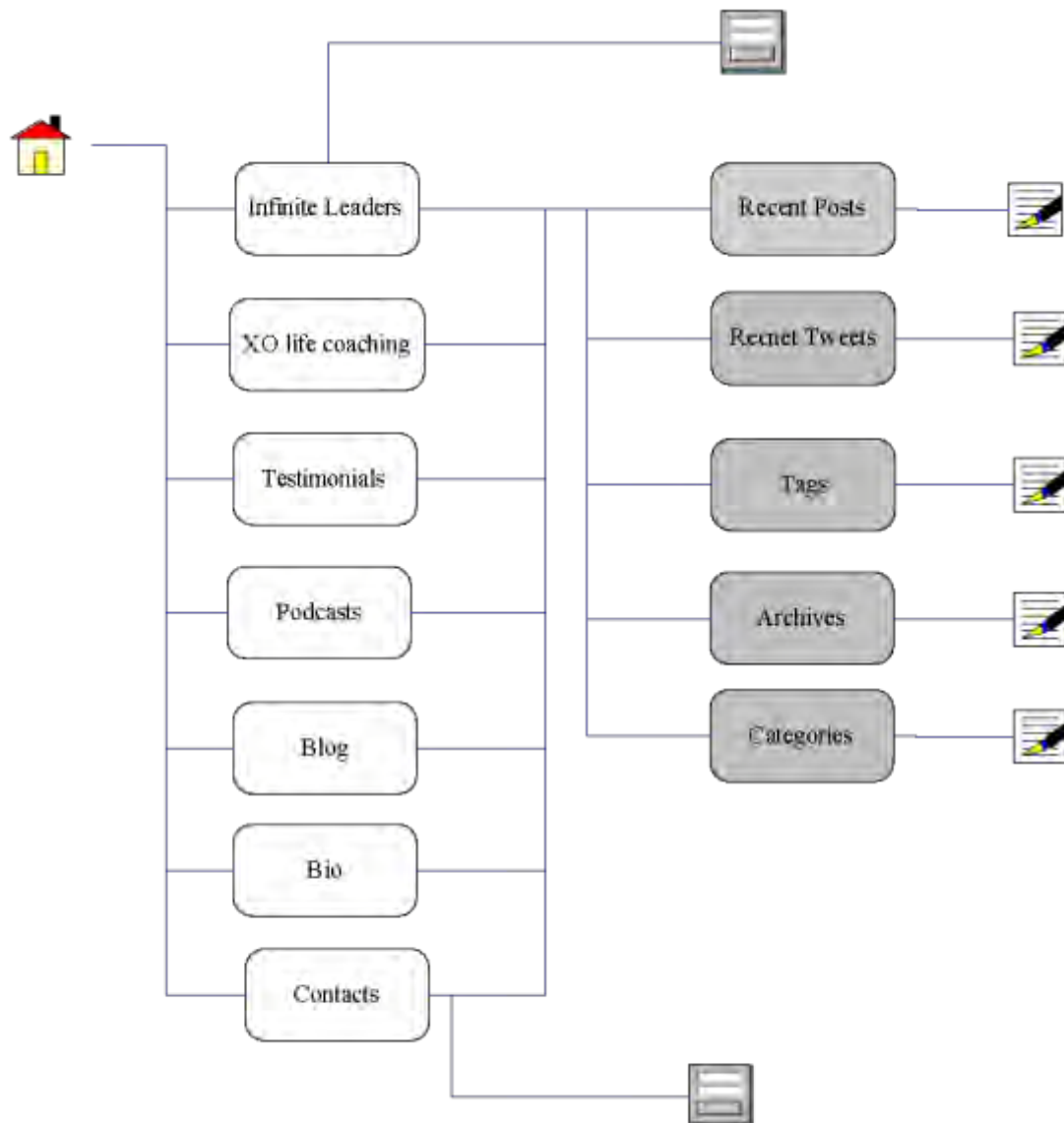
Main points	Frustrations
<ul style="list-style-type: none"> ● Have enough financial support by the company ● Aims to improve the employees rather than themselves ● Clear learning objectives ● Need some suggestions that can be practiced on employees 	<ul style="list-style-type: none"> ● Dislikes the general suggestion/advice ● Noisy atmosphere ● Dislike the on-line course

Goals	Scenarios
<ul style="list-style-type: none"> ● Delivers the knowledge ● Achieves the management of HR ● Breaks the employees' barriers ● Reduces the employees' pressure substantially 	<ul style="list-style-type: none"> ● Has rich HR experience and can identify and evaluate the programs ● Focus the integration of the theory and the practice ● Likes sharing the working experience and reading professional books

2.3 CONTENT OUTLINE & STRUCTURE

Site map

The prospective general site map for current website is shown below. In the site map, colourless block stands for the first layer, the blue block represents the second layer and the text label stands for the third layer.



From the site map above, the website only has the global navigation. Also, the functions of the navigation are repeated. Such as the 'blog' is similar to the 'podcasts', the 'infinite leader' can be integrated with 'XO life coaching'.

2.4 WEBSITE CONTENT

Home page

The home page is the main page of the website that could navigate customers to visit the any pages of 'Infiniteleader'. It contains the logo of 'Infiniteleader' on the left top of the banner. The same banner is applied in the whole website. A list of dynamic image will be available to demonstrate the programs information. The right top of the banner shows the links of social media. The footer of this website also contains the navigation again. On the homepage, a relevant external hyperlink <http://tedxtalks.ted.com/video/> can be accessed easily. At the bottom of the banner, there is a search symbol while it does not work at all.

Infinite Leaders

This is a main page for the introduction for the programs. This page contains a list of courses and a form for course enquiry. At the right side of the page, it demonstrates a form to register and some external hyperlinks and internal hyperlinks. The users can search the archives through a selection box.

XO Life Coaching

This page is a special program for the clients. Actually, it is not necessary to separate it as a new page. The right part of the page is the same content like 'Infinite Leader'.

Testimonials

This page lists the comments of the successful business man all around the world.

Blog

'Blog' page contains a list of images to guide the users. Each page is linked to another webpage which gives the information of programs through text. Still, the users can buy

ticket for events.

Podcasts

The main content of this page is an audio link which displays the program. It allows the users to leave a comment through a form.

Contact

This page contains a text of the contact details on the left side. The middle section is a form which the users can leave some message.

Next, we reviewed the existing website according to the content of the scoreboard.

2.5 REVIEW

Identity

The domain age allows to see when the domain was created. Generally the age of the domain suggests the degree of the reliability of the website. The domain age of this website is at least 2 years where as http server is unknown. This website has a logo. The page title (Infiniteleaders.com) is the same as the domain address. However the title itself contains a keyword. Although It had a clear path to contact information, the company information is absent. Only a few keywords were included in meta title and meta description.

Page Design

Developers of this website used wordpress tool . It contains meta charset, description, keywords and meta tags. Although this website has a header tag, nav tag and a footer, the slider is not attractive. The home page does not contain interesting information. This

website does use cellular design. The blog pages contain too many images with very little text (Fig.9) . Colour combination is not pleasant. With the exception of the homepage, the ratio between the texts and white space is too low in all other pages (Fig. 7). There are more scripts at the foot of the document (Fig. 4). The contact email address is not given in contact information as well as in the footer (Fig. 4 & Fig. 8) . In most of the pages the texts alignment is not proper (Fig. 6).

Navigation

We observed nav tags. Navigation labels in main menu toolbar is not coherent and concise (Fig. 1). There were more text link navigations on the footer (Fig. 4). They hadn't used colors for navigation links to indicate visited/non visited status. On every page the main tool bar appears on the top, so that visitors can return to the home page at any time. However, it's not convenient to users.

Content Presentation

In text content, H1, H4 and H6 are absent where as H2 and H3 are too many. In text styling, "strong", "em", "u" and "i" are all none. Font size is good on every page where as font colors are not consistent in some places. However, content is clear and meaningful and is easy to understand, appropriate to visitors. We observed that there is a low ratio between content and source code. Footer area does not contain any information of copy right, updated date and email address (Fig. 4). Overall the typography is fair.

Functionality

Most of the hyperlinks in this website did not have an underscore and only a few links had the title attribute. All images used in this website were cached and, some of them were not accompanied with the alt attribute. Unusually this website had too many images than required. We observed that this website had no flash content. Frames might cause problems on web page, since search engines will not index the content with frames. This website did contain frames or iframes. There were too many plug-ins activated. There was no inline CSS attributes in HTML code. They didn't use any CSS style tags but more HTTP requests were linked in CSS. Also all CSS files and .js files were compressed. There was a few external CSS files exist on this website. All pages had share tool bars for

social networks on top right corner as well as at left centre (eg. Fig. 1 & 9). There is no variation in display for different browsers.

Accessibility

The language attribute of the HTML tag and meta tags were missing. This web page is optimized for mobile visitors and hence did not contain any high resolution images.. It does not contain any printing style sheet. There is no backlinks on 404 pages. And the download time for each page is reasonable. The pop-up forms used to book an information call did not work as well as the font colour(light silver gray) and background colour (black) did not match with to fill the details (Fig. 5)

2.6 VISUAL DESIGN

Visual Design for existing website on desktop

Below we attached some essential screen shots of pages which has some flaws as mentioned above.

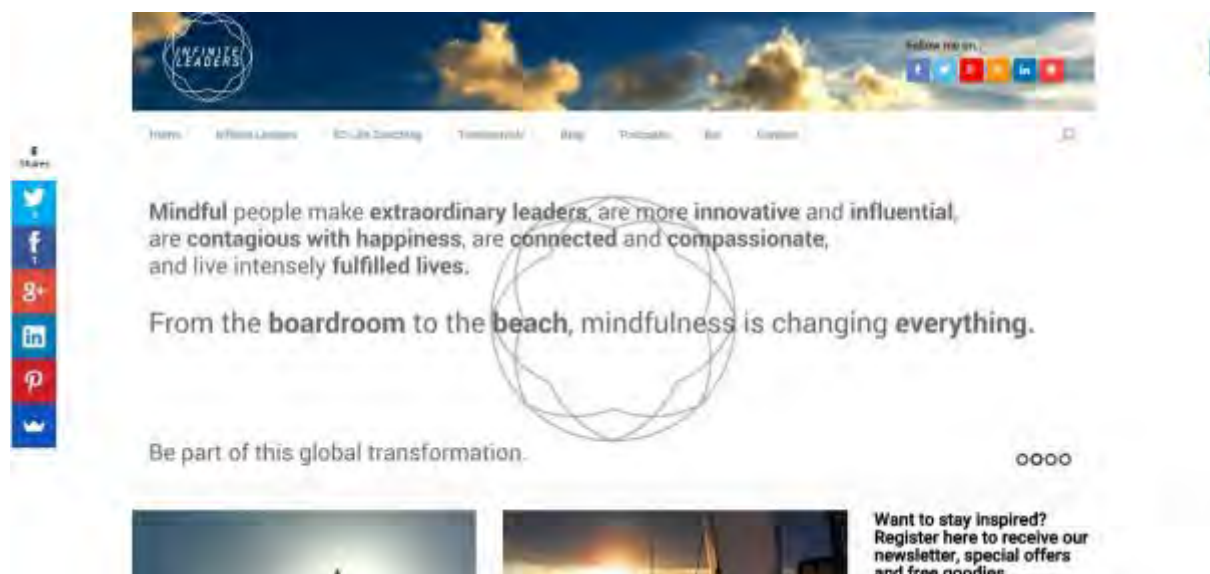


Fig. 1

Fig. 1 : Navigation labels (global navigations) in main menu toolbar is not coherent and concise; All pages had share tool bars for social networks on top right corner as well as at left centre, but it should be on footer.

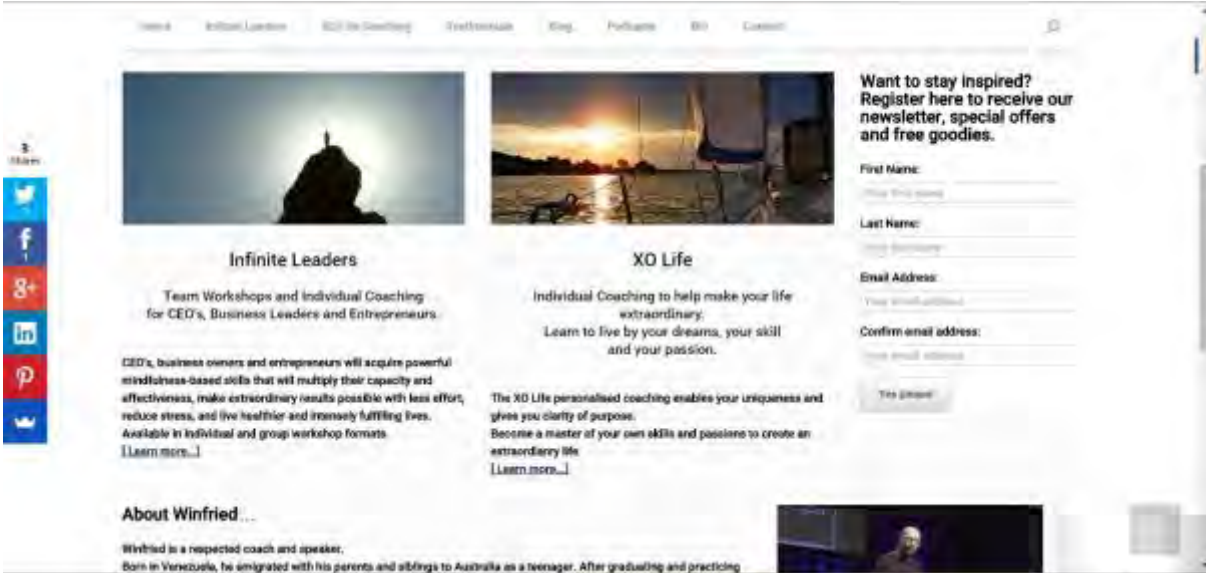


Fig. 2

Fig. 2: sample screenshot of home page

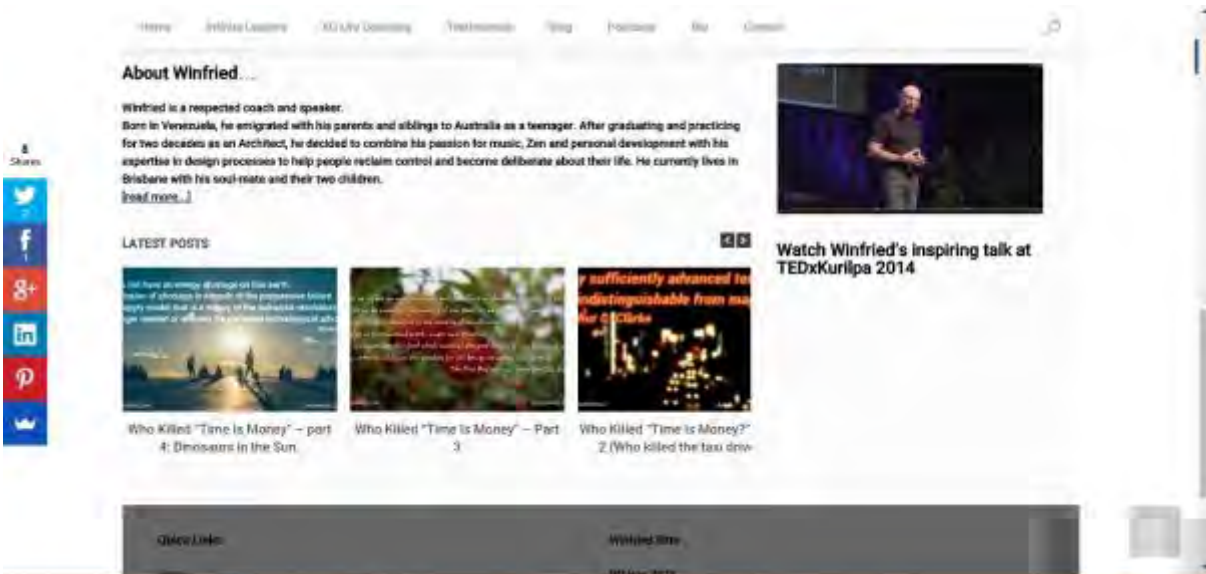


Fig. 3

Fig. 3: sample screen shot of home page



Fig. 4

Fig. 4: There were more scripts at the foot of the document. Footer did not contain any company information, copy right, updated date and email address



Fig. 5

Fig. 5: The form to book an information call didn't work or activated and the font color(light silver gray) and background color(black) did not match to get the users information.

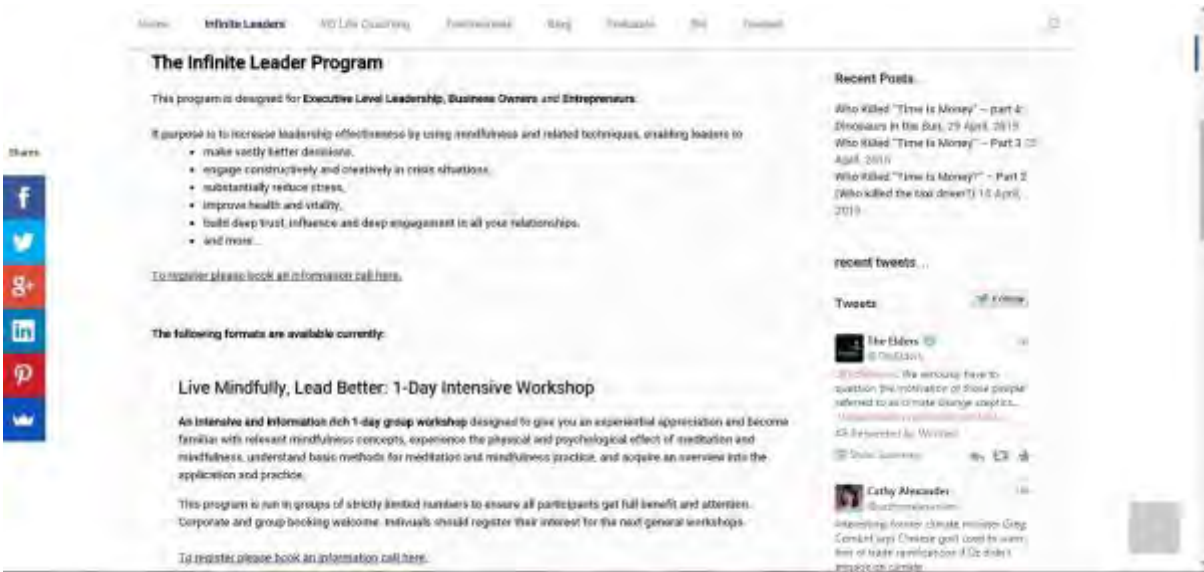


Fig. 6

Fig. 6: In most of the pages the texts alignment is not proper

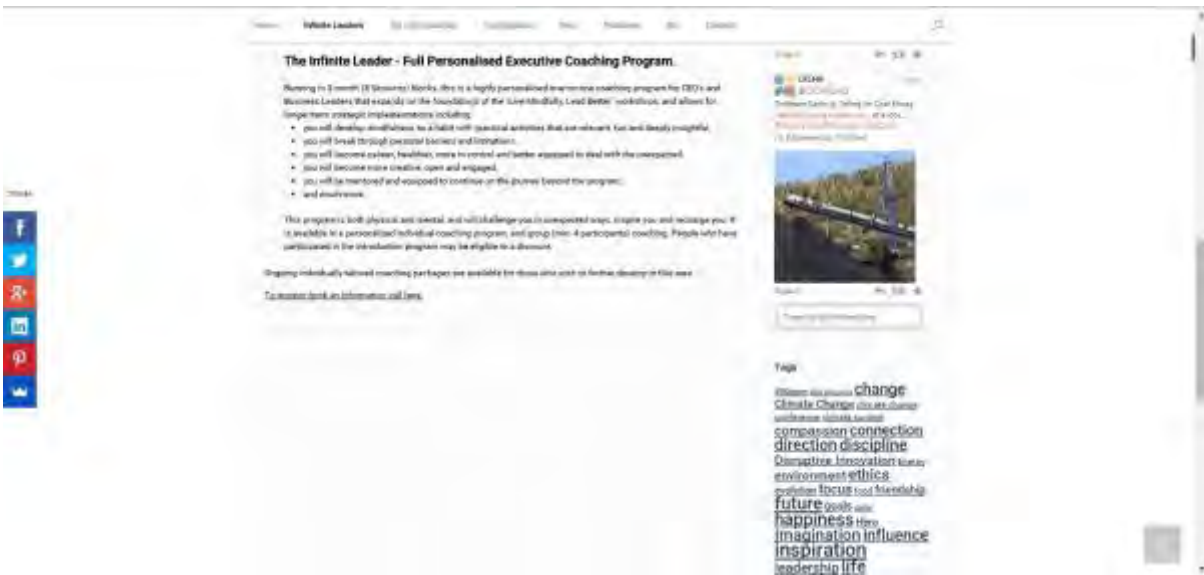


Fig. 7

Fig. 7: With the exception of the homepage, the ratio between the texts and white space is too low in all other pages



Fig. 8

Fig. 8: Contact information was not consistent, for eg. there was no email address

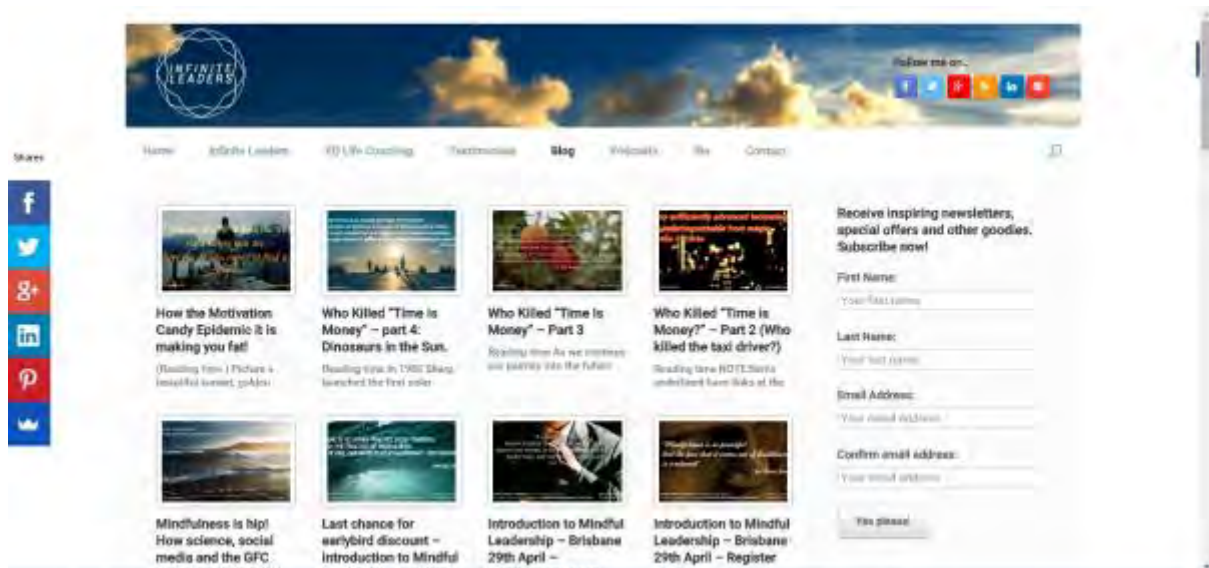


Fig. 9

Fig. 9: The blog pages contain too many images with very little text, it may cause to slow downloading speed , for example in slow internet connection

3. THE ANALYSIS APPROACH & RESULTS

In this part, we analyze and evaluate the website ‘<http://www.infiniteleaders.com/>’ with a set of stimuli and validated research questionnaires (the score board). We reanalyse the data to guide us for the further redesigning.

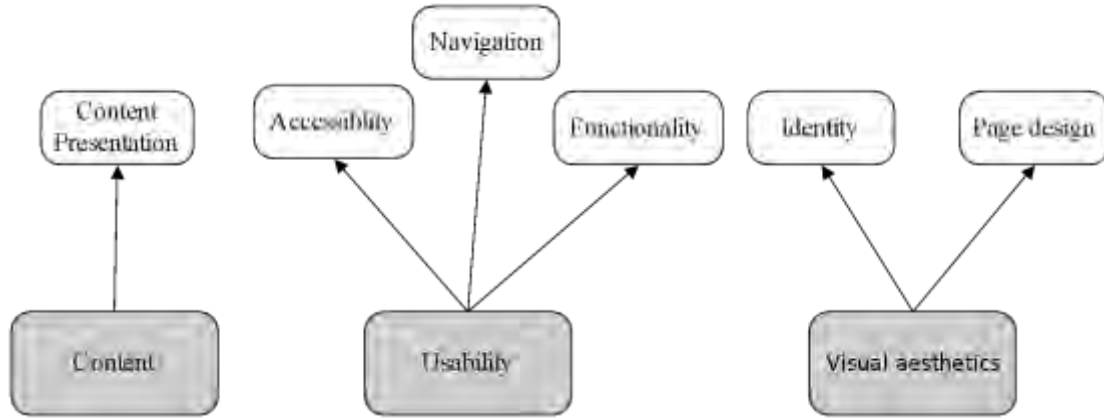
3.1 EVALUATION METHODS

Participants

A total of 10 participants took part in this study; 3 were female (30%). Ages ranged from 22 to 35 years. The education level of 100% of the participants was bachelor degree or higher. On average, the subjects had been using the Internet for 10 years and around 15.72 h a week. Participants took part voluntarily on an anonymous basis and received no compensation for completing the study. Only three participants are familiar with the issue of web design.

Materials

The domain of the website is ‘<http://www.infiniteleaders.com/>’. According to the score board, the evaluation aspects contain a broad range of websites in terms of content, usability and aesthetic appraisal. In order to improve the accuracy of the evaluation, the score board divides the element into 6 parts: identity, page design, the navigation, content presentation, functionality and the accessibility. We integrate the ‘identity’ with the ‘page design’ to represent the construct of aesthetic. The combination of ‘navigation’, ‘functionality’ and the ‘accessibility’ stands for the construct of website usability. The content presentation is used to measure the content quality.



Measures

Owing to the lack of web design knowledge, each of items is measured by the mean scores. We sent the website domain and the score board to the participants through E-mail. We justify and explain the concept of some questions in advance to avoid the participants feeling confused. After one day, we collect the raw data and calculate the results as follows. We set the standard qualification as the 60% of the full marks.

3.2 EVALUATION RESULTS

Aspect	Items	Full marks	Standard	Mean scores
Visual aesthetic	Identity	10	6.0	4.1
	Page design	16	9.6	6.8
Usability	Navigation	16	9.6	9.1
	Accessibility	24	14.4	18.3
	Functionality	24	14.4	17.9
Content	Content presentation	18	10.8	8.7

As the shown in the table, the highlighted items are the ones which the score is less than the standard qualification. Therefore, we need to focus on the analysing and redesign these items. It is obvious that the visual aesthetic is the most serious problem in the current website which needs to be improved.

In order to analyze efficiency, we need to refine the items and find out the specific errors of the website. We demonstrate the elements of the items which there are more than 6

participants mark as zero. The following are the details.

Items	Serious Problems
Identity	<ul style="list-style-type: none">✧ Home page is lack of compelling, interesting information✧ Path to company information is not clear
Page design	<ul style="list-style-type: none">✧ Unbalance of text/graphics/white space on page✧ The use of basic design principles: repetition, contrast, proximity, and alignment is unreasonable✧ Use of colour and graphics enhances rather than distracts from the site✧ Page footer area does not include copyright, last update, contact e-mail address
Navigation	<ul style="list-style-type: none">✧ Navigation labels are concise but unreasonable
Accessibility	<ul style="list-style-type: none">✧ Some alternate tags of images are not available
Functionality	<ul style="list-style-type: none">✧ The register form does not work appropriately
Content presentation	<ul style="list-style-type: none">✧ Emphasis (bold etc) is not used to distinguish the bullet points✧ The diversity of techniques of writing for the Web are is single

General Discussion

From the data collected from the 10 participants, it is obvious that the Visual Aesthetic is the most serious issue which includes the identity and page design items. Most of the participants argue that the visual design of this website is boring and dull. Even some participants complain that they cannot concentrate on the page which is full of text only. The whole website does not contain the company information at all. The text and graphics are not balance. The frame design is not reasonable.

However, according to the results the mediocre is its functionality and accessibility. The hyperlinks work efficiently on this website. The speed of loading is accepted by most of the users. From a technical point of view, the using of CSS & HTML is valid.

3.3 ANALYSIS

Identity

The title of a page should contain keywords, the name of the organization and also should describe the content of the page. The title tag is required in all HTML documents and it defines the title of the document. A descriptive title tag is important in helping search engines, and determining web pages' relevancy for certain keywords. A Google search results use this web page title in order to display relevant summarized information about this site. If number of characters in page title are too long, Google will truncate their content. Also primary keywords should appear in meta-tag to help identify the topic of this webpage to search engines. This website should have company information, which will give more reliability.

Page Design

The design of a web page is a technical aspect defined by the structure of its source code. It provides the content of a page with a certain structure, allowing the information to be easily readable by search engines. With respect to Meta charset, it is important to define the set of characters used in order to minimize display problems. The Meta description tag should describe the page without being a straight forward list of keywords. The Meta keywords tag allows inserting keywords related to the contents of the page. According to the color theory, the background and text colors should contrast each other. If the website has dark background, the main content should be lighter color (or vice versa). This will attract viewer's attention on specific page element as well as help to reduce eyestrain. Footer is a place where users frequently look for information. So it's a vital area when planning a web design project. Two of the most important links in a footer are "Contact us" and "About us". Users always want to know about the basic details of the company and the contact information. So the footer must contain these information with email addresses. We can also include social media links in the footer. All of the elements whether it is plain texts, links or images have to be aligned properly in order to attract the users' attention.

Navigation

Effective navigation and links are vital for frequent website users and search engines. It should be clear and simple for visitors to understand. Website's navigation menu is one of the most prominent things that users see when they first visit. Although main menu tool bar as well as the footer of this website had nav links, main menu's global navigations did not describe the content or services coherently.

Content Presentation

The Internet is a wealth of information. To attract visitors or customers, we need to provide them with quality textual content that will interest them. This quality is based on the analysis of the keyword density, the semantics of web page and the formatting of text. Headings help to indicate the important topics of the page to search engines. It can help to highlight important topics and keywords within a page. We should insert most important topics in head tags and highlight key expressions of the content of a page. "strong, em and u" are used to define the importance of certain expressions. And "i" tags which are used

to create the graphic form of the text. To get the attention of users we have to use these style tags. In order to get high ratio of content to code, we should increase text to HTML code.

Functionality

Usually developers use hyphens or dashes rather than underscores for links, since Google treats hyphens as separators between words in a URL. If the website is new and is not indexed by search engines we can replace underscores with hyphens or we can redirect those links to URLs that use hyphens. When an image cannot be displayed (eg. due to slow connection) the alt attribute generally provides alternative information. Most of the images of the website lack this important attribute. The alt attribute in an image element informs the search engine of its description. This attribute is also used by the software to describe the images for blind people. In order to reduce HTTP requests, we can combine CSS files into one single file. Minimizing HTTP requests is key for web site optimization. Using CSS techniques can reduce HTTP requests. Replace graphic text headers with CSS text headers to further reduce HTTP requests. Compressing CSS files reduces their size and therefore reduces their loading time and the JavaScript should be in a separate file to optimize the loading time of the page. Web pages should only contain one or two external CSS files. Because external CSS files are in the head of HTML document and they load before the body content. Hence, having too many external CSS files will slow down the initial display of the page.

Accessibility

It is one of the most important aspects in a website's strategy. It is very important for a website to have its content readily accessible and easy to navigate. Here the HTML size of this website is reasonable. This leads to a faster page loading time than average. Since this website has caching mechanism, it helps to decrease the loading times as well as reduce server load. Further more this website did not have nested tables, which speeds up page loading time and optimizes the user experience. Adding a dedicated style sheet for printing allows users to print the content of the website in a more readable way. In pop-up form the background color and text color should be in contrast for better visibility.

4. RECOMMENDATIONS

Identity

According to our former review, we find the domain of “www.infiniteleaders.com” isn’t the actually original domain of this website. It loads the content of “winfriedsitte.com”, whose logo is still called “Infinite Leaders”. Therefore, we surmise that Winfried Sitte, the owner, wanted to build a branding and improve the identification of his career and company. But he hasn’t finished all the website re-building work. That is why we can see this situation.

For this point, we recommend that create a basic VIS (Visual identification system) including company logo (infinite leaders), color scheme based on logo or the feature he wants to display, the logos of three programs and some elements can assist to enhance the impression of public about “Infinite Leaders”.

Page design

The current page design of this website is plain. Basically, it has a better readable and layout on mobile than desktop. On the basis of source file of this website, we find it is generated by Wordpress. This template the owner used now adds some responsive feature. However, if the user didn’t set it deliberately, some incompatible conditions and disorder will happen, like this case. This is the reason why it has a better mobile experience than desktop.

Just like above said, current page is plain. The whole page contains only one color, grey, different kinds of grey. It results in that there is no visual stimulation cross the whole website. At the same time, the space between components is not enough to assist visitors to read them. The hierarchical relationship of components is not clear.

Therefore, we recommend redesign the whole website. Using the change of size, color, font and space to give page the feeling of rhythm, such as emphasizing the core part, providing better typography to increase readability and setting remember point, visual stimulation, to let visitors remember this site.

Navigation

The navigation of the original website is dull. It contains too much similar items and the unordered tags make visitors hard to figure out the relationship of pages. The number of items in navigation bar may be beyond the designer of this template pre-setting, which causes the incompatibility we mentioned before.

Here, our recommendation is that simplify the navigation items by merging the similar functional pages or similar category, deleting useless navigation tag and re-organize the hierarchy of the whole website. The specific solution can refer to the following section: site structure.

Pop up

We all agree that the pop-up sharing window once you selected the content of the page is worst design of this website. And we believe it should be concealed. In order to make up this point, that the owner wants people to share the content of his website to help him advertising, we will set up social media share button on appropriate area in pages.

Font color space

The former sections have included our ideas of those aspects. Basically, the font of the current website is OK. But the color is too plain and space doesn't take the responsibility of assisting visitors to gain the content's idea. The recommendation is contained in above, so we don't repeat them again here.

5. SITE REDESIGN

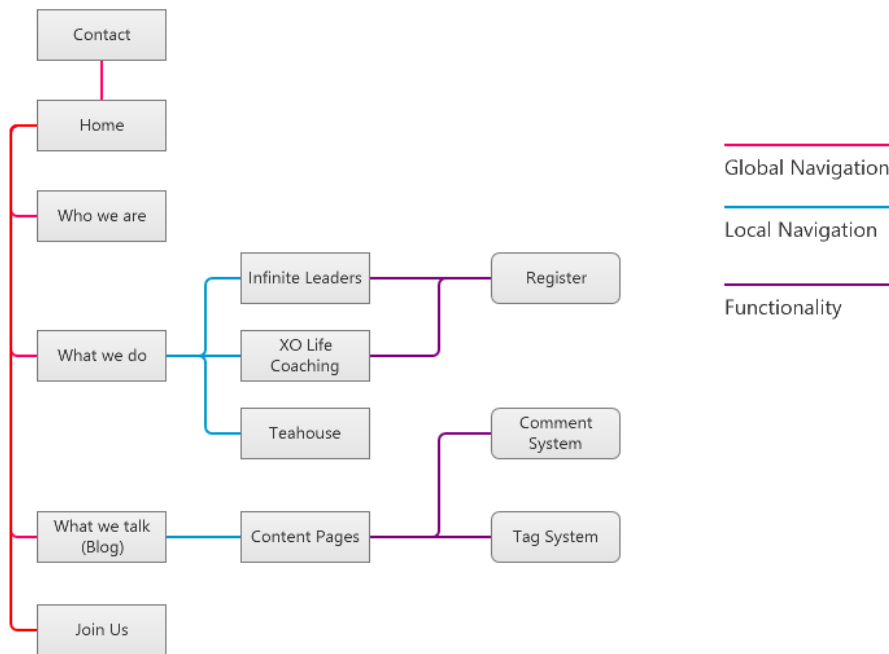
Site structure & navigation

First of all, we re-organized the hierarchy of the whole website to simplify the main navigation bar, which makes the information provided by this site more accessible and easier to understand for visitors.

1. We find these three tags of the original navigation bar have similar functionality that use to introduce detail information of programs owner has to visitors.
“Infinite Leaders”, “XO Life Coaching”, “Podcasts (teahouse talk)”

Therefore, we capsule them into one tag called “What we do” to show owner’s programs.

2. The other two tags, “Bio” and “Testimonials”, actually, we think, have similar meaning. “Bio” is an introduction of the owner, also the main trainer, to visitors. Whilst, the “Testimonials” serves as another way to let people know Winfried Sitte is what kind of guy. Thus, putting them together can give visitors a complete understand for Winfried.
3. The original version has a individual “contact” page. However, the detail content is few and the footer part is just some repeated links which is the same with navigation. So we conceal “contact” as a separately page putting on navigation and move it into redesigned footer, which contains contact information, social media links and E-mail newsletter subscription.
4. About the “Home” link on navigation, we use logo as a return home page link instead of “Home” tag on navigation, on the ground that it is a common sense for most internet users to click logo to return back home page. This change will not take any obvious misunderstanding to visitors, but can contribute to simplifying navigation bar.



Due to this website has a flat structure, so the hierarchy of this website is really simply. Just has 2 level. After simplifying, the navigation structure has been demonstrated as the above sitemap as well. The main navigation bar contains, the global navigation items, “Who we are”— “about us” page, “What we do”— programs introduction page, “What we talk” – blog page, and “Join us”.

“What we do” and “Join us” just have one page, themselves. “What we do” contains three children pages, local navigation, which supply information of three programs. “What we talk” contains many content pages.

5.1 SITE CONTENT

The global content

Banner & Navigation bar: In this design, banner and navigation bar are placed together. According to target users’ feedback, the navigation has been simplified and just leaves those which have been mentioned on last section.

Footer: this is the last part of the page, which contains the contact information of owner, social media links and E-mail newsletter subscription. Those all are considered as high frequency using functionality, but not everyone need to use them.

General layout: The entire website's pages follow those rules.

- Banner & Navigation bar, Footer and full-screened display region should fill in all browsers' frame automatically.
- Other components should be put within a 1150px-wide region in the middle of screen.
- Contents clear is the primary consideration in arranging objects position. Therefore, we leave enough space between contents for readable.
- The same level components should have the same space between each neighborhood pair of them.

Home page

In this main page, our target website wants to show the updating information of their programs and tries to give visitors a general impression about their founder and services. So, in the beginning of the page, we set up a full screen switchable display area to show the picture of updating information. Next, posting their slogan to give visitors a primary idea. Then, visitors will get a touch with owner. If they want to learn more, they can click highlight button to go "who we are" page. Moreover, three simply introductions of running programs can let them know this is what they want to find. Blog is a big part of this website, so "latest stories" section will display the abstract of latest posted articles.

Who we are

Actually, this page is traditional "about us" page. In the original website, we think the "bio" and "testimonial" are work for building a primary impression of Winfried to visitors, so we integrate them together and these are the contents of this page.

What we do

This page contains entrances to go to detail program pages. And here, we do a simple category about those programs. Also, the basic information can help visitors to target which program is best choice for them can click the link to get the specific information.

Program page

Here contains the detail information of specific program. What is the audience group of this program and introduces what you will achieve from this program. In the beginning of the page, it will show some pictures which links to article pages about former event and the coming event information. In the end of this page, it provides a button to submit register information to take part in an event.

Register

This is just a simply pop-up form page, people need to fill in all the blank and click submit button to finish this process.

What we talk

“What we talk” is a blog page. Here concentrates all articles of Winfried. We put a filter instead of the current tag cloud. Although that tag cloud is good to show the tendency of visitors’ attentions, it makes the page more complicated and mess. In order to keep showing the tendency we add a feature articles list to show the hottest articles. In the left, we also add the twitter plugin to show the instantly post of owner. Below each section of article, we set up sharing button for visitors.

Contents page

This is the detail page of article. Of cause, it has the full article. The left part of page inherits “Features” and twitter plugin coming from “What we talk”. Also, we add “Related article” for readers’ continuous reading. Both the head and end of article has sharing button.

Join us

“Join us” has few different channels to keep touch with “Infinite Leaders” for getting different levels of information.

5.2 PAGE DESIGN & LAYOUT (WIREFRAMES & STYLE GUIDE)

Wireframes:

Home page



Who we are

Logo

Social media

Main Navigation Bar

Picture (placeholder)

Name

Occupations, occupations

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Three big childhood I have always maintained an obsession for learning new things and exploring the limits of our mental capabilities. This includes a very broad range of psychological and philosophical theories, how things learning, personal development, language and culture, to the development of creativity, mystery, mindfulness and Zen. I continue to research and expand my knowledge and understanding on these subjects, and have the great fortune to be mentored and guided by exceptional people.

Built on this desire to share my message, and to help people transcend what in most cases are only imaginary barriers to their greater self, I launched a series of coaching programs and speak at events to help with the things I personally struggled with.

As my journey moves forward I help others take their own steps. I believe that the power of mindfulness multiplies, that when what we do is deeply aligned with what we believe and are passionate about, we have the capacity to influence positive change and inspire others. As I lead by example, to create great intellectual, humanitarian and material wealth. When this happens, lives are full, making this the single most important thing in creating a better world for the next generations as well as our own.

I was born and raised in Minnesota, lived in Sweden and Austria, and eventually settled in Australia. I now live in Brisbane with my life partner and our two sons.

Besides my coaching commitments and my family I enjoy keeping fit, meditation, living in harmony with our environment, and of course as a creative person I have always nurtured my passion for art and music. I compose and record music of various genres, including the Shokubachi, a Japanese bamboo flute with a strong link to Zen meditation.

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Name & occupation

Picture

Contact us

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Get connect

yes

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Google plus

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LinkedIn

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Pinterest

Get our email update

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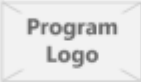
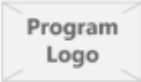

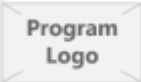






Name

Email address

Submit

28

What we do

Logo		Social media	
Main Navigation Bar			
Our core training plan			
			
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Program page

Logo

Social media

Main Navigation Bar

The upcoming Event informing
& Event photo

Picture
(Founder)

The Infinite Leader Program

This program is designed for Executive Level Leadership, Business Owners and Entrepreneurs.

It purpose is to increase leadership effectiveness by using mindfulness and related techniques, enabling leaders to

- make vastly better decisions,
- engage constructively and creatively in crisis situations,
- substantially reduce stress,
- improve health and vitality
- build deep trust, influence and deep engagement in all your relationships,
- and more...

Icon

100 events

Icon

120 talking show

Icon

5 City

Icon

2000 Participants

In progress program

The Infinite Leader - Full Personalised Executive Coaching Program.

Running in 3 month (9 Sessions) blocks, this is a highly personalised one-on-one coaching program for CEO's and Business Leaders that expands on the foundations of the "Live Mindfully, Lead Better" workshops, and allows for longer-term strategic implementations including:

- you will develop mindfulness as a habit with practical activities that are relevant, fun and deeply insightful,
- you will break through personal barriers and limitations,
- you will become calmer, healthier, more in control and better equipped to deal with the unexpected,
- you will become more creative, open and engaged,
- you will be mentored and equipped to continue on the journey beyond the program, and much more.

This program is both physical and mental, and will challenge you in unexpected ways, inspire you and recharge you. It is available in a personalised individual coaching program, and group (min. 4 participants) coaching. People who have participated in the Introduction program may be eligible to a discount.

Ongoing individually tailored coaching packages are available for those who wish to further develop in this area.

Live Mindfully, Lead Better: 1-Day Intensive Workshop

An intensive and information rich 1-day group workshop designed to give you an experiential appreciation and become familiar with relevant mindfulness concepts, experience the physical and psychological effect of meditation and mindfulness, understand basic methods for meditation and mindfulness practice, and acquire an overview into the application and practice.

This program is run in groups of strictly limited numbers to ensure all participants get full benefit and attention. Corporate and group booking welcome. Individuals should register their interest for the next general workshops.

Register

Contact us

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Register page

In progress program

The Infinite Leader - Full Personalised Executive Coaching Program.

Running in 3 month (8 Sessions) blocks, this is a highly personalised one-on-one program for Business Leaders taking part of the "Live Mindfully, Lead Better" program. It allows for longer-term coaching and includes:

- you will develop mind practical activities that insightful,
- you will break through limitations,
- you will become calm and better equipped to
- you will become more
- you will be mentored the journey beyond the and much more.

This program is both a challenge you in unexpected ways. It is available as a coaching program, and as a coaching. People who Introduction program is

Ongoing individually to available for those who area.

Live Mindfully, Lead Better: 1-Day Intensive Workshop

An intensive and information-rich 1-day group an experiential with relevant the physical and in and mindfulness, meditation and an overview into the

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Please Submit Enquiry

Your Name

Company

Your Location

Your Occupation

E-mail Address

Your Best Contact Number

Register

Contact us

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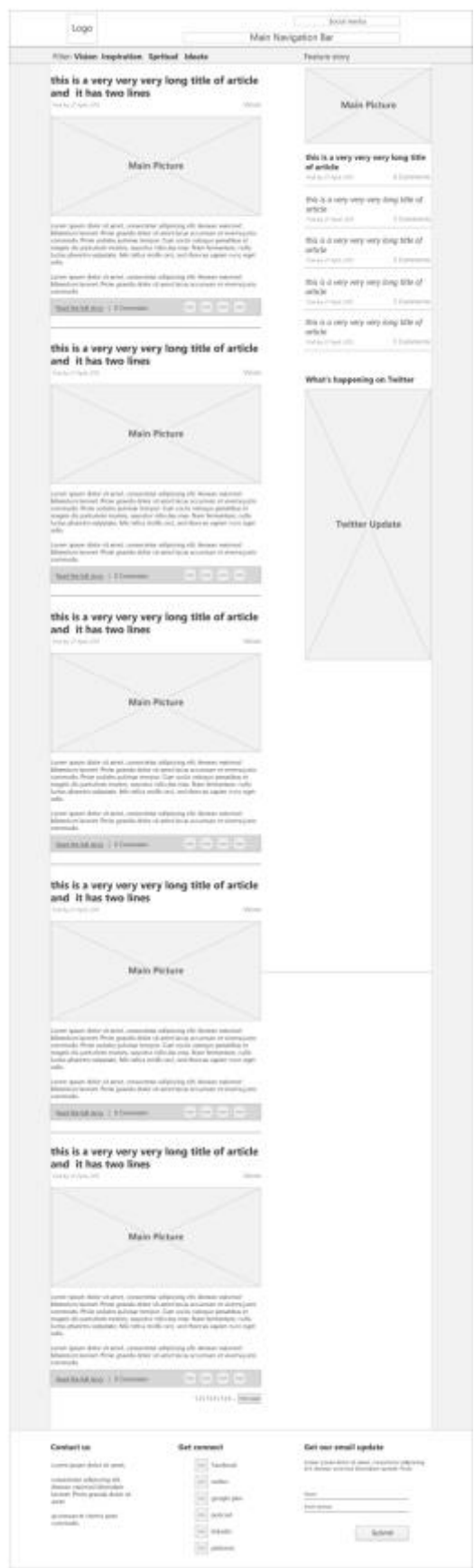
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What we talk



Content page

Logos

Search

Main Navigation Bar

Filter: Main Navigation: Special: Main

this is a very very long title of article
and it has two lines

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5.3 VISUAL DESIGN

Logo

In our recommendations, the first thing we mentioned is about the branding issue of this website. The owner wants to build a new branding company called “Infinite Leaders”, which is also the name of their main program.

But the original one is just white lines and branding words, which is not obvious. But the style is great, so this new branding logo inherits the basic structure and texture.

But we add the new color – gold (#FEC222), the reason will be mentioned on the next section, color scheme, bold the branding words and use dark grey (85% black of CMYK) for a visual balance.

This new gives people a warm and positive feeling, just like he proposes a better leading with a mindful life. The outside part likes a sunflower that means encourage and shining. Compared with the old one, this new one is more powerful and impressive. We also prepared the other forms of this main logo for different contexts and products.



At the same time, we also redesign the new logo for each program they are running to help build a complete VIS.

This logo is designed for “Infinite Leaders” program, the first and the most significant one. The audience of this program is the top-level managers of company, who are, at least, director of department or boss. So this logo should deliver an elite feature with a little bit experimental spirit. The black and red is a pair classic contrast colour represents a desire of innovation and exploration. Dark green is peaceful, which illustrates the reasonable sense. Keeping logic and mindful, but daring to break rules are qualities every entrepreneur is chasing.



This is the logo of second program, XO (Extraordinary) Life Coaching. In this program, this trainer wants to help participant to find the valuable aim of life. It is the foundation of quality life. That is why we try to use the classical style – steady brown, serif font and symmetrical structure.



Teahouse program is public and free sharing program. They wish inspiring people by the conversation between Winfried and certain entrepreneurs who are seemed as successful people in common value. This logo is closer to public. The icon comes from the sharp of

tea and the vapour in the top of hot teacup. Green is very easy to understand (tea is green). Maroon is the color of wooden house without any painting also the color of tea tree. Italic Georgia is soft, which is suitable with icon style. The whole logo gives people a mellow feeling. It is the idea what we want to deliver.

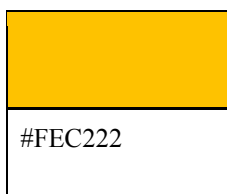
Color Scheme

Just like we mentioned in analysis and recommendation, the colour of the original pages is too plain. After we redesign the branding logo, we get the secondary colour – the highlight colour – of this website, gold with a hexadecimal value #FEC222. Because this is a basic positive colour coming from sun, and then, is expended to incentive and a symbol of success. The primary colour of this new design still employ the original grey, but we expand it into a series of grey with different density, 60%, 70%, 80%, 85% and 90% of grey, to create a hierarchy of content that can assist visitor to understand the information.

Primary colour



Secondary colour



Font

All text in this website is Helvetica Neuelt Pro series and we attempt to use different density of grey and form of fonts to create a rhythm page to help visitors to understand the information client wants to deliver.

Navigation: 26point, Helvetica Neuelt Pro 97 Black Condense, #7d7d7d

This is a font display testing text

Title: 32point, Helvetica Neuelt LT Pro 75Bold and 65Medium, #363636

This is a font display
testing text

Important or General information Text: 22point, Helvetica Neuelt LT Pro 65Medium, #464646

This is a font display testing text

Content Text: 18point, Helvetica Neuelt LT Pro 45Light, #363636

This is a font display testing text. This is a font display
testing text. This is a font display testing text

Stress and Button Text: 24point, Helvetica Neuelt LT Pro 77Bold Condense, #363636

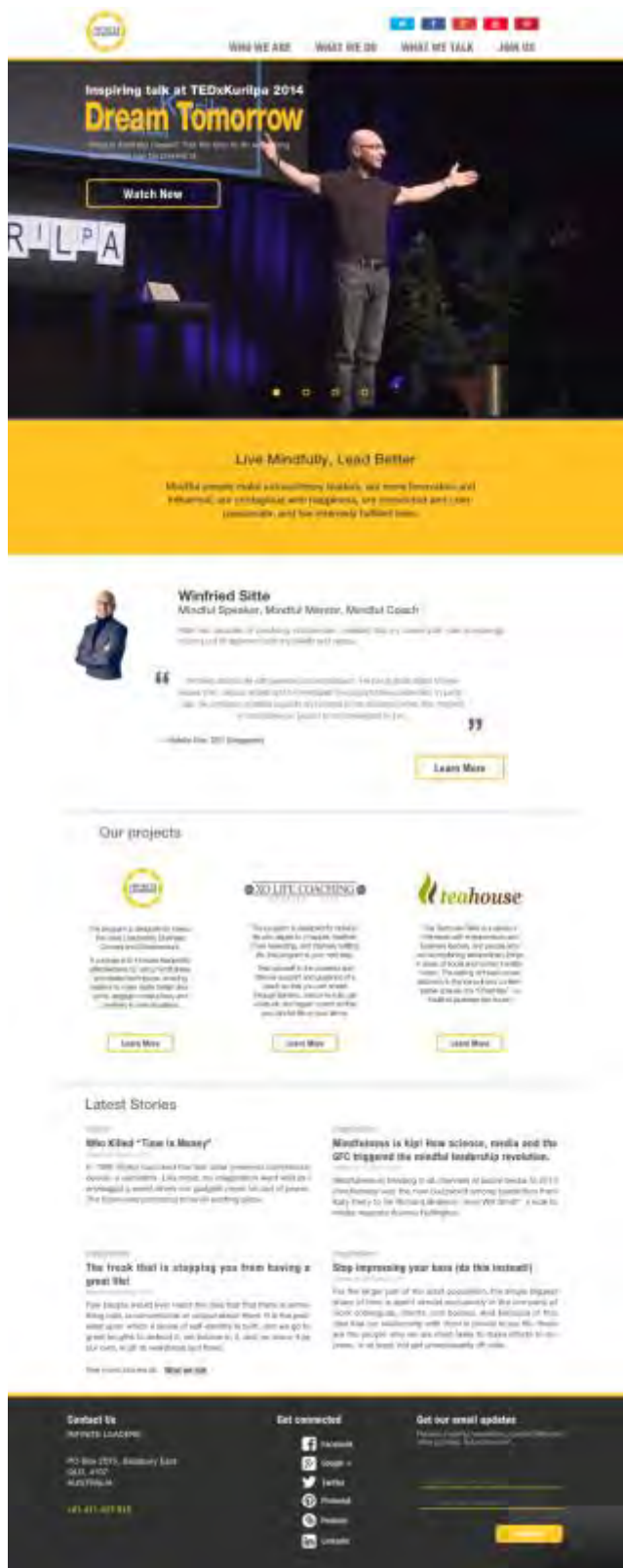
This is a font display testing text

Highlight Text: 28, Helvetica Neuelt LT Pro 85heavy, #fec222

This is a font display testing text

5.4 MOCK-UPS

Home page



[illegible][illegible]

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What we do





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Our core training plan





An intensive and information rich 1-day group workshop designed to give you an experiential appreciation and become familiar with relevant mindfulness concepts, experience the physical and psychological effect of meditation and mindfulness, understand basic methods for meditation and mindfulness practice, and acquire an overview into the application and practice.



This program is designed for individuals who aspire to a happier, healthier, more rewarding, and intensely fulfilling life, this program is your next step. Treat yourself to the powerful and effective support and guidance of a coach so that you can smash through barriers, overcome ruts, get un-stuck, and regain control so that you can live life on your terms.

Our new public program



This program is both physical and mental, and will challenge you in unexpected ways, inspire you and recharge you. It is available in a personalised individual coaching program, and group (min. 4 participants) coaching. People who have participated in the Introduction program may be eligible to a discount.

Contact Us

INFINITE LEADERS

PO Box 2075, Salisbury East
QLD, 4107
AUSTRALIA

+61 811 427 618

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[!\[\]\(12424dbf5e9ec865282d5e94b6091132_img.jpg\)](#) Podcast

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The Infinite Leader Program

This program is designed for Executive Level Leadership, Business Owners and Entrepreneurs.

It's purpose is to increase leadership effectiveness by using mindfulness and related techniques, enabling leaders to:

- make vastly better decisions;
- engage our staff better and decrease employee turnover;
- substantially reduce stress;
- improve health and vitality;
- build (long) trust, influence and deep engagement in all your relationships;
- and more.



170+ sessions



>30 1:1 sessions delivered



5 City



2500+ Participants

In progress program

The Infinite Leader - Full Personalised Executive Coaching Program

Running in 3 month (8 Sessions) blocks, this is a highly personalised one-on-one coaching program for CEO's and Business Leaders that expands on the foundations of the "Live Mindfully, Lead Better" workshops, and allows for longer-term strategic implementations including:

- you will develop mindfulness as a habit with practical activities that are relevant, fun and deeply insightful;
- you will break through personal barriers and limitations;
- you will become calmer, healthier, more in control and better equipped to deal with the unexpected;
- you will become more creative, open and engaged;
- you will be motivated and equipped to continue on the journey beyond the program, and much more.

This program is both physical and mental, and will challenge you in unexpected ways, inspire you and recharge you. It is available in a personalised 1:1 or 4-participant coaching program, and group (max. 4 participants) coaching. People who have participated in the introduction program may be eligible to a discount.

Ongoing individually tailored coaching packages are available for those who wish to further develop in this area.

Live Mindfully, Lead Better: 1-Day Intensive Workshop

An intensive and information-rich 1-day group workshop designed to give you an experiential appreciation and become familiar with relevant mindfulness concepts, experience the physical and psychological effect of meditation and mindfulness, understand basic methods for meditation and mindfulness practice, and acquire an overview into the application and practice.

This program is run in groups of strictly limited numbers to ensure all participants get full benefit and attention. Corporate and group booking discounts. Individuals should register their interest for the next general workshop.

[Register](#)

Contact Us

INFINITE LEADERS

PO Box 2075, Salisbury East
QLD, 4107,
AUSTRALIA

[GET THE APP NOW](#)

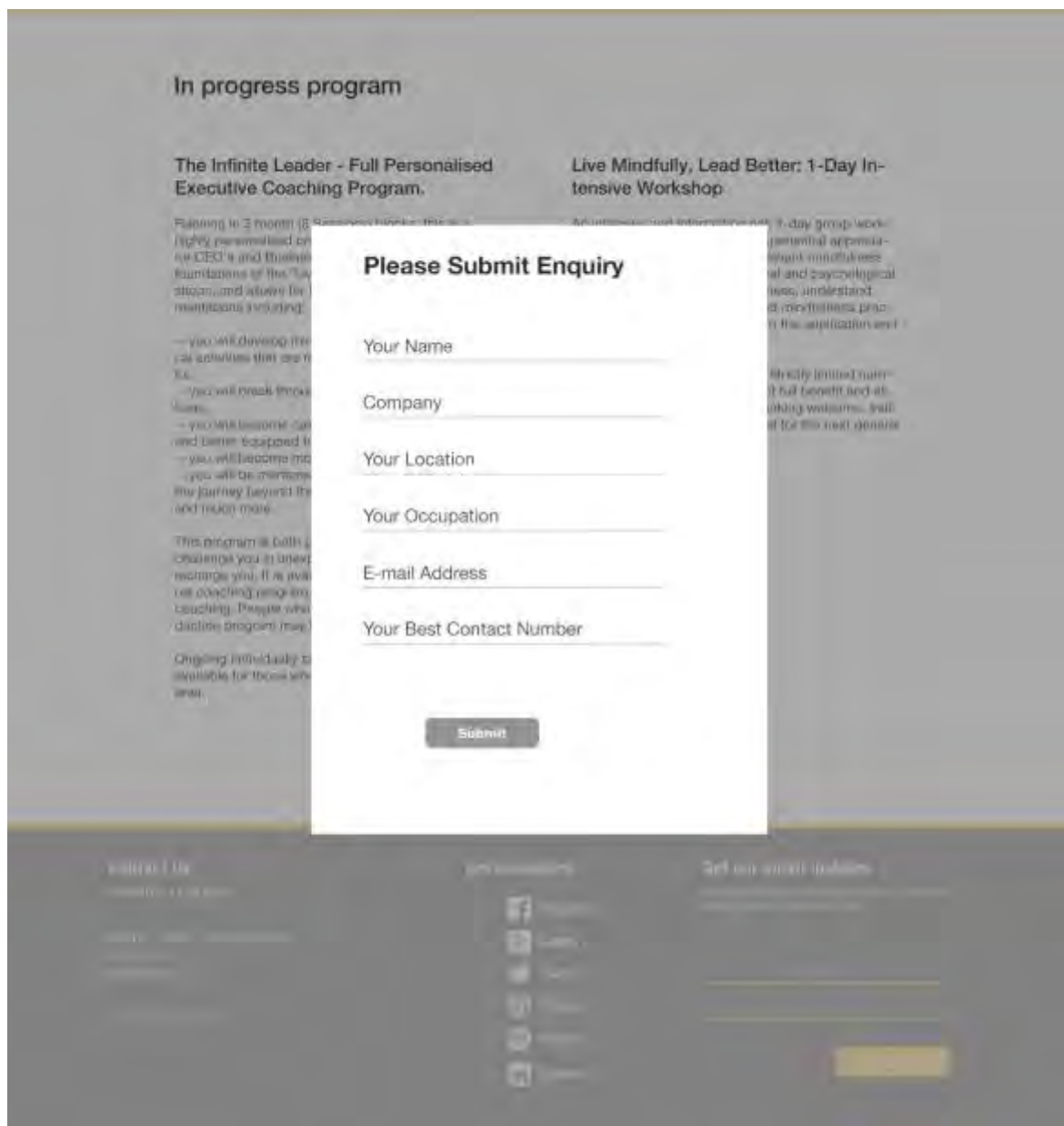
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Register



What we talk

[illegible]

[illegible]

Join us

Join us

WHO WE ARE WHAT WE DO WHAT WE TALK JOIN US

You have following ways to join us

Add our newsletter
If you want to hold a company booking
Please tell us your contact information and we will contact you to negotiate the detail information.

Your name:
Company Name:
Your preference contact:
Contact detail:
Your preference time:

Add our newsletter
If you want to know us coming events
We have a lot of activities about mindful life and inspiration. And we welcome everyone coming to our events.

Your name:
Email address:

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5.5 SITE BEHAVIOUR & FUNCTIONALITY

The aim of this site is very simple. The owner just uses this website as a major information display windows to their target audience, because the specific term of cooperation differs from individuals. We use a switchable picture display as main information window. This is supported by JavaScript. Besides, another important function of this website is that people can submit their contact information and the owner can get connect with them deeply. The program register form will be popping up, after visitors click register button, which also can be powered by JavaScript.

Though the whole website, in order to improve interactive, we will use CSS to give all buttons and links different responsive statuses for different actions. So, visitors will ensure they are doing right operation according these feedback.

Additionally, owner wishes visitor to share the article or program information to their social media, which will enhance the marketing issue of company and himself. If visitors follow their social media account, it will be better. In reality, this website should have a manage back-end system and at least can control to generate and delete the pages and manage the hierarchy of the whole website. It also should have a powerful list managing capacity. Some functions of back-end platform could be emphasized by this company, like text editor, blog management and visiting data statistics (we can see there is a call of a Wordpress plugin about visiting watch function in head tag).

Technical approach

The original website under the domain “infiniteleaders.com” uses <frame> and <iframe> tags loading from the former personal domain “winfriedsitt.com”. Also, it is a website generated by Wordpress and pre-setting template, so there are many redundancies in code. The CSS file is independent with HTML file, but, a lot of JavaScript code is plugging in the HTML file. This causes a little bit mess and hard to understand. Due to certain unsure reason, the head part of this website loading many unrelated outside links.

During our implementation stage, we will use separately files for each kind of files to keep code clear and enhance the idea of modularization.

In this project, we focus on the client-end performance and design issue of a website, so we wouldn't use Wordpress like the current solution of website as a back-end system to generate front-end page. We rewrite the code from the almost zero and attempt to keep code organization and follow all technical standard requirements.

6. DESIGN RATIONALE & CONCLUSION

6.1 DESIGN RATIONALE

The original website is mainly use for posting introduction information about programs and owner. Maybe, in the future, also can add some critiques of participants. Whatever, these all assists to create a good impression of “Infinite Leaders” and deliver this idea to public. From the audience eyes, the major audiences are businessmen who stress efficiency. They want to gain useful information as an easy and fast way. Therefore, our new design tries to meet those demands. Based on delivering all information of “Infinite Leaders”, we attempt to create a simple with high contrast on information hierarchy level. It will help our visitors to gain the information they need in a short time and the owner can receive a good user feedback.

Due to these reasons, we combed with each page of the original website. So as to viewers can find what they need, we re-organize the hierarchy of pages and simplify the main navigation bar according to our analysis. The repeated or similar pages are integrated into one page or one aspect. It results in visitors can find their engaging information quicker than before.

In the issue of color, we adopt the same principle that let visitors find useful information quickly. Just using grey and gold, which are also the foundation of our redesigned logo, is easy to control and give people a simple and clear sense. Nevertheless, the difference between grey can build a primary rhyme for page, and gold as a highlight color can pop up the important place attracting the attention of visitors and make page more active.

Why gold? It is an important question. After we analyze the current website, we think this company is trying to share the philosophy of how to become a better leader and person, which means how to succeed. And gold is one of the best colors to show this idea, because this is a basic positive color coming from sun, and then, is expended to incentive and a symbol of success.

In color context, the background of the website and the main content should contrast each other. This will attract viewer’s attention on specific page element as well as help to reduce eyestrain. According to this, we have changed color shades. Footer is the vital area in a web design. We added Two of the most important links in a footer are “Contact us” and “About us” with email addresses. We also included social media links in the footer. All of the elements are too aligned properly in order to get attraction of users visually.

The font, Helvetica Neue Pro, is an improved Helvetica, the famous font in Western society. This font is born for display information, and it is a representative of modern age. Because of its classic, clear and friendly for reading, we use this series as only font of our design. However, in this series font, there are still a lot of styles, from ultrathin to black and from normal to condense and expend. Although, it seems we just have one font, we actually have enough choices to build a changeable page.

Moreover, the space is a significant element to improve the readability of page. It helps people to recognize the relationship of components in web page. Suitable white space can make page look clear and organized. This is the reason we enlarge the space between elements in the current website.

Finally, we conceal the most pop-up actions of original website. It is because almost all of our testing participants told us that those pop-up sharing windows were very annoying when they browser pages. Sometimes, they even wanted to close the whole browser to run away this horrible experience instead of share something. But, they think the pop-up register form is acceptable except the dull colour. Thus, we leave the pop-up register form and change the form style to make it more comfortable.

6.2 CONCLUSION

This document describes about a new design for the website of our client Winfried Sitte.

Firstly, we review the design detail of the current website. Then, we invite some people as our testers to browser this website and score it. Based on these results we analyze the existing problems of it. Whilst, by doing some research on client's business model and target user groups, we also provide a list of things that our client would like to have on the website as well as the appropriate design requested by audiences.

In the next part, according our research results, we provide a number of suggestions to improve the existing website <http://www.infiniteleaders.com/>. This website was developed for his career on individual coaching and team workshops to CEOs, executives and entrepreneurs. Based on these advices, we recommend how to improve the independent component of the website such as the design, color scheme, and content presentation. Furthermore, we give some example to illustrate what the future website would look like and demonstrate the reasons why we design like these.