Website Re-Design Proposal

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Website Re-Design Choice

  The website I chose for my re-design is http://www.cascadefloors.com/. This website has an array of issues that make it an eye-sore, and extremely outdated. To begin with, it follows none of the the design principles laid out by C.R.A.P.

  To begin with, the contrast between sections is either non-existent, or completely devastating to the cornea. Using www.webaim.org 's contrast checker, I approximated the two color schemes used, grey/blue and grey/black. Grey/blue was calculated to have a contrast ratio of 1.81:1 (codes #0000FF and #737373 tested) – which is completely abysmal. The blue text seemingly 'drowns' in the background color, making it very straining for the eyes to focus. Grey/black did better, scoring a ratio of 4.43:1 (codes #000000 and #737373 tested), and while definitely better, the black text is hard to read at smaller sizes, and could pose a problem on mobile devices or when viewed by people with aging or weakened vision. I decided to go with a slate grey/blue with a vibrant, but light orange. These two colours contrast strongly together, drawing the customers' attention to the direct center of the screen, where information can be found quickly. The colours flow nicely into each other, and sections are clear and visible due to the contrast and color scheme. This is important, as colours that do not go together makes text illegible, images hard to see properly, and generally makes the website look 'trashy'.

  Repetition was not a huge factor for this website, as the main goal of the site is to display contact information, and provide a quick view of work so that the customer can have an idea of the quality to expect. Emphasizing the type of service provided (flooring), contact information, and portfolio of previous work are most important for a service business. Repetition in design is

also important – font, sizing, and placement are very important for the readers' experience. I have employed the same font throughout the website (besides the CCB Numbers, to allow for better legibility as they are important) for this reason. The original website uses varying fonts, sizes, and colours throughout the website and its directories, which is straining to the eye and visually unappealing.

The alignment of the original website was abysmal. Everything was positioned to the left of the page, creating a very awkward reading experience. In my re-design, I have aligned all the text to quadrants or sections, with everything having its own method of organization. The header is displayed in a manner that important information is quickly and easily displayed. The navigation bar provides a more streamlined method of browsing the website, whereas before everything was jumbled around, causing visitors to get lost (I literally did get lost – seriously, go to the bottom of the page with the table, and go through each link. This is what hell looks like) Images are sorted in a gallery, within albums, allowing the visitor for a clean way to view their work.

Proximity and alignment are arguably the greatest indicators of a websites visual appeal – besides the colour combination. If sections are not properly categorized and defined, it makes the website sloppy and stale to read. The original website is completely devoid of either of these. Items are far too close to each other, literally no element is safe: text, images, and even headers are too close to each other on the original page. Nothing in my re-design is too close to another element. Text, images, and headers are given proper space between each other to allow the visitors' eyes a break between elements.

A well designed website is crucial to a company's success in todays day and age. A visually appealing website is the contemporary version of a first impression, and if your website is sloppy, its not conveying a good message to your visitor or potential customer about your service, product, or information. For a business, i.e. Cascade Floors Inc, a website should display the method of contact, services provided, and quick view of past work – important information that visitors are likely to be most curious about. Cascadefloors.com is not a terrible website; the details are all there, testimonials and pictures are provided, and contact information is readily available. A contemporary design could completely change this business, and really bring it into the local spotlight.