REVIEW DATE: October 4th 2013
EXPERT REVIEWER: Robin Mather
REVIEW WEBSITE: www.inputfarm.com

STRUCTURE REVIEW

The site is too visually busy.

Trim down the content on the landing page.

It took me too long to process all of the information, and hence too long for me to work out what the site is about.

BACKGROUND

Reduce the 'noise' by
- Replacing the background image to something more subtle, with less happening in it.
- Increasing the opacity of the content holder background, so the eye isn't distracted by the background
-

FORMS

The forms are clunky and look basic:
1. Increase the line height to 20px
2. Add 4px border radius to soften them
3. Place descriptions in the fields using HTML 5 'placeholder' attribute (see the form here https://www.mint.com/)

FLASH

Remove the laptop image & flash animation. It looks dated.

LOGO

Move the logo to the top (used a reduced size).

Where it is at the moment is hard to find – bad for branding.

CONTENT/MENUS

Re-think the pages necessary for your site. For example I don't think you need all of the sub categories for each menu item. For example 'Power to Publish' has six sub categories with information that could be placed on one page, this is a more modern way to show content as it reduces the number of clicks a user has to make and improves load times.

PALETTE

The palette looks dated. If you're married to the green and orange, you could try updating the tones to #2D5544 & #E89823

LOGIN FORM

Hide the login panel using jquery - something like this would work: http://web-kreation.com/demos/Sliding_login_panel_jquery/#

CLOSING COMMENTS

Most clients are generally pretty confused about what a CMS is and don't know what they need.

The design of your site should offer clarity and clearly display what it is you provide and how you can help them.

REFERENCES

http://www.ilcreations.net/
- notice how the landing page is clutter free, it clearly states what they do

https://www.pipelinedeals.com/
- a huge amount of information cleanly laid out to avoid confusion
- quick contact us link in the header and a sticky contact us form in the footer

username: _____ password: _____

home | power to publish | features | the webtemplate team | contact us | latest news

the sandpit

The Power to Publish!

Websites that grow with your business

YES, IT'S NEW!

Power To Publish

Most organisations need to manage the content of their website themselves. The quality of content management systems that purport to deliver this option varies enormously.

It is extremely important that a content management system:

- is intuitive and a pleasure to use
- does not burden your staff with additional skill requirements AND
- will release the same staff to perform more productive tasks.
- is accessible anywhere in the world - anytime
- will grow with your business

webtemplate

Latest news

WebTemplate Major Upgrade

Beyond June 2012 WebTemplate Distributors can look forward to improved access to the WebTemplate CMS components and

find out more >

Play in our sandpit

Complete the enquiry form below and we will contact you to arrange a Sand Pit tour.

name*: _____
company*: _____
phone*: _____
email*: _____

submit

designers & developers

Many Designers and Agencies are searching for a website publishing tool that supports their core designer capability.

find out more >

power to publish

If you "publish" your own email then why not publish your own Website?

find out more >

tools to help you grow

Satisfying a person's interest in a product or service (with money in the bank!) can be delivered "over the web" 24/7.

find out more >

Annotations (handwritten/red markup):

- consolidate if possible
- what is this?
- what is new?
- move logo to top
- hide with jquery
- try suggested colours, maybe no gradient
- keep updated or remove (makes site look unmaintained if old news)
- add HTML5 placeholders
- form doesn't fit
- makes it look dated (old computer, flash, pixellated)