

The Website Redesign Project

I did a redesign of a website :- <https://askhootstrap.com/preview/mqer/index.html#>

- This is a dummy bootstrap customer-side home page of a freelance website.
- The customer here I refer to are the people who hire freelancers for the purpose of acquiring their services.
- The webpage displays some major informations like, featured freelancers, top rated freelancers, customer reviews service categories.

What I saw and why?

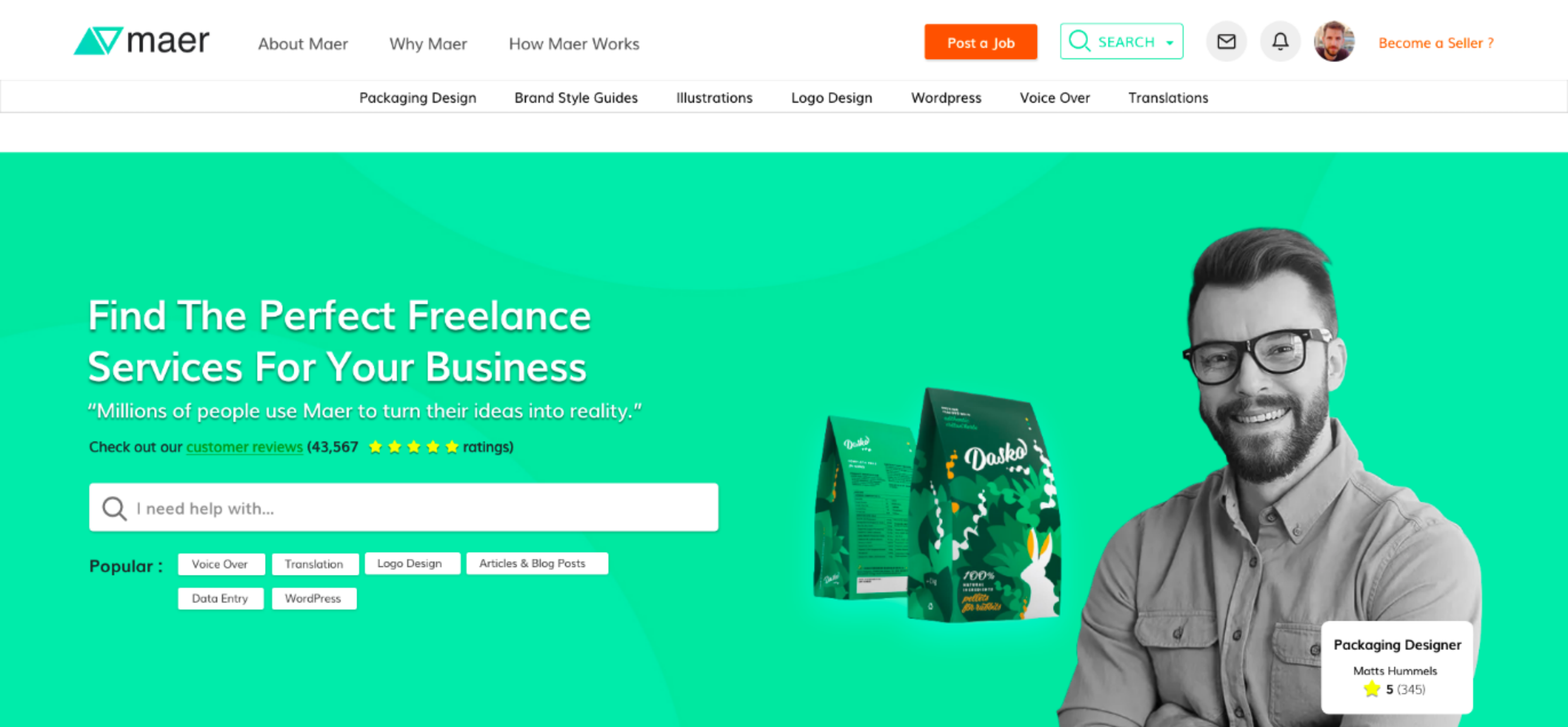
- First thing I noticed was how dull the website was. Why ? People visit an average of 100 webpage per day. So, primarily a website should have to be recognizable, or in other words, a website should have an identity.
- Secondly, the images displayed are random and do not have a uniform visual pattern. Why? Images are major element of this webpage. Some images are visually lighter and some are more colorful and intense. This does not give a uniformity in the overall design of the website.

What was done right?

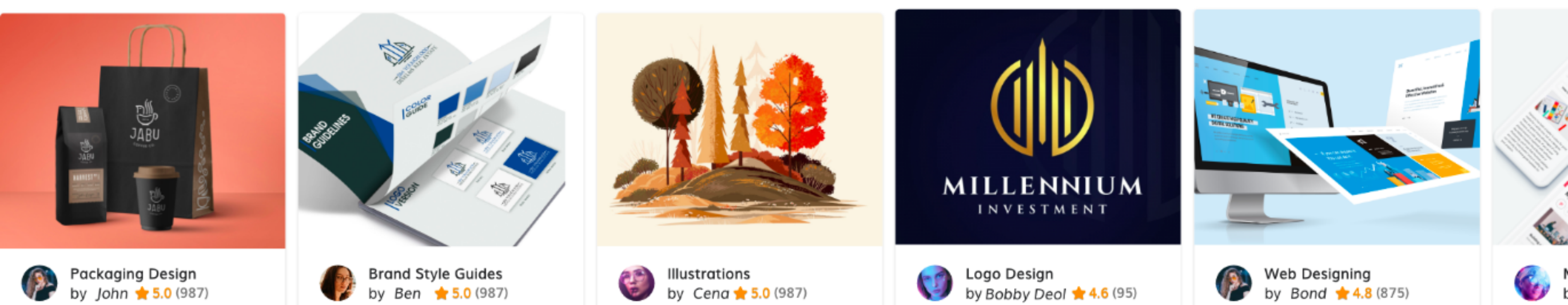
- The website follows user interface design fundamentals correctly (information patterns and responsiveness).
- The discoverability and findability of information is good.

The redesign -

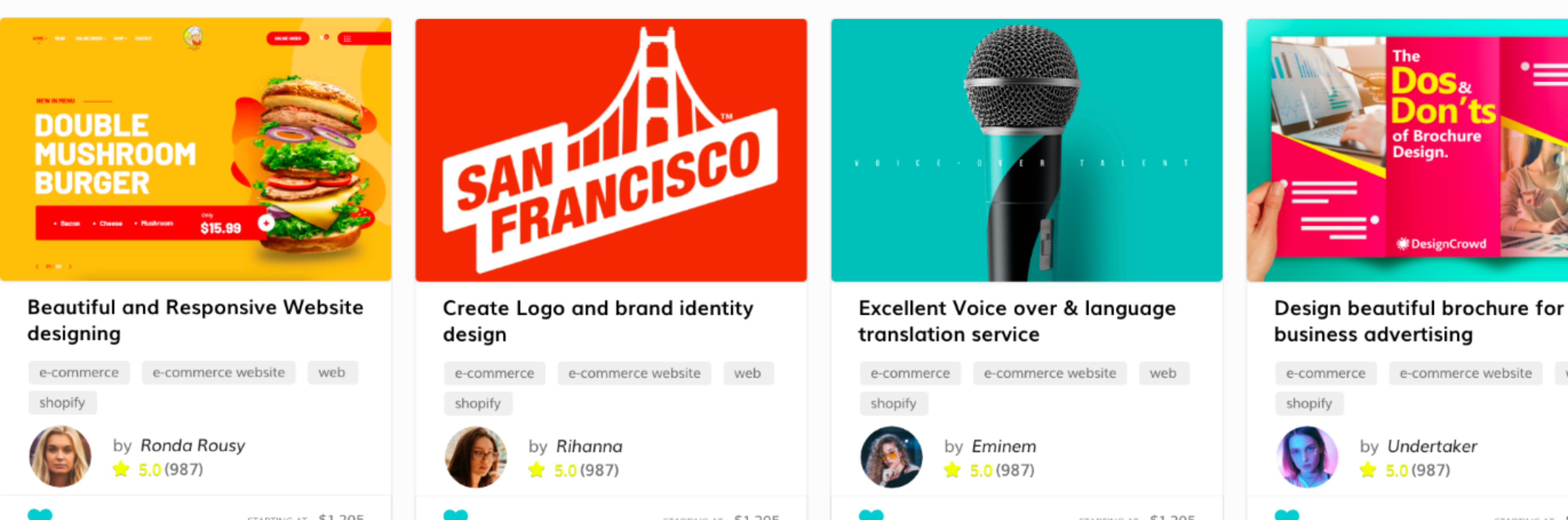
- I redesigned the website only from my perspective and research and had not consulted any client.
- Before viewing my redesign please see the original website first to get a better understanding of the changes I made.



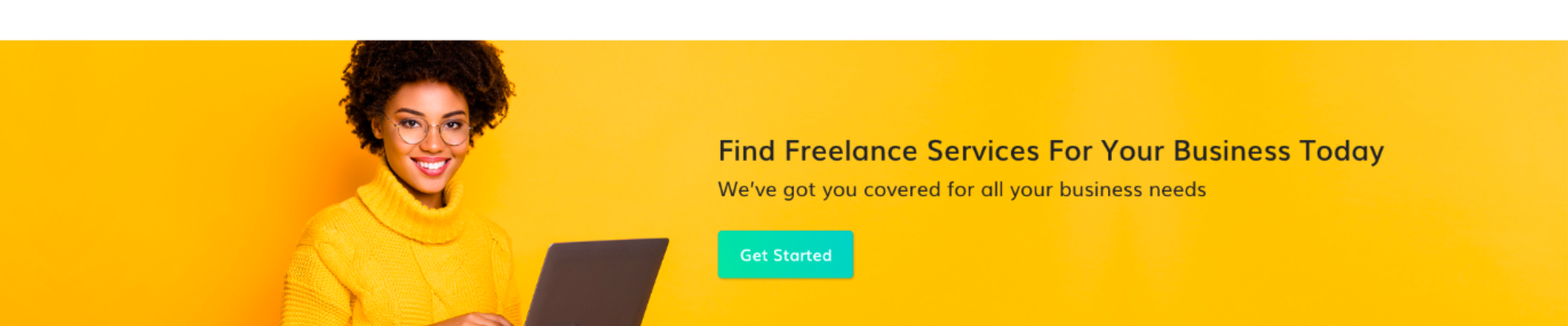
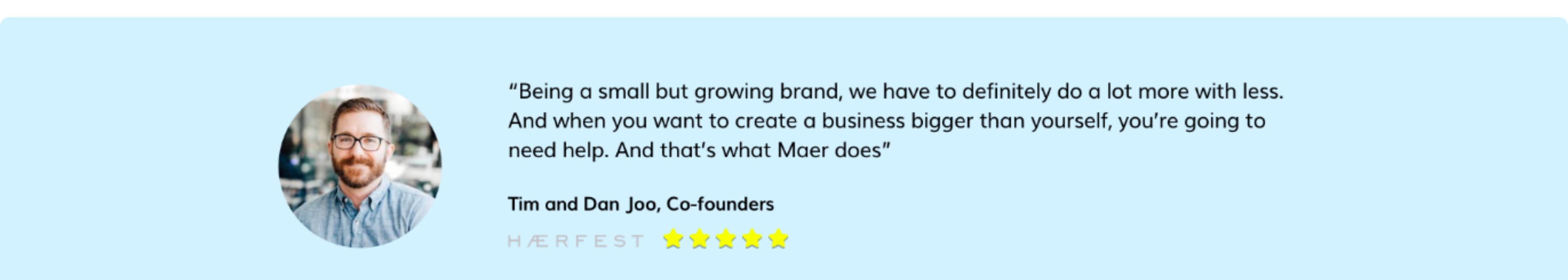
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