

Comp 126 final project design spec

For this project, the website should feel friendly and easy to use for the user. This website is for a business that raises and sells horses. It should have a nice and open nature feel. It should serve more of a friendly tone and upscale or techy wouldn't vibe well with all of the horses. It would feel out of place. To accomplish this, I aim to have a color scheme that reflects what you would see in nature and have the website very user friendly. The current website is cluttered and difficult to read, so putting more space and organization would serve for a better viewing experience. If I was a customer, I would want to read about the company and how they raise horses, and then view the horses for sale. This is very hard to do at the moment, so I aim to streamline this process. I believe that this is the best approach for the sake of the user's sanity. I can't stand to look at the old website any longer.

I apologize for the messy prototype images. My messy drawings make it clear to me what I want to do, but it must not be the best for anyone else trying to understand. The drawings should be on the next page. The main difference between mobile view and the view on the computer are the navlinks and the content just compacting a little.

The color palette I went with goes for more earthy tones as the images in the header contain some blues, greens, and the horses themselves. I also find earth tones very relaxing and easier on the eye than if the whole page was in green and blue.

