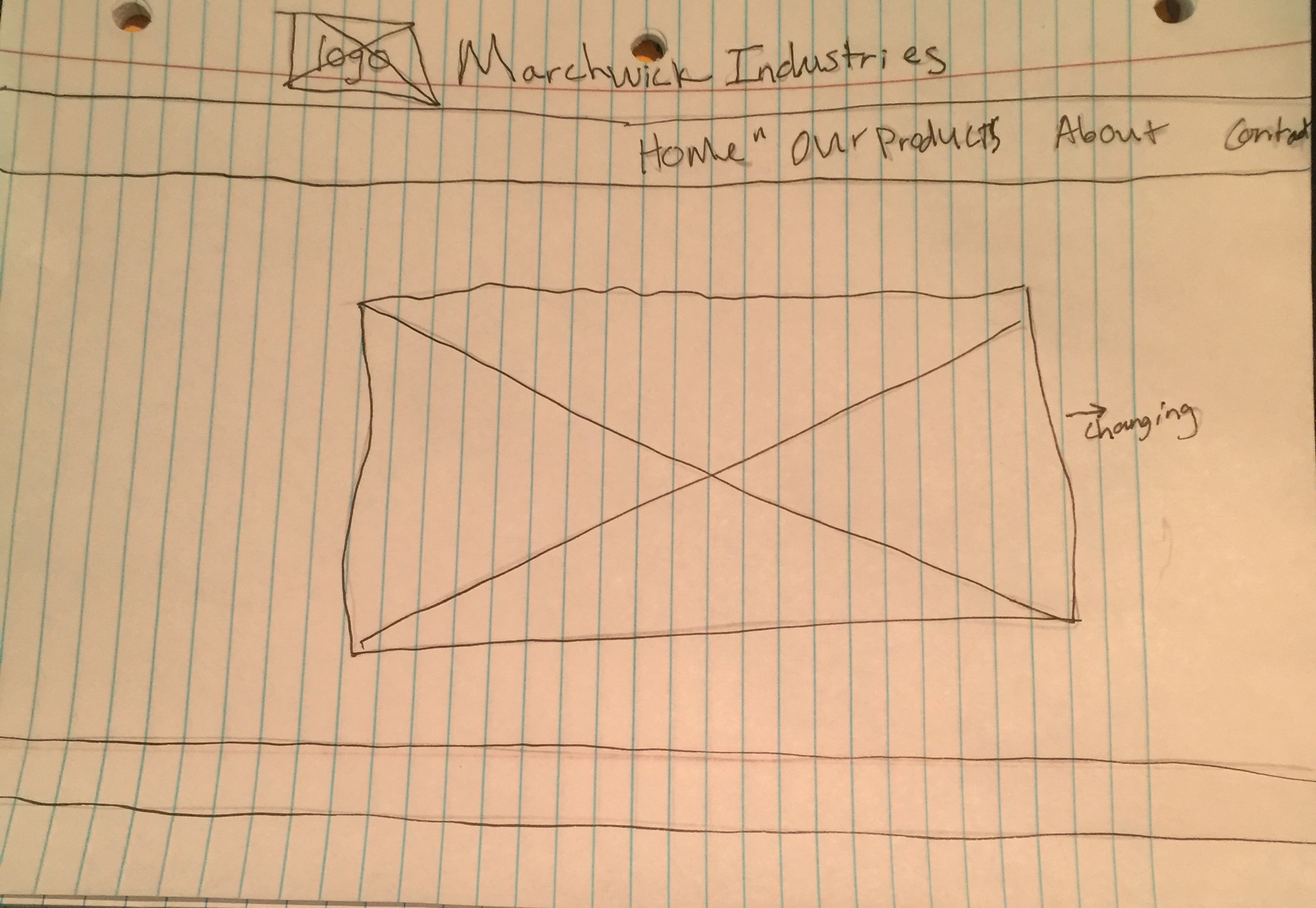
Patrick Richard

Client Documentation

The problem that I am trying to address is my Great Uncle is trying to get a business up and running and he needs a website to be built. He had someone start to design a website but he didn’t ever really get around to finishing it. You can actually view the website at [www.marchwick.com](http://www.marchwick.com). As you can see, the website is outdated. This looks like a website you may have seen 5+ years ago. For example, this page is based mostly off of a table. Table based sites have been outdated for some time now. With HTML5, the standards have changed and they have introduced new element items to fix these issues. For example, they now have a <nav> element which allows you to have a navigation bar at the top of your website instead of using a list inside of a table which is very complicated. An example of this is shown in the Dukett text in chapter 17 in the heading *Traditional HTML Layouts.* It shows the use of a <div> element instead of using the new <nav> element. Another example of how this page is outdated is how the information is all cluttered together. Today, websites avoid clutter. The page has way too much information on it which can easily scare people away from the website. I offered to fix his site up for him and make it look up to date. Below is a sketch of my ideas for this webpage.



A lot of the things that I have been reading in the Redish text remind me of a class I took here at the U which was Visual Rhetoric and Document Design. The thing that stood out to me the most and made the most sense from my personal point of view was the amount of content to include on the home page. The heading that says it all in the Redish text on page 74 is, “Home pages – content-rich with few words.” You do not want to scare people away by having large blocks of text on the page. People want to scan and get information. I tried to do this by eliminating unnecessary text on the page. I made a navigation bar with four main categories. I also tried to have the main focus of the homepage be some of the products that you will find in the webpage. Very simple, and clean design makes it appealing to the eye and does not scare people away at first glance.

Moving forward there are many things that I can do to this website to make it more appealing and accessible to more people. In chapter 15 of Redish, it talks about having a usability test. Our peer review was a good example of a usability test to get feedback about what we could do to improve our website. Page 315 in Redish talks about what you need to learn in your usability tests. I need to know does the site have the content that visitors want and need? Is the content presented with good information design? Do site visitors interpret images to have the messages you meant? I would like to do a usability test that also does not discriminate against devices being used. We live in a society today where mobile sites are a must have. Right now if you visit this site it is suitable for viewing in a resolution of 1920 x 1080. Even a lot of desktops use a smaller resolution than that. So moving forward I would like to make this site accessible for all users, not just some.