Recommendations Moving Forward
WRIT5662 - Team Red

Categories	Recommendations
Accessibility	• Include page/text resizing options; • Use alt-text for gallery images and other site images (e.g., logo); • Utilize plain text over icons; • Create high color contrasts ; • Increase font size; • Aid comprehension with use of grouping/proximity and white space.
Links/Navigation	• Use horizontal menu near the top of the page for easy navigation; • Incorporate calls to action for hyperlink verbiage ("Join Our Club") rather than noun phrases such as "Club Info"; • Insert a scrollable calendar in left- or right-hand sidebar for listing local events on home page.
Pages - Home page	• Make the home page a pathway page while still including information about the club in general at the top (i.e., the letter from the current president); • Structure main page content around common visitor questions: » Short answers feature hyperlinked portions that direct site visitors to content -- the same content is available through the horizontal navigation menu, but the main page curates the most frequent/relevant pages; • Display a vertical calendar on the left side of the main page for quick and easy access; • Include a more extensive calendar view on a separate page.
Pages - Pathway pages	• Replace "Rendezvous/Conclave" page with an "Annual Events" pathway page for large scale events; • Separate "Regalia" page from "Resources" and rename to "Merchandise" or "Shop Here".
Pages - Common elements	• Incorporate Horizontal navigation; • Include the slideshow near the top of each page; • The slideshow auto plays but users could navigate through it as well; • Add a footer that includes "Recent Newsletter," "Blast from the Past," and "Quick Links".
Design	• Use the color scheme present in the Austin Healey logo (red, white, blue). This may provide a more clear link between the club website and the national website; • Utilize high color contrast ratio; • Increase font size and reduce serifs for easy reading.
Headings	• Use questions as headings to create a conversational feel for the site visitors.
Content Management	• Use Wix for content management; » We found this site to be most user friendly and easy to learn quickly.