

Feedback & Changes - Rachel Yamagiwa Massage

IT171 Theory of Web Design

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Most feedback was delivered weeks after design study was produced and after production had already begun, in one case a week before the final website was due; feedback was additionally obtained from roommates to make up for this. Some feedback could not be incorporated due to lateness, conflicting feedback, and lack of specificity. Feedback on wireframes was not delivered until 3 weeks after design study was completed.

Feedback

- Increase margins, give content room to breathe
- More contrast, values (light/dark)
- Desaturate/less color
- Big spotlight images are the new trend
- Text should be black on white or light desaturated colors
- Reduce amount of text
- Reduce text formatting differences
- Colors recommended by palette site are clashing
- Reduce images on mobile
- Design apparently not clear that mobile menu is toggleable
- Make font size smaller
- Reduce boxiness of text blocks, nav, design
- Remove quote of the day
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- Each critique preferred a different color scheme (2 blue, 2 gray)
- Format text on about page 'differently' (?)
- Tabs recommended by Don't Make Me Think described as clunky in critique
- Advised to use whole page, but grid template used did not (left margin at sides)
- Asked to make site more welcoming by providing services the business does not have (online appointments, waitlists/options for new clients, social media, deals)

Design Changes

- Reduced text size and increased margins, reduced changes in fonts
- Added decorative images, including a spotlight image on home page
- Desaturated colors, went with more subtle blue/yellow color scheme
- Added white text shadow to name on Home Page to improve readability
- Changed nav from boxes to a single bar
- Reduced number of colors, increased value contrast

- Changed alert from 'New clients will *not* be accepted' to 'Not accepting new clients'
- Formatted about page text and other areas using divs
- Changed pricing page tabs to box nav on horizontal bar
- Inserted real content based on competitive analyses, similar sites, and client feedback
- Reduced boxiness of design, text
- Removed color from main content background, other than light text divs
- Ran colors through contrast checker, shifted link colors to make them easier to read
- Removed unnecessary content and shrank remaining content
- Removed images and simplified design on mobile view