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CIS 134

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Primary Objective

To simplify overcrowded website menu navigation bars for a smoother user experience.

Target Market Overview

Homeowners, landlords, property owners.

Middle-aged white males with home renovation/repair experience.

Young married couples looking to do home improvements.

Design Problem

The current site navigation drop down menu is overstimulating with options. Wording slows down navigation by causing a user to spend more time reading thoroughly to find desired result. Landing pages are too busy. Overcrowded sections might cause users to lose interest in the site altogether.

Project Specifics

Remove unnecessary elements that take up space and lack functionality.

Reword menu options and minimize heavy text loads in one section.

Balance whitespace on drop down menu and landing pages by spreading objects out evenly on the site and make it easier to navigate.

Simplifying the site in these aspects, having a better initial flow, will retain attention to the site and create an overall enjoyable experience.

Deadline

Friday August 4, 2023 at 8:00 P.M. EST