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Final Project

With this complete visual overhaul first came a restructure of the information presented, the base of the entire site. Sifting through the main site, I made the assumption that the client would already have put much of the main sections at the fore. The Hope VI section ended up staying in the main menu because it appeared as though they wanted to showcase the project. The, almost universally required, About Us page was a must keep as well; visitors need to know what the site is all about.

The inner workings of the site were a bit too deep to delve into, but there was another section made: the Housing Voucher section and all of its file links. Files that are important to users should be easily found, so I kept it in a relatively shallow position in the navigation. Lastly, the two other sections were obvious choices because a housing authority must have communities of houses and departments that run its various works. These are also very likely sections users would seek out when visiting the site in the first place.

The images, admittedly, needed work. However, they already captured what needed to be conveyed: The housing and community developments in The Triangle Area. The image I used as a background to the top of each article is a free stock photo that does a good job of showing the scope a community would want to display: a community. Thus, it was a natural fit.

Color is necessary for both design and information organization. I used Adobe Photoshop’s eyedropper tool to find the appropriate colors for the icon. I then decided on a highlight color that was a nice yet tasteful contrast to the dark blue. As highlights do, it helped show users that they were interacting with the site and that it was responding accordingly. The subtle blue in the logo served a purpose of sectioning off areas of information. It keeps readability high while gently signaling to users how info was grouped.

As stated in my first redesign description, I needed to cut excess fat from the almost pretentious amount of words used in the welcome screen. I decided to put information that those who frequent the site would need. Updates would allow users to prepare for any redesigns, restructures, memos, and other bulletin-like posts. Meeting schedules are also available towards the front. The invariable numbers of meetings was kept to the side along with the mission statement so that as more updates were added, it would still be easily accessible to those who need it. The mission statement is the client’s call, of course, and is one of, if not the, best way to convey *immediately* what the entire site is about.

Most of my suggestions did end up going through. One additional feature I found very helpful in both desktop and mobile was the use of a highlighted menu link to tell users where they are in the site.