



SHOES &
CLOTHING
berkstore.com

THE PROVIDENCE
PHOENIX THE
BEST 2014

Best Shoe Store
Men's and Women's



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[HOME](#)

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[WHAT'S NEW](#)

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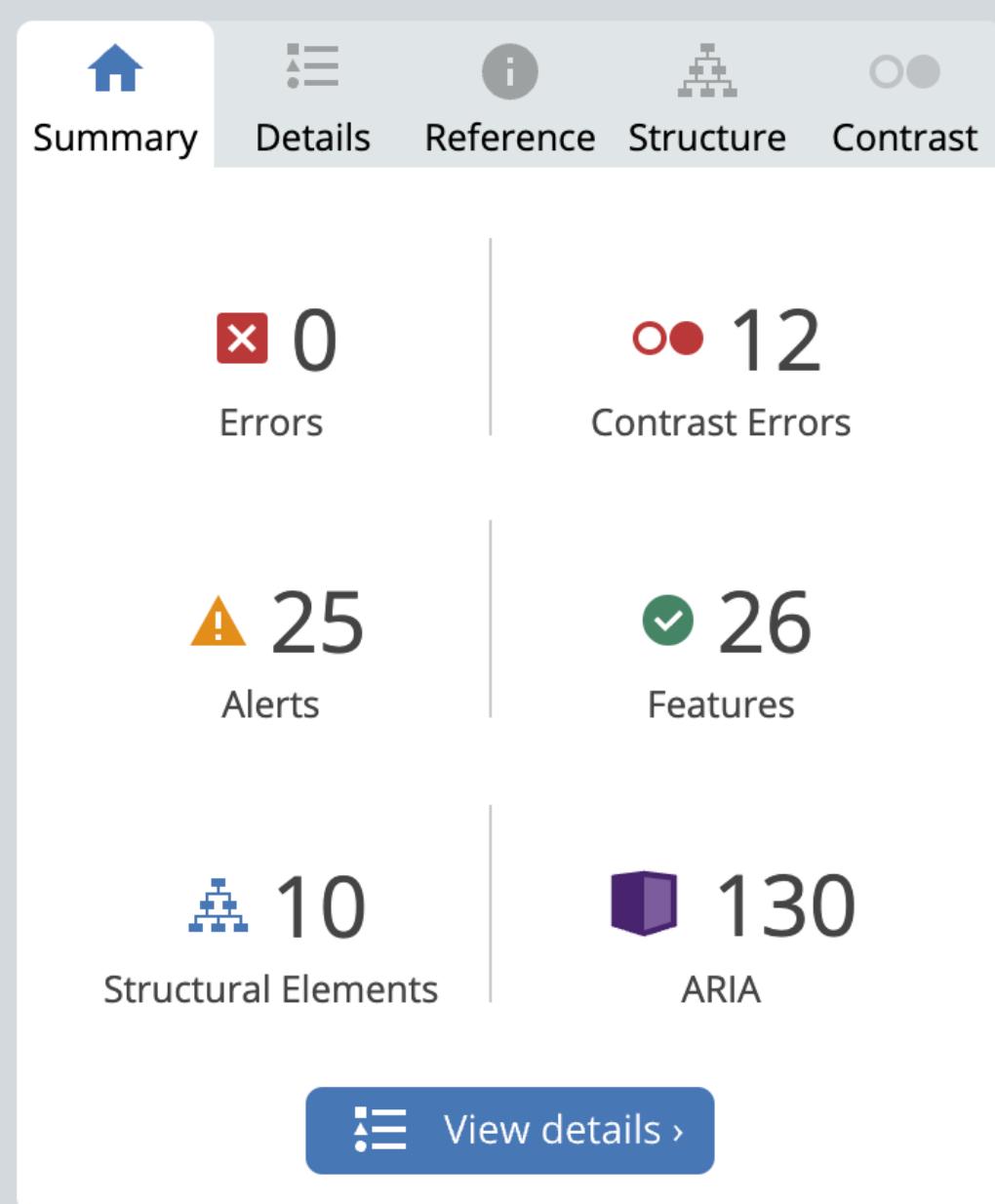
America's #1 Apparel Store

Welcome To Berk's!

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- Original webpage
 - Problems
 - Accessibility
- Low fidelity wireframing
- Visual Design Guide
- High fidelity prototyping
- Redesigned Website
 - Various sections (5 total)

Summary



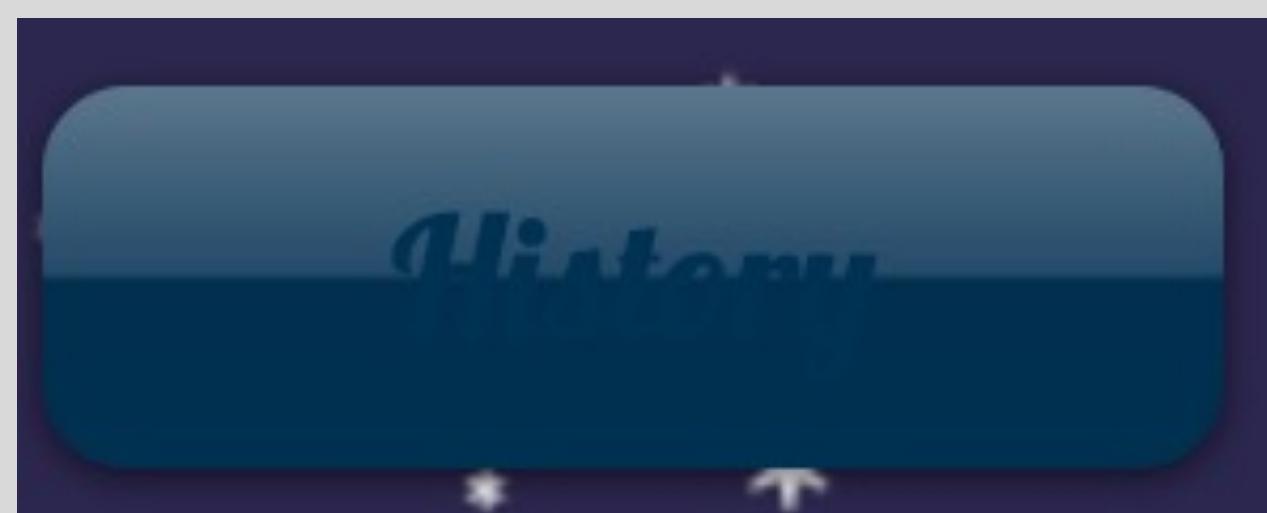
WAVE web accessibility tool output. Most of the alerts were about small text.

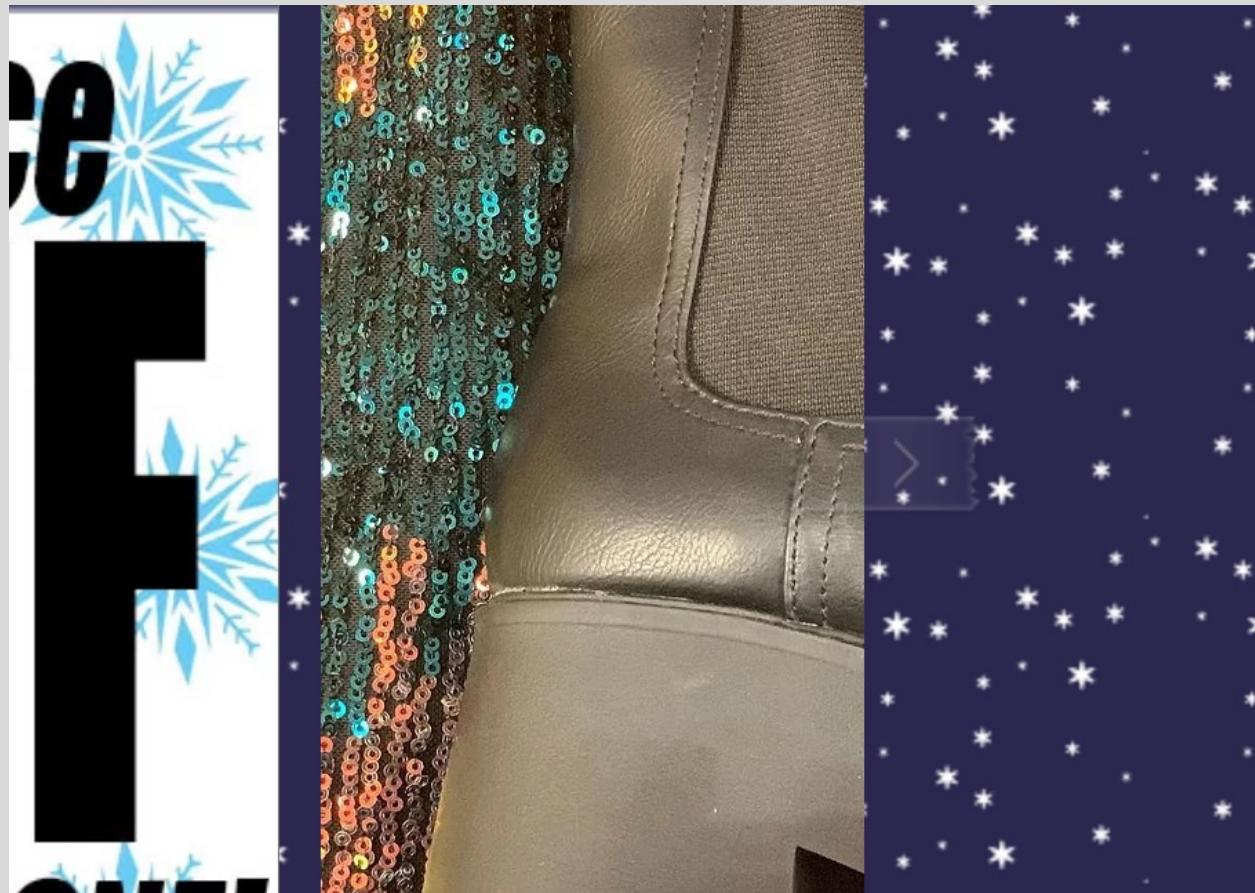
1. The logo is too clogged and conveys too much information in one blockk, and there is no uniformity in fonts. The Berk's logo should be standalone so it stands out.



2. The social media bars should not be in the top right – this is not intuitive. It is also too small. The 'Providence' text is black and completely blends into the background. Also, 'Providence Phoenix Best 2014' logo is too small and does not graphically coincide with 'Best Shoe Store'

3. The Navbar is not located at the very top, as it should be for all websites, and there is no uniformity in the button style (with regards to other components of the website) and when a user hovers over it, the text again completely blends in with the background and is unreadable





4. This main page actually has an image carousel, but the [>] button to make the screen start scrolling is transparent and not logically placed. The carousel also does not respond at all unless a user clicks this, and it scrolls extremely slowly; users cannot access other images unless they

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4.

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