Cloud 9 Walkers Website Redesign
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COMP 126

Summary

For my website redesign, my main goal was to make the website look more professional, organized, and accessible. The original website lacked a lot of professionalism. It included many ClipArt GIFs and the overall look of the website did not look like it belonged to a business. I aim to make the website sleeker than the original by using colors that are more professional yet still fit the horse theme. The original website was also very unorganized. Visitors had to scroll to find everything and the overall look of the site felt very cluttered. I aim to fix this by adding a navigation bar that will organize the website as well as simplifying the website while still conveying the same message. I also aim to make the website more accessible. The original site used only <p> tags, making it difficult for a screen reader to figure out what was going on. In addition, the blue and black color scheme of the original website was not user-friendly to visually impaired and color blind visitors. I aim to use more HTML5 features to assist screen readers as well as using a softer color palette for the visually impaired. This is the best approach to fixing this website because it will help the business thrive by attracting more customers. For example, if I was buying a horse I would want to purchase from a dealer with a more professional website than this one. This website would be moderately acceptable in the early 2000s but not today in 2020.

Layout

Note: The color scheme of these mockups is not reflective of the final product.
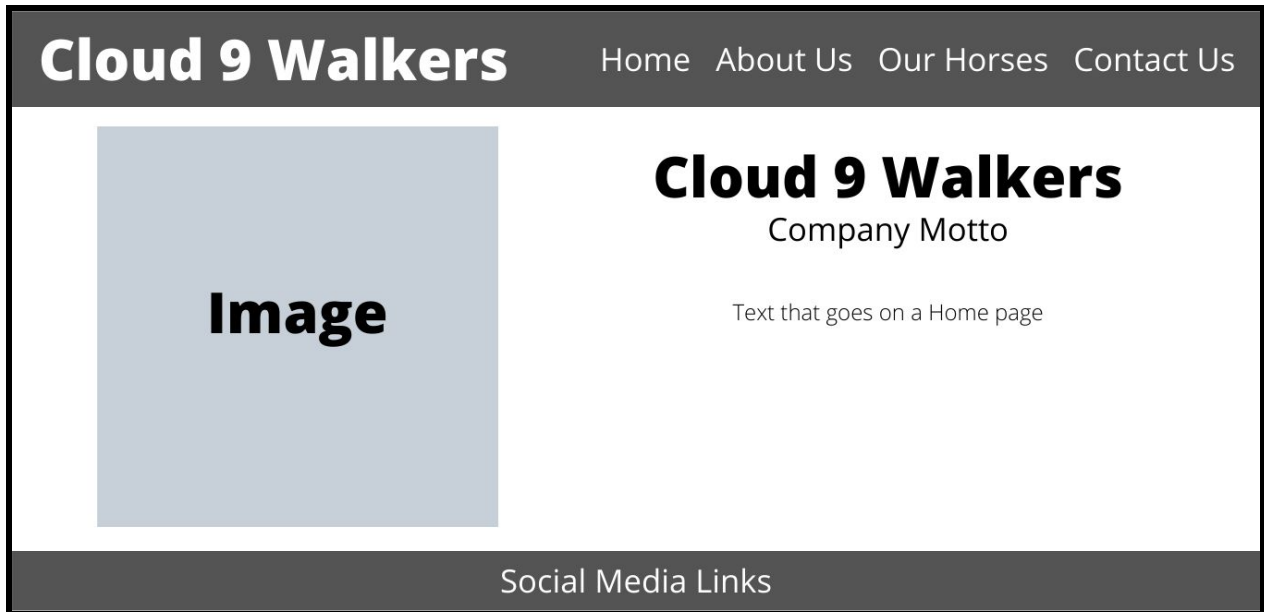
Homepage - Desktop

About Us Page - Desktop

Cloud 9 Walkers

Image

Home Page Text

Social Media Links

Homepage - Mobile

Home
About Us
Our Horses
Contact Us

Image

About Us

About us text

Social Media Links

About Us Page - Mobile

Design Palette

Color Palette

FFFFFF	F5DEB3	383838	000000
255 255 255	245 222 179	56 56 56	0 0 0
White	Wheat	Gray	Black
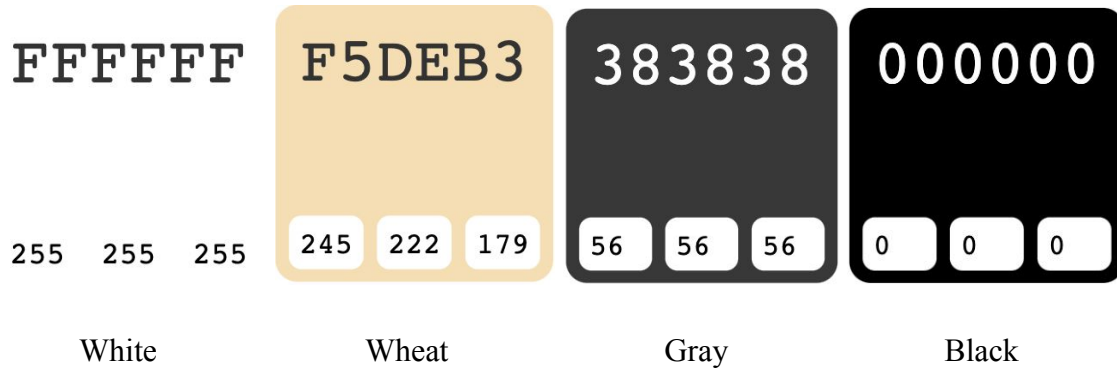
Fonts

Rye
Heading 1
Heading 2
Heading 3
Paragraph

Bitter
Heading 1
Heading 2
Heading 3
Paragraph

Mouseover Effects

Pre-hover

Post-hover

Menus

Navigation Menu - Desktop

Navigation Menu - Mobile