For my final project, I will be redesigning a website for one of my friend’s mom’s store called, “Jamie Dollar Discount Store”. They already have a website, but it needs a complete redesign. The purpose of this website, will to be to connect to potential buyers and to advertise the store as a whole. The Client wants the website to connect and advertise their store to get new patrons to know where they are and what they do/have. With this website, we are hoping to help potential new customers to learn about the store, and hopefully this website will help to gain more customers. This website will be targeted towards mostly everyone. This store is a general store that has products ranging for all age groups. Mostly, this store targets mothers and families that need to save money on supplies for the house and food. My client plans to assess how many customers this website will be reaching by asking how customers came to find out where the store was. From when the website is live, the client will start to measure the amount of people they receive on a certain day/week, to see if it has increased or decreased.

Currently the client has a website, that is hosted on a content management system called “website builder”. This site is a pretty simple, two page linked site. So far the site only has two pages, each with one picture on them. There is a homepage with an “About Us” section, and a “Contact us” section. So far contact is really strong, but the overall design of the site is outdated and inconsistent. The typography on this site is also inconsistent, and varies on both pages. There is not a strong hierarchy of information and scrolling is long for a website that has very little information. I asked a user of the site, and she thinks that the site information is out of date. In addition, the sites design is very simple and easy to navigate which is a positive, but there does not seem like an exact reason for this website, except for the fact of having one. The website does not clearly advertise or display the family aspect that the store actually has. This client of mine has not worked with a designer before, but the client is more than able to provide me with content over the next week or so. Overall, I think that the client that I have received has a great need for a website overhaul.