

Written assignment

**ICAWEB508A – Information Architecture.**



March 14, 2016

Tropical North Queensland TAFE

Pimlico Campus

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| **WRITTEN ASSESSMENT** | **Uncontrolled when printed**  **16/12/2014**  **FM02\_21a** |

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| **Student Name:** | | | Peter Petersen | | | **Student Number:** | | | 4101833111 |
| **Unit Code/s & Name/s:** | | | **ICAWEB508A – Information Architecture** | | | | | | |
| **Assessment Type:** | | | **Exam/Test  Assignment  Other** | | | | | | |
| **Assessment Description:** | | | **P1 – ICAWEB508A Web Information Architecture** | | | | | | |
| **Assessment Due Date:** | | |  | | **Assessment Received Date:** | | |  | |
| **Student Declaration:** I declare that this assessment is my own work. Any ideas and comments made by other people have been acknowledged as references. I understand that if this statement is found to be false, it will be regarded as misconduct and will be subject to disciplinary action as outlined in the TAFE Queensland Student Rules. I understand that emailing or submitting this assessment electronically confirms my assent to this declaration in lieu of written signature. | | | | | | | | | |
| **Student Signature:** | |  | | | | **Date: / /** | | | |
| **Assessor Feedback:**  **Student provided with feedback** | | | | | | | | | |
| **Attempt 1 Satisfactory  Not Satisfactory  Date:      /     /** | | | | | | | | | |
| **Attempt 2 Satisfactory  Not Satisfactory  Date:      /     /** | | | | | | | | | |
| **Assessor Name:** | Daryl Batchelor | | | **Assessor Signature:** | | |  | | |
| **Note to assessor: Please record any adjustment below that has occurred to this assessment e.g. written assessment given orally.** | | | | | | | | | |
|  | | | | | | | | | |
| **Disclaimer:** TAFE Queensland North (TQN) is collecting the information on this form for assessment purposes. Only authorised Departmental officers have access to this information. Your personal information will not be disclosed to any other third party without your consent, unless authorised or required by law, in accordance with the Information Privacy Act 2009. | | | | | | | | | |

**This section must be completed by the student when the student either posts or hands a completed assessment/assignment to customer service centres. a receipt is only issued for face to face assessments when requested by the student.**

✀ **RECEIPT**

|  |  |  |
| --- | --- | --- |
| STUDENT TO COMPLETE |  | OFFICE USE ONLY |
| Unit of competency code/s:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |
| Assessment item/No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  | Date received: / / |
| Student’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  |

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| --- | --- |
| **Instructions to Student:** | **Time allowed:** This assessment is to be completed over the semester.  **Materials and equipment to be supplied by the Student:**   * Access to a PC, Web Authoring Tools, templates * **General Instructions:** * You will need access to the folder ‘Web Docs’, which is in your Student Shared Drive. * You have 6 tasks to complete. * You will need to answer **all** questions correctly * Keep a copy of all assessments as you will be required, to submit them as a zipped file to your teacher.   NOTE: If you are not successful on your first attempt, you will be given comments and a further two weeks to rectify the changes.  You will need to re-submit your corrections for remarking. If you are unsuccessful on your second attempt, you will be required to re-enrol in this unit.  ALL SUBMITTED WORK MUST BE YOUR OWN  Plagiarism Is An Offence  To avoid plagiarism, you must give credit whenever you use:   * Another person’s idea, opinion, or theory * Any facts, statistics, graphs, drawings—any pieces of information— information that is not common knowledge * Quotations of another person’s actual spoken or written * Paraphrasing of another person’s spoken or written words |
| **Instructions to Assessor:** | Please see Instructions to Student above. |
| **Assessment Context and Description: (if required)** | In order to gain competency in **ICAWEB508A Information Architecture** successful completion is required of the following assessments items:   * Written Assessment |
| **Note to Student:** | An Assessment Matrix is available from your teacher upon request. The matrix shows how the knowledge and skills that you are being asked to demonstrate align to the Elements, Performance Criteria, Critical Aspects, Required Skills and Required Knowledge components of each Unit of Competency. |

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Online Systems Solutions has been approached by a client to develop a website for them. There is a document describing the technical requirements of this website. The organisation will now need a detailed design of the information architecture before we proceed to implement the website. At the completion of this stage the prototype will be sent to the client for approval before proceeding to implement the project.

Your project is to review the website requirements and develop a detailed design of the information architecture.

You should create a new folder for this project called '**Information\_Architecture**' and save all project files in this folder. You should create sub folders as necessary.

Task 1 - develop requirements summary

You are required to write a brief summary of the requirements for the client website. You should:

* Review the Requirements document from the project resources section of this page.

Write a brief summary of the website requirements using the [requirements summary template](http://my.tafe.qld.gov.au/WBI/WBI_Information_Systems/WBI_ICAWEB508A_TQC_A_Stage1/IMS_2012v1/1_Information_Architecture/project/resources/req_summary_template.doc).

Task 2 – accessibility and usability

From your readings and research on accessibility and usability you should:

* Determine and document the legal requirements for developing an accessible website.
* Develop guidelines for creating a website that is accessible according to these requirements

Task 3 - write a design report/information architecture design

You are required to investigate design alternatives for the website and develop a report explaining the reasons for the choices you have made for the design of the website. You should:

* Investigate what type of metaphor would be appropriate for your website (eg. organisational, functional, or hybrid).
* Write a brief report (half a page) detailing your choice and the reasons for your decision.

Use the resource Information Hierarchy to help, or search the Internet for examples of website metaphors.

## Website Requirements summary

## Purpose

The purpose of this report is to document the business and user needs for the development of a web presence / website for AllStyle Homes.

The report details the activities carried out between Online Solutions, AllStyle Homes and the related stakeholders, users and customers.

The report documents the responses that were received in reply to the user and business requirements surveys.

## Opportunity or problem statement

AllStyle Homes want to develop a modern, responsive website to showcase their business that will allow clients to monitor building progress, explain their building process with the end goal of increased sales and better customer interaction.

## Mandatory functional requirements

* The website must promote the services offered by AllStyle Homes
* The website must be responsive.
* The website must display an overview of the building process AllStyle Homes follows.
* The website should allow visitors to view AllStyle Home’s standard home designs.
* The website should provide an area/s where potential customers can:  
  View the available appliance range  
  View additional fit out range / options such as tapware, carpets, tiles  
  View additional options such as landscaping, driveways, fencing etc.
* The website should include a Frequently Asked Questions (FAQ) page.
* The website should include a Testimonials page.
* The website should include a downloadable document of AllStyle homes standard terms and conditions.
* The website must provide contact and office information including physical address and map.
* The website must enable potential customers to contact AllStyle Homes via the website.
* The website should have a secure administration login area (for AlllStyle Homes employee/s) to update the client area.
* The website must have a privacy policy.

## Target audience

Being located in Bundaberg, in the Fraser Coast region, the majority of AllStyle Homes clients come from within a 100kmm radius of Bundaberg. AllStyle Homes service a large cross section of the community, however due to their reputation for building

Affordable, quality homes the majority fall within one of three categories:

* Young people looking to build their first home.
* Investors looking for quality new homes as rental properties, or
* Retiree’s looking to downsize properties.

## Technical requirements

|  |  |  |
| --- | --- | --- |
| Specification Name | Specification Measurement | Reference |
| File Naming Convention | All lowercase alphanumeric up to 20 characters  Three letter file type extensions  No spaces, an underscore for separation  [https://webdesign.about.com/od/beginningtutorials/f/html-file-names.htm](http://webdesign.about.com/od/beginningtutorials/f/html-file-names.htm) | html – web pages.  css – Style sheets.  pdf – portable documents.  js – java script. |
| Folder Naming Convention. | Folders should be named to represent the contents of the folder eg: images  All lowercase up to 20 characters  No spaces, an underscore for separation. | pages – Web site pages.  images – site images, logos.  Css- Cascading style sheets.  js – java script files.  reports – Contains all reports. |
| Browser Compatibility | Internet Explorer 8+ Mozilla Firefox 10+  Google Chrome 17+ | Internet Explorer. 9+  Google Chrome. 28+  Mozilla Firefox. 22+ |
| Browser plug-ins | No specific browser plug-ins required | Not Applicable as yet. |
| File format to be used. | Image files should be .gif, .jpg or .png as appropriate.  Pages should be .html / .php | Images – jpg Graphics - png  Web pages - .html  Dynamically generated pages - .php |
|  |  |  |
| Specification Name | Specification Measurement | Reference |
| Document formats. | All documents should be provided in an accessible format. | Pdf – portable document. |
| Page download times | < 10 secs at 256kbps | <https://tools.pingdom.com/fpt/> |
| Default-desktop screen resolution | 1024 x 768 pixels | Desktop – 1280 x 1084 pixels |
| Content accessibility. | W3C Content Accessibility Guidelines 2.0  (WCAG 2.0) Level A  W3C Cascading Style Sheets Level 2 | <https://www.w3.org/WAI/WCAG20/quickref/>  <https://www.w3.org/TR/CSS21/> |
| Target Hardware | Systems capable of running the following OS.  Windows XP and above  Apple Mac OS X | Ascertain proposed target hardware, desktop and mobile users. |

## Security Requirements

* The Website should have secure administrators login panel / dashboard.  
  To add /delete necessary files or information.
* Website should include secure login area for clients to view their personal details.
* The Website should provide the facility to add users to the websites mailing list.
* All passwords to be encrypted for security reasons for both client and website.
* Website to have both Copyright and Privacy policies either in HTML or PDF format.

## Task 2 – accessibility and usability

From your readings and research on accessibility and usability you should:

* Determine and document the legal requirements for developing an accessible website.
* Develop guidelines for creating a website that is accessible according to these requirements.

Web accessibility means that people with disabilities can use the Web. More specifically, Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web. Web accessibility also benefits others, including older people with changing abilities due to aging.

Web accessibility encompasses all disabilities that affect access to the Web, including visual, auditory, and physical, speech, cognitive, and neurological disabilities. Millions of people have disabilities that affect their use of the Web. Currently most Web sites and [Web software](https://www.w3.org/WAI/intro/accessibility.php#software) have accessibility barriers that make it difficult or impossible for many people with disabilities to use the Web. As more accessible Web sites and software become available, people with disabilities are able to use and contribute to the Web more effectively.

This **flexibility** also benefits people without disabilities in certain situations, such as people using a slow Internet connection, people with "temporary disabilities" such as a broken arm, and people with changing abilities due to aging. Making a Web site accessible can be simple or complex, depending on many factors such as the type of [content](https://www.w3.org/WAI/intro/accessibility.php#content), the size and complexity of the site, and the development tools and environment. Many accessibility features are easily implemented if they are planned from the beginning of Web site development or redesign. Fixing inaccessible Web sites can require significant effort, especially sites that were not originally "coded" properly with standard XHTML mark-up, and sites with certain types of content such as multimedia.

## The Seven Principles of Universal Design

Equitable Use - "The design is useful and marketable to people with diverse abilities."

Flexibility in use - "The design accommodates a wide range of individual preferences and abilities."

Simple and Intuitive - "Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level."

Perceptible Information - "The design communicates necessary information effectively to the user regardless of ambient conditions or the user's sensory abilities."

Tolerance for error - "The design minimizes hazards and the adverse effects of accidental or unintended actions."

Low Physical effort - "The design can be used efficiently, comfortably, and with a minimum of fatigue."

Size and space for approach and use - "Appropriate size and space is provided for approach, reach, manipulation, and use regardless of the user's body size, posture, or mobility."

## Website Usability Guidelines

Often described as the most important aspect of a website, usability determines how easy it is to use a particular interface. It is fundamental to the survival and success of your online business.  
If a website is difficult to use, your users will leaveand they won't come back. Statistics have shown that web users will stay on a website for an average of 10 seconds or less before they either continue viewing or leave.

The basic premise is that increased usability means doubling your sales, leads or any other desired goal. Usability can be categorized into 5 major components:

**Learnability**: Can your users easily accomplish basic tasks on your site?

**Efficiency**: How quickly can users perform tasks on your website?

**Memorability**: Is the interaction with your site intuitive and can user’s easily re-establishing proficiency?

**Errors**: How many errors do users make, how severe are these errors, and how easily can they recover from these errors?

**Satisfaction**: Is your design easy to use, and does it make sense to your users?

## Website components that improve usability

* **General Site characteristics** – Site structure, Page depth, Pop-up use, Clear entrance and exit pages.
* **Visual Layout** - Decorative or functional, Text size, Layout, Page printing, Image use.

Websites design will be appealing to the eye and the colours used will be harmonious and logically related.

* **General Content** – Grammatical and spelling, Content tone, regularly updated.

The bodies of text constrained to <80 characters per line, sufficiently make the contrast between the text and its background colour easy on the eyes for reading.

* All content not written by the site ownerto be identified and credited to its author on an “About Page “.
* **Browser Support** – Ensure the website is cross-browser compatible.
* **Navigation** – Navigation positioning, Consistency, Navigational clarity, Tooltips, Colour combinations, Current location indication, Can pages be bookmarked?  
  Ensure there are no dead ends on pages like broken links or inactive buttons.
* **Navigational Aids** – Website sitemap, Sitemap scope, Sitemap up to date.
* **Site optimisation** – Linking, Back links, Google sitemap, Meta tags used correctly.

## Task 3 - Write a design report/information architecture design

You are required to investigate design alternatives for the website and develop a report explaining the reasons for the choices you have made for the design of the website. You should:

* Investigate what type of metaphor would be appropriate for your website  
   (eg. organisational, functional, or hybrid).

## Organisational Website

The purpose of this type of [website structure](http://www.rocketface.com/organize_website/website_structure.html) is to advocate a collective opinion or a group’s point of view. It is a website where persons with similar interests, such as a club, hobby group, or University, communicate with each other usually by chat or message boards. If the website is a non-profit site the Internet address often ends with .org.

An organizational website should not be confused with a company or [commercial website](http://www.rocketface.com/types_of_websites/commercial_website.html). It is intended to encompass the interests and opinions of a niche group and is created solely for that purpose. Usually, but not always, this type of website is for non-profit organizations that employ the site as a means of keeping its members up-to-date on activities and events.

## Functional Website

The functional metaphor presents information and navigation according to the function of the site. This type of organization might be appropriate where the main purpose of the website is to perform specific tasks. This website is predominantly designed with user tasks in mind such as banking institutions.

## Hybrid Website

Metaphors are not limited to those discussed above; in fact many websites use a combination of metaphors – In addition to delivering a website that works exactly as intended with any native device, a Responsive Hybrid site allows you to keep your site structure and content consistent across various platforms. Users who are familiar with your site on their desktop will be inherently familiar with it on their smart phone.  
  
Now let’s say someone shares a link to your site from their phone. If you have an independent mobile website, they’ll be sharing a mobile site link in which the page is formatted for a mobile device. That’s just swell if the person it’s shared with is also viewing it on a phone… but if they happen to view the link on a desktop computer, they’ll be viewing a mobile display on a full sized screen. That’s just one example — shared links are likely to make a mess of things if you’re using more than one URL for a given page.  
Because each page operates from a single URL in a responsive hybrid site, shared links are always the same and will always work perfectly, regardless of the device they are shared from or the device they are opened on. All viewers receive the same link, and all viewers are presented with the appropriate version of that page, tailored for their device. Whilst every site should be visually appealing, the end user is paramount to site design, structure and architecture.

A hybrid metaphor website will suit AllStyle Homes as it will incorporate both components from organizational and functional metaphors to produce a more versatile and flexible website.

* Develop a detailed navigation map based on the metaphor you have chosen for your website.
* The navigation map should show all the pages that you intend to develop on your website. These pages must be numbered.

WEB SITE

## Detailed navigational map

Global Navigation Menu Global Navigation

Contact Us

2.0

Login Area

6.0

Faqs

4.0

Testimonials

8.0

Processes

7.0

Designs

3.0

About Us

1.0

Home Page

5.0

Admin Area

6.1

Privacy Statement

9.0

Terms and Conditions

10.0

Sitemap

11.0

Local Navigational Menu

Usability is an essential goal of any website, and usable navigation is something every website needs. It determines where users are led and how they interact with the website. Without usable navigation, content becomes all but useless. Menus need to be simple enough for the user to understand, but also contain the elements necessary to guide the user through the website.

## Content map

The content map shows the mapping of content chunks to web pages.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Web Pages | About Us | Contact Us | Designs | Faqs | Home Page | Login | Admin Area | Processes | | Testimonials |
| Unique ID | 1.0 | 2.0 | 3.0 | 4.0 | 5.0 | 6.0 | 6.1 | 7.0 | | 8.0 |
| Description | Company Background | Company contact details -map | Home designs available | Questions from customers | Introduction to AllStyle Homes | Staff / client login area | Administrators Dashboard | Constructionfrom start to finish | | Feedback from clientele |
| Original Source Format | Html5 - png | Html5 - png | Html5 - png | Html5 | Html5 – Php javascript - png | Html5 – Php | Html5 – Php | Html5 – Php javascript | | Html5 |
| Expected format Changes | None | None | None | None | None | None | None | None | | None |
| Update Frequency | Yearly | Yearly | Monthly | When required | Yearly | When required | When required | Yearly | | Monthly |
| Information Owner | Website Owners | Website Owners | Website Owners | Customers | Website Owners | Website Owners | Website Owners | Website Owners | | Clients |
| Web Pages | Privacy Statement | Sitemap | Terms & Conditions |  |  |  |  |  | |  |
| Unique ID | 9.0 | 10.0 | 11.0 |  |  |  |  |  | |  |
| Description | Company Privacy Statement | Website Sitemap | Websites Terms & Conditions |  |  |  |  |  | |  |
| Original Source Format | PDF | Html5 - png | PDF |  |  |  |  |  | |  |
| Expected format Changes | When required | When required | When required |  |  |  |  |  | |  |
| Update Frequency | Yearly | Yearly | Monthly |  |  |  |  | |  |  |
| Information Owner | Website Owners | Website Owner | Website Owner |  |  |  |  |  | |  |

Develop a list of labels to be used to identify web pages, menu buttons etc. For example "home", "search", "contact".

## List of Labels – Pages / Navigation

* About – About page title and menu button.
* Administration Area – Administration login page title.
* Contact Us – Contact Us page title and menu button.
* Designs – Design page title and menu button.
* Faqs – Faqs page [Frequently asked questions] title and menu button.
* Home – Home page title and menu button.
* Login Area – Login page title and menu button.
* Our Processes – Our processes page title and menu button.
* Privacy Statement – Privacy Statement Page [ PDF ] – Stand Alone page – *Local Navigation Link*
* Sitemap – Sitemap page title and *Local Navigation Link.*
* Terms & Conditions – Terms & conditions page [ PDF ] – Stand Alone page – *Local Navigation Link*
* Testimonials – Testimonial page title and menu button.
* Adobe Reader Image button – External Link to Adobe web site
* Delete – Button for Administration Area page.
* Logout - Button for Administration Area page.
* Submit – Button for Contact and Login pages.

## Menu Systems

* Investigate different menu systems; Write a brief report describing the advantages and disadvantages of the different menu systems.

The thing that makes navigation difficult to work with in Web design is that it can be so versatile.

Most websites, especially those with a lot of content or functionality, need navigation menus. But as a website grows in complexity, guiding users to that content and functionality shouldn’t be the job of any one menu. All of that content just doesn’t always fit in one large menu, no matter how organized it may be. While many websites need more than two, **all websites have at least two main menus: primary and secondary.**

Content that fits neither the primary nor secondary navigation can go in other menus, whether a sub-menu, footer menu, sidebar widget or somewhere else. Not to suggest that primary navigation cannot go in these areas of the page; there are many instances where primary navigation is best suited to the sidebar or in drop-downs.

***Primary navigation*** - stands for the content that most users are interested in. But importance is relative; the type of content linked from the primary navigation on one website may be the same kind linked from the secondary navigation on another (for example, general information about the company or person).

***Secondary Navigation*** - is for content that is of secondary interest to the user. Any content that does not serve the primary goal of the website but that users might still want would go here. For many blogs, this would include links for “About us,” “Contribute,” “Advertise” and so on. For other websites, the links might be for the client area, FAQ or help page.

Using a consistent navigation scheme from page to page helps the website visitor learn your website navigation system.

* *Hierarchical Website Navigation* **-** The structure of the website navigation is built from general to specific. This provides a clear, simple path to all the web pages from anywhere on the website.
* *Global Website Navigation* - Global website navigation shows the top level sections/pages of the website. It is available on each page and lists the main content sections/pages of the website.
* *Local Website Navigation* *-* systems are elements for navigating locally within some subset of pages in a site, usually called a sub-site. A sub-site is a coherent collection of pages that have related content and can stand alone as a grouping.

## Styles of website navigation

* **Text Links** - Are words (text) which are surrounded by the anchor set of tags to create clickable text which takes the visitor to another web page within your website, a downloadable document from your website, or to another website on the Internet.
* **Navigation Bar** - Is the collection of website navigation links all grouped together. A navigation bar can be horizontal or vertical.
* **Tab Navigation** - Is where the website navigations links appear as tabs, similar to the tabs you use in a binder to divide the contents into sections.
* **Sitemap Navigation** - A sitemap is a page within your website that lists all the sections and web pages (if you don’t have too many) that are contained within the website. This is different from Google Sitemaps and Yahoo Sitemaps.  
  A traditional sitemap provides navigation for your website visitors should they get lost, a shorter path to the different areas of the website for those who know what exactly they are looking for and a means for the search engines to find all the pages within your website.
* **Dropdown Menu** - Is a style of website navigation where when the visitor places their mouse over a menu item, another menu is exposed. A dropdown menu can include a fly out menu.  
  A dropdown menu system can create accessibility issues and a problem as far as the search engines not being able to read the links in the menu, but if constructed properly, these issues can be overcome.
* **Fly out menu** - Is constructed similar to the dropdown menu. When the visitor places their mouse over a link, another menu “flys out”, usually to the right, from the link where the mouse is placed.
* **Named anchors** - Are the type of links that take you directly to a spot on the current page or on another web page.

The main menu system that I have selected for AllStyle Homes website is the Global Navigational Bar, this is because it is simplistic and the easiest to construct, it is appealing to the eye, and is also user friendly that can be accessed by everyone.

In addition to the above the Footer area will have Hyperlink menu Links incorporated as well as the Contact and Site map pages.

## Task 4- create mock-ups of the website



Figure 1 AllStyle Homes Mockup 1

This mock-up of the AllStyle Homes web page would not be suited because there is information scattered all over the screen. It becomes unappealing to the User when the page becomes cluttered and the main content is overtaken by advertising or overuse of images.

Figure 2 AllStyle Homes Mockup 2



This mock-up of the website for AllStyle Homes is similar to the first mock-up, except for some minor changes made to the outlay. With two Headers, Global Navigational Bar, both side columns removed and replaced with a full size container this styled outlay is more aesthetic to the Users.