



# Website Redesign

Allison Hennen | TCID 373 | October 28, 2022

# Website Analysis

## OVERVIEW

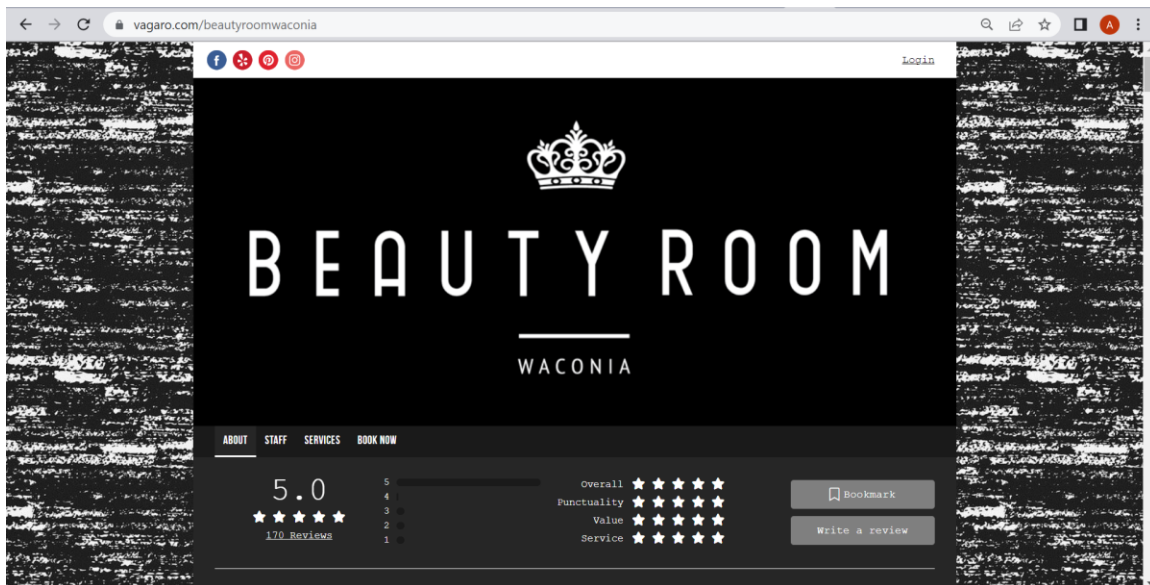
Beauty Room is a hair salon located in Waconia, Minnesota. They are a small salon with a total of four staff members. The services they provide are haircuts, hair treatments, hair color, face waxing, and more. In addition, they offer retail products for sale, such as shampoo and conditioner, hairspray, and deep conditioning products.

The key tasks while interacting with this website include browsing the services provided, reading the staff member's bios, booking services, and logging into the client portal. The target audience is women of all ages who need a service as simple as a haircut and those who like to keep up with the most recent beauty trends.

## WHY THE WEBSITE NEEDS IMPROVEMENT

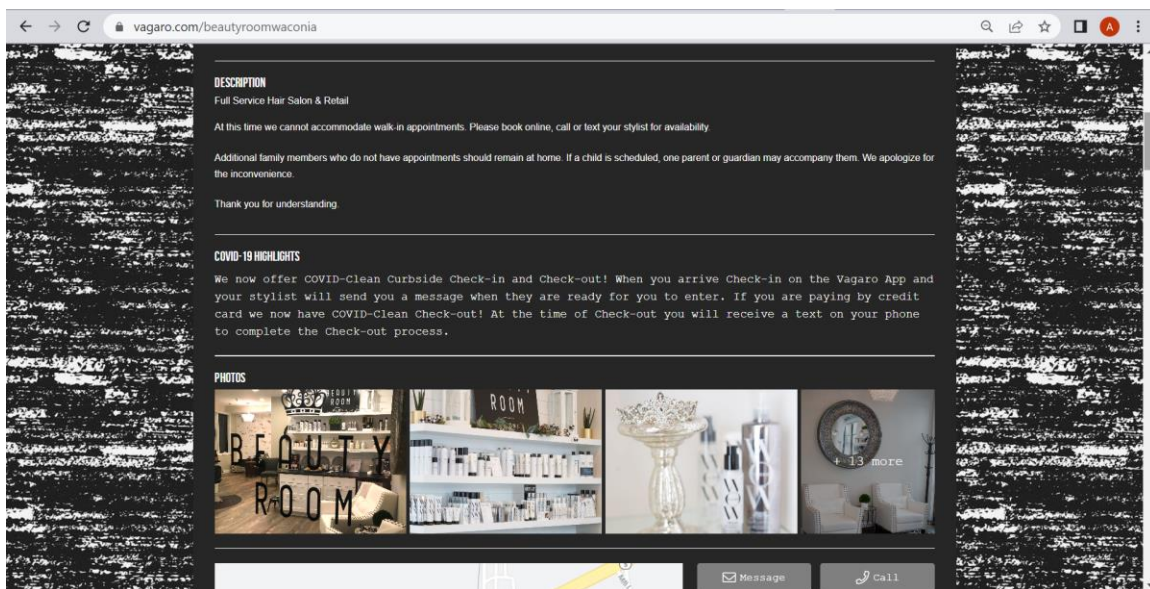
The website provides users with essential information and navigation, but improvements must be made for the website to be the most effective. Listed below are the main key points for improvement:

- *Color.* The logo, homepage and other pages within the website are solely in black and white; where the background is black and the text is white.
- *Background.* The website has a black background with a scrolling effect, and behind this is a static black and white background that is distracting.

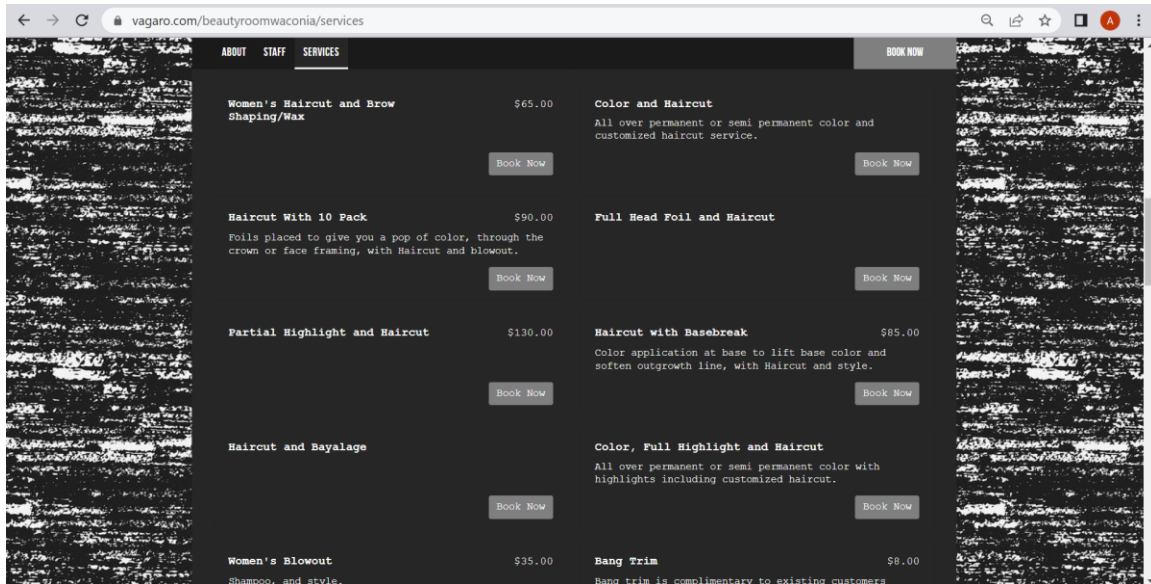


- *Contrast.* While high contrast is used through the black background and white text, it is not effective due to the font and typeface selections.
- *Headings.* The headings are hard to distinguish, making it difficult for user to scan the page.
- *Typography.* The font and typeface of the body text is difficult to read.

- *Accessibility.* The website lacks accessibility because there is not an identifiable control to adjust the text size. In addition, the website does not offer alternative ways to search the content in the website, such as including a search button.
- *Lists.* The organization of information on the homepage and services page is not clear because it is grouped together- they did not make use of lists and tables to organize the content.
- *Passive space.* While there is passive space within paragraphs, the space between paragraphs is limited.
- *Call to Action.* The navigation bar and login button are not easily identified because it blends in with the rest of the text.
- *Tagline.* On the homepage, they did not include a tagline under their logo.
- *Personality.* The website lacks personality- there are no use of colors and graphics. Aside from the logo, the only graphics used include a gallery of clients showcasing the services they received.
- *Organization.* The division of content on the homepage is not strategically organized (such as by topic or task, questions, product type, information type).



- *Verb phrases.* They do not use verb phrases at the beginning of the body content, and the headings are not large or informative.
- *Grids.* They didn't make use of a consistent grid format to organize their information on the home page. The services page uses a two-column grid layout but it's not clear which service you are booking with the location of the 'Book Now' button.



## Redesign Proposal

### HOW I WOULD REDESIGN THE WEBSITE

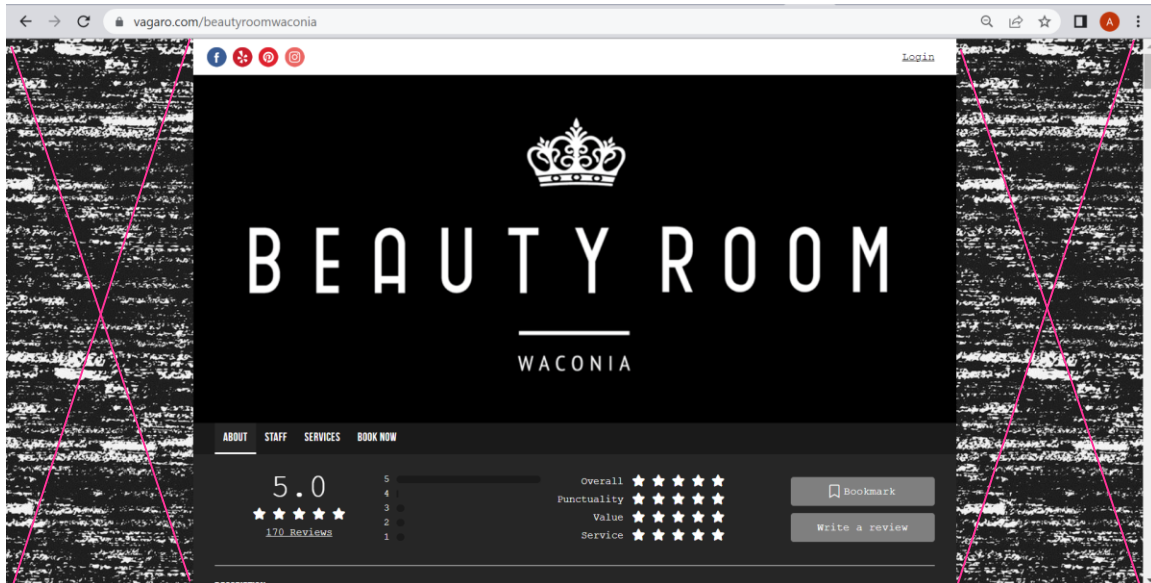
Based on the list of improvements, I would make several changes to enhance the user experience and the website's functionality. In the list below you will see my recommendations:

- *Color.* I will change the color scheme of the website. I will add bold colors to draw attention to important information and help users distinguish important information. I will also add color to the logo to make it pop. I may consider the opposite color scheme where the background is white and the text is black.

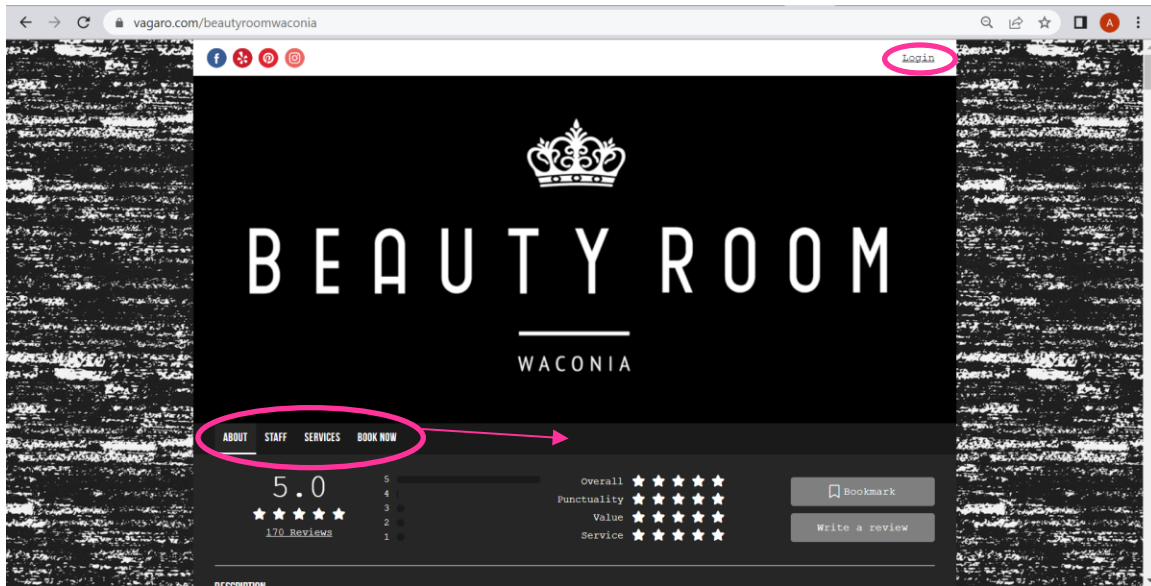


Example logo

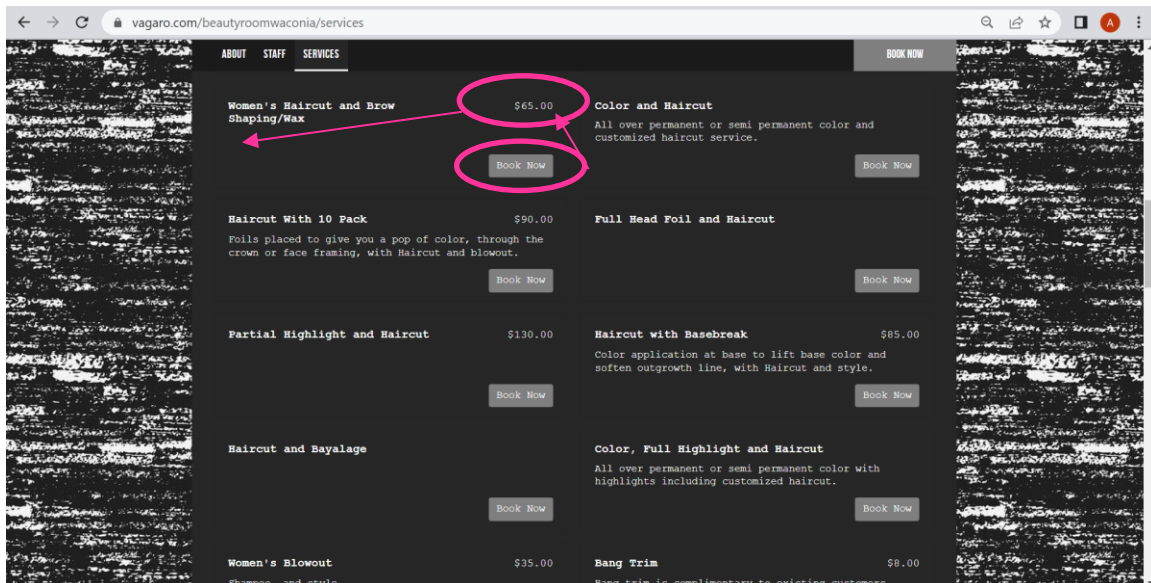
- *Background.* I will remove the static background to prevent users from distraction and to make use of negative space.



- *Contrast.* I will create effective contrast from changing the colors of the headings and the color of the navigation menu.
- *Headings.* I will add color to the headings and increase the size.
- *Typography.* I will change the font and typeface of the text throughout the website to be more legible. The text size will be increased, and the typeface will be Open Sans, Roberto, or another commonly used typeface that is easy to read.
- *Accessibility.* I will create controls where users can adjust the size text or have the option to have the text read out loud. Further, I will add a search button at the top of every page so users can search for specific items within the website.
- *Lists.* I will make use of lists in the 'About' section (the homepage) to organize information better.
- *Passive space.* I will make use of passive space between elements on the pages, specifically between paragraphs on the homepage and the services on the services page.
- *Call to action.* I will move the navigation bar to the top center of the homepage to make it easily identifiable. I will create another button in the navigation bar for contact information, so users don't have to scroll down the homepage to find it. Further, I will make the navigation buttons and the login button more noticeable with color.



- **Tagline.** I will create a tagline under the website's logo to improve how users think about the website.
- **Personality.** I will add bold colors and graphics to give the website a personality. The website is trying to portray an elegant chic through using black and white so I will add a pop of color to enhance the personality.
- **Organization.** I will organize the information on the homepage by topic or task.
- **Verb phrases.** I will make use of verb phrases in the body content so users can easily skim and scan the website.
- **Grids.** I will create a grid format for the homepage. In addition, I will fix the grid format in the services page by making the "Book Now" button parallel with the service and I will place the service price below the service title.



## Benefits of the Redesign

### WHY THE NEW VERSION WORKS BETTER

The new website design will work better for the website's intended users. Increasing the heading size, adding color to the headings, implementing a search bar, and adding a verb to the beginning of each paragraph will help users easily navigate the website. The use of lists and a grid will help organize the information. The typography will enhance the legibility, decreasing the time to complete a task. Accessibility features, such as the controls to change the text size and the read along feature will improve inclusivity and decrease site users from leaving. Adding graphics will help users get a sense of the site's personality. Overall, my new redesign will improve user experience which will aid in booking a service from this company's website.