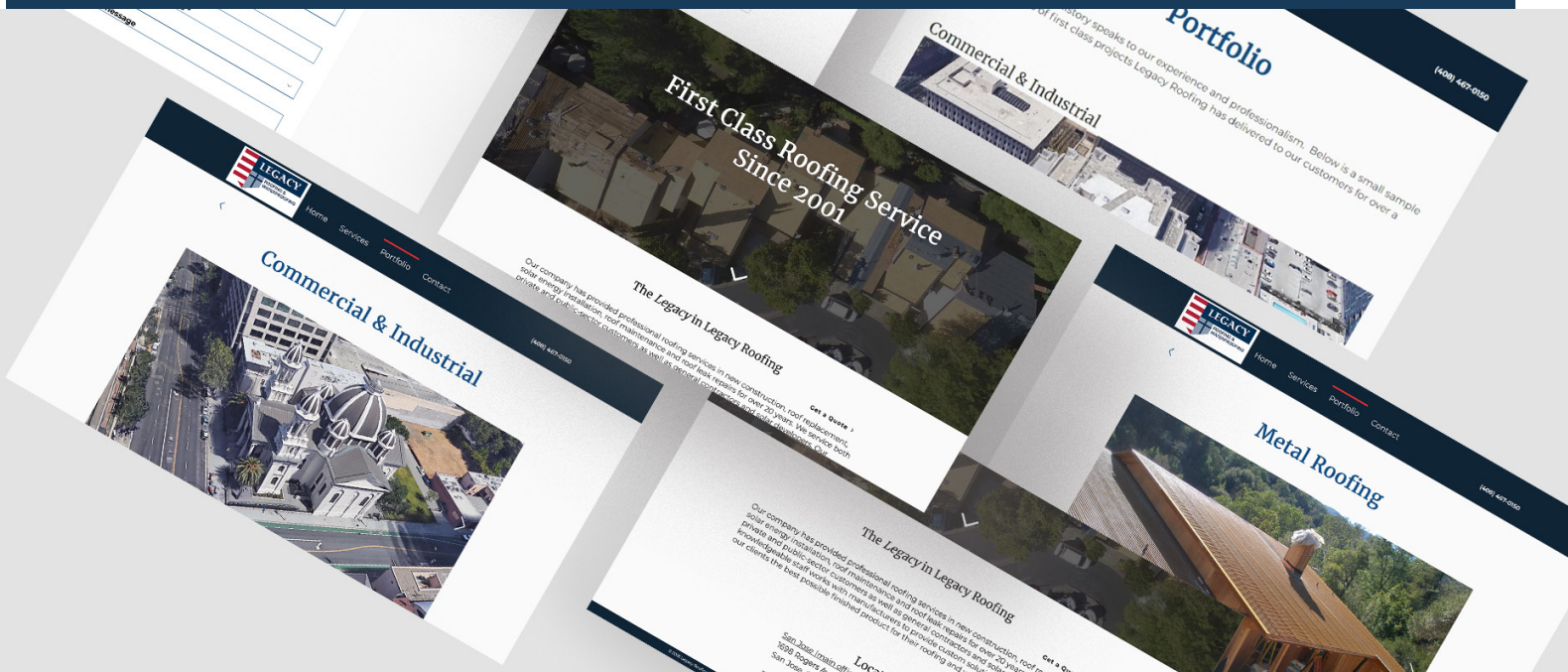




Legacy Roofing & Waterproofing

Website Redesign



Contents

Project Overview	3
Approach to the Redesign	4
Ideation	6
Final Product	9
Contact Information	10

Project Overview

Project Description

Legacy Roofing & Waterproofing (“Legacy”) is a roofing company based in San Jose, California. Their website’s sole purpose is to showcase the work that they have done and provide a way to contact the company for possible service work. With the redesign, the main goal is to give Legacy a simple and clean looking website with easier navigation.

Problem

The website that Legacy had before did not have consistent layouts or adequate accessibility. The font appearance, design theme, and color choice presented the site from looking professional. The navigation was confusing and conflicting with a hidden page that was not legible when shown on the drop down. The mobile version of the site was not considered during previous design.

Solution

The goal of the redesign was to create a website that is simple and clean, presenting only the pertinent information. Part of this would be ensuring the mobile version is responsive for viewing.

Approach to the Redesign

Heuristic Evaluation Summary

I started off by inspecting the entire site to identify any possible usability or design problems in accordance with common usability principles.

Through this, it was discovered that the main issues were:

- navigation
- font size and color
- uncommon icon usage
- inconsistent page layouts
- lack of mobile responsiveness
- visual hierarchy of headers

0 = not a problem, properly done
 1 = aesthetic preference
 2 = minor usability, not a showstopper, but on mass it adds up
 3 = major usability, it just barely works
 4 = critical failure, must not

Source: <https://www.ngroup.com/articles/ten-usability-heuristics/>

H1 : Visibility of System Status			
Severity	Title	Description	Solution
4	Navigation	Static visibility of system status is non-existent outside of the text headers. The navigation selections do change color when you hover over them at least.	Add current status visibility.

H2 : Match Between System & Real World			
Severity	Title	Description	Solution
3	Unusual Phone Number Display	"Request Quotation" looks like a button and appears to generate an email, but it is just a button to make a phone call. Very uncommon usage even though there is a phone call icon next to it.	Replace with just a phone number. There's nothing wrong with being simple
3	Navigation	When there is a navigation menu on the top, it is most likely signifying that each selection is a separate page. It is not in this case until the Services > Beacon Screens and the Application page.	Each selection will be its own page. The company has enough information to be able to put on the page.
3	Service Explanation	The explanations of services are very straightforward and can be explained differently so it's easier for the user.	Graphics can be added to explain what the different types of roofs are and the fact that there are different colors for certain roofs. The language used is not simple.

H2 : User Control & Freedom			
Severity	Title	Description	Solution
1	Exit	There are no instances where the user would have to press an x button to close any pop ups or such. However, when clicking on the pdf in the Beacon Screens page, it opens in a new page. The pdf has the same information already on the page, so it is unnecessary. Some people don't realize when they have a new tab opened by clicking something on a website.	The pdf doesn't need to be on the Beacon page.

Standards	
	Solution
Create a font size and format standard throughout the site and stick to it	
Add an icon and change the title tags.	
Create a page design standard and stick to it.	
Rearrange the page layout so that it is more consistent.	
It will be removed.	
Reformat the fonts so that only hyperlinks are underlined.	

Efficiency of Use	
	Resolution
n/a	

Minimalist Design	
	Resolution
Change the header layout so that it scaled properly.	
Replace the font.	
Create a consistent title/ header/ subheader/ body format and stick to it.	

Prevention, and Recover from Errors	
	Resolution
n/a	

Goals

Make the website easy to navigate, have more consistent font and layout design, be mobile responsive, and instill better contact methods.

Tools used:

- Google Suite
- Adobe XD, Illustrator, Photoshop, AfterEffects, InDesign
- Wix

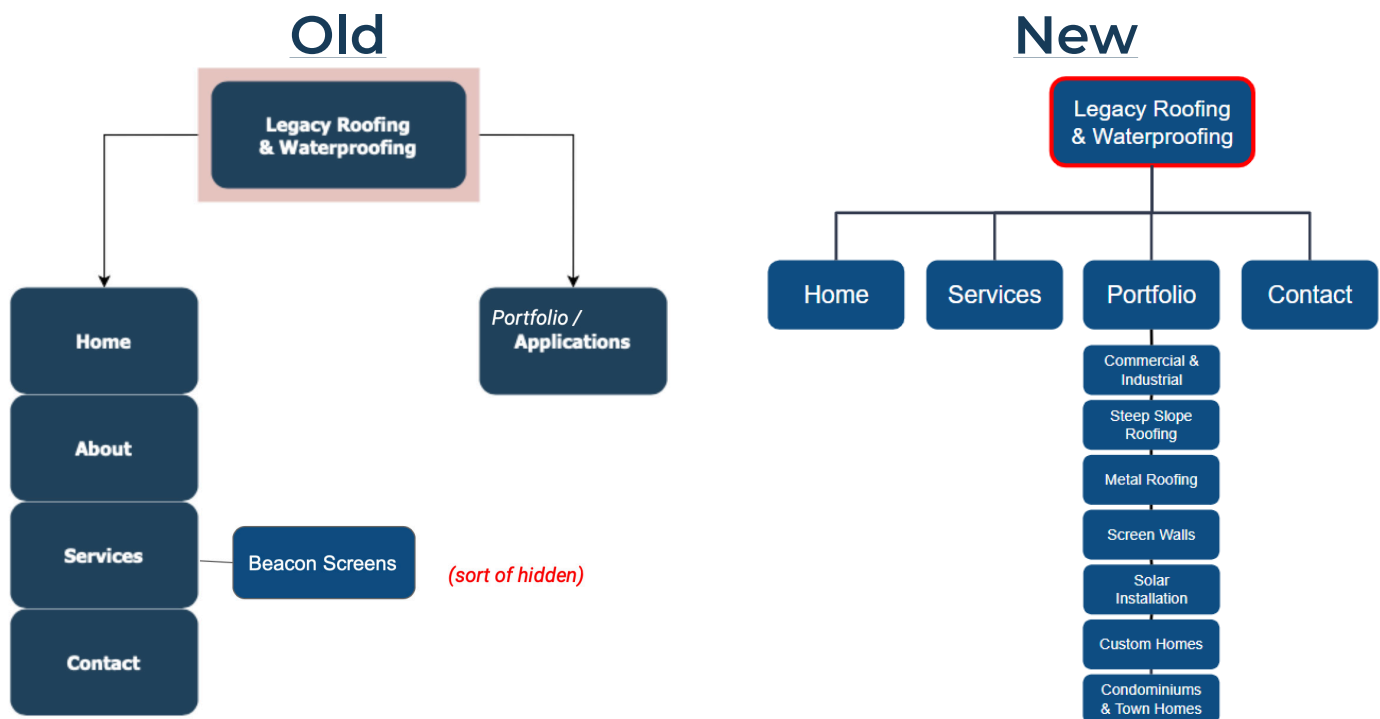
Process



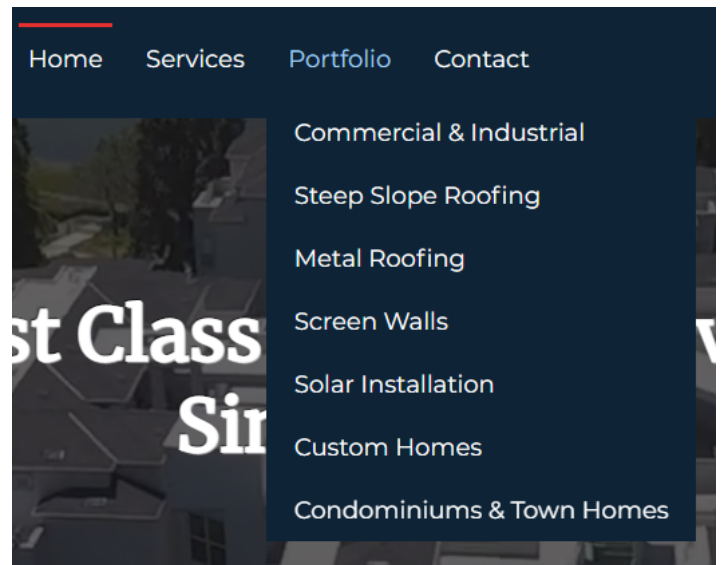
Ideation

Site Maps

Once the core problems were discovered, it was time to assess the solution to each problem. The first step was to reorganize the site mapping to a simpler format compared to what it was before. While there was not a lot of content for the website, the core pages worked better separately rather than being mostly on one scrolling page and a few having their own pages.

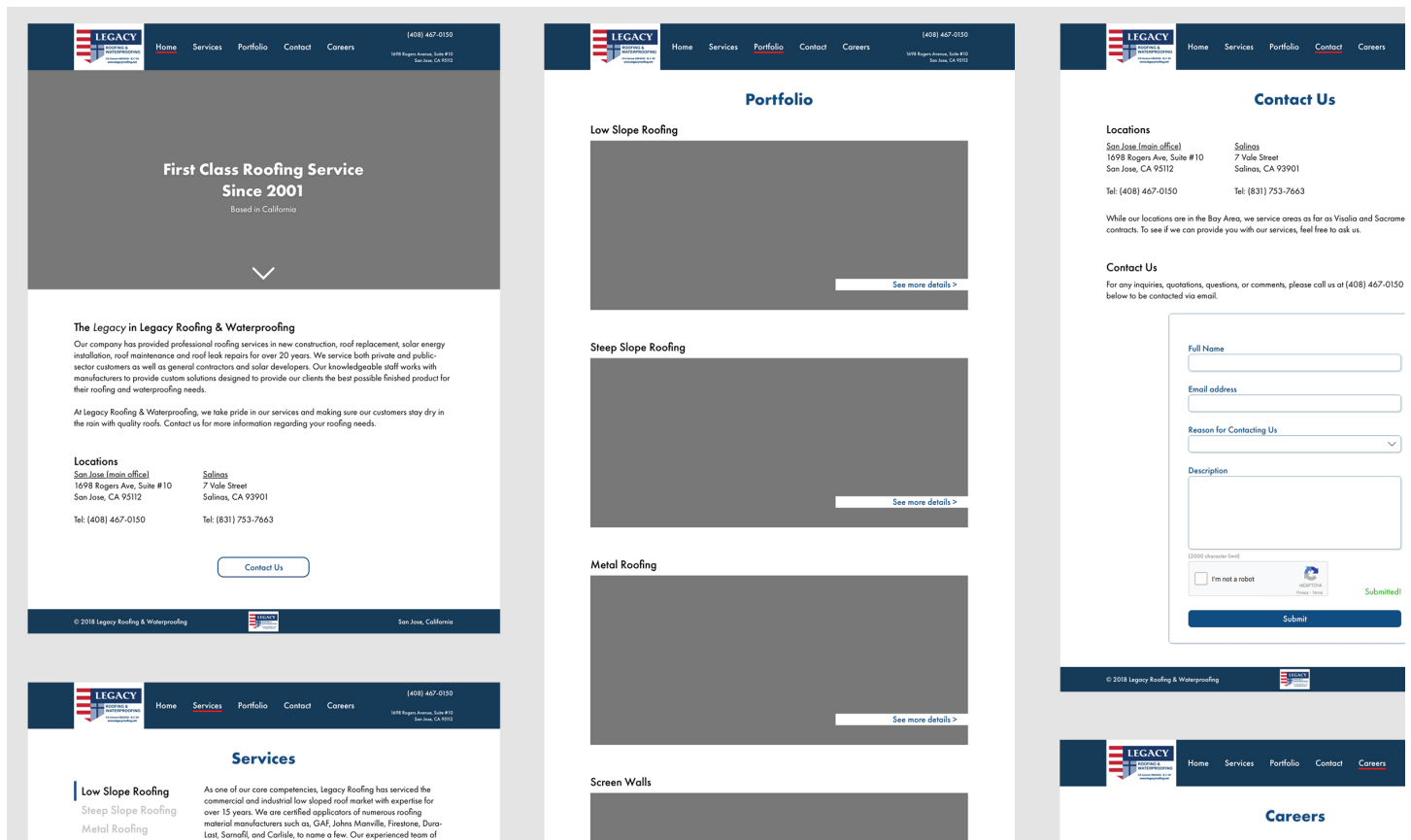


Restructuring the site map enabled easy access to the information that the site displayed. While the Portfolio page had a dropdown, those pages were still accessible on that main page. Combining the About page with the home page enabled the site to get rid of the About page initially instilled.



Low Fidelity Wireframes

Wireframes provide a better visualization of what each page would look like. Lacking the images, you get a glance at the layout. Since the wording on the website was not changing for the most part, I chose to keep the words in the wireframes for a better visualization.



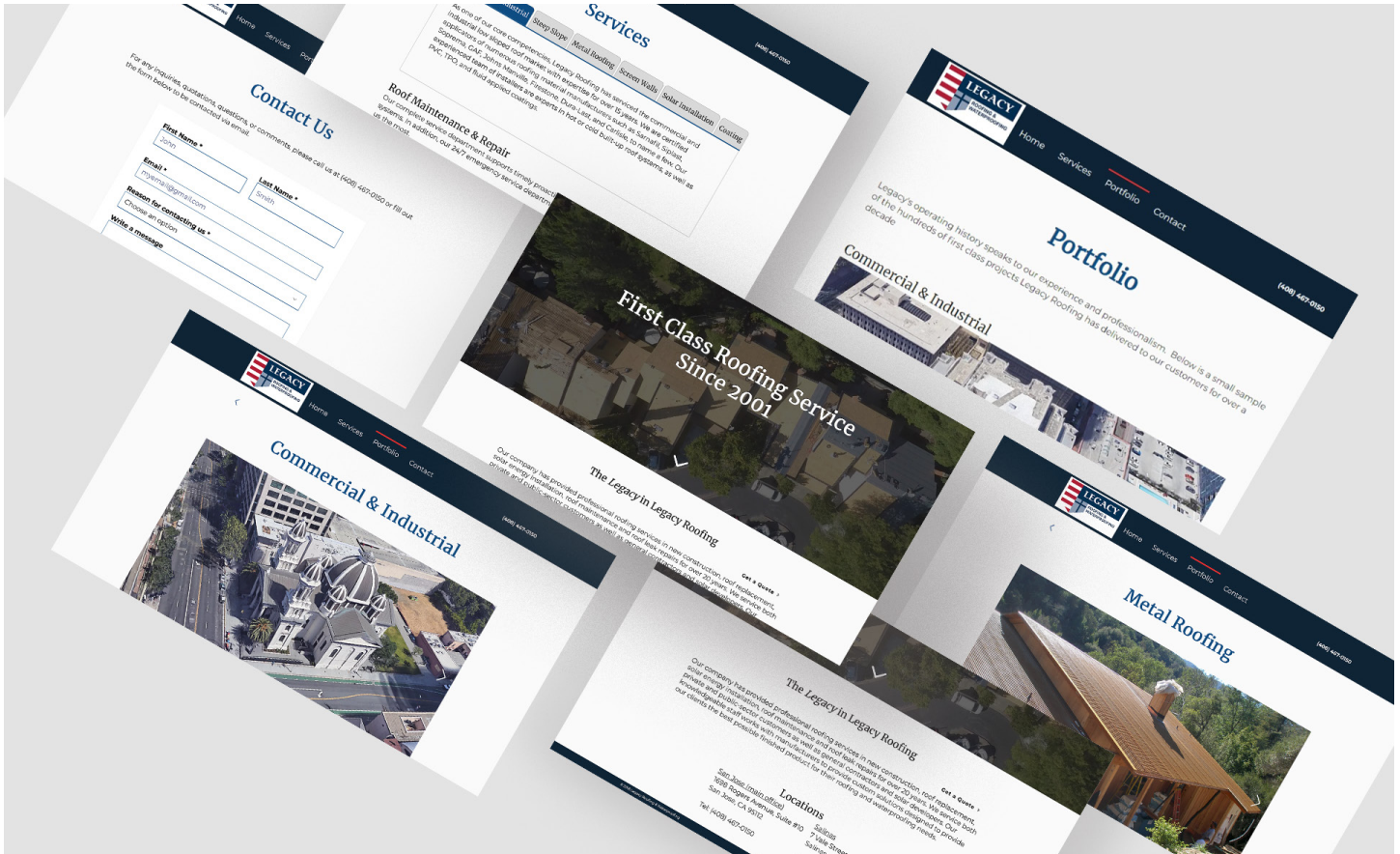
Prototype

Taking the wireframe and upgrading it to a working high fidelity prototype provides a presentation of how the website would work before actually editing the live site.

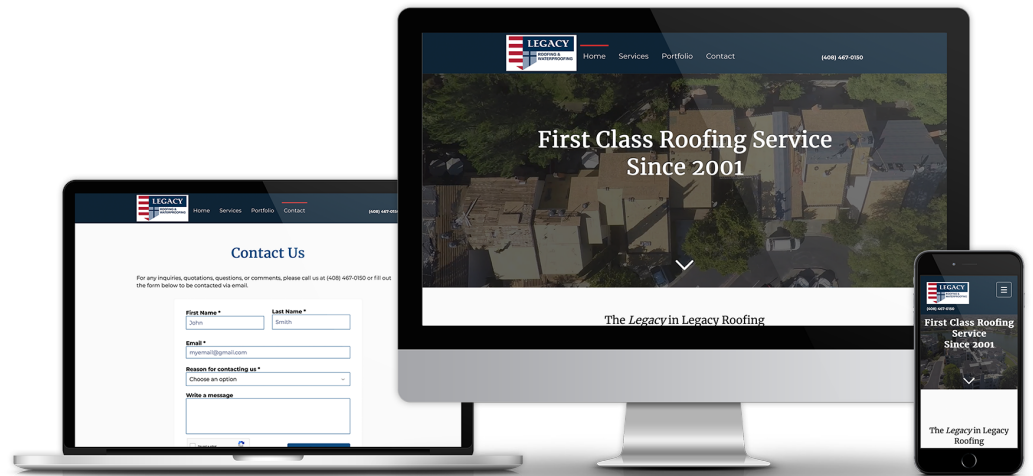


Final Product

After the assessment and ideation, I was able to work on the live site with Wix. I solved the problems presented with the previous website through the changes implemented. One main feature that was added was a contact form where users can submit email inquiries to the company rather than simply calling.



Scan me!



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