Final Project:
Full Redesign and Implementing Changes — powells.com
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User Experience (UX) Design I
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EXPLANATION
WHY I DID WHAT I DID ::
There were many problems users would encounter as they navigated through the powells.com website.

The first problem I decided to tackle was the inaccuracies with the main navigation. It jumps from a smaller mid page navigation on the front page to full page navigation when clicking a couple of the pages within the site. It isn't consistent on what pages are full page and which are not. I redesigned the site with a consistent size on all pages, used common metaphors for the location and cart, and added social icons to the navigation as well. The font size was also increased slightly so it is easier to see.

Another user problem I addressed was keeping the mobile version within the available viewport. I was able to redesign it so the site didn't float left and right (no scrollbar is visible.) The footer is also visible on every page in mobile and web elements do not overlap which can cause mis-taps. The hamburger menu metaphor is also moved to the upper right corner and slides in from the right when enabled. Closing the menu is also available and mis-taps are minimized due to spacing between links and available menu items.

The last problem I worked through was updating the dated and unfinished looking design of the original site. I implemented a sticky header and a back to top button to ensure the user always had a way to the top of the page. I also added interesting header/hero images and CTAs to engage the user or customer to products and services that would be interesting to them and also lead them into the site to look around more.

Desktop: https://xd.adobe.com/view/77b94066-ac2c-4ca1-a6e8-5ad6ee6f8afd-22ea/

Mobile: https://xd.adobe.com/view/a67ebdf0-4f01-493d-93fd-a9ca1e7d00db-f32d/