

Web Site Re-Design Overview

US Micro Lab.Inc

www.usmicrolab.com

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Screenshots of Current Site



3 Competitors Websites

- Lacie Inc. www.lacie.com
- HighPoint Tech www.highpoint-tech.com
- CoolDrives Inc www.cooldrives.com

Evaluation Criteria

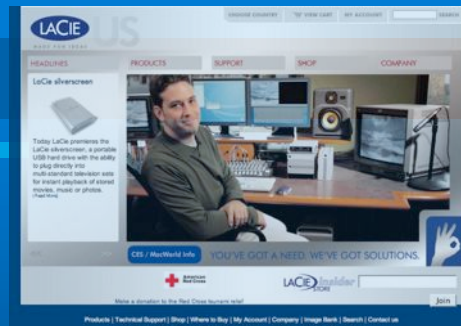
- **What is Good Design**
 - Pleasing to the Eye and working well with the all
- **What is Good Interactivity**
 - Effective feedback, easy to Understand & Navigate
- **What is Good Content**
 - Massive and well organized Information.

Lacie Inc.

Greatest Strength

- The page fits on to the screen without any need of scrolling. All of the important information is on the first page, so the prospective customers will easily be able to learn what the company is about instantly.

www.lacie.com



Lacie Inc.

Greatest Weakness

- The color scheme between the buttons and the backgrounds goes against each other. They are all different shades of silver and when the same shades meet it becomes difficult to see the titles of the links.

www.lacie.com



HighPoint Tech

Greatest Strength

- It is not as graphically intensive as Lacie, making it easily viewable to everyone. Even a visitor who is on dial-up, will be able to quickly view the website. Each section is color coded making it easy to separate all of the content.

www.highpoint-tech.com



HighPoint Tech

Greatest Weakness

- There are too many different colors, there does not seem to be a real color scheme involved in the site.

www.highpoint-tech.com



CoolDrives.com

Greatest Strength

- Content is massive, and they do a pretty good job of organizing it on the inside of their site.

www.cooldrives.com



CoolDrives.com

Greatest Weakness

- Too many links, they have three different ways of getting to the same stuff. The homepage is flooded with an unnecessary large amount of images, making it difficult for a visitor on a slow connection to be able to quickly view the Website

www.cooldrives.com



What should be changed?

- **Interface**
 - Change location and look of Navigation bar
- **Images**
 - Add more images of company.
- **Eye Candy**
 - Get rid of the moving GIFs on homepage.
- **Color Scheme**
 - Change the entire color scheme, specifically Black.

My Re-Designs

- Easy Navigation
- Important information on screen. With no scrolling
- Latest News
- Organized Color Scheme.



My Re-Designs

Easy Navigation

Navigation is in one area.

Important information on screen. With no scrolling

Latest News

Simple Color Scheme

The screenshot shows the UML Technologies website with a navigation menu (Home, Products, Support, About US, Contact) and a quote: "Our customers will always stay on the top of the competitive edge because of our services. Our ultimate goal is set for our customers' total satisfaction. Because our customers' success is our success." Below this is a "New Model" section featuring a product image and a "Specs" section with the following details:

- New in retail box.
- Comes with 2.5 inch 100 disks (optional).
- Can be used with 1.35" ECD Optical Drives like DVD.
- Quick and easy to be installed and maintained.
- Available in 1MB, 2MB or 4MB capacity.
- 2.5 ECD in ATX Mini-ITX.
- Comes with 1.35" ECD.
- Comes with 2.5 inch 100 disks (optional).

Transfer Rate: 30MB/s (Max) / Sec. Format: 400MB / Sec.

- Plug and Play.
- Hot-swappable.
- Supports Low Voltage or Mass Storage like 1.35" ECD.
- Supports up to 100MB/s.
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