

By Luis E. Puga
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For Dave Baas
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ROADWORTHY GUITAR AND AMP WEBSITE REDESIGN

Our goal: Create a new user-experience for the new
Roadworthy Guitar & Amp.

CONTENTS

PROJECT OBJECTIVES.....	3
DEMOGRAPHICS.....	4
PERSONAS.....	6
FUNCTIONAL AND CONTENT REQUIREMENTS.....	9
FUNCTIONAL REQUIREMENTS.....	9
CONTENT REQUIREMENTS.....	10
HOMEPAGE.....	10
PRODUCT PAGES.....	12
PRODUCT POP-UP.....	14
ABOUT US.....	14
REPAIR TIPS.....	16
LINKS AND GUITAR SHOWS.....	17
WEBSITE USER-EXPERIENCE ANALYSIS.....	17
ROADWORTHY HISTORY AND TODAY.....	17
STRUCTURE.....	18
GUITAR SHOWS AND INCONSISTENT LABELING.....	19
COOL LINKS.....	19
DOMAIN CATEGORIES AND CLASSIFICATIONS.....	20
UKELELES AND OTHER "OTHER" GUITARS.....	20
AMPS, COMBOS, AND HEADS.....	21
GLOBAL NAVIGATION.....	22
ADDING AUDIO TO PRODUCT PAGES.....	22
COOL LINKS REVISTED.....	23
HISTORY, WARRANTIES, AND SHIPPING.....	23
TOO MANY TABS.....	24
EMAIL AND WANT LISTS.....	25
INVENTORY AND SEARCH.....	25
RESPONSIVE DESIGN, LINKS, AND CONCLUSION.....	25

SITEMAPS AND WIREFRAMES.....27
CURRENT SITEMAP.....27
PROPOSED SITEMAP28

PROJECT OBJECTIVES

The purpose of this website redesign project is to increase revenues of Roadworthy Guitar from both the selling of instruments and accessories, and repair work. To do so, the website must serve as a communications hub for Roadworthy online, providing clear and usable communication channels between Roadworthy's owner, Dave Baas, and the store's customers. It should attract new customers through reevaluation of its metadata to ensure optimum "findability." Additionally, the website should increase sales by providing an attractive and professional presentation of Roadworthy's products and services as well as Dave's expertise in repair. It should help retain existing customers by providing them with up-to-date information of services, new products, and social media connections that will contribute to customer's musicianship and care for their instruments.

Additionally, the website must act as a showcase for Dave's inventory and take the place of his former, physical store location. While the website will not provide a venue for Roadworthy to actually sell items online, the website should drive potential purchasers to contact Roadworthy through email or phone. It should help Dave manage his appointments and provide easy directions to his home-based business.

Lastly, the website should support Roadworthy's brand, providing an easily recognized and uniform identity through the use of consistent design, logo placement, typography, copy, and other visual elements. In this way, it will help to support Dave's renown in Bloomington's musician community as a vendor of instruments, an expert in instrument repair, a lover of guitars, and a fellow musician.

DEMOGRAPHICS

The following demographic data arose from conversations with Dave—who his customers are and who he'll think he will continue to attract as his business moves from a physical store location to purely online. Additional determinations were made from observation and casual interviews with members of the amateur Bloomington musicians, which occurred at a number of local venues that either hire them to play music or set up jam events in which these potential users participate.

With some exception, Roadworthy's customer base is between the ages of 35-65. They are males, many of whom are members of the Baby Boomer generation.

These are men who play music on an amateur to semi-professional level. They like music genres that include rock from the 1960s on to the present-day as well as blues, jazz, country, bluegrass, and folk. They have either played guitar most of their lives or are picking it up as a new hobby later in life.

They may be members of bands that have played alongside the bands Dave plays for at Bloomington area bars. They include musicians from a variety of skill levels and retain a various degrees of knowledge about their instruments and accessories. They are primarily Caucasian and U.S. citizens. Their income level ranges from middle to high. They vary in marital status and whether they have children as well as the degree of education they have achieved.

As customers, these men are going to prefer what is known in guitar circles as "magic wood." Rather than inexpensive and easily found mass produced instruments, they will want to find unique and vintage instruments. They also may want to create a certain "sound," using analog technology over newer, digital amplification technology or sound effects. As for acoustics, they will be interested in hand-crafted instruments. In part, they want to be able to cause envy among their fellow musicians about the special instrument they play.

Despite this preference for vintage instruments, many of these men are not strangers to a variety of new technologies. They are adept at shopping online, are comfortable conducting searches, and may use mobile technology such as tablets or smartphones. They may have dabbled in home-recording technology and may participate in some social media to promote their bands

or otherwise share their hobby. In short, they are not techno-phobic. That said, few of Dave's customers will be purely professional musicians. As such, his website's user-experience must be direct as his customers are otherwise employed and may be busy with their professions and/or family obligations.

The following personas were based on observations/discussion with attendees at a local blues jam. The event invites musicians to create ad hoc bands at a bar and play three songs. Many of those in attendance fit with potential profile of Roadworthy's customers.

NAME: CARL SPRAGUE

Age: 59

Occupation: Real Estate Agent

Divorced

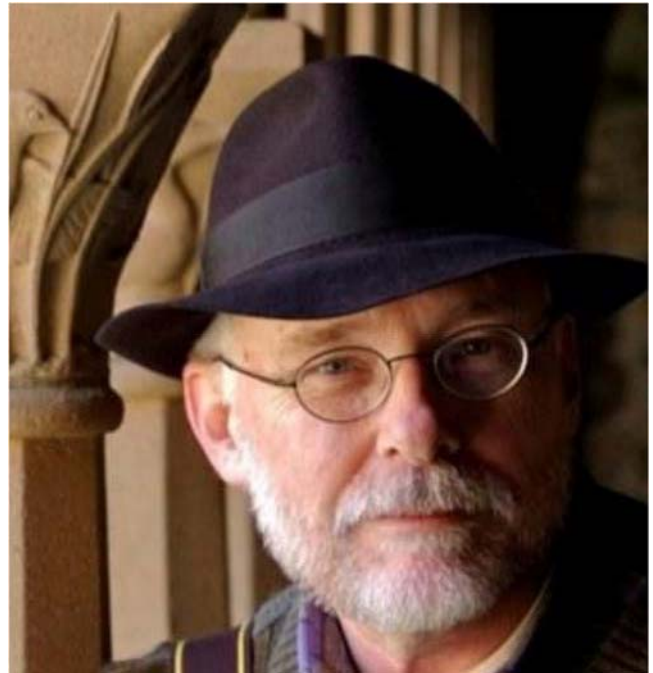
2 children (adults)

Musicianship: He has played guitar since he was 16. Carl tends to play blues and rock, and has been the guitar player and the singer for a local blues band. They play once a month at a local bar and have some sporadic shows at other bands. He plays guitar to relax, but does it take it seriously enough to continue to practice at least once per week outside of his band's playing.

Technology profile: Carl is comfortable using the internet. He also uses his agency's listing system and owns a smartphone. However, he tends not to explore social media, unless it's music videos on YouTube. He has a Facebook account he doesn't really use much.

Favorite Websites:

Guitar Tabs Online



"I feel like I know a lot about guitars. So the shop I deal with has to be knowledgeable."

Amazon

Guitar World (magazine)

Interest in Roadworthy: Carl will want mostly repairs at first. He'll want his amp repointed and his action on his guitar adjusted. If he has a good experience, he may consider purchasing his next guitar or amp if he can get a good deal.

NAME: BRUCE LOCKWOOD

Age: 55

Occupation: Manager of IU Physical Plant

Married

1 Child (teenager)

Musicianship: When Bruce was sixteen, he got a guitar and played with his friends after school. He gave it up when he sold the guitar for some money in college. But now he wants to return to the hobby. He's got a little more time and would love to find an instrument that reminds him of that first guitar.

Technology Profile: Bruce prefers to do online shopping for many things as he hates going to malls. His work provides him with a smart phone and he's had to learn new technology related to budgeting and administration. He and his son play some online games together and he maintains an active Facebook account to keep in contact with family and friends. He often reads Twitter, but doesn't really post much.



"I am new to this and I am hoping Dave can help me find a great guitar."

Favorite Websites

Amazon

Steam (client application)

CNN

Interest in Roadworthy: Bruce started his search for a guitar at a Guitar Center store, which is similar to many big box retail experiences. But, he felt overwhelmed by the selection and he felt like the store staff just wanted to sell him something. Also, he couldn't find any vintage instruments. He heard about Roadworthy while listening to WFHB. He hopes Dave can help him find a 1965 Fender Jaguar for a good price.

FUNCTIONAL AND CONTENT REQUIREMENTS

The following sections layout functional and content requirements to keep in mind as the website redesign and content revision occurs.

Functional requirements indicate the overall interactions the website should support throughout its user-experience. Content requirements represent needs for each based on an analysis of what's there now. The goal is take the existing template and make improvements per Dave's request.

FUNCTIONAL REQUIREMENTS

- Each page will always offer an opportunity for users to contact Dave via phone or email. The latter should include a captcha field to deter spam.
- Each page will present the websites brand through font and color palettes as well as logo placement. Dave's current color palette involves a combination that make's the website less-readable. A new palette should be selected, with Dave's approval.

- Navigation must include consistent labeling and have consistent placement in the layout on every page.
- The website will be designed to increase readability by breaking up large blocks of text and using more sub-heads. Copy will be reduced and each page will end with clear, call-to-actions for the user.
- Users will be able to compare multiple products at once. This can be accomplished by being able to call two products into one pop-up window.
- Users will be able to hear samples of each product. These files can be recorded by Dave and he can list the additional gear. This feature will cater to those shoppers interested in finding a particular “sound.”
- Users will be able to read about basic guitar and accessory repairs and be offered ways to ask questions to Dave via social media/email.
- Users will be able to like Roadworthy on Facebook and connect to Dave’s Twitter feed from the website.
- The site must be responsive and mobile friendly.
- Each page must include a standard header, with the Roadworthy brand.

CONTENT REQUIREMENTS

HOMEPAGE

1. MUST BE ABLE TO NAVIGATE TO ALL OTHER WEBSITE PAGES

Support needed: New users must be able to find the navigation logically. It would be best if placed in a similar location to websites they are

familiar with, such as along the top. People revisiting Roadworthy must not be confused if new labeling/location is dramatically different.

Required Elements: A navigation bar paired with the Roadworthy logo. It will employ the color palette of the store, which should be chosen to both stand out. Colors and designs that invoke the 1960s could be appealing to the audience/client. The logo itself should be a home button.

2. MUST BE ABLE TO IDENTIFY THE ROADWORTHY BRAND

Support needed: All users must be able to see a consistent design theme on the page and prominent placement of the logo.

Required Elements: Two to three colors along with two fonts, one for headers (sans serif) and another for body copy. The black background should be eliminated, but black can be one of the colors.

3. MUST BE ABLE TO CONTACT DAVE

Support Needed: Users must be able to see Dave and be able to click on an email link to contact him. In addition, his number should be displayed prominently.

Required Elements: IN a framed box, a photo of Dave along with short copy that introduces him and an invitation to contact him. This should include a link to his email along with his phone number. The link should be underlined and should change colors when hovered over.

4. MUST BE ABLE TO VIEW SOME OF DAVE'S BEST INVENTORY

Support Needed: Users need to see some of Dave's best inventory. This includes the guitars, amps, and accessories that communicate what make his store special and sets him apart from other dealers.

Required Elements: A rotating slideshow with quality, high-resolution photographs of the items should appear above the fold. Short copy should be used to describe each, with an invitation to see more details. Link should take user to product page and product pop-up (see product pages for more detail).

PRODUCT PAGES

1. MUST BE ABLE TO NAVIGATE TO ALL OTHER WEBSITE PAGES

Support needed: New users must be able to find the navigation logically. It would be best if placed in a similar location to websites they are familiar with, such as along the top. People revisiting Roadworthy must not be confused if new labeling/location is dramatically different.

Required Elements: A navigation bar framed paired with the Roadworthy logo. It will employ the color palette of the store, which should be chosen to both stand out, but also not incorporate the current black background. Colors and designs that invoke the 1960s might be a trajectory. The logo itself should be a home button.

2. MUST BE ABLE TO IDENTIFY THE ROADWORTHY BRAND

Support needed: All users must be able to see a consistent design theme on the page and prominent placement of the logo.

Required Elements: For overall design, select two to three colors along with two fonts, one for headers (sans serif) and another for body copy. The black background should be eliminated, but black can be one of the colors.

3. MUST BE ABLE TO CONTACT DAVE

Support Needed: Users must be able to see Dave and be able to click on an email link to contact him. In addition, his number should be displayed prominently.

Required Elements: IN a framed box, a photo of Dave along with short copy that introduces him and an invitation to contact him. This should include a link to his email along with his phone number. The link should be underlined and should changes colors when hovered over.

4. MUST BE ABLE TO BROWSE INVENTORY CATEGORY

Support Needed: Users must be able to glance at inventory, identify the products they are interested, and link to more details about each one.

Required Elements: Thumbnail pictures of each product along with a title and the price. All copy related to each product along with the picture is a link to a pop-up that provides more details. The list itself should be sortable by price, brand, and other relevant criteria.

PRODUCT POP-UP

1. MUST BE ABLE TO VIEW DETAILS OF THE PRODUCT

Support Needed: User must be able to learn about the cost, the manufacturer, and relevant details of the product. The user should be able to see it and hear samples of what it sounds like.

Required Elements: Provide photos of the product along with description. Links should play high-quality audio clips that help demonstrate the product. Price and the condition of the product (new, used, good condition, etc.), should also be listed.

2. MUST BE ABLE TO VIEW MORE THAN ONE PRODUCT AT ONCE

Support Needed: Users should be able to compare two products.

Required Elements: Make product highlights appear on pop-up windows rather than on separate web pages. Provide a close button.

ABOUT US

1. MUST BE ABLE TO NAVIGATE TO ALL OTHER WEBSITE PAGES

Support needed: New users must be able to find the navigation logically. It would be best if placed in a similar location to websites they are familiar with, such as along the top. People revisiting Roadworthy must not be confused if new labeling/location is dramatically different.

Required Elements: A navigation bar framed paired with the Roadworthy logo. It will employ the color palette of the store, which should be chosen to both stand out, but also not incorporate the

current black background. Colors and designs that invoke the 1960s might be a trajectory. The logo itself should be a home button.

2. MUST BE ABLE TO IDENTIFY THE ROADWORTHY BRAND

Support needed: All users must be able to see a consistent design theme on the page and prominent placement of the logo.

Required Elements: Two to three colors along with two fonts, one for headers (sans serif) and another for body copy. The black background should be eliminated, but black can be one of the colors.

3. MUST BE ABLE TO CONTACT DAVE

Support Needed: Users must be able to see Dave and be able to click on an email link to contact him. In addition, his number should be displayed prominently.

Required Elements: In a framed box, a photo of Dave along with short copy that introduces him and an invitation to contact him. This should include a link to his email along with his phone number. The link should be underlined and should change colors when hovered over.

4. MUST BE ABLE TO READ ABOUT DAVE AND THE STORE

Support Needed: Users must be able to hear from Dave about his years of experience, his love of music and guitars, and his commitment to their happiness.

Required elements: Copy with photos of Dave, his shop, and a video of him playing in one of his bands.

REPAIR TIPS

1. MUST BE ABLE TO NAVIGATE TO ALL OTHER WEBSITE PAGES

Support needed: New users must be able to find the navigation logically. It would be best if placed in a similar location to websites they are familiar with, such as along the top. People revisiting Roadworthy must not be confused if new labeling/location is dramatically different.

Required Elements: A navigation bar framed paired with the Roadworthy logo. It will employ the color palette of the store, which should be chosen to both stand out, but also not incorporate the current black background. Colors and designs that invoke the 1960s might be a trajectory. The logo itself should be a home button.

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Support needed: All users must be able to see a consistent design theme on the page and prominent placement of the logo.

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Support Needed: Users must be able to see Dave and be able to click on an email link to contact him. In addition, his number should be displayed prominently.

Required Elements: In a framed box, a photo of Dave along with short copy that introduces him and an invitation to contact him. This should include a link to his email along with his phone number. The link should be underlined and should change colors when hovered over.

4. MUST BE ABLE TO OBTAIN TIPS ON REPAIRS AND INSTRUMENT MAINTENANCE

Support Needed: Users should be able to browse among subject heading on various simple repair topics. The topics could also include other tips from Dave related to guitars.

Required elements: Blog format that will allow Dave to post short articles about repair, which could include multi-media posts if the client is so inclined (and if it's provided by his CMS). For the moment, would disable comments. Dave could also post about playing in his bands and/or his search for rare instruments.

LINKS AND GUITAR SHOWS

I am suggesting Dave eliminate these pages. First, I believe no new guitar show has been held in some years. Second, I do not believe that linking to other sites is in Dave's best interest. I believe he should endeavor to retain his customers at his site rather than provide links to other vendors or other sites that may distract from the shopping experience.

WEBSITE USER-EXPERIENCE ANALYSIS

ROADWORTHY HISTORY AND TODAY

Roadworthy Guitar and Amp has been in business in the Bloomington area since 1991. Owned and operated by Dave Baas, the store is known for its collection of used and vintage instruments. Dave is well-known among the community of local musicians both as a musician and someone who had an eye for unique guitars.

In 2010, the store’s physical location was closed and Dave moved his inventory to a building on his home-property on the outskirts of Bloomington. This also serves as Dave’s repair shop. He retains a loyal following of customers who still value his services and his abilities. However, he is without a physical location since his business is not easily found without prior knowledge of its locations. Additionally, it is not open at regular intervals, but rather by appointment.

As such, he struggles to find new customers. Dave is increasingly reliant on his website to help cultivate new customers find out about his services and to serve as a communication hub with existing customers. Currently, he drives people to the site via social media as well as his own active participation in the local music scene.

STRUCTURE

The Roadworthy website is fairly straightforward, which serves visitors well. In comparison to his competitors, Dave has an opportunity to offer users a simple



Figure 1 The Roadworthy Index page

and clear experience because he doesn’t serve the wide variety of customers. For example, he does not offer products beyond the guitar domain.

Nor does he offer music lessons like many other stores. And he does not offer small guitar accessories such as strings, cables, or picks. All of this affords Dave to offer a user-experience focused on the user’s he needs to attract: guitar aficionados.

For the most part, Roadworthy’s user experience is positive. By looking at the navigation, users know where to find Dave’s products. In addition, the site has a strong identity with its background color and the placement of the stores logo, as seen in Figure 1. This ensures users, on page-load, know where they are.

The structure of the site is a hierarchical and serves Roadworthy's missions well: sell instruments. When a user is looking for a particular type of instrument, one can select the appropriate page and view the inventory. From here, users can see specific examples of the broader category.

GUITAR SHOWS AND INCONSISTENT LABELING

However, this global structure breaks down outside of the labels related to products. First, some of the pages in question are no longer relevant, such as the page labeled "Guitar Show." It appears this event took place in 2011 and no new information is provided as to whether future events will be held. As such, it should be eliminated or updated.

Secondly, while the site does a good job of ensuring the global navigation is available, some labels are missing on certain pages. Whether intentional or not, this provides an inconsistent experience for the user and should be rectified.

One mission not served well by this site is to increase revenues in the area of repair. This is because there exists no node dedicated to the repair services Roadworthy offers despite it being an important part of Dave's business.

There does exist "Shop Talk," however, that page is dedicated to tips on how to purchase instruments and amplifiers. While such communication may be valuable, it could easily be a subcategory of a repair node. Better yet, this a function/content that would best live on social media, where Dave could respond and find out more about what his customer's interests are.

COOL LINKS

Another area of the site's structure that does not serve Roadworthy is "Cool Links." As a structure issue, this page takes users away from Dave's site.

While some of these external links may be relevant to his users, some also provide services and products that compete with Dave.

Further, they serve as distractions to engagement with the Roadworthy site. And some lead to sites which are no longer in existence, reflecting poorly on Roadworthy. In my view, this page should be eliminated.



However, if Dave insists on keeping the page, perhaps it could be removed from the global navigation and placed under the heading of a different node. This could be an "about" node, which would allow Dave to showcase the organization's services as well as the affiliations he finds important.

DOMAIN CATEGORIES AND CLASSIFICATIONS

Turning to categories, the Roadworthy website has incorporated divisions of the domain of guitars that are logical and consistent with what users will expect. The split between electric guitars, acoustic guitars, and bass guitars is something users expect when they enter a physical store, often finding each of these types of instruments on different racks or in different rooms of a physical location.

In general, Dave's stock is not very large as compared to competitors. As a dealer of rare instruments, one would not expect to find hundreds of instruments. So his current categories serve him well.

UKELELES AND OTHER "OTHER" GUITARS

However, he currently does stock a pair of ukuleles, which he placed under the acoustic guitar category. Depending on his future plans for such specialized instruments, Dave may want to establish another category to house instrument types outside of the broad categories. This could be under a label,

“Other Instruments” or “Specialty Instruments,” something to communicate a difference from the other categories he currently uses. In part, this will serve the users who might look at the categories and surmise there are only three types of instruments present: acoustic and electric guitars, or basses.

There is an area of overlap in the domain of acoustic and electric guitars that may be an area of concern as well. Some acoustic guitars include the ability to be “plugged in” to amplification, something which make them seem more like electric guitars.

Additionally, some electrics have semi-hollow bodies, a characteristic of acoustic guitars. A quick survey of manufacturers shows that most organize these instruments by their overall body style. In other words, an acoustic guitar with electric components is still an acoustic guitar and an electric with a semi-hollow body is still an electric guitar.

However, some do create sub-categories with acoustic and electric guitars to accommodate these instruments. As Dave’s stock is vintage, it may behoove him in the future to create a category for semi-hollow bodied electric guitars. This is because many vintage guitars do incorporate that style.

Further, there are styles of play that make these types more attractive to players than others. For example, hard rock guitar players who prefer a heavily distorted sound will not want a semi-hollow-bodied guitar as it will tend to feedback too frequently.

AMPS, COMBOS, AND HEADS

As for amps, this is a category that will also be familiar to customers. While some may argue that the word “amp” really only applies to one type of these products, the term has become colloquially accepted for stacks, heads, combos, and speakers. Again, customers will be used to finding all of these products in one area of a store.

A review of guitar literature (blogs and magazines that review such equipment), shows that amps is a term that is taken quite broadly. So unlike semi-hollow-bodied guitars, Dave may not ever need to create sub-categories.

As for Effects, this category also serves Dave well. There is no need to create separate categories for the variety of effects since this umbrella terms is familiar to users.

GLOBAL NAVIGATION

On the global navigation level, category organization is not apparent, but that may not be an issue. Currently, Dave's largest stock is in acoustic guitars, so this may be as good a reason as any as to why it appears first in the left-to-right navigation bar.

It also seems prudent that the products label comes first in global navigation. Overall, there is no need to explicate this order, unless Dave's stock becomes more varied or if he should someday carry more basses or electrics than acoustics.

On each page, there is no clear indication of category organization. Products are not organized by price or alphabetically. Granted, it is easy to view all of the stock by simply scrolling. However, some organization could serve the user and, should there ever be an increase in inventory, the lack of organization will hinder the user-experience.

What would be best is to allow the user to choose the order in which he or she views the stock, perhaps by allowing the user to select order by price (high to low, low to high).

Dave has also set out an additional characteristic for his products termed condition. However, the condition is represented by abbreviations, which are not explained to the user. This needs be remedied to explicate to the user the definition of each abbreviation.

ADDING AUDIO TO PRODUCT PAGES

Dave presents name, price, condition, and case availability on both the product category page and on the specific product's page. This is a good

practice. However, many manufacturers now include a video or audio demonstration of their product as a feature of their websites, as seen in Figure 3. This would serve as a valuable addition to Roadworthy's site and is in the realm of possibility for Dave. As an accomplished player, he is more than capable of demonstrating many of his products capabilities. Also, as a musician, he has a home studio in which he can at least record quality audio samples of his instruments. Further, without a physical space to showcase his products, Dave needs to entice users to contact him and come view his stock. Musicians ultimately decide to purchase instruments not by reading specifications, but by trying them out. An audio or video sample would be the next best thing and would help prompt customers to contact Roadworthy.

COOL LINKS REVISTED

In the area of labels, there are some concerns. Again, we return to page labeled "Cool Links." As a label, this is a vague heading. Of course, what is "cool" is subjective, so users may not agree with Dave on his perspective. But more importantly, it is not readily clear the type of links that would be available. As suggested previously, this is a page that could be folded into the about section of the Roadworthy site, or eliminated altogether.

HISTORY, WARRANTIES, AND SHIPPING

Three other labels are also of concern. The first is "Store History." In part, this functions as a page about Roadworthy. However, a different heading could be more appropriate. "The Roadworthy Story" or "About Roadworthy" is less generic and gives a better indication than history as to what will be found there. It also broadens the content of the page to allow the inclusion of other elements, such as the store's mission, its dedication to customers, or its support for musicians through sponsorship of events, the local community radio state, etc.

Related are the labels of “Warranty Info” and “Shipping Info.” The first serves to describe Dave’s guarantee to customers, but the category could be taken as a page about manufacturer’s warranties on instruments. This is an issue because in dealing with used-instruments, there are no manufacturer’s warranties provided and so this heading may mislead customers.

Additionally, the “Shipping Info” category details Dave’s practices in regards to packaging his inventory. This is good information, but one wonders whether it belongs on the global navigation. It could live instead under an about page or perhaps as a sidebar in the product category pages.

Additionally, the navigation “bar” is very small and is not very prominent. As such, I would recommend that it be reformatted to be more legible and more prominent. Placed within some graphical frame, it could become more user-friendly and easier to read.

TOO MANY TABS

Currently, the site opens a new tab in a browser each time a link is clicked upon. This includes if one views a product and then uses the “back” link at the bottom. That will mean that a user will have two tabs of the same page open in their browser. After about five clicks, a user could have six tabs open, including redundant pages. This creates a cluttered experience that is largely unnecessary and does not help users navigate the site. It is an issue which needs remedy.

Further, it would seem more intuitive for the products selected to open in a smaller-pop-up window. Made small enough, a user could open up multiple product pages in order to compare instruments. Or, the product pages could create such content dynamically within the existing page. However, this would require Roadworthy to create bread crumbs and other possible navigation cues so users could easily determine how to return to the main list of product categories.

EMAIL AND WANT LISTS

One important function of the site is to encourage users to contact Roadworthy as this is ultimately how the site will complete a sale. As such, contact information must be prominent and easy to access. It appears that there are a few “email” links which do not open an email window. These needs to be fixed.

Further, there is a separate email link entitled “We keep a want list.” This is a nice service for customers who may not find the instrument for which they are looking on the site. As Dave travel’s to guitar shows, he can keep an eye out for these instruments and purchase them for interested customers. However, the site needs to explain what a want list is for his users.

INVENTORY AND SEARCH

As a specialty dealer, Dave’s inventory is not very large. However, if it grows, his users may find it valuable to have alternative access to his inventory. Currently, there is not enough to warrant a search function. However, Dave’s inventory may reach the point someday where such a function would be useful. For now, Dave could use a graphic display on his main page—such as a slideshow—to show highlights from his inventory. He could also create navigation to show newly acquired items to highlight the changes in his inventory. This would help his navigation by providing main page connection directly to product pages, thus reducing the number of clicks it takes for user to get to a guitar he or she may want.

RESPONSIVE DESIGN, LINKS, AND CONCLUSION

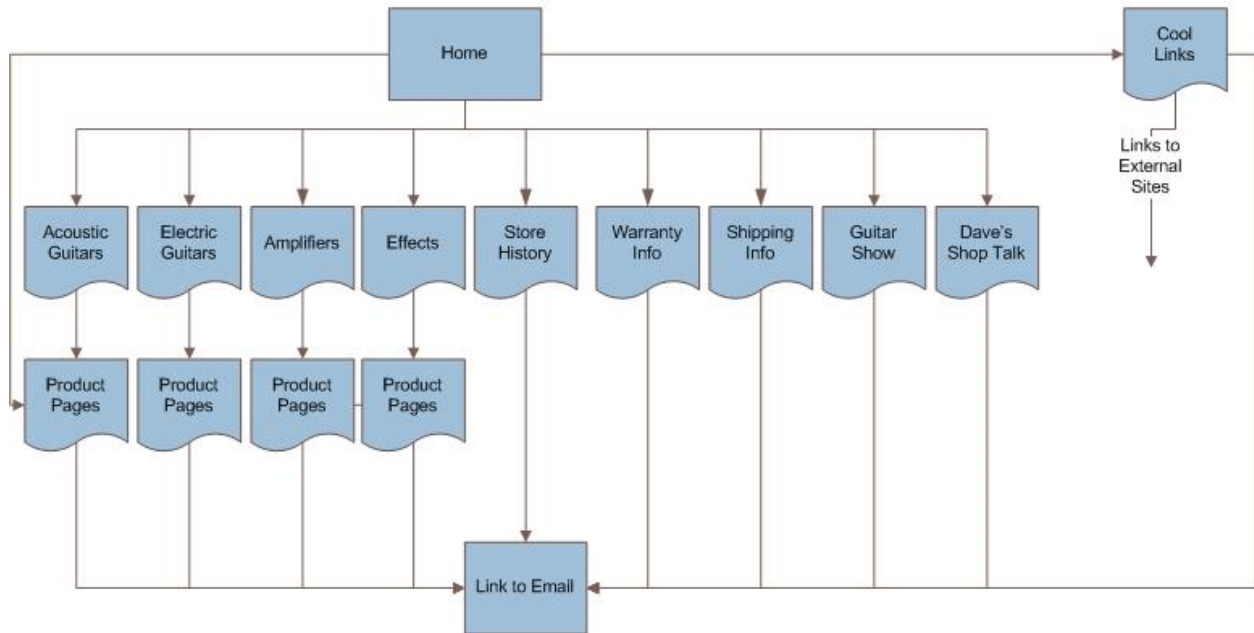
In addition, Dave must begin to consider how his site will be viewed on mobile devices. It is recommended that his site be scalable to be viewed in both hand-held and tablet devices. This will not only include a more fluid design

and re-designing for phones and tablets, but some decisions about color scheme, font-size, and font color.

While the black background adds to a strong visual identity, it hinders readability. Dave should instead choose color(s) that provide a readable backdrop for body content. Additionally, he should increase his font size and choose two styles: one for headers and another for body content as to not make the page overly cluttered. Dave is to be commended for maintaining link style, indicating them with color and underline. But he should consider adding a color change to further enhance feedback to users.

Overall, the Roadworthy Guitar and Amp website is comparable to other sites in its domain. In particular, other small music stores have similar structures, navigation, and categories, and this means Dave's customers will be familiar with what is available at Roadworthy. With the enhancements I've recommend, Dave can further focus his user's experiences on the functions that will serve their interests and his. Below are the sitemaps and wireframes for the proposed changes I am recommending.

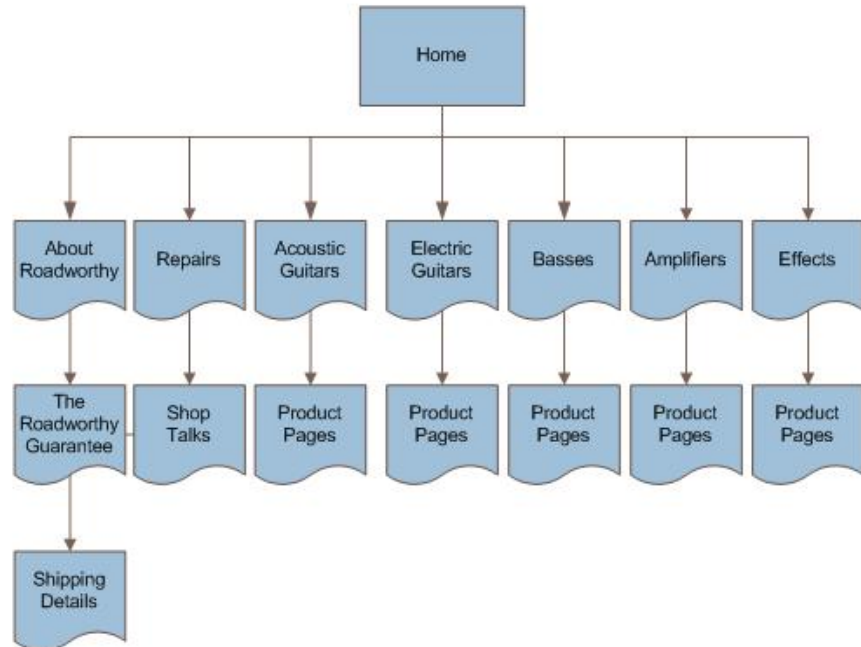
Roadworthy Guitar and Amp: Current Site Map



Roadworthy Guitar and Amp: Proposed Site Map

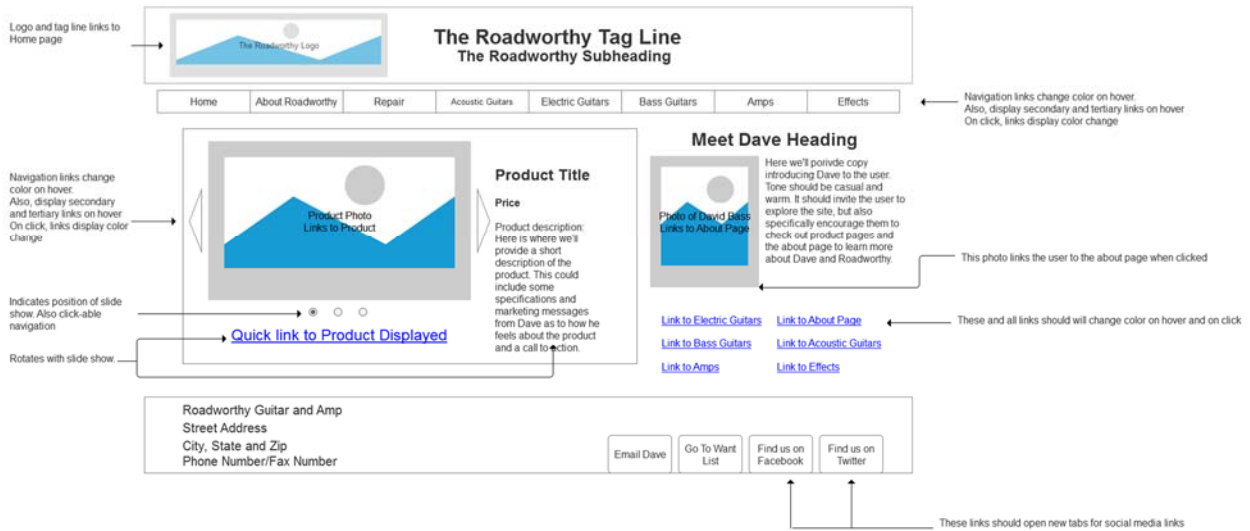
Links on Every Page

- Email Dave
- Want List
- Facebook
- Twitter



In creating the new sitemap for the Roadworthy website, I wanted to maintain the flow of the user toward contacting Dave that is evident in the current site's makeup. This is obviously the end goal of the site as this is the only way the site will serve Dave's commercial interest.

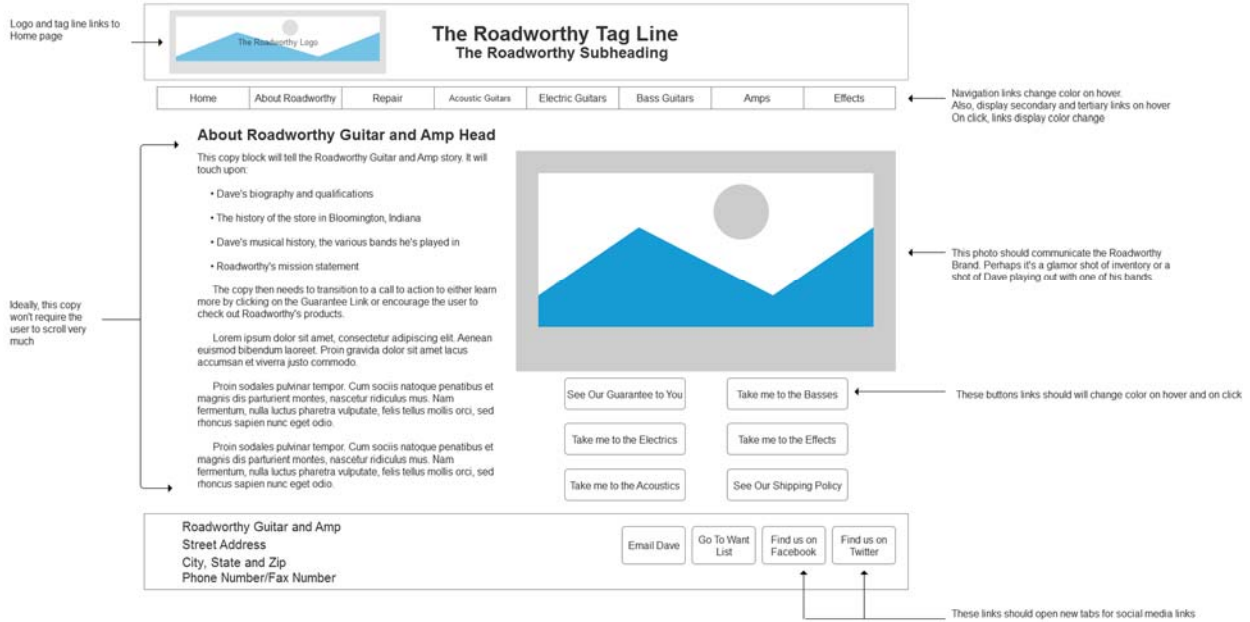
Roadworthy Guitar and Amp: Home Page



In terms of the order of pages, I did make a change after some thought, which was to place the About Page node in the first order in the navigation. This was due to the nature of the process of buying a guitar from Dave. A user will not only have to contact him, but receive directions from Dave to his home and drive there. Clearly, this is more complex than say just visiting a store located in the downtown of a city. Dave lives in a somewhat rural area and one wonders

why someone might drive so far to buy a guitar.

Roadworthy Guitar and Amp: About Page



The answer is Dave. As a vendor of guitars, Dave has a unique experience. He has specialized in finding vintage and rare instruments. He knows how to maintain and care for them. Additionally, he is a musician who speaks their language. Further, he engages in the same hobby they likely do: Which is to play live music at local bars with fellow musicians. In short, Dave is the selling point that will bring people out to his barn to buy guitars.

This observation is also reflected in the attached wireframes. Added to the homepage is a container entitled "Meet Dave." This not only features a prominent photograph of Dave, but links to the Roadworthy About page. It is recommended that this page be largely about Dave rather than the store. This is again to encourage users to want to get to know Dave and, in turn, shop at his store or use him for repairs. This "Meet Dave" container will also appear on the guarantee, shipping, and repair pages.

Roadworthy Guitar and Amp: Sample Product Parent Page

This wireframe applies to the Electric, Acoustic, Bass, and Effects product pages

Logo and tag line links to Home page

The Roadworthy Logo

The Roadworthy Tag Line
The Roadworthy Subheading

Home About Roadworthy Repair Acoustic Guitars Electric Guitars Bass Guitars Amps Effects

Title of Product Category <<Prev Pages of Results Next>> Sort List

Product Title (includes info such as model, year, manufacturer depending on category) Price
This copy provides a product description. This is separate from the specifications above, more marketing orientated and perhaps contains Dave's own personal opinions about the product opinion. Learn More

Product Title (includes info such as model, year, manufacturer depending on category) Price
This copy provides a product description. This is separate from the specifications above, more marketing orientated and perhaps contains Dave's own personal opinions about the product opinion. Learn More

Product Title (includes info such as model, year, manufacturer depending on category) Price
This copy provides a product description. This is separate from the specifications above, more marketing orientated and perhaps contains Dave's own personal opinions about the product opinion. Learn More

Roadworthy Guitar and Amp
Street Address
City, State and Zip
Phone Number/Fax Number

Email Dave Go To Wish List Find us on Facebook Find us on Twitter

As stock increases, it may be necessary to add sortable categories (i.e. price highest to lowest) and, if needed, page indexes.

The entire product widget, including photo, is click-able. The photo should outline on hover and copy should change color. The button will also change color on hover and click.

The size of this list, if the category has a large number, should be capped after the user has scrolled two page views at most. After that, a new page should be started, unless that page creates a single entry orphan

These links should open new tabs for social media links

Roadworthy Guitar and Amp: Product Page

The Roadworthy Logo

The Roadworthy Tag Line
The Roadworthy Subheading

Product Title (includes model, manufacture, year dependent on product)

This is the area for a more thorough product description. Dave could talk about how he came to possess this product, his opinion on it, or other information he might know about it's manufacturing or origins or use by famous musicians.

Add to My Wish List Social Media Share Button
Email Dave Return to Browsing Category

Roadworthy Guitar and Amp
Street Address
City, State and Zip
Phone Number/Fax Number

This is smaller page that opens up as a pop-up window. Branding is maintained, but navigation disappears. These smaller windows could facilitate some limited ability for shoppers to compare products.

These buttons change color on hover and on click. The social media button can bring up the choice to share the product and information on Facebook, Twitter, or Pinterest.

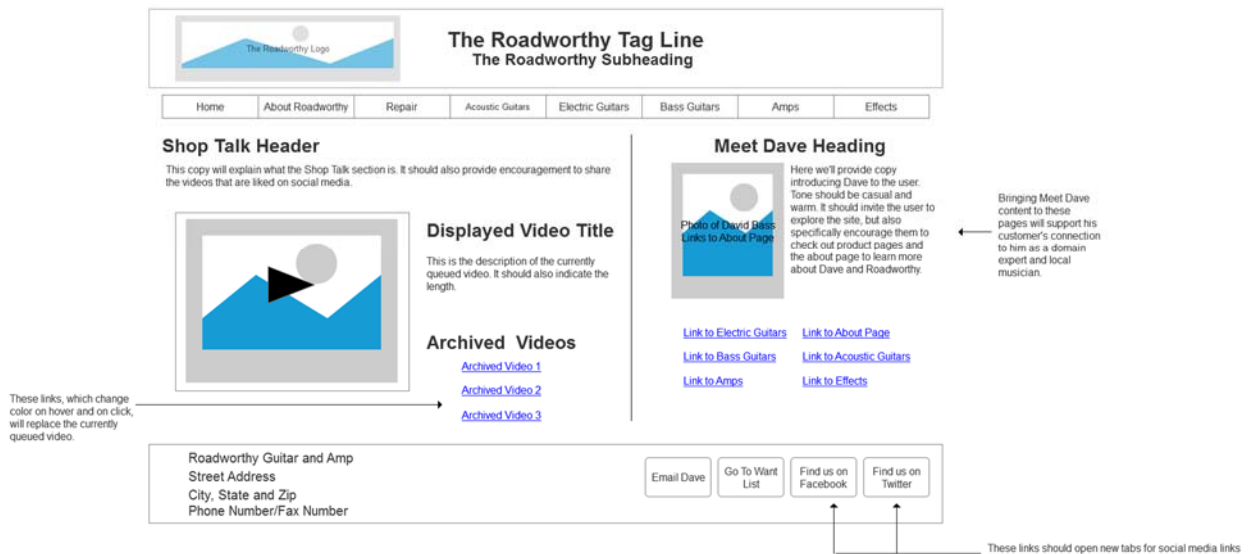
The arrow buttons will provide navigation between photos. The slide show will be set on a slow transition of images until a user interacts with controls at which point the rotation will stop.

Another aspect of the wireframe is that copy is generally shorter and is often bulleted. This is to increase the scan-ability of the site. In addition, headers

and title are prominently displayed in large fonts to also ensure that users can grasp where they are as quickly as possible.

In most respects, imagery is given as much real-estate as possible. And it is proportionality larger than on the current site. This is done to create a more aesthetically pleasing user experience. As in the case of homepage, imagery of products were added to ensure that any visitor who finds the page is immediately greeted with an image of something they desire: a guitar.

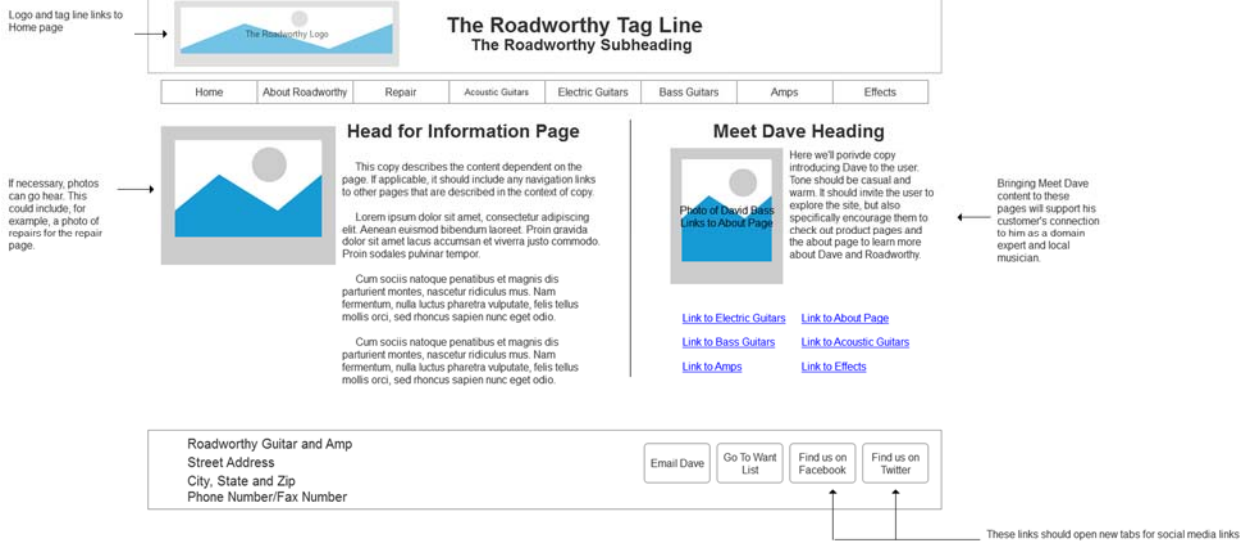
Roadworthy Guitar and Amp: Shop Talk Page



The wireframes also show a reduced need for the user to scroll. The current site has pages that involved moderate to a large amount of scrolling. Most of the important information on the revised site is “above the fold” or viewable within one screen shot. This is notable in a specific product’s page, where small radial buttons will serve to navigate between photographs rather than the current system of stacking images vertically. While only three buttons are shown, Dave will be able to upload as many photos as he likes. However, by not having users scroll and instead provide navigation, it will make for easier navigation of product images.

Roadworthy Guitar and Amp: Sample Information Page

This wireframe applies to the Our Guarantee, Repair, Shipping information pages



Of course, it is possible that Dave's stock may increase to the point that some scrolling on product category pages is necessary. In the event that Dave begins to carry hundreds of guitar, the site could then move to dynamically generating pages.