



TECHARK

WEBSITE RECOMMENDATIONS

Let's see how your current website is performing and identify any gaps.

VISUAL DESIGN

Design wise, I think you're on the right track with [company-name]. I've listed a few ideas here but I would focus on getting the onboarding sorted first as this will have the biggest effect.

Change heading fonts

Consider changing Open Sans Condensed to Open Sans or another headline font. Generally condensed fonts are difficult to read. Especially when using sentence case (i.e. capital letters and lowercase together).

Keep the icons consistent.

I'm not sure if the icons used are from the same set but they look like they have been mixed, especially the ones highlighted. I'd either make sure they have an obvious distinction or keep them as the same icon.

SOME FREE SETS:

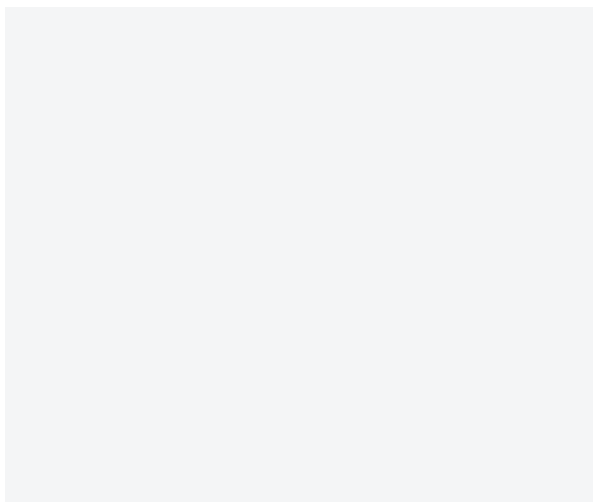
[Font Awesome Free](#)

[Other Set 1](#)

SOME PREMIUM SETS:

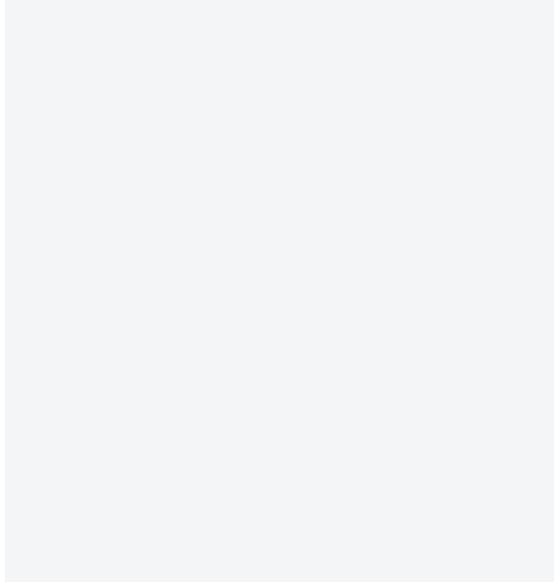
[Font Awesome Pro](#)

[Other Set 1](#)



Navigation

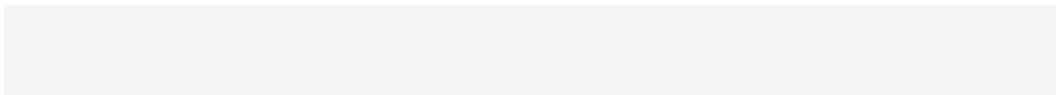
Consider putting some of the important navigation across the top.



I assume that these are the tabs that are frequently accessed by users but they disappear if you click on anything else.

For dashboard especially I'd like to be able to quickly refer back to it and at first it wasn't clear how to get back to this screen.

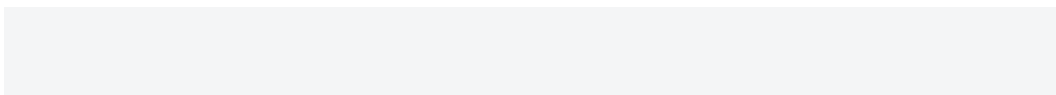
This is a good example of a website with a complex sub-navigation:



It's clear where I need to go to focus on which task so it's not too overwhelming.

Company name

Either write the company name in white or change this to a white background.



Most people will upload logos on a white background so it'd be a good idea to pre-empt this. Also it's worth considering logos can vary a lot.

How would a logo with a tall height look here?

Keep colours consistent

You've got a fair few colours in your palette but I noticed they weren't being used consistently.

I recommend either sticking to just 1 or 2 main colours. (In your case blue and green) or making more of a feature out of the others.

So use the yellow to show you're in the Recent purchases section and brand each page with the corresponding colour.

If you're not comfortable with using colour I'd recommend the first option.

Wordpress is a good example of a minimal colour approach:

