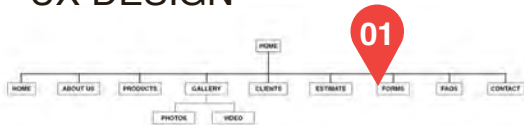# ProSeal Asphalt Maintenance
UX DESIGN

01 UNDERSTAND RESEARCH ANALYZE

Low Fidelity Prototyping:
A low fidelity sketch of computer drawing helps identify progress in the early stages of the process. The above diagram was used to better understand the pages and where they fall in the website's hierarchy.

Personas	Scenarios
Ken (business owner)	Needs maintenance and getting prices for the work to be done.
Jane (home owner)	Needs sealing and a crack repaired at a private residence.
Bob (Maintenance Worker at a High School)	Needs a crack repaired as well as sealing and painting on outdoor athletic courts.
Megan (landlord)	Needs patch work, asphalt sealing and line painting

02 UNDERSTAND RESEARCH ANALYZE

Personas & Scenarios:
Before digging deeper into a higher quality design, there is a need to understand the personas that are likely to visit your page. By walking through the users' experience, there are clear similarities that can be identified. We can see that the services are the main interest.

03 Design: A decision was made to further expand the services page to list specific services offered. This individualized listing allows for more details to describe each service provided. Having the service pages easily accessible from the home page allows for easy navigation. Additionally, it was determined that the icons along the right side of the page are both eye-catching and easily visible to users.

Line Striping

Asphalt Crack Filling

Asphalt Sealcoating
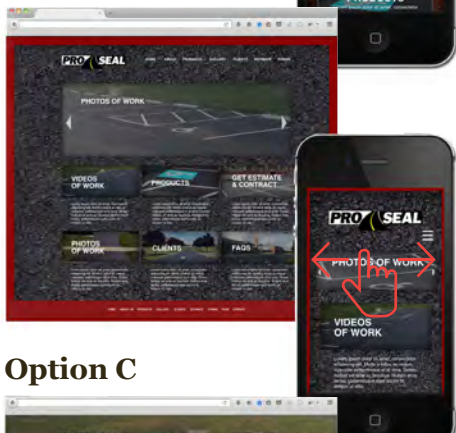
ProSeal Asphalt Maintenance
UX DESIGN

Option A

04

Option B

Option C

05

04 DESIGN
LAUNCH
ANALYZE AGAIN

High Fidelity Prototyping:
Three design options were created during the prototyping process that were narrowed down to the final selection above.

05 Web Development:
After completion of the prototyping process, the website was then hand coded to create the designed website above.
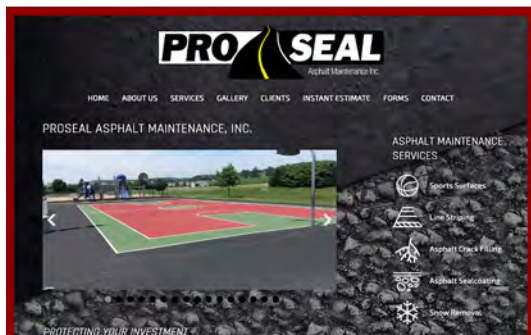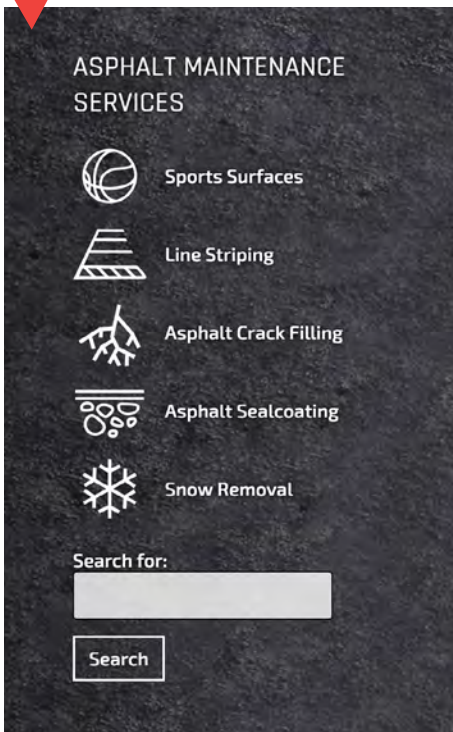
ProSeal Asphalt Maintenance
UX DESIGN

06 DESIGN LAUNCH ANALYZE AGAIN

When a new 'Sports Surfaces' service was requested, the website was reanalyzed through the design process. To add this new service to the list, a new icon was created and a slight alteration to the existing website was made.