

Page Section	Subsection	Features		Improvements
		Visual	Functionality	
Top Panel	Language Selection	<ul style="list-style-type: none"> Standard language selection interface Flag + Language with bold typeface to indicate selection adheres to established design conventions seen on other websites Intuitive Pure black panel creates + positioning at very top creates appropriate contrast with rest of page - not jarring as it blends with darkening top edge of background image in middle section. Isolation of this feature tells user that this is more of an 'administrative' preference that is not really part of the actual product Positioning at right edge adheres to convention of reading left to right and hence does not obstruct with what the user will naturally see first (i.e. the primary aspects of page - the Utility Co. logo + actual login interface) and is vertically grouped with other secondary features/options on the page (<i>Pay Bill, Service Turn On/Off, Outages</i>) - although it is not perfectly aligned Appropriately spaced vertical bar separators in white contribute to minimalist style through contrast with black and thin typeface 	<ul style="list-style-type: none"> Flags/countries symbolise nations, not necessarily languages - but with only 3 language choices, this is not much of an issue This interface may be spatially challenging/messy if more languages are added, cannot expand into entirety of panel + current alignment will cause obstructions if expanding into vertical space 	<ul style="list-style-type: none"> Get rid of flags, replace with only language names Display only top 3 languages, along with a '+' icon that generates a new pop-up register of languages available (similar to Facebook) This is not the most important features of the website and could be added to the footer instead of the header with other administrative options
	Logo	<ul style="list-style-type: none"> Resolution issues (looks blurred) - feels unrefined Appropriate sizing, positioning, & format (logo then company name) 	-	<ul style="list-style-type: none"> Insert higher quality logo visual

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Menu	Residential/ Business Login Boxes	<ul style="list-style-type: none"> Capitalisation, bold typeface with larger size and neutral blue for selection is eye-catching and appropriate for main two functionalities of this section <p>Login Boxes:</p> <ul style="list-style-type: none"> Speech box style expansions from the words 'Residential' & 'Business' are clean and direct Use of same sky-blue found in logo for menu titles and subtitles further establishes convention that anything with this colour will have neutral functionality Overall very standard login form structure, which is good (don't want any departures from comfortable conventions especially for basic things such as this) Shadows underneath 'Sign In', 'Register', 'Login With Facebook' buttons add depth and dimensionality Homogenous format and structure of 'Forgot Username', 'Forgot Password', and 'Problems Signing In' could blur user's initial perception of their distinct functionalities, especially since they all feature the same arrow icon 'Login with Facebook' option is too discrete and is not distinct enough from native Utility Co. options - users might be used to seeing it coloured in Facebook blue with the Facebook font + the distinction might help remind users that this is a 3rd party feature for which they will have to leave the current webpage (security reasons) Bottom of login box blends with unnecessary white border on bottom of background image - looks clipped and asymmetric unless you scroll down Background image for Business option is much more pleasing to the eye due to the range of warm/cool colours (oranges, blues) in the scene, creates a bit of a soothing gradient, looks good when dimmed + colours of water match the sky-blue colour of login box text/'Sign In' button - something about the greens and grey/gloomy sky in the Residential background image is not as appealing and fade makes the utility Co. logo stand out less 	<ul style="list-style-type: none"> Establishes checkbox button as a prime method of selection right from the start with the 'Remember Me' button - other pages seem to experiment with the slider selection (as found on iPhones) which creates inconsistency in terms of design language 	<ul style="list-style-type: none"> Get rid of arrow icon for 'Forgot Username', 'Forgot Password', and 'Problems Signing In', perhaps phrase them as questions (i.e. 'Forgot Username?', etc.) so that user's can focus on the actual words and immediately discern the functions instead of being distracted by a repetitive logo Mobile versions and Web versions of the app should be more clearly distinguished - this is a larger problem but would help rectify smaller consistency issues such as the mixing of checkboxes and sliders for selection (former is more appropriate for web app, latter more so for mobile) Edit/change/expand/shift down background image for Residential so that there is not white border at the bottom that blends with login form box Perhaps find a better background image for the Residential option?
	Secondary Options ('Pay Bill', 'Service Turn On/Off', 'Outages')	<ul style="list-style-type: none"> Secondary option has appropriate positioning and typeface (smaller, slightly crowded to the right, generally aligned with other secondary options like language selection) but vertical alignment with language selection is not precise and creates sense of distortion/not pleasing to the eye if you are being pedantic Wording of 'Service Turn On/Off' is unnecessarily long and grammatically awkward 	<ul style="list-style-type: none"> All of these navigate to separate pages, which is standard functionality for a login page, but since this page contains a lot of information (login forms, 'What Can We Help You Find' menu, contact details at bottom, etc.) users might want to keep all these secondary functions localised to this page for consistency (don't have to worry about clicking browser's 'back' button to return to the login page after checking out these other pages) Their primary concern when coming to this page will probably be to login, might not want to be whisked away to a totally separate page just for these secondary functions 	<ul style="list-style-type: none"> Shorten wording of 'Service Turn On/Off' to something like 'Configure Service' or 'Activate Service', this could allow for alignment fix (to the right without violating margin) If not, consider justifying text to center of text boxes (clicking these buttons reveals their text box outlines and shows that the words are too far left of the centre point) Maybe add 'micro-menus'/forms to secondary option buttons that expand vertically downwards similar to login forms to keep everything to this one page

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Chat Button	-	<ul style="list-style-type: none"> Great concept as it functions as a mobile tool across the web-app, not anchored to a certain position (follows you as you scroll) + constant loading dot animations communicate that service is live, responsive, reliable Darker blue colour scheme + positioning on screen is slightly obstructive of user's view of site features + animated dots can get a little distracting Call Me Back Form is a great idea but not well structured in terms of spacing - does not seem like there is enough room for the 'How Can We Help' section as these sections usually require somewhat lengthy explanations and scrolling within a limited space can get irritating 	<ul style="list-style-type: none"> Despite loading dots animation, there aren't actually any service agents available, so this is a little misleading to users 	<ul style="list-style-type: none"> We might need to rethink positioning and function of this feature - maybe add it to menu at very top or get rid of animated dots More space for 'How Can We Help' section, less space for 'Full Name' and 'Contact Details' to avoid excessive scrolling when typing lengthy requests Perhaps add a colour indication to the outer speech bubble of whether agents are currently available to talk (green, glowing), agent will be available soon (yellow, gentle pulsing), agent unavailable (red or greyed out) so users don't have to click to expand just to find out that they have wasted their time
'What Can We Help You Find?' Scroll Panel	-	<ul style="list-style-type: none"> Generally very well structured, large + visible icons, minimalist/clean/thin typeface Approachable, friendly phrasing Unnecessary grey line at the bottom - no need for additional separation 	<ul style="list-style-type: none"> Icons and arrows clearly dictate control flow 	<ul style="list-style-type: none"> Get rid of grey separator line
Footer Panels	-	<ul style="list-style-type: none"> Colour and positioning distinction between Corporate Headquarters and SEW Footer Panels communicates that entities are not the same (i.e. Utility Co. is a subsidiary product of SEW, SEW is the underlying entity) Corporate Headquarters panel looks decent & is laid out well, but might be too blocky/large due to the vertical menu of 'FAQ's, etc. - too many layers makes page seem crammed with features, which users don't necessarily want to encounter 	<ul style="list-style-type: none"> Redirection to other pages is the user's expectation here + there is no room to expand menus, so this feature works here 	<ul style="list-style-type: none"> Make Corporate Headquarters panel a little thinner? Maybe reduce size of address text, integrate with vertical menu, which could be converted to a horizontal menu
Mouse Cursor	-	<ul style="list-style-type: none"> Default cursor is the drag icon which is misleading 	-	<ul style="list-style-type: none"> Change this to arrow/pointer cursor