

Sadu House Website Feedback

GENERAL

- Ensure the website title is “Sadu House” for good SEO
- The website is currently too heavy and has very slow load time. I suggest speaking to the developers to enhance load time by adding better caching

DESIGN / AESTHETIC

- Stick to a white background for all the pages, and only utilize the Sadu House colors to separate different sections from each other (for example, the footer can be the same color, but the general body should be white). It will make the website look a lot more modern / clean.
- Include Sadu House’s fonts, instead of the generic fonts being used now.
- Remove arrows from the menu bar
 - Since the text is in the menu bar, it is clear that it is clickable. Therefore it does not need any arrows as a visual queue to click.
 - Instead, speak to the developer to make sure that when hovering over any of the menu items, the dropdown menu appears.
- Remove all caps from the menu bar items and use regular sentence case instead
- Remove all caps from the footer items
 - “Newsletter”, “culture news”, “press”, “culture agenda”, and “workshop” should all use regular sentence case
- The newsletter form should be just in the footer, and not in a separate box. It should also look more like a newsletter entry box. See this website as a reference:
 - <http://www.cpfitness.com/>
- Remove “Designed & Developed by MOLITIS Web Solutions” from the footer
- Change the web page layout from one page to another so the user doesn’t feel like they’re on the same page when they click on another page.
- Remove home icon from the menu because users can already click on the Sadu House logo to go back to the homepage
- Remove social media icons from the top menu

NAVIGATION

- Programs, exhibitions, workshops, etc. should all be under one calendar, with an added filter where people can choose between the type of events they’re looking for.

- The reasoning for this is because you want people who are looking for one thing to be enticed by another event, and get to know the other events. Combining events and giving the option to sort or filter is therefore always better.
- Contact Us in footer should not have a “Click Here to Contact Us” call to action. Instead, the word itself should be clickable to take you to the contact page
- ‘Collection’, ‘library’, and ‘publications’ should all be under one page called ‘Museum’. They can just act as sections under this page.
 - You always want to minimize the number of clicks and keep as much content on the same page without making it too overwhelming.
- ‘Mission’, ‘Sh. Altaf’, ‘Members’, ‘KTAA’, and ‘Khayt’ should all be under one page called ‘About Us’.
- Top menu should be:
 - About Us
 - Programs & Exhibitions
 - Visit Us
 - Facilities
 - Museum
 - Shop
 - Venue hire
 - Join Sadu House
 - Membership
 - Volunteering
 - Partnership
 - Donation
- ‘Donate’ and ‘Become a partner’ should also be included in the footer
- Add a button in the homepage after the description that says ‘Become a member’

CONTENT

- Change “Visitors” to “Visit Us” because it gives more of a call to action
- Change “Support” to ‘Join Sadu House’
- Change “العربية” to “عربي” so it looks less like the newspaper