Things the users my feel, question and want to accomplish when entering this site:

1. Coming to this site users are going to, most likely, feel they are not at a professional website. When they come here they are looking for handcarved, handcrafted items they can purchase to become a part of their home. The visual appeal of the current website might set them back and make them think how secure and real this company really is.

2. There isn’t much unity in the text and how it is organized or planned out. There are many different fonts that are competing for your attention making it hard for the eye to move smoothly around the page.

3. When a user is buying items online they want to feel at easy and like they are connecting with the site/company itself. Going to this site and seeing the decorations picked for the layout and embellishments a user might be turned off. With the generic stars and messy boarders it makes the website look childish.

4. Going to a website a user wants the easiest possible experience while having it still be enjoyable. Jerryaxton.com makes it hard for these things to happen because there is not a navigation bar. The websites for the crafts are set right on the homepage with the descriptions on the same line. Users could get confused as to which link goes to which description since there isn’t any division between them.

5. Before navigating away from the homepage users are going to want to see what they are getting into. Right now the homepage does not have any picture of the items it is trying to sell. Even when clicking on one of the links the crafts page only has one picture. Not having options for a user to see might steer them away from purchasing an item since they cannot imagine the product they way they want it to be made.

6. When a user is looking for contact information they want it to be very easy and to the point. Jerryaxton.com does that but is also cluttered by the events that it will be attending. Seperating these two pieces of information into links would make it easy not only to contact the owner but also see where they are going to be at certain times.

7. When buying a handcrafted item customers usually want the story behind the item itself or the entire company. On this website the story is nowhere to be found.