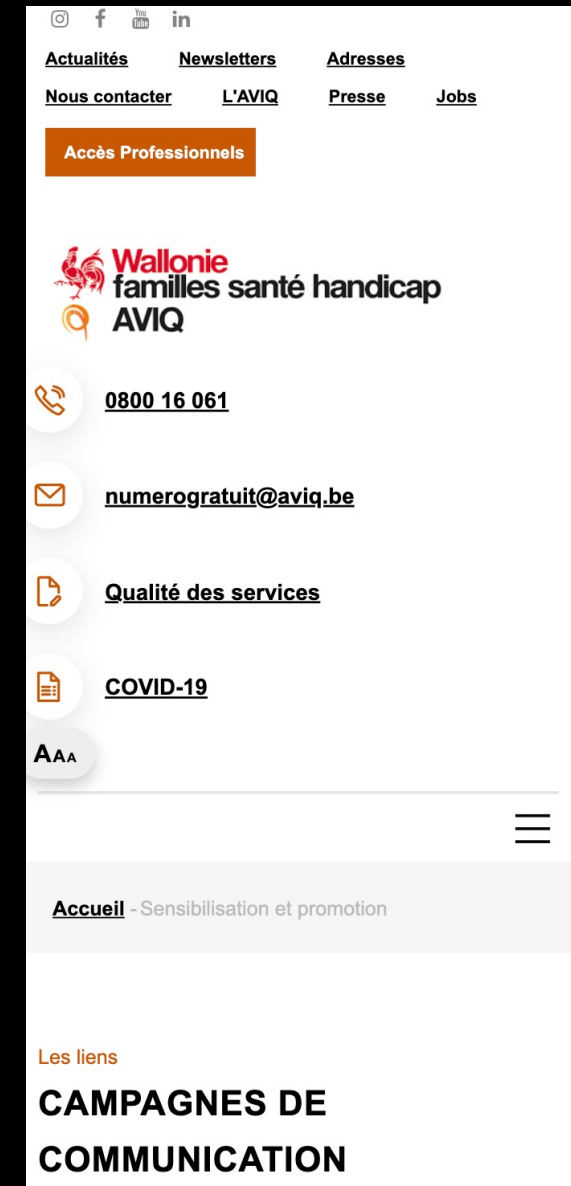
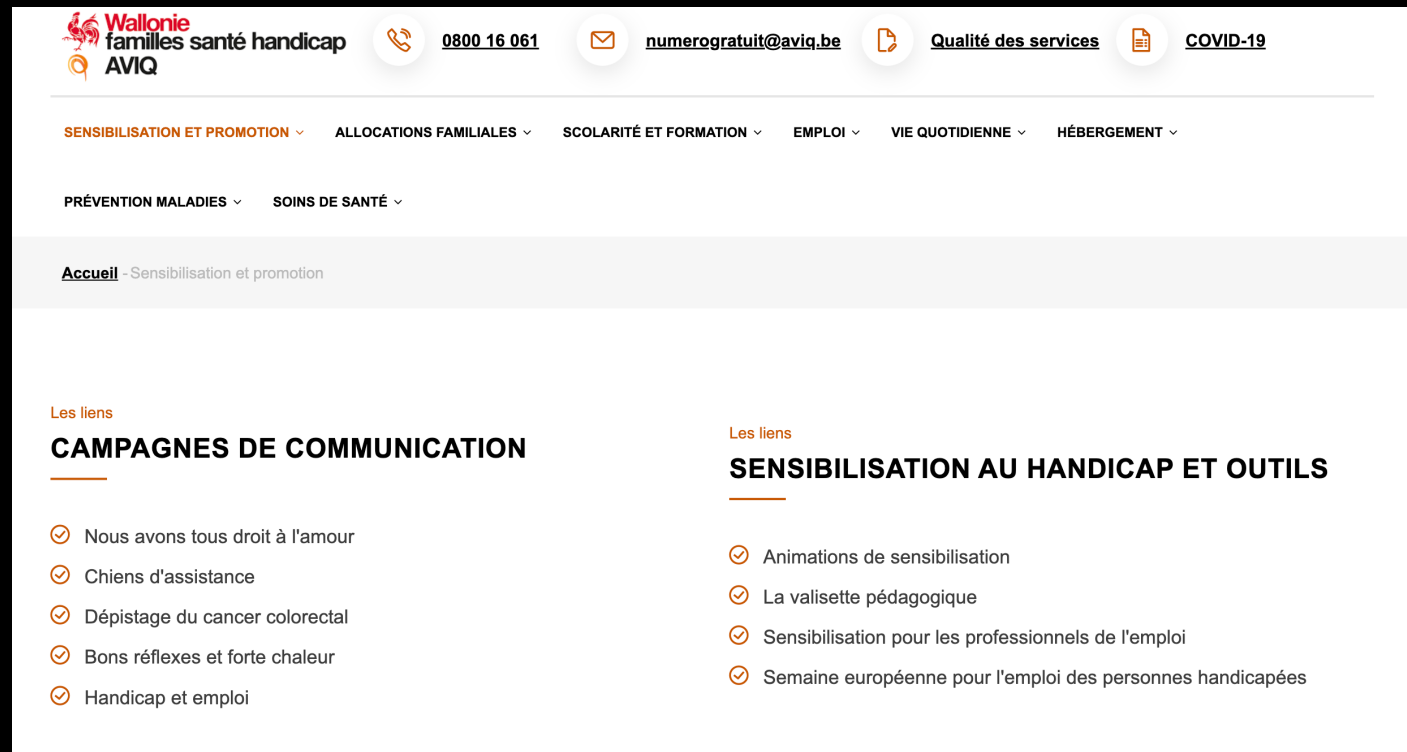


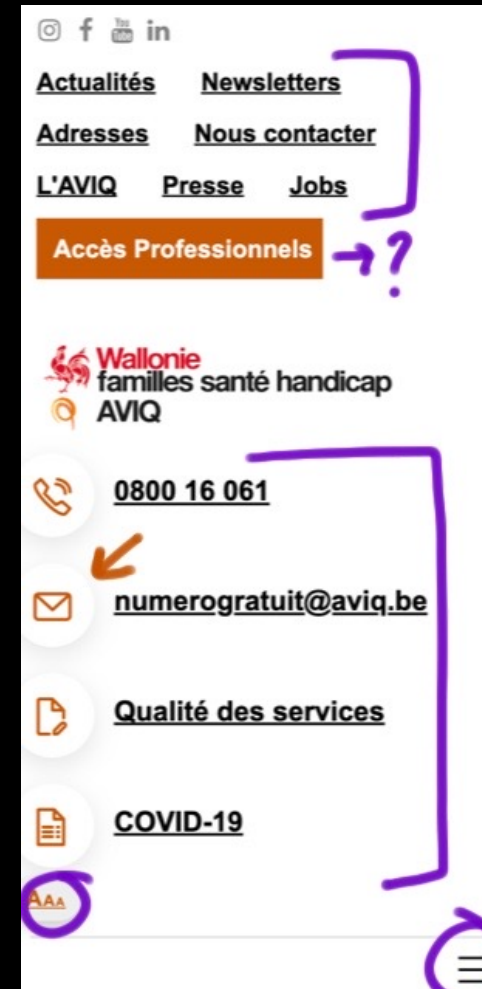
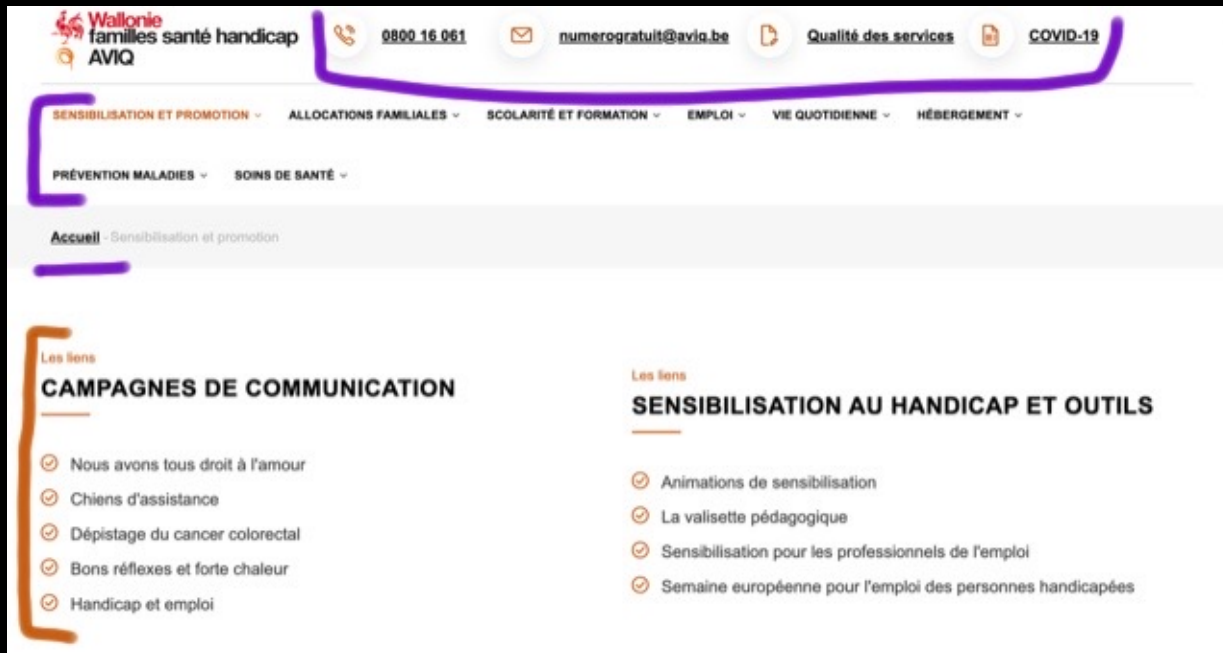
# The impact of typography on Easy-To-Read : AVIQ

Perrine Merenne

# The AVIQ website



# What's wrong with it...?



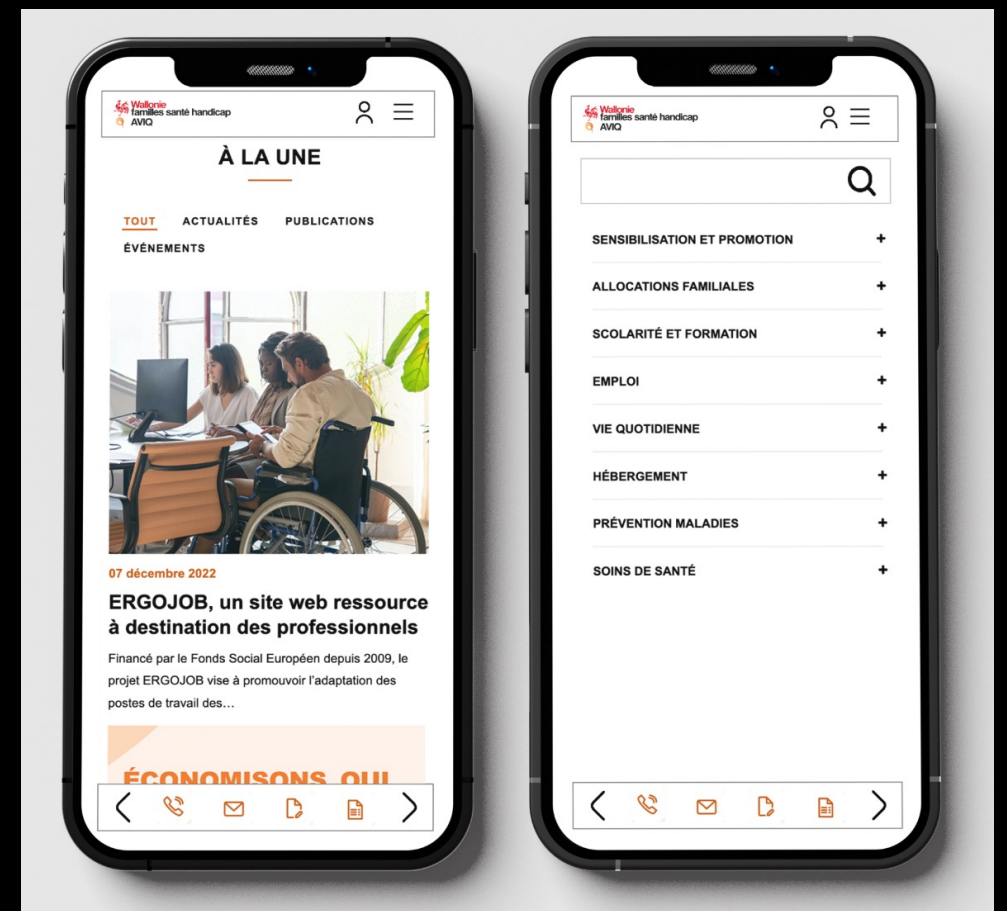
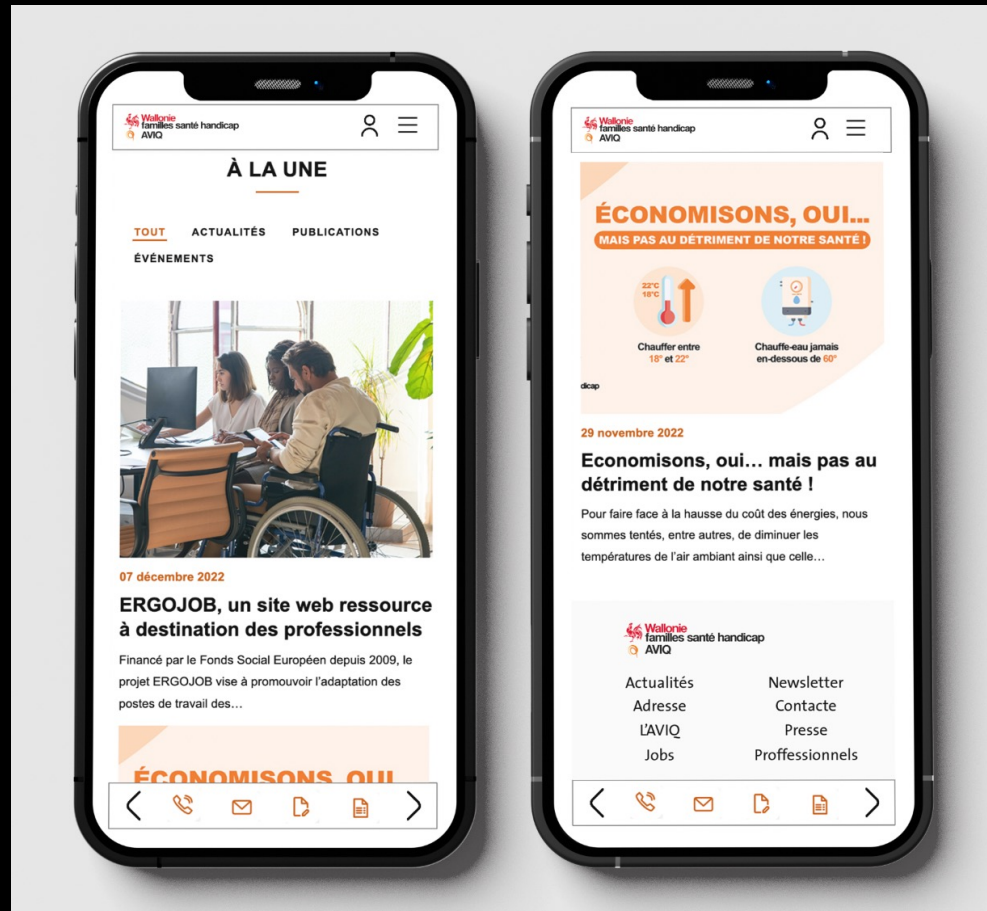
# Conclusion

- It is not a bad website overall
- You can see that they try to make it accessible to everybody (letter type)
- It could improve and be even better and be more readable
- To me the most important : no underlining & bold writing would already improve the site
- They are currently working on making it better and working with designers!

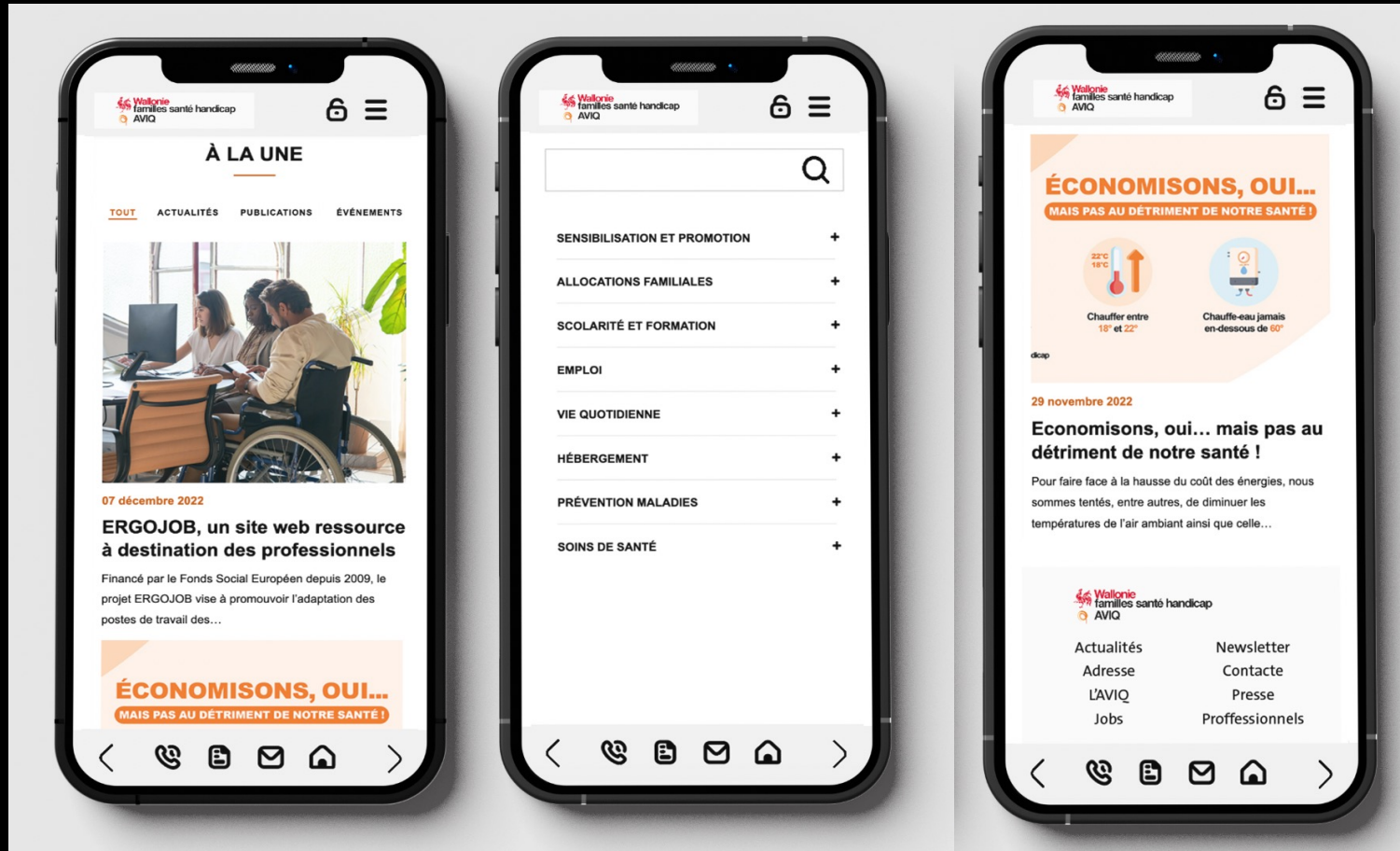
# First changes



# Second changes

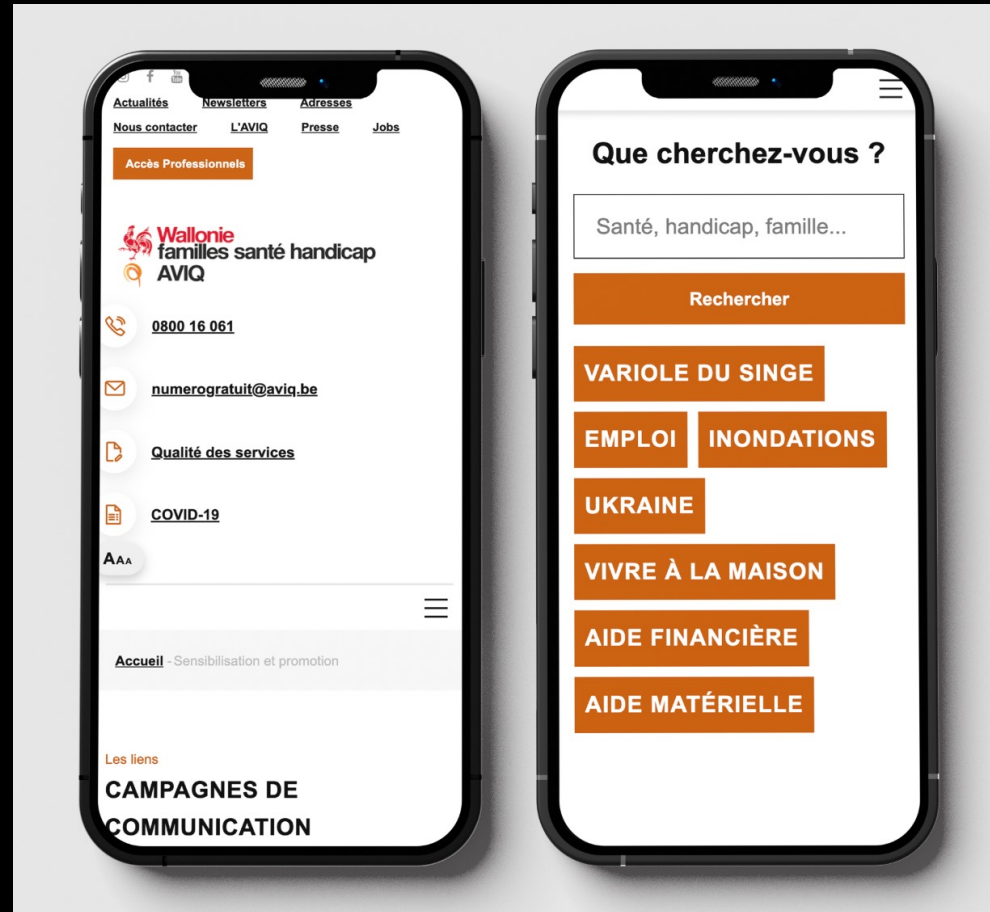


# Third changes : titles, menu, pro lock



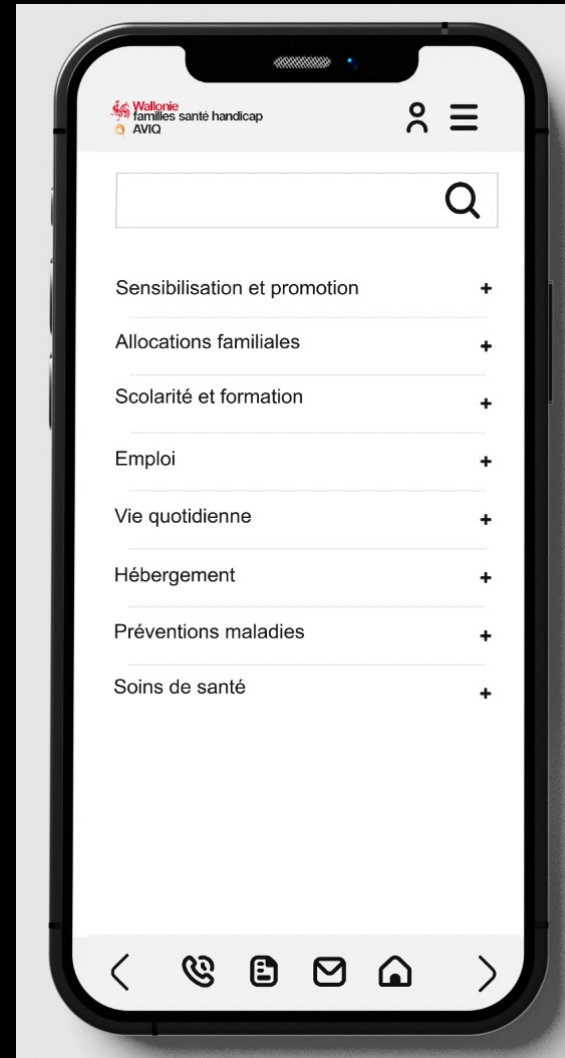


# Recap : how the website looked like in the beginning



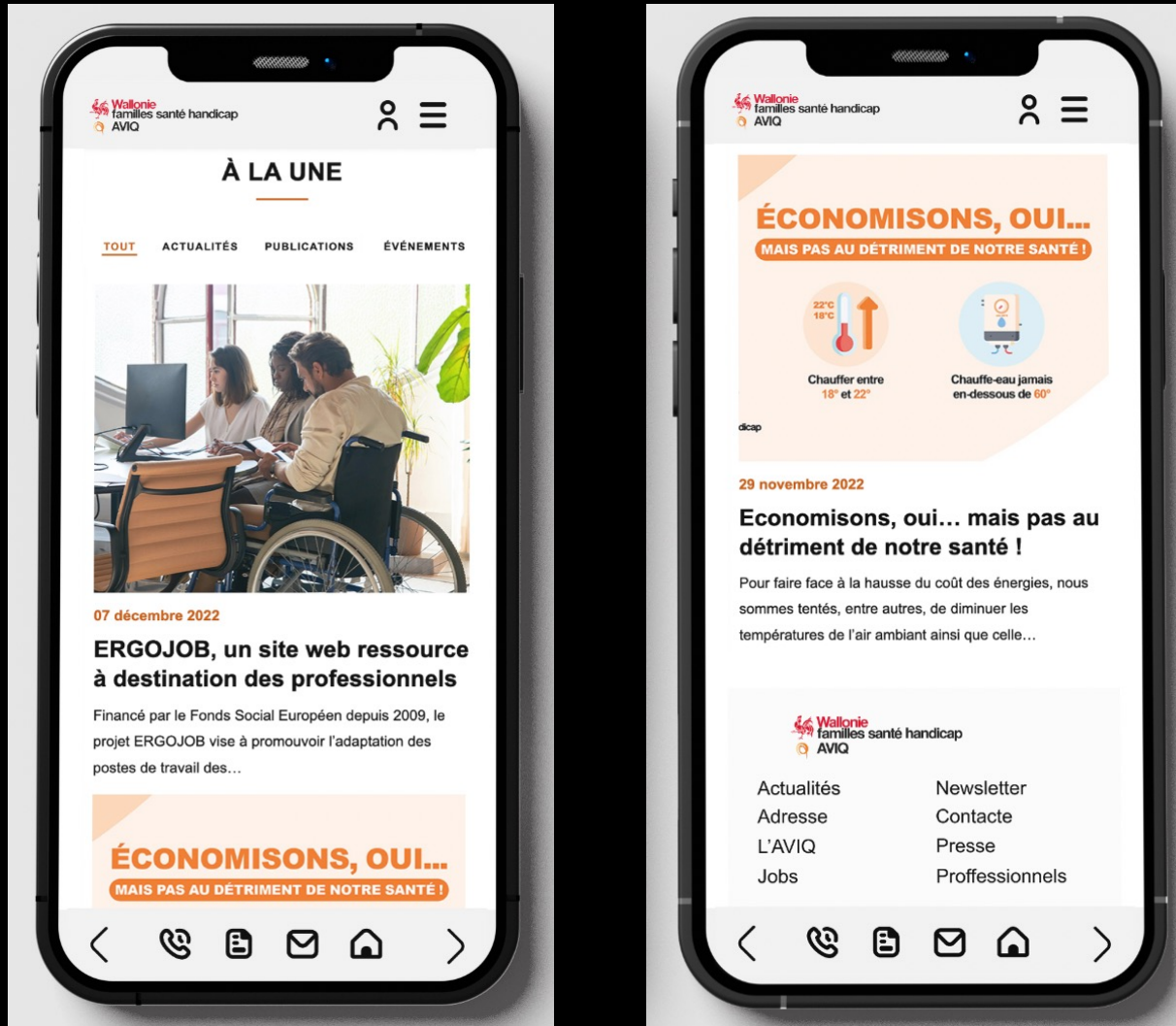


# Final results homepage & menu



- Downbar and headbar easy to discern
- Easy access on important information
- Easy contact with association
- Better pictures & easy to read articles
- Menu without caps, readable & easy
- Simplified research bar
- Simple login logo

# Final results homepage & articles



- Down bar and head bar easy to discern
- Easy access on important information
- Easy contact with the association
- Better pictures & easy to-read articles
- Simple login logo
- Down menu better at the end of web page and more readable

Thank you for listening!