

Rationale:

The website I am attempting to re-design is Lingscars.com. The website is an online British car dealership, and it is loaded with useless content and very distracting images. In the middle of the screen is a gif image of Mrs. Ling on a motorcycle, with a large video background of Brexit square. I chose to keep the imagery since it is accompanied by a quote, because of its uniqueness. On the background of the website is a 60's carpet pattern, which is very colourful, but it does not contrast well with the website. The colour palette is all over the place as well, with numerous amounts of colour in every header or text box featured on the home page. The website would look more professional if it's mainly grey and white. By having the majority of the website grey and white, the colours I'd add to make the header's stand out will be contrasted because of the minimalist grey and white boxes and borders. The website's homepage is also very lengthy and full of information, so by hiding most of it behind menu tabs and other links would help clean the website up of all it's a clutter. The main reason people want to come to this website is to browse for cars, so instead of having all the cars listed throughout the homepage, I chose to put it in its own box to the right, so that potential buyers can easily look for the brand they seek and browse that specific brand.

Item #1:

Description: Website name image

Font: N/A

Colour: Blue

Alignment: Center

Media: Lingscars.com image

Interactivity: None

Item #2:

Description: Header (Slogan)

Font: Times, 20 px

Colour: Black

Alignment: Center

Media: None

Interactivity: None

Item #3:

Description: Image/gif with quote

Font: Times

Colour: N/A

Alignment: Center

Media: Image of Ling on motorcycle

Interactivity: None

Item #4:

Description: Business Information

Font: Times, 30 px

Colour: Black
Alignment: Left
Media: None
Interactivity: None

Item #5:
Description: List of Menus
Font: Times, 20 px
Colour: Black
Alignment: Left
Media: None
Interactivity: None


Item #6:
Description: Brand of cars A-Z
Font: Times, 25 px
Colour: Black
Alignment: Right
Media: Links to cars
Interactivity: hyperlinks to pages of selected car brand

Item #7:
Description: Footer Information with Social media links
Font: Times, 30 px
Colour: Black
Alignment: Center, bottom
Media: Links to social media
Interactivity: click to view social media

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lingcars.com

Apps Bookmarks Battle.net 4chan SoundCloud Canada Computers... Stack Overflow netflix facebook youtube gmail Home Page - Chron... Razer - For Gamers... Leeroy jenkins remi...



I AM
LING
YOU CAN
TRUST ME

Menu


- Home
- Cars
- Vans
- Customers
- About Ling
- Fun stuff
- Free stuff
- Live staff

**CARS
A-Z**

LINGSCARS.com

Leader of the Pack - The UK's favorite car leasing website!

Contract hire cars from Ling Valentine, LINGSCARS is the UK's favourite car leasing website - On 2016 I leased over £85 million in cars! (RRP)



Stop

"Believe it or not, this Gateshead-based website, featuring Mrs Ling jiggling on her motorbike, is one of the biggest online drivers of car sales in Great Britain" **25th July 2017**


Leader of the Pack

"[Ling Valentine is] Britain's **BIGGEST** individual seller"

16 DELIVERIES IN LAST WEEK

- Renault Captur
to Sharene
HIGH WYCOMBE, HP10
- Nissan X-Trail Stati...
to Andrew
FARNHAM, GU9
- Hyundai Ioniq
to Pug
LONDON, E17
- Skoda Karoq Estate
to Jim
FORDINGBRIDGE, SP61
- Citroen C5 Aircross
to David
DROTTWICH, WR9
- VW Golf
to Papa G
BOREHAMWOOD, WD6

Type here to search



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