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Bad website that I am redesigning: [www.etopps.com](http://www.etopps.com)

My proposed layout for this website is simple; centering! The website lays solely on the left-hand side of the page, leaving about 30% of the page on the right-hand side completely blank. The website should take up the entire web page, or the middle portion (leaving 15% of each side blank). I would have the website take up the user's entire screen, whether it be on a mobile device or computer.

Etopps leaves a good amount of centered area for content, yet they don't put any content inside. They have one dead link that leads you to a 404 error, and two other links that simply lead you to other random parts of the site. They need to make better use of this prime real estate on their site, instead of it looking rather barren with only a few links, and only a 66% chance that the link will even work. I would fill this middle portion with usable, relevant and working content.

Using the design fundamentals of C.R.A.P, we can truly begin to pick apart this horrid website. The *colour* of this website is quite awful. It's predominately white, and it's contrast isn't too poor, but nothing pops. The colours aren't endearing and the vague mix of white, light blue and dark blue, along with a tad of orange and green, leaves the viewer thinking "blegh", as they first lay their eyes on this rapid colour scheme. The size and shape are equally awful as every single piece of text (apart from the announcements on the far right) are all the exact same size. The only exception is the bolded title, but it's underline cuts off about 80% through the text.

In terms of *repetition*, this website continues to amaze us with it's lack of coherence. The text in the "content" portion of the site doesn't even supply enough value to have any repetition. The bottom scrolling portion, and the icons at the top aren't awful in terms of repetition, but they certainly aren't attractive, and don't bring any sense of attractive repetition.

*Alignment* is where etopps hits its lowest of lows. As I mentioned before, the website isn't even properly centered to begin with, so it already looks horrendous. To add to that, the announcements on the right aren't even centred with the headers at the top, and the footers at the bottom.

The final concept in the C.R.A.P design principle, *proximity*, leaves much to be desired on this website. The drop-down menu icons at the top do a good job at summarizing different sections of the website, but apart from that, it's difficult to assess what "headers" or sections lead to what. The mangled text that's part of the scrolling bottom portion often leads to a broken link. There doesn't seem to be strong hierarchy from the homepage. Everything just kind of leads to a random spot elsewhere in the site.

Overall, there is much of this website that needs to be changed. I would redirect the colour scheme to a blank white, with vibrant blue and black on the edges. I would clean up the top and bottom and create a more clear-cut, fresher looking approach. The text should have headers followed by small bodies of text. The text needs to pop, and the viewer needs to be directed towards the most important content.

<https://wireframe.cc/0s7KVA>

