

The site I am going to redesign is IGN (<http://ca.ign.com/>). Firstly, I'm going to use HTML5 and semantic elements since their site aren't using it. Secondly, I'm going to add skip to navigation and skip to main content links for screen readers, as well as aria-role attributes to improve their sites accessibility. I feel their site is too crowded and cluttered so I'm going to clean it up. I will be removing the content above the navigation and below the slider because it's making the site cluttered and it isn't needed as most of it is on the page already more than once. I will increase the size of the social media items under the slider. I feel as if it's too small and hidden and should be more noticeable to increase their brand and social network's awareness. I will lower the top stories to only show 5 before someone clicks on "load more" and will also turn the aside into a tab panel system. I think this will lower the amount of scrolling the user will have to do on the site as there is too much right now.