

### **Assignment Three - Bad Website Redesign**

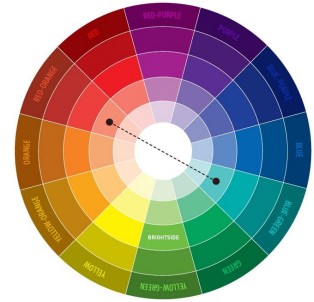
#### **Design Summary**

The website we chose to re-design is a car parts website run by a Rover P6 parts specialist. The website can be reached at <http://www.roverp6cars.com/> to see how we redesigned the different aspects that were previously improperly designed.

The layout of our redesigned website has the header, navigation, and footer along the outside of the screen with the main content in the middle. We put the navigation bar along the left-hand side so that we could fix it in place so the user always had access to other information without it being directly in the way. The navigation bar holds the list of links which each have their own separate drop-down menus to have the information easily accessible without needing to be seen at all times. The header and footer are also fixed so the user does not need to scroll all the way up or down the page to find either the heading information or contact information and social media links at the bottom. We made the header very simple with just the company name and profession. We chose to make the content the only thing able to scroll while everything else stays fixed so that it looked cleaner and less disorienting. The content layout began with the most important info at the top which is the link to the online store where you can actually buy the parts. Then the content information was laid out in identical boxes to keep things organized in 3 separate sections. Lastly, we put the images in a row at the bottom to showcase the gallery of cars in one area rather than having them along the outside like the previous website design.

The website we chose had a very busy look off the getgo when entering the page. The navigation menu was along the left side of the website and had 42 different links. The designer used alignment to separate main links and sublinks but used the same colour font (red) and background (a car) for both which was also hard to read. The previous website also did not clearly define boundaries for related content. The content itself was very cluttered in the middle of the page with seemingly no correlation to one another, which showcased poor alignment and proximity, and the colours to define each text box were arbitrary and disorienting. Also, around the header and content, there were images very close to each other and were oversaturating. Furthermore, when you clicked on the separate links, the writing was in a tiny point size (about 9) and was very hard to read, so if we made separate pages we would increase the point size to be more readable. Lastly, there was no defined footer at the bottom and the social media links were crammed in the bottom left with tiny logos and some contact information. They also repeated social media links like Facebook and email randomly throughout the content section. The layout changes we made helped to simplify the content and to organize it to make it more visually appealing and easier to navigate.

On our website, we used a complementary colour scheme by using red-orange and blue-green which are opposite from each other on the colour wheel. We used this colour scheme because we wanted to keep the red aspect of the original website and we thought it also makes white text on top stand out nicely. Furthermore, the contrast of red-orange and blue-green are aesthetically pleasing and nicely differentiate different elements such as social media and information boxes using the blue shade. Lastly, by choosing these colours for our redesign, we've included both a warm colour and a cool colour.



When redesigning the website using a wireframe, we took into account all the design principles of design (C.R.A.P) to make our website visually appealing and easier to navigate.

**Contrast:** We used contrast with our complementary colour scheme like previously mentioned because the colours look good together but are very different, so we can differentiate the elements such as the navigation links and information boxes. We also used contrast with the background colour of the website (dark grey) and the brighter red-orange and blue-green. This again makes what is important stick out.

**Repetition:** We used repetition in colour for our navigation links and changed the colours for the drop menus to differentiate our links and sublinks. We also used repetition in the content section with our information boxes and images as we repeated elements. Repetition of colours was important to create a cohesive visual to our website. We kept the header, footer, and nav bar all the same dark background colour to make them flow together rather than being seen as separate elements.

**Alignment:** We used alignment within our navigation by using a vertical menu with all our links which give a drop-down menu when clicked on which is vertically aligned as well. All the links are also placed in the centre of the navigation section. We also used alignment in our contents section by using horizontal alignment with the information boxes (3 across) and the images that are going along the bottom (5 across).

**Proximity:** We used proximity by finding the related information that was scattered across the page and organizing them into three separate sections in which each section contained all of the related information about that topic. We organized the contact information by placing it in close proximity to each other in the footer at the bottom of the page which created a more cohesive area to find specific information on getting in touch with the owners of the business. We also have everything evenly spaced apart in the links, images, and content boxes. This way nothing is crowded and everything has their own space beside similar information.