Jason Ansu-Kumi

6233746

IASC 1P02

November 8, 2018

Bad Website Design

The website I decided to examine was an x-ray manufacturer under the web site Pnwx.com. There were

many subtle problems with the site that failed to pass the CRAP test. The Contrast, Alignment and

repetition aspects of the website was lacking immensely. First for the contrast aspect of the website, the

colours for the text clash with the background and it becomes hard to decipher the two. For example, the

yellow text clashes with the blue and dark blue background d and it is hard to see at some points.

Specifically, under the list of Equipment there exist the text

[**Medical Equipment/Patient Care Equipment.**](http://www.pnwx.com/Pedigo/)**”(**9). If you were to greyscale these texts it would blend

together. What I can do to fix this portion of the website is make the background a solid bright colour that

won’t collide with the text. Complementary colours would work best for this scenario because its simple

and creates less clash. I am thinking of making the background Yellow and text Violet. Secondly the

alignment of the website is off and because of the creator’s insistence to center everything on the website

which makes it look ugly and unorganized. The website uses a center alignment that fails to work due to

the abundance of text on the website. For instance, the selection and heading portion of the website is in

the middle of the page instead of on a more normal and easier accessible spot on the left-hand side of the

website, there are many categories under the text and it makes it look sloppy. Shifting all the headings and

text to the left side and shifting all the boxed information on the bottom such as “How to Purchase” to the

right-hand side would improve the organization of the website and make it easier to navigate. Also

moving the search bar to the top right would be optimal. Finally, the repetition of the website is sorely

lacking as the colour of the text changes repeatedly and has no sense of pattern to them. For example, the

main header of the website is written out with red coloured ink but suddenly when it comes to the search

bar it turns black and then after that with the categories it turns yellow. I would create a more patterned

approach to the text with a central theme that makes sense like making all text a single colour. All these

faults in the website accumulate to build a less then desirable product, but with subtle changes I believe

the site can be saved.