Bad Website Design

The website I decided to examine was a Polish Charcoal company that goes by the name Patimex.

The website of this company is [www.patimex.com](http://www.patimex.com/) and this site has many subtle problems to say the

least which fail to pass the CRAP test. The major flaws of the website is the “Contrast”, “Repetition” and

“Alignment”, those are the sections I focused on the most. First for the contrast aspect of the website,

repetition aspects of the website were 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

orange text clashes with the orange background and makes the tagline of the website difficult to read. If

you were to greyscale this portion of the website the colours would blend together, and this makes

deciphering text difficult. To fix this issue I would change the text to blue, this also helps create a theme

that is present throughout the site Another thing I will do is make the background orange, this fits in well

with the devil and fire theme and blue text and an orange background are complimentary to each other

when looking at a colour wheel and creates less clash. Secondly the alignment of the website is off with

the title being on the left and the tagline being aligned to the right. To fix this issue I decided to align

everything in the centre and space them out appropriately. Also having everything centred will allow the

user to follow a pattern instead having them look at all the things happening all over the page. Another

issue I wanted to place in a more visually appealing spot would be the music symbol, this music symbol

halts the rather annoying song played when first arriving on the site. Giving the option to mute this will

give users a choice to keep hearing the music or go through the site in peace. Another key aspect of

alignment I would implement is having the nav bar centered right under the tagline and above the “devil

sausage” mural. This makes it more accessible and helps the user find what they are looking for much

quicker. Finally, I would fix the lack of repetition of the site namely the various coloured text and

background. This creates a more jarring website to look at as the text constantly changes with rather

simple and ugly colours. To combat this making all the text a single colour and similar background

colours will be needed. 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.

Wireframe

https://wireframe.cc/mqB8Vs