Website redesign project: Sam Speranini

12/11/2017

The website I’m choosing to redesign is called electrifyingtimes.com. It’s a website about an electric car magazine, with multiple issue in both design and color. I plan to fix both of these.

The main issue with the website is how cluttered it is, and how everything is pushed to the center. Because of all of the clutter and squishing, this makes for a long scroll down the page. The main thing I want to do is to make the page wider, and spread out the information presented to the view so it’s all easier to find. As it stands, the page is littered with ads that are easy to mistake for actual content (scummy) which I think would be better off on a sidebar designated for said ads. The next glaring issue is the long list of links to picture collections, which extend the page much longer than it has to be. This can be condensed into a smaller block, which would make the page more concise and nice to look at. Moving on to the color issues, the website has some very bland, uninteresting colors, that aren’t even complimentary. My plan is to change the bland cream and faded mahogany colors to a more eye catching purple and yellow, as those two compliment each other well, and fit the theme of “electricity” much better. Finally, looking at design theory, it’s clear that my design shows more use of it. Whereas the website as it stands is cluttered and confusing to look at, with a lot of space just un-used, my design will make use of all the space to organize things into a more neat and pleasing design. The wrapper could be a dark purple, which would accentuate the yellows and lighter purples that make up the nav, content, header and footer. Simply put, the website will be simplified into a smaller, more easy to navigate format, a format that is sorely lacking in the actual website.