1P02 Bad Website Redesign

1.The website that I will be redesigning is called Penny Juice <http://www.pennyjuice.com>

2. For my layout I will have a clean and classic design with the menu/ navigation bar on the left side of the screen then I will have the logo at the top left of the screen and name at the top of the screen with the content in the middle of the screen. I also combined pervious elements from penny juice onto on page so when you open the page you are already at the information you need to see.

3. The problem with the current design is that is has too much happening on the screen with the rainbow of colours. I can understand that their product is designed to help childcare centers, preschools, and more but the website looks like it was designed by a 5-year-old with a full pack of crayons also the menu bar is located in an odd location at the bottom of the screen when you go too What is Penny Juice. Also, all the information is in the center of the screen making the left and right sides of the screen seem barren and useless and the ugly un appeasing background does not help. Also, the home page just open ups to another menu it should open up to information.

4. The colour theory that I would use when redesigning this website would be complementary using different shades of blues as the main colour then orange and yellows to add some pop and life to the page. These colours also would allow the page to appear more professional with the blue and orange while also adding a more colorful kid friendly pop with the yellow. I would also add more subtle colour to the page with the photo that will be in the middle of the page as it will have different fruits in it.

5. For the design principals I would follow the C.R.A.P mentality and start by using contrast to make the website more visually appealing buy having various ways that information is presented. Next I would use repetition so that the user is not lost when exploring the site this will be the menu bar on the side and having all information presented in the same idea scrolling down to see more. For alignment, it will have the same idea as repetition that is keeping everything familiar so the user is not lost or confused when browsing. Finally, proximity will be used to keep similar items in the same area.