Places where user experience is hampered

Scenario 1:

User clicks on log in/ sign up from homepage by mistake. He wants to access the premium page. User finds it difficult to go from log in/ sign up page to premium page directly.

Scenario 2:

User is trying to read information about the website on the homepage. Reading white coloured font on a light background on homepage seems a little inconvenient.

Scenario 3:

User just wants to check out the website. Log in and Sign Up buttons on the home page have way too simplistic design which might not attract user to register.