Ways to improve the website

Scenario 1:

Instead of using full images on the background, they can be engineered to fit into small rectangles while the background is left to a simple gradient.

Scenario 2:

The design of the homepage can be improvised to look more attractive to the eye, also be more user friendly by adding more interactive objects such as buttons, graphs, images.

Scenario 3:

The log in and sign up can be accommodated to the same webpage, switching amongst the two using a simple micro-interaction.