IASC1P02 Assignment3

Chig Kin Chen, Wayne Jiang

The website which we have chosen that has a bad design is kissanime.ru which can be clearly seen its an anime streaming website. It has problems with its layout, font size, color, contrast, repetition and alignment.

First, the main problem of this page is the content layout. The website is way too plain and blank, only the center of the page is used, and the right and left sides are blank and occasionally contain advertisements. Also, instead of showing the hottest anime, it put the random anime at the top position with a huge scale. Other than these problems, some part of the page have unsatisfying alignment. For example, the “register for MORE options” is not line up with the content below or at the center.

Second, the repetition design is bad. At the center of the page it has the “Last Update” area, but this area appears again with text form at the bottom right list. And the page chooses use texts as its most repetition, but it will not attract users to see it.

Third, parts of the page’s font and color’scontrast have bad design choices. The font of this page is too small as well as the space between lines. This website also chooses black and green as the main colors, but these two colors do not have a good contrast. Users will not feel comfortable with these colors. On the other hand, it is an anime website, so it should not be like a “hacker” website. So, it should be a warm color like orange or pink, with its complement color.

So, our redesigned website will remake the layout, and its color. We make the actual content area have 80% of the page to use and make the advertisements area smaller on the sides. We put the recent updated hot anime as its main content by using big size pictures with 80% area from this center right with a scrollbar which users can use it to scroll down to see more anime. On the left center, we put a navigation area to contain all the categories with combo boxes. At the top of the page, we use 10% area to put the title and login area. About the color, we choose pink with this complement color, light blue green. This way, it has contrast and also let users feel comfortable with the content. We also make the font size with a suitable size and font.

After the redesign, users should have a much better user experience. The page will be more neat, comfortable and easy to find and show the anime.