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Bad Website Redesign

The website chosen for this re-design assignment is <http://blinkee.com>, a shopping website. My purpose for re-designing this page is to simplify and make it easier to navigate for the user. The first thing I would focus on and change is the heading as I feel it is overly vibrant and disturbing to the eye. So, to change this, I would center the heading at the top of the page. For the following step, I would change the navigation bar to be its own element and place it under the heading section. This navigation bar would still be fixed so that the user would have this bar sitting at the top of the web page at all times. This will allow viewers to more easily navigate the site and have continuous access to different sections of the site during navigation. The main text content is placed centered under the navigation bar, making it simple for the viewer to read instead of looking at the sides for it. On the right side would be placed the side content. The side content should include the search bar and the “Need Help” options. An individual section for sale products would be created listing only a few products adjacent to one another with an option to access more products below. This choice was made in order to not overwhelm the viewer with a plethora of products upon initial entry to the site. I would add another content section following the product section to further elaborate on the services of the website. The social media should be included at the bottom of the page rather than the top. This would be for easier navigation because it would allow the viewer to look at the website first and then access social media if the viewer wishes to further connect with the organization or author of the site.

Colour theory is incorporated into the redesign of the website through techniques such as the use of a limited selection of colours that complement each other in order to be pleasing to the user’s eye and not overwhelming. The selection of colour tones such as dark purple to purple and fuschia ensures that colours are not overwhelmingly bright and incorporate both light and dark elements of a gradient of colour. Repetition of these colours is used throughout the redesign of the webpage to create a balance contrasting both light and dark colours.

Elements of design theory are incorporated in the redesign of the webpage as well. The centering of the alignment allows for easy scrolling and navigation around the page. The viewer’s eye is not strained by having to look all over the page constantly because the main text is centered. The proximity aspect of the webpage is improved in my redesign as there is no overt gaps between areas of the page and it is organized in a way where information is comfortably spaced but is still close enough to allow for easy transition. Information does not overlap in a way where images are covered or writing overlaps. The previous original website design contained a navigation bar at the bottom of the page that was partially obstructed by a banner with shipping information.