

Website URL: <https://www.arngren.net/>

Layout Description:

1. Header:

- Content: Features the Arngren logo, a search bar, and primary navigation links (Home, Products, About Us, Contact).
- Font: Sans-serif, 24px
- Color: White text on a dark blue background (#003366)
- Alignment: Logo aligned to the left, navigation links centered, and search bar to the right.

2. Hero Section:

- Content: A full-width image showcasing featured products with a tagline: "Innovative Gadgets for Modern Living." Includes a call-to-action button labeled "Shop Now."
- Font: Sans-serif Bold, 36px
- Color: White text over a semi-transparent dark overlay on the image for readability.
- Button Color: Bright orange (#FFA500)

3. Featured Products Section:

- Content: A grid of four highlighted products, each with an image, name, brief description, and "Learn More" button.
- Font: Sans-serif, 18px for product names; 16px for descriptions and buttons.
- Color: Dark blue headings, dark grey text, and orange buttons.
- Alignment: Four-column layout for product display.

4. Categories Section:

- Content: Icons representing different product categories (e.g., Electronics, Toys, Vehicles) with labels.
- Font: Sans-serif, 16px
- Color: Dark grey text
- Alignment: Three-column layout with icons above text labels.

5. Footer:

- Content: Contact information, social media links, and quick navigation links.
- Font: Sans-serif, 14px
- Color: White text on a black background
- Alignment: Centrally aligned elements.

Reasons for Layout Changes:

Clarity and Readability: The original design is cluttered with overlapping images and text, making it difficult to navigate. The new layout introduces clear sections with ample white space to enhance readability.

Navigation: The existing site lacks a coherent navigation structure. The redesign includes a consistent header with primary navigation links and a search bar for improved user experience.

Visual Hierarchy: The current design fails to establish a visual hierarchy, leading to user confusion. The proposed layout uses headings, subheadings, and structured sections to guide users effectively.

Responsiveness: The original site is not mobile-friendly. The new design adopts a responsive grid system to ensure compatibility across devices.

Application of Colour Theory:

Color Scheme: The redesign utilizes a complementary color scheme with dark blue (#003366) and bright orange (#FFA500) to create visual interest and guide user attention.

Psychological Impact: Dark blue conveys trust and professionalism, while orange evokes enthusiasm and encourages action, suitable for an e-commerce platform.

Application of Design Principles (C.R.A.P.):

Contrast: Implemented through color choices and font sizes to distinguish different sections and elements.

Repetition: Consistent use of fonts, colors, and button styles throughout the site to create a cohesive look.

Alignment: Structured alignment of text and images to create an organized and professional appearance.

Proximity: Grouping related items together, such as navigation links and product categories, to enhance user understanding.

This redesign aims to transform Arngren.net into a user-friendly, visually appealing, and functional e-commerce website by addressing the shortcomings of the current design.