

IASC 1P02

Assignment Three – Bad Website Redesign

The website that is being redesigned is <http://www.asianlegend.ca>. This website really gave out an old out-dated website design, not only was the website confusing to navigate. There were some sections in the website that did not make any sense and was out of place. To simplify this website, the navigation was shrunk to 6 basic menus, and is all nicely put to the left-hand side and a clean easy to see menu. This was used instead of the food menu which looked to have been put there randomly. The page that is currently opened in the fix is the “Our Menu” section. This has neatly organized sections where there will be a clear visual representation of the food with the Name, description, and price of the food. This grid is used since the original was not lined up with other items in the menu. There is a view drop down on the website, and what fixed it was to switch the view to Thumb-Single Column and that made the website look a lot better. Surprisingly this was not set to default.

The colouring used on this website is quite good, the dark red and the white give the text and background quite a nice contrast with each other. The only real issue is when a food menu is selected. This website does use complimentary colors where they used red and green throughout the website. The simplicity of colours used on this website was good and eye catching. The only thing that needed improvement again was the mistake with using black text on a dark red background on the food menu header. As the design the original website fails the C.R.A.P. design principles. First the Contrast is quite good on website, other than the header used on the websites. Next is repetition, through-out the site we see a left align. We do see that in the Media & Press page was missing this repetition though, as the videos are lined up in a single column, but lower in this page it randomly changes to a dual column which looks like it was all thrown there out of random. Lastly the right navigation bar has two images that makes no sense to their location. The size of the images is too small to see, and to understand what they are. For this it is best to move these images to the locations and the about us section respectively. Now for alignment, the menu shows a poor representation of proper alignment, the add to card and the quantity bar is not lined up with the other column making it look like there is an poor alignment in general, which is not the case, it is just shifting depending on the description, CSS coding would have fixed this. Lastly, we have proximity, this is the section that the website really failed as everything does not make good use of space. This designer seems to have pushed everything close together and did not do any spacing, again a poor example was in the Media & Press page.

