

The background is a light gray gradient. It is decorated with several realistic water droplets of various sizes, some at the top and some at the bottom. In the center, there is a faint, circular logo that appears to be a globe or a similar abstract design.

ARNGREN.NET WEBSITE REDESIGN

IMPROVING LAYOUT • FIXING USABILITY ISSUES • MODERNIZING USER EXPERIENCE

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OVERVIEW

ARNGREN.net is an online store that sells a wide variety of electronic products, gadgets, vehicles, and unique items. The website contains hundreds of products displayed in a collage-style layout, with categories, product names, and prices shown together. The site also includes contact information, ordering details, and product descriptions.

The purpose of redesigning the site is to improve usability, clarity, organization, and the overall user experience while keeping the same content and product variety.

BEFORE

LAYOUT & STRUCTURE ISSUE

EXTREMELY CLUTTERED LAYOUT WITH NO CLEAR HIERARCHY.

PRODUCTS ARE DISPLAYED RANDOMLY WITHOUT SPACING OR ALIGNMENT.

NO NAVIGATION SYSTEM OR MENUS TO HELP USERS BROWSE CATEGORIES.

VISUAL & READABILITY PROBLEMS

OVERLAPPING IMAGES AND TEXT, MAKING PRODUCTS HARD TO SEE.

INCONSISTENT FONT SIZES AND STYLES ACROSS THE PAGE.

NO CLEAR SEPARATION BETWEEN SECTIONS.

USER EXPERIENCE PROBLEMS

DIFFICULT FOR USERS TO UNDERSTAND WHAT THE WEBSITE SELLS AT FIRST GLANCE.

HARD TO LOCATE SPECIFIC PRODUCTS DUE TO THE CHAOTIC LAYOUT.

THE WEBSITE APPEARS OUTDATED AND NOT USER-FRIENDLY.



AFTER

STRUCTURAL IMPROVEMENTS

ORGANIZED PRODUCTS INTO CLEANER LAYOUTS.

REDUCED CLUTTER AND MADE IMAGES MORE ALIGNED.

ADDED SPACING BETWEEN PRODUCTS FOR BETTER VISIBILITY.

VISUAL IMPROVEMENTS

IMPROVED PRODUCT PRESENTATION BY MAKING IMAGES CLEARER.

ENHANCED ARRANGEMENT SO USERS CAN SCAN THROUGH ITEMS MORE EASILY.



BEFORE

DESIGN PROBLEMS

PRODUCT DUPLICATION STILL APPEARED IN SEVERAL AREAS.

LACK OF STRONG NAVIGATION OR PAGINATION FOR MANY PRODUCTS.

LAYOUT STILL FELT CROWDED IN PLACES, NEEDING MORE SPACING.

USER EXPERIENCE PROBLEMS

USERS WOULD STILL STRUGGLE TO BROWSE CATEGORIES.

NO CLEAR SEARCH FUNCTION.

HARD TO QUICKLY IDENTIFY PRODUCT DETAILS.

The screenshot displays a website layout for ARNGREN.net, featuring a grid of product listings. Each listing includes an image, a title, a brief description, and a price. The products are categorized into various types of electric vehicles and accessories. The layout is dense, with multiple products per row and column, and the text is small and difficult to read. The website's design is outdated, with a lack of clear navigation and pagination. The products shown include:

- Gressklipper** (Lawn Mower) - 4998,-
- 3-hjuls el-sykel** (3-wheel electric bicycle) - 29.998,-
- Fatbike Trinx 26"** (Fatbike) - 4.498,-
- Solcelle-pakker** (Solar cell packs) - 5.998,-
- 3-hjuls el-sykel** (3-wheel electric bicycle) - 59.980,-
- H3 Tritium-Ur Navy Seal** (Wristwatch) - 1.998,-
- Start-Tog** (Start button) - 2.998,-
- Verdens sterkeste LED-Lykt** (LED light) - 2.998,-
- el-Moped Litium-Batteri** (Electric moped battery) - 12.998,-
- el-Moped** (Electric moped) - 2.998,-
- Omformer** (Transformer) - 298,-
- Ecosphere Lukket Akvarie** (Ecosphere closed aquarium) - 998,-
- El-Jeep** (Electric jeep) - 79.998,-
- el-Scooter** (Electric scooter) - 2.998,-
- Luft-Jekk til Bil, Båt, Motor-Eksos** (Air jack for car, boat, motor exhaust) - 998,-
- el-Fatbike (48V/1500w)** (Electric fatbike) - 15.998,-
- Stor 2-seters Brannbil** (Large 2-seater fire truck) - 4.398,-
- el-Scooter, Harley** (Electric scooter, Harley) - 12.998,-
- 48V/1500w el-Fatbike** (48V/1500w electric fatbike) - 15.998,-
- Hytte på Tjeme til Salgs** (Cabin for sale) - 15 mål ved sjøen (15 mål ved sjøen) (Tel. Ma.-Fr. 09-17) www.ARNREN.net
- Snøfreser 13Hk Snowpro** (Snowblower) - 4998,-
- EI-ATV (60V/2100watt)** (Electric ATV) - 4.998,-

AFTER

STRUCTURAL & NAVIGATION IMPROVEMENTS

ADDED PAGINATION FOR LARGE NUMBERS OF PRODUCTS.

INTRODUCED A SEARCH BAR AT THE TOP FOR QUICK PRODUCT LOOKUP.

ORGANIZED PRODUCT CARDS INTO A CLEAN GRID WITH NO DUPLICATION.

VISUAL ENHANCEMENTS

PRODUCT NAMES AND PRICES NOW HAVE DIFFERENT COLORS, INCREASING READABILITY.

BETTER IMAGE ALIGNMENT WITH CONSISTENT SPACING.

CLEANER OVERALL LAYOUT THAT FEELS MODERN AND EASY TO BROWSE.

Search



el-ATV
4.998,-



Gresklipper
3.998,-



John Deere
el-kjøretøy



Elektrisk-Fåtbike
14.998,-



3-hjuls el-sykkle
Større Rod eller
3KR, 12AKS, 12TOR,



Fatbike Trinx 26"
Større Rod eller
Shimano 12-



Solcelle-pakker
6.998,-



3-hnøpe
48V/500w
motor 59.890,-



Omformer
298,-



Verdens sterkeste
LED-Lykt
2.998,-



el-Jeep
79.998,-



Luft-Jekk
til Bil, Båt
Motor-Eksos



Stor 2-seters
Brannbil
4.398,-



el-Scooter, Harley
60V/1500w
borsteles-mot-



48V/150w elartis
el-Hera a med
bærchope,
Litium-batter



el-ATV
60V/2100watt
4.998,-

Usability Improvements

Users can now:

- ✓ Navigate easily
- ✓ Search for products
- ✓ Read names/prices clearly
- ✓ View products in a clean grid
- ✓ Move between pages of products

Feature	Old Design	New Design
Layout	Crowded and chaotic	Clean, Organized grid
Navigation	No Menus or Structure	Clear Top & Bottom Navigation
Search	Missing	Visible Search bar added
Product Display	Unaligned, Messy, duplicates	Consistent Cards with no duplication
Readability	Poor Font and Spacing	Improved Fonts and Spacing
Overall UX	Confusing and Outdating	Modern, Simple, User-Friendly



THANK YOU