1.Project Introduction

The project focuses on the redesign of ARNGREN.net, an unconventional e-commerce website widely known for its extremely cluttered and chaotic interface. The website offers a large variety of products, including electronics, vehicles, gadgets, and unique items. Despite the richness of its content, the original design significantly hindered usability and user comprehension.

The purpose of this redesign project is to enhance usability, clarity, and overall user experience while preserving the same product range and content volume. The project demonstrates how effective UI/UX principles can transform a confusing interface into a functional and modern digital product

2. Problem Statement

The original ARNGREN.net website suffered from several critical design and usability issues, including:

- Extremely cluttered layout with no clear visual hierarchy.
- Overlapping images and text that reduced readability.
- Lack of a structured navigation system.
- Difficulty locating specific products.
- An outdated appearance that negatively affected user trust.

These issues created a frustrating experience for users and increased the likelihood of users leaving the website without engaging or completing purchases.

3. Project Objectives

The redesign was guided by the following objectives:

- ✓ Improve overall user experience (UX).
- ✓ Organize content in a clear and logical structure.
- ✓ Establish a strong visual hierarchy.
- ✓ Facilitate easy navigation and product discovery.
- ✓ Modernize the website's visual appearance while retaining its identity.

4. Analysis of the Original Design (Before)

A. Layout and Structure Issues

- o Random placement of products with no alignment.
- o Absence of spacing between elements.
- o No grid system to organize content.

B. Visual Design Issues

- o Inconsistent font sizes, styles, and colors.
- o Poor contrast between text and background.
- o Visual noise caused by overlapping elements.

C. User Experience Issues

- o Users could not understand the website's purpose at first glance.
- o No search functionality or clear categorization.
- o High cognitive load, especially for new users.

5. Redesign Strategy

The redesign strategy was based on core UI/UX design principles, including:

- **Visual Hierarchy:** Prioritizing information based on importance.
- **Consistency:** Standardizing product cards, typography, and spacing.
- **Whitespace:** Using space effectively to improve readability.
- **Grid System:** Structuring content into a clean and organized layout

6. Analysis of the Redesigned Interface (After)

A. Structural Improvements

- ✓ Products are displayed within consistent product cards.
- ✓ A clear grid layout ensures alignment and balance.
- ✓ Adequate spacing improves visibility and focus.

B. Navigation Improvements

- ✓ A visible search bar allows quick product lookup.
- ✓ Pagination supports browsing through large product collections.
- ✓ Clear top and bottom navigation enhances site flow.

C. Visual Enhancements

- ✓ Product names and prices are visually separated using color contrast.
- ✓ Improved image clarity and alignment.
- ✓ A cleaner, modern interface that reduces visual clutter.

7. Impact on User Experience

As a result of the redesign, users can now:

- ✓ Navigate the website efficiently.
- ✓ Search and discover products easily.
- ✓ Read product information clearly.
- ✓ Understand the website's purpose instantly.
- ✓ Experience a more comfortable and trustworthy browsing environment

8. Overall Comparison (Before vs. After)

- ➢ **Old Design:** Crowded, confusing, difficult to navigate, visually overwhelming.
- ➢ **New Design:** Clean, organized, user-friendly, and visually modern.

The redesign did not alter the content itself, but rather improved how the content is structured and presented, leading to a significantly enhanced user experience.