

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THE WEBSITE APPEARS OUTDATED AND NOT USER-FRIENDLY.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.

The screenshot displays the ARNGREN.net website with a clean, modern design. At the top right, there is a user profile icon, the logo 'ARNGREN.net' in green, and a Norwegian flag icon. Below the header, a navigation bar includes links for 'Elektriske kjøretøy', 'Teknologi & Gadgets', 'Om oss', and 'Kontakt'. The main content area features a grid of products with clear images and descriptive text. Each product listing includes a category name, a small image, a 'Nyhet!' badge (in orange), the product name, its price, and a 'kr' symbol. The products shown are: 'Fa tbike' (750w, 12.998 kr), 'El-Sykkel' (1.599,- kr), 'el-ATV' (3.998 kr), 'el-Bil' (Ingen aldersgrense, Nyhet!, 6.998 kr), 'el-Bil barn' (Biler til barn, 4.998 kr), and 'el-scooter' (Barn, Ungdom & Voksne, 3.999 kr). On the left side of the grid, there is a vertical sidebar with links to 'Informasjon', 'FAQ', 'Anmeldelser', and 'Kundeservice'. At the bottom of the page, there are footer links for 'Personvern', 'Betingelser', and 'Kundeservice', along with a copyright notice: '© 2024 ARNGREN'.

BEFORE

DESIGN PROBLEMS

PRODUCT DUPLICATION STILL APPEARED IN SEVERAL AREAS.

LACK OF STRONG NAVIGATION OR PAGINATION FOR MANY PRODUCTS.

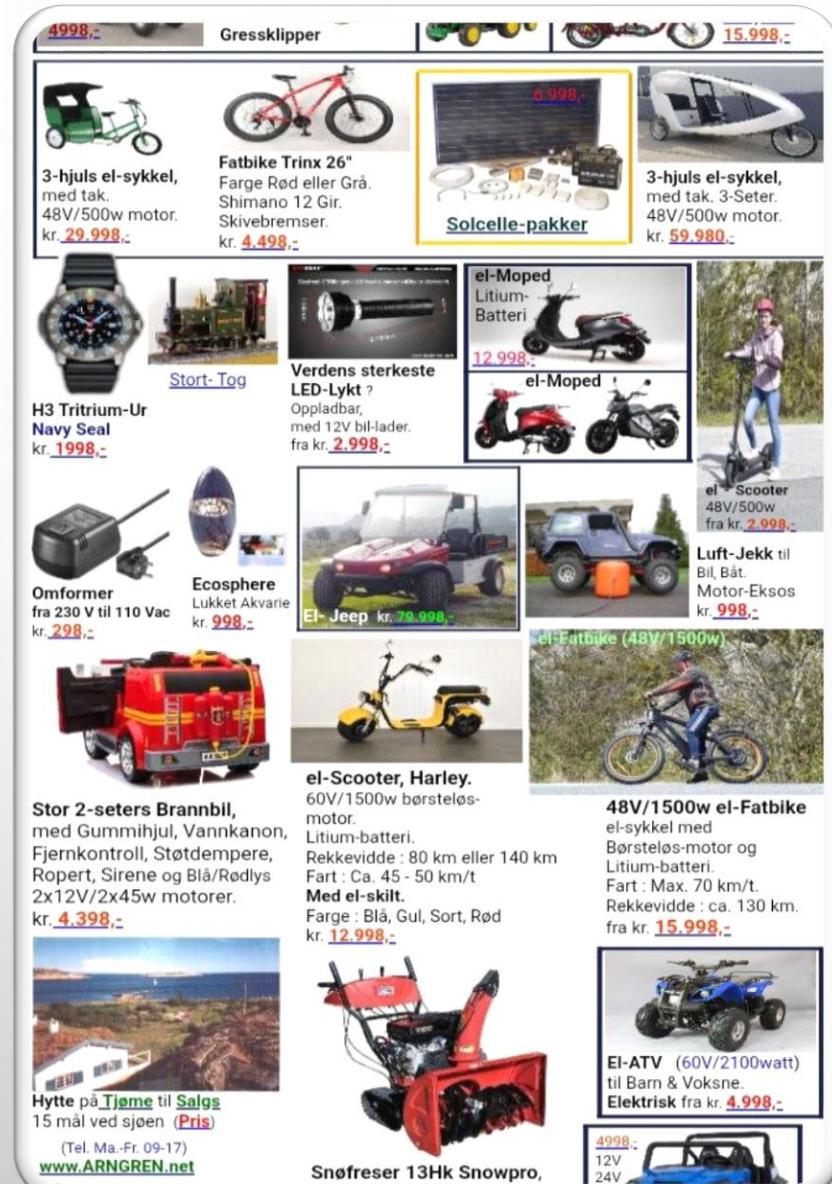
LAYOUT STILL FELT CROWDED IN PLACES, NEEDING MORE SPACING.

USER EXPERIENCE PROBLEMS

USERS WOULD STILL STRUGGLE TO BROWSE CATEGORIES.

NO CLEAR SEARCH FUNCTION.

HARD TO QUICKLY IDENTIFY PRODUCT DETAILS.



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.



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