Assignment 3 – Bad Website Redesign

The website that I choose to re-design is the Valley Credit Union website. ([www.valleycreditunion.com/home](http://www.valleycreditunion.com/home)) I choose to re-design this website for a couple different reasons. Firstly, I find that the main reason people would be on this site would be to check or update their online banking. As seen on the original site, the “log in” area, for the viewers account is very small as well as in a small location located on the page. Another point about the website, I found, is when heading on the homepage, it feels as though it very boxy. I feel that there is a lot of white space that could be used for something else other then just leaving everything open.

The layout I have used, was chosen to maximise the full space of the website, as well as ensure that the main elements that the viewer would be on the site for are easily located, and easily seen when first arriving on the site. I made sure that the navigation bar was in a spot where is was seen by everyone when they first arrived on the page. I did this to exclude any questions that the viewers may have when trying to look for something quickly.

When looking for the C.R.A.P design elements, this is what I came up with. Starting with contrast, I decided to lay the overall page out in a way that made one side of the page the information side. With it I left the opposite side less busy, only to ensure that the viewers coming on the page, able to easily access the log in information. Moving on to repetition, I choose to keep the two navigation bars looking similar to ensure that viewers eyes link the two, and process that they are both navigation bars. I also choose to keep the “Quick Links” looking similar to the original website, with allowing them to show the viewer they all have different relative information that may be helpful for them. When aligning my page, I kept different parts of the websites information aligned to show that that information is relevant with other information, as well as relevant to the viewer. The more ideal information about the website is located on one side, and located on the opposite side is the information that the viewer can fill in to redirect them to their banking and/or information about the banks locations in the Valley. Finally, when deciphering the proximity of information on the site, I made it so the information that was most important was located on the top of the page. Where as the less important information was located lower down the page, or relocated to different parts of the site. I kept the design element from the original website, by grouping similar areas with similar information.

The color theory I applied to the website was the complementary scheme it already had. However, I decided that instead of the bright white background I would warm it up but changing it to a light grey and keep the navy blue and orange, that is found in the logo. I feel that with this slight change it can make a big impact for viewers coming and using the site.