Assignment 3 – bad website redesign summary

Website: <https://www.amazon.ca>

Colour scheme: analogous – red, orange, white

Logo:

* I don’t like how to the logo is on the corner of the page and in a small sized font, I want to make it larger and move it to the center of the page under the banner.

Search bar:

* The search bar is not aligned with the rest of page and looks like it’s just randomly places, I will move it under the logo.

Menu buttons/nav:

* The menu buttons look like they are hidden under the search bar and they are in a grey colour, I would move them it under the search bar so that the person opening the website would easily have access to them.

Banner:

* The banner is filled up with so many things on amazon’s website on the top of the page, I would want it to be thinner on the top of the page, the text (or deals) next to the search bar in the actual website are the only thing that would be on the banner in my redesign and I would colour the background in red and text in white.

Slide show banner:

* The slide show banner is under the banner in the actual website and I don’t think that looks good with the overall website so I would move it under the logo, search bar and menu button.

Images of products:

* The images of the products are randomly placed all over the home page, to establish repetition, make the products go around a banner page under the slide show banner and separate the rows.

Ads:

* The ads are placed in the middle of the page on the side of the products images I would move them to the bottom of the page so that it doesn’t disturb the people that are trying to shop.

Alignment:

* There is no problem with the alignment.

Footer:

* I would keep it the same way it is in the bottom of the page and place the ad in a box next to it and in the color red and text in white.