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Bad Website Re-Design

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The website I chose to re-design is reddit.com. Reddit lays out all of their content on the homepage where have to navigate around to find what they are looking for. Problems with the existing layout was the lack of contrast in the front page. The content and navigation items were very similar in the way they looked and were placed on the website. There was no distinction in color, style or font that indicated the content was different than anything else on the page. Everything looked identical therefore unified both content and navigation items. There was alignment in the website but the proximity was too close and looked like one visual unit.

Reddits Header is placed at the top of their page with one out of two navigation bars. They are positioned above and inside the header bar. I re-designed the header to be its own clean bar with the logo and 3 navigation options inside of it. The navigation options within the header is: submit a post, log in and search. I moved the navigation bar just under the header and re-organized the columns to make everything fit on one line. The content of the website was placed in a good spot on the original website. I left the location of the content but made the photos a little larger and limited the writing from the posts you would see on the home page. The bigger sized photos will draw user’s attention towards the posts and clearly distinct that it’s the designated area to find content. The repetition of the content in a row allows readers to quickly scan and read. I added in a “see more” button at the bottom of the content area. This will bring user to a new page with more detail. The right hand side of the website had another navigation area to submit posts mixed with advertisements. I left the right hand side to either be two destined areas for advertisements or two photos of content. The footer of the website stayed the same and listed the about page, help, apps & tools and reddit membership pages. The colour theory that applies to Reddit is Triadic. The colours used for Reddit is blue, white, black and red. The dominant colors are blue and white but there is red and black sporadically on the page.