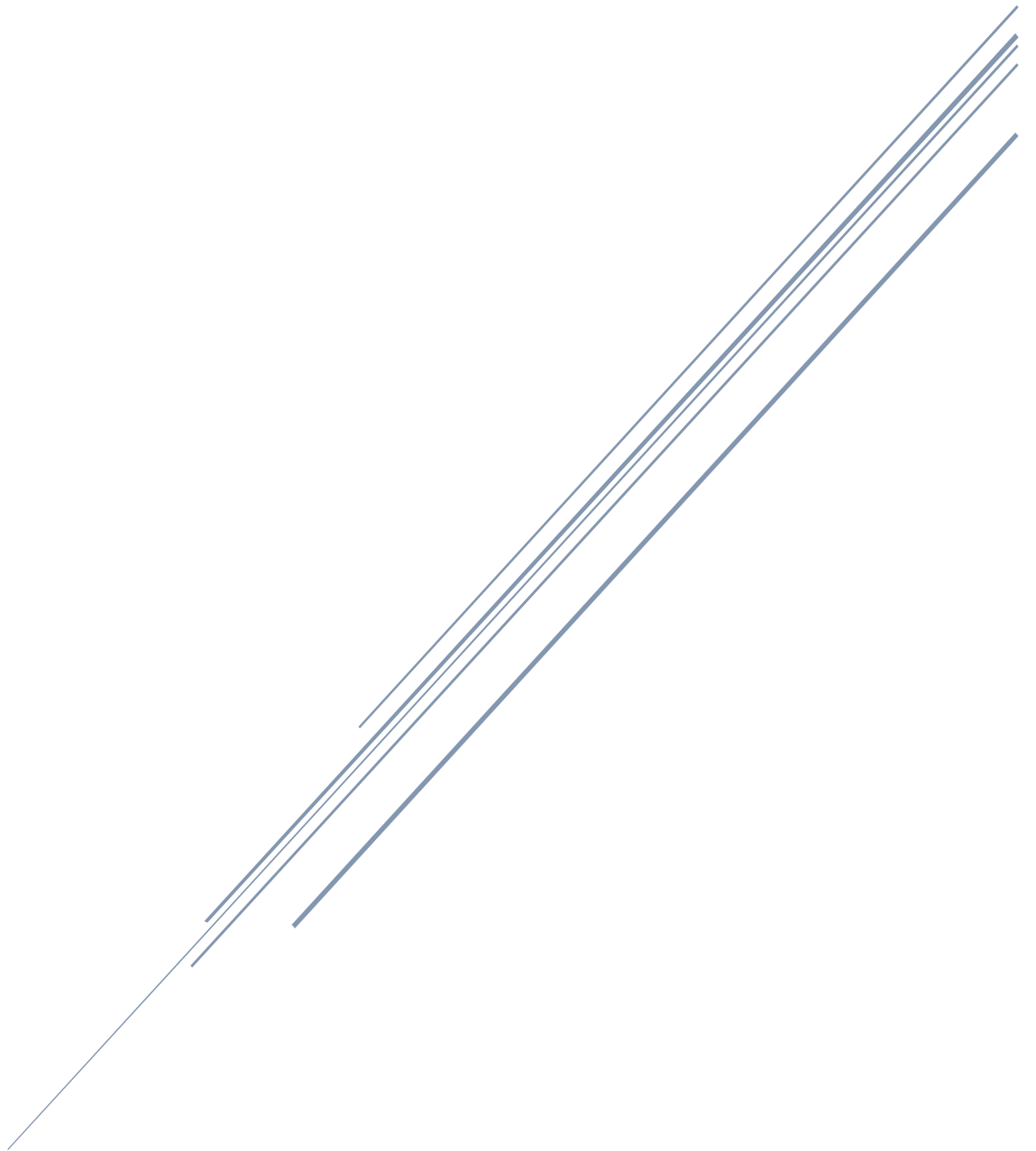# INDIVIDUAL PROJECT

CTEC 21042

CT-2017-022   E.L.N.Harsha
14/10/2020

- Web site which having a poor design,
  http://arngren.net

- Introduction about the site and URL of the web site having poor design,

A Norwegian website used primarily to sell gadgets and appliances, www.arngren.net displays a mass collection of various items, from bikes to buggies to electronic collectibles. Although the website completes its task of exhibiting all of its marketable items, the user interface is a jumbled, disorderly chaos.

A snippet of www.arngnren.net's one-paged website

The creators of this webpage either had a budget constraint or were simply so focused on cramming all of their products into one single page that they disregarded all other style imperatives. It is possible that the website was intentionally designed to be visually stimulating to their audience of hobbyists, collectors, and tech-inquisitive people. However, to the typical user, the website is blemished with a combination of faults, including a lack of content hierarchy and structure, poor navigation framework, seemingly randomly sized and coloured fonts, and an absence of a clearly stated purpose.

While the website does have an index, it is unclear whether this refers to each object listed somewhere on the site or only to specific objects that

may not have a photo and delegated box on the page. Rather, to add more confusion for users, there exist three search bars randomly placed among the images, inconspicuously sized and coloured and serving no clear purpose.

Due to the horribly ineffective colour scheme and formatting of the website, the learnability of the website for novel users is impeded, as most of the website does not adhere to typical design standards. Many gadgets have multiple clickable links, and it is sometimes impossible to tell which link belongs to which item because they are not grouped together in one fixed space. Most often, a new user will be forced to click a link of a product just to understand what the link refers to. Meanwhile, the memorability of the website is near impossible for new or casual customers, as the positioning of the objects on the page only becomes somewhat familiar if the user has had multiple experiences with the site. For the same reasons as above, the website's efficiency is low, especially because there exists no standardized display format for an item and no explicit place for users to order items, view their past purchases, or request to add their own widgets for sale on the page.

- Identified weak factors in design web pages,

    o There is no strong visual content hierarchy.
    o There is no site structure at all.
    o The company got so caught up in cramming as much as they can onto a single page.
    o As a result, the website is a busy, cluttered, and disorganized site.
    o The biggest problem is that the site doesn't use a grid.
    o Unbelievable navigational structure.
    o Poor typography makes it unreadable.
    o Random use of colours.
    o Incorrect colour usage.
    o Poor navigation.

- o Tiny and even confusing typography.
- o The absence of a clear message about the business.

- Proposed Design,

    To create a good navigation structure. To use more space so it will allow the users to focus on the content and information of the products.

    A grid can make everything clean and organized on your website. It keeps all your elements in their proper places and helps you to determine their size, the size, and space of the text, etc. With a grid, you can create a consistent, well-designed interface.

Some design improvements could easily incorporate the implementation of an efficient navigation design, more whitespace between content entries, a distinct hierarchy of content importance, and a short introductory blurb explaining the website's function. One potential fix to better navigation composition is to clearly display one sole search bar. Or, to fashion more whitespace between content entries, each item could have a designated amount of margin and border with a simple inscription stating its price and name with a hyperlink to more comprehensive details about the object, as many of these gadgets have never been seen before by users or are very specific collectibles. As this online retail store lacks clarity and space, appending more pages, such as a shopping cart and login page, may increase efficiency for more frequent users. This way, users can log items they are interested in purchasing and can return to the page at a different time to view these products. Furthermore, this strategy could also help the creators of www.arngren.net figure out how many of their users are returning customers, and which and what type of products draw the most interest from their customers. Also, to draw more users and increase commercialism, the webpage should also include a page explicating the objectives, security, and policies of Arngren as well as a clear way for users to sell their own products. An example of an alternative home page design with these implementations is displayed below.

Arngren

Languages ▾   About   Sell on Arngren   Login   Shopping Cart

Our website sell all sorts of gadgets, from electronics to vehicles to collectibles!
If there is a unique gadget you're looking for, chances we have it!

Search for items or categories 🔍

$3,400.00
Dune Buggy

$21.99
Remote Control Helicopter

$840.00
Electric Bike

$244.99
Robot Arm

$40.00
Binoculars

$516.00
RM Intelligent Education

$345.00
RM Drone

$70.00
RM Drone

- Justification for the proposed design,

Color Palette Used:

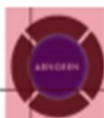#1d496c   # d1152d   # FFFFFF

Typefaces Used:

Ariel
Tahoma
Helvetica
Helvetica Neue

Media Types Used:

Images

<u>Proposed design Sitemap and Wireframe</u>
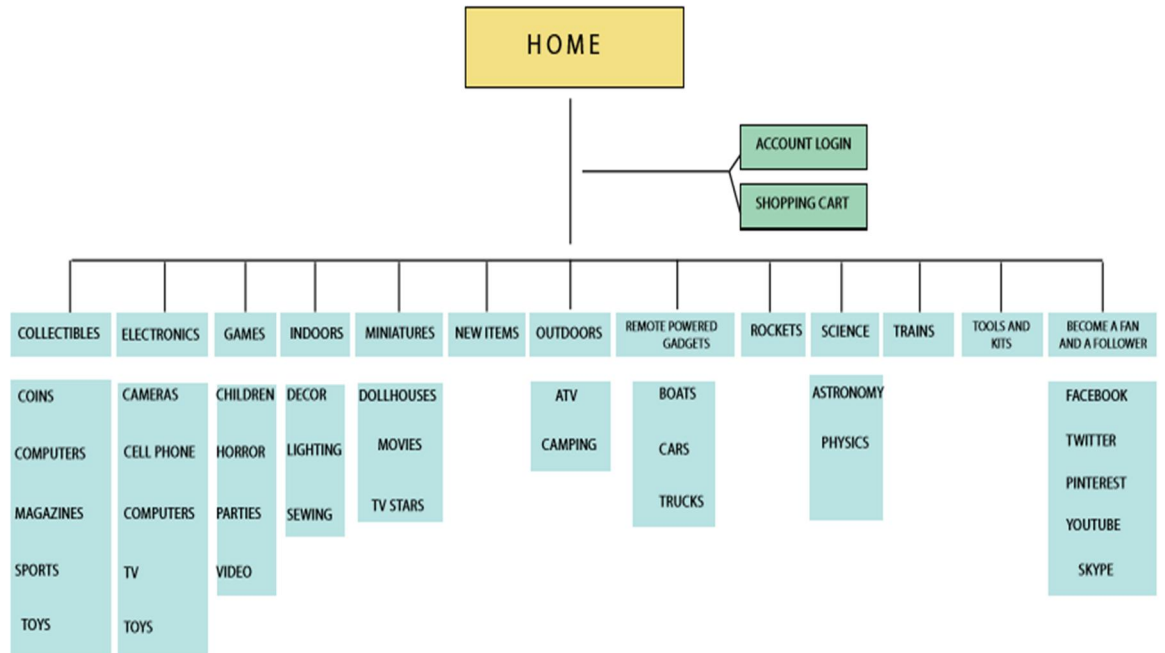
ARNGREN

Norway's Ultimate Online Hobby Store

CALL US +47-22149166
+47-93060073

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SEARCH

CATEGORIES

COLLECTIBLES
ELECTRONICS
GAMES
INDOORS
MINIATURES
NEW ITEMS
OUTDOORS
REMOTE POWERED GADGETS
ROCKETS
SCIENCE
TRAINS
TOOLS AND KITS

SHOPPING CART $ 0.00

2013 YAMAHA RAPTOR
Special color and graphics and added GYTR parts help further separate the New Raptor 700R SE from the sport ATV masses.
MSRP $8,799

2013 IPHONE REMOTE FERRARI
This is the 1/16-scale Enzo Ferrari remotely controlled from an iPhone that provides a virtual driving experience.
MSRP $99.95

2013 BLADE 300 X BNF
The nimble Blade 300 X BNF packs big 3D performance into a compact 300-size frame that's small enough to fly in indoor spaces.
MSRP $99.95

MELISSA & DOUG 701 130pc Train Set
This set includes everything needed for railway fun: a spacious roundhouse engine shed, track pieces in curves and straights.
MSRP $115

PURE SENSIA, Digital Audio System
with Wi-Fi and Colour Touchscreen. 5.7" 640x480 pixel TFT colour touchscreen. Supports apps for Facebook and Twitter.
MSRP $100

HARLEY DAVIDSON Pocket Watch
with custom eagle stand. Franklin Mint. These collectible pocket watches are limited. Get yours now before they're gone.
MSRP $100

FRANKLIN EURO TRANSLATOR
14 language translator. Merriam-Webster® dictionary. Over 10,000 headwords & 1,000 phrases per language. Portable design.
MSRP $100

ROOMBA 530 VACUUM ROBOT
Vacuuming robot picks up dirt and debris. Easy-to-empty bagless durable fine-filtration system traps allergens.
MSRP $300

Canon VIXIA HF R400 HD
Genuine Canon HD Video Lens with 53x Advanced Zoom and SuperRange Optical Image Stabilization.
MSRP $400

Logo Design

ORIGINAL COMPANY LOGO

PROPOSED NEW COMPANY LOGO

Proposed Homepage Design.

Proposed Secondary Page Design.

ARNGREN
Norway's Ultimate Online Hobby Store
CALL US: +47-22149166
EMAIL: frithjof@arngren.net

LOG-IN TO YOUR ACCOUNT
Username:
Password:
Sign Up For New Account !!

SHOPPING CART $ 0.00

HOME   ABOUT US   CLEARANCE   FAQ'S   FORUM   HELP

SEARCH

2013 IPHONE REMOTE FERRARI

This is the 1/16-scale Enzo Ferrari remotely controlled from an iPhone that provides a virtual driving experience.

MSRP $99.95

Click here to purchase

Product Details
Product Dimensions: 8 x 14 x 5 inches ; 2 pounds
Shipping Weight: 2 pounds (View shipping rates and policies)
Origin: USA
ASIN: B00SSAVIOY
Item model number: 86067
Manufacturer recommended age: 10 - 12 years

CUSTOMER RATINGS

⭐⭐⭐⭐☆

CATEGORIES

COLLECTIBLES
ELECTRONICS
GAMES
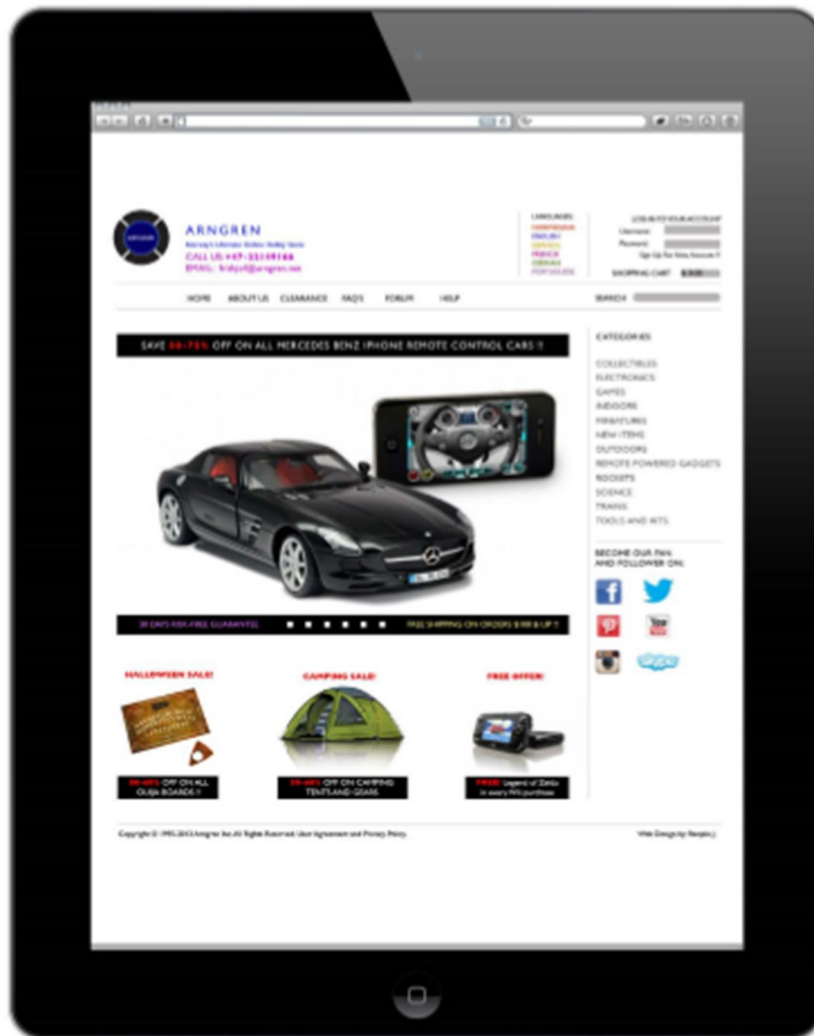INDOORS
MINIATURES
NEW ITEMS
OUTDOORS
REMOTE POWERED GADGETS
ROCKETS
SCIENCE
TRAINS
TOOLS AND KITS

BECOME OUR FAN
AND FOLLOWER ON:

Conclusion

The website of Arngren should be a well thought out piece of their communications and internet marketing strategy – not a bulletin board.

Using white space gives the website a clean and uncluttered feel. The white space gives the content to "speak for itself" without major intrusions that make it look cheap.

Good overall and organized web design are crucial for a website to succeed in today's ever more competitive online marketplace and it creates a user friendly experience.

- References,
  https://www.clock-work.co.uk/blog/general
  https://weblium.com/blog/#arngren_website
  https://www.mockplus.com