

REDESIGNING ARNGREN.NET

Course: DV1557 - Usability and Interaction Design

Team Members:

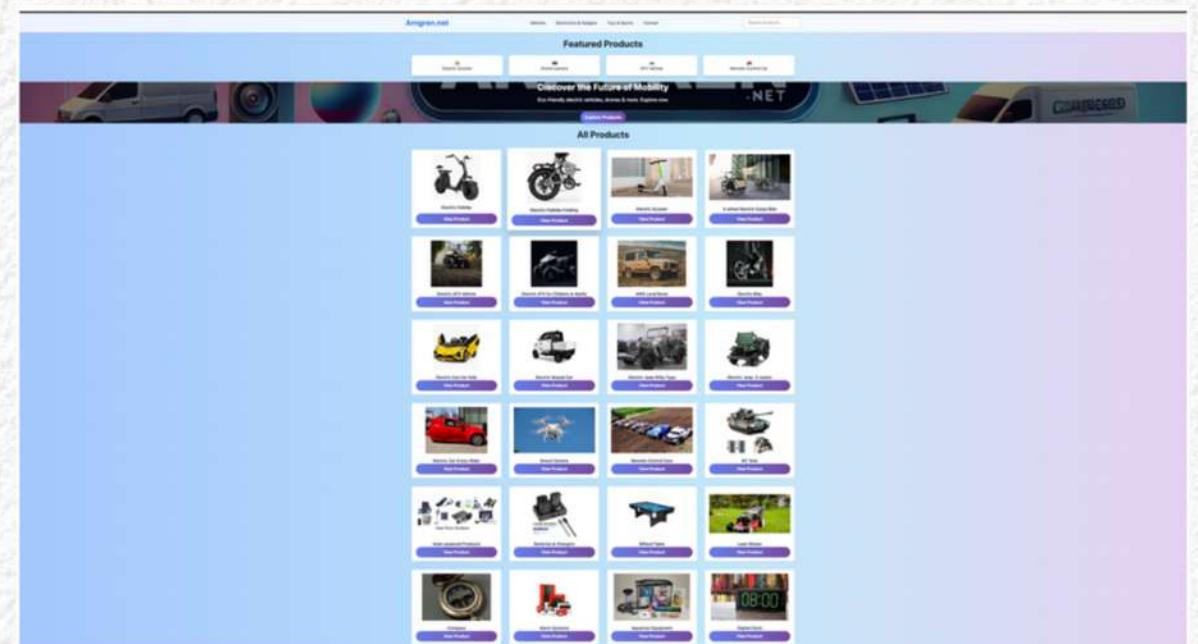
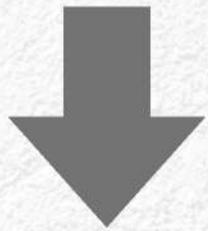
- Dudekula Shaheer**
- Mathew John Welsh**
- Yaswanth Rahul Yarlagadda**
- Jyotir Vinay Naram**

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Introduction

- Arngren.net is a Norwegian e-commerce site.
- The existing site has a cluttered and outdated UI.
- Our goal: Make it user-friendly, visually clean, and responsive.
- Focused on layout, navigation, and mobile accessibility.



Background of the Website

- The site offers various products like vehicles and electronics.
- Lacks proper structure, hierarchy, and modern design.
- Not optimized for mobile or tablet usage.
- Needed a redesign to meet current UX standards.



Project Goals

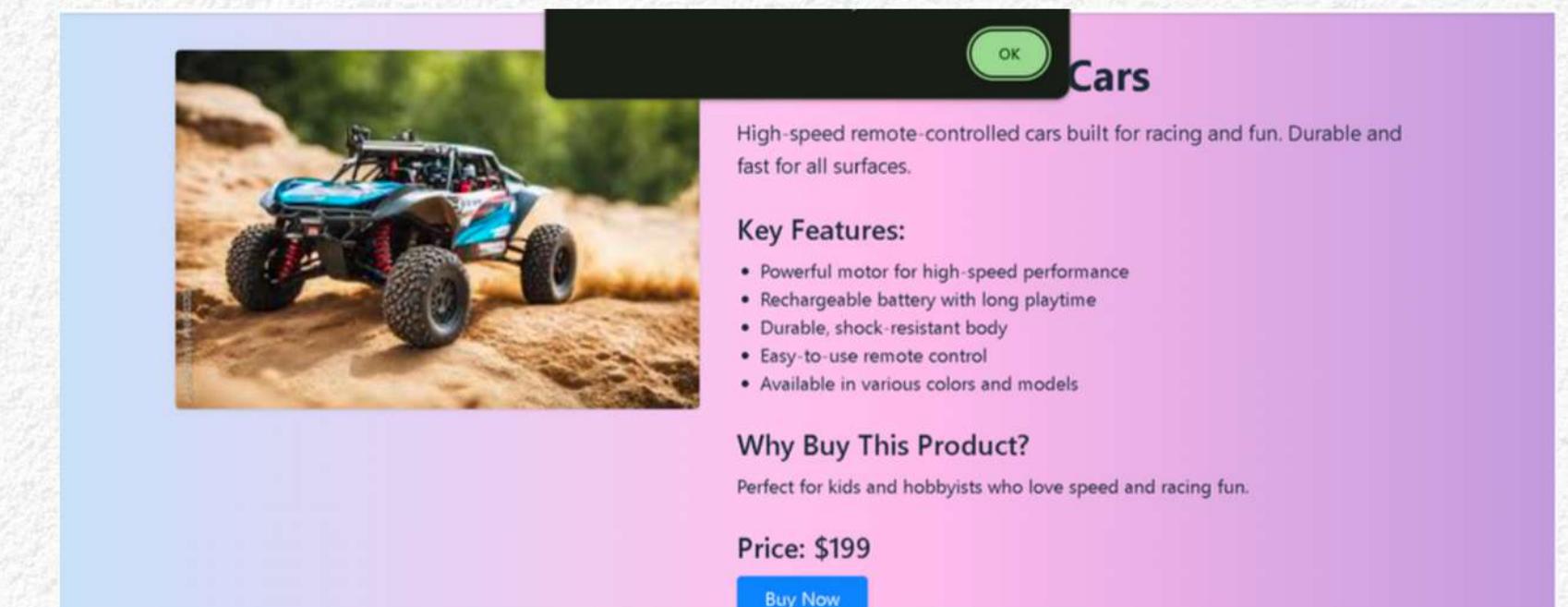
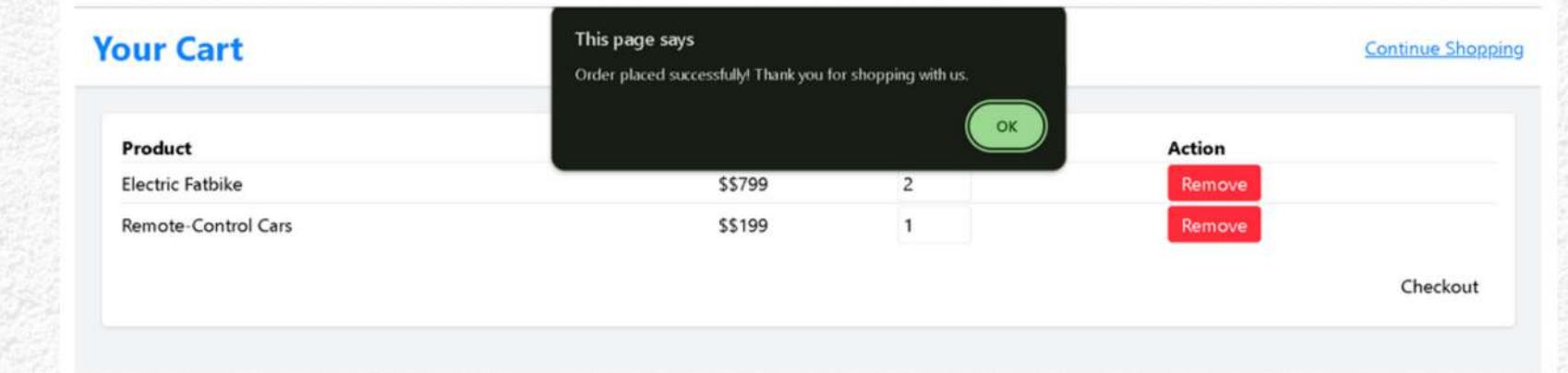
- Create a clean and organized product layout.
- Ensure full responsiveness across devices.
- Improve navigation with clear categories and filters.
- Make buttons and actions easy to recognize.
- Modernize typography, spacing, and colors.
- Enhance product and checkout page experience.

Working Process

- Analyzed original website for usability flaws.
- Created wireframes and prototypes using HTML, CSS, JS.
- Split tasks among team members: navigation, layout, responsiveness.
- Conducted user testing and iterative design updates.
- Final design deployed on GitHub.

Design Principles Applied

- Visibility: Bold buttons and action prompts.
- Consistency: Fonts, layouts, colors uniform throughout.
- Affordance: Buttons and links styled for interaction.
- Familiarity: Followed common e-commerce layouts.
- Navigation & Control: Easy product access and cart actions.
- Recovery: Options to edit cart, remove or undo actions.



Problems Identified in Old Design

- Extremely cluttered layout, hard to navigate.
- No search bar, menu structure, or product grouping.
- Inconsistent font styles and image placements.
- Checkout was confusing and lacked proper feedback.
- Site was not responsive on mobile or tablet.

Old Design

This page is a collage of various items from a website, likely a catalog or advertisement. It includes a large section of electric vehicles (e-bikes, e-scooters, e-ATVs, etc.) and other products like robots, cameras, and toys.

Top Left: A grid of electric vehicles including e-bikes, e-scooters, e-ATVs, and e-cargo bikes.

Top Right: A grid of Star Wars-themed products like R2-D2 Projector-Ur, Robosapien-X, and Star Wars Børnelegetøj.

Middle Left: A grid of various electric vehicles and accessories, including a H3 Tritium-Ur Navy Seal watch.

Middle Right: A grid of Star Wars-themed products like R2-D2, C-3PO, and BB-8.

Bottom Left: A grid of RC products like Dinosaur Pleo, RC-Drone med Kamera, and RC-Quadcopter.

Bottom Right: A grid of electronic products like VR 3D Tegbane til PC, Rakett-Fly, and BIL-lakk foresegler.

Bottom Center: A grid of other products like Elektronikk, Rakett-Fly, and BIL-lakk foresegler.

New Design Features

- Homepage split into "Featured" and "All Products".
- Consistent card-based layout for all products.
- Purple-themed buttons with clear call-to-action.
- Modern gradient background and minimal spacing.
- Responsive across all screen sizes and devices.

Arngren.net

Vehicles Electronics & Gadgets Toys & Sports Contact Cart

Search products...

Featured Products

- Electric Scooter
- Drone Camera
- ATV Vehicle
- Remote-Control Car

Discover the Future of Mobility
ARNGREN
Eco-friendly electric vehicles, drones & more. Explore now.
[Explore Products](#)

All Products

-
-
-
-

Arngren.net

This page says
Remote-Control Cars has been added to your cart!

OK

Cars

High-speed remote-controlled cars built for racing and fun. Durable and fast for all surfaces.

Key Features:

- Powerful motor for high-speed performance
- Rechargeable battery with long playtime
- Durable, shock-resistant body
- Easy-to-use remote control
- Available in various colors and models

Why Buy This Product?

Perfect for kids and hobbyists who love speed and racing fun.

Price: \$199

[Buy Now](#)

file:///C:/Users/Vinay/Desktop/arngren_redesign_complete/checkout.html?id=remote_control_cars

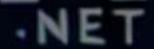
New Design

Redesigned Website Pages

- Homepage: Organized layout with product categories.
- Product Page: High-res images, description, price & "Buy Now".
- Cart Confirmation: Pop-ups and feedback messages added.
- About Page: Clean info about company & contact.

Featured Products Electric Scooter Drone Camera ATV Vehicle Remote-Control Car**Discover the Future of Mobility**

Eco-friendly electric vehicles, drones & more. Explore now.

 .NET[Explore Products](#)**All Products**

Electric Fatbike

[View Product](#)

Electric Fatbike Folding

[View Product](#)

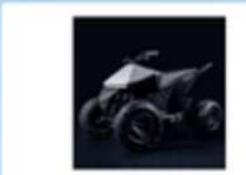
Electric Scooter

[View Product](#)

3-wheel Electric Cargo Bike

[View Product](#)

Electric ATV Vehicle

[View Product](#)

Electric ATV for Children & Adults

[View Product](#)

4WD Land Rover

[View Product](#)

Electric Bike

[View Product](#)

Electric Cars for Kids

[View Product](#)

Electric Moped Car

[View Product](#)

Electric Jeep Willy-Type

[View Product](#)

Electric Jeep, 3-seater

[View Product](#)

Electric Car Cross-Rider

[View Product](#)

Drone Camera

[View Product](#)

Remote-Control Cars

[View Product](#)

RC Tank

[View Product](#)

Solar-powered Products

[View Product](#)

Batteries & Chargers

[View Product](#)

Billiard Table

[View Product](#)

Lawn Mower

[View Product](#)

Compass

[View Product](#)

Alarm Systems

[View Product](#)

Aquarium Equipment

[View Product](#)

Digital Clock

[View Product](#)

Home Page

Product Page & cart confirmation

Arngren.net

This page says
Remote-Control Cars has been added to your cart!

OK

Cars



High-speed remote-controlled cars built for racing and fun. Durable and fast for all surfaces.

Key Features:

- Powerful motor for high-speed performance
- Rechargeable battery with long playtime
- Durable, shock-resistant body
- Easy-to-use remote control
- Available in various colors and models

Why Buy This Product?

Perfect for kids and hobbyists who love speed and racing fun.

Price: \$199

Buy Now

Contact & Environmental Information

You can reach us for inquiries, product support, or any information regarding electronic product disposal and recycling.

Contact Information

- **Email:** frithjof@arngren.net
- **Telephone:** +47-22419666
- **Mobile:** 92060873
- **Skype:** arngren.net
- **Office Address:** Frithjof Arngren, Arngren Sky Commuter AS, Sondreveien 3k (Smestad), 0378 Oslo, Norway.

Environmental Responsibility

We accept your old, small electronics and hobby products (EE waste) for free recycling.

Send or deliver your products to our office address mentioned above.

Battery Disposal Information:

- You can dispose of regular batteries with your household waste.
- Button cells and rechargeable batteries must be delivered to dealer or municipal recycling stations.

Membership:

We are a member of RENAS, Norway's leading energy return company.

Summary & Future Scope

- Improved visual design, structure, and responsiveness.
- User-friendly experience with modern UI elements.
- GitHub:
github.com/NJVinay/arngren_website_redesign
- Future Scope:
- Add advanced search and filters
- Implement user accounts and login
- Add secure payment integration

THANK YOU

