

# Damson Furniture Website Redesign

## Human Computer Interaction (HCI) – Analysis & Explanation Report

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### 1. Introduction

Human Computer Interaction (HCI) is concerned with designing systems that are usable, efficient, and satisfying for users. In e-commerce websites, especially furniture websites, good UI and UX design are essential to help users browse products, understand information clearly, and complete purchases smoothly.

This project presents a UI/UX analysis and redesign of the Damson Furniture website. The original website suffers from several usability and visual design problems that negatively affect user experience. The redesign aims to solve these problems by applying core HCI principles to create a clearer, more intuitive, and more accessible shopping experience.

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### 2. Project Overview

The project focuses on evaluating the Damson Furniture website and identifying major UI and UX issues. Based on this evaluation, a new design was proposed to enhance usability, accessibility, and visual consistency.

#### Project Goal

- Improve visual hierarchy
  - Enhance navigation and product discovery
  - Reduce user confusion and cognitive load
  - Create a modern and accessible interface
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### 3. Website Overview

Damson Furniture is an online furniture store that offers a variety of furniture products. The website is intended to allow users to browse products, view details, and make purchasing decisions easily.

## Target Users

- Adults interested in purchasing furniture online
  - Users aged approximately 25–55
  - Users who prefer simple navigation and clear information
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## 4. Analysis of the Old Design

### 4.1 UX Problems in the Old Design

The original website contains several usability issues:

- **Scattered information:** Certificates and company information are mixed with products on the homepage, which creates confusion and distracts users from browsing items.
- **Moving top bar:** The bar at the top of the homepage moves continuously, making it difficult for users to quickly access branch locations and addresses. Additionally, clicking any item redirects to the same page, causing poor redundancy.
- **False affordance:** The first large image on the homepage appears clickable but is static, misleading users.
- **Overloaded homepage:** Displaying all product categories on the homepage makes the page excessively long and difficult to scan.
- **Inefficient product pages:** Users must scroll extensively to view product images, while the moving sidebar forces users to scroll back up to add items to the cart.
- **Missing product reviews:** There is no section for customer reviews, reducing trust and decision support.

These issues increase cognitive load and lead to user frustration.

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### 4.2 UI Problems in the Old Design

From a visual design perspective, the website shows several weaknesses:

- **Inconsistent colors and typography:** Multiple font sizes and styles are used without a clear system, and the color scheme lacks cohesion with the brand identity.
  - **Weak contrast:** Low contrast between text and background makes reading difficult, especially for users with visual impairments.
  - **Poor visual hierarchy:** There is no clear distinction between primary and secondary elements; all content appears equally important.
  - **Unclear buttons:** Button styles are inconsistent and their purpose is not immediately obvious.
  - **Cluttered sidebar:** The sidebar includes many unnecessary options, causing distractions and visual overload.
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## 5. HCI Principles Violated in the Old Design

The original website violates several key HCI principles:

- **Visibility of system status:** Users do not always receive clear feedback or guidance.
  - **Consistency and standards:** Colors, fonts, and buttons are inconsistent across pages.
  - **Aesthetic and minimalist design:** The interface includes unnecessary elements that distract users.
  - **Recognition rather than recall:** Users are forced to remember information instead of easily recognizing options.
  - **Affordance and feedback:** Some elements appear interactive but are not.
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## 6. Redesign Strategy and Solutions

### 6.1 UX Solutions

The redesign introduces several usability improvements:

- A dedicated **About page** that contains branch locations, working hours, certificates, and company information.

- A **reorganized product structure**, grouping items into clear categories to simplify searching.
  - A redesigned **single product page**, placing product descriptions below images to eliminate excessive scrolling.
  - An updated **sign-in page** with a modern and visually appealing design.
  - A redesigned **cart page** that is streamlined and user-friendly.
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## 6.2 UI Solutions

Visual design improvements include:

- A simplified and organized **sidebar** with fewer, clearly categorized options.
  - Improved **color consistency** aligned with the brand identity.
  - Better **visual hierarchy**, making important elements stand out clearly.
  - Consistent and clear **button styles**.
  - A redesigned **logo** and a modernized **footer menu**.
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## 7. Evaluation of the New Design

The new design successfully addresses the problems found in the old website:

- Navigation is clearer and more intuitive.
  - Information is well-organized and easy to locate.
  - The interface is visually clean and modern.
  - User effort and scrolling are significantly reduced.
  - Accessibility and readability are improved.
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## 8. Old vs New Design Comparison

### UX Comparison

- Old design: confusing navigation, excessive scrolling, unclear interactions.
- New design: structured navigation, smooth user flow, clear interactions.

## UI Comparison

- Old design: cluttered layout, weak contrast, inconsistent styles.
- New design: clean layout, strong contrast, consistent design system.

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## 9. Conclusion

This project demonstrates how applying Human Computer Interaction principles can significantly improve a poorly designed website. By analyzing the Damson Furniture website and addressing its UI and UX problems, the redesign creates a more usable, accessible, and visually appealing experience.

The project highlights the importance of user-centered design and shows how thoughtful design decisions can positively impact user satisfaction and usability.