**Assignment Three -  Bad Website Redesign**

For this assignment I will be analyzing the website Penny Juice (<http://www.pennyjuice.com/htmlversion/whoispj.htm>) the company is selling beverages to children. The existing website is convoluted with a cluster of different colours, which does not allow the readers eyes to focus on significant information. Also the navigation is difficult to find because it is on the bottom of the page. When changing the layout the navigation should be placed at the left side of the page in a vertical line. As well as moving the navigation to the top to create easier access for reader. The website should adjust the colour scheme to a complementary colour palettes. My recommendation is to introduce various shades of blues and green.

Specifically, I would use these colours (0A90A9, 0F2E92, 57D873, 025868) because it will not distract the reader from the text. Instead the colour will provide visually interest to the layout of the website. The website should remove the previous images and add images of the companies product. As well as adding images in relevance to the company and product. The text box should be changed to not include these boxes. As well as the testimonies on the first pages should not be the only thing on the homepage. I would move the testimonies to one section of the homepage because the testimonies should not fill up the whole homepage.

The homepage does not provide any information on the cost of the product. Thus, the ‘What is Penny Juice’ should be on the homepage instead of the second page because it provides the basic information that the reader will initially would like to seek out. The changes I would make is placing the company logo in the corner of the webpage. Header at the top of the page with the title ‘Penny Juice’. Lastly, I would have photographs of the organization and product.