**Bad Website Redesign**

The website I have chosen to focus on for the purpose of this redesign project is Netflix.Ca. I have chosen to redesign the Netflix site because I personally hate the current design of the Netflix website. The way the current site is laid out is very unintuitive because a large majority of websites are laid out with their content running vertically from the top to the bottom of the page whereas Netflix content runs left to right across the page which to a new user can be very confusing because it is not something that they are used to. The colors used on the webpage are very simple focusing only on Netflix’s brand color scheme which while they do provide some contrast, the only reason the contrast is there to begin with is because of the different colors of the thumbnails of each different possible show. I would like to see instead of a simple charcoal/black background with individual white titles, something like colored titles that possible alternate between white and red to both incorporate Netflix brand colors but also to switch up their very basic black and white theme which is found nearly anywhere. I also believe that they should repeat their logo in more places, because the only place you see it is at the very top of the screen and sometimes on their specialty comment. I believe however that the spacing that is present on the website is quite strong with very little dead space on the website and very little wasted space as well. I believe that overall the Netflix website is a relatively okay design, but there are several things that could be changed to make it a much nicer website. I chose to do the Netflix homepage because it is a website that I use a lot, and like I discussed at the beginning of this document, I hate the current layout because it is so very different from what I see on every other video streaming site that I visit regularly. While the colors of the website are not technically complimentary they are two specific colors that are distinct and when used to contrast each other are very eye-catching and appropriate for Netflix’s style. For my redesign I will be keeping several aspects of Netflix’s current design because the aspects are eye-catching and work well, but other things like the way their video columns are laid out are not very intuitive. My design will feature a large block at the top of the page that shows users a current special or a new Netflix original, while below it I will have several gallery style lists. They will display the title card of each piece of content and will be scrollable from top to bottom.