

PROPOSAL FOR
LOGO AND WEBSITE
REDESIGN
AND
DEVELOPMENT
FOR



ARNGREN

Submitted by:
Ranjela Juarez
10/24/2013

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DESCRIPTION OF THE WEBSITE

ABOUT WWW.ARNGREN.NET

This is an internet hobby store based in Norway. They have a myriad of different items that they sell including ATV's, electronics, and collectible items.

PROBLEM

There is no strong visual content hierarchy.

There is no site structure at all.

The company got so caught up in cramming as much as they can onto a single page.

As a result, the website is a busy, cluttered, and disorganized site.

SOLUTION

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.



MARKET RESEARCH AND COMPETITIVE AUDITS

MARKET RESEARCH

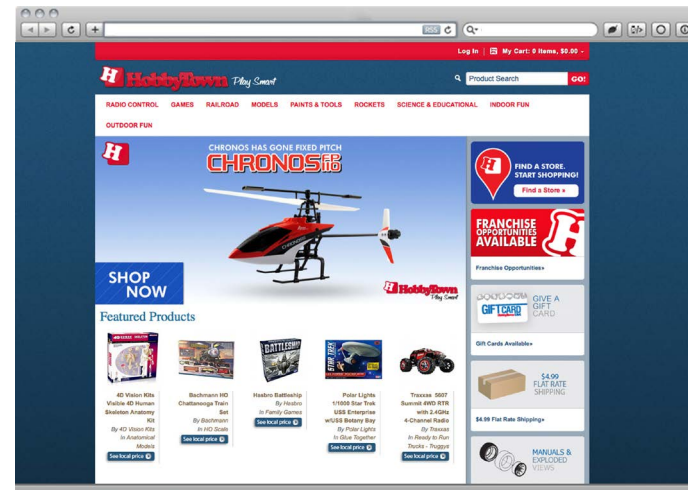
What is your market? Hobby supply

Who are the company's users?

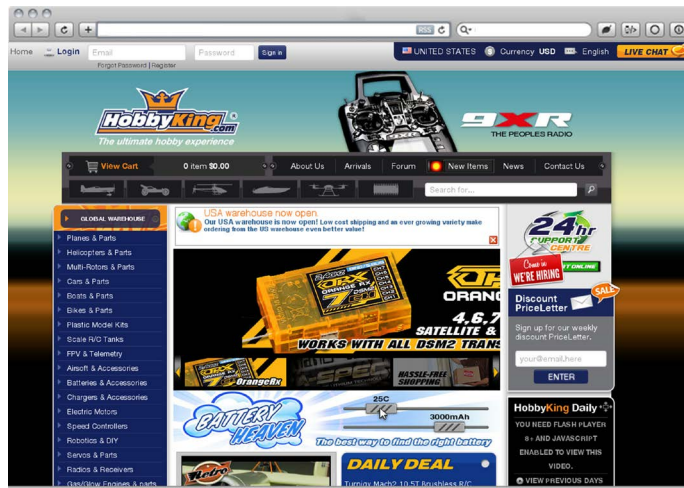
Both children and adults who need a place to go online for all their hobby needs.

Who are the competitors? (3 examples)

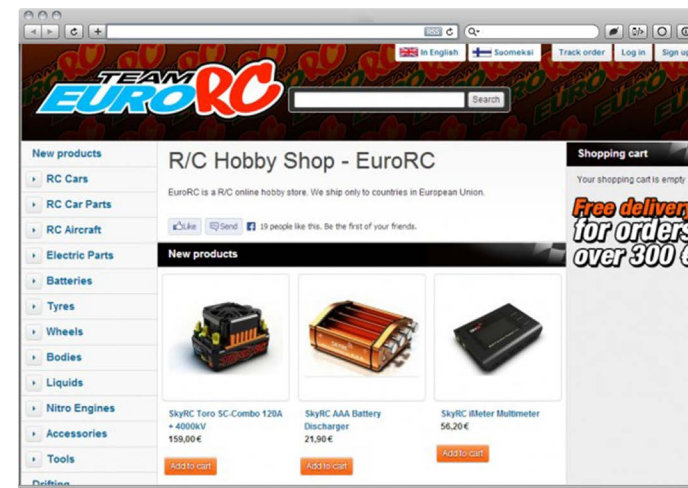
HobbyTown.com, HobbyKing.com, EuroRC.com



Screenshot of HobbyTown.com

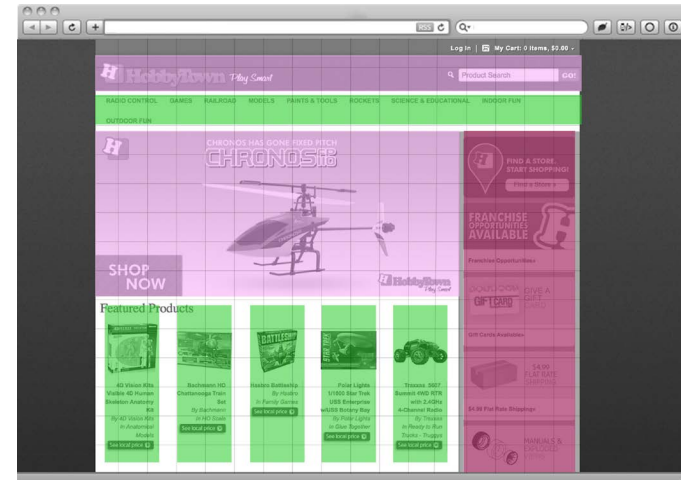
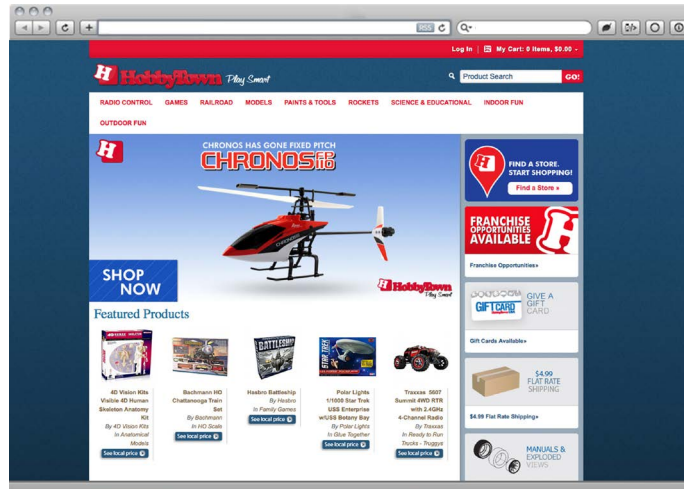


Screenshot of HobbyKing.com



Screenshot of EuroRC.com

COMPETITIVE AUDIT



Color Palette Used:



#1d496c



d1152d



FFFFFF

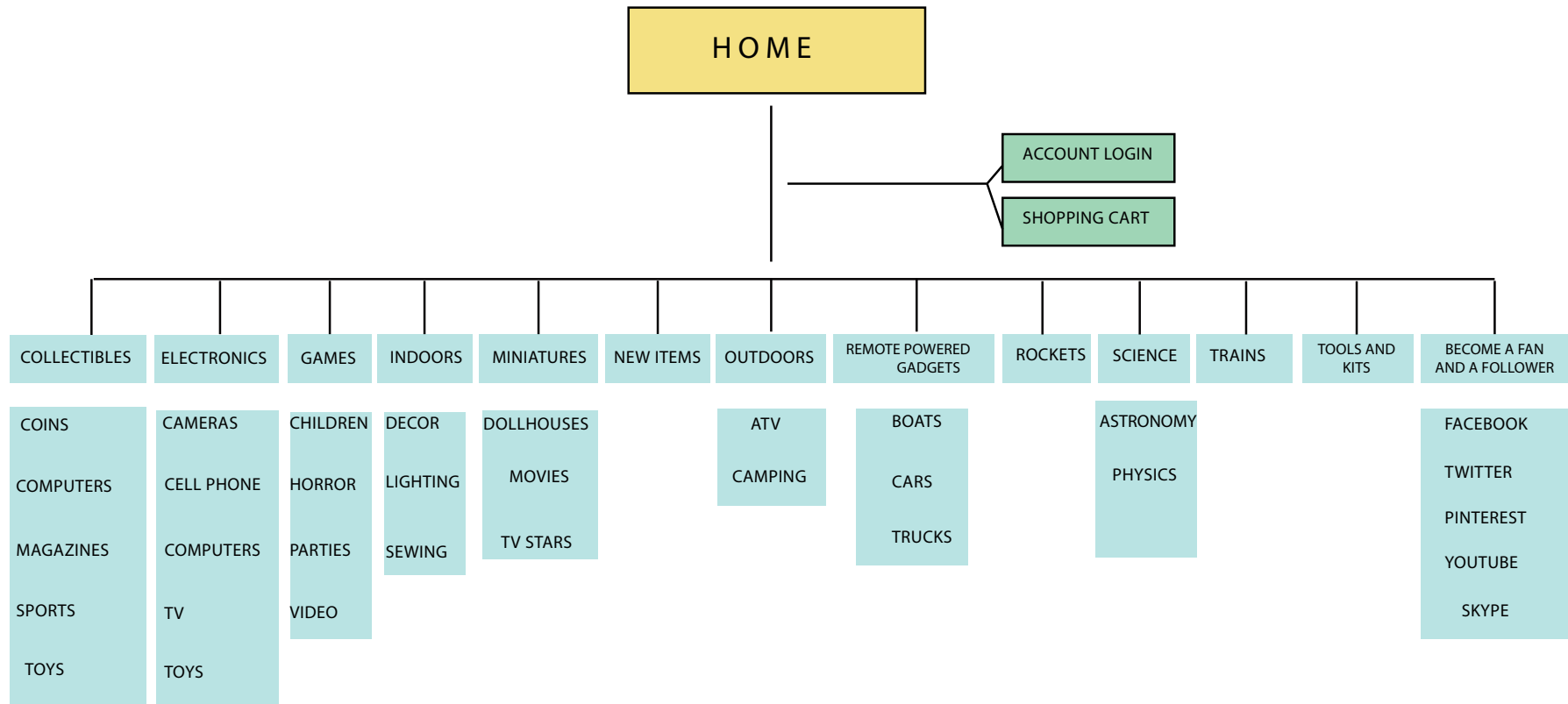
Typefaces Used:

Ariel
Tahoma
Helvetica
Helvetica Neue

Media Types Used:

Images

SITEMAP AND WIREFRAME





ARNGREN

Norway's Ultimate Online Hobby Store

CALL US: +47-22149166
+47-92060873

■ LANGUAGES: NORW | ENG | ESP | FREN | GER | PORT

LOG IN TO YOUR ACCOUNT

Username:

Password:

Sign Up For New Account !!

HOME

ABOUT US

CLEARANCE

FAQ'S

FORUM

HELP

SEARCH



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 \$49.95



2013 BLADE 300X 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 \$59.95



MELISSA & DOUG 701 130pc Train Set

This set includes everything needed for railfans: a spacious roundhouse engine shed, track pieces in curves and straights

MSRP \$115



PURE SENCIA Digital Audio System

with Wi-Fi and Colour Touchscreen. 5.7" 640x480pixel TFT colour touchscreen. Supports apps for Facebook and Twitter.

MSRP \$300



HARLEY DAVIDSON Pocket Watch

with custom eagle brand Franklin Pierce. 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 20,000 headwords & 1,000 phrases per language. Portable design.

MSRP \$193



ROOMBA 530 VACUUM ROBOT

Vacuuming robot picks up dirt and debris. Easy-to-empty bagless dualbin, 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

CATEGORIES

COLLECTIBLES

ELECTRONICS

GAMES

INDOORS

MINIATURES

NEW ITEMS

OUTDOORS

REMOTE POWERED GADGETS

ROCKETS

SCIENCE

TRAINS

TOOLS AND KITS

SHOPPING CART \$ 0.00

LOGO DESIGN



ORIGINAL COMPANY LOGO



PROPOSED NEW COMPANY LOGO

HOMEPAGE DESIGN



ARNGREN

Norway's Ultimate Online Hobby Store

CALL US: +47-22149166

EMAIL: frithjof@arngren.net

LANGUAGES:

NORWEGIAN

ENGLISH

ESPAÑOL

FRENCH

GERMAN

PORTUGUESE

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

SAVE **50-75%** OFF ON ALL MERCEDES BENZ IPHONE REMOTE CONTROL CARS !!



30 DAYS RISK-FREE GUARANTEE

FREE SHIPPING ON ORDERS \$100 & UP !!

HALLOWEEN SALE!



50-60% OFF ON ALL OUIJA BOARDS !!

CAMPING SALE!



50-60% OFF ON CAMPING TENTS AND GEARS

FREE OFFER!



FREE! Legend of Zelda in every Wii purchase


CATEGORIES

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ELECTRONICS
GAMES
INDOORS
MINIATURES
NEW ITEMS
OUTDOORS
REMOTE POWERED GADGETS
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BECOME OUR FAN AND FOLLOWER ON:



SECONDARY PAGE DESIGNS



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CALL US: +47-22149166
EMAIL: frithjof@arngren.net


LANGUAGES:
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ESPAÑOL
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MSRP \$103



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CLICK TO VIEW MORE

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GAMES
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ROCKETS
SCIENCE
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TOOLS AND KITS

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Web Design by: Ranjela J.



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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: B005SAVIOY

Item model number: 86067

Manufacturer recommended age: 10 - 12 years

CUSTOMER RATINGS







★★★★☆



CATEGORIES

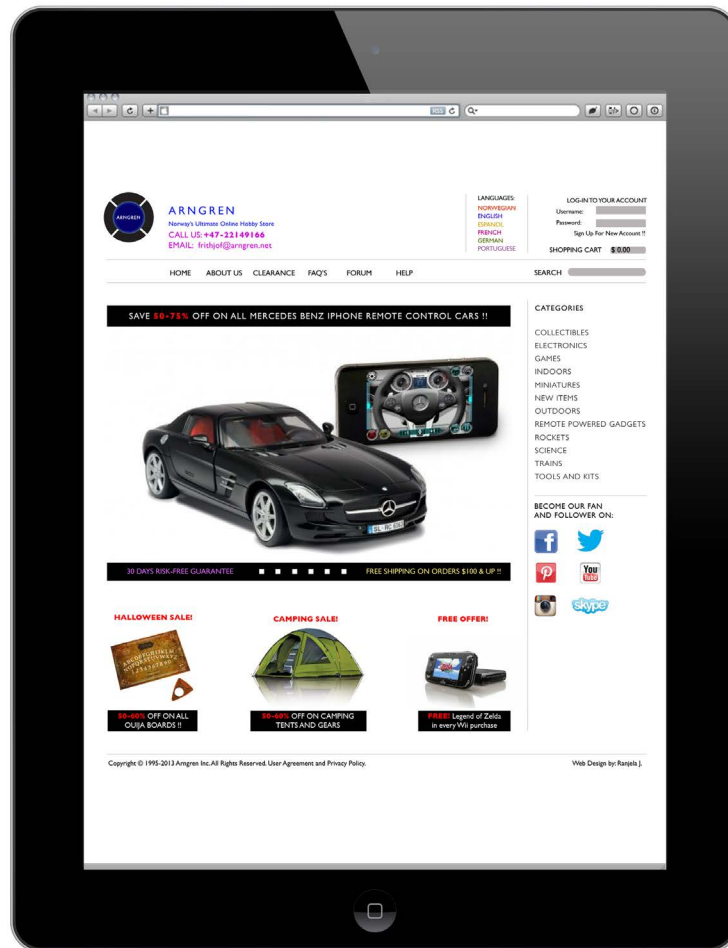
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BECOME OUR FAN AND FOLLOWER ON:



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Web Design by: Ranjela J.



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.