



BSC APPLIED COMPUTING - BUSINESS AND WEB MANAGEMENT (ACCA5019_LON)

Website Redesign for Online Business Presence



Figma Link: <https://www.figma.com/design/zwJfzNIgb6gBroUHS9MvcN/Healthy-Harvest?node-id=0-1&t=uPwb79bPJhVVkOIR-1>

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1. Introduction

This report presents the redesign process of the Healthy Harvest website, an e-commerce platform which specializes in selling fresh organic produce, pantry products and healthy food items. The primary aim of this project was to evaluate the strengths and weaknesses of the existing website and redesign it using modern User Experience (UX) and User Interface (UI) design principles. The redesign was developed using Figma, beginning with research into the current website before progressing through mood boards, wireframes and finally a high-fidelity interactive prototype.

The project focused on creating a cleaner, more visually appealing website while improving usability, accessibility and responsiveness across multiple devices. Modern e-commerce websites must not only look attractive but also provide users with an efficient shopping experience which encourages product discovery, simplifies navigation, and supports a smooth checkout process. Therefore, the redesign emphasizes intuitive navigation, improved content hierarchy, consistent branding, and mobile-friendly layouts.

This report analyzes the issues identified within the original Healthy Harvest website, explains the design decisions made throughout the redesign process, discusses the importance of responsive web design for e-commerce businesses, and reflects on how the final prototype meets both user needs and Healthy Harvest's business objectives.

2. Healthy Harvest Website Redesign

The original Healthy Harvest website successfully communicates the company's focus on fresh, locally sourced organic products. Additionally, it includes important pages such as product listing, recipes, company information and online shopping system. However, despite containing the necessary content, the overall user experience could be improved through a more modern design approach. Several usability and visual design issues were identified during the analysis stage, which became the foundation for the redesign.

One of the most noticeable issues with the original website is its visual presentation. Although the website uses colors that reflect its organic branding, the layout appears outdated due to inconsistent spacing, varying image sizes and dense block of contents. Content is one of the foundations of a website, it consists of any text, image

or video found on a website. Normally, a visitor will enter and leave a website in a less than a minute if they are not able to find what they are looking for. Therefore, it is important to keep the main content block in the limelight so as to not lose possible interested visitors [1]. Certain sections appear visually cluttered because elements are positioned too closely together, while other areas contain excessive empty space. The whitespace (or negative space) in graphic design terms, refers to any area of a page without text or images. The use of this whitespace is as important as content itself because without carefully planned negative space, a design will feel either too crowded or too empty [1]. This inconsistency makes the interface feel less polished and reduces the overall professionalism of the website. Modern users generally expect clean layouts with consistent alignment and balanced spacing, due to these characteristics improving readability and creating a more enjoyable browsing experience. To address this issue, the redesign introduces a structured layout based on consistent spacing, aligned content sections, rounded components and improved typography. These changes create a more organized appearance while maintaining Healthy Harvest natural and organic visual identity.

Another weakness of the existing website is its lack of clear visual hierarchy. Important information such as featured products, promotional offers and calls-to-action compete equally for attention, making it difficult for users to immediately understand where they should focus. Creating effective visual hierarchies is key in making pages easy to grasp in a hurry, all the visual cues have to accurately portray the relationships between the products, the brand and the lifestyle. There needs to be a clear distinction between the content that's most important to the content that's less important [2].



Image courtesy of "Don't Make Me Think" book by Steve Krug

In the redesigned homepage, a large hero banner displaying fresh organic produce immediately captures the user's attention while introducing the Healthy Harvest brand. Prominent buttons encourage users to begin shopping or explore recipes, while alternating content sections create a clear flow from one area of the website to the next. Larger headings, improved topography and carefully positioned promotional content further enhance the user's ability to navigate the page without feeling overwhelmed.

Navigation is another area that required improvement. Although the original navigation menu provides access to key sections of the website, it lacks emphasis on the shopping journey. Since Healthy Harvest operates as an online store, purchasing products should be one of the easiest actions users can perform. In the redesign, the navigation bar has been simplified and reorganized to improve usability.

The shopping experience itself has also been significantly improved. On the original website, products are presented using relatively small images with limited visual emphasis. The redesigned product page adopts a cleaner product card layout where each product features a larger image, concise description, clearly displayed price, quantity selector and a consistently positioned "Add to Cart" button.

The Recipe and About Us pages also benefited from substantial improvements. The original versions rely heavily on lengthy paragraphs of text which can discourage users from engaging with the content. The redesigned pages divide information into smaller sections supported by high-quality images that reinforce the content visually.

The checkout experience was another important consideration during the redesign. The purchasing process represents the final stage of the customer journey, and any unnecessary complexity can result in abandoned shopping carts. The redesigned checkout page presents shopping cart contents alongside billing details, payment information and an order summary making use of a clean two-column layout.

3. Responsive Design Implementation

Responsive web design has become one of the most important considerations in modern website development due to the increasing number of users accessing websites through smartphones and tablets. With responsive design comes the opportunity to reach a larger audience, save time and development efforts, improve

SEO and ensure brand and design consistency across devices. Designers in the early 2010s had already started to notice a shift in user accessibility, meaning that more users were starting to access web material on handheld devices than on desktops. With that in mind, assuming a “mobile-first” mentality is fundamental in achieving a desirable responsive design [3]. For an e-commerce website such as Healthy Harvest, responsive design plays a particularly significant role because customers frequently browse products while travelling, commuting or shopping from home using mobile devices. If a website is not optimized for smaller screens, users may encounter problems such as overlapping content, excessively small text, horizontal scrolling or buttons which are difficult to tap accurately.

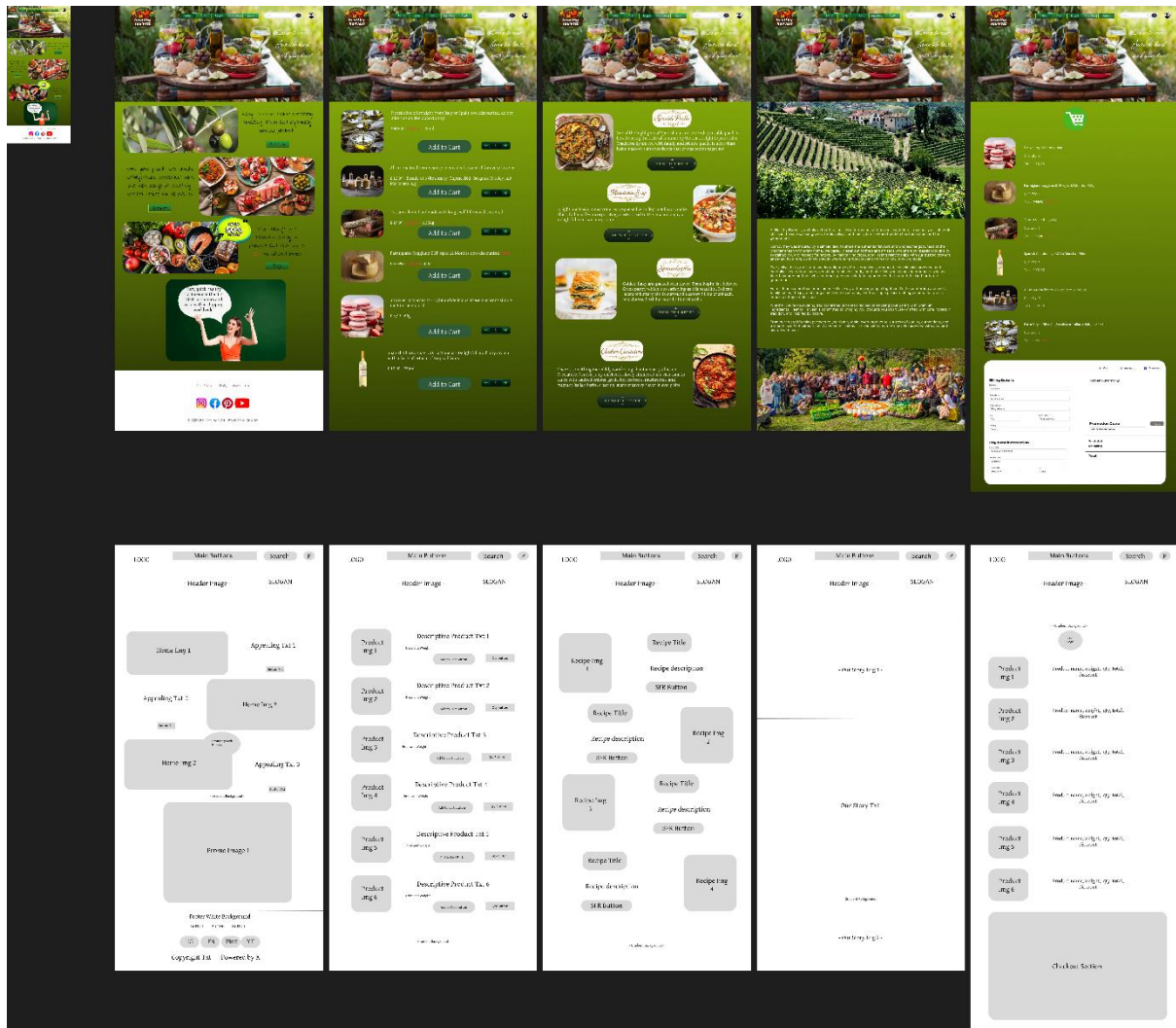
The redesigned Healthy Harvest website was created with responsive design principles in mind. The homepage is organized into flexible content sections which can stack vertically on smaller screens without disrupting the reading flow. Product grids can automatically reduce the number of columns depending on screen width, allowing individual products to remain large enough for comfortable viewing.

Navigation also benefits significantly from responsive implementation. On desktop computers, users can easily access navigation links through a horizontal menu. On smaller devices, these navigation options can be replaced with a collapsible menu icon, reducing screen clutter while maintaining access to every section of the website.

The checkout process is another area where responsive design greatly improves usability. Completing online forms on mobile devices can often be frustrating if fields are too small or poorly organized. In the redesigned checkout page, form elements are larger, well-spaced and logically grouped.

From a business perspective, responsive design offers numerous advantages beyond improving user experience. Search engines such as Google prioritize mobile-friendly websites within search rankings, meaning responsive websites often receive greater online visibility. Higher search rankings can attract more visitors, increasing opportunities for product sales. Furthermore, research consistently demonstrates that customers are more likely to complete purchases on websites that provide seamless experiences across multiple devices.

4. Implementation Section



The implementation phase involved transforming the initial design concepts into a complete high-fidelity prototype using Figma. Before creating the final interface, a mood board and a series of low-fidelity wireframes were developed to establish the overall visual direction and page structure. These planning stages ensured that design decisions were based on usability principles rather than aesthetics alone. Once the layouts had been refined, the final prototype was designed by applying a consistent color palette, typography, imagery and interactive components across all pages.

The mood board played an important role in defining the overall identity of the redesigned website. Since Healthy Harvest promotes organic food and sustainable farming, the visual style was inspired by nature and freshness. Different shades of green were selected as the primary colors to reinforce the company's environmentally friendly image and create a sense of health, growth and sustainability. High-quality

photographs of fresh produce, prepared meals, vineyards and outdoor farming environments were chosen to strengthen the connection between the products and their natural origins. Rounded buttons, clean typography and generous spacing were also incorporated to create a modern, welcoming interface which reflects the company's values while improving readability and visual consistency.

The wireframes served as the structural foundation of the redesign by determining the placement of navigation menus, images, text, buttons and product listings before any visual styling was applied. Creating wireframes first allowed the user journey to be evaluated and refined, ensuring that important information was positioned logically throughout the website. The homepage was organized to guide users from the hero banner through featured products and promotional content, while the shop page prioritized product images and purchasing controls. Similarly, the recipe and About Us pages were designed with alternating text and image sections to improve readability and maintain user engagement.

The final prototype consists of redesigned versions of the homepage, product catalogue, recipe page, About Us page and shopping cart with checkout functionality. Throughout the prototype, consistent design elements such as colors, fonts, button styles, spacing, and navigation were maintained to create a cohesive user experience. These implementation decisions resulted in a website that is visually appealing, easier to navigate and better aligned with modern e-commerce design standards while effectively supporting Healthy Harvest's business objectives and improving the overall customer experience.

5. Conclusion

The Healthy Harvest website redesign successfully transforms the original website into a more modern, visually appealing, and user-friendly e-commerce platform. Through careful analysis of the existing website, several usability issues were identified, including inconsistent layouts, weak visual hierarchy, lengthy text sections, and an inefficient shopping experience.

The redesign addressed these issues by implementing cleaner layouts, consistent branding, improved navigation, responsive page structures, and simplified shopping workflows. Mood boards and wireframes played a crucial role in establishing the

website's visual identity and ensuring an effective content hierarchy before developing the final high-fidelity prototype.

Overall, the project demonstrates how user-centered design principles can significantly improve the quality of an e-commerce website. The final prototype better supports Healthy Harvest's business objectives by enhancing customer engagement, improving product discoverability and creating a more enjoyable online shopping experience across desktop and mobile devices.

6. References

- [1] J. Beaird and A. Walker, *The principles of beautiful Web design.*, Fourth edition / Jason Beaird, James George&Alex Walker. Fitzroy, Victoria, Australia: SitePoint, 2020.
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- [3] IxDF - Interaction Design Foundation. "What is Responsive Design (RD)?" IxDF - Interaction Design Foundation. <https://ixdf.org/literature/topics/responsive-design> (accessed Jul. 23, 2026).