



Component 1 – Website Redesign for Online Business Presence

Business and Web Management



Student Name: Morsal Ali

Student Id: 2413056

Module code: ACCA5019

Lecturer: Dr Mobolanle Bello

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1.0 INTRODUCTION

This report will document the user interface/user experience (UI/UX) redesign effort for Healthy Harvest, an on-line grocer that has been selling organic produce for some time and wishes to upgrade their site to be able to show off their sustainable branding as well as improve their bottom line. The intent of this report is to analyse the usability problems of the current Healthy Harvest web site and to propose a redesign based on what we have learned about designing good UI/UX.

The scope of this report includes evaluating the current web site issues and proposing fixes; analysing the implications of responsive design for e-commerce user experience and mobile sales performance; and documenting the design process from creating a mood board through to wire framing and prototyping.

A structured UI/UX design flow is used. We started with the development of a mood-board so we could create a visual and emotional design direction consistent with Healthy Harvests brand identity [1]. Then we created low fidelity wire frames to determine the layout of each page and to develop the information architecture. Finally, we developed interactive prototypes using Inkscape to display functional user interactions on five critical pages.

This report is important because it demonstrates how making design decisions that are supported by data can eliminate usability problems and support Healthy Harvests' strategic objective of improving conversion rates and retaining subscribers.

2.0 HEALTHY HARVEST WEBSITE REDESIGN

Healthy Harvest's existing website has many usability and design problems. As such, this section will examine each problem and provide evidence-based solutions to solve them.

1) Confusion with Navigation/Information Design

Healthy Harvest does not have an organized or structured approach to its navigation. Therefore, users are often unable to navigate through the website to view their product offerings or clearly understand how different categories are related. Research indicates

that poor navigation leads to increased bounce rate and decreased task completion due to user frustration as users typically exit websites when they cannot quickly access the information they are looking for. Additionally, research indicates that confusion from multiple ways to navigate, too much space on a page between sections, can also lead to decreased user experience. To create a better user experience at Healthy Harvest we will introduce a clean simple top level navigation system (Home, Services, Products, about us, Contact us), a common naming convention throughout the site, and a consistent search box on every page. We will implement these items using a Card style home page which allows all products to be grouped into four categories Fresh produce, Pantry staples, Prepared meals, Grocery boxes [2].

2: Outdated Visual Design Misaligned with Brand Values

The current visual identity communicates little about the sustainability that Healthy Harvest is trying to promote.

A new design has been developed to address this issue by creating a consistent and cohesive use of colours of natural greens and earthy tones in the colour palette as well as using an organic style for the typography and high-quality images of fresh produce and partnerships with farms [3].

3: Non-Responsive, Poorly Optimised Mobile Experience

With mobile devices now driving most e-commerce traffic but converting at about one-half the rate as desktops, an inoperable design is a direct loss of income. Mobile Commerce has produced a very high percent of all global e-commerce activity and with this comes a large percentage of lost potential revenue. A full responsive, first on mobile layout will be created with flexible grid systems and break points to ensure that the touch target area, navigation, and checkout processes will be optimized for small screen sizes [4].

4: Limited Product Information and Lack of Sourcing Transparency

Customers currently cannot access detailed ingredient origin or sourcing information, undermining trust in an organic brand. The redesign introduces expanded product pages featuring sourcing details, farm partner profiles, and certification badges, directly supporting the brand's transparency commitments [5].

5: Low-Quality Imagery

Poor imagery reduces perceived product quality and trustworthiness. The redesign replaces existing visuals with bright, natural-light photography consistent with the mood board, reinforcing freshness and authenticity [6].

6: Inefficient, Lengthy Checkout Process

Long checkouts are a major reason for cart abandonment as indicated by many reports showing that on average the cart abandonment rate is at least 70% in e-commerce.

Some of the main reasons include unexpected shipping costs being added too far into the checkout process. The proposed solution uses a simple one-page flow which allows for a guided flow through the checkout process and provides up front delivery pricing information. It also includes guest checkout options and limits the number of form fields required [7].

7: Absence of Personalised Recommendations

The current site offers no tailored product suggestions. Research demonstrates that personalised recommendations play a moderating role in strengthening the relationship between trust, satisfaction, and customer loyalty in e-commerce. Wireframes therefore include a "Recommended for you" section on the homepage and product pages, based on browsing and purchase history

8: Accessibility Issues

Several online retailers are in violation of the most rudimentary access standards; as an example, one peer reviewed study evaluated for accessibility on fifty top ranked E-commerce sites and noted a low positive correlation between the site's rank and it's compliance with accessibility standards which indicates many top ranked sites regularly violate accessibility. The new design includes the alignment of all WCAG 2.1 AAA guidelines (colour contrast, alt description, menu navigation using the keyboard, visible focus state) [8].

9: Limited Trust Signals and Social Proof

The absence of reviews, ratings, or trust badges leaves new customers without reassurance. The redesign adds customer review sections, star ratings, and visible certification/trust badges (organic certification, secure payment icons) across product and checkout pages.

10: Ineffective Calls-to-Action

The redesign standardises CTA styling using consistent, high-contrast pill buttons positioned within the thumb-reach zone on mobile layouts [9].

11: Slow Loading Times

The redesign specifies compressed, responsive image formats and a streamlined layout to reduce load times. Collectively, these solutions directly respond to HealthyHarvest's strategic objectives of improved usability, stronger brand alignment, and increased conversions.

3.0 RESPONSIVE DESIGN IMPLEMENTATION

Responsive design is a method of designing web pages so that their content adapts automatically with respect to the browser size as well as the viewing screen dimension on whatever type of device is being used (mobile phone, tablet or desktop) [10]. Thus, enabling a "Mobile First" philosophy where mobile user experience is given priority over all others before then moving to desktop view. As such, responsive design can be achieved by means of three types of elements; i) Fluid Grids, ii) Flexible Images & iii) CSS Breakpoints. All three can adapt the layout of a webpage relative to what device it is viewed from. This is why responsive design is becoming a standard expectation of e-commerce sites today since shoppers will switch back and forth seamlessly between multiple devices (smartphones, tablets and desktop computers) during a single purchase journey.

Implications for Improving User Experience

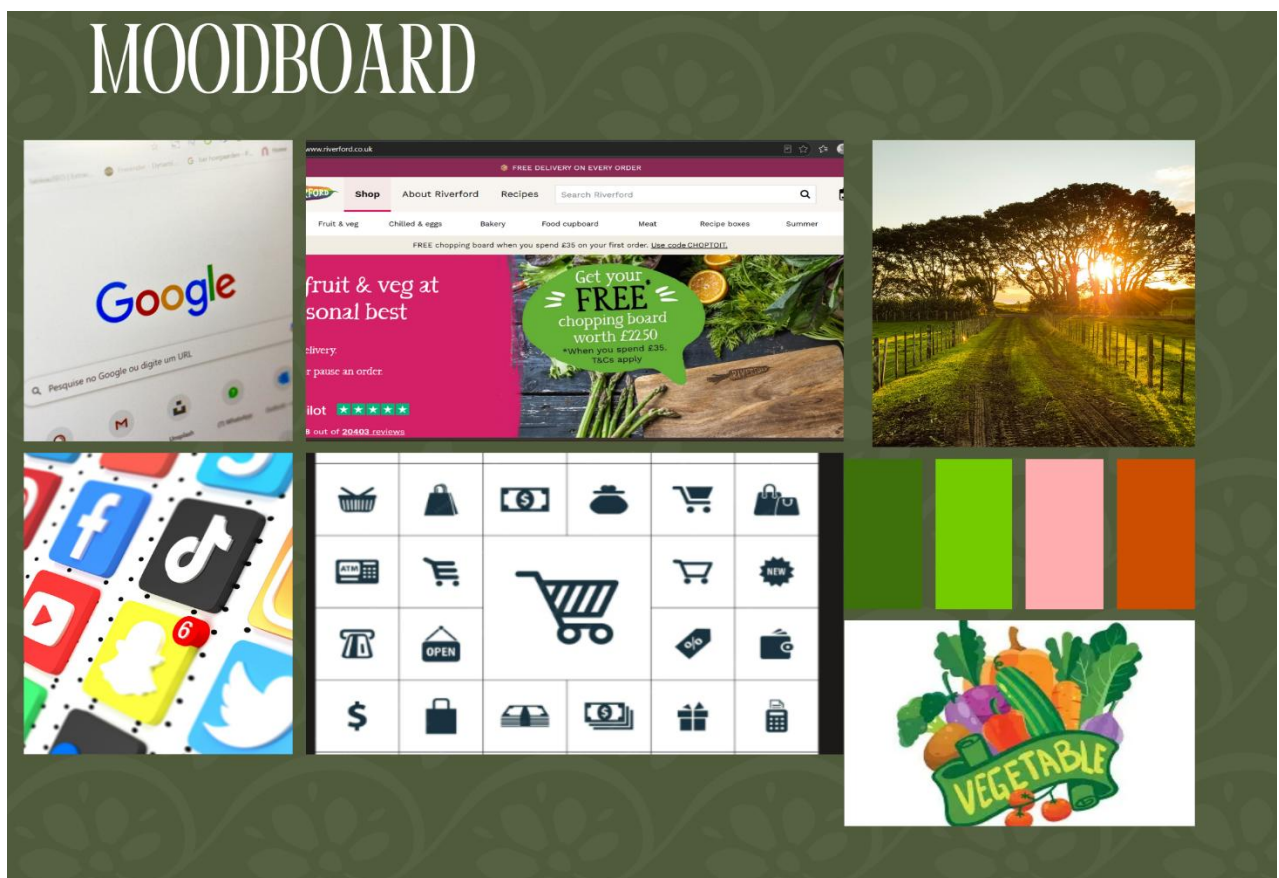
Implementing responsive design directly improves user experience by ensuring content remains legible, navigable, and visually consistent regardless of screen size. Responsive design consistently offers a better and more dynamic user experience compared to fixed-size layouts, reducing the need for users to pinch, zoom, or scroll horizontally friction points that typically lead to frustration and early abandonment. For HealthyHarvest, this means product images, navigation menus, and checkout forms will resize and reposition automatically, ensuring touch targets are appropriately sized and text remains readable on smaller screens. This consistency across devices also reinforces brand trust, as customers encounter the same polished, organic-themed interface whether browsing on a train via mobile or shopping from a desktop at home [11].

Implications for Improving Mobile Sales

Beyond usability, responsive design has direct commercial implications. As mobile devices increasingly account for most of the e-commerce traffic, a non-responsive site risks losing a significant share of potential sales to abandonment or poor conversion. A responsive HealthyHarvest website removes barriers such as illegible text, mis-tappable buttons, and broken layouts that commonly cause mobile users to abandon their carts before completing a purchase. By presenting a streamlined, touch-optimised checkout flow on mobile specifically, the redesign supports higher mobile conversion rates and stronger subscription sign-up completion, directly contributing to HealthyHarvest's strategic growth objectives.

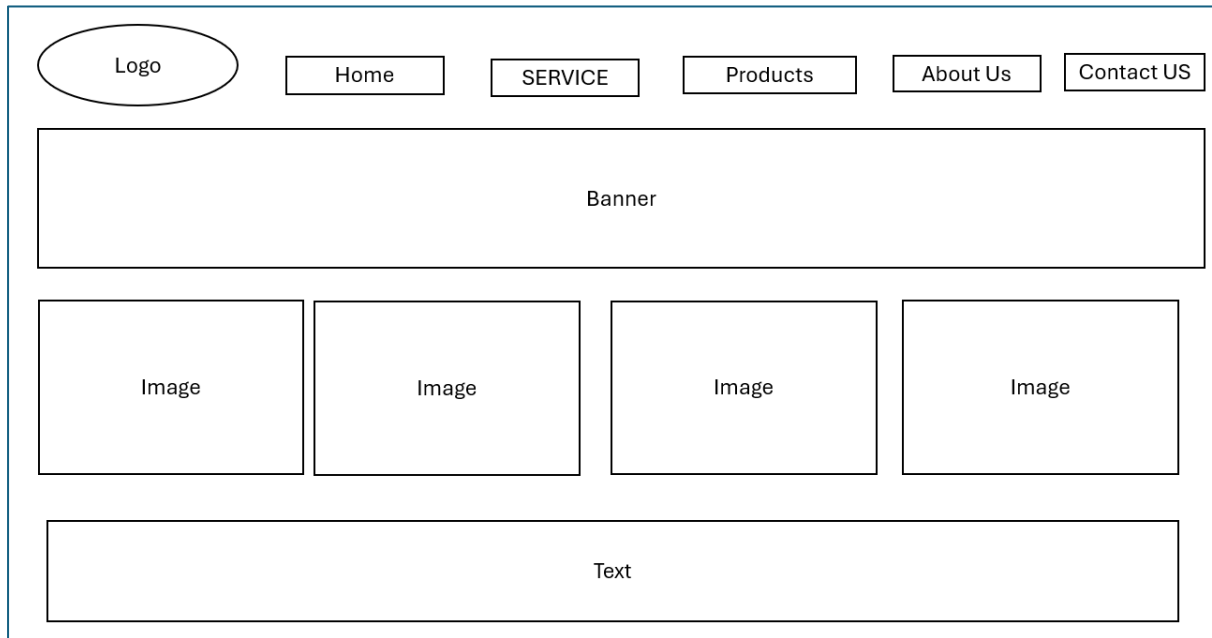
4.0 IMPLEMENTATION SECTION Moodboard

Screenshot

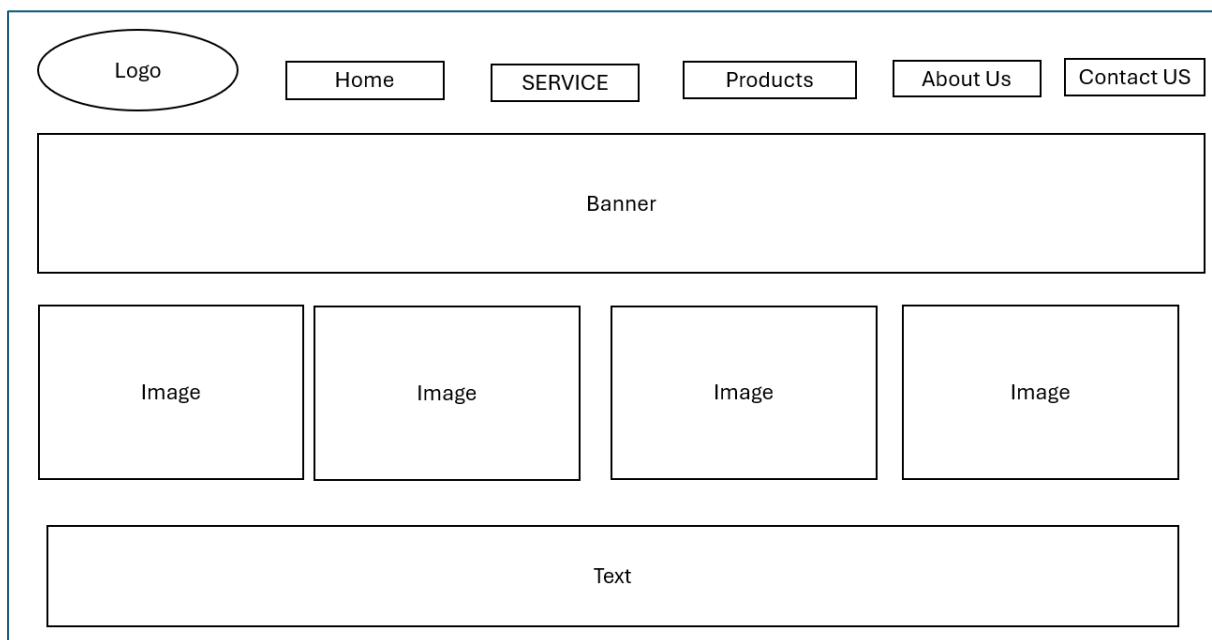


Wireframe Screenshots Homepage Wireframe

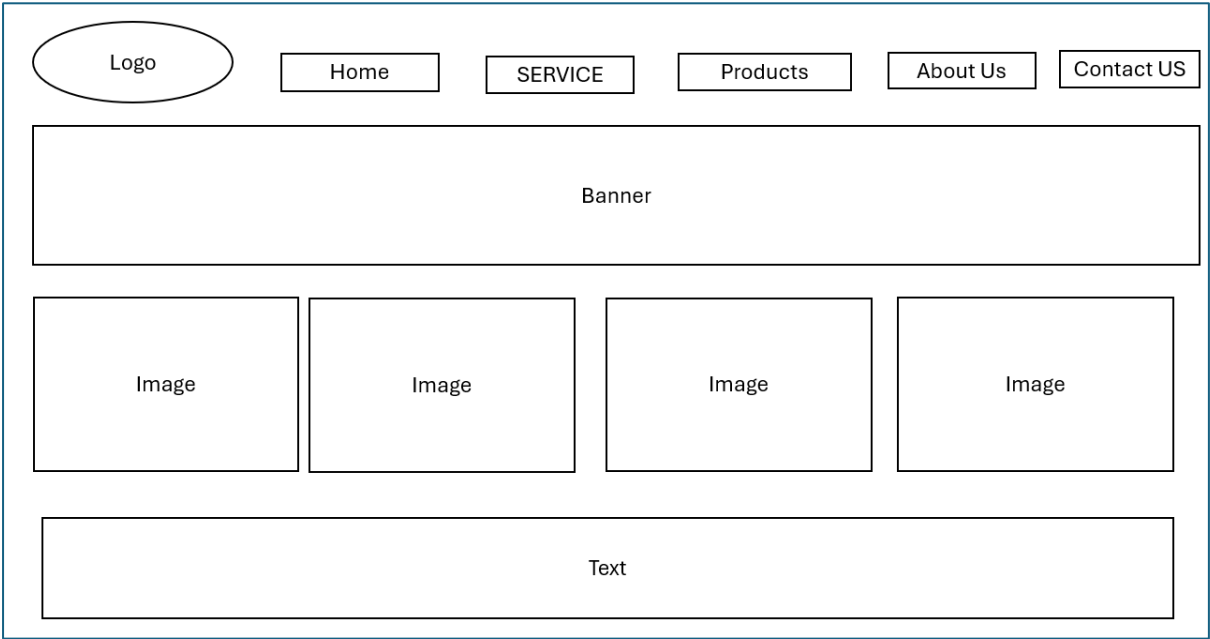
Screenshot



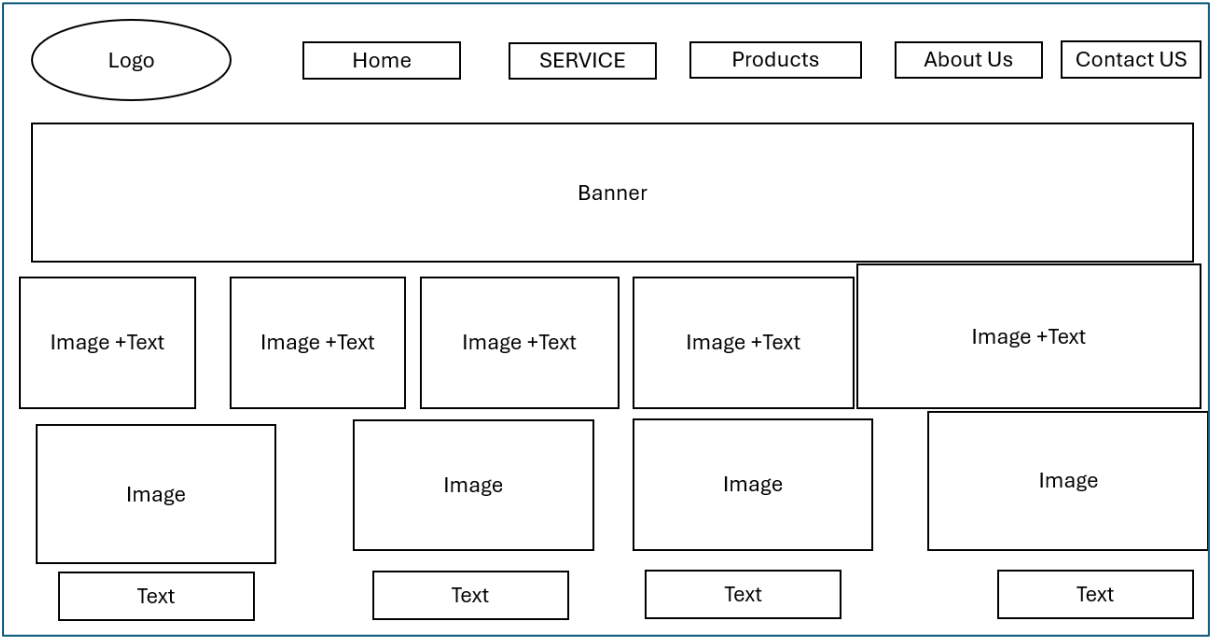
Page 2 Wireframe Screenshot



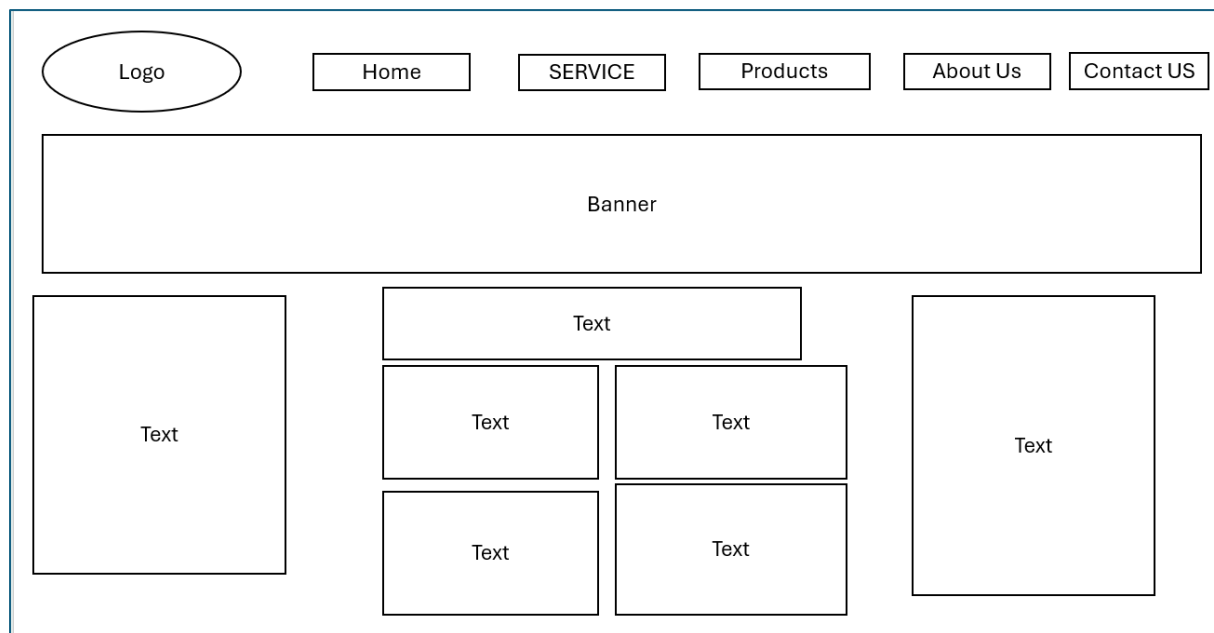
Page 3 Wireframe Screenshot



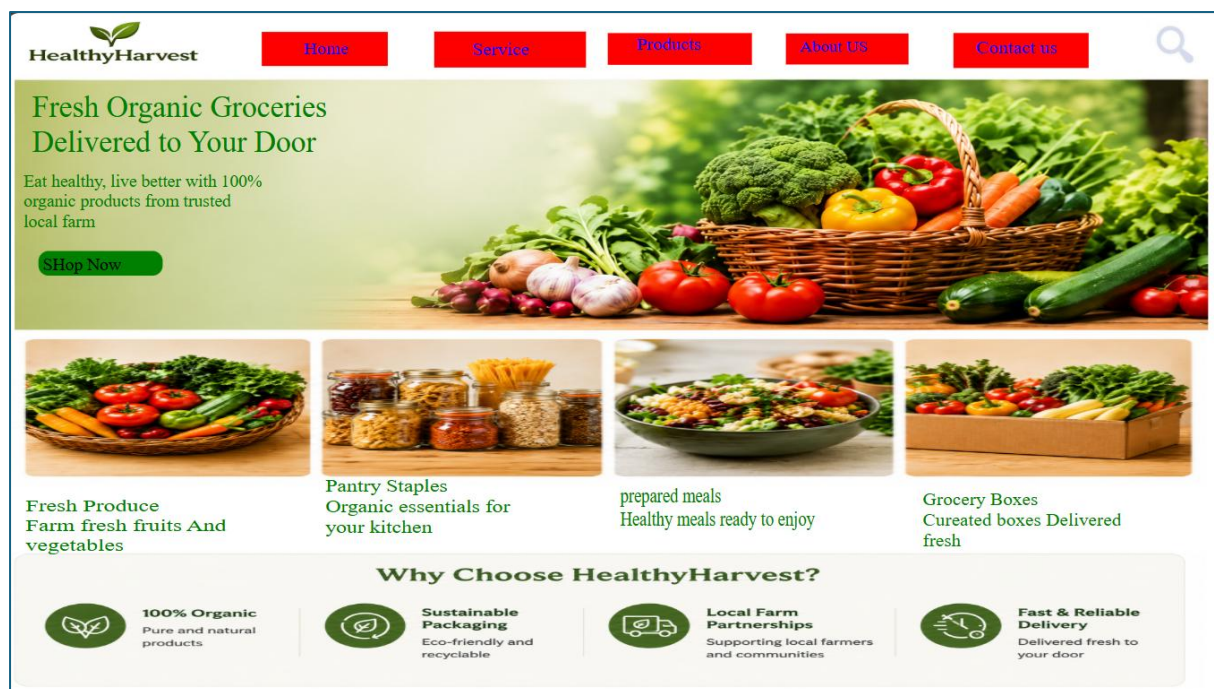
Page 4 Wireframe Screenshot



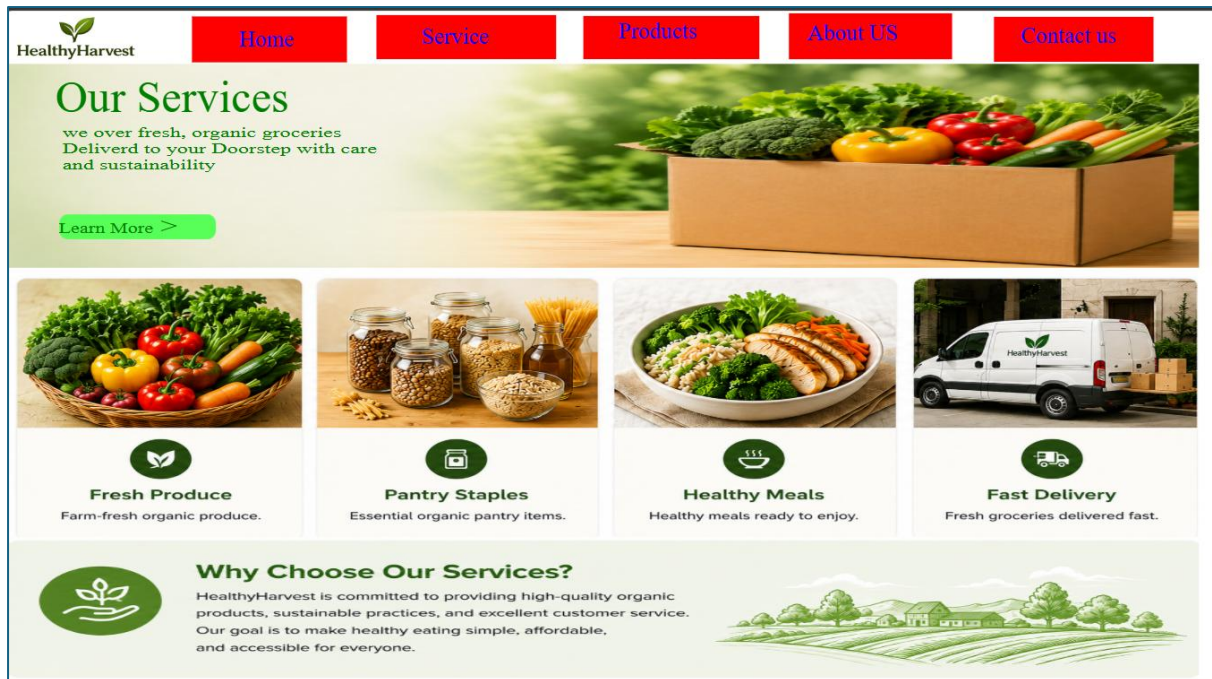
Page 5 Wireframe Screenshot



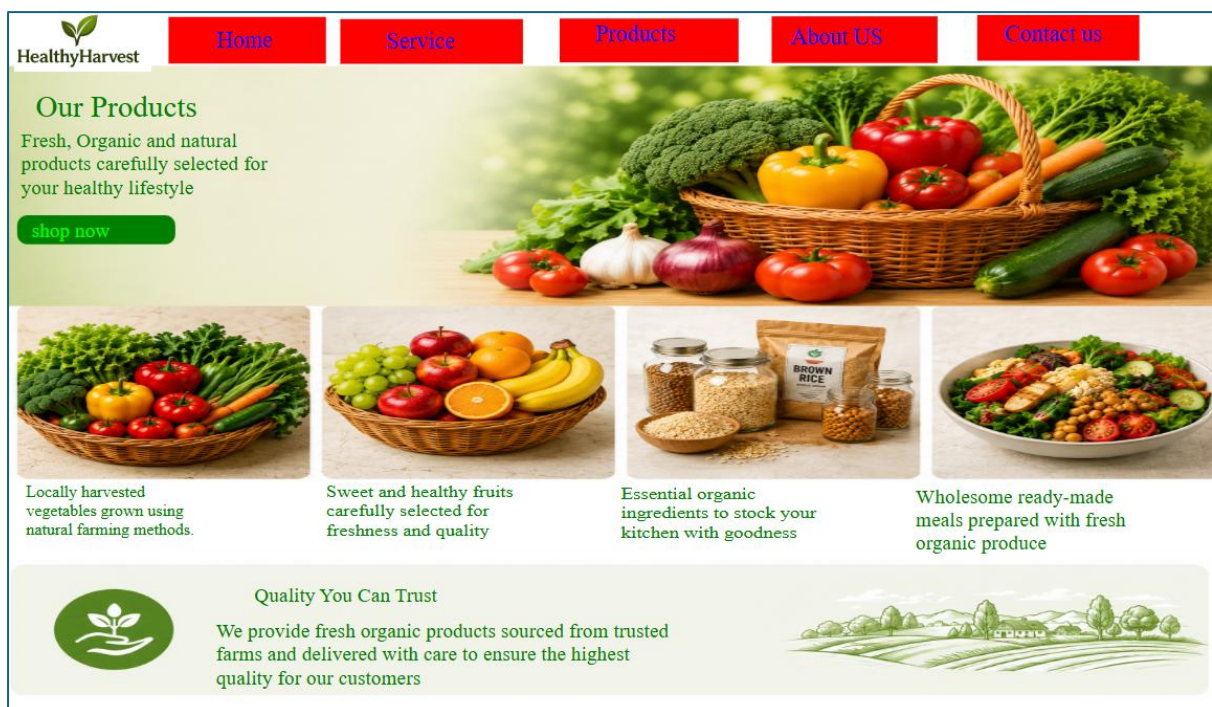
Web Design Screenshots Homepage Web Design Screenshot



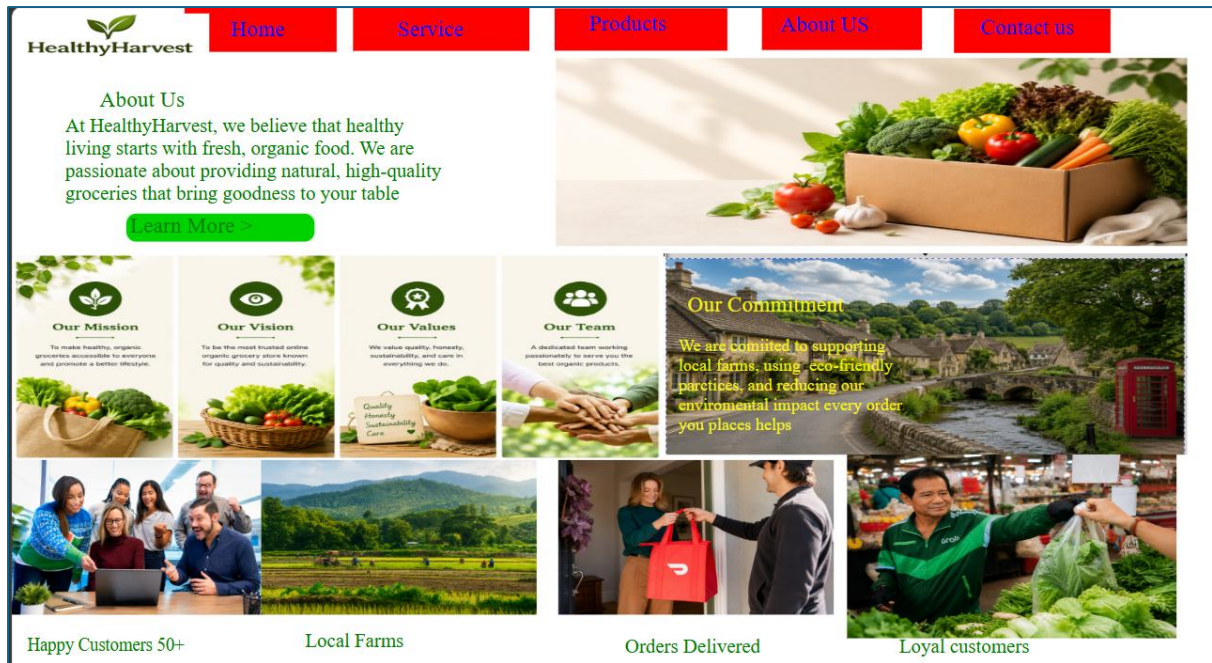
Page 2 Web Design Screenshot



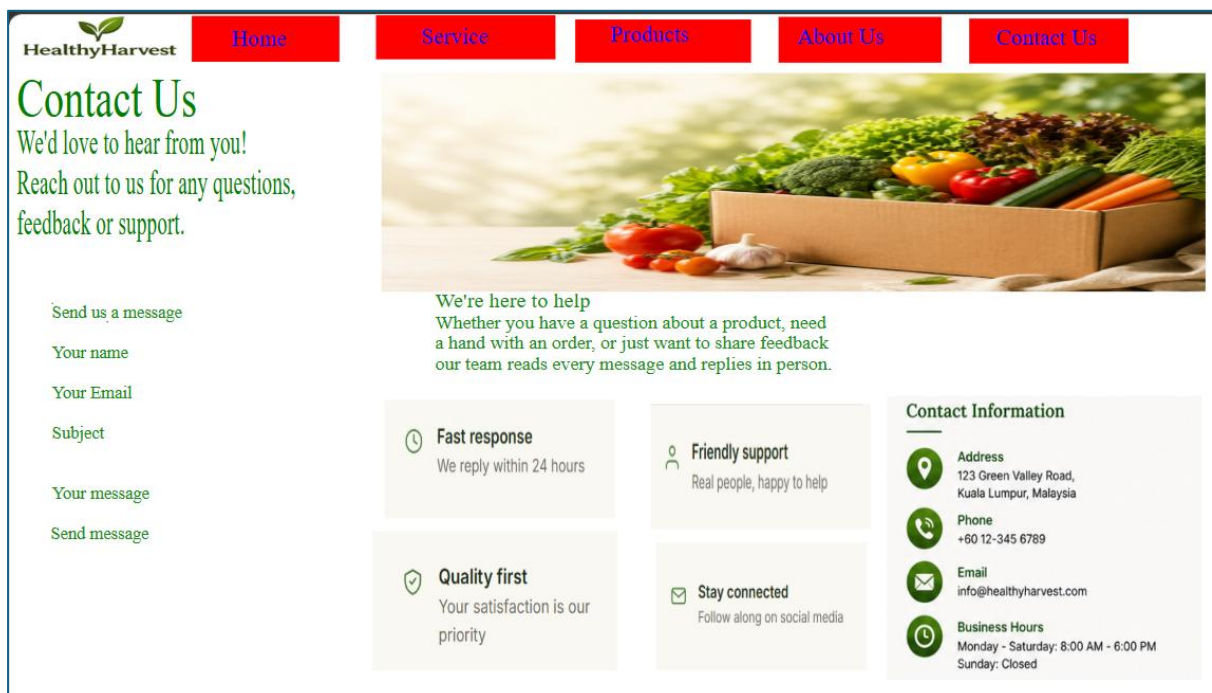
Page 3 Web Design Screenshot



Page 4 Web Design Screenshot



Page 5 Web Design Screenshot



4.1 MOODBOARD AND WIREFRAME DESIGN

Moodboard

A moodboard can be described as an artistic collection of imagery, colour, typography and design elements compiled together to identify the overall visual and emotional atmosphere of a project before it begins to develop. Moodboards have become a staple

among many UI/UX designers who utilize them as a primary planning tool to provide designers with a common visual language from the very beginning of their work. Once the initial visual identity has been determined through use of a moodboard, designers can continue to make consistent decisions toward the brand's core value and customer expectation.

Healthy Harvest Moodboard Design Influence

As indicated by the above definition, the Healthy Harvest moodboard greatly impacted several aspects of the redesign. The colour scheme presented in the moodboard (bright green, soft pink and terracotta orange set the visual tone for the prototype. The majority of the background, headings and navigational items were coloured green to represent the organic/natural aspect of the Healthy Harvest brand. The e-commerce icon grid depicted in the mood board was also a major influence on how icons were styled throughout the prototype, further enhancing the clean and practical approach to both product and check out interactions. A snapshot of the Riverford Organic Grocery website was another source of inspiration for the layout, navigation and trust indicators of the Healthy Harvest e-commerce experience (star ratings, "free shipping", etc.). All these factors played into the layout choices made across each of the five prototype pages. The beautiful farm sunset photography used in the Healthy Harvest moodboard helped to create the earthy, natural photographic tone utilized in hero banners. Lastly, the social media icon panel illustrated just how important online connection and user interaction will be in the Healthy Harvest redesign.

Wireframe

A wireframe is defined as a two-dimensional skeletal outline of a webpage that provides a clear overview of page structure, layout, information architecture, and functionality, without incorporating colours, fonts, or imagery. Wireframes serve as a crucial visual blueprint that conveys a user interface's hierarchy and structure, emphasising usability and fostering alignment among stakeholders before development begins. By focusing purely on layout, wireframes allow designers to plan content placement efficiently, reducing the risk of costly structural changes later in the design process.

For the HealthyHarvest redesign, wireframes were developed for all five key pages: Homepage, Service, Products, About Us, and Contact Us. Each wireframe followed a consistent structure featuring a logo, a five-button navigation bar, a full-width hero

banner, a four-column image and text grid, and a full-width text block at the bottom.

This consistent layout template directly influenced the final prototype by establishing a predictable navigation pattern, addressing the confusing navigation issue identified in the brief. The four-column grid layout defined in the wireframes also shaped the product category sections visible across the Service and Products pages, ensuring content was evenly distributed and visually balanced throughout the prototype [12].

5.0 CONCLUSION

This report has documented the full UI/UX redesign process undertaken for HealthyHarvest, covering the identification of current website issues, the proposal of evidence-based solutions, an analysis of responsive design implications, and a detailed account of the design process from mood-board through to wireframing and interactive prototyping.

The design process demonstrated the significant value of following a structured UI/UX workflow. Beginning with a mood-board ensured that all visual decisions colour palette, typography, photography style, and button design were grounded in HealthyHarvest's brand identity of organic living, sustainability, and freshness before a single prototype page was built. The wireframing stage then allowed page structures to be planned and validated efficiently, ensuring consistent information architecture across all five pages prior to development in Inkscape.

The resulting five-page interactive prototype directly addresses the critical issues identified in the original website, including confusing navigation, outdated visual design, lack of trust signals, limited product information, and ineffective calls-to-action. Each design decision was justified through current academic research, ensuring the redesign is not only visually compelling but also evidence-based and user-centred.

Overall, this project highlights how a disciplined design process, supported by tools such as mood-boards and wireframes, is essential for delivering a high-quality website that meets both user experience standards and HealthyHarvest's strategic business objectives of improved conversions, stronger brand alignment, and increased subscription retention

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