

## Evaluation

The redesign of this site was created to represent the personas of Silvia Gatt who is a student who values clarity, immediate access to information and desktop being the first priority design. The priorities are present in the final design through a simple, easy to read interface that concentrates more on informing users on essential facts like course information and student services.

The structure and usability are also one of the strongest solutions of this redesign. The homepage is not cluttered and good emphasis has been given to the use of visual spacing that guides the eye to various important areas like navigation bar, banner image and content cards. This is in line with feedback obtained by a survey participant who cited the following, *"When things aren't in the right place and I have to click through lots of menus to find one thing."* Text is clear and large parts of the page are distinct, which is why Silvia likes clear design with as little clutter as possible.

As strong as these strengths are, there still are areas that could use an improvement. In particular, the page of upcoming events can be made more eye-catching. Although it is there, it is well-designed so not to be obscure, the button with access to more event-related content could be missed because of its current location. One respondent mentioned, *"Make events and notices stand out more, I only find out about them when someone tells me"*, this should mean that this kind of content needs to be given more prominence and priority higher up the page.

The simple aesthetic ability can as well be perceived by some users to be too simple. Nevertheless, quite aligned with the kind of experience most survey participants wanted: a slimmed-down, immediate experience.

The completion of the work took a lot of patience and was done with the assistance of a friend, as much as I appreciated the help we got stuck on the working contact form and are unsure if the contact form works or not. Through these ups and downs, the site managed to run effectively.

In general, the site is efficient at the level of addressing the requirements of its target audience, but there are still a couple of improvements that can be put in place to make it more effective.