

Task 4 of Website Design

Alex Grech, an 18-year-old diploma student who frequently visits the website to acquire course information and services, is one of the users who have voiced important usability problems that the redesigned MCAST homepage successfully addresses. Based on survey results showing that 77.8% of users reported layout problems, this new design prioritises user-centred navigation, mobile responsiveness, and visual clarity.

The updated homepage design adopts a simple and hospitable style. Alex's main objective is to find course materials fast, therefore the bold sectioning with distinct categories—Courses, News, About Us, and Contact Us—caters to this need. The use of Warm Coral (#F76C5E) for navigation and calls to action establishes a unified visual identity and highlights crucial links right away. For consumers with little technological expertise, typographic choices like 36px bold Nunito headers aid in the sensible organisation of content. Alex and other students benefit from the clear service links and simple search bar, which help them avoid complicated menus. One survey respondent's comments, "It's clean and obvious—no need to guess where things are," perfectly capture this.

Although clutter and clarity are addressed in the layout, there is always room for improvement in terms of accessibility and interactivity. Some customers complained about the absence of visual transitions or delicate animations when they clicked or hovered. A more responsive experience would be achieved by adding hover states (such as box shadows and coral lighting when hovered) and reliable button click feedback. Clearer alt text for icons and more contrast in several header sections would also increase accessibility. Alex and other mobile users demanded better performance on smaller screens. Smoother mobile navigation would be supported by making sure that all buttons maintain a minimum tap area of 44 x 44 pixels and streamlining material for scrolling.

This redesign shows a solid basis based on persona-driven objectives and user feedback. It supports both new and returning users by striking a balance between a friendly atmosphere and useful features. The MCAST homepage can become a truly student-first platform that represents the requirements, annoyances, and behaviours of users like Alex Grech by improving accessibility and interaction.