

Client Project

Overview:

This project was for my XA 242: Introduction to Experience Architecture class. This was our final project, that we worked on for half of the semester. We were placed into groups of 4 and had to analyze the msu.online website. From there, we worked with Kaitlyn Andary, a Digital Marketing Coordinator on the Online Program Management Team; to make suggestions for what we would like to change on the website. At the semester's end, we gave her a presentation, suggesting our ideas. At the moment, she is reworking the website, taking into account the suggestions we presented.

My Findings:

Spacing and Position of Information:

When looking at the information presented on the msu.online website, much of the spacing between lettering and different information appears very off. Whether it be the information is spaced too far apart, or not aesthetically pleasing to the eye, that can be offputting to the user, if the space was not strategically used to pull attention to certain elements of the website.

Welcome

Prospective

Applicants and

Future Students

We are excited that you are
looking to advance your career

← For example this screenshot from the events tab of the website. The spacing between “Welcome Prospective Applicants and Future Students” was not strategically placed.

Or below, a quote from an MSU online student. The quote, first off, is hard to register it's from an MSU online student. Secondly, the spacing and format could also be designed more strategically for the user.

“ I wanted to go to a reputable organization, for one, and Michigan State is definitely that. I love the rich tradition and prestige that MSU offers,” Adeniyi says of the school's recognition. “And then I also wanted to specialize in exactly what I was passionate about, but also skilled in, so I wanted to have a more specialized online master's degree as opposed to a general MBA. So, when I was searching for that I realized that management, strategy and leadership were the areas I'm most passionate about, and I was able to find a program at MSU that did just that. ”

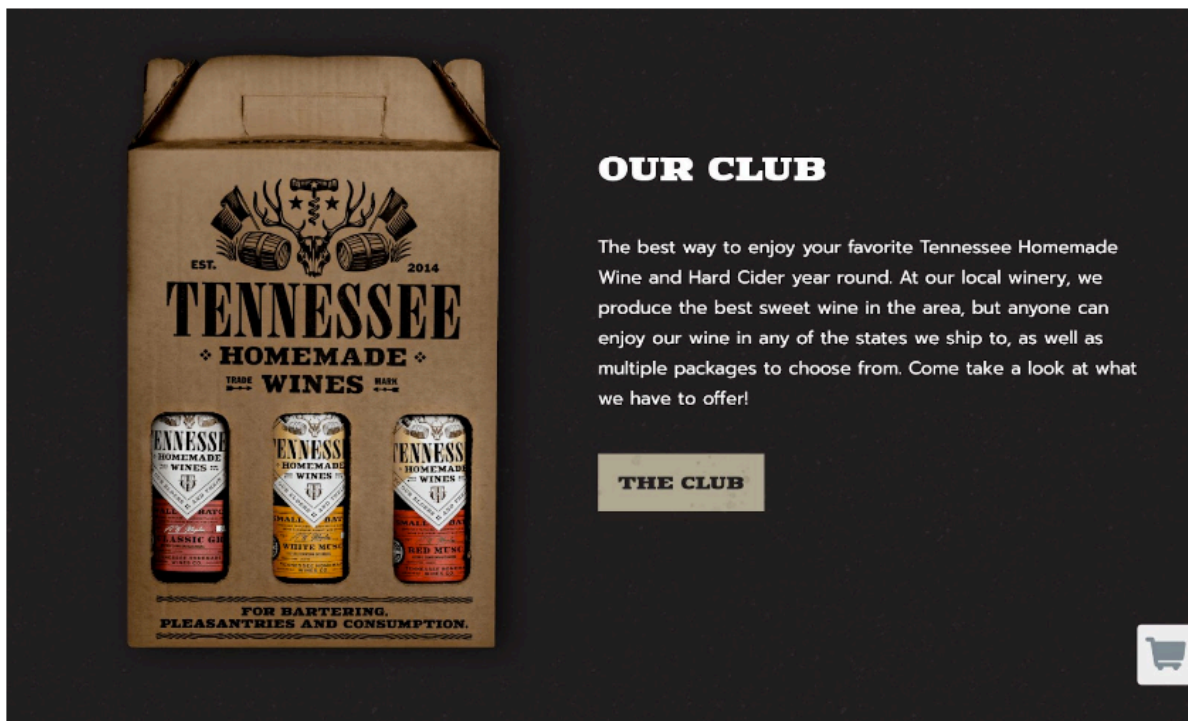
Andrew Adeniyi, MSU Student – MS in Management, Strategy and Leadership Online

Website found: <https://webflow.com/blog/web-design-how-element-spacing-works>

This article focuses on strategically using the space in a website. We must use the space presented in a website wisely to draw focus to certain elements one wants the user to view, and still convey the intent of the overall site. Wherever one would like to draw attention, you must focus that section of the website on that, while still having a flow and cohesive look. Good spacing can also help improve accessibility and navigation

A tool this article focuses on is the box model of design. This model makes every element on the website have its own adjustable box, figuratively. This helps the designer have more control over the position, room was taken, how close, and so on an element is on the website.

Tennessee Homemade Wines



^ This was an example used on the website.

This makes the user focus on the idea of joining the club, while still giving a focus on what that entails, an image of the product, and the CTA button.

I feel we could use this idea specifically for the student quote. Similar to the draft below.



"I wanted to go to a reputable organization, for one, and Michigan State is definitely that. I love the rich tradition and prestige that MSU offers," Adeniyi says of the school's recognition. "And then I also wanted to specialize in exactly what I was passionate about, but also skilled in, so I wanted to have a more specialized online master's degree as opposed to a general MBA. So, when I was searching for that I realized that management, strategy, and leadership were the areas I'm most passionate about, and I was able to find a program at MSU that did just that. "

- Andrew Adeniyi, MSU Student –
MS in Management, Strategy and
Leadership Online

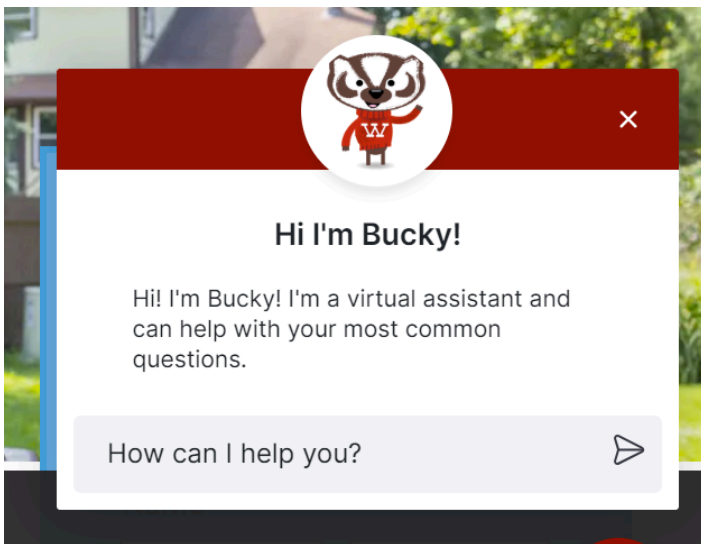
[Learn More](#)

Link to the photo used above:

<https://www.offset.com/search/person+working+on+computer+behind>

Virtual question assistant, to help navigate the website:

When we were in class, we did an activity for which we were given a competitor school website, to analyze. Our group was giving online.wisc, and there was one element I liked from their website.



← This is Bucky, the University of Wisconsin mascot. Right when one opens up the website he pops up in the corner. From there you can ask him questions to navigate the website and get to the page one is searching for easier and quicker.

The msu.online website has nothing like that, but it would be very helpful. Since there is so much information placed on the website, it can be overwhelming, and an everyday person who is working a job, or taking care of a family, does not want to feel confused or overwhelmed, it will only deter them from using msu.edu.