Fourth Deliverable: Hardest Decisions

During the course of this project, our group came upon many elements ranging from navigation, information architecture, layout, images and branding that challenged our decision making when redesigning. This document, "Hardest Decisions", is a short discussion of things we felt were difficult in implementation.

One of the first problems we noticed on Georgia State's Homepage was that it had two horizontal navigation bars on the top, totaling 11 different headings. There was a multitude of repetition in subheadings under the primary tabs. We thought it was important to restructure this information and simplify the labels to make it really obvious to a user what path they are going to take to get to the information they want to find. Thus, we condensed information into one navbar and 6 header tabs as seen in index.html. Now the challenge was how we were going to organize the information. We analyzed each subheading and really thought about where a user would go to find that information, as determined by 'information for' or 'information about'.

For the about page, we felt that GSU's was very plain, without the hook to make the university seem like an exciting and modernized place. The current page has block images, a lot of text to scroll down, and a boring look. So we wanted to make the about page more trendy with a modern look to capture audiences and show that this university is the place of your future. One thing that was hard to decide for the brand was how to lay out the images to give this trendy look. This is why we came upon the idea of making images as banners to separate the headings better.

Another big thing that bothered us was the footer. All three of us agreed that the footer on the homepage was really ugly and chunky. A footer isn't supposed to be distracting, it's supposed to be complimentary to the website and clean to look at. We felt the bright royal blue was distracting and the alignment of text was disorganized. So we changed the color to gray and spaced text better to make the brand minimalistic. We also felt that the current page had a lot of content with a lot of wording that was repetitive. Our goal with creating images with short captions is for minimalistic design and having the images speak for the text.

When taking our user scenario and re-creating housing we also came upon some design issues, specifically with how you follow pages and how you go back to pages. When you start exploring around the housing site, it's easy for a user to get lost and not know where they are. This inspired our "breadcrumbs" on the top of the housing pages so that we know exactly how we navigated to the page we are at.