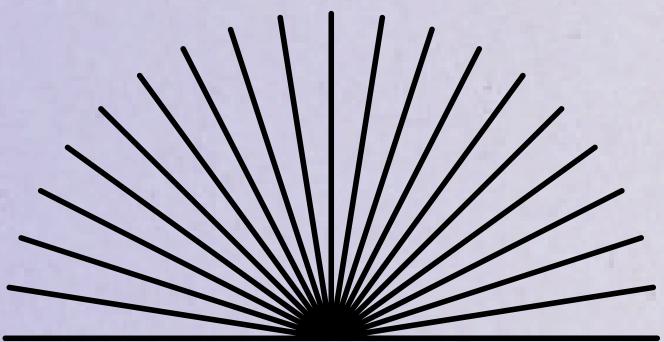


# **REDESIGN FEEDBACK**

**WEB DESIGN  
TASK 3**

**ANA SORAIA  
MATOS 4.2A**



# FEEDBACK FROM EMMA

- Website Redesign - MCAST (150W.) paired with Emma.
- o First impression ①
  - o Structure & navigation ④
  - o Visual Design ⑤
  - o Content Purpose ⑥
  - o Technical consistency ⑤
- 
- 1) a) likes it, good layout, consistent, in middle, likes signature in the bottom.  
b) clear site for student.  
c) negative: logo / duplicate → broken link  
positive: loves design and consistency.  
↳ color of each course for contrast.  
pretty!
- 2) a) very easy, clear navigation.  
b) makes sense, yes.  
c) yes + appealing to look at.
- 3) a) text should be bigger at homepage. + titles good.  
↳ like buttons sizes.  
b) they, colors make sense and so does the space in the website.  
↳ likes the choice of color to each course (green, pink, blue)  
d) it's clear, layout in middle makes it better.
- 4) a) yes, it's clear (from website).  
↳ text in about page needs to be more aligned (the text).
- 5) a) missing no  
Add more photos.
- 6) c) student like clear content and its clear layout good  
colors consistent.  
Footer need fixing at bottom.
- 7) likes that clicking logo leads to homepage.  
More feedback up.
- Add FAG's.
- ↳ most Asked Questions.
- ↳ easy, likes apply page.

# **FEEDBACK FROM EMMA**

Emma's feedback on my MCAST website redesign was mostly positive, highlighting both visual and user strengths.

One strong point was the clean layout and visual consistency, as she mentioned that the design looks "pretty" and "consistent," with good use of color contrast for each course card (green, pink, blue), which helps separate content clearly.

Another strong point was the navigation and structure, which she described as "very easy and clear," making the website appealing and simple to use for students.

However, Emma also suggested improvements. One issue was the presence of duplicate or broken links, which can affect the user experience and should be fixed. She also recommended that the homepage text should be bigger and that some button sizes need to be more consistent.

As well, she suggested adding more photos and improving the footer alignment to make the website feel more complete and professional and to add a section with questions students might ask often! (FAQ'S)

# EVALUATION

Overall, I think my MCAST website redesign meets most of the needs of my user persona, which focuses on students who want clear information, easy navigation, and a visually appealing layout. One of the strongest aspects of my redesign is the structure and navigation. Emma mentioned that the website has “very easy, clear navigation” and that the centered layout makes it “better and clearer.” This shows that the website is easy to understand and allows students to find important pages such as Courses, Services, and Apply without confusion.

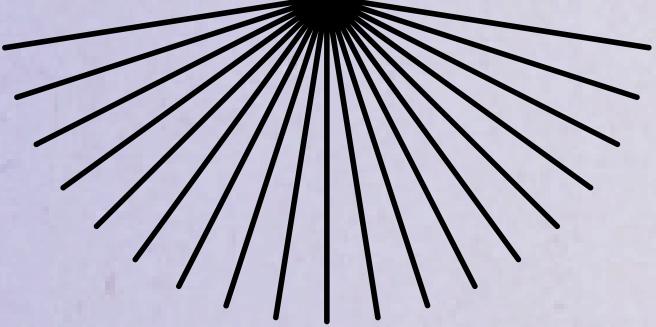
Another strength is the visual consistency and color use. According to Emma, she “loves the design and consistency” and liked how each course card has a different color for contrast. This helped improve visual hierarchy and made the website more engaging to look at.

She also mentioned that the Apply page is “easy” and clear, which is important because it is one of the main actions students need to complete. However, there are still areas that need improvement. One issue is the presence of broken or duplicate links, which can affect the overall user experience and make the website feel less professional.

Another weakness is the text size and alignment, especially on the homepage and About page. Emma pointed out that the homepage text should be bigger and that some text needs better alignment, which shows that the typography hierarchy still needs refinement.

In addition, the website would benefit from adding more photos, as this would make the pages feel less empty and more visually engaging for users. Another missing element is a proper FAQ or “Most Asked Questions” section, which would help students quickly find answers to common doubts without needing to search through multiple pages. Finally, the footer layout also needs improvement, as Emma mentioned it, especially at the bottom of the page.

Overall, while the redesign is clear, consistent, and user-friendly, improving content, visuals, and technical details will make the website stronger and more complete!!



**THE END,  
THANK  
YOU.**

