

## Design of Information Architecture

This design aim for a minimalist and clean design to showcase the analysis and redesign process of the University of Leicester website. We chose to have the homepage include only a short description of the purpose of our website and each page with a large pdf viewer of each case. We chose for a simple color palette and clean look to focus mainly on the redesign of the University of Leicester website.

## Redesign of University of Leicester

One of the most crucial issues with the university website stemmed from their cluttered and inconsistent navigation. We streamlined an optimal list of navigation items that aimed for a more generalized and smaller list of items such that it is easier for the user to recognize where they are, as opposed to recall. Instead of including more items per list, we have fewer items to choose from that get more specific when they navigate further into the website. Next, we chose to focus on a rebranding of the website. We noticed that the inconsistency of the websites design, the lack of a consistent color palette and clean look, was overwhelming to the user.