

## **Hardest Decisions**

One of the major problems with the Georgia State University website was its clutter. University sites are trending towards a minimalist look which presents the information in an ordered, efficient manner. This trend led to difficult decisions being made about what should be visible on the page and what should be hidden. Arranging all that information on one page without making things cluttered was difficult task to accomplish. We used other university sites recognized for their design as a guide when making our decisions.

The major redesign we made to our homepage was changing the layout of the navigation bar. We decided to categorize the information in a more minimalistic manner, where the tabs at the top of the GSU homepage we placed on the left and the tabs across the page we recategorized with fewer tabs. We felt that having all the information listed at once when hovering over the navigation bar, made it harder for users to navigate within the page and ultimately less efficient. While simplifying the drop-down will lead to more clicks being necessary for the user to reach their destination, it will be a much more pleasing experience.

The next task that was somewhat more demanding was creating an architecture that is easy for all kinds of audience's to use, not only internet savvy students, but also their parents or grandparents who have little to no experience using websites to navigate through information. Applying reveal and conceal effectively when displaying elements of a page so as to provide users with adequate information, but not overwhelming or underwhelming them. This way, depending on the user's level of comfort with technology, they can access the information they are looking for without leaving the page.

The issues listed above were some of the more difficult decisions we made over the course of creating our project. The core issues were information architecture, navigation, and over layout. We based our final decisions by reviewing other university websites. From that data, we made the final decision about what was the best fit for the Georgia State website.