Kegan Lavoy – 200378170

University of Calgary engineering analysis

User experience

* Looks very nice at first glance, good colour scheme and use of images/videos
* Pages contain short blurbs of text accompanied with links to discover more if the user wishes to which keeps the pages less cluttered and more professional looking
* Setup specifically for current and future students, has a separate section for each which keeps things clean and eliminates confusion
* Tons of useful information for mainly students, but also has discoverable information for parents and other users
* Tested many links and none were broken, makes for good user experience and maintains professional feel

Design

* Uses a grid structure that keeps the page structure very clean and organized
* Great use of visuals, social media, and videos to highlight their page and keep users interested (limited amount of text, no one like reading paragraphs!)
* Very consistent design throughout ex) all links look the same, all dropdowns work the same, etc. Which makes the interface very learnable
* Content layout is also very consistent. Begins with short, general text relating to topic accompanied with a link that goes to a page slightly more specific that has more content and more links which get really specific. Allows users to get basic knowledge or dive deeper for lots of specifics which offers great versatility.

Page Content

* Main engineering page is very colorful and inviting, really highlights a lot of what they have to offer using short pieces of text along with images and links to more information on each topic. Includes sections for future students, current students, alumni, research, news, events, staff, etc.
* Content very well organized on the page, keeps a constant grid structure
* Most pages provide fairly good content, but the navigation can sometimes be long. For example, the navigation to the current students section has a bunch of very easy steps which could probably be combined so that it doesn’t take as many clicks to arrive at the content, but on the other hand it is very difficult to not arrive at the content you are looking for which is also good



