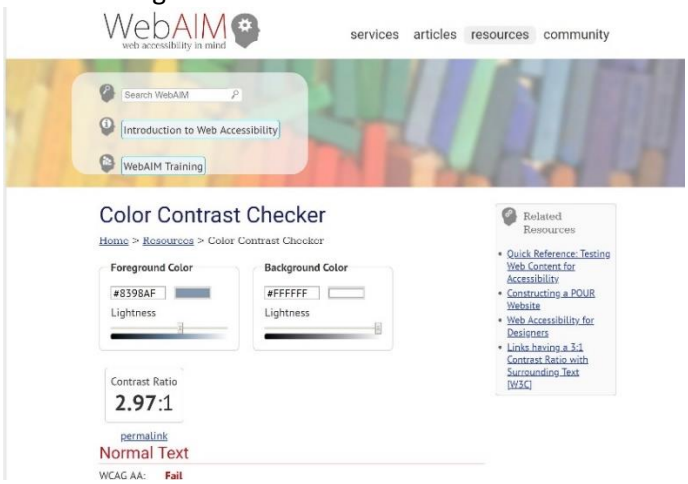
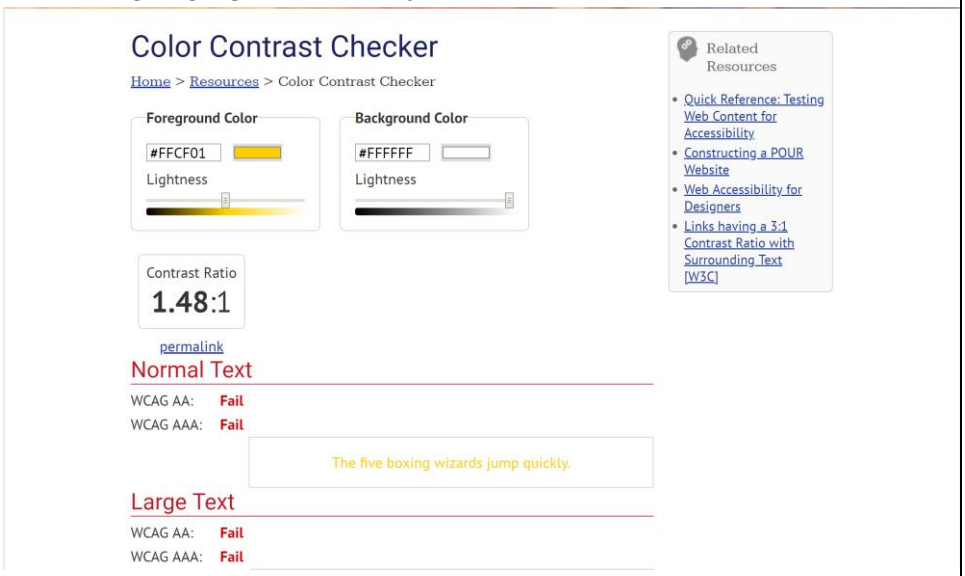
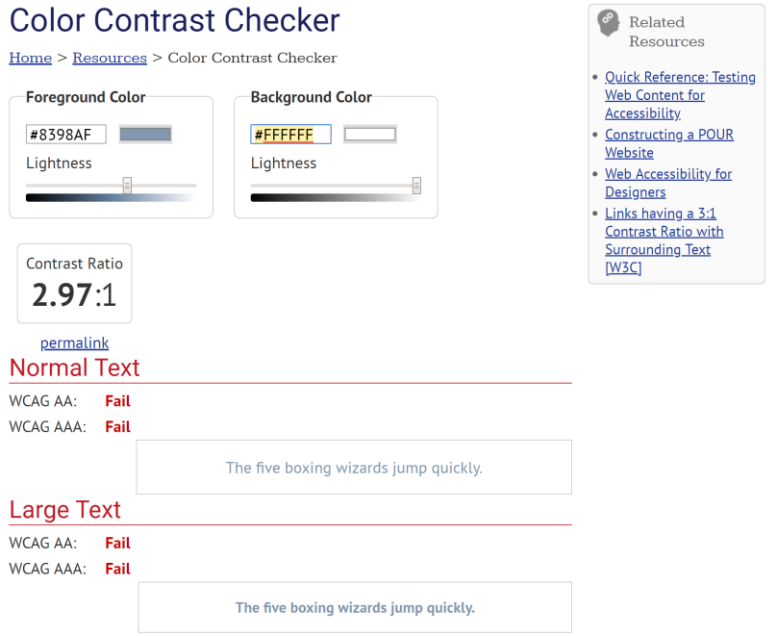
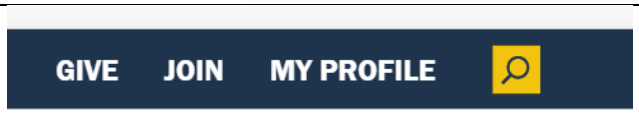
SI 539 Final Project

The role: Designer

The web page: http://alumnus.alumni.umich.edu/notable-alumni/

Evaluation Form

	Criteria	Evaluation
1	Make sure there is enough contrast between text and its background color	1. Navigation Bar – Fail  2. The MICHIGAN MAIZE – Fail 
2	Don't indicate important information using color alone	Pass

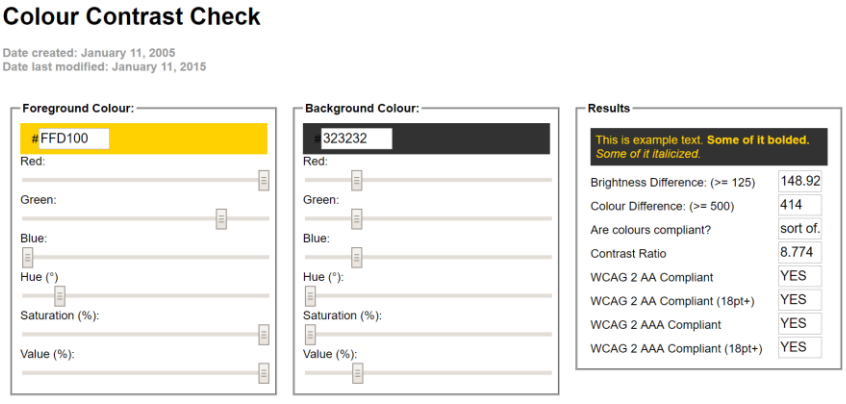
3	Pair values of colors together (not only hues) to increase contrast	Navigation Bar – Fail 
4	Don't rely on sensory characteristics as the sole indicator for understanding and operating content	 The search bar can be further improved.
5	Design focus states to help users navigate and understand where they are Your designs should never actively hide focus states.	Pass
6	Help users understand inputs, and help them avoid and correct mistakes Labels should never completely go away when the focus is inside of an input.	Pass

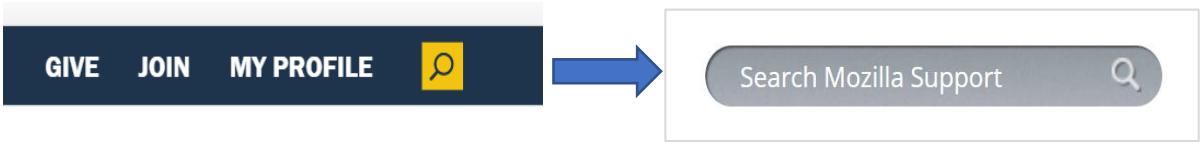
7	Write good alt text for your images	Pass
8	If an experience cannot be made accessible, create another route for users to get that information	N/A
9	Be as consistent and clear as possible in layout and copy	Pass

<u>Suggestion 1: Improve the color contrast for the Michigan Maize (#FFCF01) and all the yellow buttons and signs with the background color white (#FFFFF)</u>

To improve this, my suggestion is to change the combination of maize and white into the combination of maize and blue (#323232). The reasons are:

1. This way, the color contrast is compliant
2. The color theme still matches Michigan color.

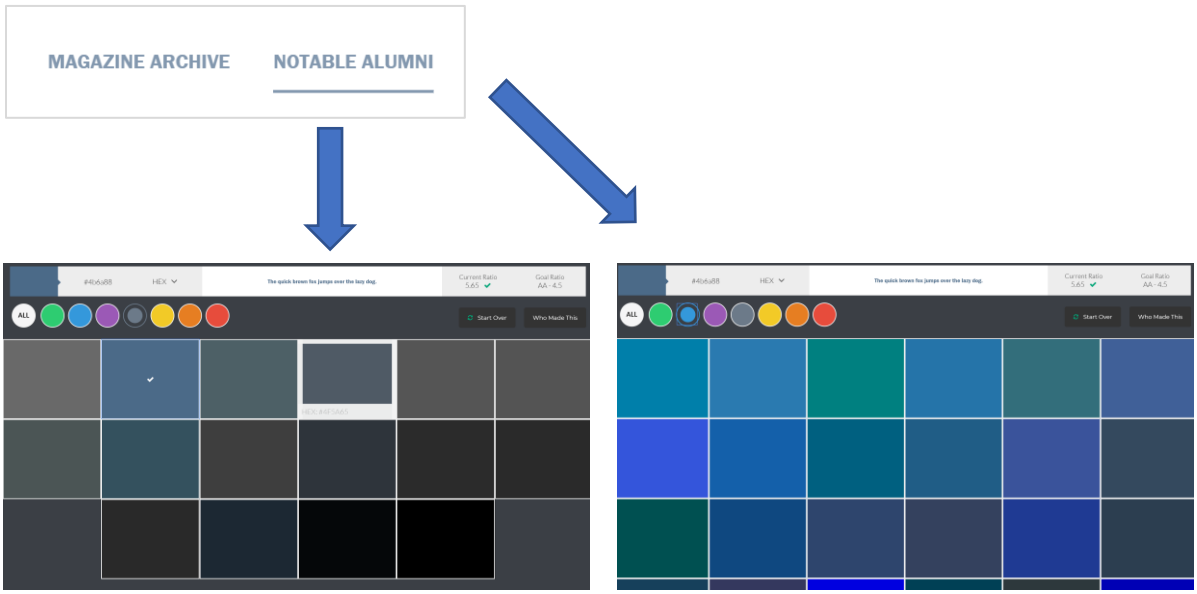




Suggestion 2: Improve the search bar by adding the words next to the magnifier and make it bigger.

The current search bar does not indicate whether the search is a full-website search or an alumni database search. A user can be confused. I recommend adding a text next to the magnifier, such as “Search Alumni Base.” Additionally, I would recommend making the search bar bigger. By doing so, users do not need to scroll the page to find the profession of alumni or open up the list under each profession to get the name of the famous alumni. This can also help the users who already know the name of alumni and wants to get more information by doing a direct keyword search.

Suggestion 3: Improve the color contrast for the navigation bar (#8398AF)



In general, the original color is way too bright. I used the website, “Color Safe”, and picked the grey or blue color themes as above.