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UI/UX Assignment – Redesign the UGC landing page

Issues Identified:

The current UGC website landing page suffers from a cluttered layout that makes it difficult for users to quickly locate important information. The outdated visual design lacks modern UI trends such as clean typography, white space, and balanced colour schemes, which reduces user engagement. Navigation is also an issue, with an overcrowded menu structure that hides key links to sections like admissions and news. Additionally, accessibility is a concern due to small font sizes and low contrast, making it hard for users with visual impairments to read the content. The page's lack of responsiveness further affects user experience across various screen sizes.

Design Decisions and Solutions:

To address these issues, I simplified the layout by prominently displaying key sections like admissions and announcements. The design adopts a modern, clean look using updated typography, white space, and a balanced colour palette to enhance visual appeal. Navigation has been streamlined with a cleaner menu structure and dropdowns for easier access. To improve accessibility, larger font sizes and better contrast ratios were applied. Lastly, the redesign ensures full responsiveness, providing a seamless experience on all screen sizes.