Hardest Design Decisions

A major desgign choice that we encounted was removing the red banner in the home page that indicates that the university is among the top 20 universities in the UK. Usually, a red banner across the screen connotates an error message or a warning. Therefore, a user seeing a red message across when he first visits the website may turn him away. Therefore, we decided to remove the red banner completely from the redesigned website and instead just include the information without highlighting it red.

Another hard design decision that we faced was redesigning the sub navigation menus from the homepage of the website. The design flaw was that in the main homepage, the sub links were spread out and scattered, making it harder for the user to get to the correct link. Therefore, we chose to keep it simple: move all the links in the tabular fashion under the main heading.

The website handles redirections horribly as the user has to click multiple links that redirect to different web pages for simple tasks. As indicated by the use cases we chose (to order a transcript), the user has to go through 4 pages and at the end be redirected to another web page. Therefore, again, we made it simple by giving direct links to pages that we thought were important