

CS798H : Human Computer Interaction

Assignment 1

Name : Khushwant Kaswan

Roll No: 241110035

IITK DoAA Redesign

Assumptions

- **Target Audience:** Primarily current students, prospective students, parents, faculty, and staff.
- **User Goals:** Users are primarily seeking academic information, important announcements, contact details, and resources.
- **Device:** Desktop users.

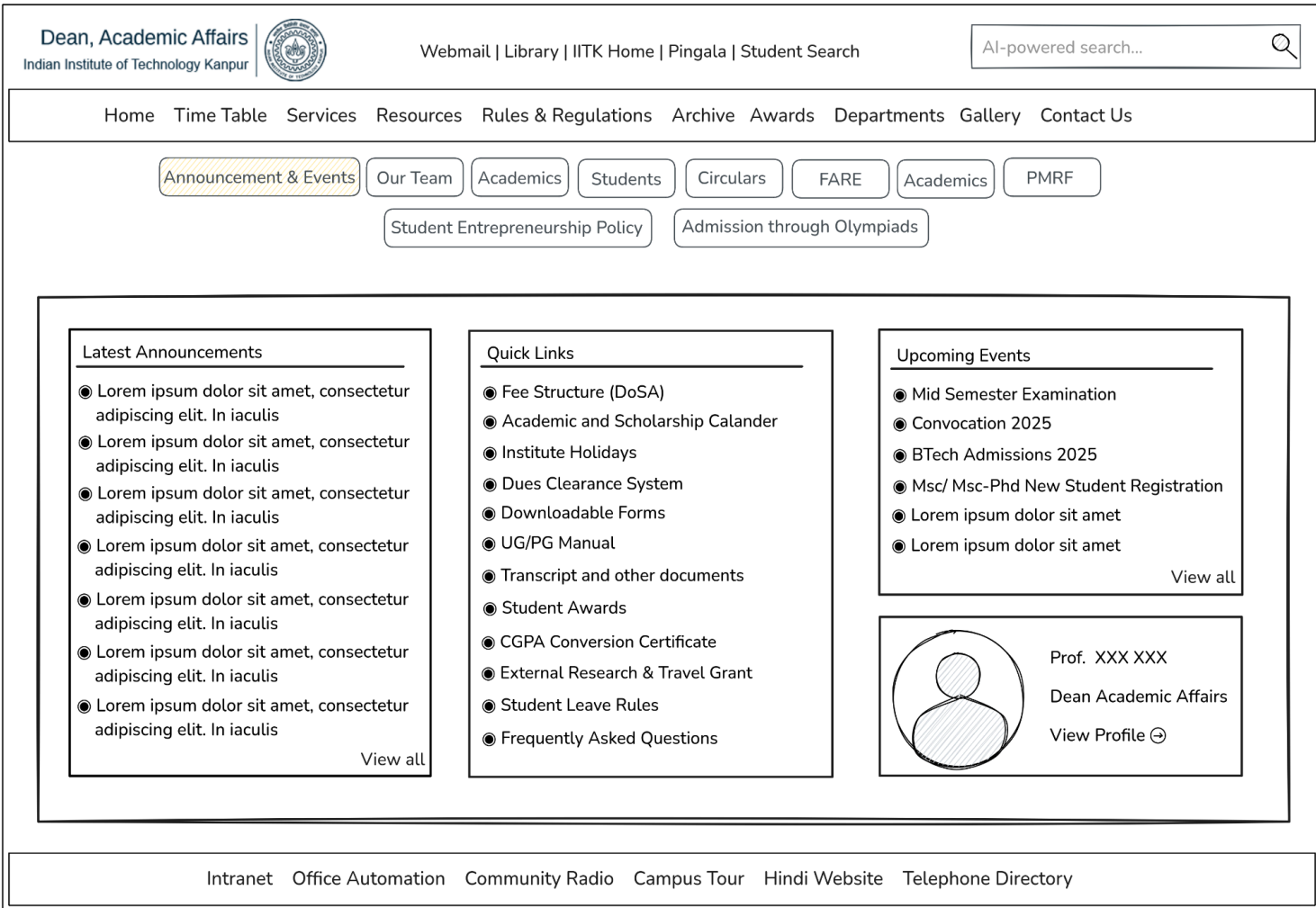
Redesigned Layout

Proposed wireframe made on **Excalidraw** is attached on the next page.

High Quality Wireframe images can be accessed [here](#).

Content Changes

- Header Redesign
- Removed the Image Banner
- Removed the Marquee Congratulations text
- Merged Latest News and Announcements
- Secondary Navigation Redesign
- Merged UG PG and e Masters in just Students
- Adding a "Quick Links" Column
- Displaying the Dean of Academic Affairs' Info
- More Links in Footer
- Removed Thesis from main page
- Removed PMRF from main page
- Other Pages : Our Team
- Other Pages : Academics



(Full Page Wireframe in Landscape added at the end)

Justification for the changes

- **Header Redesign**

- In the original design, the DOAA logo at the top takes up a whole row without any additional information and is not as efficient in communication as it could be.
- The search bar was located below the banner image making it less prominent.
- Placing the logo on the left is a widely recognized web design convention. Users instinctively look to the top-left corner of a website to identify the organization or brand.
- Placing the search bar in a prominent location (top-right corner) alongside the logo and external links makes it easily accessible to users who prefer to search for information directly.
- AI-based search allows users to ask questions in a more natural and conversational way, as if they were talking to a person. AI-powered search is more tolerant of typos and misspellings than keyword-based search, reducing the likelihood of users getting no results due to simple errors. Implementing AI-based search demonstrates a commitment to using modern technology. This also makes the search process more intuitive and user-friendly.

- Pingala is a key platform for major work related to Academics, it makes sense to provide direct access to it from the homepage. Users who are likely to be visiting the website might need to quickly access Pingala after reading some information on the page.
- Student Search redirects either to the official Office Automation Student Search / PClub Student search portal.
- **Removed the Image Banner:**
 - The large image banner was removed to reduce visual clutter as it provides no meaning to the website and to prioritise essential navigation and search functionalities.
 - We have created a separate Gallery option in the navbar where we can have all the images related to DOAA.
 - Users primarily visit the Dean of Academic Affairs website to find specific information or complete tasks. While visual content can be appealing, it's not typically the primary driver of user behavior. By removing the image banner from the homepage, we reduce the initial page load size, resulting in faster loading times and a smoother user experience.
- **Removed the Marquee Congratulations text**
 - We can move it either to the Student Awards section or show in the latest announcements.
 - The moving text usually caught the eye of the user. Then the text scrolls out of view before the user has a chance to finish reading, and the user needs to sit and wait an unknown amount of time for it to come back. Moving these items to the "Students"/"Awards" tab creates a more logical and intuitive information architecture. Users looking for student achievements and awards will naturally navigate to the "Students" or "Awards" section.
- **Merged Latest News and Announcements**
 - The original website separates "Latest News" and "Announcements" into two distinct columns. However, the distinction between these categories can be blurry and confusing for users. Both essentially convey timely information. By merging them, you eliminate potential redundancy and reduce the cognitive load on users. They don't have to decide which category is more likely to contain the information they seek. Users often aren't concerned with the technical classification of information as "news" versus "announcement." They simply want to know what's new and relevant.
- **Secondary Navigation Redesign**
 - The redesigned navigation bar has fewer top-level items, making it easier for users to scan and identify the desired section.
 - Items have been designed with rounded buttons, which is easier on the eye and easily distinguishable.



- Need? As in the original website, each item in the Primary Navigation bar will be a dropdown and will redirect to some external resource/new page most of the time and is highly cluttered. With secondary navigation, they have extracted very important stuff out of the main navigation for easy access without redirecting to another whole new page.

- **Merged UG PG and e Masters in just Students**

- Merging these into a single "Students" tab simplifies the navigation and reduces the number of options presented to the user at the top level. Having separate tabs for UG Students, PG Students, and eMasters Students can clutter the navigation tabs.
It presents a more organized and user-friendly interface. As IIT Kanpur adds more degree programs, consolidating them under a "Students" tab makes the navigation more scalable and avoids further cluttering the main navigation bar.
- Student categories will only show up when the user clicks on the student tab. Also till the user doesn't select a particular category, generally all student relevant info can be shown and since the UG/PG/eMaster tabs are directly in the field of view, the user will definitely click them when needed.



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- **Adding a "Quick Links" Column**

- The "Quick Links" column anticipates the common tasks that users (especially students) need to perform, such as checking the academic calendar, fees structure, applying for scholarships, and obtaining academic documents etc.
- By prioritizing these high-priority items in the "Quick Links" column, we ensure that users can easily find the information they need to complete their tasks.
- Users no longer have to waste time navigating through the website to find these common resources reducing the cognitive load on users.
- We have also added Fee Structure which primarily is part of DoSA but many confuse it as a part of DoAA.

- **Displaying the Dean of Academic Affairs' Name**

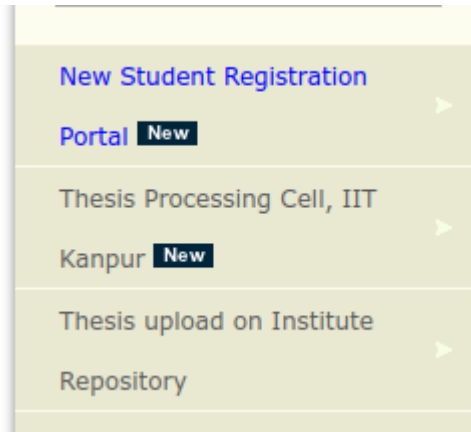
- Knowing who the current Dean of Academic Affairs is a common information request, so providing this information prominently on the homepage can save users time and effort.
- By prominently displaying the Dean's name, we increase awareness of who is in charge of the academic affairs of IIT Kanpur.

- **More Links in Footer**

- Footers are a standard web design element that users are familiar with. They expect to find some important links in the footer.

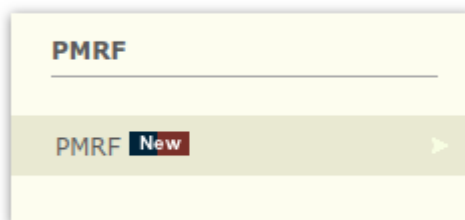
- Providing a Hindi version of the website makes the information accessible to a larger segment of the population, particularly those who are more comfortable reading in Hindi than in English
- The "Campus Tour" link can be valuable for alumni, researchers, and other members of the community who may want to revisit the campus or learn about recent developments.
- A "Telephone Directory" link provides quick access to contact information. By providing clear contact information, you demonstrate a commitment to transparency and open communication.

- **Removed Thesis from main page**



- Thesis is highly student relevant and can be moved to the Students section.
- New Student Registration here is only for MSc & MSc-PhD programmes. So it can be placed in the upcoming events section.

- **Removed PMRF from main page**

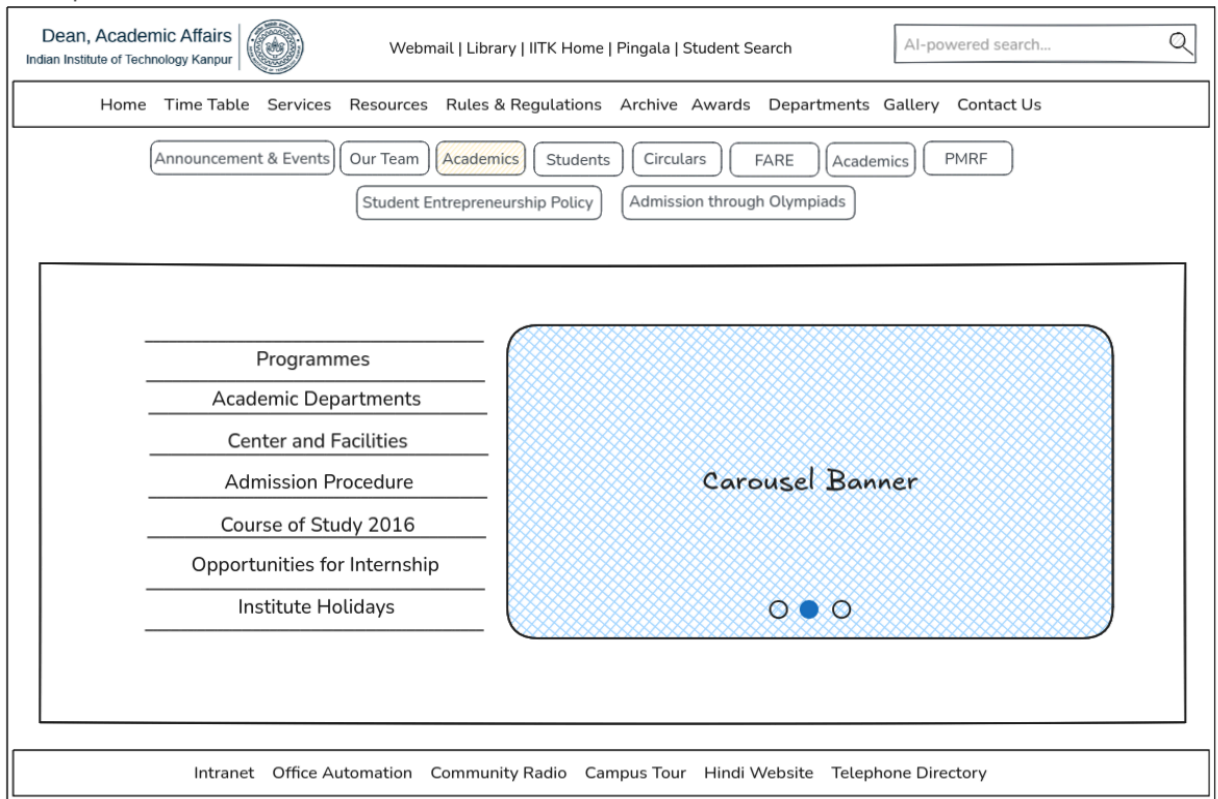


- We already have a separate tab for PMRF in sub navigation and it is highly Phd relevant so no there's no relevance on main page

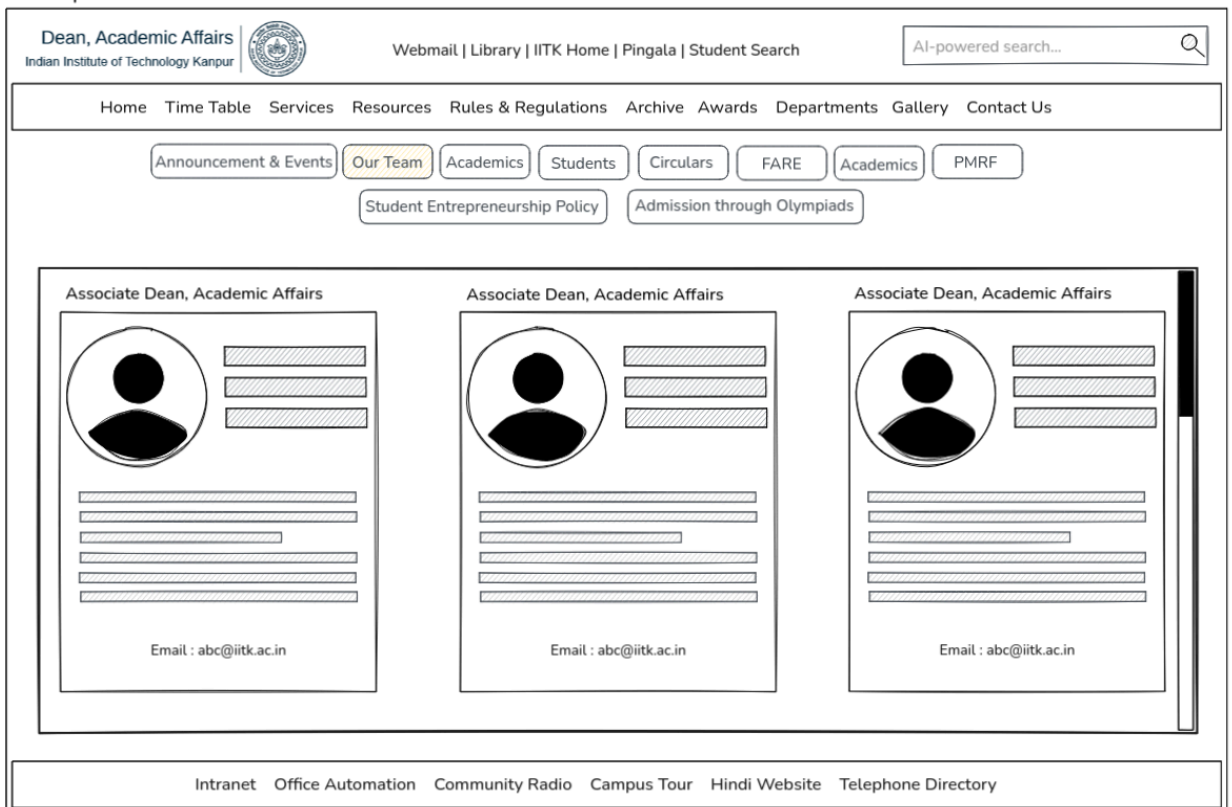
- **Other Pages (wireframe attached below)**

- Our Team Page
 - We can have a card layout for the officials. It feels modern and clutter free can hold the same amount of info as original without consuming extra space
 - Rest of the page content can remain as it originally is.
- Academics and other pages
 - Originally the webpage have block layout with each block having a heading and a very small image which is not clearly visible
 - Instead we can have the clickable headings listed on the side and a carousel with all those images.

Desktop



Desktop





Home Time Table Services Resources Rules & Regulations Archive Awards Departments Gallery Contact Us

Announcement & Events

Our Team

Academics

Students

Circulars

FARE

Academics

PMRF

Student Entrepreneurship Policy

Admission through Olympiads

Latest Announcements

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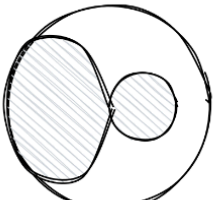
Quick Links

- Fee Structure (DoSA)
- Academic and Scholarship Calander
- Institute Holidays
- Dues Clearance System
- Downloadable Forms
- UG/PG Manual
- Transcript and other documents
- Student Awards
- CGPA Conversion Certificate
- External Research & Travel Grant
- Student Leave Rules
- Frequently Asked Questions

Upcoming Events

- Mid Semester Examination
- Convocation 2025
- BTech Admissions 2025
- Msc/ Msc-Phd New Student Registration
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View all



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