In order to build our website redesign of Louisiana Lafayette University we had to explore at least five other University websites.

The first goal was to write down the different items found on the main navigation bar of each website, and, on the second navigational levels.

Following this step we counted the number of same items found in the second level pages (link forward the good table).

The last step consisted to compare the main labels with the actual Louisiana’s labels. Then, we chose what we will insert in our own website.

**Our decisions For / Our Redesign For**

**- Main Navigation Bar -**

We chose to have 6 different labels on our main navigation bar:

**Home**: The label home was finding only on University of Indianapolis website but we thought it was an important criterion in term of usability. We remembered the power of the “User Control and Freedom”. According to Nielsen, “users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue”. That is why, we chose to insert the label Home.

**About**: We found this label on each University website (5/5). When the label was on each page, we didn’t hesitate to incorporate it in our main navigation bar. Moreover, it was also on the present Louisiana University website.

**Admissions / Academics**: It was the same as above. In other words, the label was on each main navigation bar of the 5 websites.

**Research:** The label research was only found on 3 websites. But when we questioned a post doc. student for our User Personas, we realized it should be important to access directly to the research page. The research field at the University is an important part of the community.

**Campus Life:** At present, Louisiana University website has Student Life label. We found also this label on 4 of our websites. That’s why, we didn’t hesitate. We called the label Campus Life instead of Student Life because it was more a general term. It should be more convenient for our second level page. For instance, we didn’t insert the label Athletics on the main menu but in the second level page: campus life.

The choice of 6 items on the main navigational bar is not neutral. We would not pervade the user with a lot of information. The goal was to create something clear and efficient using a good organization.

* **Second Level Items -**

For the second level items we carried out the same method. Look at first to the 5 different websites second level organization. After that we tried to find the better solution. We picked some ideas in each different website in order for instance to rename or add our own labels.

For **About:** We kept President’s message’, ‘fast facts about Louisiana Lafayette’ and ‘University Organizational Chart’. We changed the name of ‘Campus map’ by ‘map and direction’, which is more indicative. We put ‘history and mission’ together instead of 2 different items.

For **Academics**: We just look at the other websites and decided to keep almost every thing as Louisiana without the “awards and recognition” and “Accreditation and accredited programs” labels which should be in the third level, section “Academic support for students”. We added “finances” item in academics section because we thought first it was an important label missing in the second level and it was a major part of the student’s academics life.

For **Admissions**: We thought about which person would be able to apply for an academic session. That’s why, we thought about “Undergraduate”, “graduate students”, “professional” and “continuing education”. We had also “summer session” because it is a specific quarter or semester (different organization as the others).

For **Research**: The choice for this section was a little confusing. We liked the idea of Washington State University, to choose the label’s name in function as the different research field. In other words, they choose the labels ‘clean technologies’ and ‘Environment’ for instance because it was their research fields. The idea was interesting but we were incompetent to do the same because we didn’t know enough the main research field at the Louisiana University. As a result, we decided to choose something more conformists using our competitive analysis.

For **Campus Life**: Like referring above in the first part, we called the label ‘Campus Life’ instead of ‘Student Life’ because it was more a general term. We chose to present 8 different items. We looked at the different labels in each website and picked the more meaningful. We imagined in a real situation looking for a campus life, like we did for our fresh men year.

* Design of our website -

To realize the layout/design of our Louisiana Lafayette website we used the ideas of Bordeaux University website: <http://www.univ-bordeauxsegalen.fr/fr/index.html>.

We thought it was a new and interesting design respecting our objectives and Information Architecture.

We have a simple layout with a main navigation bar, a gateways bar, and three different boxes forward different links. In order to have some interactivity on the home page, we liked the idea to add a gallery.

For the second level page we also copied the layout/design of Bordeaux University.

We realized 5 wireframes, corresponding to our main navigational labels, for the second level page. We used the axure software.