

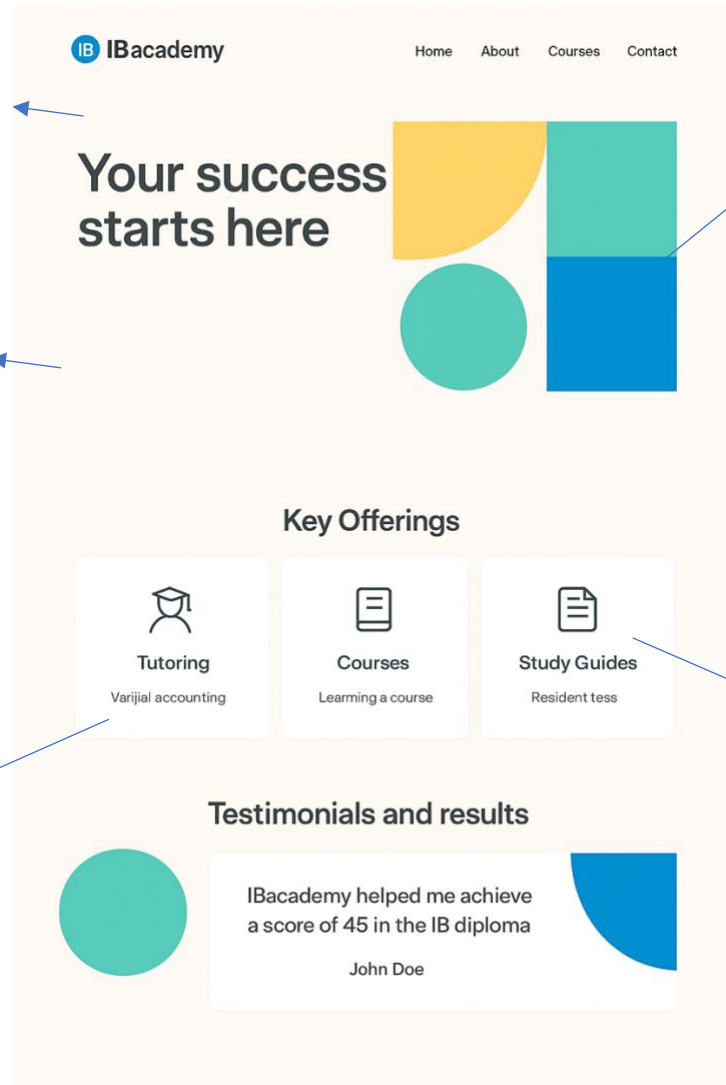
Commentary on Website Ideas

Idea 1

Empty spaces in between text to enhance clarity and readability.

Good neutral color background to enhance transparency and avoid oversaturation. This pale tone could serve as inspiration, and other hues of colors can be considered.

A possible idea would be to add certain motions to these icons and boxes. For example, when the user scrolls down, the boxes flip to reveal their icon and content.



Bauhaus/geometric inspired aesthetic for the icons and shapes used as "filler" images. A possible idea would be to use the current repertoire of geometric shapes and patterns, and redesign them with either a Bauhaus/de stijl inspired aesthetic, or with a more crips and clean tone.

These can and should be changed to the IBacademy icons, or new ones can be created to fit the "vibe" of the website.

Idea 2

Include the different pages here.

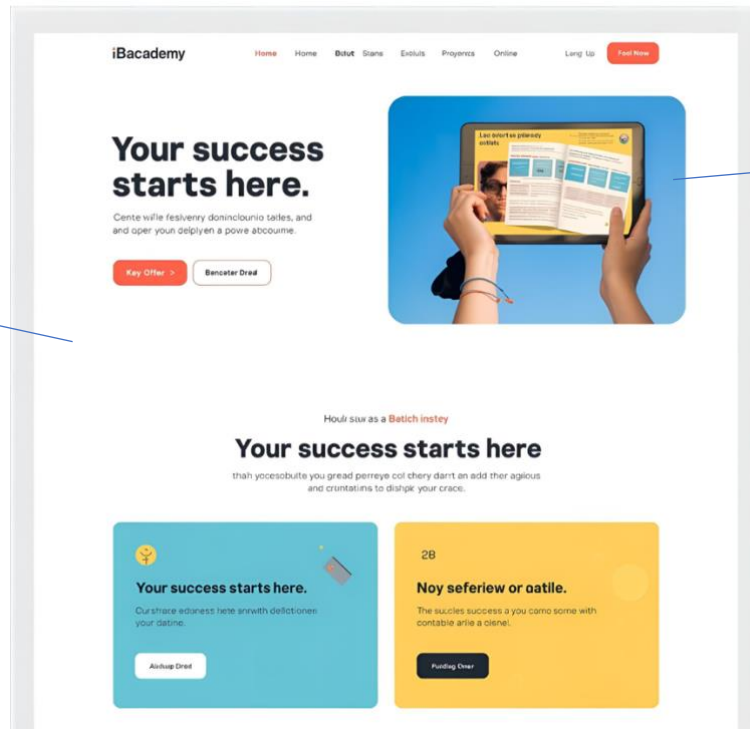


- Another Bauhaus inspired design. Heavier focus on geometry and a more crisp and finer look. With this one, the various geometric design that IB academy already has can be incorporated into this one, as well as the icons and the study buddies. An interesting idea would be to have the study buddies re-designed with a “Bauhaus” look, although this can be developed further on.
- Furthermore, with this design, certain gaps in between the different components (testimonials, “Your success starts here”) would need to be included, and the idea of including rotating icons when the user scrolls to them would be interesting.

- To improve this design and give it a sense of originality and creativity, I would incorporate IBacademy's icons and design to it. Certain geometrical shapes can be inserted on the corners to give it a more fresh and creative look.

Idea 3

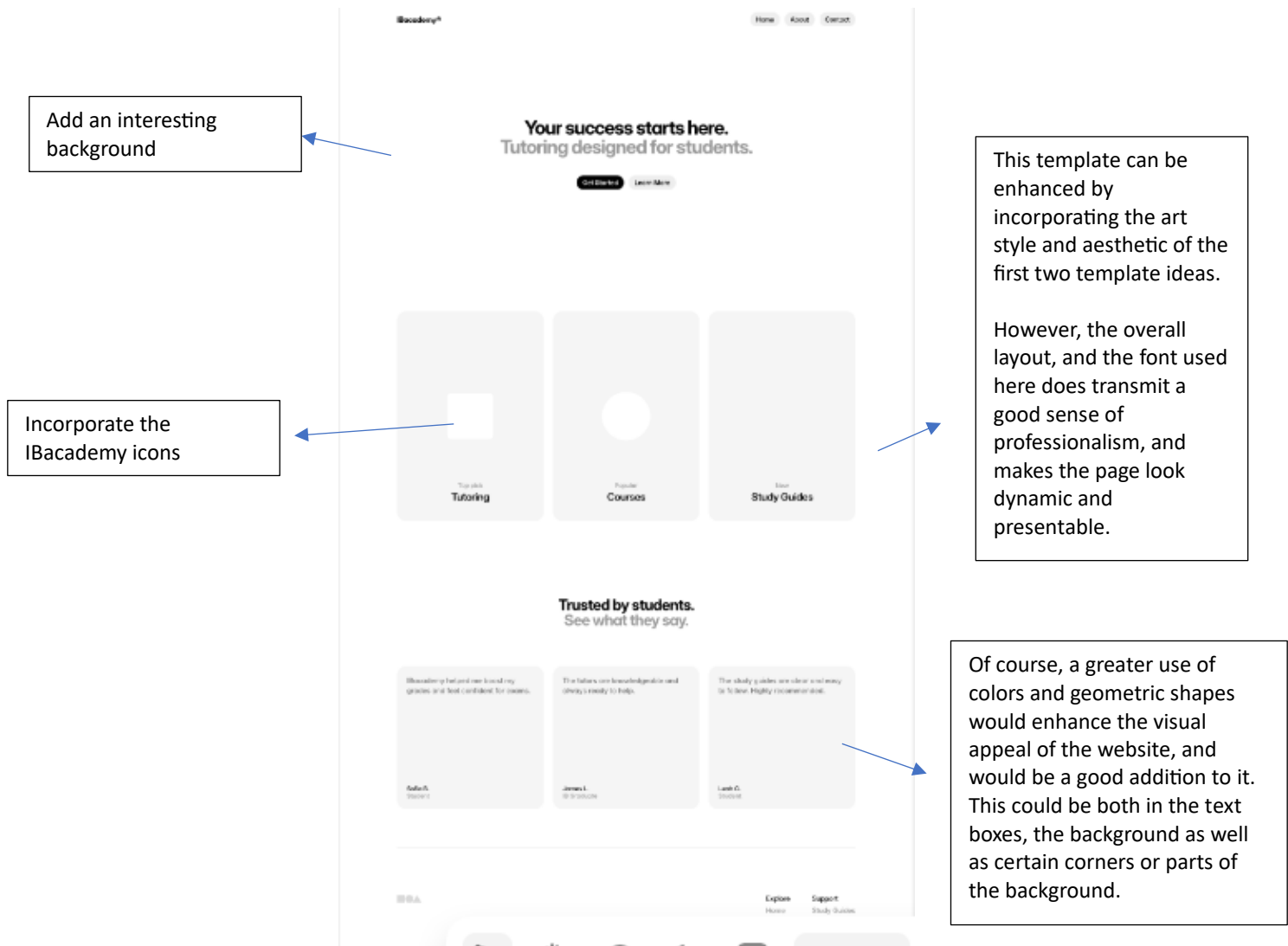
Less use of shapes and a less distinctive art style, although it does make the website more dynamic, professional and presentable. This is a present theme in this website, and I believe certain elements of the previous two website templates can be mixed with this one.



Round boxes to insert information give the website a cleaner and fresher look.

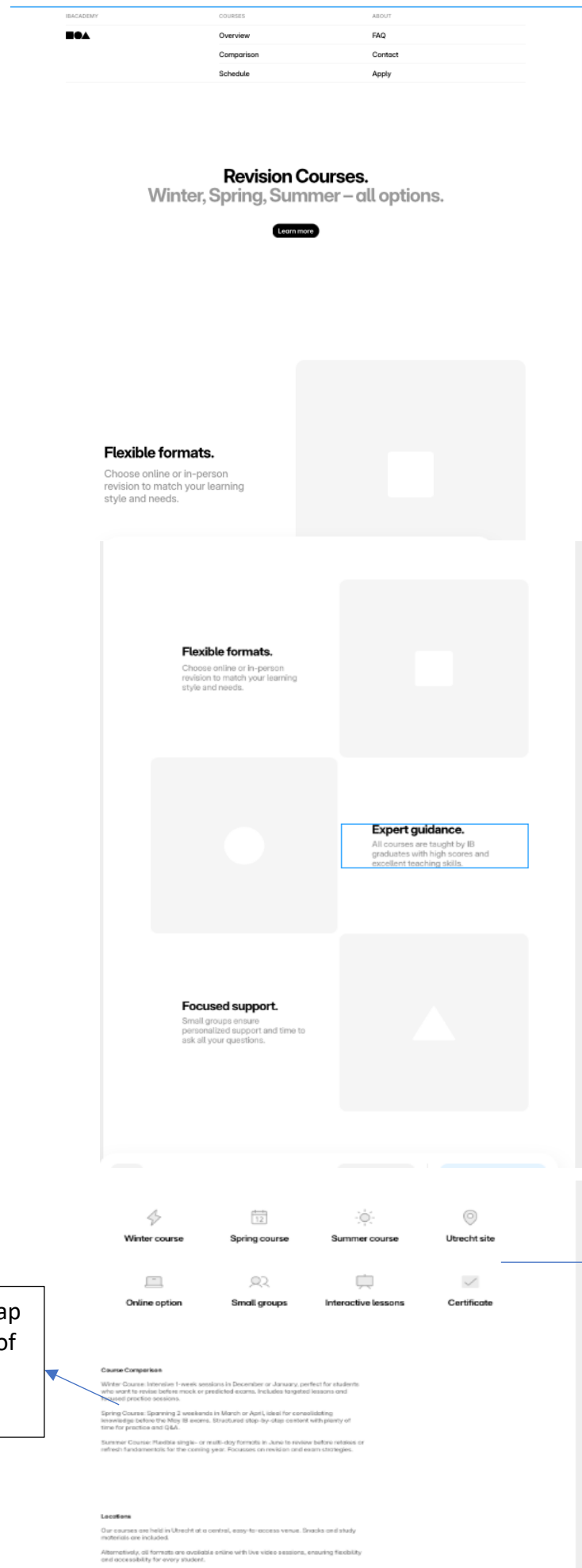
- As mentioned, this template has a much cleaner look and feel to it. It does make the image of IBacademy more professional, making it suitable for both parents and students looking for tutoring. Incorporating the several IBacademy designs and icons will give it a more unique identity, and solidify the image of IBacademy within the user.
- I will say, the font and certain stylistic choices of the website make it feel a bit childish and infantile. A more professional font, coupled with smoother colors of the primary nature will give it a more adult feel while retaining a feel of honesty and relatability.
- The logo generated on the top left corner is pretty dynamic and modern. It could serve as inspiration for the overall template of the website: making it feel more modern while retaining a sense of honesty.

Idea 4



- The biggest pro of this template is the overall clean and smooth structure. As a “Skeleton,” it feels organized and crisp. The font used also makes it feel more professional and cleaner. The addition of iconography and geometrical shapes will give it its honest and “student” appeal to combine an element of professionalism with honesty and reliability.
- I personally don’t like the use of black font, but this can be adapted and changed. Much like with the other ideas, certain elements can move, or appear in a fashion similar to PowerPoint animations when the user scrolls towards them.
- When the user hovers over a certain element, like the courses box, it could revolve to give a description of the what the course consists in, what is meant by course in regards to IBacademy and those ideas.

Idea 5



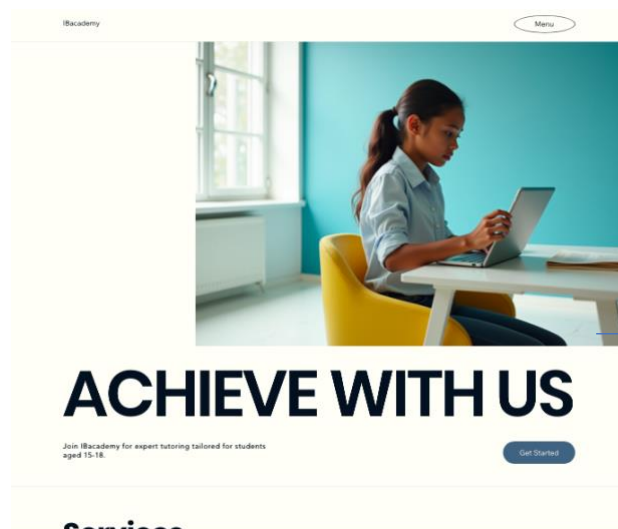
Instead of the current content, I would suggest having each separate block be dedicated to a course, such as the spring, winter or online revision ones. Each block would act as a link to the course page, and could include a photo from past courses to serve as a “guiding” point for the user as to how the courses look like and function.

Here, include a map with the location of the courses.

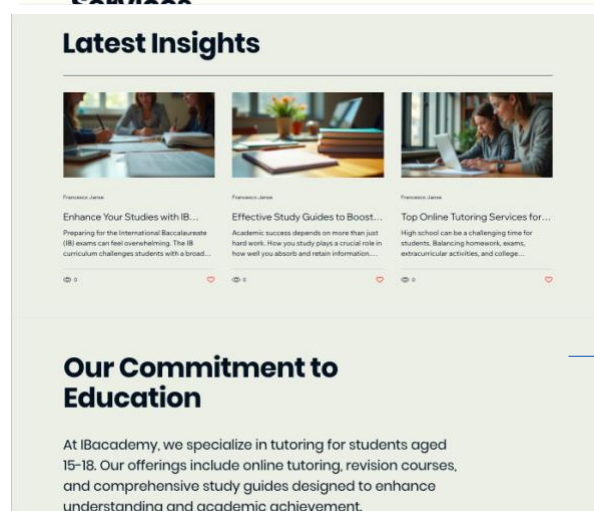
I would personally eliminate these icons and instead insert either a three column table comparing the courses, a set of FAQ, or testimonials from previous courses.

- The beginning of this template (the first title element) works very well. It presents the options for courses and does so in a dynamic yet captivating fashion.
- The following elements feel disorganized and unstructured. As such, I would include a list of courses after the “intro” element would be more useful, and it would make the course page look more organized and deliverable. This is one idea. Alternatively, a sort of “content list” format, where each course has its own icon, and is separated by a horizontal line, is another alternative.
- Alternatively, the format could be kept as is, but the different elements after the title are instead informational guidelines aimed to persuade the user to join the course. Then, at the near-bottom of the page, the course links would be located. As such, the user needs to read the different “persuasive” material and then click the course links.
- In essence, I would put more focus on exhibiting the courses, their details and testimonials to draw the user to want to click the course links. Possibly certain descriptors, or quotes can be inserted on different points of the page to add more persuasive elements to convince the user to join the course.

Idea 6



Get rid of the generic photo, and replace it with geometric patterns or shapes that blend into the background while the text is placed in front of them



Switch around these elements.

- I personally find the style quite relaxing and professional, although a bit too professional and corporate/commercial for the honest and relatable connection that IBacademy should aim to build with the user. It can certainly be enhanced, primarily by changing the background to a more smooth, and “happier” colour or hue, and by incorporating a series of geometric designs into the background.
- Another way to enhance the feel of this site would be to rely more on the use of iconography for the course and tutoring pages instead of plain images.
- I do like the template, and with the design choices listed above, it can surely be improved and enhanced.