Selected Site: Yale School of Art (art.yale.edu)

*The site allows user-driven design changes, which creates a major HCI conflict.*

Potential Users

- **Future Students:** People looking for application dates and department info.

- **Current Students:** Students checking class news or school calendars.

- **Teachers & Staff:** Faculty members who need to update or edit pages.

- **Art Visitors:** People who want to see exhibition dates and gallery events.
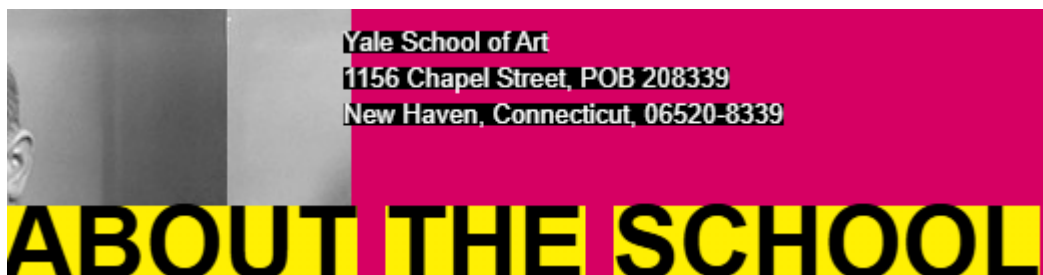
Design Problems

1. Visual Noise & Cognitive Overload

- High-contrast and tiled background images compete with the foreground content.
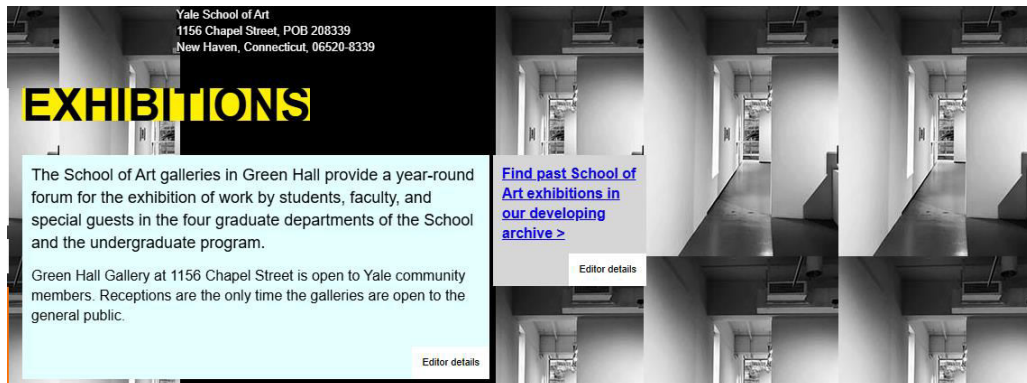
2. Accessibility & Contrast Violations

- Poor color combinations, such as dark blue text on black backgrounds and neon-colored blocks with low-contrast typography.
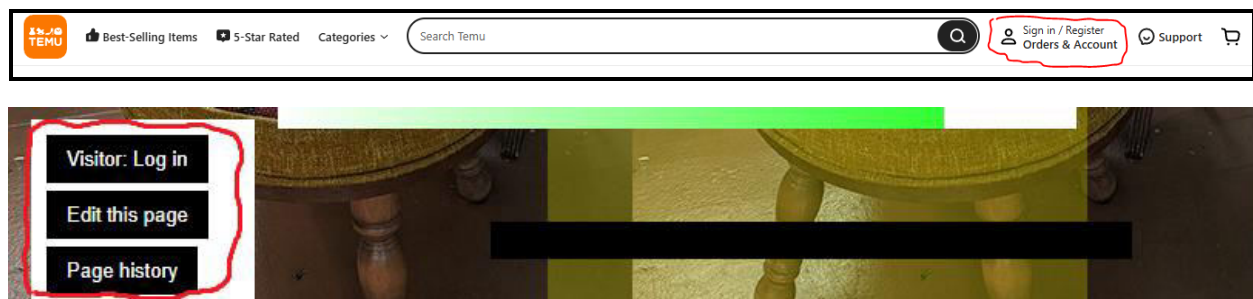
3. Lack of Visual Hierarchy (Gestalt Principles)

- Random and inconsistent placement of menu items, announcements, and images, violating **Proximity** and **Similarity**.
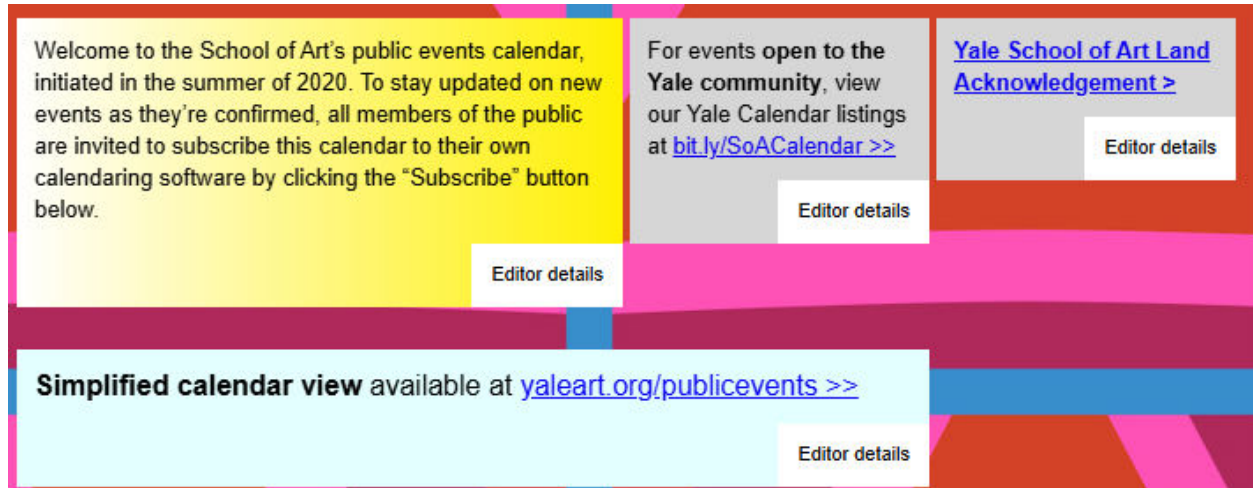
4. Navigational Inconsistency

- Non-standard placement of UI elements and abrupt visual changes during transitions, mismatching the user's **Mental Model**.

5. Lack of Global Search

- The website lacks a dedicated search bar, forcing users to browse through all chaotic layers to find specific information.

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