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Assignment #5: Mini UI/UX Design Exercise**

**Part One:**

*Good UI Design*

1. Apple (https://www.apple.com/)

* Apple’s design philosophy emphasizes minimalism. The use of ample white space and a limited color palette creates a sleek, modern feel.
* Menus are clear and easy to navigate, with consistent icons and labels that follow the principle of familiarity. Users can quickly find what they're looking for.
* The layout adjusts seamlessly across devices, ensuring a consistent user experience whether on a Mac, iPhone, or iPad, adhering to the principle of flexibility.

2. Stripe (https://www.stripe.com)

* Stripe’s dashboard is organized logically, allowing users to easily manage payments, view analytics, and access documentation without feeling overwhelmed.
* Buttons and links are prominent, with concise language guiding users through actions, which follows the principle of visibility and feedback.
* The onboarding process provides users with helpful tooltips and documentation, making complex features easier to understand and navigate, thus enhancing the overall user experience.

*Bad UI Design*

1. Yale School of Art (https://www.art.yale.edu)

* The website features a mishmash of different font sizes, styles, and background colors, leading to a lack of cohesive branding that can confuse users.
* Small font sizes and distracting visual elements make the text hard to read, hindering user comprehension and engagement.
* The overall design feels reminiscent of early 2000s web trends, which diminishes the modern appeal and professional image of the art school.

2. CNN (https://www.cnn.com)

* CNN’s content-heavy design leads to slow loading speeds, causing over half of mobile users to abandon the site if it takes more than three seconds to load, resulting in a high bounce rate.
* Slow loading times not only frustrate users but also hurt search engine optimization (SEO), reducing the site’s ranking in search engine results pages (SERPs).
* The wide text containers create an overwhelming reading experience, making it difficult for users to skim content effectively, unlike competitors like The New York Times, which utilize narrower paragraphs for better UX.

**Part Two: UX Redesign**

**Problem Definition:** The Yale School of Art website contends from inconsistent branding, poor readability, and an outdated aesthetic. This hinders user engagement and makes it difficult for potential students and visitors to access important information.

**Pain Points**

1. **Inconsistent Branding**: The variety of font sizes, styles, and background colors creates confusion and dilutes the school's identity.
2. **Readability Issues**: Small font sizes and distracting design elements make text hard to read, impacting user comprehension and engagement.
3. **Outdated Aesthetic**: The overall look feels stuck in the early 2000s, which may deter modern users seeking a professional, contemporary educational environment.

**Redesign at the bottom page**

**Reflection**

This redesigned landing page addresses the inconsistencies in branding by using cohesive typography and a unified layout. The larger, more readable font enhances accessibility, while the streamlined structure and clearly defined sections improve navigation. By modernizing the overall aesthetic, the design reflects the innovative spirit of the Yale School of Art, making it more inviting and user-friendly for potential students and visitors.

