# CSCI 1300: REDESIGN

Redesigning a University Website

Overview

The interface that I've chosen for Redesign is the <u>official website</u> of the University of Advancing Technology(UAT). It is UAT's platform to communicate various information on admissions, academics, upcoming events etc. to current students, prospective students, families and more. It also functions to "sell" the institutions

Therefore, the layout of the website is crucial to enable users to **find needed information efficiently and aesthetically.** However, the current design is evidently cluttered, confusing and distracting.
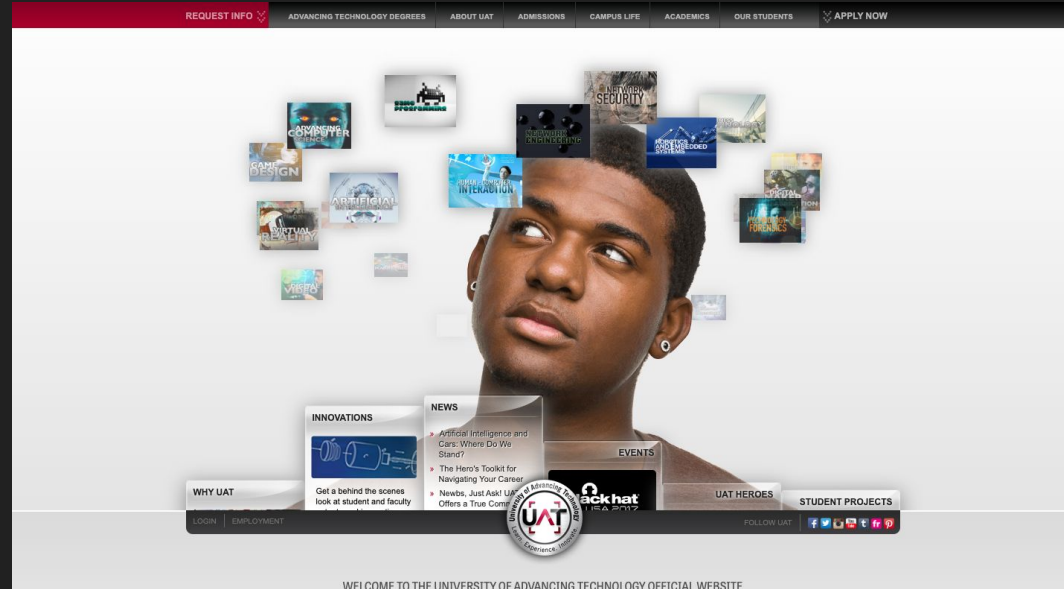
Wireframing

Wireframe 1

Concise navigation items to avoid confusion

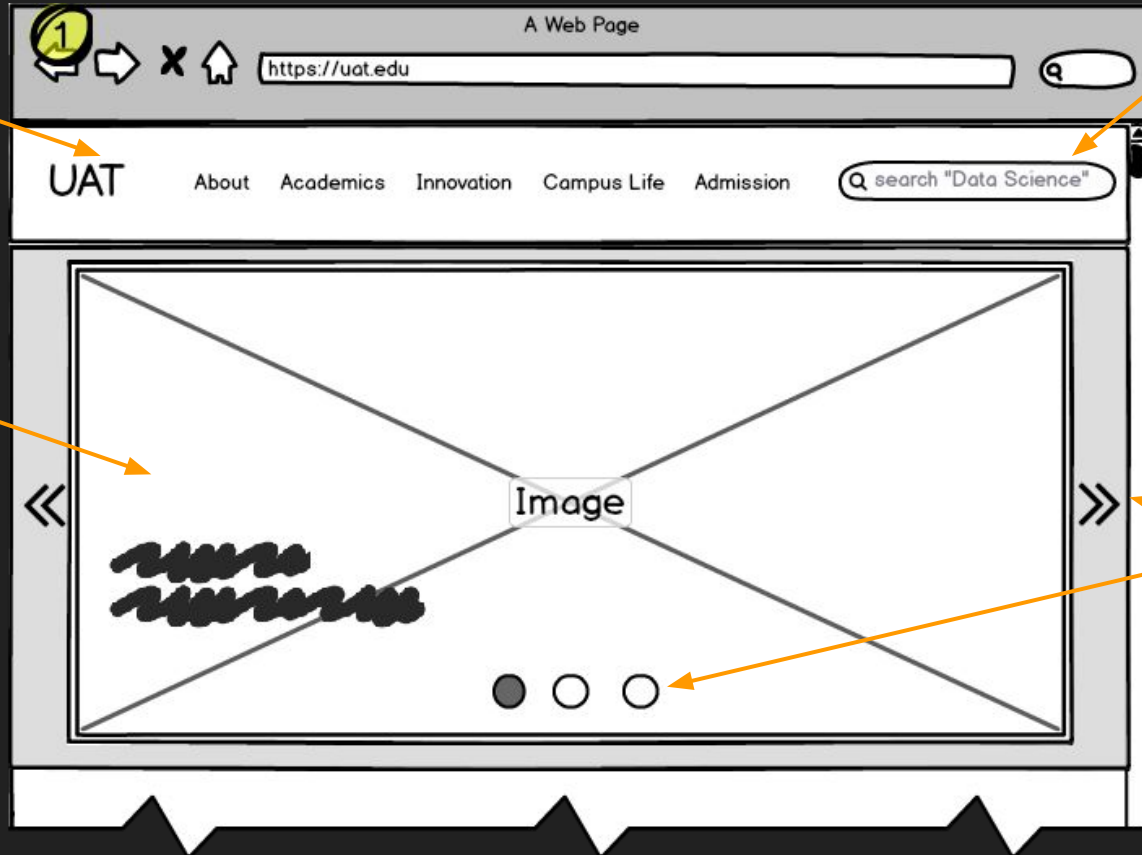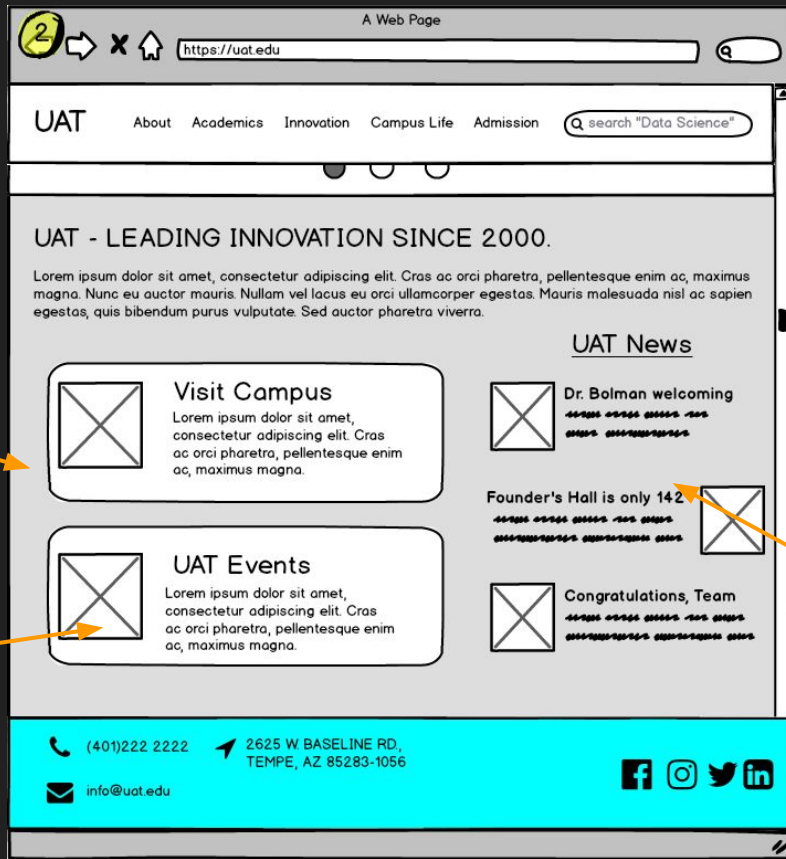Sometimes user knows what he/she wants and can just search for it!

Image slider increases website aesthetics and makes information more compact

UI elements to let user know that he/she can scroll!

Wireframe 2 (2nd-half of landing page)

Optimising negative space to improve flow

Card layout combines images and words to make UI more engaging and effective

Z Pattern layout mimics natural user scanning methods

A Web Page

https://uat.edu

UAT

About   Academics   Innovation   Campus Life   Admission

search "Data Science"

UAT - LEADING INNOVATION SINCE 2000.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ac orci pharetra, pellentesque enim ac, maximus magna. Nunc eu auctor mauris. Nullam vel lacus eu orci ullamcorper egestas. Mauris malesuada nisl ac sapien egestas, quis bibendum purus vulputate. Sed auctor pharetra viverra.

UAT News

Visit Campus
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ac orci pharetra, pellentesque enim ac, maximus magna.

Dr. Bolman welcoming

Founder's Hall is only 142

UAT Events
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ac orci pharetra, pellentesque enim ac, maximus magna.

Congratulations, Team

(401)222 2222

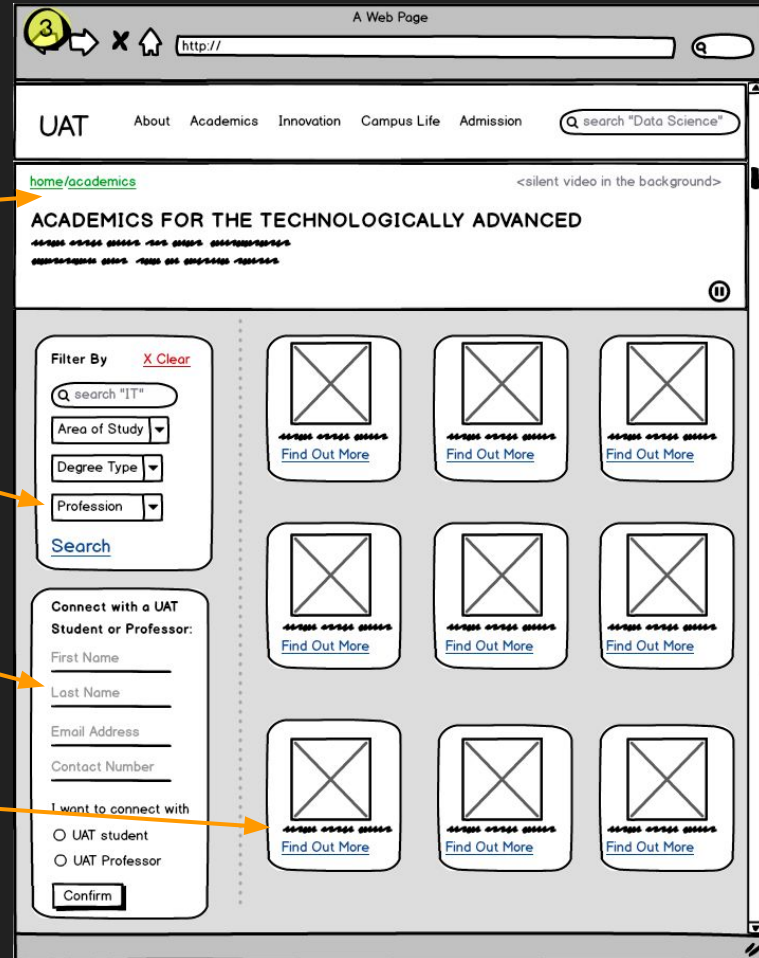2625 W. BASELINE RD.,
TEMPE, AZ 85283-1056

info@uat.edu

Wireframe 3

Signposts to user how they arrive to this webpage

Filter tool to allow user to narrow down searches

F Pattern layout works well for a page with heavy content/text

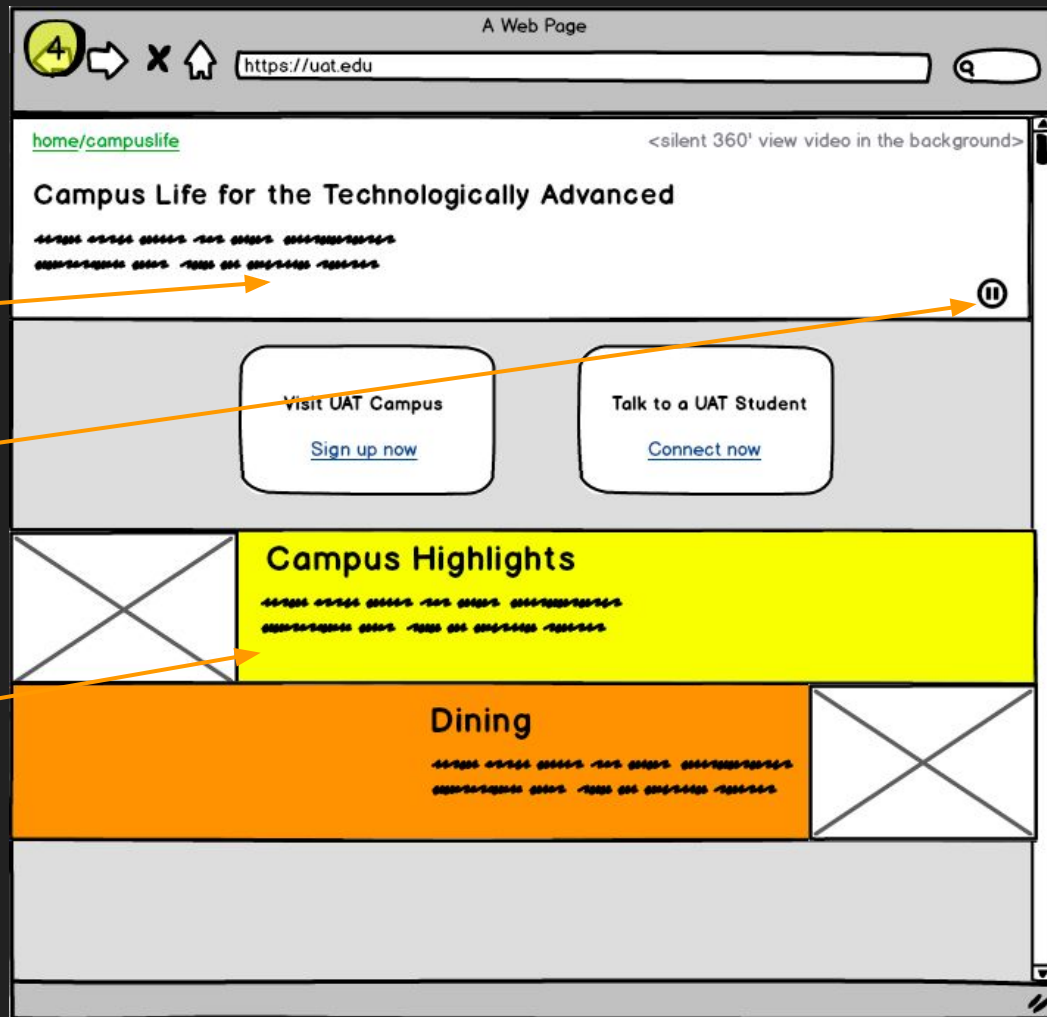Keeping card elements concise with an image, name and CTA button

A Web Page

http://

UAT   About   Academics   Innovation   Campus Life   Admission   🔍 search "Data Science"

home/academics   <silent video in the background>

ACADEMICS FOR THE TECHNOLOGICALLY ADVANCED

Filter By   X Clear

🔍 search "IT"

Area of Study ▼

Degree Type ▼

Profession ▼

Search

Connect with a UAT Student or Professor:

First Name

Last Name

Email Address

Contact Number

I want to connect with

○ UAT student
○ UAT Professor

Confirm

Find Out More   Find Out More   Find Out More

Find Out More   Find Out More   Find Out More

Find Out More   Find Out More   Find Out More

Wireframe 4

Background video element can communicate campus vibrancy more effectively

A pause button to let use know the option if it slows down their experience

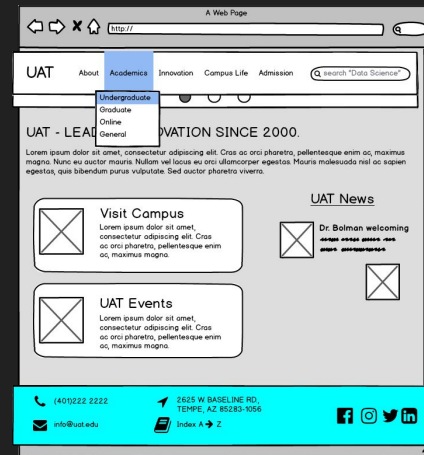Z Pattern layout creates natural scanning flow and can facilitate CTA

A Web Page

https://uat.edu

home/campuslife   <silent 360' view video in the background>

Campus Life for the Technologically Advanced

ⱪⱪⱪⱪ ⱪⱪⱪⱪ ⱪⱪⱪⱪ ⱪⱪ ⱪⱪⱪⱪ ⱪⱪⱪⱪⱪⱪⱪⱪ
ⱪⱪⱪⱪⱪⱪⱪⱪ ⱪⱪⱪ ⱪⱪⱪ ⱪⱪ ⱪⱪⱪⱪⱪ ⱪⱪⱪⱪ

Visit UAT Campus

Sign up now

Talk to a UAT Student

Connect now

Campus Highlights

ⱪⱪⱪⱪ ⱪⱪⱪⱪ ⱪⱪⱪⱪ ⱪⱪ ⱪⱪⱪⱪ ⱪⱪⱪⱪⱪⱪⱪⱪ
ⱪⱪⱪⱪⱪⱪⱪⱪ ⱪⱪⱪ ⱪⱪⱪ ⱪⱪ ⱪⱪⱪⱪⱪ ⱪⱪⱪⱪ

Dining

ⱪⱪⱪⱪ ⱪⱪⱪⱪ ⱪⱪⱪⱪ ⱪⱪ ⱪⱪⱪⱪ ⱪⱪⱪⱪⱪⱪⱪⱪ
ⱪⱪⱪⱪⱪⱪⱪⱪ ⱪⱪⱪ ⱪⱪⱪ ⱪⱪ ⱪⱪⱪⱪⱪ ⱪⱪⱪⱪ

Interface Comparison

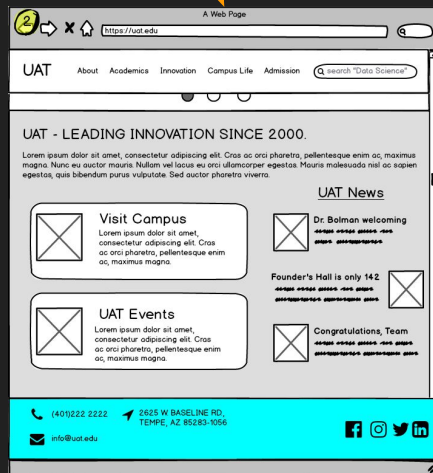|	Original Interface	Redesigned Interface
Intuitive Design	• Multiple navigation items are unintuitive • Moving elements are unhelpful and confusing	• Concise navigation bar provides clear signposting • Clear hierarchy of UI elements
Ease of Learning	• Poor navigation direction due to overwhelming elements • Cluttered layout decreases ease of learning	• Clearer/textured UI elements like shadowed buttons increase ease of learning • Z-Pattern and F-Pattern layout mimics natural scanning methods
Efficiency of Use	• Small fonts decrease readability • Lacks effective UI tools like search bar to facilitate usage	• Better use of negative space to improve layout flow • Search bar and filter tool increases use efficiency
Memorability	• Cluttered layout decreases memorability • Overly high text-image ratio makes UI convoluted	• Increased negative space and hierarchical elements increases memorability

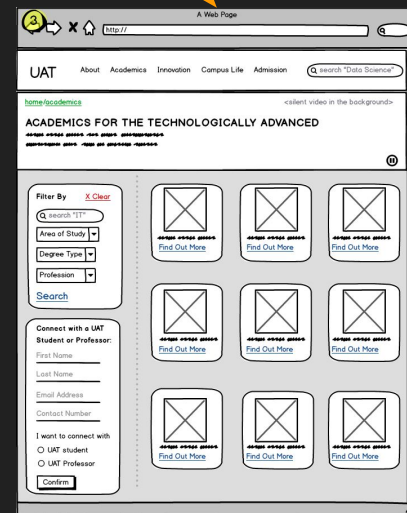NAVIGATION FLOW CHART
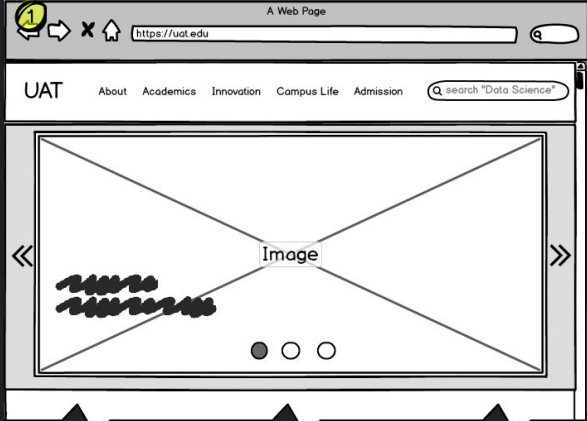
User arrives at website landing page

User scrolls down to find out more information

Wanting to find out more about academics, user clicks on the relevant navigation item and pops up a concise menu

User arrives at "Academics" page

VISUAL REDESIGN

RATIONALE for Visual Redesign

Layout

A design priority is to organize the elements on the webpage, such that there can be **clearer hierarchy** to the displayed elements and improved flow by **maximising negative space**. To this end, I decided to utilise **a grid layout** to ensure that elements are tightly aligned and sections clearly drawn.

Text

To increase readability, I selected a color palette that complements UAT's logo with **high contrasts**. I've also increased the image-to-text ratio to simplify user's navigation.

UAT - Leading Innovation Since 2000.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ac orci pharetra, pellentesque enim ac, maximus magna. Nunc eu auctor mauris. Nullam vel lacus eu orci ullamcorper egestas. Mauris malesuada nisl ac sapien egestas, quis bibendum purus vulputate. Sed auctor pharetra viverra.

UAT NEWS

Visit Campus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ac orci pharetra, pellentesque enim ac, maximus magna.

Dr. Bolman welcoming

Biotech Breakthrough

UAT Events

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ac orci pharetra, pellentesque enim ac, maximus

EXPLORE

Synchronic Learning
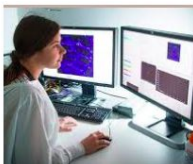

Research

UAT Heroes

Academic Calendar

Giving

Synchronic Learning
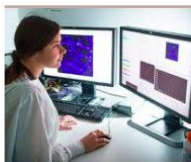
Research

UAT Heroes

Academic Calendar

Giving

UAT

2625 W. BASELINE RD.,
TEMPE, AZ 85283-1056

Contact Us | Claimed Copyright Infringement | Privacy Notice | Site content Copyright @ 2019

RESPONSIVE REDESIGN

Visit Campus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ac orci pharetra, pellentesque enim ac, maximus magna.

UAT Events

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ac orci pharetra, pellentesque enim ac, maximus magna.

UAT NEWS

Dr Bolman Welcoming
Read More

Dr Bolman Welcoming
Read More

Dr Bolman Welcoming
Read More

Dr Bolman Welcoming
Read More

Explore

5

| Synchronic Learning | Research | UAT Heroes | Academic Calendar | Giving |

UAT

2625 W. BASELINE RD.,
TEMPE, AZ 85283-1056

How do the Elements respond to different Screen Sizes?

	Phone(Portrait)	Tablet(Portrait)	4k Desktop(Widescreen)
Header (1)	The navigation bar is replaced by a menu burger icon on the right margin, and the logo shrinks to the left margin	The logo is centered at the top of the website, followed by the navigation bar	The logo and navigation bar are in the same row, with the logo occupying the left corner and the navigation bar floated to the right
Content Slider (2)	Image is set to 100% width to stretch over the whole screen width	Image is set to 100% width to stretch over the whole screen width	Image is set to 100% width to stretch over the whole screen width
Main Featured (3)	The two cards take up the entire center space in two rows	The two cards take up the entire screen width in two rows	Takes up ⅔ of the center space using CSS grid and arranged in two rows on the left of News element

How do the Elements respond to different Screen Sizes?

	Phone(Portrait)	Tablet(Portrait)	4k Desktop(Widescreen)
News(4)	Takes up its own row and is divided into 2x2	Takes up its own row and divided into 4 columns	Takes up ⅓ of the center space using CSS grid and arranged in 4 rows on the left of Main Featured element
Explore and footer(5)	100% width and auto margin so that they are centred	100% width and auto margin so that they are centred	100% width and auto margin so that they are centred

Citation

https://www.ucf.edu/news/nations-top-10-again-ucf-programming-team/

https://aeon.co/ideas/campus-protests-should-stop-at-the-door-of-the-classroom

https://www.vu.edu.au/researchers

https://www.uat.edu/featured-technology-university-alumni#rick-ravenell

https://cph.temple.edu/graduation

https://www.studyinternational.com/news/the-high-cost-of-graduation-ceremonies/