UX/UI Examples

The Website Itself : https://act.mit.edu/

My Example : https://www.figma.com/file/Mz2OdZuBOOizST0Uopu0vY/UX-example?type=design&node-id=0%3A1&mode=design&t=g4cRFd8xIMCZzh8i-1

Target Audience

The UX overhaul of the website specifically aims to cater to its diverse target audience: future students, parents, current students, and teachers.

Future Students

For future students, the UX overhaul will focus on creating an engaging, intuitive navigation system that highlights academic programs, campus life, and admission procedures. The design will include vibrant visuals and interactive elements to help them easily find and absorb the information they need, making the website a compelling gateway to envision their future at the institution.

Parents

Parents need clear, accessible information about the institution's quality of education, safety measures, tuition fees, financial aid, and student support services. The UX overhaul will prioritize user-friendly layouts and straightforward navigation, ensuring parents can quickly find answers to their questions and feel confident in their child's educational environment.

Current Students

Current students require seamless access to course schedules, academic resources, extracurricular activities, and campus events. The UX overhaul will enhance the usability of these sections, focusing on an organized, easily navigable interface that allows students to efficiently manage their academic and social lives.

Teachers

For teachers, the UX overhaul will streamline access to institutional policies, teaching resources, curriculum updates, and professional development opportunities. The design will facilitate easy retrieval of important information, supporting teachers in their roles and promoting effective communication within the academic community.

By tailoring the UX overhaul to the specific needs of these audiences, the website will become a more effective, user-friendly resource, improving the overall experience and satisfaction of all its users.

Website Redesign Analysis and Implementation

For this project, I took on the challenge of revamping a website with some UX flaws. The original site was a bit of a mess, especially with its confusing menu, scattered image titles, and clunky navigation. With only a limited timeframe, I set out to make some quick but impactful changes to improve usability.

Menu Makeover

The old menu was like a jumbled puzzle, making it hard for users to find their way around. I simplified things by reorganizing the menu and adding dropdowns for some categories. This should make it easier for people to find what they're looking for without all the headaches.

Header Cleanup

I combined the institution's name and study info into one tidy space at the top of the page. This not only cleaned up the clutter but also made it easier for visitors to understand what the site is all about right off the bat.

Better Image Navigation

Instead of just listing image titles, I added brief descriptions and clickable arrows to let users dive deeper into the content. And to make things even smoother, I added arrows on both sides of the images for easy back-and-forth browsing.

Introducing the Categories

Images are great, but they can be a bit vague on their own. So, I threw in some short blurbs to give users a taste of what some of the categories are about. Plus, each displayed category has a button that takes you straight to the page itself.

Streamlined Newsletter Signup

The old newsletter signup was taking up too much space, so I shrunk it down and moved it to a less obtrusive spot on the page. It's still there for those who want it, but it's not getting in the way anymore.

Social Media Icons for a Cleaner Look

Instead of cluttering up the page with text links to social media, I swapped them out for sleek icons. It's a small change, but it helps clean up the overall look of the site.

Conclusion

With these changes, the website should be way more user-friendly and a lot easier on the eyes. By tidying up the menu, improving image navigation, and adding some helpful touches throughout, the redesigned site aims to make browsing a breeze for everyone.

The Source : https://www.figma.com/file/ZadlqwDb4t5Izz39RYJsli/Rental-Car-Landing-Page-Web-Design-(Community)?type=design&node-id=0-1&mode=design&t=kTaHj2dYAZQoVD9L-0

My Example : https://www.figma.com/file/DrR8WfZOEePFOh9iJQClkU/Rental-Car-Bad-Example?type=design&node-id=0%3A1&mode=design&t=PqQqdH2lRcePLLqX-1

Deliberately Poor Web Design Approach

In this phase of the project, it was asked of us to intentionally create a web design with as many glaring flaws as possible while maintaining a semblance of coherence with the overall aesthetic. My objective was to introduce inconsistencies, remove vital information, and implement confusing elements to undermine user experience deliberately.

Inconsistent Button Designs

To disrupt visual harmony, I deliberately altered the shapes of buttons, making them inconsistent with the established design language. This intentional deviation from uniformity contributes to a disjointed and unprofessional appearance.

Lack of Information

In an effort to confuse and frustrate users, I reduced the amount of information provided on the webpage. Key details such as product descriptions, pricing, and availability were omitted entirely, leaving visitors uninformed and uncertain.

Unconventional Placement of Close Buttons

To further confound users, I strategically placed close buttons in peculiar locations throughout the webpage. This deliberate inconsistency in button placement adds unnecessary complexity and impedes user interaction.

Removal of Navigation Aids

To hinder navigation, I removed essential elements such as arrows, making it challenging for users to navigate through the content seamlessly. This deliberate omission of intuitive navigation aids exacerbates user frustration and impedes task completion.

Color and Button Name Alterations

By arbitrarily switching colors and renaming buttons, I introduced unnecessary confusion and cognitive load for users. This deliberate departure from established conventions undermines usability and erodes trust in the website's credibility.

Absence of Visual Examples

The deliberate removal of visual examples, such as product images, deprives users of valuable context and inhibits informed decision-making. This intentional lack of visual cues exacerbates user uncertainty and diminishes the overall user experience.

Conclusion

Through deliberate design choices aimed at introducing inconsistencies, confusion, and a lack of information, the intentionally poor web design undermines usability and frustrates users. By deviating from established design principles and best practices, this approach highlights the importance of thoughtful and user-centric design in creating positive digital experiences.