

# Redesign for Online Business Presence

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# Introduction

This project presents a complete redesign of EduNext’s website with the goal of improving user engagement, accessibility, and enrolment conversion. EduNext is an online learning platform that offers flexible digital courses targeted at diverse learners, including working adults, new students, and individuals seeking career advancement. The existing site lacks clear structure, consistent hierarchy, and modern design standards, which negatively affects navigation and overall user experience.

To address these issues, the redesign focuses on building a clear visual identity supported by a modern layout and improved information architecture. Research on accessibility guidelines [1], colour psychology, usability principles [2], and interaction design [3] informed each stage of development. Wireframes, mood boards, and an interactive prototype were created to demonstrate how the updated interface supports smoother navigation, reduces cognitive effort [8], and increases clarity for learners. The final design aims to encourage longer session duration, higher engagement, and improved enrollment outcomes while maintaining an inclusive experience for all users.

## EduNext Website Redesign

The redesign of the EduNext website focuses on addressing the platform’s usability limitations, improving accessibility standards [1], and strengthening its ability to guide users toward course exploration and enrolment. Initial analysis identified several issues with the existing interface, including inconsistent visual hierarchy, limited navigation clarity, weak call-to-action placement, and a lack of cohesive branding. These problems contribute to user confusion, lower session duration, and reduced conversion rates.

To respond to these challenges, the redesign introduces a structured and consistent layout supported by a modern 12-column grid system [8]. This enhances visual alignment, improves readability, and supports responsive scaling across devices. A new colour palette and typography set were developed to create a recognisable identity while maintaining WCAG AA accessibility contrast requirements [1]. Key components such as navigation elements, buttons, and content cards were rebuilt to support clearer information flow and easier decision-making for users [2].

The redesign also prioritises engagement through simplified user journeys. Navigation has been restructured to provide direct pathways to essential areas including Courses, Course Details, and Enrolment. Content is grouped using principles of proximity and alignment from Gestalt theory [9] to reduce cognitive load and make information easier to scan. Wireframes and prototypes were created to demonstrate the improved flow, ensuring that each screen supports EduNext’s primary KPI: increasing the average session duration by encouraging deeper interaction with the site’s educational content.

Overall, the redesign provides a more intuitive, consistent, and accessible experience that aligns with the expectations of modern learners and supports EduNext’s goals for growth and user satisfaction.

# Accessibility and Usability Discussion

Accessibility and usability formed core principles throughout the redesign of the EduNext website. The goal was to ensure that all learners, regardless of ability or device, could navigate the platform efficiently and complete essential tasks such as browsing courses or submitting enrolment details. The redesign aligns closely with WCAG 2.2 guidelines [1], Nielsen's usability heuristics [2], and recognised interaction design principles [3] to support an inclusive and seamless experience.

A key accessibility consideration was ensuring adequate colour contrast across all interface elements. The redesigned palette uses combinations that meet or exceed the WCAG 2.2 AA contrast ratio of 4.5:1 for text and interactive components [1]. The primary deep blue and teal provide strong contrast against lighter backgrounds, improving readability for users with visual impairments or low-vision conditions. Accent colours, such as yellow, were used selectively for icons and highlights to avoid violating contrast requirements, supporting clarity while maintaining accessibility [1].

Typography and text hierarchy were also addressed to enhance readability. Roboto, a modern and screen-optimised sans-serif typeface, was selected due to its clarity at small sizes and its compatibility across devices, aligning with established interaction design principles [3]. Headings, subheadings, and body text were organised with consistent spacing and predictable structure to support clear reading order for sighted users and screen reader technologies [5]. Line spacing and padding were increased in dense content areas to prevent overcrowding and improve scannability, which is particularly valuable for mobile users [7].

Navigation design adhered to usability heuristics by maintaining consistent placement across all pages, as recommended by Nielsen Norman Group [2]. The header provides clear links to core site areas such as Home, Courses, About, and Enrolment, reducing cognitive load and improving orientation for all users. Call-to-action buttons, including "Explore Courses" and "Enrol Now," follow Fitts's Law [4] by providing large, easily selectable targets that minimise physical effort and improve click accuracy. These consistent and predictable navigation elements support smooth task completion across devices.

Content organisation follows Gestalt principles of proximity, alignment, and grouping [9], which improve interpretability and reduce cognitive strain. The Course Details page separates Overview, Modules, Requirements, and Fees into distinct segments with clear headings and spacing. This helps users scan long-form content efficiently and supports those with cognitive processing difficulties. Similarly, card-based layouts on the Courses page accelerate decision-making by offering visually consistent and easily comparable structures [8].

Form design was a major accessibility priority on the Enrolment page. Each form field includes clear labels, generous spacing, and adequate touch targets to meet WCAG 2.2 requirements [1]. The multi-step format reduces cognitive overload by breaking the enrolment process into manageable sections, aligning with usability testing best practices [5]. Inline validation and optional help text support error recovery and improve success rates for users with varying levels of digital literacy. Placeholder areas for live chat or support enhance user confidence during complex tasks.

Altogether, these accessibility and usability improvements contribute directly to EduNext's key performance indicator of increasing average session duration. By reducing friction, preventing abandonment, and ensuring that users of all abilities can interact with the site smoothly, the redesign supports both engagement and user satisfaction. The final design ensures that EduNext can serve a diverse audience effectively and inclusively, reinforcing its mission as a modern digital learning provider.

## *Responsive Design Implementation*

The redesigned EduNext interface was developed with a mobile-first approach to ensure usability and accessibility across a range of devices, including smartphones, tablets, laptops, and desktop monitors. Given that modern learners frequently access educational platforms through mobile devices, a responsive layout was essential for maintaining engagement and preventing drop-off caused by poor presentation or difficult navigation on smaller screens. Research on mobile-first behaviour in e-learning environments supports this approach, showing that mobile optimisation improves interaction and retention [10].

The redesigned pages were structured using a 12-column grid system that adapts cleanly across breakpoints. On desktop screens, layouts use all twelve columns to present multi-column structures such as course grids, dual-column content blocks, and hero sections. On tablets, these structures collapse into six columns, reducing horizontal complexity while preserving visual hierarchy. On mobile devices, layouts collapse into a single column, ensuring that text, images, and forms remain readable without zooming or horizontal scrolling. This approach aligns with best practices in responsive typography, spacing, and component resizing, which contribute to improved readability and smoother content flow across varied viewport sizes [8], [10].

Key interactive components, such as navigation links, buttons, and form fields, were adapted to meet mobile usability standards. Touch targets were increased to meet the WCAG 2.2 recommended minimum size of 44×44 pixels [1], reducing interaction errors and improving accessibility for users with motor impairments. Navigation was simplified on mobile by prioritising essential items, such as Home, Courses, and Enrolment, while preserving the overall site structure through consistent placement, reflecting Nielsen's principles of predictable navigation [2]. Long scrolling pages, including Course Details and Enrolment, were adjusted using vertical stacking, progressive disclosure, and clear section dividers to maintain clarity on small screens.

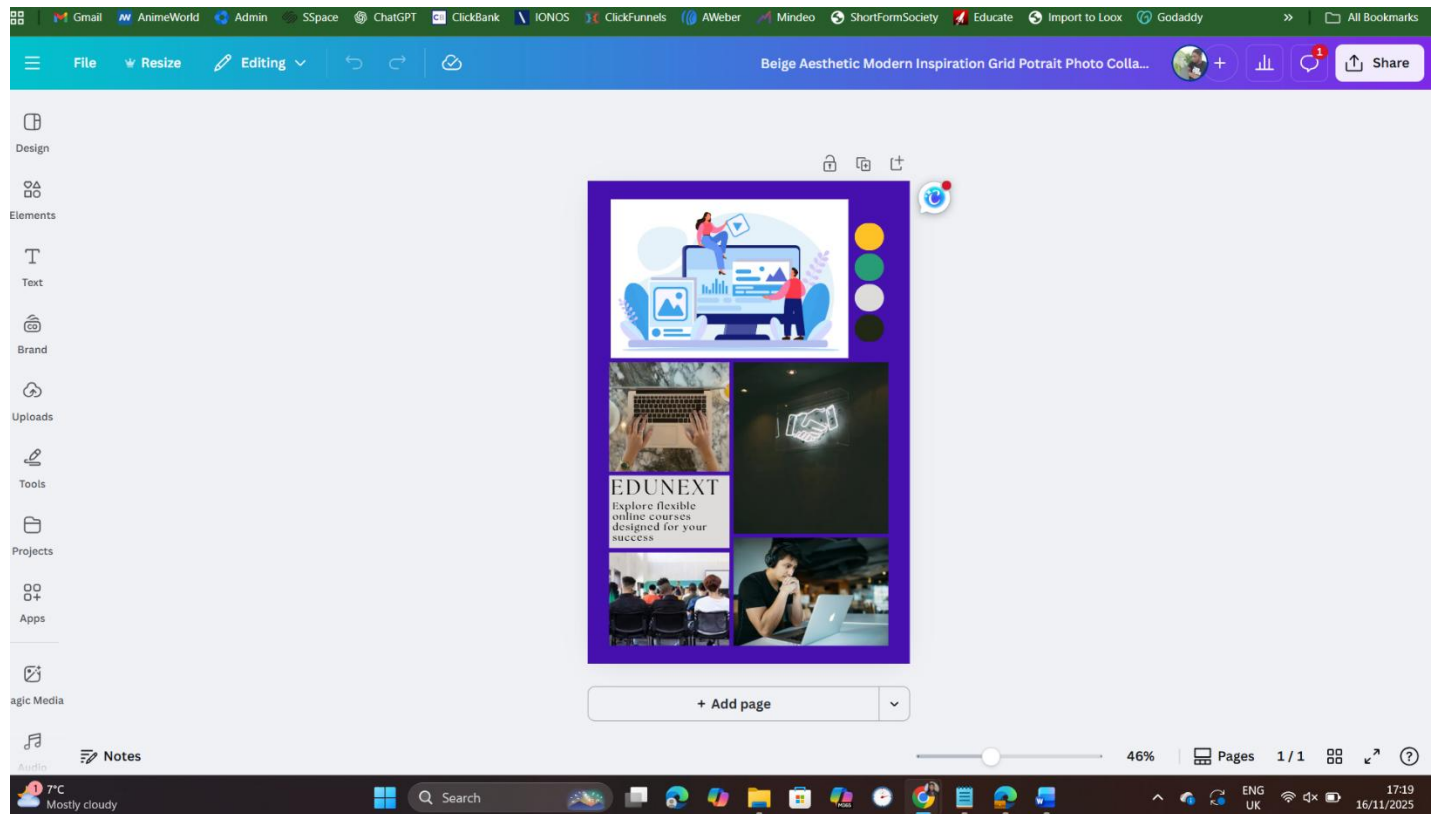
Typography and spacing also adapt responsively. Headings scale down proportionally to maintain visual hierarchy without overwhelming the viewport, while body text remains legible at smaller sizes due to the Roboto typeface's optimisation for screen environments [3]. Line spacing and padding increase slightly on mobile to prevent visual crowding, a principle supported by usability guidance on readability and content density [7]. Colour contrast remains consistent across all devices to ensure that text, icons, and interactive elements meet accessibility standards regardless of screen size or ambient lighting conditions, following WCAG 2.2 requirements [1].

The responsive behaviour of key pages supports EduNext's strategic goal of increasing session duration. By providing a consistent and usable experience across devices, users can explore courses, read content, and complete enrolment without interruption or frustration. Research indicates that responsive interfaces reduce bounce rates and improve task completion, leading to higher user satisfaction and engagement [10]. The final design ensures that EduNext can deliver a coherent, accessible, and future-ready learning platform that supports both usability needs and long-term business objectives.

## Implementation

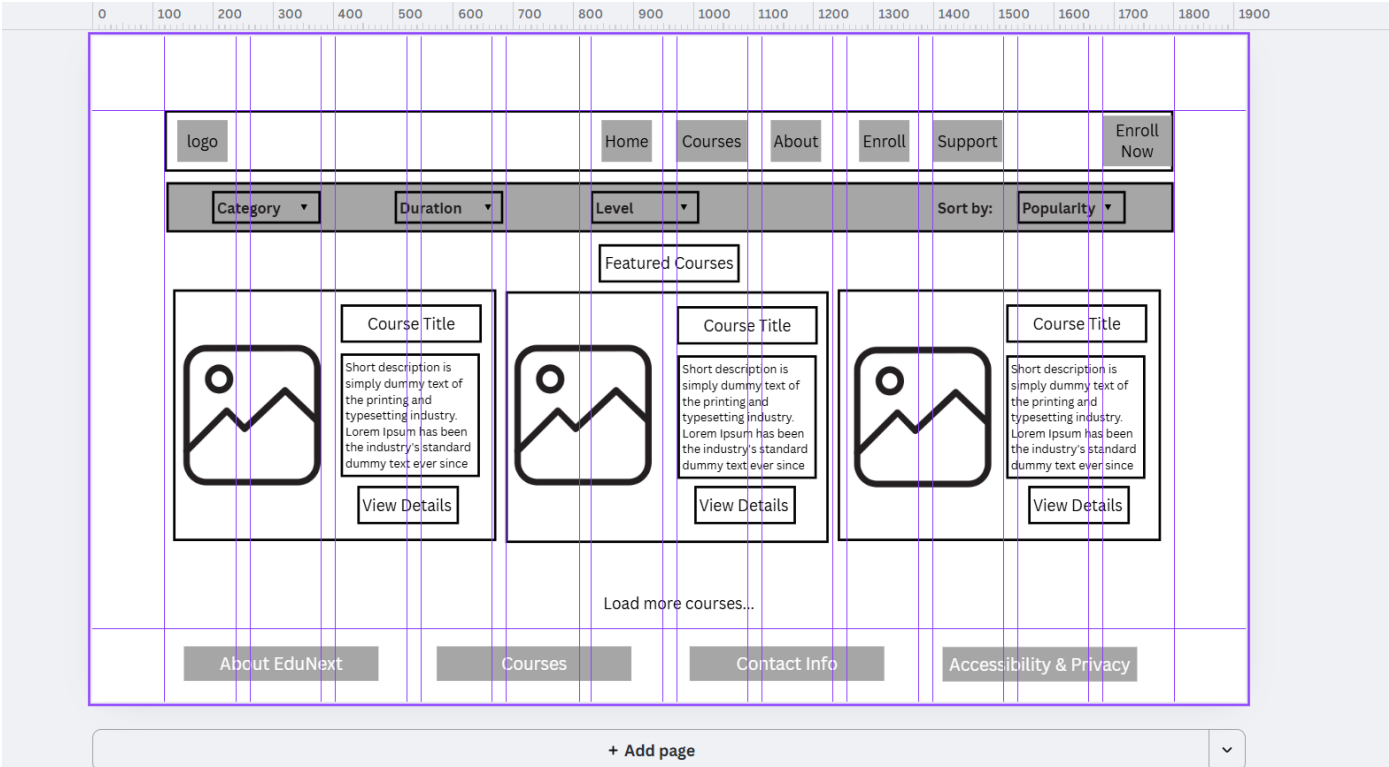
This section outlines the practical steps taken to design the EduNext interface, including the development of the mood board, wireframes, and interactive prototype. Each component was produced using an evidence-based approach grounded in established UI and UX design principles [3], [8].

### Mood Board



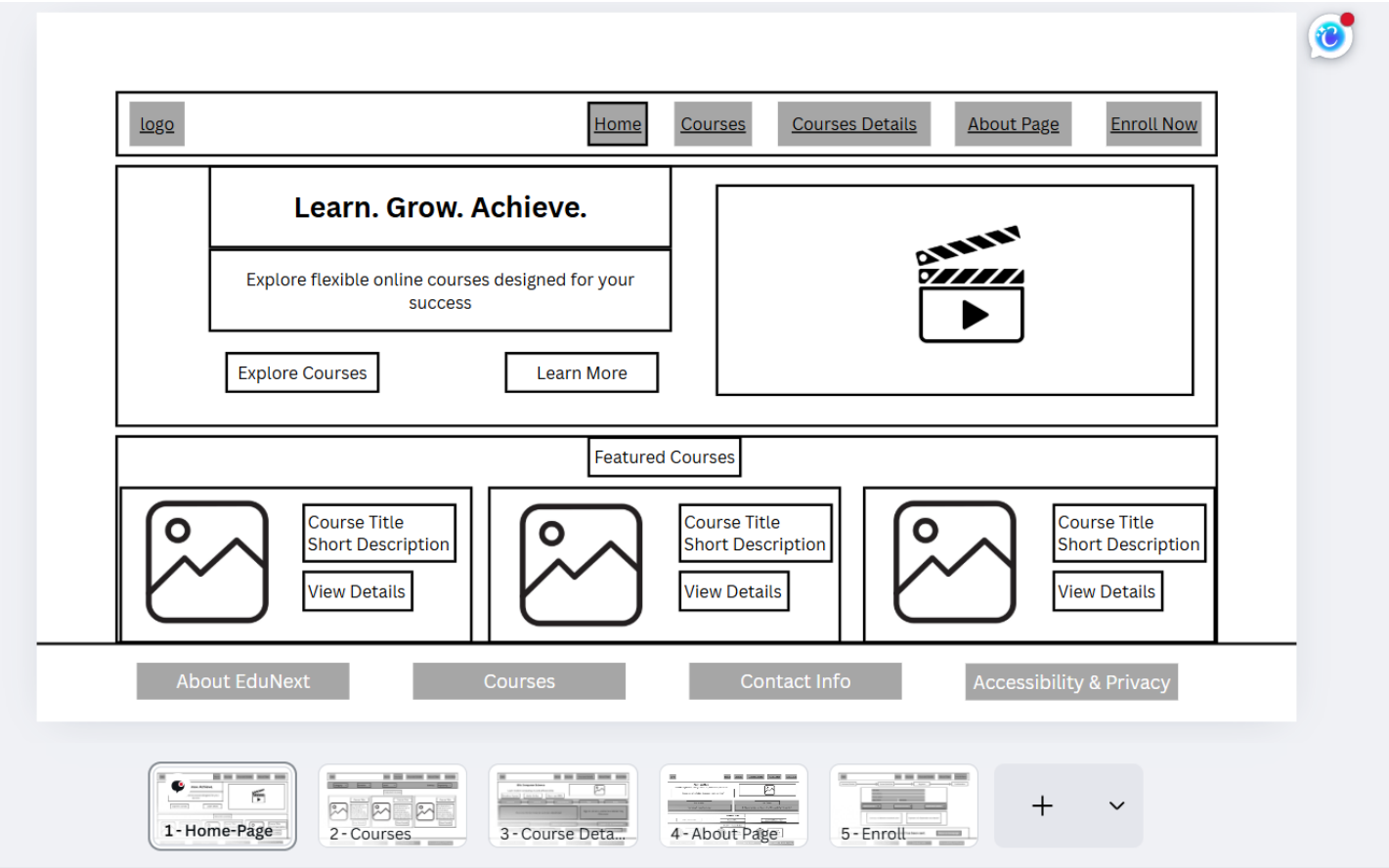
The mood board establishes the visual direction of the redesign by defining the colour palette, typography system, imagery style, and key interface components. Colours were selected to communicate trust, clarity, and accessibility, using high-contrast combinations that comply with WCAG AA guidelines [1]. The primary colours, including deep blue and teal, support a professional and academic tone, while secondary accents add visual interest for key interactive elements. Roboto was selected as the main typeface due to its legibility, geometric consistency, and readability across digital displays, aligning with interaction design principles outlined in Shneiderman's work [3]. Imagery focuses on learning environments, diverse students, and technology to reinforce EduNext's identity as a modern e-learning provider.

# Wireframes



Five wireframes were created to represent the main screens of the redesigned website: Home, Courses, Course Details, About, and Enrolment. All wireframes use a 12-column grid to maintain consistent alignment and spacing, improving readability and structural integrity across the interface [8]. The Home page introduces users to the platform through a clear hero section, intuitive navigation, and previewed course content. The Courses page uses filters and structured cards to simplify browsing and reduce cognitive load, following usability heuristics [2]. The Course Details page prioritises clarity through segmented sections such as Overview, Modules, Requirements, and Fees, enabling users to scan information efficiently. This approach reflects Gestalt principles of grouping and proximity [9]. The About page builds trust by presenting EduNext’s mission, values, team members, and student testimonials. Finally, the Enrolment page uses a multi-step layout that guides users through personal details, course selection, payment, and confirmation, supporting best practices in form usability and progressive disclosure [5].

# Prototype



An interactive prototype was created in Canva by linking navigation elements and call-to-action buttons between pages. This allowed for the simulation of real user flows, demonstrating how a visitor would move from course discovery to enrolment with minimal friction. Prototype-based testing is an established method of early usability evaluation, enabling designers to validate navigation clarity, task success, and visual hierarchy without requiring code [5]. This prototype ensures that the redesigned structure aligns with EduNext’s goals for improved user engagement and extended session duration.

## Design Justification

All design decisions were informed by recognised UX principles. Consistent layout grids and spacing improve visual hierarchy and reduce cognitive load, aligning with Ware’s findings on perceptual organisation [8]. Navigation clarity and persistent call-to-action buttons support task continuity and ease of access, following usability testing standards outlined by Rubin and Chisnell [5]. The segmentation of content follows Gestalt principles of grouping and proximity, enabling users to interpret information quickly and efficiently [9]. Accessibility considerations, such as high contrast, clear labels, keyboard-friendly interactions, and readable typography, ensure inclusivity and compliance with WCAG 2.2 guidelines [1].

Collectively, the implementation strengthens usability, aligns with modern interface expectations, and supports EduNext’s key performance objective of increasing session duration by offering users a more intuitive and engaging learning environment.

## Conclusion

The redesign of the EduNext website demonstrates the importance of a structured and research-driven design process in creating a high-quality digital learning platform. Through analysis of the existing interface, several critical issues were identified, including unclear navigation, inconsistent visual hierarchy, and limited accessibility support. These issues negatively impact user engagement, clarity, and overall satisfaction. The redesign addressed these challenges by applying established UI and UX principles, modern layout systems, and accessibility guidelines to build a more intuitive and user-centred experience.

The implementation of the mood board, wireframes, and interactive prototype provided a clear pathway for translating conceptual ideas into functional page structures. Each deliverable supported decision-making and ensured consistency across Home, Courses, Course Details, About, and Enrolment pages. The application of a 12-column grid system, accessible colour palette, responsive typography, and simplified user journeys contributed to a more professional and coherent visual identity. These improvements directly align with EduNext's business objectives by supporting clearer navigation, reducing cognitive load, and increasing the likelihood that users explore course content in greater depth.

Responsive design played a crucial role in ensuring that the new interface operates effectively across various devices. By adapting layouts for desktop, tablet, and mobile breakpoints, the platform meets modern expectations of flexibility and accessibility. Improved touch target sizes, readable text, logical stacking, and consistent component behaviour support a wide range of users, including those on mobile devices who form a significant portion of EduNext's audience.

Throughout the project, accessibility and usability remained central priorities. Incorporating WCAG-compliant contrast, clear labels, well-structured content, and predictable navigation ensures that the platform serves diverse learners, including those with visual, cognitive, or motor impairments. These improvements not only enhance inclusivity but also contribute to EduNext's KPI of increasing average session duration by providing a more comfortable and trustworthy user experience.

Overall, the project demonstrates how a deliberate design process, grounded in research and supported by evidence-based decisions, can transform an existing platform into a more engaging, accessible, and effective learning environment. The final redesign positions EduNext as a modern, user-focused educational provider capable of meeting the expectations of today's learners while supporting its long-term business and engagement goals.

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