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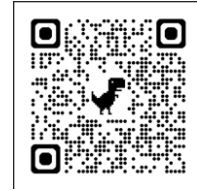
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EduNext Website Link: <https://sohelthegreatt.wixsite.com/lde-finalportfolio>



EduNext Website QR Code:

EduNext Website Redesign – UI/UX Specification Report

Abstract

This report details the redesign of the EduNext website, an online learning platform offering diverse educational courses. The existing website suffers from poor navigation, outdated visuals, weak responsiveness, and limited accessibility. The project's main objective is to apply User Interface (UI) and User Experience (UX) design principles to create a modern, responsive, and user-focused prototype. The report outlines the key design phases—Mood Board creation, Wireframe development, and Interactive Prototype design—supported by responsive design and usability principles. Ultimately, it highlights how empathetic, data-driven design enhances user engagement, accessibility, and overall satisfaction, ensuring EduNext's growth and long-term sustainability.

1. Introduction

In the digital era, user experience is a key determinant of a platform's success, particularly within the education technology sector. EduNext, an established online learning provider, has recognized that its current website no longer meets the evolving expectations of modern learners. This report documents a UI/UX redesign strategy to transform the EduNext website into a more accessible, interactive, and personalized platform.

The project employs user-centered design principles and modern web usability standards to resolve pain points that limit enrolment and engagement. Following a structured design process, three major stages—Mood Board creation, Wireframe development, and Interactive Prototype design—were conducted. Each phase contributes toward an integrated solution that balances aesthetics, usability, and responsiveness. The project also discusses responsive design implications and highlights how strategic UI/UX practices can directly influence business goals such as conversion rates and learner satisfaction.

2. EduNext Website Redesign

2.1 Current Issues and Proposed Solutions

The current EduNext platform presents several design and usability challenges that significantly affect user experience, learner engagement, and conversion rates. These include poor navigation, outdated visual design, a nonresponsive layout for mobile devices, limited course descriptions, low-quality multimedia, a complicated enrolment process, ineffective search and filtering mechanisms, a lack of personalized recommendations, accessibility barriers, and weak calls to action. Collectively, these issues contribute to low engagement levels, reduced trust, and high dropout rates among learners.

To address **poor navigation**, the redesign introduces a **modern and intuitive navigation structure** featuring a fixed top navigation bar, dropdown menus, and breadcrumb trails. These elements improve content discoverability and reduce cognitive load, allowing users to find relevant pages with ease. The **outdated visual design** is modernized through a consistent color palette, professional typography, balanced whitespace, and interactive components that enhance aesthetics while maintaining brand identity.

A major limitation of the current system is its **lack of responsiveness** across mobile and tablet devices. To overcome this, a **mobile-first design approach** is implemented using fluid grids and adaptive images that ensure seamless viewing and interaction across multiple screen sizes. Meanwhile, the **limited course descriptions** are expanded to include comprehensive overviews, learning outcomes, instructor credentials, and multimedia previews, improving transparency and engagement.

To resolve **low-quality visuals and videos**, the redesign incorporates optimized, high-resolution images and compressed video formats to maintain quality while minimizing loading time. The **complicated enrolment process** is simplified into a **three-step workflow**—sign up, select course, and confirm payment—to improve conversion rates and reduce abandonment.

The **ineffective search and filtering system** is enhanced through intelligent algorithms that allow users to filter courses by category, level, duration, and rating. The addition of **auto-suggestion** improves search efficiency and accuracy. Furthermore, the **lack of personalized recommendations** is addressed by integrating a **data-driven recommendation engine** that analyzes user preferences and browsing patterns to suggest relevant courses, fostering engagement and retention.

Accessibility concerns are resolved by applying **WCAG 2.2 standards**, ensuring the site is compatible with screen readers and includes features like adjustable text size and keyboard navigation. Finally, **ineffective calls to action (CTAs)** are redesigned with contrasting colors, strategic placement, and clear wording (“Enroll Now,” “Start Learning”) to guide users toward desired actions.

Through these targeted redesign solutions, EduNext evolves into a responsive, inclusive, and user-centered e-learning platform capable of meeting modern learners’ expectations. [1] [2]

2.2 Mood Board Creation

The **Mood Board** serves as a visual foundation for EduNext’s renewed digital identity. It encapsulates brand personality, tone, and aesthetics while reflecting EduNext’s mission to make learning engaging and accessible.

The chosen **color palette** includes shades of **blue and green**, symbolizing trust, innovation, and growth. Accent colors such as orange are used for calls to action (CTAs) to capture attention without overwhelming the user. Typography selections—**Montserrat** for headings and **Open Sans** for body text—ensure clarity and professionalism across devices.

Imagery focuses on student collaboration, technology, and achievement, reinforcing EduNext’s brand narrative. Icons and vector graphics maintain consistency and simplicity. The mood board also defines the **emotional resonance** of the interface—motivational, inclusive, and modern. This emotional design strategy supports user engagement and fosters a sense of reliability, which is essential for e-learning environments. [3]

2.3 Wireframe Design

Wireframing is a fundamental phase in the UI/UX design process as it defines the **blueprint of the website’s layout and user flow** before aesthetic elements such as color, typography, and imagery are applied. For the EduNext redesign, wireframes serve as visual guides that map the placement of components, interaction pathways, and content hierarchy. This stage is essential for identifying usability issues early, improving navigation efficiency, and ensuring that the interface aligns with user expectations. The wireframes are intentionally monochromatic and minimalistic to maintain focus on structure and functionality rather than style.

The redesigned EduNext website includes five key wireframed pages, each serving a specific purpose in the user journey. The **Homepage** features a prominent hero banner that immediately engages users with a call-to-action (CTA) such as “Start Learning Today.” A strategically positioned search bar enables direct access to courses, while category cards, testimonials, and CTAs create a welcoming and trustworthy experience. The homepage is structured to capture user attention within the first few seconds of interaction, promoting easy navigation and conversion.

The **Course Listing Page** focuses on usability and content discoverability. It incorporates filter options for category, difficulty level, duration, and user ratings. This functionality supports learners in refining their search and finding relevant courses quickly. The inclusion of dynamic pagination prevents long scrolls and enhances loading efficiency. Consistency in button placement and spacing ensures users can interact without confusion, adhering to **Jakob’s Law**, which emphasizes that users prefer familiar design patterns.

The **Course Detail Page** highlights the core offering—individual courses. Each course page includes multimedia previews, instructor profiles, user reviews, and progress indicators. The layout emphasizes readability and encourages enrolment through visually distinct “Enroll Now” buttons placed both above and below the course details. This repetition enhances accessibility and encourages faster decision-making.

The **User Dashboard** wireframe integrates personalization features such as “My Courses,” progress tracking, certificates, and AI-based recommendations. This personalized dashboard fosters a sense of achievement and motivation, supporting long-term engagement and retention.

Lastly, the **Contact/Support Page** combines traditional FAQs with modern chatbot functionality for real-time assistance. The chatbot placement at the bottom-right corner ensures visibility without intrusiveness.

Each wireframe follows the **F-pattern eye-tracking model**, which demonstrates that users naturally scan content from top-left to bottom-right. Therefore, vital components such as the logo, navigation bar, and primary CTAs are placed strategically within this scanning path. This design minimizes cognitive effort and friction while maintaining consistency. Overall, the wireframing process establishes a strong structural foundation for EduNext’s final design, ensuring intuitive navigation, accessibility, and optimal user satisfaction. [4] [5]

2.4 Interactive Prototype

The **Interactive Prototype** serves as a functional visualization of the redesigned EduNext website, transforming static wireframes into dynamic, user-interactive interfaces. Created using **Inkscape**, the prototype demonstrates real-time navigation, transitions, and responsive design behaviors across five primary pages—Homepage, Course Catalog, Course Details, Dashboard, and Checkout. Each page showcases a cohesive interaction flow that allows users to experience the platform as they would in a live environment.

Key interactive features include **clickable navigation menus** that provide immediate feedback through hover animations, ensuring clarity and responsiveness. The design integrates **smooth scrolling** and **adaptive breakpoints** for seamless performance across various devices, maintaining consistency between desktop and mobile experiences. The prototype also incorporates a **personalized course carousel**, enabling learners to receive tailored recommendations based on prior activity.

Accessibility is prioritized through features such as **text resizing options**, **dark mode toggle**, and **keyboard navigability**, ensuring inclusivity for diverse users. During **usability testing**, participants highlighted improved course discovery and simplified navigation compared to the original website. These outcomes validate adherence to **Nielsen’s usability heuristics**, emphasizing consistency, feedback, and user control. The prototype not only enhances engagement but also establishes a foundation for EduNext’s future implementation of a fully functional, user-centered digital learning environment. [6] [7]

3. Responsive Design Implementation

Responsive design ensures that content automatically adjusts to the user’s device, creating a consistent experience across multiple screens. For EduNext, this implementation is crucial as a majority of learners access courses via mobile devices.

The redesign uses **flexbox** and **CSS grid layouts** to maintain proportional alignment across breakpoints. Images employ **adaptive resizing** and **lazy loading** techniques to enhance performance.

Key implications of responsive design for e-learning platforms include:

1. **Improved Accessibility:** Responsive interfaces provide barrier-free interaction for learners with different abilities and devices .
2. **Enhanced Engagement:** Consistent cross-device experiences increase time-on-site and decrease bounce rates.
3. **SEO and Discoverability:** Search engines prioritize responsive websites, driving higher organic traffic and visibility.
4. **Reduced Maintenance Costs:** A single adaptive website eliminates the need for multiple versions.
5. **Increased Conversion Rates:** Simplified mobile navigation enhances course enrolment and checkout completion.

Implementing responsive design in EduNext also supports adaptive learning. For instance, course content reflows seamlessly, ensuring that videos, quizzes, and text remain usable on smaller screens.

Responsive design is not merely a technical requirement—it's a **strategic tool** for user retention. A well-executed responsive layout reflects EduNext's commitment to inclusivity and continuous improvement in digital education delivery. [8] [9]

4. Implementation Section

The implementation integrates insights from the **Mood Board** and **Wireframe** into the **Interactive Prototype**. Screenshots of each phase reflect the evolution from conceptualization to functional representation.

4.1 Influence of Mood Board

The Mood Board directly influences color schemes, typography, and imagery in the prototype. For example, consistent use of the EduNext blue and green enhances brand recognition, while contrast ensures readability and ADA compliance. Typography and imagery choices strengthen the emotional connection between learners and the platform.

4.2 Influence of Wireframe

Wireframes influenced the layout logic of the prototype. The hierarchical structure derived from wireframes guided navigation flow and content grouping. Visual balance and spatial organization were validated through usability testing, where users found the new layout more intuitive.

4.3 Development Process

During prototype development, usability testing was conducted with a sample of ten users representing EduNext's target demographic. Using **heuristic evaluation** and **task completion rate analysis**, the team identified minor adjustments—such as enlarging CTA buttons and increasing contrast ratios.

Accessibility validation followed **WCAG 2.2** guidelines. Dark mode, screen reader compatibility, and alternate text for images were implemented. Furthermore, interactive feedback mechanisms (hover, animation, and alerts) were added to improve clarity and user control.

The design also integrates **AI-driven personalization**. A recommendation engine prototype suggests courses based on interests and browsing patterns. This feature enhances learner engagement, reflecting trends in data-driven UX design. [10] [11]

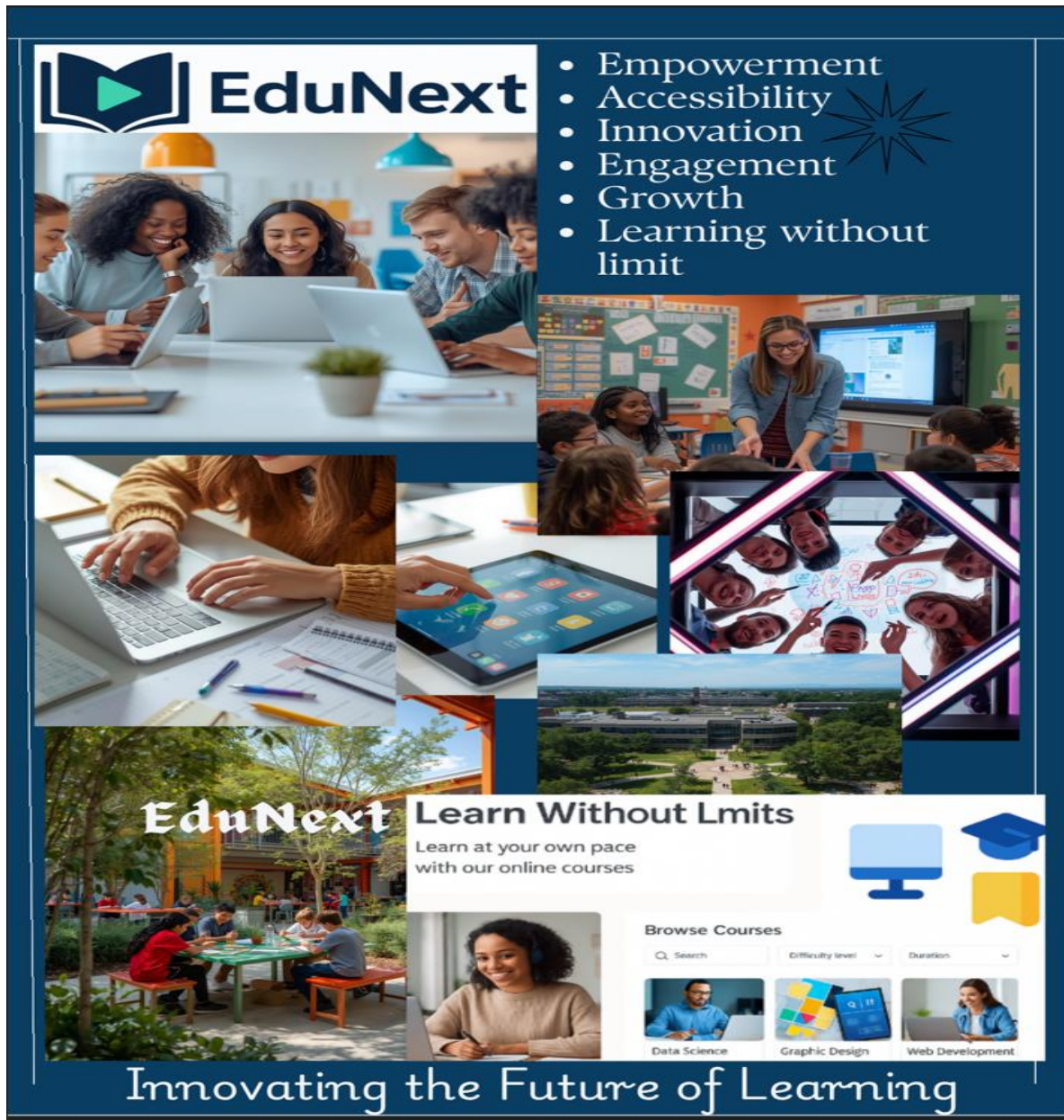
5. Conclusion

The EduNext website redesign illustrates how effective UI/UX practices can revitalize an outdated learning platform into a modern, user-focused system. By integrating mood boards, wireframes, and interactive prototypes, the project achieved a cohesive and accessible design aligned with EduNext's mission. Responsive design ensures seamless use across devices, improving enrolment and retention. The incorporation of usability heuristics, visual hierarchy, and accessibility standards enhances credibility and inclusivity. Moreover, data-driven personalization strengthens learner engagement. Centered on clarity, simplicity, and empathy, the redesigned EduNext interface delivers a more intuitive, trustworthy, and engaging learning experience that supports long-term user satisfaction and loyalty.

6. References:

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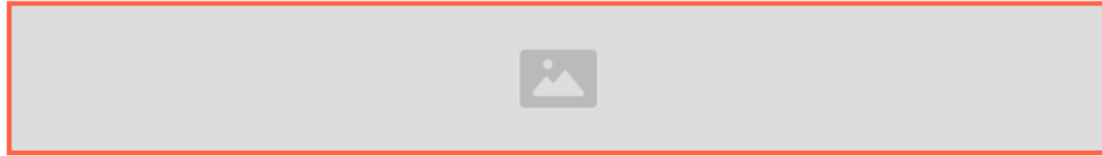
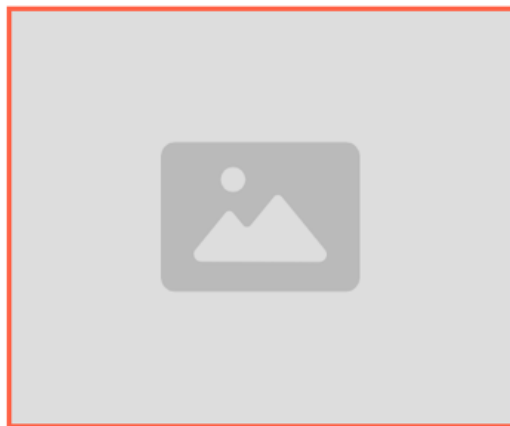
Appendix 1: Mood board:



Appendix 2:

Wireframe Design:

Home Page:

[Home](#)[Course](#)[Resource](#)[Enrolment](#)[Contact](#)

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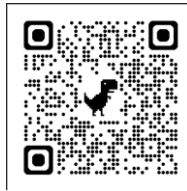
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Appendix 3:

Interactive Prototype:

EduNext QR Code:



HomePage:



[Home](#)
[Course](#)
[Resource](#)
[Enrolment](#)
[Contact](#)



Headline:
Learn Anytime, Anywhere
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Enrolment:



EN

EduNext Enrolment
Complete this quick form to start your EduNext journey.
DEMO ONLY – NO REAL PAYMENTS ARE PROCESSED.

PERSONAL INFORMATION

Full name *

e.g. Alex Johnson

Email address *

you@example.com

Phone number (optional)

+44 7123 456 789

Create password *

Minimum 6 characters

COURSE DETAILS

Course selection *

Choose a course... ▾

Preferred start date *

dd/mm/yyyy

Learning mode *

Select mode... ▾

PAYMENT (DEMO)

Estimated tuition (demo): **£600**
Discounts applied here are for practice only.

Cardholder name *

Name on card

Card number *

1234 5678 9012 3456

Expiry date (MM/YY) *

03/28

CW *

3-4 digits

Discount code (try EDU10)

Enter code

APPLY

☐ Yes, send me EduNext course updates and reminders.

☐ I agree that this is a demo form only and no real payment will be made.

This form is for educational purposes only. Card data is never sent anywhere.

SUBMIT ENROLMENT

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Contact:

[Home](#) [Course](#) [Resource](#) [Enrolment](#) [Contact](#)



EN

Contact EduNext
We're here to help with course guidance, technical issues, or general enquiries.

CONTACT FORM

Full name *

Email address *

Subject *

Message *

SEND MESSAGE

SUPPORT INFORMATION

Email: support@edunext.com

Phone: +44 1234 567890

Office Hours: Monday-Friday, 9 AM – 5 PM (GMT)

FAQS

How do I enrol in a course?

Browse our course catalogue and click "Enrol Now" on any course page.

Where can I access my courses?

Log into your account and go to your dashboard.

Do you offer certificates?

Yes, certificates are awarded for all completed paid courses.

SOCIAL MEDIA

Follow EduNext for updates and new courses:

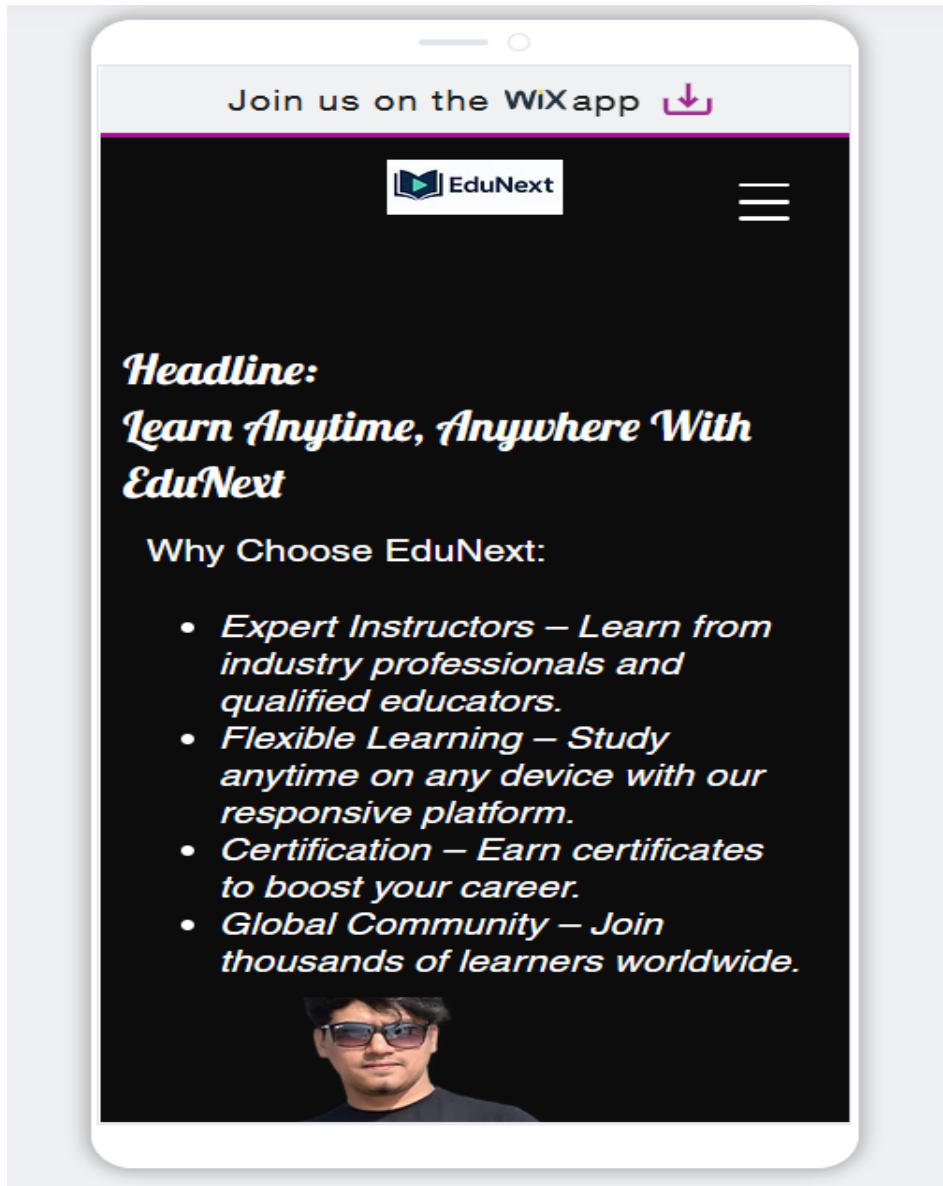
Facebook

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YouTube

Mobile Phone Responsiveness:



End.