



WEB REDESIGN CAPTURES LAKEHEAD UNIVERSITY'S DYNAMIC LEARNING EXPERIENCE

Lakehead University's redesigned website engages students by reflecting their personal and academic lives.

CLIENT Lakehead University LOCATION Thunder Bay and Orillia, Canada WEBSITE www.lakeheadu.ca INDUSTRY Education

SERVICES RENDERED



STRATEGY

Personas, Scenarios & Tasks
Discovery Report



RESEARCH

Stakeholder Research
User Interviews
Card Sorting



DESIGN

Information Architecture
Interaction Design
Visual Design
Photshoot



TESTING

Usability Testing



CONSTRUCTION

Style Guide

CHALLENGE

Lakehead University offers a dynamic and innovative academic environment, and needed a website that would reflect the spirit of campus life. They wanted to reinvent their website so that it would resonate with current and prospective students, build brand awareness and increase enrolment. Akendi was asked to help create a new design that would be easier to navigate, showcase the student experience and reflect the university's natural surroundings.

APPROACH

Akendi interviewed students, faculty and staff to figure out which tasks and functions were being completed on the website. The findings informed how the new design would be organized and which content would be prioritized. Akendi conducted usability testing to validate that users could easily complete their tasks. Akendi then created the visual design, incorporating stunning photography into the website to immerse current and prospective students in campus life.

IMPACT

The new website is intuitive and inspires user engagement. The updated visual design and high-impact images reflect the reality of student-life and lets users see themselves as students at Lakehead University. Feedback about the new website has been positive. Users find the new design easy to navigate and say it reflects their experience at Lakehead University.

"WE ARE VERY PLEASED WITH AKENDI'S METHODOLOGY, THE RESULT OF WHICH IS A BEAUTIFULLY DESIGNED WEBSITE THAT ELEGANTLY MERGES THE GOALS OF THE INSTITUTION WITH THOSE OF THE USER. AKENDI IS AN ADVOCATE FOR THE END USER AND KEEPS THEIR NEEDS IN MIND AT EVERY STAGE."

Tove Tronslien MANAGER, WEB DEVELOPMENT SERVICES