ENSE-271 Group Project

Aeoniums

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Business Need & Opportunity

The Need:

The Saskatchewan Career Development Association (SKCDA) would like a website redesign that makes the page visually appealing, easy to navigate and that integrates a few key features. Some key features that we would like to have integrated include the following.

The Opportunity:

To work alongside the SKCDA to explore new and innovative web designs that inspire people to action around community needs. High-level guidelines, principles, constraints, & assumptions include:

- Design approach: Design Thinking (Agile)/Fast Feedback Cycle
- Licence: Creative Commons Share & Share Alike (CC BY-SA 4.0)
- Technology/Programming environment: StoriesOnBoard (Tim/Adam will be creating user accounts), Figma, WordPress, Local by Flywheel, GitHub (public repository required)
  - NOTE: You all have access to the developer "Search and Filter" plugin (provided by Tim - reach out to Tim if you are interested in exploring this plugin)
- Initial design notes
  - An easy-to-navigate webpage
  - A focus on encouraging people to join as members
  - A member-only networking/resource-sharing section
  - A more user-friendly membership form
  - A more user-friendly payment form
  - A focus on member engagement, including events, conferences, podcasts, and incentives to join.
  - An up-to-date resource page for people who inquire about national certification.

<u>Reflections - Project Planning</u>

Target Customers:

- **Northstar Customers:** Those that are transitioning job roles, Recent post secondary graduates, Professionals looking for CCPD designation.

- **Carryover Customers:** Board Members, Members, Volunteers

Assumptions

In our initial planning stage of this project, we made certain assumptions. We needed a content management system (CMS) as a way to create and manage our website. The CMS we assumed to use was Wordpress. We also knew we needed SKCDA related resources such as images, content, and videos to ensure relevancy. A focus we made sure to hold was that the implementation was for the Northstar customers. An assumption that we needed to ensure was that we are able to migrate domain names as well.

Constraints

There were a few constraints we brainstormed in the planning stage. The first constraint we concluded was the approval of content from the other provincial career development websites to gain certain general information if needed. We also needed approval to use content from the current site to ensure relevancy and so we can differentiate any irrelevant information. Another constraint we brainstormed was ensuring access as members is given to us. A budgeting constraint was made to ensure everything was under a certain budget.

Diagram Key Findings

Affinity: We came up with three related categories for our affinity diagram. These categories were communication, design/frontend, and management. These categories each have subcategories for each aspect of the side. Our **communication** category contained tasks needed for the membership tab and the contact aspect for the website. Our **design** category contained key ideas that pertained to navigation, events, and media. Each of these were chosen distinctly to ensure proper paths are taken when moving onto the next step. The **management** had tasks relating to the administration process and included necessary forms.

Empathy: Our empathy maps all consisted of similar ideas that fell into the categories of think and feel, see, say and do, hear, as well as pain and gain. The ideas each individual brainstormed were all similar ideas. These ideas eventually led to the categories of our affinity diagram.

User Story Mapping and Minimum Viable Product

Our group's User Story Map (USM) had a division of three different entries. These were set as a priority based system. We knew that we had to have certain tasks done to be able to present along the way rather than all at once. Our first Minimum Viable Product (MVP) release consisted of the reorganisation of the tabs and information. This was placed in this release since we found many aspects would be clarified to us as well as the SKCDA representatives during our first meeting. For our second MVP, we wanted to have a focus on adding things that would usually take us longer and that would need a solid base beforehand. Such as the designated payment system, we would need a certain layout that we are used to before we were able to implement this. We ended up making very minor changes to our USM from the first iteration to the current one as it was a sense of clarification we needed from the clients to ensure proper goals were met.

Prototyping Activities and Usability Evaluation Findings

For our low fidelity prototype, we created a prototype that would allow us to get a rough idea of how the website layout would look. We set up our prototype in a way that the SKCDA representatives would be able to choose what they enjoyed from each of the prototypes which would lead to our high fidelity. The high fidelity prototype we created allowed us to create a prototype where we were able to present our close to final solution. After we had presented our high fidelity prototype to the class, we received numerous feedback that pertained to things such as cluster and our prototype having too much going on, as well as colour schemes. With this feedback we did a full rebrand of our prototype and tailored it to be closer to the final solution than we initially assumed so.

People Centred Design Concepts

1. <u>Understandability</u>: The header we implemented in our prototypes used understandability to ensure anyone with minimal knowledge can clearly see what each tab pertains. This concept is also translated into the footer.

2. <u>Discoverability</u>: We implemented discoverability using aspects of gestalts theory. This was done by using similarity and proximity. We wanted to present everything in a way that it was easy to navigate and understand for users of any experience level.

3. <u>Forced Behaviour</u>: We implemented forced behaviours, more specifically the lock-in concept. The payment page requires the user to enter their respected payment method before being able to advance.

4. <u>HFA</u>: Throughout the design we wanted our website to be low threshold and high ceiling. This was implemented by having a focus on understandability and discoverability in all aspects and pages of our website. Things such as placement of each widget and button were an example of HFA.

WordPress Solution
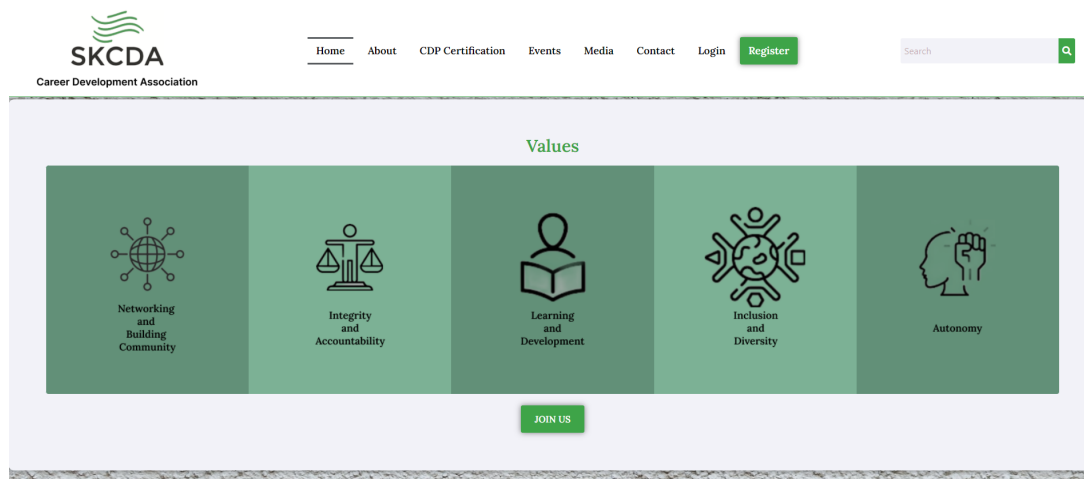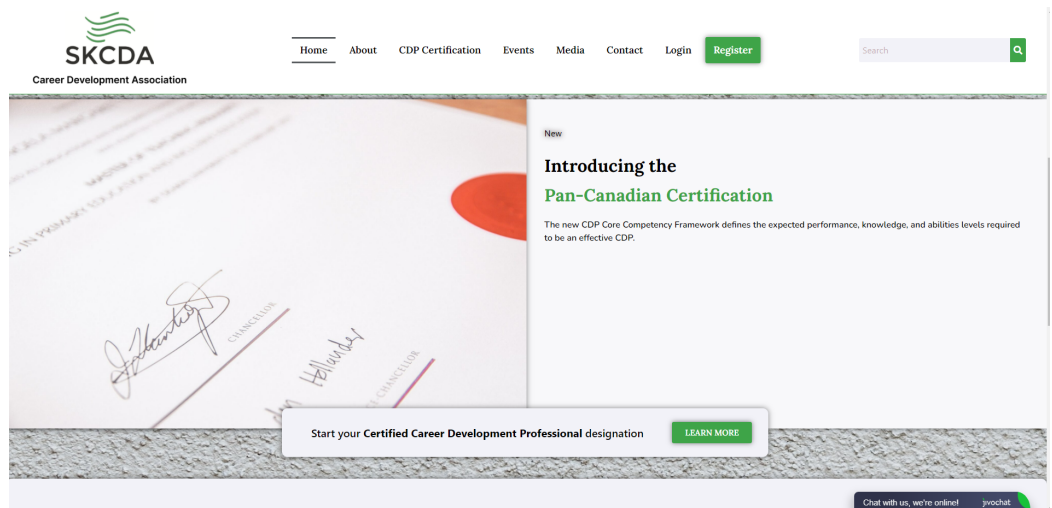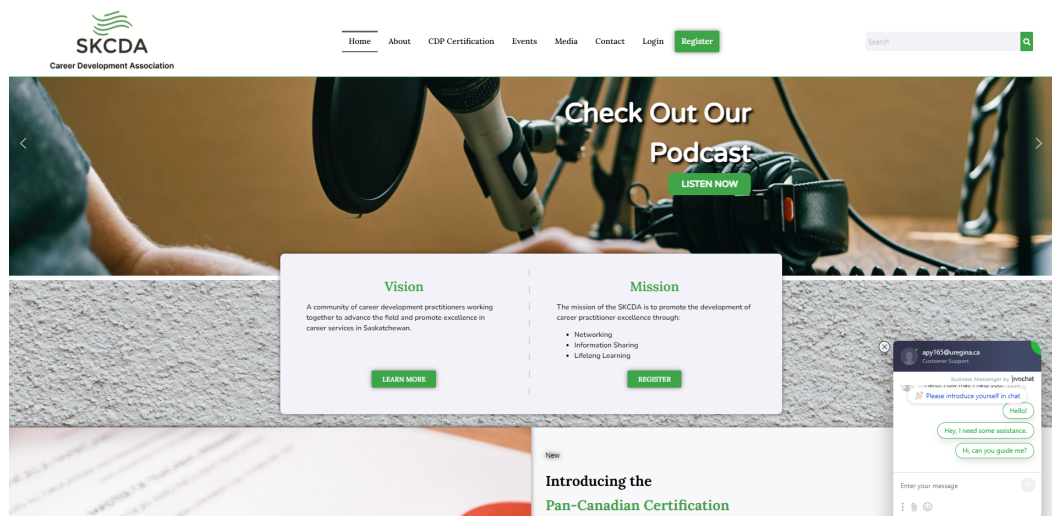
- The above three pictures are of the home landing page of our website. This page details each aspect that SKCDA wanted to be represented. The embodiment of this page then carries over to each respected page.

Reflections - Project Results

Likes and Dislikes

- Likes: We enjoyed the sense of collaboration since it taught us how to use each member's set of skills to the full advantage to ensure the highest quality of product is released. On top of collaboration, we enjoyed client work. Working with a customer for a project gave us an insight on how projects work in industry. This better equipped us for when we enter the workforce. We enjoyed exploring WordPress's plugins to enhance our website.
- Dislikes:The time crunch was very challenging at times as some members were balancing other classes as well. This is likely due to the spring semester. Using certain parts of Wordpress such as elementor would get frustrating at times, but with collaboration we were able to navigate through.

What Went Well?

Our meetings with the SKCDA representatives went well and we were able to receive necessary feedback to improve our design for the next meeting; this ultimately led us to keep the customers' needs as top priority. Our diagramming phase leading to the low fidelity prototype was a well executed transition as well.

What Did Not Well?

Our initial high fidelity prototype was far from what the WordPress solution was to be. As a team assumed that the high fidelity prototype would be very different from the WordPress solution. After receiving feedback from our peers and Dr Maciag, we worked away to improve our prototype to be a closer iteration to what our final WordPress solution would be.

Translation to WordPress Solution

The iteration of the high fidelity prototype we came up with was a perfect embodiment of how we wanted the base of the WordPress solution to look. On WordPress we advanced certain pages to utilise some widgets available in WordPress such as the accordion on our main page which shows other pages with a short description. We also used API's for certain forms such as the membership submission. We implemented a calendar system where admins would be able to easily set events with their google account.

Did People Centred Design Ideas Help or Hinder Our Design?

The concepts from PCD helped us. The concepts we tried to relate gave us the perspective of what the clients were frustrated with and addressed those. The concepts used were then presented and the clients very much enjoyed the early iterations. Certain ideas we

used were able to provide a form of guidance to follow in order to remain on track and keep the clients satisfied.

Future Projects

- <u>Same</u>: The division of tasks, since this was a spring semester the deadlines were very tight and having a division of tasks allowed everyone to do a part and have it all fit together like a puzzle. Receiving peer feedback benefited us greatly as our peers are thinking more similar to us rather than the clients themselves. The method we used in our first prototype where we asked the client which parts of each of our prototypes they liked is definitely something that was well implemented.
- <u>Different</u>: One of the things we can do differently is having further conversations with the clients to clarify any form of confusion early on to allow clarity. We can improve time management as well to utilise all given days efficiently.

Opportunities and Design Ideas For Future Work

One of the ideas that we did not get to fully implement was the networking concept brought forward to by SKCDA representatives. There was mention of a networking Linkedin-esque system where members could connect with other members. Due to time constraint and MVP priority we were unable to look into this. Although it was not clarified, a section of the current SKCDA board members and employee directory can be implemented in the future.

Appendix: WordPress Themes and Plugins

- **Elementor**
  - User Rating: 4.5.
  - Last Updated: 2 Weeks Ago
  - 5 Million+ Active Installations.
  - A website builder, not just a page builder
- **Elementor Header & Footer Builder**
  - User Rating:5.
  - Last Updated: 1 Month Ago
  - 1 Million+ Active Installations.
  - Creates header and footer for a website.
- **Sticky Header Effects for Elementor**
  - User Rating: 4.5
  - Last Updated: 3 Months Ago
  - 200,000+ Active Installations
  - Sticks the header to the top when scrolling

- **Essential Addons for Elementor**
  - User Rating: 5
  - Last Updated: 1 Day Ago
  - 1 Million+ Active Installations
  - 40+ free elements including advanced data table, event calendar, filterable gallery.
- **Recent Posts Widget With Thumbnails**
  - User Rating: 5
  - Last Updated: 4 Months Ago
  - 200,000+ Active Installations
  - List the most recent posts with post titles.
- **WP Mail SMTP**
  - User Rating: 5
  - Last Updated: 2 Months Ago
  - 3 Million+ Active Installations
  - Makes email delivery easy for WordPress.
- **Podcast Player**
  - User Rating: 5
  - Last Updated: 3 Weeks Ago
  - 10,000+ Active Installations.
  - Highlights the podcast and includes a mini player.
- **Smart Slider**
  - User Rating: 5
  - Last Updated: 1 Day Ago
  - 900,000+ Active Installations
  - Build image slider, layer slider, video slider and post slider.
- **Contact Form 7**
  - User Rating: 4
  - Last Updated: 2 Weeks Ago
  - 5 Million+ Active Installations
  - Builds different forms.
- **JivoChat**
  - User Rating: 5
  - Last Updated: 2 Months Ago

- 30,000+ Active Installations
- Creates live chat attached to all pages.