

Summarized Customer Notes #2 – IABC Regina Meeting/Presentation – March 1st 2021 – Alderaanians

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Opening Introduction

Discussed how we each created envisioned site maps for the website. How we wanted to keep it simple and as clean as possible.

Sitemaps

Displayed our Sitemaps and asked questions about them.

Feedback: Good, try to keep it even more simple if possible. Homepage should have events and other important things on it.

Analysis: The Sitemap format was hard to understand, our fault. Discussed with them that the sitemap sub headings weren't necessarily new pages and could be anchors on a page or different section.

Learned that we should keep it as simple as possible. As little of pages as possible, **scrolling over navigating.**

Ensure that the homepage displays all the important events and information up front.

Liked the sitemap that Kaden made, with some small adjustments to ensure that Events are easily seen.

Said that Socials is a nice page to include.

LoFi Prototypes

Displayed the prototypes and asked for feedback. Most of the images shown were the ones done by Kaden with Gestalt Principles. Maybe could have incorporated all 3 of each type and asked for them to choose their best, but this way allowed for them to really give feedback on what is wrong/right with them.

Feedback:

Main Navigation bar should **avoid dropdowns if possible**, look at icons format that was being used by Jennifer Arends.

Keep things in a one column-format. Easier to focus and read. Jen mentioned the **Z Scan format** which customer/users use nowadays. Said this has to do with Mobile website. This almost went against our methodology of the **F Scan** from the class and is something we will definitely take into account.

End of Presentation Feedback

Keep Mobile Website a priority first – We liked how another group did it, designed their prototypes in mobile format rather than desktop. Mobile is the future.

Keep things in a single layer, again scrolling over navigating. This ties back to the mobile approach.