

In developing our website, we aimed to create a platform that is both user-friendly and adaptable to the evolving needs of our diverse user base. Here's a brief overview of our approach:

### **High-Level Process Breakdown**

**Understanding Our Users:** We began by identifying the needs and preferences of our visitors to create an inviting and functional website.

**Ideas and Designs:** Through experimentation with various designs, we sought to capture our visitors' attention positively.

**Prototyping and Feedback:** By creating and testing prototypes, we gathered crucial feedback to refine our ideas and identify the most engaging concepts.

**Making Improvements:** This feedback informed our iterative design process, allowing us to continuously improve upon our initial prototypes.

**Final Touches:** We committed to ongoing refinement post-launch, ensuring the website remains responsive to user feedback.

### **Fast Feedback Cycle**

**Experimentation and Learning:** We quickly implemented new ideas to observe how different user groups, including members and the public, interacted with the website, learning from their behaviors.

**Iterative Improvement:** Continuous evaluation and refinement based on feedback helped us adapt and evolve the website to better meet user needs.

**Dual Focus on User Experience:** We aimed to enhance the experience for both members and public users by providing valuable features and accessible content.

### **False-Consensus Effect**

**Awareness and Diversity:** Recognizing our limited initial user interaction, we emphasized the importance of considering diverse perspectives in our design process, avoiding assumptions based on our own biases.

**Research and Empathy:** We supplemented our understanding through research and empathy towards potential users, guiding our design choices.

**Engagement and Inclusion:** Engaging with our existing member base for feedback and ensuring our designs reflect a broad range of user experiences were key steps in creating an inclusive website.

By integrating these strategies, we have crafted a website that not only meets the current needs of its users but is also equipped to grow and adapt based on ongoing user feedback and changing preferences. This approach has established a solid foundation for a dynamic, user-centric online presence.