

Euphorbias (Ethan Goski, Emembong Umoh and Seonyu Park)

Team Name and Member:

Euphorbias

- Ethan Goski
- Emembong Umoh
- Seonyu Park

Project sponsor

Dr. Tim Maciag (ENSE 271 Lecturer)

Business need/opportunity

The SKCDA is seeking a website redesign that enhances visual appeal, ease of navigation, and integrates key features. These features include a user-friendly navigation system centered around increasing SKCDA membership, a member-only networking section, a resource-sharing platform exclusively for CDPs (Certified Data Protection Professionals), emphasis on the value of membership, improved sign-up forms for both group and individual memberships, an enhanced credit card payment form, options for requesting more information and signing up for a mailing list, and an up-to-date section dedicated to national certification for CDPs.

Some additional details to consider are that the SKCDA currently hosts their website on Weebly, but they are open to migrating to a platform like WordPress. They own the domain but require assistance with the migration process. This website redesign opportunity aligns with a course-based learning activity focused on exploring innovative web designs that motivate individuals to take action for community needs.

The project follows a Design Thinking (Agile)/Fast Feedback Cycle approach, and the content is licensed under Creative Commons Share & Share Alike (CC BY-SA 4.0). Regarding initial design notes, the objectives are to create an easy-to-navigate webpage, prioritize member recruitment, establish a member-only networking and resource-sharing section, improve the user-friendliness of membership and payment forms, enhance member engagement through events, conferences, podcasts, and incentives, and provide an updated resource page for inquiries about national certification for CDPs

Reflections on project planning, execution, & closing (5 pages)

1. State selected north star & carryover customers selected

NorthStar customers refer to the target audience for SKCDA, which includes potential new members of the organization as well as individuals who are interested in career development and may be affiliated with other similar associations.

Carryover customers, on the other hand, are the existing customers of SKCDA. This includes current members of the organization as well as board members who have been actively involved in its activities and initiatives.

2. Summarize assumptions made and constraints uncovered

Assumptions made during the project include clients needing more understanding of technologies, necessitating user-friendly solutions, and the website is easy to maintain without coding or complex technologies. Constraints uncovered have limited time for project completion, a need for provided photos requiring free images, and an inclusive website that caters to individuals of different genders, ages, and nationalities. These assumptions and constraints guide the project's approach and emphasize the importance of considering usability, accessibility, and efficient time management.

3. Summarize key findings from affinity diagramming, empathy mapping

Key findings from affinity diagramming on layout and design requirements include:

Based on the affinity diagramming, several key findings on layout and design requirements emerged. Users expressed a strong desire for ease of searching and navigation, allowing them to swiftly access the desired information. The highlighting of events was identified as crucial to attract attention and encourage participation. A clean and professional look was emphasized, conveying credibility and trustworthiness. Increasing membership was a top priority, calling for clear calls-to-action and persuasive content. The website should provide easily accessible contact information for members and SKCDA board members. It should also be user-friendly for editing, enabling the team to make updates without coding expertise. Prominently displaying information about national certification was seen as important. Establishing connections with other professional development associations globally was highlighted for collaboration opportunities. Furthermore, the ideal website design solution should not involve coding so that it can be easily maintained and updated without technical difficulties.

4. Discuss the initial & evolution of your USM/MVP

Initially, our User Story Map (USM) centered around the user's reactions and interactions. However, we received feedback suggesting that the USM should be more focused on defining the website's functionality. Consequently, we decided to pivot and develop a new USM based on the website's layout and its intended components. In this revised USM, we categorized different aspects of the website, such as layout and membership. To prioritize our efforts, we employed the MVP system and allocated our resources to the most critical aspects that we aimed to implement directly in the MVP version of the website.

5. Summarize prototyping activities and usability evaluation findings (ensure to include feedback and comments gathered from the customer and your student colleagues and how the feedback/comments guided/changed and informed your design ideas and final solution. Ensure you discuss how your team linked design ideas back to a

minimum of three topics discussed in class relating to people-centred design (affordances, gestalt, constraints, etc.)

Our initial low fidelity prototypes allow us to gauge what the customer wanted and whether we were in the right frame of mind. The customer feedback allowed us to simplify some of our ideas and gather them into a high quality high fidelity prototype that was well received by both our customers and colleagues. Using the feedback, along with some key signifiers (one shown below) we were able to narrow down and iron out some elements that required some tuning. Using some people-centred design traits like the constraint of keeping every piece of information readable (not using small, cluttered text) and the gestalt idea of similarity and proximity by keeping all pertinent information close to one another and by keeping all the headers and footers the same across all pages, we were able to demystify some of the pages and allow for the flow of the website to remain the same across every page.

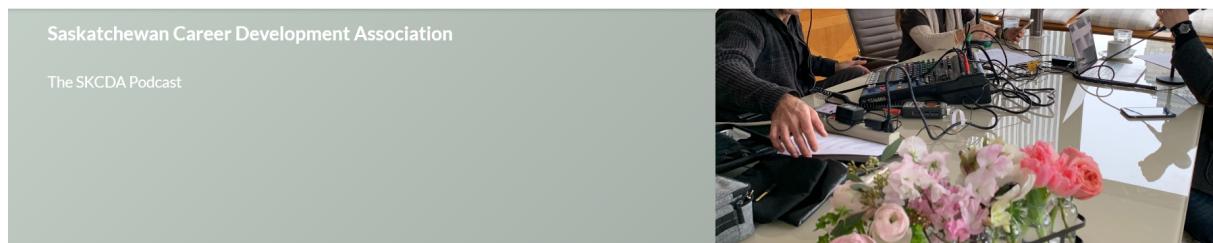
The screenshot shows a login form titled "MEMBER PORTAL". It has two input fields: "Email Address *" and "Password *". The "Email Address" field contains "E.g. john@doe.com" and has a red error message below it: "This field is required. Please input a valid email.". The "Password" field contains "E.g. text placeholder" and has a red error message below it: "This field is required. Please enter text."

Figure1. An example of good feedback. It tells users what actions are required. It is also a signifier as the message appears red, which helps the user understand there is an error.

6. Summarize your final WordPress solution. Include screenshots of your final solution, linking back to prototyping activities, feedback/comments gathered, and lecture topics

Our final WordPress solution is a website that is simple, beautiful and easy to navigate. Using feedback from our colleagues and the customer we were able to limit the amount of clutter and keep most aspects to their core information. As well, as we progressed in development we were able to use design aspects that we learned in lectures and labs to further improve our overall design.

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Episodes

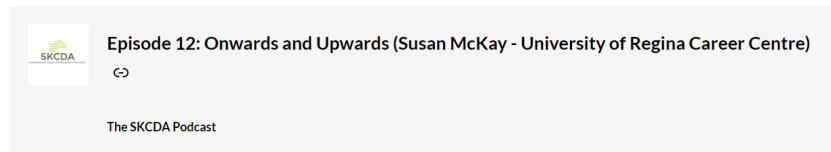


Figure 2. The picture above shows the Podcast section of our website, we created it to be as close as possible to what Charlene and Coleen seemed to want and gave it its own dedicated section. The information that led to this final decision was gathered through several means, like feedback from the initial meeting and throughout prototyping.

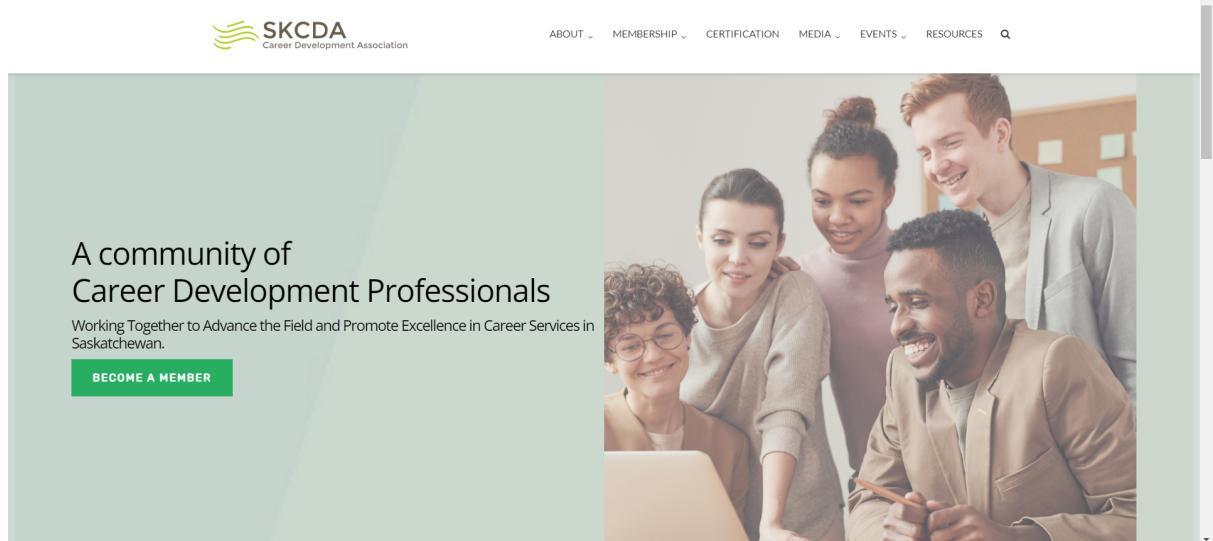


Figure 3. The picture above shows our home page. Our home page follows the cultural norm of North America, with the most “important” information being on top and near to the left. As well, using people-centered design ideas we made our header have the most important information on the left-side and have signifiers (arrow drop downs) that indicated if sections of the header had more than one section.

Reflections on project results (2 pages)

1. Summarize how you felt about this project (likes/dislikes)

Our team found this project to be a delightful and rewarding experience. It allowed us to apply our knowledge and skills and see how they can be used in practical situations. We had the opportunity to work with real clients and handle tangible tasks, which gave us valuable hands-on experience and helped us understand how to interact with clients effectively. The project also helped us identify our strengths and skills and allowed us to showcase our unique perspectives and abilities.

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However, some team members struggled to keep up with the fast pace of the feedback cycle, which, while beneficial, posed challenges for them in efficiently incorporating feedback.

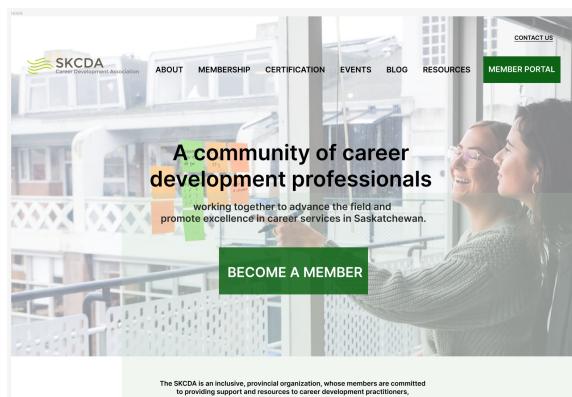
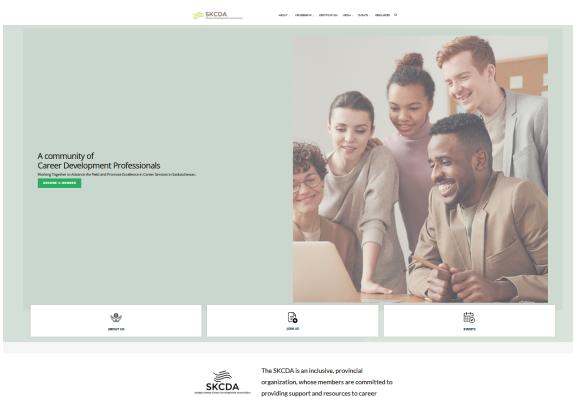
2. Summarize what went well during the project

The project had some successful aspects, including effective teamwork and achieving a high-fidelity design. Firstly, there was excellent collaboration within the team, with active participation in meetings and each member contributing to the quality of work. Everyone completed their assigned tasks and was open to feedback and improving their work. Secondly, the team was confident that the design met the client's requirements, demonstrating their ability to understand and deliver on expectations. The high-fidelity design achieved suggests that it met or came close to meeting the desired standards and specifications. Overall, the positive contributions of teamwork and a high-fidelity design led to the success and quality of the project.

3. Summarize what not went well during the project

During the project, we faced various challenges, such as selecting a suitable theme on WordPress, ensuring colour coordination, and managing time effectively. Choosing a suitable WordPress theme that met the project's requirements and design preferences was particularly challenging, as it caused delays and required additional effort. Also, colour-matching difficulties made creating a coherent visual experience harder, demanding extra time and attention to refining the colour scheme. Finally, time management could have been better, leading to potential delays and increased pressure to meet deadlines. These issues created setbacks and added complexity to the project's execution.

4. How successful was your team and translating prototypes into WordPress reality?

Figma (High-Fidelity Prototype)	Wordpress (Actual Website)
 <p>The Figma prototype shows a high-fidelity representation of the SKCDA website. It features a header with the SKCDA logo and navigation links for About, Membership, Certification, Events, Blog, Resources, and Member Portal. Below the header is a large banner with the text "A community of career development professionals" and "Working together to advance the field and promote excellence in career services in Saskatchewan." A "BECOME A MEMBER" button is visible. At the bottom, there is a footer section with a paragraph about the SKCDA's mission and a "Join Us" call-to-action.</p>	 <p>The actual Wordpress website for the SKCDA has a similar layout to the Figma prototype. It includes a header with the SKCDA logo and navigation links. The main banner features the same text about being a community of career development professionals. The footer contains the same mission statement and a "Join Us" button, though the design is slightly different due to the limitations of the Wordpress theme.</p>

We believe we were able to get 45% of the prototype into Wordpress. We tried matching color schemes and keeping certain elements like "Join Us", but as the Wordpress developed it

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was evident some of the elements of the Figma prototype were not going to be able to be implemented exactly.

5. Did you find that the people-centred design ideas discussed in lectures helped/hindered your design explorations?

The realisation of the false consensus effect, You are not the user, was a helpful tool in letting us know we should put user experience over designer wants and biases.

6. What would you do the same on future projects?

In future projects, the aspects we will maintain: We will prioritize effective teamwork communication and consider the customer's feedback and emotions.

7. What would you do differently on future projects?

Looking towards our future projects, we would try to understand the project's fundamentals before diving into any work.

8. Summarize opportunities and design ideas for future work

This project jumpstarts the process of learning how to develop a beautiful and delightful design and as such future opportunities/careers such as: Web design, App design, Production artist, and Junior designer. This experience with the step by step development of a website allows us to see how these careers proceed and what elements are required to be successful.

Appendix: WordPress themes and plugins

Theme/Plugin Name	User Rating & Number of users who rated the them/plugin	Last Updated	Active Installations	What the theme/plugin does?
Ultra	5.0 & 32 ratings	2022.03.10	7000+	Provides a solid base for overall website design
Spectra	4.5 & 948 ratings	2023.06.14	500,000+	Allows for different boxes to be used
Smart Slider 3	5.0 & 1048 ratings	2023.06.13	900,000+	Allows for sliders to be created and implemented
Jetpack	4.0 & 1885 ratings	2023.06.14	5+ Million	Keeps track of usage on the website (views, etc..)
Forminator	5.0 & 1428 ratings	2023.06.02	400,000+	Allows for forms to be built, implemented and linked to payment step as users connected their Paypal account
ElementsKit	5.0 & 1364 ratings	2023.05.16	1+ Million	Contains many widgets and other design features
Elementor Header & Footer Builder	5.0 & 2082 ratings	2023.05.16	1+ Million	Allows for headers and footers to be built and implemented
Elementor	4.5 & 6539 ratings	2023.05.26	5+ Million	Visual builder that allows for website

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				formatting and overall design to be centered more towards designer ideas.
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