

UX Update — Homepage (Initial Direction)

Project: Dogwood Seniors 50 Plus

Owner: Jiabo (UX & Accessibility Lead)

Scope: Homepage only (structure + layout guidance)

Status: Initial direction (low-fidelity, non-visual)

1. UX Goal (Homepage Only)

The homepage should function as a **clear, calm front door** for:

- Seniors (50+)
- Non-technical users
- First-time visitors

The goal is **clarity and trust**, not feature completeness.

2. Homepage Information Architecture (Final Order)

This is the **required section order** for the homepage:

1. Header / Navigation
2. Hero (Above the fold)
3. What We Offer
4. How to Get Involved
5. Trust & Legitimacy
6. Footer

Anything not supporting these sections **does not belong on the homepage**.

3. Low-Fidelity Layout Description (Section by Section)

① Header / Navigation

Purpose: Orientation + predictability

- Logo on the left
- Simple horizontal navigation

- “Donate” visually separated (button style)

Navigation labels (plain language):

- Activities
- Community Support
- About
- Contact
- Donate

No dropdown complexity for now. Keep it flat.

② Hero Section (Above the Fold)

Purpose: Immediate understanding + next step

Layout:

- Left-aligned text block
- Optional subtle background (image or color, no motion)

Content structure:

- H1: Organization name or mission-led headline
- 1–2 sentence description in plain language
- Two CTAs max:
 - Primary: “View Activities” or “Get Support”
 - Secondary: “Contact Us” or “Donate”

Constraints:

- No carousel
- No autoplay
- Text must be readable without overlay tricks

③ What We Offer (3–4 items)

Purpose: Quick scanning, no reading fatigue

Layout:

- Grid of cards (responsive)

- Equal visual weight

Each card contains:

- Clear title
- One short descriptive sentence
- Link (e.g. “Learn more”)

Example items:

- Activities & Programs
- Community Support
- Events & News
- Volunteer Opportunities

④ How to Get Involved

Purpose: Task-based actions (very important)

Layout:

- Three equal blocks, side-by-side on desktop
- Stacked on mobile

Actions:

- Get Support
- Volunteer
- Donate

Each block:

- 1 short reassuring sentence
- Clear button

⑤ Trust & Legitimacy Section

Purpose: Reduce anxiety, increase confidence

Layout:

- Simple text block (no images needed)

Content examples:

- Community-based non-profit
- Serving seniors in Coquitlam, BC
- Run by volunteers / governed by a board (if accurate)

This section should feel calm, not promotional.

⑥ Footer

Must include:

- Phone number (clickable)
- Email address
- Address (if applicable)
- Accessibility statement link

4. Accessibility & Readability Guidance (For Implementation)

These are **baseline expectations**, not polish:

- Comfortable base font size (no “compact” text)
- Clear heading hierarchy
- Generous spacing between sections
- Buttons large enough for seniors
- Visible focus states (do not remove)
- Keyboard navigation works top → bottom logically

5. Explicit Exclusions (Important)

The following **must NOT appear on the homepage**:

- Blog comments / “Leave a Reply”
- Sidebar widgets (email subscribe, search, etc.)
- Long policy or operational text
- Image galleries without context

These belong on internal pages.

6. What This Is / What This Is Not

This is:

- Structural direction
- UX alignment
- Accessibility-first guidance

This is not:

- Final visual design
- Pixel-perfect UI
- Content-final copy

7. Next UX Steps (For Visibility)

- Review frontend implementation once structure is in place
- Iterate on spacing, hierarchy, and clarity
- Validate accessibility during development

Homepage UX improvements and updates, in order from top to bottom :

simplified navigation (Activities, Community Support, About, Contact, Donate).

Remove Navigation:

WELCOME, the Homepage itself is already a welcome message and has no informational value. My suggestion is to use the "DOGWOOD SENIORS 50 PLUS" and Logo link to return to the homepage.

Move Navigation:

DOGWOOD PAVILION ADVISORY BOARD 2025–2026, INSURANCE, CONSTITUTION AND BY-LAWS, and CODE OF CONDUCT moved to About -> governance/policy related content.

ACTIVITY GROUP LEADERS & CONTACTS moved to Activities.

NEWS & EVENTS moved to the Footer.

Retain:

"DOGWOOD SENIORS 50 PLUS".

Logo (flower logo).

Move:

Sub-slogan (Stay (connected...)) should be incorporated into the Hero text, not the Header.

Dogwood Pavilion (Move to Hero).

Address (1655 Winslow Ave...) (Move to Footer).

Website / Email (Move to Footer).

Right-side building photo (Move to Hero) should not be placed next to the logo.

Not Retained:

Overall blue banner container; current structural information density is too high.

Territorial Acknowledgement: Move to the Trust & Legitimacy module.

About us: Long introduction; move to the About homepage.

Tea Garden / Boulevard Cafe: About → Facilities

Dogwood Pavilion Library: About → Library

Dogwood Pavilion Operating Hours: Go to the Contact / Visit Us page; how should the Homepage be handled? A simplified footer is sufficient, for example: Hours & Location

Annual Membership Fees (About → Membership)

Activities at Dogwood Pavilion:

Dogwood hosts over 50 groups, clubs, and community support services covering a wide range of activities; we have something for everyone. Move to what we offer part,

Card 1 — Activities (Primary Card)

Title

Activities at Dogwood Pavilion

Description (1 sentence)

Dogwood hosts over 50 groups, clubs, and community programs — there's something for everyone.

Primary Purpose

Tells users:

“There are activities here that I can attend.”

CTA / Link

[View Activities →](#)

(Link to Activities page)

Design Note

This is the Main Card

Slightly enhance its visual appeal (larger, more prominent color)

Do not display a detailed list of activities (to avoid information overload)

Card 2 — Community Support

Title

Community Support

Description (1 sentence)

Access support services and resources for seniors in our Community.

Primary Purpose: Tell users:

"If I need help, this is where I can get support."

CTA / Link: Get Support →

(Link to Community Support page)

Design Note:

Do not elaborate on the list of services.

Do not include policies, conditions, or details.

Maintain a "reassuring and reliable" tone.

Card 3 — Facilities & Amenities

Title: Facilities & Amenities

Description (1 sentence): Enjoy our café, library, and welcoming spaces designed for connection and comfort.

Primary Purpose: Answer users:

"What kind of place is this?"

CTA / Link: View Facilities →

(Link to About / Facilities page)

Design Note:

Do not include hours, rules, or fees.

Do not include menus or opening hours.

This is the "experience layer," not the "operational layer."

Card 4 — Get Involved

Title: Get Involved

Description (1 sentence): Volunteer your time or Get involved in supporting our community.

Primary Purpose: Tell users:

"I can participate too"

CTA / Link: Get Involved →

(Link to About / Contact page)

Design Note:

Not Donate (Donate is already in the main navigation)

Tone should be engaging, not a request.

Dogwood Activity Group Leaders and contacts are not part of the Homepage. Direction:
Activities → Group Leaders / Contacts subpage

Activity Category Links (Social / Art / Sports): Social, Educational & Cultural, Art, Craft & Games, Sports & Athletics

Direction: Activities page

Dogwood Seniors Society Board Meeting Dates: Third Wednesday of each month

Not on the Homepage.

Direction: About → Governance / Board

News and Events + Email Signup

Direction: Footer's News & Events

Delete or move all 12 images in the middle to other subpages.

Lists, search, subscriptions, individual articles, comments, and replies have all been moved to the Footer link under News & Events.