

The Canada Council for the Arts

Bringing the arts to life

Who are we?

We're proud to be Canada's public arts funder. We contribute to the vibrancy of a creative and diverse arts and literary scene through our grants, services, prizes and payments to Canadian artists and arts organizations.

MY ROLE: UI designer (Individual Project)

TOOLS: Figma, Spreadsheets, Google slides.



Current Design

canadacouncil.ca

Canada Council Conseil des arts for the Arts du Canada

FUNDING INITIATIVES PRIORITIES SPOTLIGHT RESEARCH ABOUT

Search  PORTAL  Go to the portal

Bringing the arts to life

We're proud to be Canada's public arts funder. We contribute to the vibrancy of a creative and diverse arts and literary scene through our grants, services, prizes and payments to Canadian artists and arts organizations.

Register on the portal 

Create your account 

Discover your options 

Explore our grant programs 

What you need to know

Consult the FAQ 

Featured



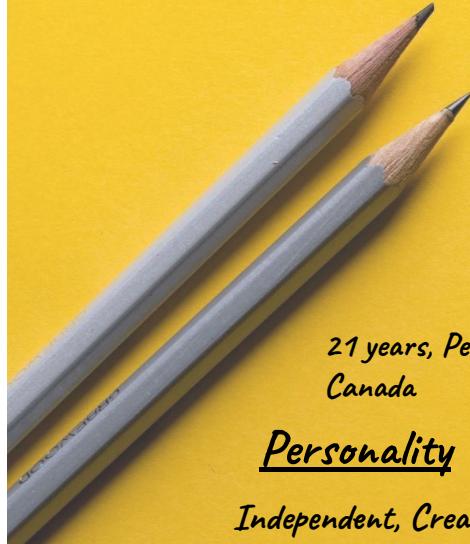
<https://apply.canadacouncil.ca>

15°C
Mostly cloudy



4:10 PM 22 Nov 2022

PROTO PERSONA



Kelly Arbuckle

*21 years, Performing Artist from Regina,
Canada*

Personality

Independent, Creative, Curious

Favourite Apps



About:- Kelly is a very creative fine artist from Regina, Canada, who is eager to take her skills on a global platform. At a very young age she is already an established entrepreneur. She is looking for a platform to showcase her creative side.

Goals:- She needs information about how to exhibit her art globally. Also she needs detailed information about the government grants that support artists like her.

Pain Points :-

- Difficult to get the information.
- Unable to understand the navigation

Needs:-

Simple and easy ways to get the information.

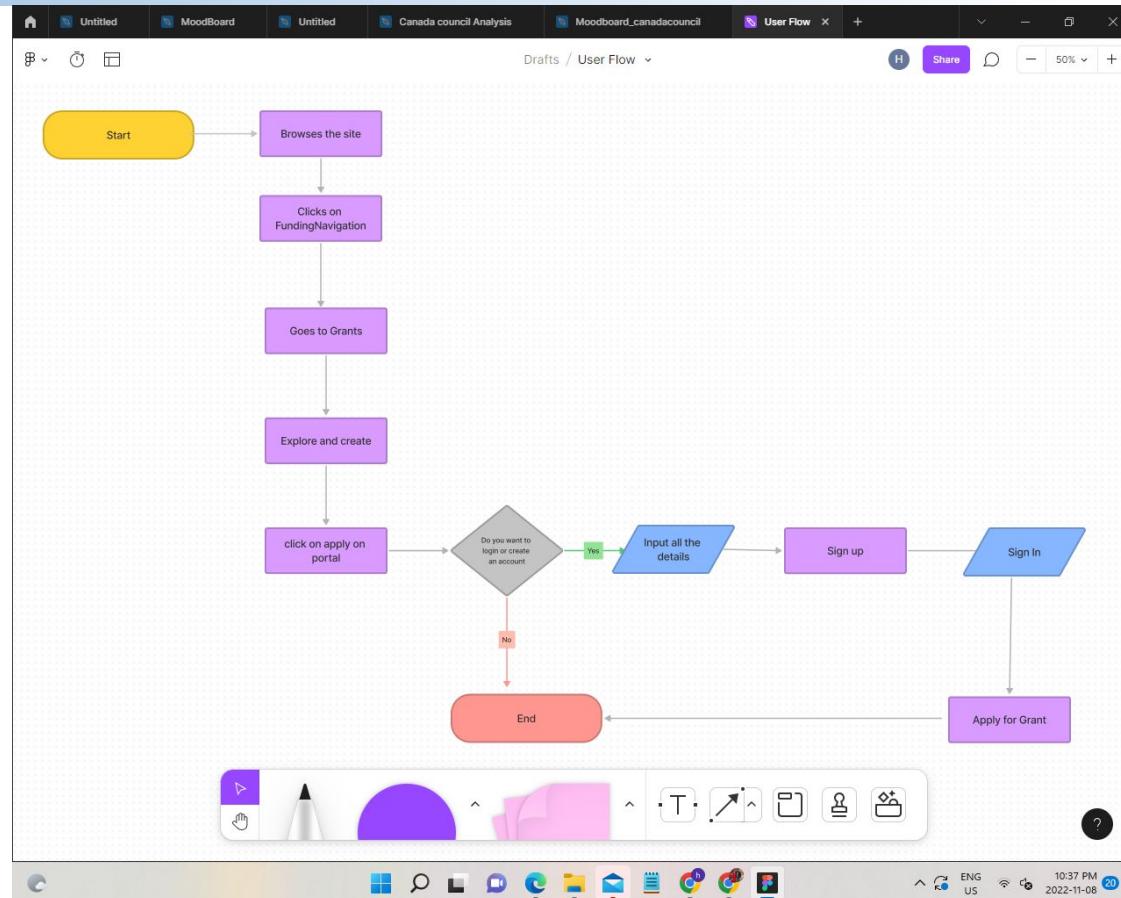
Other Websites the User browse through.

The screenshot shows the homepage of the First Peoples' Cultural Council (FPCC) website. The header features the FPCC logo and navigation links for SEARCH, CALENDAR, COVID-19, APPLY FOR GRANTS, PROGRAMS, FPCC INITIATIVES, RESOURCE LIBRARY, ABOUT US, STORIES, and CONTACT. A large banner at the top displays the text "We Stand Together" over an image of a group of people in traditional attire. Below the banner, the text "REVITALIZING FIRST NATIONS LANGUAGES, ARTS AND CULTURAL HERITAGE IN BRITISH COLUMBIA" is visible. A "SCROLL" button is located at the bottom left of the banner area. At the bottom of the page, there is a cookie consent message: "This website uses 'cookies' to enhance the usability of its website and provide you with the best experience on our website. To learn more about how cookies are used, please visit our [Privacy Policy](#) for more information." A red "OK" button is also present. The status bar at the bottom right shows the date as 2022-11-08 and the time as 6:42 PM.

The screenshot shows the homepage of the Ontario Arts Council (OAC) website. The header includes the OAC logo, navigation links for Grants, Awards, Access & Equity, News & Resources, Research & Impact, and About Us. A search bar with the placeholder "Search By Keywords" and a "SEARCH" button are also present. Below the header, a section titled "New to OAC?" provides an overview of grants, featuring a "View American Sign Language (ASL) version of this page" link. A "Learn the basics of applying for an Ontario Arts Council grant!" section follows, with a video thumbnail showing a person speaking. The main content area lists various grant programs under the heading "Grants". The status bar at the bottom right shows the date as 2022-11-08 and the time as 6:33 PM.

User Flow

<https://www.figma.com/file/Jm1T7rYbqaTpGsa2yR1C5L/User-Flow?node-id=0%3A1>



User Interface Analysis

Himani Singh

Website Analysis

1 of 1

File | C:/UX_UIDSIGNCOURSE/Assignment2_govtwebsite/Canada%20council%20Analysis_1.pdf

ACCESIBILITY PRESS CAREERS CONTACT FRANÇAIS

Search PORTAL

FUNDING INITIATIVES PRIORITIES SPOTLIGHT RESEARCH ABOUT

Canada Council for the Arts Conseil des arts du Canada

Bringing the arts to life

We're proud to be Canada's public arts funder. We contribute to the vibrancy of a creative and diverse arts and literary scene through our grants, services, prizes and payments to Canadian artists and arts organizations.

01 Register on the portal
Create your account

02 Discover your options
Explore our grant programs

03 What you need to know
Consult the FAQ

Annotations

- 01 Website Title
- 02 Navigation Menu
- 03 Top Navigation Menu
- 04 Search Bar
- 05 Portal Login
- 06 Create an Account
- 07 Explore our Grant program
- 08 FAQs

Featured

COVID-19

7°C Sunny

<https://www.figma.com/file/kR2zmnjTkMiyRpRnDvjq57/Canada-council-Analysis?node-id=0%3A1>

Website Analysis

The screenshot shows a Microsoft Edge browser window with multiple tabs open, displaying the Canada Council for the Arts website. The main content area features a large banner with red maple leaves and text: 'CHECK YOUR ELIGIBILITY' (with a red circle '01' above it), 'LOGIN OR CREATE AN ACCOUNT' (with a red circle '02' above it), and 'REPORTING ON THE GRANT' (with a red circle '03' above it). Below the banner, a section titled 'The Path of an Application' contains six steps: 'STEP 1 CREATE YOUR ACCOUNT', 'STEP 2 PROFILE VALIDATION', 'STEP 3 APPLY TO PROGRAMS', 'STEP 4 APPLICATION VALIDATION', 'STEP 5 NOTIFICATION OF RESULTS', and 'STEP 6 REPORTING ON THE GRANT'. A note at the bottom of this section states: 'You must first create an account and at least one applicant profile to use for applying for grants.' At the bottom of the page is a dark bar with the text 'Upcoming Deadlines' and a red circle '05' above it. The browser's status bar at the bottom shows the date '2022-11-08' and time '4:42 PM'. The top navigation bar includes links for 'pdf - Search', 'Microsoft Edge', 'Canada council Analysis_1', 'Canada council Analysis_2', and 'Canada council Analysis_3'. The address bar shows the path 'C:/UX_UIDESIGNCOURSE/Assignment2_govtwebsite/Canada%20council%20Analysis_2.pdf'. The left sidebar contains various icons for file operations like Open, Save, Print, Copy, Paste, Find, Replace, and Delete.

Annotations

- ① The Image banner
Takes the user back to the homepage of the Canada Council for the Arts
- ② Check eligibility link
User may choose from each tab enabling them to quickly access other pages on the site
- ③ Login or create an account link
- ④ The path of application process
- ⑤ Upcoming events

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Website Analysis

The screenshot shows the homepage of the Canada Council for the Arts website. At the top left is the logo and name 'Canada Council for the Arts' in English and French. A main navigation menu at the top includes links for FUNDING, INITIATIVES, PRIORITIES, SPOTLIGHT, RESEARCH, and ABOUT. To the right of the menu is a search bar with a magnifying glass icon and a red button labeled 'PORTAL'. Below the menu, a breadcrumb trail shows 'About / Careers'. The main content area features a large photo of five diverse individuals smiling. Overlaid on the photo is a dark blue rectangular banner with the word 'Careers' in white. Below the photo, a text box contains the message: 'The Canada Council invites accomplished creative administrative and professional candidates with a desire to help shape the country's artistic landscape to join our team.' At the bottom of the page, a footer note states: 'We offer competitive salaries, generous benefits and a progressive work environment.'

Annotations:

- 01 Main Navigation Menu
- 02 Top right navigation
- 03 Breadcrumbs
- 04 Search bar
- 05 Portal Login
- 06 Image banner
- 07 The body Text

Heuristic-Evaluation-Checklist

docs.google.com/spreadsheets/d/1eDzKOJceq2-zqAGKJYPK5qewXQ15AkckfQbSJplAS4/edit#gid=0

Homework-Heuristic-Evaluation-Checklist in My Drive

Last edit was 5 hours ago

B36 A B C D E F G H I J K

	A	B	C	D	E	F	G	H	I	J	K
1	Website Name: Canada Council for the Arts										
2	Website URL: https://canadacouncil.ca/										
3	Heuristic	Rating	Comments								
4	Appearance/aesthetics: first impressions are important—they can make the difference between users staying or leaving your site										
5	Example	3	2	1							
6	Primary goal or purpose is clear	3									
7	Clean, simple design		2								
8	Pleasing color scheme			1							
9	Appropriate use of white space				1						
10	Consistent design	3									
11	Text and colors are consistent	3									
12	Icons are universally understood		2								
13	Images are meaningful and serve a purpose			2							
14	Content: users are at your site for the content—make it easy for them to find and use your site										
15	Major headings are easy to understand	3									
16	Easy to scan	3									
17	Minimal text/information presented	3									
18	Clear terminology; no jargon	3									
19	Links are clear and follow conventions	3									
20	Help is available on every page			1							
21	Important content is above the fold		2								
22	Search box is easy to identify and easy to use	3									
23	Navigation: make getting around your site easy and eliminate the user's guesswork										
24	Consistent navigation	2									
25	Easy to identify your location on the site (breadcrumbs, headers, colors)		2								
26	Consistent way to return home	3									
27	Limited number of buttons and links			1							
28	Organization of information makes sense	2									
29	Efficiency/functionality: following basic rules will keep user frustration to a minimum										
30	Website loads quickly	3									
31	Custom 404 errors										
32	Error messages are meaningful										
33	Login is in upper-right corner of page	3									
34	Proper etiquette for links off site										
35	Contact information is easy to find	3									
36	Login is easy to find	3									
37	Hours are easy to find										
38	No broken links										
39	User knows the status of searches										
40	User knows if they are logged in/out										
41	System supports undo and redo										
42	Forms autofill and calculate when practical										
43											

Guerrilla Testing

https://docs.google.com/spreadsheets/d/1adESiEr_zeApaEdZoY-rfyRHYkh6hOnPJa-WLCwC_f0/edit#gid=872870965

Most important to your user

1. Simple and easy to understand
2. Simple navigation
3. Signup and Login should be there at the top navigation
4. Site map should be included

Least important to your user

He doesn't need long descriptions

Major Pain Points

1. Links not working
2. Navigation too confusing
3. No site map for smooth browsing
4. Lot of sublinks and contents to go through
5. Not pleasing to eyes

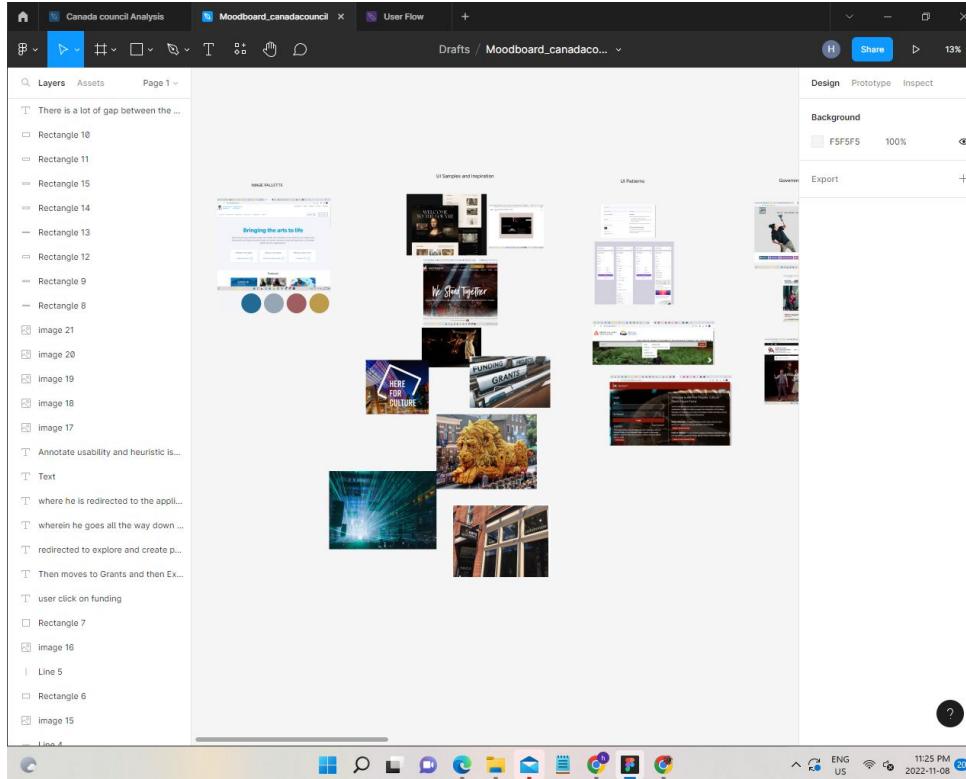
Most important to the government agency

1. It shouldn't be a pain for user to find what he is looking for
2. Links should work and not be confusing

Least important to government agency

MOODBOARD

https://www.figma.com/file/JfYZPoYTQcLQSremjbncTa/Moodboard_canadacouncil?node-id=0%3A1



REDLINE ANNOTATIONS

The screenshot shows a browser window with the URL canadacouncil.ca. The page header includes the Canada Council for the Arts logo, a search bar, and links for ACCESSIBILITY, PRESS, CAREERS, CONTACT, and FRANÇAIS. The main navigation bar has tabs for FUNDING, INITIATIVES, PRIORITIES, SPOTLIGHT, RESEARCH, and ABOUT. The FUNDING tab is selected and highlighted in blue. A dropdown menu for GRANTS is open, listing categories like STRATEGIC FUNDS AND INITIATIVES, PRIZES, PUBLIC LENDING RIGHT, and HOW WE MAKE FUNDING DECISIONS. The 'GRANTS' category is also highlighted in blue. To the right of the dropdown, there's a 'Explore and Create' section with links for Deadlines and Notification of Results, Frequently Asked Questions, Report forms, Getting Started, and Guide to Getting a Grant. Below the navigation, there's a 'Featured' section with a COVID-19 info update banner and several small thumbnail images. The bottom of the screen shows the Windows taskbar with various pinned icons and the system tray.

Main Navigation Bar

Funding > Grants > Explore and Create.

Though the navigation looks simple and easy to understand, the menu bar is taking too much of unnecessary space and also the alignment is not proper.

REDLINE ANNOTATIONS

The screenshot shows a web browser window with the URL canadacouncil.ca. The page displays the Canada Council for the Arts logo and navigation menu. A red box highlights the 'PRIORITIES' link in the top menu. Another red box highlights the 'Official Languages' link under the 'ONGOING PRIORITIES' section. A large red rectangle is drawn over the central content area, indicating dead space. At the bottom, three calls-to-action are shown: 'Create your account', 'Explore our grant programs', and 'Consult the FAQ'. A 'Featured' section is visible at the very bottom.

Main Navigation Bar

Priorities >> Ongoing Priorities >> Official Languages.

Here there is lot of dead space which can be utilised in an appropriate manner.

REDLINE ANNOTATIONS

The screenshot shows a browser window with multiple tabs open at the top. The main content area displays the Canada Council for the Arts website. A red rectangular box highlights the 'RESEARCH' menu item in the top navigation bar. Another red box highlights the 'STATS AND STORIES' link under the 'RESEARCH' section. A large red rectangle covers the majority of the central content area, which typically contains a 'Featured' section with images and text. The bottom of the screen shows the Windows taskbar with various pinned icons and the system tray.

canadacouncil.ca

Canada Council for the Arts Conseil des arts du Canada

FUNDING INITIATIVES PRIORITIES SPOTLIGHT RESEARCH ABOUT

ACCESSIBILITY PRESS CAREERS CONTACT FRANÇAIS

Search PORTAL

STATS AND STORIES

DATA TABLES

RESEARCH LIBRARY

COVID-19 info update

Featured

https://canadacouncil.ca/research/stats-and-stories

-1°C Mostly clear

Search

8:45 PM 2022-11-14

Main Navigation Bar

Research > Stats and Stories

Unnecessary utilisation of space with improper alignment of menu.

REDLINE ANNOTATIONS

The screenshot shows the Canada Council for the Arts website. At the top, there is a blue header bar with the title "REDLINE ANNOTATIONS". Below it is a navigation bar with links for "FUNDING", "INITIATIVES", "PRIORITIES", "SPOTLIGHT", "RESEARCH", and "ABOUT". On the right side of the header are links for "ACCESSIBILITY", "PRESS", "CAREERS", "CONTACT", and "FRANÇAIS". The main content area has a breadcrumb trail: "Priorities / Ongoing priorities / Equity / Accessibility". The main title is "Accessibility". The page content includes a section about accessible formats, a statement about design principles, and a "Communication" section with a list of communication methods. A sidebar on the left contains links for "HOME", "Priorities", "Actions for the 2021-26 Strategic Plan", "Ongoing priorities", "Equity", and "Official Languages". The "Priorities" link is highlighted with a red border.

Top Right Navigation

Accessibility >> Priorities >>

The Breadcrumb shows a different path, But when you follow this path through Main Navigation you are not able to locate Accessibility. Also improper utilisation of space.

REDLINE ANNOTATIONS

The screenshot shows the homepage of the Canada Council for the Arts website. At the top left is the logo and name 'Canada Council for the Arts / Conseil des arts du Canada'. At the top right are links for 'Learn More', 'Français', and 'Login'. Below the header is a large banner with a dark background showing tree branches. Two red-bordered boxes are overlaid on the banner: one on the left containing the text 'CHECK YOUR ELIGIBILITY' with a yellow circular arrow icon below it; and one on the right containing the text 'LOGIN OR CREATE AN ACCOUNT' with a yellow circular arrow icon below it.

The Path of an Application
Click through to learn more about the granting process



Create Your Account Page

This page has Two main links

- 1) Check your Eligibility
- 2) Login or Create an account.

Both this links shouldn't be on an Image,
When you click on the logo it doesn't
take you back to the home page.

The steps of the application process
links doesn't work at all.

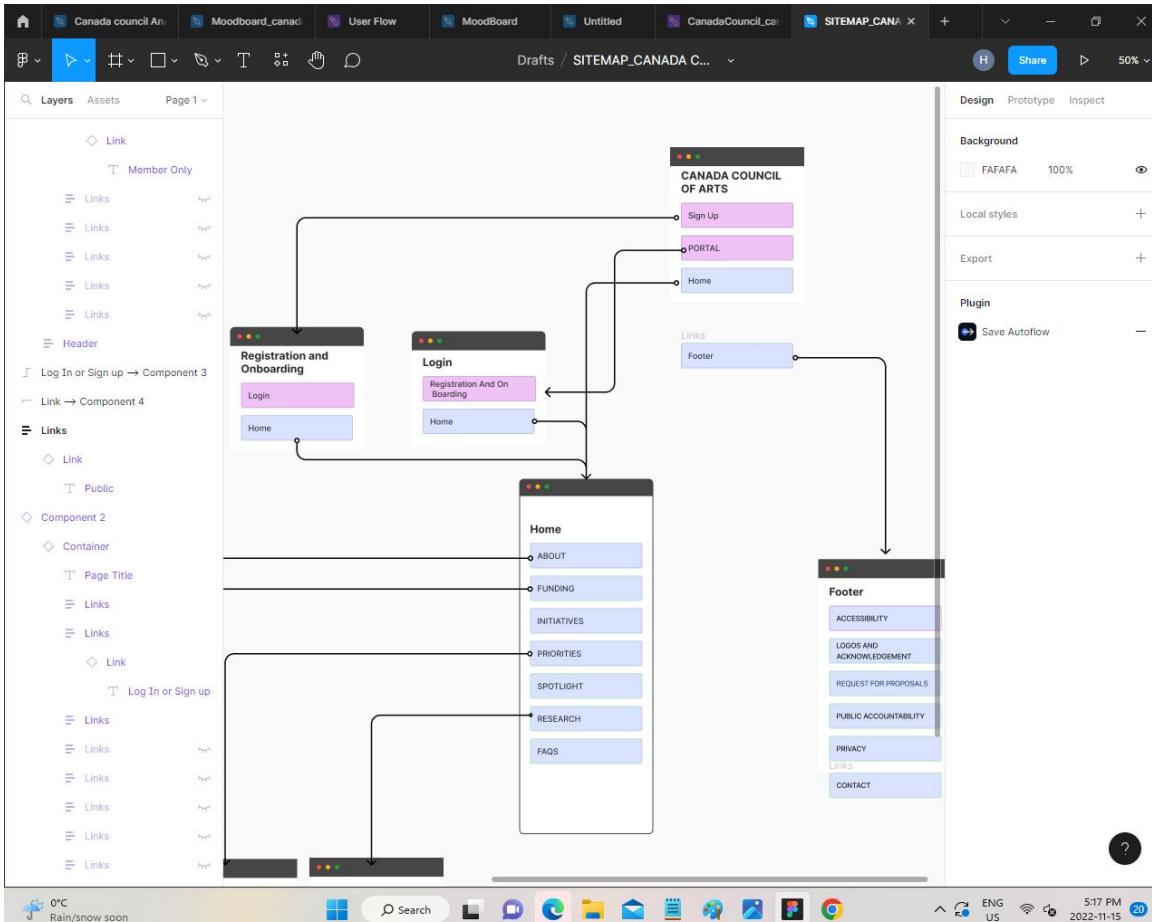
USABILITY TESTING RESULTS

The Canada Council for the Arts website has number of navigation items, while the overall experience was overwhelming to go through each link and understand the flow . To solve this, I planned to **reorganize the site map** and also **develop a new one** with the goal of making the visual design more **visually stimulating**.

The main pain areas were the

- Navigation Links,
- Disorganised Drop down menu,
- No proper utilisation of space,
- No visually appealing.
- No site maps for smooth flow,
- Unable return to home page while creating an account.

SITE MAP



Based on the card sorting a new site map was designed for the users to have a smooth transition and simple navigation. [Click here](#) for the renewed site Map

HEADER/FOOTER NAVIGATION

Shown is the navigation of header and footer. Please [click here](#) for the prototype.

The screenshot shows the official website of the Canada Council for the Arts. At the top, there's a dark blue header bar with the organization's name in white. Below it is a light blue navigation bar with links like 'HOME', 'FUNDING', 'INITIATIVES', etc., and a search bar. The main content area features a large banner with the tagline 'Bringing the arts to life' in bold blue letters. To the left of the banner is a sidebar with various links and sections, including 'HE FOI CUL', 'COVID-19 Info update', and 'Important Information related to COVID-19'. The central part of the page displays 'OUR IMPACT : BY THE NUMBERS' with three circular icons containing '\$23.6M', '1,969', and '\$45.2M'. To the right, there are sections for 'AFFILIATED SITES' (Art Bank, Canadian Commission for UNESCO, Public Lending Right) and social media links (Facebook, Instagram, YouTube, Twitter). A sidebar on the right is titled 'Ajagemo Exhibition Space' and includes a 'VIEW CURRENT EXHIBIT' button. The footer contains legal disclaimers and contact information.

Canada Council for the Arts Conseil des arts du Canada

ABOUT FUNDING INITIATIVES PRIORITY SPOTLIGHTS RESEARCH FAQs SEARCH LOGIN

ACCESSIBILITY PRESS CAREERS CONTACTS FRANÇAIS

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HE FOI CUL

COVID-19
Info update

Important Information related to COVID-19

How the coronavirus (COVID-19) outbreak is affecting our programs and services

Celebrate the talented winners of the Governor General's Awards in Visual and Media Arts

Discover the works of the 2021 and 2022 GGArts winners in two mixed-exhibits

GGBooks 2022 finalists
The 2022 Governor General's Awards finalists have announced. Discover ggbooks.ca!

OUR IMPACT : BY THE NUMBERS

- \$23.6M
- 1,969
- \$45.2M

Support to Indigenous artists, groups and arts organizations

Communities across Canada in which grants, prizes and payments were awarded

Support to first-time recipients

AFFILIATED SITES

ART BANK

CANADIAN COMMISSION FOR UNESCO

PUBLIC LENDING RIGHT

Ajagemo Exhibition Space

VIEW CURRENT EXHIBIT

150 Elgin St | P.O. Box 1047 | Ottawa, ON Canada | K1P 5V8
1-800 263-5588 | 613 566-4414

The Canada Council's offices, located in Ottawa, are on the unceded, unsurrendered Territory of the Anishinaabe Algonquin Nation whose presence here reaches back to time immemorial. [Read the full statement](#).

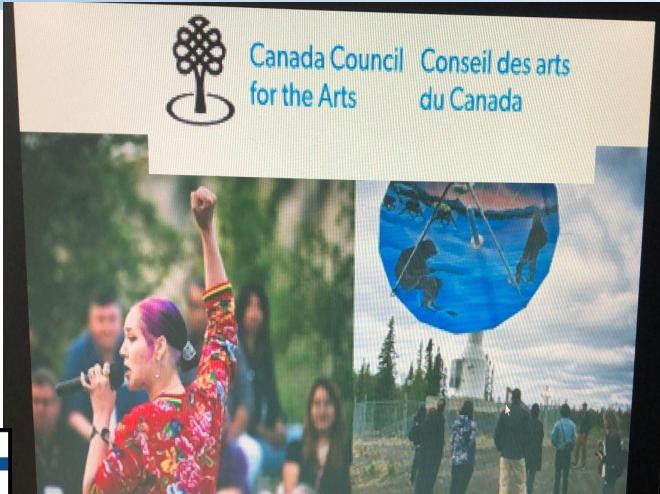
ACCESSIBILITY LOGOS AND ACKNOWLEDGEMENT PUBLIC ACCOUNTABILITY PRIVACY CONTACT

PROTOTYPE UI DESKTOP NAVIGATION

The [User flow](#) was kept simple in order for the user to locate LOGIN and do Sign Up.

[Click here](#) for the digital wireframes

The screenshot shows the Canada Council for the Arts website. At the top, there's a navigation bar with links for ACCESSIBILITY, PRESS, CAREERS, CONTACTS, and FRANÇAIS. Below the navigation is a search bar and a LOGIN button. A large banner features the text "Bringing the arts to life". Below the banner, there are several news items and sections: "COVID-19 Info Update", "Celebrate the talented winners of the Governor General's Awards in Canadian Literature", "GGBooks 2022 finalists announced", "The 2022 Governor General's Literary Awards finalists have been announced. Discover them at ggbooks.ca!", "Compete to borrow an instrument from the Musical Instrument Bank.", and "Research on the Value of Public Funding for Indigenous Arts and Cultures". At the bottom, there are sections for "Our impact: by the numbers" (with circles showing \$23.6M, 1,969, and \$45.2M), "Affiliated Sites" (including ART BANK, CANADIAN COMMISSION FOR UNESCO, and PUBLIC LENDING RIGHT), and social media links for Facebook, Instagram, YouTube, and Twitter. The footer contains a statement about the office's location in the unceded, unreserved Territory of the Anishinabek Algonquin Nation, along with links for ACCESSIBILITY, LOGOS AND ACKNOWLEDGEMENT, PUBLIC ACCOUNTABILITY, PRIVACY, and CONTACT.



This screenshot shows the login page of the Canada Council for the Arts website. It includes a "SIGN IN TO ACCOUNT" form with fields for Username or Email Address and Password, and buttons for "Forgot password or username?" and "Sign In". There's also a link for "Don't have an account?". On the right, there's a "NOTIFICATION" section with a message about Voluntary Self-Id: "We have updated our Voluntary Self-Identification form to be more inclusive: New questions and response options have been added. If you previously completed the survey, some of the old and new options were not comparable. Please update your information in the form located in your Account Summary." Below that is a "COVID-19" section with links for "Information and support for the arts sector", "FAQ", and a note about browser compatibility. The footer is identical to the first screenshot, containing the same "Our impact: by the numbers" section, affiliated sites, and social media links.

STYLE GUIDE

A style guide is a collection of pre-designed elements, graphics and rules designers or developers should follow to ensure that separate website pieces will be consistent and will create a cohesive experience at the end.

BRAND LOGO



Canada Council
for the Arts Conseil des arts
du Canada

COLOR

Original Color of the Logo



Keeping the original color of the logo intact,
I have tried using the shades of blue,
plus white and red to give the
website a decent look.



TYPOGRAPHY

H1 **Philosopher** Bold 90pts

H2 Inter Regular 26pts

H3 Inter Regular 20pts

Body Inter Regular 14pts/10pts

ICONOGRAPHY



Home >> Login/Sign up

FONT STYLE

ABABAB
Philosopher

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
YZ

TEXT ALIGN

Lorem ipsum dolor
Left aligned

Lorem ipsum dolor
centered aligned

ABCABC
Inter

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
WXYZ

Lorem ipsum dolor
Right aligned

STYLE GUIDE

Body copy

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Buttons



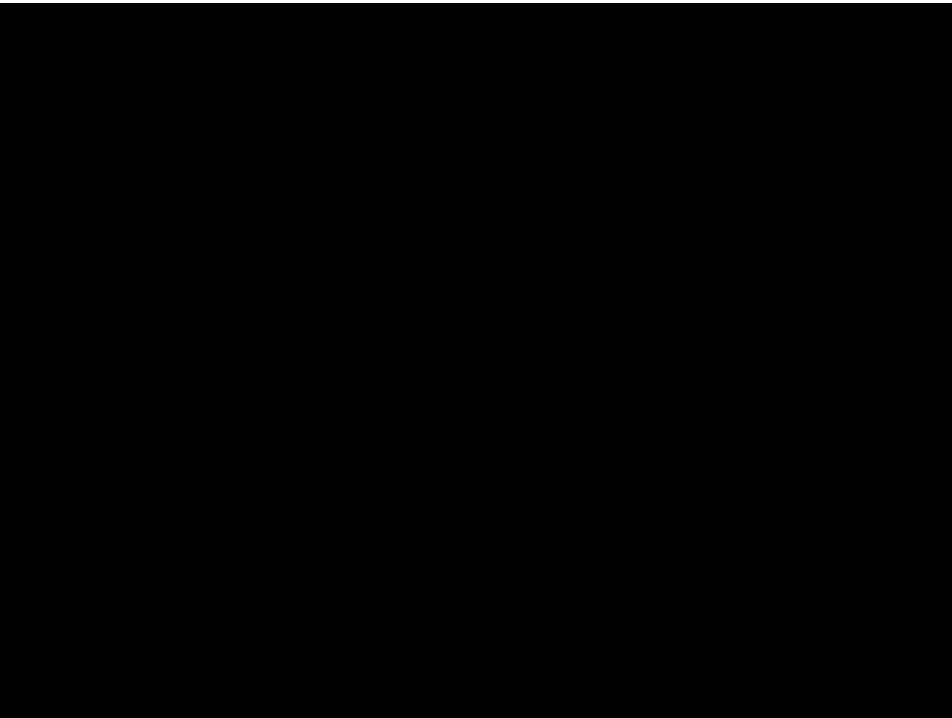
ICONS



SAMPLE IMAGES



MOBILE PROTOTYPE



There are vertical and horizontal scrolls used in Homepage, Signup page and contact us page. The Hamburger menu was a task to be completed, though the sublinks are not included as they were many of them.

[Click here](#) for the Digital prototype

OVERALL EXPERIENCE

It was too overwhelming , to go through the Government agency website, and do a thorough analysis of the flow, the information, navigation etc. But it was too exciting to work on it and come up with a revised and revamp version of the site both on desktop and mobile.

Though there are lot of things that has been left due to the number of links each menu has and also the sublinks in many pages, I have tried my best to incorporate what I have learned through this entire case study. Hope to learn more in future and do it in a perfect way.