

# SYDE 542 Design Portfolio

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# Design 1: Navigation App for the Seniors

## 1.1 Design Goal

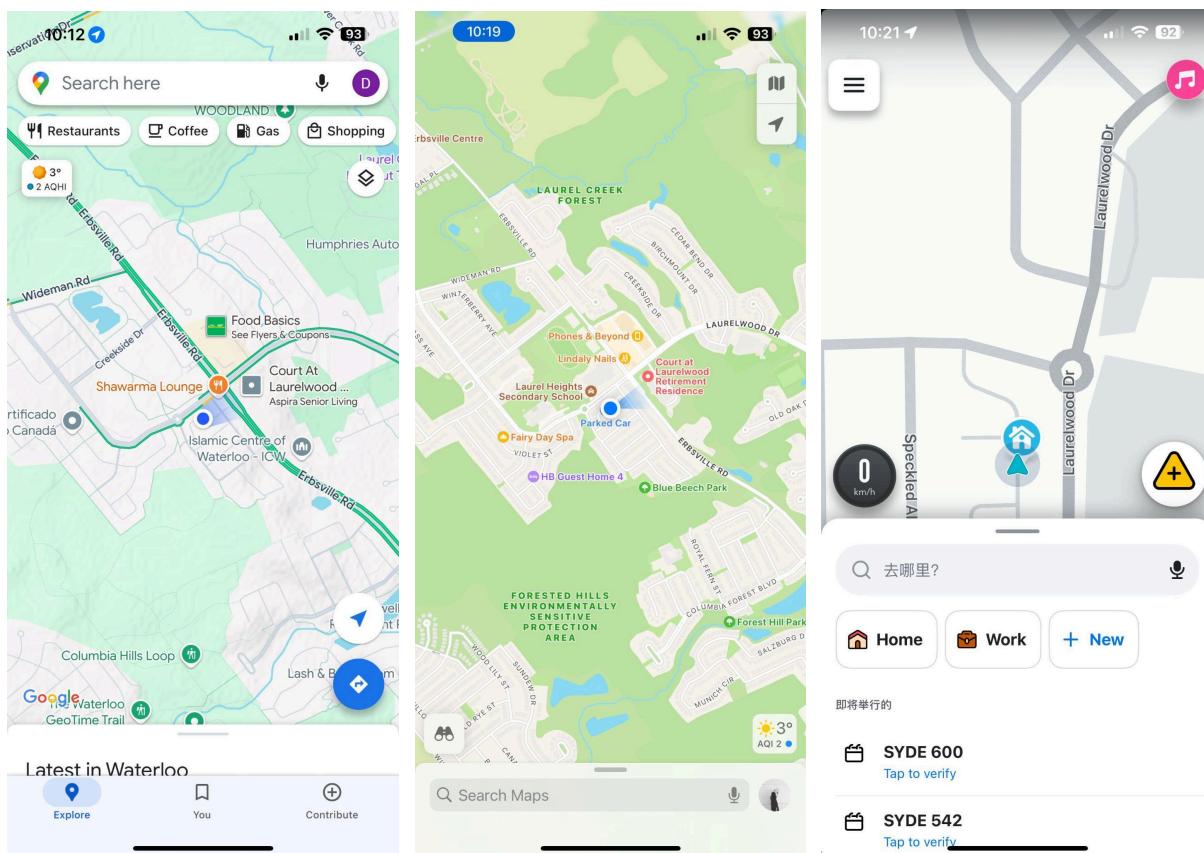
Our team aimed to develop an app specifically for seniors, helping them easily navigate their surroundings. The app not only provides optimized routes and transportation options but also offers users the ability to purchase tickets for different modes of transport. Our main goals include:

1. Enhancing accessibility using larger ones and contrasting colours.
2. Offering a straightforward navigation path within the app.
3. Providing a ticketing assistant for various transportation options.

## 1.2 User Requirements

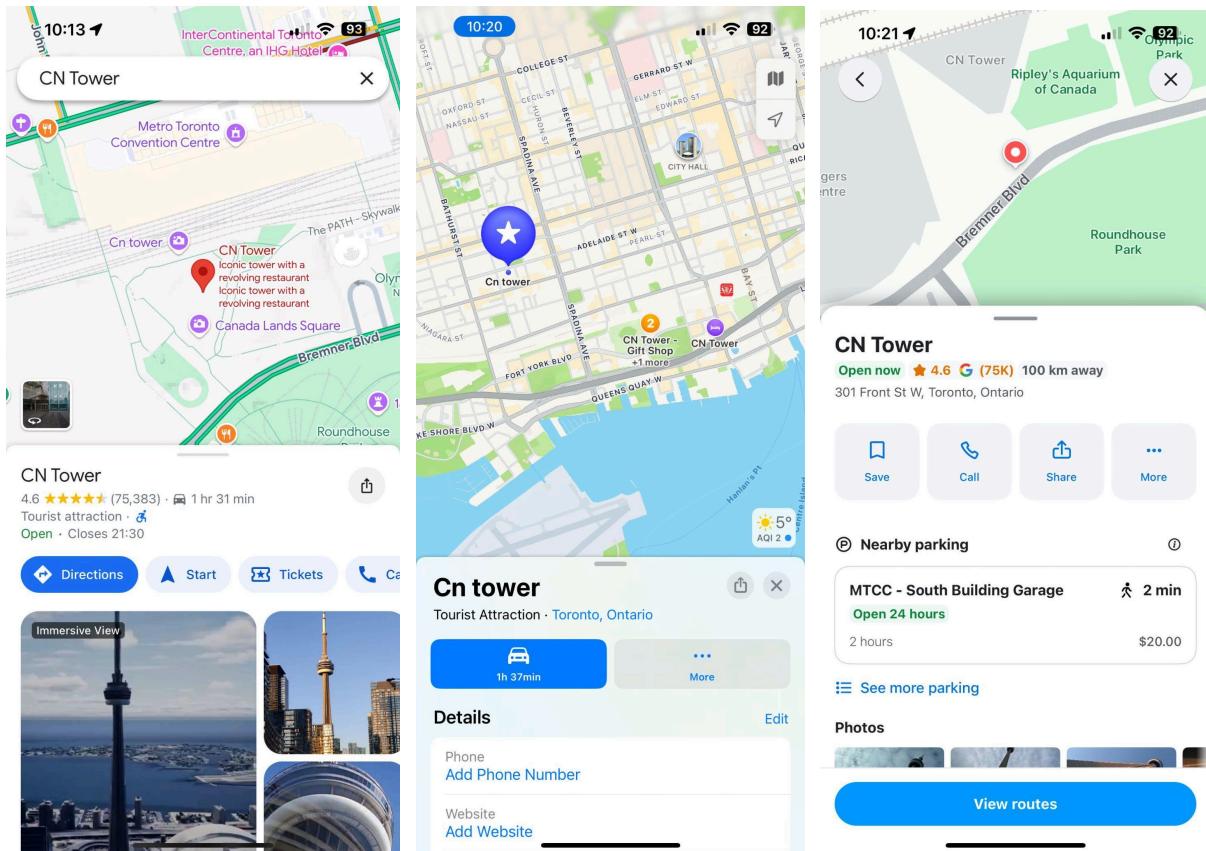
### 1.2.1 Competitor Analysis

Layouts Comparison:



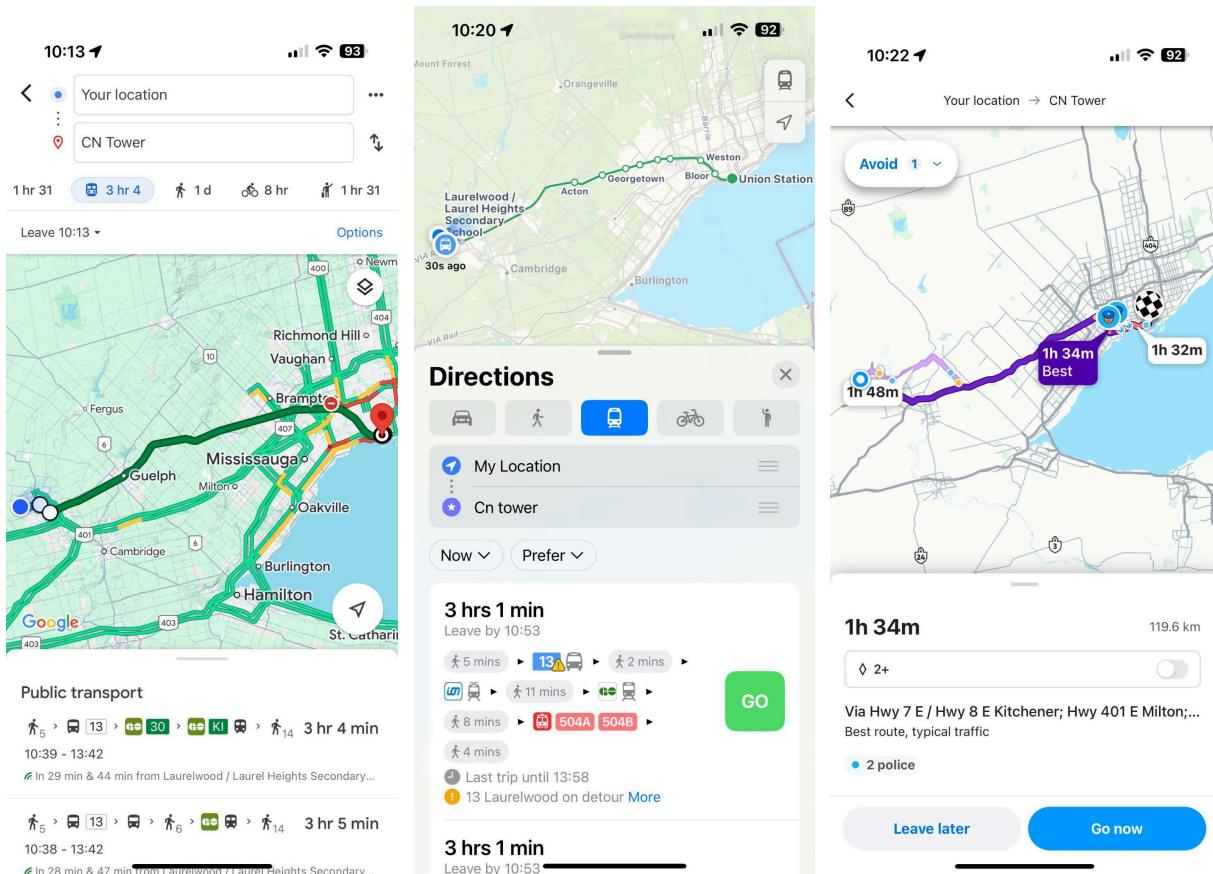
Home (Google Maps vs. Apple Maps vs. Waze)

Start with the home screen which we can see once we open the app. Visually comparing the layouts of Apple Maps and Google Maps, we can see that Apple Maps displays less information before searching. Such a choice makes Apple Maps look simpler and easy to use. Even more, Apple Maps puts its search bar on the bottom of the page, which pops up if you click on it. It keeps the users from being distracted since the users do not need to look at the map when typing, and the user wishes to focus only on the map when they are looking at it. Both Waze and Apple Maps reserve the frequently used places under the search bar which the user can access easily by sliding the search bar up or clicking on the search bar.



### Searching (Google Maps vs. Apple Maps vs. Waze)

Once the users type in their destination, all three apps show details of the place they searched for at the bottom of the page. Google Maps and Waze both use almost half or even more of the screen to display details like distance, hours, contacts, and reviews, which is understandable because their review details and information are way much more detailed and sufficient than those in Apple Maps. Also, users at this subtask care about the details of the destination, so cutting down the area of the graphical maps is a wise choice. Apple Maps and Waze both contain all the functional buttons on one page, which the users need to scroll right to see all the options. Under the options more details are shown and the user can access by scrolling down.



### Route (Google Maps vs. Apple Maps vs. Waze)

Since Waze only provides driving routes, we focus on Apple Maps and Google Maps when comparing routes displayed. Apple Maps continues the design of putting the graph above the text, while Google Maps puts that in the middle, it cuts the text into two parts. On the top, it is the start point and destination, with options for transportation and estimated time, on the bottom, it displays different routes that allow the user to choose and click to see the details.

Detailed Table Comparison:

Competitors	Functions	Ticketing	Navigation
Google Maps	Drive, Bus, Walk, Bike, Taxi	NA	5 Steps: Top Search Bar - Type in Destination - Click Direction - Click Bus - Route Appears
Apple Maps	Drive, Walk, Bus, Bike, Taxi	NA	6 Steps: Bottom Search Bar - Type in Destination - Select Destination - Click Navigation Icon - Click Bus - Route Appears
Waze	Drive	NA	3 Steps: Center Search Bar - Type in Destination - Route Appears

## 1.2.2 Literature review

A literature review was also conducted. The findings are included in the final design rationale section.

## 1.3 Layout and Navigation

The competitor analysis we performed on the user requirements has shown the information needed for layouts and navigation. Before comparing them, one thing we should avoid is solely functional design in apps like Waze which only has driving navigation. Our target users are seniors so they might choose multiple methods of transportation other than driving.

We will mostly design the home screen based on the layouts of Apple Maps, it looks simple and easy to the user. Putting too much information at the beginning can burden the user, causing too much workload to them. However, we will put the most frequently searched places under the search bar so the user can access them at once. The user can also add places as their favorite which allows them to be displayed there.

We will mostly design the search process based on the layouts of Waze, it allows the users to see and choose what to do right after searching for their destinations. Such a design increases efficiency and prevents the user from not finding their desired function. Functions like Save, Call, and Share will be reserved and we will put more cubes like drive, walk, bus, and bike onto it so the user can directly start their navigation easily. Fewer steps are always simpler.

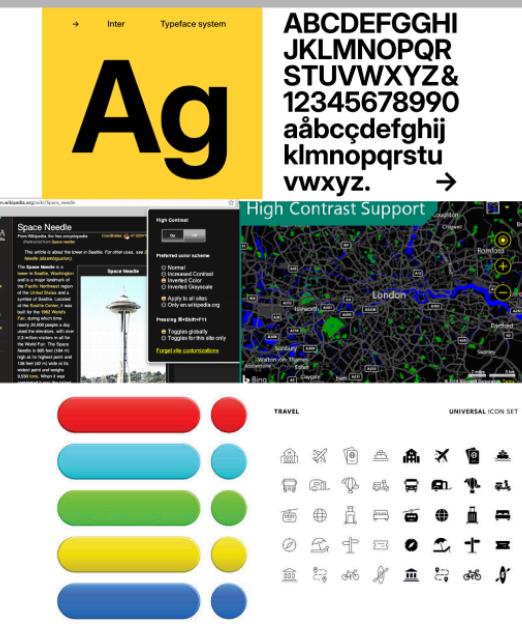
We will mostly design the route display based on the layouts of Apple Maps. Cutting the text area into two is not a good idea. It makes the user feel more stressed when they realize there are three distinct areas rather than two. Transportation method, start and end point, time and preferences, and route details will look like those on Apple Maps, but for bus and taxi methods, we will provide one more button near Go, that is Order, which allows the user to order the bus ticket or taxi online. This will be demonstrated by adding a hyperlink to the ticketing or taxi website and automatically filling in the location information.

Ideally, this design requires only 4 Steps: Bottom Search Bar - Type in Destination - Click Bus - Route Appears. Besides, by enlarging the text and icons, we can make it easier for seniors to navigate the app.

## 1.4 Early Design

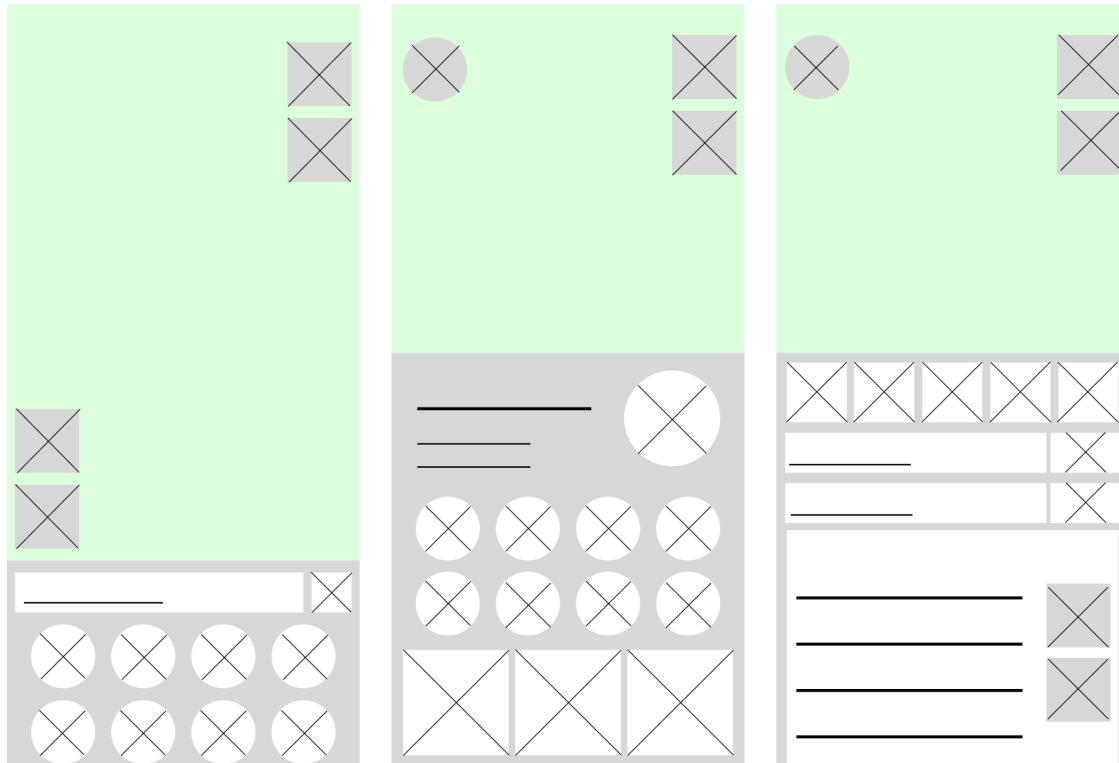
### 1.4.1 Moodboard

Elements	Information
Font	Inter: <b>Bold - Headings</b> Medium - Subheadings Regular - Body  Size: 32-48 Except loading page - 64
Typography	Sans Serif
Colour	Black (#000000)  Yellow (#FFFF00)  Green (#1CC722) 
Icons	             
Motions	Single Click Scroll Type



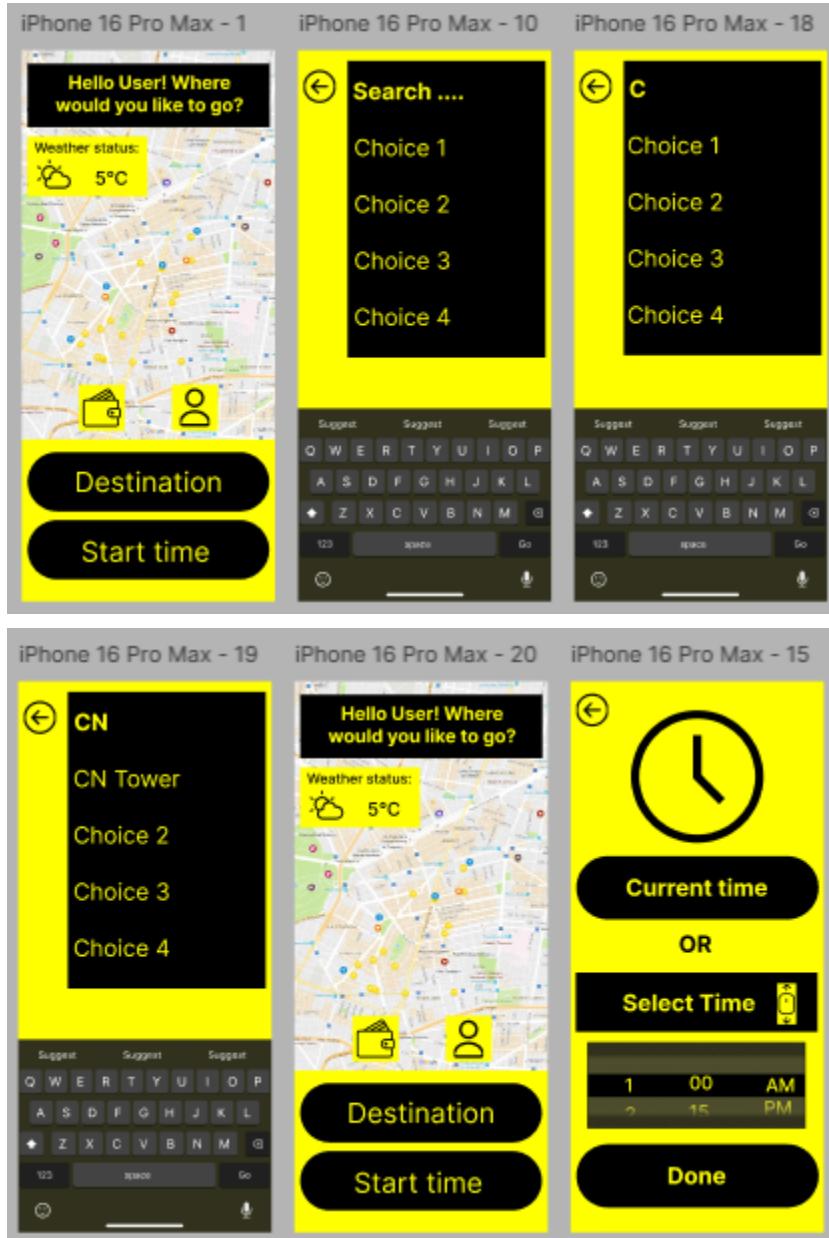
The moodboard includes a 'Typeface system' section showing the Inter font in various styles (bold, medium, regular) with letters A-G and numbers 1-9. It also features a 'High Contrast Support' section with a map of London in high contrast colors (black and white). Below these are sections for 'TRAVEL' (with icons for airplane, bus, car, etc.) and a 'UNIVERSAL ICON SET'.

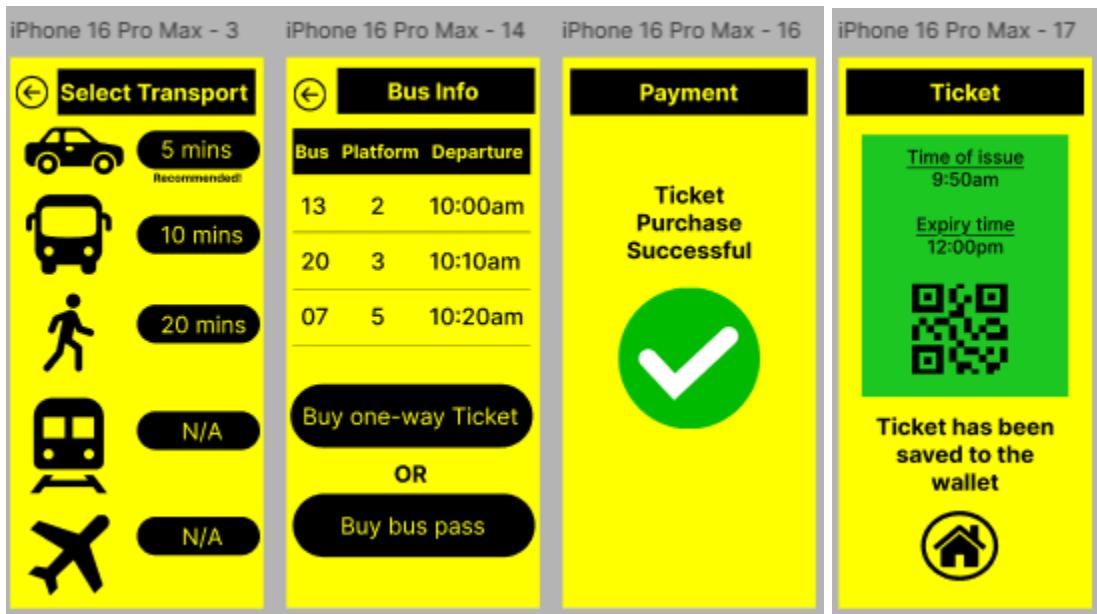
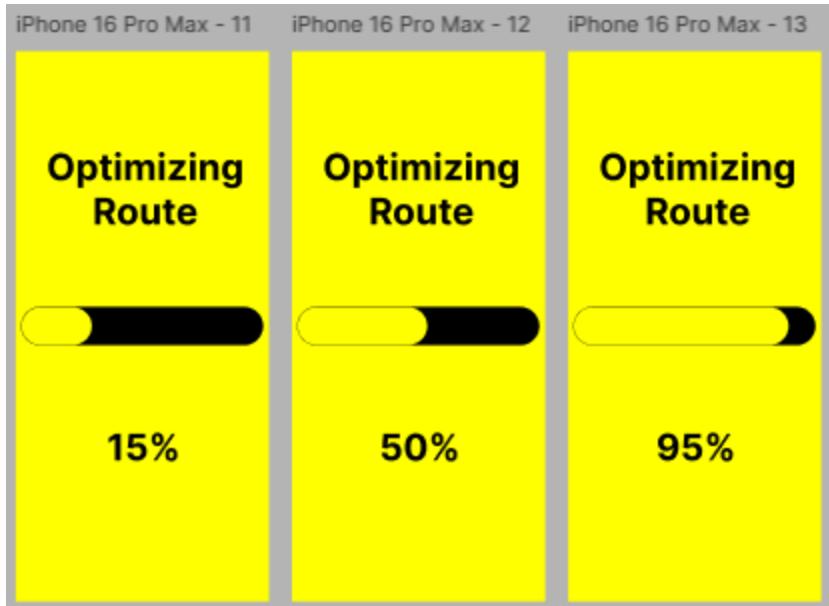
### 1.4.2 Low fidelity wireframes



## 1.5 Final Design

### 1.5.1 App Prototype





Link to animated prototype:

<https://www.figma.com/design/iyC2DX9hoVulfN6QbiqwPa/Final-version?node-id=0-1&t=GINI5Wc8QhX7hKg2-1>

### 1.5.2 Design and moodboard Rationale

After reading through multiple UI resources we concluded the following.

- When designing an app for seniors we should keep in mind to use a palette with high contrasting colours [3]. In our final design, we decided to include black and yellow, as the yellow font is a good contrast to the dark background for the text to rest on. We should

also maintain a simple background without patterns [3], so we went with a plain yellow for the main background of the app.

2. Using large font sizes and retaining only the most important information on the page, lets the users go through the navigation process faster and more efficiently [2]. Here we made sure to use sizes 32 - 40 for the font size to make it easy on the eyes. We also condensed the information on every page to include the bare minimum to not over-stimulate and confuse the user.
3. Including big, universal and easy-to-understand icons avoids any confusion [2]. We used large, flat and universal icons making it easy to identify its functions.
4. Old users face a decline in motor skills and find complex tasks challenging [1]. To combat this issue, we need to design like a minimalist [2]. Rather than scrolling we used pagination. This will help the user take in less content and achieve the necessary tasks. The app is doing more work to direct the user to the end goal rather than forcing the user to explore and figure it out on their own.
5. Using a sans serif typeface is recommended for easy readability of the text, therefore we used the Inter font [1].
6. Having some text along with a visual cue makes it easy to identify the function of an element on a page for old users [1][3]. For example, in our app, when selecting a time, it may not be obvious that you need to scroll to select the time. So a scrolling icon is placed next to it to guide the user.
7. It is suggested that the complexity of gestures should be kept to a minimum [1]. In our app, the user is mostly asked to single-click/tap on buttons, with only 2 instances of scrolling and typing.
8. With age comes cognitive decline, therefore the design must consider memory and concentration issues [1][3]. In our app, there is no need to retain information. Even if the user wishes to revisit a previous page, we included the back button.

## 1.6 User Testing

### 1.6.1 User Testing Design

In the user testing, we plan to simulate using the final design's interface with four seniors. Each senior will be asked to perform 3 specific tasks on 3 different pages in the app.

*Task 1: Search for a place called “CN Tower”.*

*Task 2: Set the starting time as current and choose public transport.*

*Task 3: Order a ticket.*

Such a procedure simulates the process of the most frequently used and unique functions within the design. We are going to measure it from several different dimensions for each task. Before each test, we will ask about the participant's background information including their age, occupation (former occupation if retired), and any known physical issues related to visual and cognition. To understand how long it takes the user to learn to use the interface, we will assign them the tasks before showing them the interface, which means, we will give the participants specific instructions before showing them each interface.

In task 1, we will time how long it takes the user to finish the process. The counting starts when the interface is presented and ends when the participant has finished searching. Then, we will remove this interface and ask the user what the weather is shown on it. The time counting measures the efficiency with which the participants use the interface, and the question measures whether the participants can perceive available information without trying to discover it.

In task 2, we will similarly count the time the user takes to click the “current time” button and select to take a bus. We will tell the participants that they can proceed to choose to take a bus once they click the “current time” button which will be considered as the starting time has been changed since we do not care how they change the time at this moment, we only care if the layout is reasonable enough to make it easy for the user to find out the desired button.

Task 3 should be simply completed by clicking to buy a ticket. Similarly, we will time from the moment the interface was presented to the moment the user clicks on the buying icon.

Other than the time counting, we might need to count how many incorrect icons the participants clicked if they clicked other icons, which will not be considered as the task completed. Such user testing should demonstrate the usability from learnability efficiency, memorability, errors, and satisfaction and it is able to instruct our future optimization for the design.

### 1.6.2 User Testing Results

The user testing results are recorded in the table below. Time is in seconds.

Participant #	Age	Occupation	Physical Issue	Time 1	Time 2	Time 3	Weather	Mis click	Remark
1	78	plumber	Hypertension	40	24	6	Incorrect	1	Look Through Click “Search”
2	68	Professor	NA	17	12	2	Correct	0	Look Through Gaze at mouse
3	61	Doctor	Hypertension	20	13	4	Correct	0	Clicked on the search button while entering the destination
4	63	Engineer	Hypertension	85	24	36	Incorrect	5	Wasn’t sure if he had to click the bus number before buying a ticket

### 1.6.3 Heuristic analysis

Heuristics	Issues	Recommendation
Match Between the System and the Real World	We used flat icons despite the user demographic being seniors to reflect a simple theme. However some icons can be difficult to identify. For example there is a train icon which can be mistaken for a subway.	Use skeuomorphic icons to represent a real world object which would be easier to comprehend.
Consistency and Standards	When searching for a destination the user kept clicking the search input field before typing in the location. But in our app, the keyboard pops up even before clicking the field. The older generation are used to a certain process of filling out forms and our app skips some steps and assumes it would make it easier.	Sometimes it's best to leave some universal standards of filling out forms in apps by selecting an input field and then showing the keyboard.
Match Between the System and the Real World	When asked to buy a bus ticket the users tried to select a bus before trying to buy a ticket. Unfortunately our app doesn't let you select a bus, it directly goes to the ticket purchase. This made the users to predict their steps wrong and misunderstand the system.	It would be better to make it similar to the real world and help users to easily predict their next steps without having to process and understand the new system.

## 1.7 Insights and Recommendations

### 1.7.1 Insights

The user testing was successful throughout the procedures. It proves that our design was functionally useful, and no extra explanation and instruction need to be given. However, the results provided a few insights.

In the timing sections, we observe that most users take a similar amount to finish the task, but someone might still have a bad performance which is much worse than others. Such a difference is highly related to personal experience. People who are familiar with smart digital devices and interact with interfaces designed in recent years have greater advantages than others. The others have shown a poor ability to understand this research and instructions and to start using the interface. During the procedure, people with less related experience are less confident. They spent more time observing the entire interface and hard to initiate any operation. They are afraid of making mistakes. But such a hesitation won't prevent them from making mistakes. This group of people has more misclicks even though they spent more time observing and understanding.

Other than the differences between samples, the participants share a few similarities during the user testing. The number 1 remarkable thing is that all participants start by looking through the entire screen from the top to the bottom on the first page. It triggers us to wonder why everyone does the same thing here. A reasonable guess for that is people tend to start with their habits to explore in a new environment. But more experiments need to be done to support this assumption.

Another similarity is that most participants try to click "search..." before typing, but they do not need to. This is deeply related to the habits of smart device users today. Before users type, they have to click the place where they want to type in, or at least they have to see the keyboard pop up. We can optimize the animation to reduce confusion among the users.

## 1.7.2 Recommendations

The user testing returns us 3 significant recommendations which instruct our future designs.

First, we need to put the destination button on the top. People, no matter whether seniors or juniors, tend to start by looking from the top to the bottom in a new digital environment to observe and figure out where you should be touching. Putting the destination button on the top helps the user start their searching more quickly because people initiate their moves once they see their desired button or interactable.

Second, we want to animate the procedure of the keyboard popping up. Our initial idea of presenting the keyboard immediately is hoping to reduce the moves the users need to take, but people keep clicking at the place where they want to type before typing. We can resolve this issue by adding the animation, which gives a hint to the user that they have clicked the text bar and they are ready to type directly.

Third, a frame for the bus ticket the user selected needs to be added before purchasing. Users are confused about which ticket they are buying. Some of them even attempt to click on it when buying. To create a better interaction experience, we can add a frame for the bus number the user selects to buy.

# Design 2: Redesign the EngSoc Website

## 2.1 Design Goals

The Engineering Society is the undergraduate engineering student government, and its website is supposed to be a reliable knowledge base to access academic support and campus social events. However, the website is hard to use and is frequently out of date. There are too many pages and not all of them are necessary. The same information is stored in different places which makes both using and managing the website quite difficult. Our design goals for the EngSoc website aim to find solutions to these problems. The main goals of the EngSoc Website Redesign are as follows:

1. We plan to redesign the EngSoc website with better navigation to help users find information faster.
2. We also plan to increase the readability and visual design of the website to improve the user experience when accessing the site.

## 2.2 User Requirements

### 2.2.1 Survey

A survey was conducted to gather input on the current EngSoc Website, identifying critical parts of the EngSoc Website and areas of the website that need improvement.

#### 2.2.1.1 Survey Format and Participants

The survey consisted of 12 questions separated into two parts. Section 1 asked general EngSoc participation information and Section 2 asked specific EngSoc website information. The survey was conducted over a four-day period and distributed through the EngSoc instagram story and discord server, as well as through the personal network of the team. The survey sought answers from both members of the Engineering Society and outside users. Users were also asked how they participate in EngSoc to categorize different levels of involvement with EngSoc.

The survey was in the format of a Google Form and results were anonymous with personal information not shared on the form.

#### 2.2.1.2 Survey Questions

The survey was divided into two sections, General EngSoc participation information and EngSoc website information. The following questions asked under each section, scales for each question can be seen in Appendix A.

#### General EngSoc Participation Information

1. Are you a member of the Engineering Society?
2. What year are you in?
3. How do you participate in the Engineering Society?
4. How often do you attend EngSoc Events?
5. How often do we access our services?
6. How often do you visit one of our stores?

#### EngSoc Website Information

1. How often do you visit the EngSoc Website?
2. What information do you access the EngSoc website for?
3. What challenges do you face when using the EngSoc website?
4. Are there any specific pages you have issues with? List them below
5. What do you believe is the most important information to have on the website?
6. Anything else you would like us to know?

#### 2.2.1.3 Survey Results

##### General EngSoc Participation Information

The survey received 41 responses. Of the survey participants, 90.2% were members of the Engineering Society, with the majority of survey participants in their first or second year of university (58.5%). Out of the different user groups, 48.8% participate in leadership roles within EngSoc, 65.9% attend events and accessing services, and 68.3% purchase items from our stores. The survey participants were relatively active in EngSoc activities overall, with 65.9% attending events, 80.5% accessing services, and 73.2% visiting the stores more than a few times per term.

##### EngSoc Website Information

A majority of survey participants visit the website at least a few times per term (84.9%). Academic support was the highest sought after information on the site (71.8%), followed by EngSoc Services Hours (56.4%), General EngSoc Information (53.8%), and Event Information (51.3%). Of the challenges with the site, outdated information was by far the highest concern, with 84.6% of participants identifying it as an issue. Following outdated information, the Unclear Website Structure (51.3%), Poor Navigation and Incorrect Information (both 43.6%) were the next highest causes of concern. Of the most important information to be on the website, Event

and Academic support tied with 32.4% of the total participants believing it is the most critical information. EngSoc Service Hours was next with 16.2% of the vote.

### 2.2.1.3 Survey Discussion

The survey identified the outdated information and unclear website structure and navigation as the most critical issues with the site. The diverse pool of survey participants gives credibility to the survey results.

## 2.2.2 User Interviews

The second user requirement-gathering method was to conduct user interviews about the EngSoc website. It is to be noted that user Interviews are based on an individual's own experiences, however combined with survey results, should give a complete understanding of the issues with the site.

### 2.2.2.1 User Interview Format and Participants

User interviews were conducted in-person with the following four (4) users:

- Member of the EngSoc Executive Team
- An EngSoc Commissioner
- An EngSoc Website Director
- A participant in EngSoc events and services

### 2.2.2.2 User Interview Questions

The interview questions were designed to explore both the positives and the negatives of the website, as well as seek recommendations on how to improve the site. The following questions were asked in each interview:

1. What do you think is the purpose of the Engineering Society?
2. What do you think the purpose of the EngSoc website is?
3. What do you like about the current website?
4. What frustrates you the most about the current website?
5. Are there any features or sections of the current website that you feel are redundant or underused?
6. What do you think about the layout and design of the website?
7. Do you have any recommendations for the website?

### 2.2.2.3 User Interview Results

From the user interviews, the following comments were considered the most relevant and insightful to the website redesign process:

What do you think is the purpose of the Engineering Society?

- The Engineering Society's primary purpose is to represent and support students, focusing on three main pillars of events, services, and representation.
- The society runs over 70 events per term, provides numerous academic services, and actively participates in meetings with faculty and other organizations.
- The society aims to create an environment where students can thrive academically and socially.

What do you think the purpose of the EngSoc website is?

- The website is the most public-facing database of information, serving as an interface between the team and the student body.
- The website's purpose is to inform students about the society's activities.

What do you like about the current website?

- Despite being outdated, the website is still essential for keeping students informed about the society's initiatives.
- The calendar is a useful feature, especially for commissioners to check event details.

What frustrates you the most about the current website?

- The inconsistency in the website's content and layout is attributed to the lack of consistent communication channels.
- The website is considered outdated, with half of the information being wrong.
- Some pages have awkward layouts and spacing, making them hard to navigate.
- The process of determining what needs to be on the website is challenging, as the necessary information is often reliant on other people.

Are there any features or sections of the current website that you feel are redundant or underused?

- The finances section was mentioned as being outdated and therefore unused.
- The events section is unused and does not highlight smaller events.

What do you think about the layout and design of the website?

- The website feels like a mess, with some pages lacking sufficient information.
- The inconsistency in the layout and design is frustrating as information is removed and leaves gaps on the site.

- One user appreciates the purple color scheme on the website and suggests adding more of it for aesthetic appeal.

Do you have any recommendations for the website?

- The executive team should use the website more frequently to ensure it remains up-to-date and relevant.
- The need for a more user-friendly and efficient system for managing and updating the website to ensure the information remains current and relevant.
- One user suggests having buttons on outdated information pages that send notifications to the relevant team members for updates.

### 2.2.2.3 User Interview Discussion

Overall, the user interviews confirmed the same issues with the pages being outdated. Some pages were mentioned as particularly bad, while others were considered useful for students. The user interview with the EngSoc Website director highlighted the need for a better updating process, while the commissioner and event participant gave insight on the website from a general user perspective.

## 2.3 Layout and Navigation

### 2.3.1 Current Layout and Navigation

An audit of each web page was conducted to understand and assess the current state of the website. The audit focused on the following criteria:

- Page hierarchy with headers
- Page layout and design
- Page Status, including:
  - If information was outdated
  - If there is a link on the page
  - If the page would need to be updated every term

#### 2.3.1.1 Page Hierarchy with Headers

The audit revealed redundant and underused pages. Given a total page count of 46 pages, a reduction of the number of pages is needed to ease the updating process for Website directors and navigation for all users.

The following table shows the current header-page hierarchy:

### Current Website

Home	Events	Get Involved	About Us	Resources	Finance	Documents
Home	Calendar	First Year	Who Are We?	Resume Rescue	Student Fees	Council
	EngPlay	Associated Inclusivity Group	Student Awards	Interview FAQs	Directorship Budget Form	Board of Directors
	EngHack	Professional Engineering	Faculty Awards	Workshops	Sponsorship	Governance
	SemiFormal	Council	Traditions and History	Mental Health	Engineering Capital Endowment Fund	Internal Documents
	Waterloo Engineering Competition	Directorship	Affiliates and Related Groups	Exam Bank	Budgets	Mailing List
	Career Fair	Iron Warrior	Student Spaces	Student Course Perceptions	Student Deals	
		Conferences	News	Student Success Office		
		Outreach Opportunities	Contact Us!	First Year Office		
		Waterloo Engineering Endowment Fund		RidgidWare		
				Novelties		
				Quick Links		
1	6	9	8	11	6	5

Total Pages: 46

#### 2.3.1.2 Page Layout and Design

Issue with the current webpage on the site include, but are not limited to:

- Inconsistent layout across pages
- Rule of Thirds violations
- Awkward spacing between header and body of page
- Large icons that take up too much space on the page
- Formatting issues when using an ipad or phone to view page

- Text is too small on some pages to be able to read
- Unorganized blocks of text that are hard to read
- Limited text on page moving the footer to mid-screen.
- Broken or outdated links

Given the inconsistency and poor layout quality of the pages, a set standard of layout options for pages should be developed to promote a cohesive site.

### 2.3.1.3 Page Status

The audit aimed to identify if a page was term dependent, if it had a link, and if it was outdated for the following reasons:

- Term Dependent: Requires frequent updates
- Links: Requires additional monitoring for updates
- Outdated: To understand the current status of the website.

The audit revealed the following statistics on the website's page:

	Term Dependent	Links	Outdated	Total
Pages	13	30	25	46
Percentage	28.26%	65.22%	54.35%	

The audit reveals over half of the pages on the site are outdated and even more require a link. Early design will need to implement a solution to create an easier system for managing links and updating the site.

### 2.3.2 New Layout and Navigation

#### 2.3.2.1 Page Hierarchy with Sub Pages

Reducing the number of pages started with reducing the Header categories. Each page will now fall under one of the four categories: Events, Academic, Governance, and About Us.

Generally, pages under the old headers were moved according to:

- Get Involved moved under About Us
- Documents and Finances under Governance
- Resources renamed to Academic

Unnecessary or redundant pages were also combined or removed. The result is seen under the following table. The total number of pages were reduced to 29.

Home	Events	Academics	Governance	About Us
Home	Calendar	Professional Engineers Ontario	Finances	Get Involved!
	Events this Term!	Co-op and Career Support	Council	Iron Warrior
	Career Fair	Mental Health Support	Board of Directors	Waterloo Engineering Endowment Fund
	Conferences	Exam Bank	Documents	Who Are We?
	EngPlay	Student Course Perceptions		Awards
	Semi-Formal	Faculty Support		Traditions and History
	Waterloo Engineering Competition			Affiliates
				Service Hours
				News
				Contact Us!
				Quick Links
1	7	6	4	11

Total Pages: 29

### 2.3.2.2 Page Layout and Design

To create a cohesive layout, 6 types of page layout formats were identified on the website:

- Home
- Paginated Static Content
- Termly Updated Content
- Governing Documents
- Frequently Updated Information
- Popular Pages with Critical Information

The early design wireframes attempt to address each page layout to improve the user experience.

### 2.3.2.3 Page Status

As the design will not be implemented directly onto the EngSoc website, updating the page status information is not within the scope of this project. However, between the page reorganization and reduction, updating the site should be simpler and the percentage of outdated pages should reduce.

The data from the Website Audit and new page mapping information can be found in Appendix B.

## 2.4 Early Design

### 2.4.1 Mood Board - EngSoc Branding Guidelines

The Engineering Society has a set of guidelines that all outward facing material should follow. The guidelines were set in place so that EngSoc has a consistent brand, accessible font and typography. Additional brand-aligned colours are also stored in the Canva for the graphic design team. The typography and colour in the mood board is sourced from the EngSoc guidelines and sources.

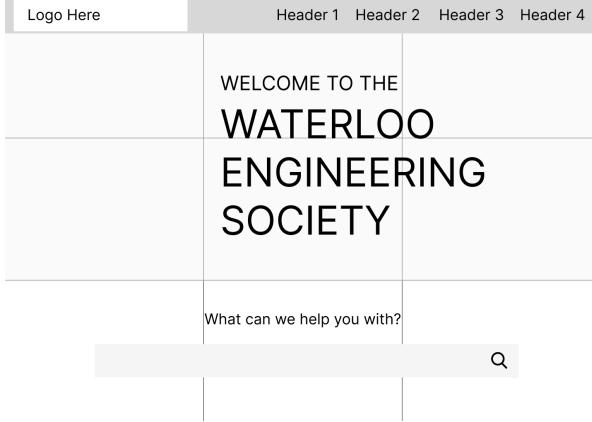
Elements	Information
Font	Montserrat
Typography	Header - <b>Montserrat</b> - 64px Regular Sub-Header 1 - <b>Montserrat</b> - 32px Semi-Bold Sub-Header 2 - <b>Montserrat</b> - 24px Regular Body - <b>Montserrat</b> - 16px Regular
Colour	 #57058B  #575757  #8100B4  #000000  #BE33DA
Icons	All Icons will be sources from Material UI
Motion	Scrolling

<https://www.engsoc.uwaterloo.ca/wp-content/uploads/2020/11/Branding-Guidelines.pdf>

## 2.4.2 Early Design

To create a consistent layout and design, the six page types identified were wireframed in Figma. All redesign included the following changes and rationale:

- Breadcrumb under the header bar to show a user how they got to the page they are on.
- Most pages implement a left menu to improved readability and navigation
- All pages follow the rule of thirds.

Home Page (Page Type: Home)	
Current Page	Early Design
	
Rationale for Changes	
<ul style="list-style-type: none"><li>• Removed Icons and replaced with a search bar to allow for more flexibility and control in navigation</li><li>• Reduced header categories from 6 to 4 to reduce complexity with navigation</li></ul>	

History and Traditions (Page Type: Static - Paginated to Scroll)

Current Page

Early Design

## Rationale for Changes

- Shifted paginated sub-pages to scrolling page with left menu to increase readability.

Student Spaces Page (Page Type: Popular Page)

Current Page

Early Design

Logo Here	Header 1	Header 2	Header 3	Header 4
Home/ Header/ Page				
<h1>Page Header</h1>				
<b>Content Header</b>				
<b>Content Header</b>				
<b>Content Header</b>				
	<b>Content Header</b>			
	This is where text would go.			
	<b>Location:</b>			
	<b>Store Hours:</b>			
	Monday 8:00 - 5:00pm Tuesday 8:00 - 5:00pm Wednesday 8:00 - 5:00pm Thursday 8:00 - 5:00pm Friday 8:00 - 4:00pm Saturday 12:00 - 5:00pm Sunday Closed			
	This is where text would go.			
	<b>Content Header</b>			
	This is where text would go.			
	<b>Location:</b>			
	<b>Store Hours:</b>			
	Monday 8:00 - 5:00pm Tuesday 8:00 - 5:00pm Wednesday 8:00 - 5:00pm Thursday 8:00 - 5:00pm Friday 8:00 - 4:00pm Saturday 12:00 - 5:00pm Sunday Closed			
	This is where text would go.			
	<b>Content Header</b>			
	This is where text would go.			
	<b>Location:</b>			
	<b>Store Hours:</b>			
	Monday 8:00 - 5:00pm Tuesday 8:00 - 5:00pm Wednesday 8:00 - 5:00pm Thursday 8:00 - 5:00pm Friday 8:00 - 4:00pm Saturday 12:00 - 5:00pm Sunday Closed			
	This is where text would go.			

## Rationale for Changes

- Shifted paginated sub-pages to scrolling page with left menu to increase readability.
  - Added modularity with sections to improve content removal and updating process.

Governance Page (Page Type: Governing Documents)																															
Current Page	Early Design																														
 <p>The Society is governed by the By-Laws and Policy Manual which outline how the Society runs, the finances, elections policies and much more. The current copies of the governing documents can be found below. Any interpretation or questions pertaining to the documents should be directed to <a href="mailto:speaker@engsoc.uwaterloo.ca">speaker@engsoc.uwaterloo.ca</a></p> <p>By Law 1: The Constitution By Law 2: Elections and Referenda By Law 3: Finance Procedure Manual Document of Stances Long Term Strategic Plan</p> <p>Copyright © 2024 Waterloo Engineering Society - OnePress theme by FarmThemes</p>	<table border="1"> <thead> <tr> <th>Logo Here</th> <th>Header 1</th> <th>Header 2</th> <th>Header 3</th> <th>Header 4</th> </tr> </thead> <tbody> <tr> <td>Home/ Header/ Page</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Page Header</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Content Header</td> <td>Content Header</td> <td>Content Header</td> <td>Content Header</td> <td></td> </tr> <tr> <td>Content Header</td> <td>Content Header</td> <td>Content Header</td> <td>Content Header</td> <td>This is where text would go. This is where text would go.</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>PDF of Document</td> </tr> </tbody> </table>	Logo Here	Header 1	Header 2	Header 3	Header 4	Home/ Header/ Page					<b>Page Header</b>					Content Header	Content Header	Content Header	Content Header		Content Header	Content Header	Content Header	Content Header	This is where text would go. This is where text would go.					PDF of Document
Logo Here	Header 1	Header 2	Header 3	Header 4																											
Home/ Header/ Page																															
<b>Page Header</b>																															
Content Header	Content Header	Content Header	Content Header																												
Content Header	Content Header	Content Header	Content Header	This is where text would go. This is where text would go.																											
				PDF of Document																											
Rationale for Changes																															
<ul style="list-style-type: none"> <li>Increased page content because the limited amount of content on the page brings the footer up to mid screen, creating an awkward design layout.</li> <li>Selecting a link opens in the same window, using the actual document embedded into the page improves usability of the site and lengthens the page.</li> <li>Increasing visibility on the governing documents increases visibility on the society itself.</li> </ul>																															

## Council Page (Page Type: Frequently Updated)

### Current Page

 WATERLOO  
ENGINEERING SOCIETY

EVENTS GET INVOLVED ABOUT US RESOURCES FINANCE DOCUMENTS

### Agendas & Minutes

The Waterloo Engineering Society Council exists to co-ordinate the official business, approve the allocation of funds, and exercise control over the actions of the on-Term Society. Below are the agendas and minutes from the past meetings in years. To see older documents please e-mail [president@engsoc.uwaterloo.ca](mailto:president@engsoc.uwaterloo.ca).

For your reference, see the [Guide to Submitting Motions](#) and the [Class Representative Handbook F2023](#).

Misc. Forms

- [Join Annual General Meeting Proxy Form](#)
- [EngSoc\\_Motion\\_Template](#)

\*Documents pending approval

Fall 2024	Spring 2024	Winter 2024
Meeting 1 Agenda Minutes	Meeting 1 Agenda Minutes	Meeting 1 Agenda Minutes
Meeting 2 Agenda Minutes	Meeting 2 Agenda Minutes	Meeting 2 Agenda Minutes
Meeting 3 Agenda Minutes	Meeting 3 Agenda Minutes	Meeting 3 Agenda Minutes
Meeting 4 Agenda Minutes	Meeting 4 Agenda Minutes	Meeting 4 Agenda Minutes
Meeting 5 Agenda Minutes	Meeting 5 Agenda Minutes	JAGM - Agenda Minutes

Fall 2023	Spring 2023	Winter 2023
Meeting 1 Agenda Minutes	Meeting 1 Agenda Minutes	Meeting 1 Agenda Minutes
Meeting 2 Agenda Minutes	Meeting 2 Agenda Minutes	Meeting 2 Agenda Minutes
Meeting 3 Agenda Minutes	Meeting 3 Agenda Minutes	Meeting 3 Agenda Minutes
Meeting 4 Agenda Minutes	Meeting 4 Agenda Minutes	Meeting 4 Agenda Minutes
Meeting 5 Agenda Minutes	Meeting 5 Agenda Minutes	Meeting 5 Agenda Minutes

Fall 2022	Spring 2022	Winter 2022
Meeting 1 Agenda Minutes	Meeting 1 Agenda Minutes	Meeting 1 Agenda Minutes
Meeting 2 Agenda Minutes	Meeting 2 Agenda Minutes	Meeting 2 Agenda Minutes
Meeting 3 Agenda Minutes	Meeting 3 Agenda Minutes	Meeting 3 Agenda Minutes
Meeting 4 Agenda Minutes	Meeting 4 Agenda Minutes	Meeting 4 Agenda Minutes
Meeting 5 Agenda Minutes	Meeting 5 Agenda Minutes	Meeting 5 Agenda Minutes

 WATERLOO  
ENGINEERING SOCIETY

EVENTS GET INVOLVED ABOUT US RESOURCES FINANCE DOCUMENTS

### Council Meetings This Term

All meetings are on Tuesday (beginning 6:00 PM EST).

Council 1: May 15th, 2024  
 Council 2: May 29th, 2024  
 Council 3: June 12th, 2024  
 Council 4: July 3rd, 2024  
 Council 5: July 20th, 2024

**A-Society Council**  
  
 A Society Speaker:  
 Drama White - [speaker.alessoncouncil.uwaterloo.ca](mailto:speaker.alessoncouncil.uwaterloo.ca)

**B-Society Council**  
  
 B Society Speaker:  
 Julia Evans - [speaker.blessoncouncil.uwaterloo.ca](mailto:speaker.blessoncouncil.uwaterloo.ca)

### Early Design

Logo Here	Header 1	Header 2	Header 3	Header 4						
Home/ Header/ Page										
<b>Page Header</b>										
Content Header	<b>Content Header</b>									
Content Header	Content Sub-Header									
Content Header	<table border="1"> <tr> <td>Fall</td> <td>Meeting Agendas and Documents</td> </tr> <tr> <td>Winter</td> <td>Meeting Agendas and Documents</td> </tr> <tr> <td>Spring</td> <td>Meeting Agendas and Documents</td> </tr> </table>	Fall	Meeting Agendas and Documents	Winter	Meeting Agendas and Documents	Spring	Meeting Agendas and Documents			
Fall	Meeting Agendas and Documents									
Winter	Meeting Agendas and Documents									
Spring	Meeting Agendas and Documents									
	<b>Content Sub-Header</b>									
	<table border="1"> <tr> <td>Fall</td> <td>Meeting Agendas and Documents</td> </tr> <tr> <td>Winter</td> <td>Meeting Agendas and Documents</td> </tr> <tr> <td>Spring</td> <td>Meeting Agendas and Documents</td> </tr> </table>	Fall	Meeting Agendas and Documents	Winter	Meeting Agendas and Documents	Spring	Meeting Agendas and Documents			
Fall	Meeting Agendas and Documents									
Winter	Meeting Agendas and Documents									
Spring	Meeting Agendas and Documents									
	<b>Content Sub-Header</b>									
	<table border="1"> <tr> <td>Fall</td> <td>Meeting Agendas and Documents</td> </tr> <tr> <td>Winter</td> <td>Meeting Agendas and Documents</td> </tr> <tr> <td>Spring</td> <td>Meeting Agendas and Documents</td> </tr> </table>	Fall	Meeting Agendas and Documents	Winter	Meeting Agendas and Documents	Spring	Meeting Agendas and Documents			
Fall	Meeting Agendas and Documents									
Winter	Meeting Agendas and Documents									
Spring	Meeting Agendas and Documents									
	<b>Content Sub-Header</b>									
	<table border="1"> <tr> <td>Fall</td> <td>Meeting Agendas and Documents</td> </tr> <tr> <td>Winter</td> <td>Meeting Agendas and Documents</td> </tr> <tr> <td>Spring</td> <td>Meeting Agendas and Documents</td> </tr> </table>	Fall	Meeting Agendas and Documents	Winter	Meeting Agendas and Documents	Spring	Meeting Agendas and Documents			
Fall	Meeting Agendas and Documents									
Winter	Meeting Agendas and Documents									
Spring	Meeting Agendas and Documents									

### Rationale for Changes

- Changes individual links of every agenda and minutes to a google drive for the whole term
  - Content on this page changes frequently (5+ times a term) and each time is dependent on 3 different individuals passing along a document to get uploaded to the site.
  - Other university society websites ([ESSCO](#)) use this method for their documents.
- Reduced two different council pages into one and used a left menu to navigate.

## Events Page (Page Type: Termly Updated)

### Current Page

The screenshot shows the current design of the Waterloo Engineering Society Events page. At the top, there's a header with the society's logo and navigation links for EVENTS, GET INVOLVED, ABOUT US, RESOURCES, FINANCE, and DOCUMENTS. Below the header, there's a section about events with a photo of people at an event, followed by three buttons: Semi Formal, EngFay, and Event Accessibility. A Google Calendar is embedded, showing December 2024 with various dates and a blue marker on December 13th. At the bottom, there's a footer with the text "EngSoc Events Calendar", "Events shown in time zone: (GMT -05:00) Eastern Time - Toronto", and a link to "Add to Google Calendar".

### Early Design

The wireframe illustrates the proposed layout for the Events page. It features a header row with "Logo Here" and four header sections labeled Header 1, Header 2, Header 3, and Header 4. Below the header, there are several content blocks: "Home/ Header/ Page", "Page Header", "Content Header" (repeated), and a large central area labeled "Content Header" containing the placeholder "Insert Calendar". Further down, there are additional "Content Header" and "Content Sub-Header" blocks, each containing placeholder text. A "Buy Tickets Here" button is located in the bottom right corner of one of the content areas.

<p><b>Content Sub-Header</b></p> <p>This is where text would go. This is where text would go.</p> <p>Date: Location:</p> <p><a href="#">Buy Tickets Here</a></p> 	<p><b>with link with photo</b></p>
<p><b>Content Sub-Header</b></p> <p>This is where text would go. This is where text would go.</p> <p>Date: Location:</p> <p><a href="#">Buy Tickets Here</a></p> 	<p><b>with link with no photo</b></p>
<p><b>Content Sub-Header</b></p> <p>This is where text would go. This is where text would go.</p> <p>Date: Location:</p> 	<p><b>with no link with photo</b></p>
<p><b>Content Sub-Header</b></p> <p>This is where text would go. This is where text would go.</p> <p>Date: Location:</p> 	<p><b>with no link with no photo</b></p>

## Rationale for Changes

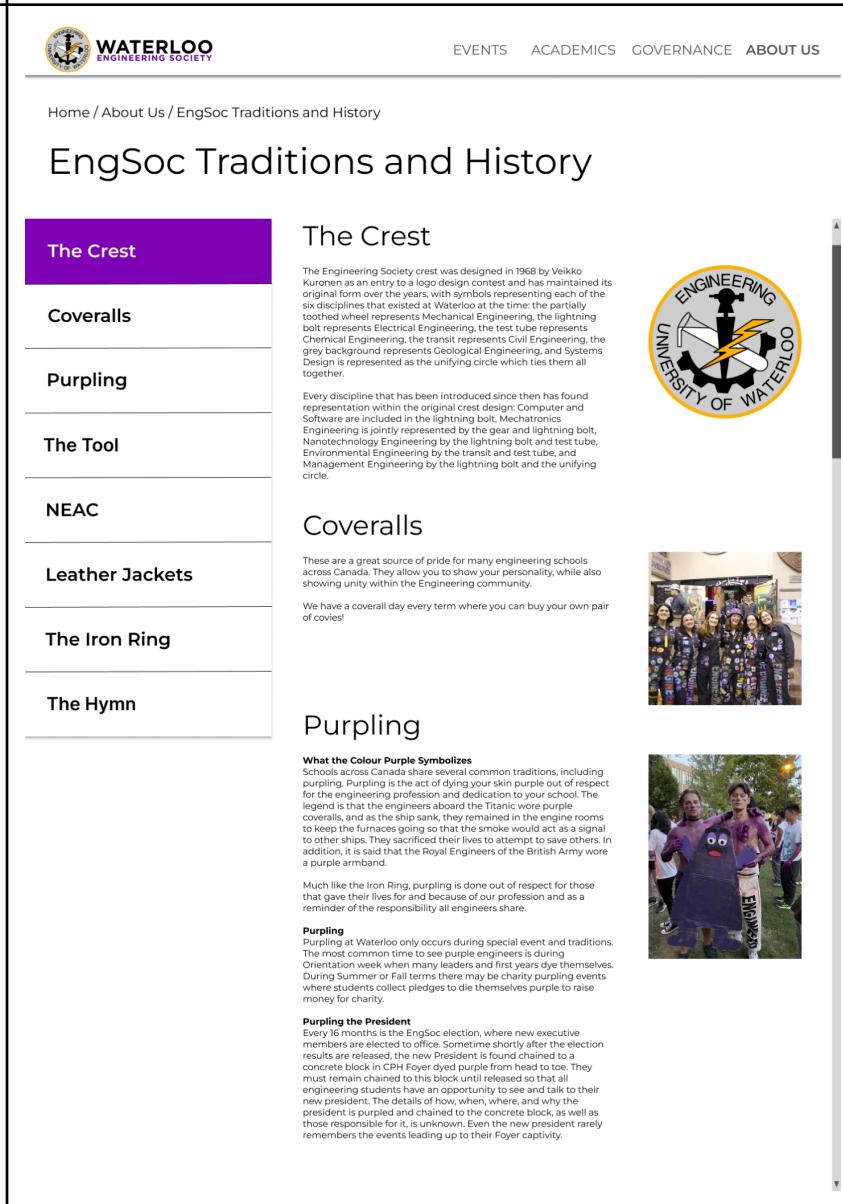
- Added modules for highlight events for each term to easily add and remove at the beginning and end of each term.
- Modules have options for if there are links for an event (ticket sales, sign up, external partner information) or photos from an existing event.

## 2.5 Final Design

The final design includes the typography and colour from the moodboard, as well as images from EngSoc events and the existing website. A link to the current page is provided for comparison.

<a href="https://www.engsoc.uwaterloo.ca/">https://www.engsoc.uwaterloo.ca/</a>	
Current Page	Final Design
	
Rationale for Changes	
<ul style="list-style-type: none"><li>• Aligned colours and font on the home screen to branding guidelines</li><li>• Headers reflect new Navigation categories.</li></ul>	

<https://www.engsoc.uwaterloo.ca/about-us/traditions/>

Current Page	Final Design
 <p>The Waterloo Engineering Society crest was designed in 1969 by Veikko Kuronen as an entry to a logo design contest and has maintained its original form over years, with symbols representing each of the six disciplines that existed at Waterloo at the time: the partially toothed wheel represents Mechanical Engineering, the lightning bolt represents Electrical Engineering, the test tube represents Chemical Engineering, the transit represents Civil Engineering, the gear background represents Geological Engineering, and Systems Design is represented as the unifying circle which ties them all together.</p> <p>The newest program Biomedical Engineering introduced in 2014 is represented by the unifying circle in this instance representing life that the pursuit of medicine drives us to pursue.</p>	 <h1>EngSoc Traditions and History</h1> <h2>The Crest</h2> <p>The Engineering Society crest was designed in 1969 by Veikko Kuronen as an entry to a logo design contest and has maintained its original form over years, with symbols representing each of the six disciplines that existed at Waterloo at the time: the partially toothed wheel represents Mechanical Engineering, the lightning bolt represents Electrical Engineering, the test tube represents Chemical Engineering, the transit represents Civil Engineering, the gear background represents Geological Engineering, and Systems Design is represented as the unifying circle which ties them all together.</p> <p>Every discipline that has been introduced since then has found representation within the original crest design: Computer and Software are included in the lightning bolt; Mechatronics Engineering is jointly represented by the gear and lightning bolt; Nanotechnology Engineering by the lightning bolt and test tube; Environmental Engineering by the transit and test tube; and Management Engineering by the lightning bolt and the unifying circle.</p> <h2>Coveralls</h2> <p>These are a great source of pride for many engineering schools across Canada. They allow you to show your personality, while also showing unity within the Engineering community.</p> <p>We have a coverall day every term where you can buy your own pair of coveralls!</p> <h2>Purpling</h2> <p>What the Colour Purple Symbolizes</p> <p>Schools across Canada share several common traditions, including purpling. Purpling is the act of dying your skin purple out of respect for the engineering profession and dedication to your school. The legend is that the engineers aboard the Titanic wore purple coveralls and died because they were trying to save the engine rooms to keep the furnaces going so that the smoke would act as a signal to other ships. They sacrificed their lives to attempt to save others. In addition, it is said that the Royal Engineers of the British Army wore a purple armband.</p> <p>Much like the Iron Ring, purpling is done out of respect for those that gave their lives for and because of our profession and as a reminder of the responsibility all engineers share.</p> <h2>Purpling</h2> <p>Purpling at Waterloo only occurs during special events and traditions. The most common time to see purple engineers is during Orientation week when many leaders and first years dye themselves. During Summer or Fall terms there may be charity purpling events where students collect pledges to dye themselves purple to raise money for charity.</p> <h2>Purpling the President</h2> <p>Every 16 months is the EngSoc election, where new executive members are elected. After the election results are released, the new President is found chained to a concrete block in CPH Foyer dyed purple from head to toe. They must remain chained to this block until released so that all engineering students have an opportunity to see and talk to their new president. The details of how, when, where, and why the president is purpled and chained to the concrete block, as well as those responsible for it, is unknown. Even the new president rarely remembers the events leading up to their Foyer captivity.</p>  
Rationale for Changes	
<ul style="list-style-type: none"><li>Aligned colours and font on the home screen to branding guidelines</li><li>Animations will scroll to section when the left menu is selected</li></ul>	

<https://www.engsoc.uwaterloo.ca/about-us/student-spaces/>

## Current Page

The screenshot shows the 'Student Spaces' section of the EngSoc website. At the top, there's a navigation bar with links for Events, Get Involved, About Us, Resources, Finance, and Documents. Below the navigation is a sub-navigation menu with links for C&D, Novelties, Orifice, POETS, Religious, and Prayer Spaces. A sidebar on the left lists 'C&D Hours for Spring 24' with specific times for Monday through Sunday. The main content area features a heading 'The C&D (short for Coffee and Donuts) is the cheapest place on or off campus for all your snacking and lunch needs. They also have hot lunches, soups, sandwiches, drinks, snacks, pastries, and desserts. The C&D is cash, debit, and credit only. Unfortunately we do not accept WatCard.' Below this is a photograph of the C&D storefront.

## Final Design

The final design is a modern, clean layout. At the top, there's a header with the Waterloo Engineering Society logo and navigation links for Events, Academics, Governance, and About Us. The main title 'EngSoc Services and Hours' is centered above a purple sidebar containing links for C&D, Novelties, Office, POETS, Prayer Spaces, and RidgidWare. The main content area is divided into sections for each service, each with a heading, a brief description, location information, store hours, and a photograph. The 'C&D' section is identical to the current page. The 'Novelties' section describes it as the official Swag Store. The 'Office' section describes it as the main headquarters for office services. The 'POETS' section is removed from this view.

## Rationale for Changes

- Aligned colours and font on the home screen to branding guidelines
- Animations will scroll to section when the left menu is selected

<https://www.engsoc.uwaterloo.ca/documents/governance/>

Current Page

The screenshot shows the Waterloo Engineering Society website. At the top is a navigation bar with links for EVENTS, GET INVOLVED, ABOUT US, RESOURCES, FINANCE, and DOCUMENTS. Below the navigation is a sidebar with a logo and several document links: Bylaw I - The Constitution, Bylaw II - Elections and Referenda, Bylaw III - Finances, Procedure Manual, Document of Stances, and Long Term Strategic Plan. A copyright notice at the bottom states "Copyright © 2021 Waterloo Engineering Society. Overpass Fenn Co. Partnership".

Final Design

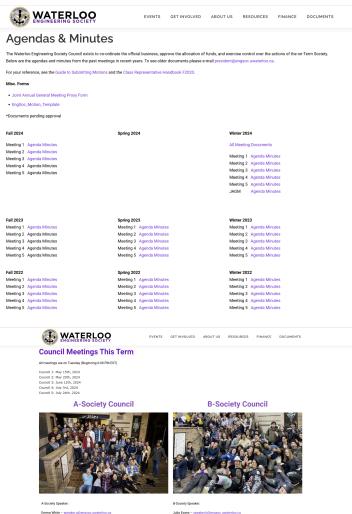
The screenshot shows the final design of the website. It features a simplified navigation bar at the top with links for EVENTS, ACADEMICS, GOVERNANCE, and ABOUT US. Below the navigation is a breadcrumb trail: Home / Governance / Bylaws and Procedure Manuals. The main content area has a large title "Bylaws and Procedure Manuals". On the left, there is a vertical purple sidebar containing links: Bylaw I - The Constitution, Bylaw II - Elections & Referenda (which is highlighted in purple), Bylaw III - Finances, Procedure Manual, Document of Stances, and Long Term Strategic Plan. To the right of the sidebar, the content area has a title "Bylaw II - Elections and Referenda" and a sub-link "Click here to open in a new tab: Bylaw II - Elections and Reference". At the bottom right of the content area, there is a watermark with the Waterloo Engineering Society logo and the text "Created: March 7, 1992" and "Amended: March 26, 2022".

Rationale for Changes

- Scrolling inside page on pdf

<https://www.engsoc.uwaterloo.ca/documents/council/>

## Current Page



The Waterloo Engineering Society Council meets to consider the affairs of the Society, approve the actions of the Executive, and exercise control over the affairs of the one Term Society. The Council consists of the President, Vice-President, Secretary, Treasurer, and other members elected by the members of the Society.

For your reference, see the [Guide to Submitting Minutes](#) and the [Minutes Submission Checklist](#).

Meetings

- Joint Annual General Meeting Friday Evenings
- Executive Committee
- Committee pending approval

Fall 2024

Meeting	Agenda	Minutes
Meeting 1	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 2	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 3	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 4	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 5	<a href="#">Agenda</a>	<a href="#">Minutes</a>

Spring 2024

Meeting	Agenda	Minutes
Meeting 1	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 2	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 3	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 4	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 5	<a href="#">Agenda</a>	<a href="#">Minutes</a>

Winter 2024

Meeting	Agenda	Minutes
Meeting 1	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 2	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 3	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 4	<a href="#">Agenda</a>	<a href="#">Minutes</a>
Meeting 5	<a href="#">Agenda</a>	<a href="#">Minutes</a>

Council Meetings This Term

Planning for our Fall, Winter, and Spring Terms.

Term	Date
Fall	Sept 6, 2024 - Oct 11, 2024
Winter	Dec 1, 2024 - Feb 2, 2025
Spring	Mar 5, 2025 - May 7, 2025

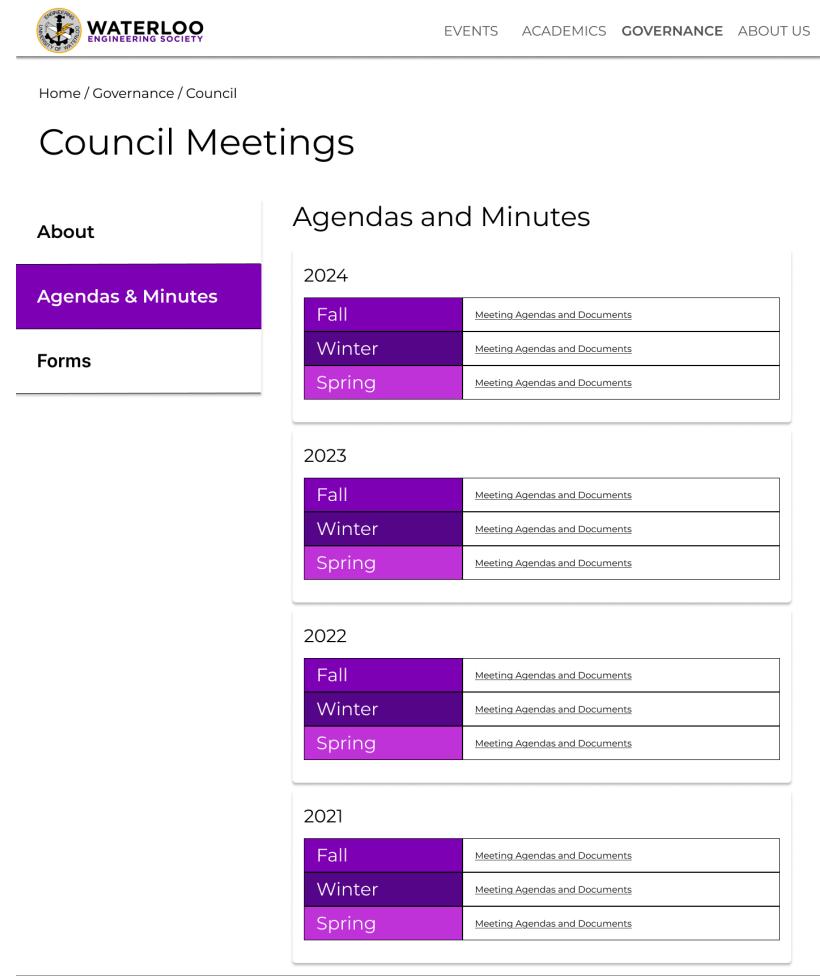
A-Society Council



B-Society Council



## Final Design



EVENTS   ACADEMICS   GOVERNANCE   ABOUT US

Home / Governance / Council

# Council Meetings

## About

## Agendas & Minutes

## Forms

## 2024

Term	Meeting Agendas and Documents
Fall	<a href="#">Meeting Agendas and Documents</a>
Winter	<a href="#">Meeting Agendas and Documents</a>
Spring	<a href="#">Meeting Agendas and Documents</a>

## 2023

Term	Meeting Agendas and Documents
Fall	<a href="#">Meeting Agendas and Documents</a>
Winter	<a href="#">Meeting Agendas and Documents</a>
Spring	<a href="#">Meeting Agendas and Documents</a>

## 2022

Term	Meeting Agendas and Documents
Fall	<a href="#">Meeting Agendas and Documents</a>
Winter	<a href="#">Meeting Agendas and Documents</a>
Spring	<a href="#">Meeting Agendas and Documents</a>

## 2021

Term	Meeting Agendas and Documents
Fall	<a href="#">Meeting Agendas and Documents</a>
Winter	<a href="#">Meeting Agendas and Documents</a>
Spring	<a href="#">Meeting Agendas and Documents</a>

## Rationale for Changes

- Different colors for table row specific term

<https://www.engsoc.uwaterloo.ca/events/calendar/>

## Current Page

Upcoming Events

Feel free to add the EngSoc Calendar to your personal Google Calendar below!

Google Calendar

Semi-Formal

## Final Design

Home / Events / Fall 2024 Event

# Fall 2024 Events

## Calendar

### Highlight Events

### Semi-Formal

SUN	MON	TUE	WED	THU	FRI	SAT
• 10am Basketball Tryouts	• 12pm Puppies In POETS	• 1pm Knit Krama Sale	• 3:30pm NSBE: Black Stk	• 7:30pm Basketball Game	• 1pm NSBE: INF NSBE v	
• 1pm Medicina Monday - POETS	• 4pm Council #2	• 5pm Grocery Shopping	• 5pm Total Bag Painting	• 7:30pm NSBE: Black Stk		
• 1pm Mental Health Pic	• 6pm Engineering Mixer	• 6:30pm Chemistry Outreach	• 8pm Engineering Mixer			
• 1pm Date Night						

EngSoc Events Calendar  
Events shown in time zone: (GMT-05:00) Eastern Time - Toronto  
[Add to Google Calendar](#)

Google Calendar

### Highlight Events

#### Beginning of Term Party

This is where text would go. This is where text would go.

Date: 6pm - 8pm, September 7th, 2024

Location: POETS



[Buy Tickets Here](#)

#### Beginning of Term Party

This is where text would go. This is where text would go.

Date: 6pm - 8pm, September 7th, 2024

Location: POETS

[Buy Tickets Here](#)

#### Beginning of Term Party

This is where text would go. This is where text would go.

Date: 6pm - 8pm, September 7th, 2024

Location: POETS

	<p><b>Content Sub-Types</b></p> <div style="background-color: #f0e68c; padding: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p><b>Beginning of Term Party</b></p> <p>This is where text would go. This is where text would go.</p> <p>Date: 6pm - 8pm, September 7th, 2024 Location: POETS</p> <p><a href="#" style="color: white; background-color: #9b59b6; padding: 2px 10px; text-decoration: none;">Buy Tickets Here</a></p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p><b>Beginning of Term Party</b></p> <p>This is where text would go. This is where text would go.</p> <p>Date: 6pm - 8pm, September 7th, 2024 Location: POETS</p> <p><a href="#" style="color: white; background-color: #9b59b6; padding: 2px 10px; text-decoration: none;">Buy Tickets Here</a></p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p><b>Beginning of Term Party</b></p> <p>This is where text would go. This is where text would go.</p> <p>Date: 6pm - 8pm, September 7th, 2024 Location: POETS</p>  </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p><b>Beginning of Term Party</b></p> <p>This is where text would go. This is where text would go.</p> <p>Date: 6pm - 8pm, September 7th, 2024 Location: POETS</p> </div> </div>	<p>with link with photo</p> <p>with link with no photo</p> <p>with no link with photo</p> <p>with no link with no photo</p>
	<p><b>Rationale for Changes</b></p> <ul style="list-style-type: none"> <li>● Aligned colours and font on the home screen to branding guidelines</li> </ul>	

## 2.6 User Testing

### 2.6.1 User Testing Design

In the user testing part, we decided to simulate using the final redesign of the website page navigation with some engineering students (both graduate and undergraduate). Each participant will be asked to complete 3 different assignments on 3 different pages in the redesign page. Then, we will ask the participants to give some comments about the new page in comparison to the old website.

- Task 1: A user can identify a reduced number of pages

- Task 2: A user should view the Coffee & Donut Store hours and contact the EngSoc Business manager via email
- Task 3: A user should download the most recent EngSoc Council Minutes

These programs simulate the most common and unique features of the design process and address the issues identified during the redesign. Most of these issues were derived from participant suggestions, which were then used to create targeted user test designs. Each task will be evaluated based on several reference criteria.

Before each test, we collect background information from participants, including their age, occupation (graduate or undergraduate student), frequency of website use, and any known visual impairments, such as color blindness or color weakness. To measure how long it takes users to learn the interface, tasks will be assigned before showing the interface. This means participants will receive specific instructions beforehand to prevent infrequent website usage from impacting their familiarity with certain features and, consequently, the test results and accuracy. We then proceed with the user testing.

### **Task 1**

The aim of task1 is to evaluate whether the reduction in header categories (from 6 to 4) and the merging of similar pages effectively streamlines navigation without sacrificing discoverability of critical content. We aim to confirm:

- If the reduced categories make navigation less overwhelming.
- Whether the merging of content from different pages into fewer sections improves the browsing experience.
- If the participants can quickly locate the information they need within the streamlined layout.

### **Design Rationale:**

- Previous navigation complexity led to confusion among users, with unnecessary clicks and backtracking. This task ensures that users notice and appreciate the simplified structure.
- This is also a direct test of the redesign's success in reducing cognitive load and improving efficiency.

### **Task 2**

Our second task is designed to test the effectiveness of the new search bar and its ability to quickly direct users to specific information. Additionally, it evaluates the visibility and accessibility of contact details. The specific objectives include:

- Confirming whether the search bar makes it easier for users to locate operational hours.
- Ensuring that key contact information is prominently displayed and easily accessible.

- Verifying that participants can complete the task with minimal navigation steps, enhancing usability.

#### **Design Rationale:**

- Feedback from the initial testing phase highlighted that users often struggled to locate contact details or hours due to inconsistent placement.
- The addition of a search bar is intended to address this issue, while also accommodating diverse query styles (e.g., keywords vs. specific terms).

#### **Task 3**

Our third task tests the new document organization system, which consolidates individual document links into a Google Drive folder accessible through a modular left-menu navigation system. The specific goals include:

- Evaluating whether the left-menu navigation simplifies finding governance documents.
- Confirming that the Google Drive approach improves usability by centralizing and standardizing document access.
- Testing the participants' ability to locate and download documents across different devices, ensuring cross-platform compatibility.

#### **Design Rationale:**

- Frequent document updates necessitate a dynamic and modular system for ease of management and accessibility.
- The previous method (separate links for each agenda/minute) was cumbersome and inconsistent, leading to user frustration.
- The embedded document feature is expected to streamline the process further, but this task ensures its responsiveness and functionality on various devices.

#### **2.6.2 User Test Results**

User	Student Level	Device	Task 1	Time2	Time3	Comments
1	Graduate	PC	✓	2mins	5mins	-The search bar is convenient, but you have to guess the exact keywords to find the contact details. - took a moment to realize the council minutes were under the governance section.

2	Undergraduate	iPad	✓	2mins	3mins	-pages is not suitable for ipad,feel uncomfortable
3	Graduate	iPhone	✓	2mins	4mins	-The scrolling layout is much easier on mobile, but the email link wasn't immediately visible.
4	Undergraduate	android	✓	1.5mins	3.5mins	<ul style="list-style-type: none"> <li>-The Google Drive link is efficient, but the page could use a clearer explanation about the document organization.</li> <li>-The embedded document is an improvement</li> <li>- The interface wasn't intuitive enough for finding council-related documents quickly.</li> </ul>

Component Evaluation	
Search Bar	Effective, but participants requested suggestions or dropdowns to improve usability.
Left Menu Navigation	Generally helpful, but some participants found it non-intuitive for specific tasks.
Mobile Responsiveness	Needs improvement for embedded documents and modular sections.
Visibility	Contact and document links need to stand out more clearly across devices.

The tasks were designed with the primary goals of the website redesign in mind: to make navigation simpler, improve usability, and address accessibility issues. Each task focuses on

specific changes made during the redesign, ensuring they are practical and user-focused. By using real-world scenarios, the tasks reflect how students, staff, and other users typically interact with the website. This allows us to evaluate whether the redesign successfully resolves key problems, such as difficulty finding information, confusing navigation, and poor organization of documents. From the comments and the advice given by the participants we get some summary or analysis as the table above.

### 2.6.3 Heuristic Analysis

Heuristics	Issues	Analysis	Recommendations
Consistency and Standards	Shifting to modular sections and adopting a scrolling page layout with a left menu brings consistency to the website design.	Consistent layouts reduce cognitive load and ensure users know what to expect as they navigate through different pages	Maintain consistent page layouts and visual elements throughout the site. Use uniform button styles, navigation menus, and link placements to reduce confusion. Additionally, ensure all similar tasks across pages are executed in the same way.
Recognition Rather than Recall	Displaying Coffee & Donut Store hours (Task 2) and embedding documents directly in pages reduces reliance on memory.	Key information is visible without requiring users to search extensively or remember where to find it.	Provide visible, easily recognizable information like the store hours and embedded documents directly on the page, minimizing the need for users to remember or search for these details. This reduces cognitive load and makes the site more user-friendly.
Aesthetic and Minimalist Design	The redesign avoids unnecessary complexity by reducing header	A cleaner design enhances the user experience, particularly by addressing awkward layouts (e.g., footer	Continue simplifying the design by removing unnecessary

	categories and combining similar pages.	placement).	elements and reducing clutter. A cleaner layout will make the site easier to navigate, especially for new or less tech-savvy users. Consider further reducing visual distractions and unnecessary text.
Match Between System and the Real World	The redesign aligns with user expectations by grouping related content (e.g., combining council pages into one with a left menu).	Real-world metaphors, like the left menu for easy navigation and Google Drive for documents, make the website intuitive for users familiar with similar structures.	Use real-world metaphors like a left-side menu and familiar document formats to make the website easier to understand. Provide clear labels and explanations when grouping content, and ensure the terminology used aligns with what users expect from similar platforms.

## 2.7 Insights and Advice

### 2.7.1 Insight

There is no doubt that our user testing was highly successful. Based on the test results, we have achieved nearly all of our expected goals. In fact, some of the test participants were the same individuals who previously provided suggestions for redesigning our website. Through their feedback, we learned that our redesign of the website navigation was very successful, addressing many of the pain points they had identified. However, we still need to provide some additional insights.

Maybe some further improvement about our design is to make sure that the website adapts well to users' devices (participants are asked to use an iPad, laptop, Android phone, and iPhone). This task was created because, during the user testing, when identifying shortcomings,

we found that some website icons did not display properly on certain devices, which significantly impacted the visual appeal.

## 2.7.2 Advice

User testing provided us with valuable insights to guide our future design improvements. First, we may need to adjust some font colors. For example, some options in the navigation bar use gray text, which is not user-friendly for students with color vision deficiencies or other visual impairments. Introducing a theme-switching feature that changes the overall page and font colors (based on preset options, not fully customizable) could make the website more accessible for visually impaired students.

Second, during the testing, we noticed that some participants, including both undergraduate and graduate students, were only just discovering this website—even though some were nearing graduation. This is unfortunate, as the website is incredibly useful for engineering students, providing a wealth of essential information. However, many students are unaware of its existence. Perhaps we could promote the website through links on platforms that Waterloo students frequently use, such as Quest or Learn, making it easier for students, especially newcomers, to find it quickly.

## 2.7.3 Implementation

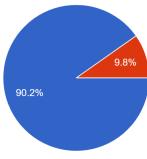
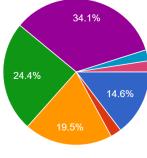
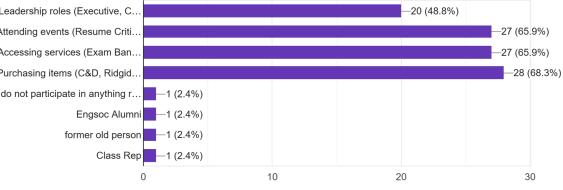
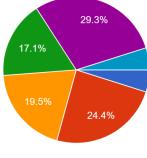
The next step to proceed with the redesign process will be to implement the changes into the EngSoc website. Further user testing and evaluation will be needed to complete this step. To update the website, both EngSoc Presidents must agree to changes, and will need to complete an evaluation on the site. Additionally, the limitation of using a free WordPress editor might hinder the implementation of the design layouts. If this is an issue, another redesign will be considered within the constraint limitations of WordPress's function. The redesign process will continue to use a systematic design process after this first iteration to ensure the EngSoc website will support students for years to come.

# References

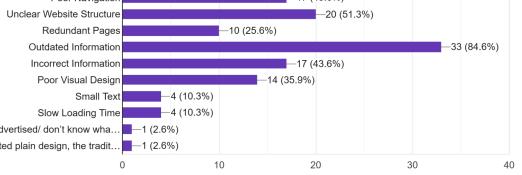
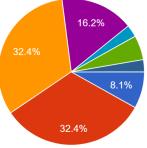
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<https://www.toptal.com/designers/ui/ui-design-for-older-adults>
2. Girardot, A. (2021, December 24). *UX Design for Seniors | Digital Scientists*. Digital Scientists. <https://digitalscientists.com/blog/ux-design-for-seniors-5-tips-2/>
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# Appendix

## Appendix A: Survey Questions and Results

Question	Result																
<b>General EngSoc Information</b>																	
<p>Are you a member of the Engineering Society? All Undergraduate Engineering Students who have paid their student fee are EngSoc Members. We are looking for feedback from both current members and non-members.</p> <p><input type="radio"/> Yes <input type="radio"/> No</p>	<p>Are you a member of the Engineering Society? 41 responses</p>  <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> </ul>																
<p>What year are you in?</p> <p><input type="radio"/> 2025 <input type="radio"/> 2026 <input type="radio"/> 2027 <input type="radio"/> 2028 <input type="radio"/> 2029 <input type="radio"/> Other...</p>	<p>What year are you in? 41 responses</p>  <ul style="list-style-type: none"> <li>2025</li> <li>2026</li> <li>2027</li> <li>2028</li> <li>2029</li> <li>2014</li> <li>2024 who greatly appreciates you ▾</li> </ul>																
<p>How do you participate in the Engineering Society?</p> <p><input type="checkbox"/> Leadership roles (Executive, Commissioners, Directors) <input type="checkbox"/> Attending events (Resume Critiques, Semi Formal, TalEng) <input type="checkbox"/> Accessing services (Exam Bank, Game &amp; Equipment Rentals, Lockers) <input type="checkbox"/> Purchasing items (C&amp;D, RidgidWare, Novelties) <input type="checkbox"/> I do not participate in anything related to EngSoc <input type="checkbox"/> Other...</p>	<p>How do you participate in the Engineering Society? 41 responses</p>  <table border="1"> <tr> <td>Leadership roles (Executive, C...)</td> <td>— 20 (48.8%)</td> </tr> <tr> <td>Attending events (Resume Crit...)</td> <td>— 27 (65.9%)</td> </tr> <tr> <td>Accessing services (Exam Ban...</td> <td>— 27 (65.9%)</td> </tr> <tr> <td>Purchasing items (C&amp;D, Ridg...</td> <td>— 28 (88.3%)</td> </tr> <tr> <td>I do not participate in anything related to EngSoc</td> <td>— 1 (2.4%)</td> </tr> <tr> <td>Engsoc Alumni</td> <td>— 1 (2.4%)</td> </tr> <tr> <td>former old person</td> <td>— 1 (2.4%)</td> </tr> <tr> <td>Class Rep</td> <td>— 1 (2.4%)</td> </tr> </table>	Leadership roles (Executive, C...)	— 20 (48.8%)	Attending events (Resume Crit...)	— 27 (65.9%)	Accessing services (Exam Ban...	— 27 (65.9%)	Purchasing items (C&D, Ridg...	— 28 (88.3%)	I do not participate in anything related to EngSoc	— 1 (2.4%)	Engsoc Alumni	— 1 (2.4%)	former old person	— 1 (2.4%)	Class Rep	— 1 (2.4%)
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outdated plain design, the tradition...	1	2.6%																																
<p>Are there any specific page you have issues with? List them below Long answer text</p>	<p><b>Noted Pages:</b> <b>Service Hours, Traditions, Calendar, Council Minutes, Guidelines and Stances</b></p>																																	
<p>What do you believe is most important information to have the website?</p> <ul style="list-style-type: none"> <li><input type="radio"/> General EngSoc Information</li> <li><input type="radio"/> Event Information (including Calendar)</li> <li><input type="radio"/> Academic Support (including Exam Bank)</li> <li><input type="radio"/> Affiliate Information</li> <li><input type="radio"/> EngSoc Services Hours (C&amp;D, RidgidWare, Novelties, POETS, and Office)</li> <li><input type="radio"/> EngSoc History</li> <li><input type="radio"/> EngSoc Financial Information</li> <li><input type="radio"/> EngSoc Governing Documents</li> <li><input type="radio"/> Council Meeting Minutes</li> <li><input type="radio"/> Other...</li> </ul>	<p>What do you believe is most important information to have the website? 37 responses</p>  <table border="1"> <thead> <tr> <th>Information Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>General EngSoc Information</td> <td>32.4%</td> </tr> <tr> <td>Event Information (including Calendar)</td> <td>32.4%</td> </tr> <tr> <td>Academic Support (including Exam Bank)</td> <td>16.2%</td> </tr> <tr> <td>Affiliate Information</td> <td>8.1%</td> </tr> </tbody> </table> <p>Legend:</p> <ul style="list-style-type: none"> <li>General EngSoc Information</li> <li>Event Information (including Calendar)</li> <li>Academic Support (including Exam Bank)</li> <li>Affiliate Information</li> <li>EngSoc Services Hours (C&amp;D, Ridgid...</li> <li>EngSoc History</li> <li>EngSoc Financial Information</li> <li>EngSoc Governing Documents</li> </ul> <p>1 / 2 ▾</p>	Information Type	Percentage	General EngSoc Information	32.4%	Event Information (including Calendar)	32.4%	Academic Support (including Exam Bank)	16.2%	Affiliate Information	8.1%																							
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<p>Anything else you would like us to know? Long answer text</p>	<p><b>Alumni Section, updating photos, Student input options.</b></p>																																	

## Appendix B: Website Audit Data with New Page Categories and Names.

Page	Header	Subpages?	Term Dependent	Links	Outdated	Notes	Page Category	Page Type	New Page Name
Home	Home		No	No	No		Home	Home	Home
Calendar	Events		No	Yes	No		Events	Term	Calendar
EngPlay	Events		Yes	Yes	Yes		Events	Term	EngPlay
EngHack	Events		No	Yes	Yes	Link to CSC	REMOVED	REMOVED	REMOVE
SemiFormal	Events		Yes	Yes	Yes		Events	Term	SemiFormal
Waterloo Engineering Competition	Events		Yes	No	Yes		Events	Static	Waterloo Engineering Competition
Career Fair	Events		Yes	Yes	Yes		Events	Term	Career Fair
First Year	Get Involved		Yes	Yes	Yes		REMOVED	REMOVED	Get Involved!
Associated Inclusivity Group	Get Involved		No	No	Yes		REMOVED	REMOVED	Move to Affiliates
Professional Engineering	Get Involved		No	Yes	Yes	not in dropdown	Academics	Static	Professional Engineers Ontario
Council	Get Involved		Yes	No	Yes		REMOVED	REMOVED	Move to Council (G)
Directorship	Get Involved		Yes	Yes	Yes		About Us	Term	Get Involved!
Iron Warrior	Get Involved		No	Yes	No	Link to Iron Warrior	About Us	Static	Iron Warrior

Conferences	Get Involved		No	Yes	Yes		Events	Term	Conferences
Outreach Opportunities	Get Involved		No	No	Yes		REMOVED	REMOVED	Get Involved!
Waterloo Engineering Endowment Fund	Get Involved		No	Yes	No	Link to WEEF	About Us	Static	Waterloo Engineering Endowment Fund
Who Are We?	About Us	Yes	Yes	No	Yes		About Us	Freq	Who Are We?
Student Awards	About Us		No	Yes	No		About Us	Static	Awards
Faculty Awards	About Us		No	Yes	No		About Us	Static	Awards
Traditions and History	About Us	Yes	No	No	No		About Us	Static	Traditions and History
Affiliates and Related Groups	About Us		No	No	No	This vs Inclusivity	About Us	Static	Affiliates
Student Spaces	About Us		Yes	No	Yes		About Us	Popular	Service Hours
News	About Us		No	No	No		About Us	Static	News
Contact Us!	About Us		No	No	Yes		About Us	Static	Contact Us!
Resume Rescue	Resources	Yes	No	Yes	Yes		Academics	Term	Co-op and Career Support
Interview FAQs	Resources		No	No	No		Academics	Term	Co-op and Career Support
Workshops	Resources		No	No	No		Events	Term	Events this Term
Mental Health	Resources		No	Yes	No		Academics	Static	Mental Health Support
Exam Bank	Resources		Yes	Yes	No		Academics	Popular	Exam Bank
Student Course Perceptions	Resources		No	Yes	No		Academics	Static	Student Course Perceptions
Student Success Office	Resources		No	Yes	No		Academics	Static	Faculty Support

First Year Office	Resources		No	No	No	Academics	Static	Faculty Support
RidgidWare	Resources	Yes	No	Yes	Yes	About Us	Popular	Service Hours
Novelties	Resources		No	No	Yes	About Us	Popular	Service Hours
Quick Links	Resources		No	Yes	Yes	About Us	Freq	Quick Links
Student Fees	Finance		No	No	No	Governance	Static	Finances
Directorship Budget Form	Finance		No	Yes	Yes	Governance	Static	Finances
Sponsorship	Finance	Yes	Yes	Yes	No	Governance	Static	Finances
Engineering Capital Endowment Fund	Finance	Yes	Yes	Yes	No	Wrong Name	Governance	Static Finances
Budgets	Finance		No	Yes	Yes	Governance	Static	Finances
Student Deals	Finance		Yes	Yes	Yes	Not in dropdown	REMOVED	REMOVED
Council	Documents		No	Yes	Yes	Governance	Freq	Council
Board of Directors	Documents		No	Yes	Yes	Governance	Govern	Board of Directors
Governance	Documents		No	Yes	No	Governance	Govern	Documents
Internal Documents	Documents		No	Yes	No	Governance	Govern	Documents
Mailing List	Documents		No	Yes	Yes	REMOVED	REMOVED	

Apologies for the formatting