ENSE 271 – PEOPLE CENTERED DESIGN

A WEB-BASED SOLUTION FOR SKCDA

ECHEVERIAS

Vishv Patel, Jeet Patel, Rayansh Chowatia

Project Sponsor: Dr. Tim Macaig (ENSE 271 Lecturer)

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We recommend accessing the accompanying project GitHub repository to fully utilize the report. The link for the repository can be found in the footer section.

Business need/opportunity:

The Saskatchewan Career Development Association (SKCDA) recognized the need to redesign its website to improve its visual appeal, ease of navigation, and incorporate key features that cater to the needs of its target audience. The primary focus was on NorthStar customers, which included Career Development Practitioners (CDPs) seeking membership, board members, and existing members. Additionally, the website aimed to cater to carryover customers, such as individuals interested in the career development field, organizations interested in group memberships, and the general public seeking career development information.

The opportunity for the SKCDA was to collaborate with our team, Echeverias, and leverage our expertise to explore new and innovative web design strategies that would inspire action and engagement within the community. Adopting a Design Thinking (Agile) approach allowed us to iterate quickly, gather feedback, and make necessary improvements throughout the project. The SKCDA also aimed to license the content under Creative Commons Share & Share Alike (CC BY-SA 4.0), encouraging collaboration and knowledge sharing.

For more visit: https://github.com/Jeet0410/SKCDA-webpage

NorthStar and Carryover Customers:

NorthStar Customers: *These are the primary focus of the website redesign. They're the individuals who will gain the most value from the website, and whose needs the site is designed to meet.*

- People interested in the career development field (CCDP Designation)

- Recent Graduates

- Interested professionals in changing jobs

Carryover Customers: *These are customers who may not be the primary focus of the website redesign but are still important users of the site and their needs should be considered.*

- Members

- Volunteers such as professionals

- Board Members

Project Assumptions

1. **WordPress Platform:** We assume that the website redesign will be built on WordPress. This involves familiarity with the platform and its themes and plugins.

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2. **Migration Feasibility:** We assume that migration from Weebly to WordPress is possible and can be completed within the project timeline.

Project Constraints

1. **Platform Migration Knowledge:** The team currently has limited knowledge on how to migrate from Weebly to WordPress. This could pose a challenge in the initial stages of the project.

2. **Domain Migration:** There is uncertainty about how to migrate the existing domain, which could potentially cause delays.

Reflections on project planning, execution, & closing:

Throughout the project, our team executed the planning and execution phases with utmost dedication and attention to detail. We began by conducting affinity diagramming and empathy mapping activities to gather insights and understand the needs of the target audience. This information was then used to create a user story map, identifying key Minimum Viable Products (MVPs) that would address the users' requirements effectively.

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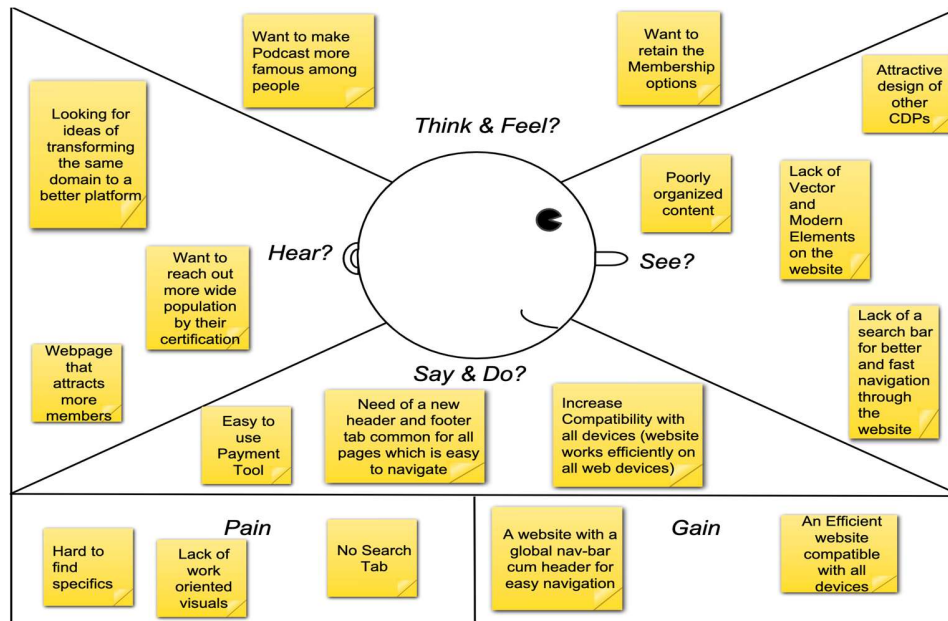
During the execution phase, we followed a user-centered approach, incorporating feedback from customers, colleagues, and class discussions. We started with low-fidelity prototypes created using paper and pencil, allowing us to visualize site maps and interface designs. These prototypes evolved into high-fidelity designs developed with Figma, considering visual elements, responsiveness, and interactive experiences.

To evaluate the usability of our designs, we conducted a formative usability questionnaire that provided valuable insights. The feedback and comments gathered from customers, colleagues, and class discussions guided our design ideas and influenced the final solution.

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For the implementation of the redesigned website on WordPress, we ensured that our final solution aligned with the insights gained from the prototyping activities. We successfully addressed the challenges related to platform migration from Weebly to WordPress, thanks to seeking guidance and expertise when needed.

Reflections on project results:

Our team thoroughly enjoyed working on the SKCDA website redesign project, as it provided us with an opportunity to apply the knowledge and skills gained in class to a real-world scenario. We particularly appreciated the chance to showcase our creativity, problem-solving abilities, and collaborative approach.

The project planning phase was well-organized, with clear documentation and effective communication within the team. Each team member was assigned specific tasks, enabling us to leverage individual strengths and contribute diverse ideas. Regular check-ins and collaboration ensured the project progressed smoothly and stayed on track.

While we faced initial challenges during the migration process from Weebly to WordPress due to limited knowledge, we quickly sought assistance and successfully overcame this constraint. It served as a valuable learning experience, highlighting the importance of technical expertise in platform migrations.

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The people-centered design ideas discussed in class played a crucial role in shaping our design explorations. Concepts such as affordances, gestalt principles, and constraints guided us in creating intuitive and visually appealing designs that met user expectations effectively.

In future projects, we would continue to follow an iterative approach, placing significant emphasis on user feedback and incorporating it into design iterations. This iterative process proved to be valuable in creating user-centered solutions that meet the needs of the SKCDA and its customers.

Throughout the project, the people-centered design ideas discussed in class greatly facilitated our design explorations. The concepts of affordances, gestalt principles, and constraints helped us create intuitive and visually appealing designs that resonated with the users. We constantly referred back to these ideas to ensure our designs aligned with the principles of user-centered design and provided a seamless and engaging experience for the website visitors.

The final WordPress solution encompassed the iterative design process, feedback received, and lessons learned from prototyping activities. The visual appeal and ease of navigation were improved to create a more engaging user experience. The incorporation of key features, such as a user-friendly membership form, a member-only networking/resource-sharing section, and an up-to-date resource page, addressed the needs of both NorthStar and carryover customers.

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Overall, the project was a success, delivering a redesigned website that fulfilled the SKCDA's business needs and provided an enhanced experience for its users. Our team is proud of the outcome and the collaborative effort that went into achieving it.

Appendix: WordPress Themes and Plugins

Theme Used:

Astra

- 5 / 5 Stars (based on 5275 ratings)

- Last Updated: April 5, 2023

- Active Installations: 1M+ users

- Astra is a fast, fully Customizable, and beautiful WordPress theme suitable for blogs, personal websites, business websites, and WooCommerce storefronts.

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Plugins Used:

Name	Rating (out of 5)	Last Updated	Active Installations	Basic Function
Elementor	4.5	21 hours	5+ million	Provides the basic features to edit the sections of pages
Elementor pro	4.5	1 year ago	5+ million	Provides pro features to edit the features
Duplicate Page	5	2 months ago	3+ million	Helps to duplicate a page(reducing the work of creating new)
Disable Gutenburg	5	4 months ago	7000000+	This plugin diables the new Gutenberg Editor and replaces it with the classic editor

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Forminator	5	2 weeks ago	400,000+	Captures user information for various uses.
Jetpack	4	6 days ago	5+ million	Security, performance and marketing tools made by wordpress experts
LoginPress	5	2 weeks ago	200,000+	It's a customizer plugin which allows us to completely change the layout of the login,register and forgot password forms
Podcast player	5	4 weeks ago	10,000+	It's the solution for playing podcast on the website.
RSS importer	2	1 month ago	40,000+	Imports post form an RSS feed

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Spectra	4.5	6 days ago	500,000+	Help build websites with powerful blocks
Starter Templates	5	4 days ago	1 + million	Provides a starting template for website
Sticky Menu(or Anything) on Scroll	4.5	3 months ago	100,000+	This plugin allows to make nay element on your pages sticky.
The Events Calender	4.5	4 days ago	800,000+	Easily create and manage events calendar.
Tidio Chat	5	1 month ago	100,000+	It's a live chat communication plugin.
WP Mail SMTP	5	2 month ago	3+ million	Makes the email deliverability easy and reliable.

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WPForms Lite	5	2 weeks ago	5+ million	Allows to create contact form, feedback form
Wpvivid Backup Plugin	5	2 weeks ago	300,000+	It offers backup, migration and staging as basic features.

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