

Granville Island Redesign



Content

- | | | | |
|----------|-----------------------|-----------|----------------------|
| 2 | Strategy Statement | 8 | Wireframes |
| 3 | Design Principles 1-2 | 9 | Homepage Mockup |
| 4 | Design Principles 3-4 | 10 | Discover Page Mockup |
| 5 | Persona 1 | 11 | Mobile App Pitch |
| 6 | Persona 2 | 12 | Citations |
| 7 | User Journey | | |

Strategy Statement

Create a vibrant accessible experience that enhances the diversity that Granville island attracts such as tourists and locals will increase engagement and appeal in the website. Using interactive, visually appealing features that complement all that Granville Island has to offer will make an intuitive design highlighting the main categories of interest towards Granville island.

Design Principles

The website should be accessible to all users and follow the WCAG guidelines.

Recommendations

- High contrast text and background colours for readability.
- Make sure images have descriptive text for screen readers.
- Text resizing options elderly or people with visual impairments.

Allow users to have a customized experience and filter events that are relevant to them.

Recommendations

- A quiz that allows users to share their interests to make their experience personalized.
- A calendar that allows users to choose between different categories such as family friendly activities.
- Add colour coordination to main themes and boding to highlight serene features on the calendar.

Design Principles

3

Offer a rewards system for those looking for incentive.

Recommendations

- A section for discounts, special offer and seasonal discounts that the businesses are having on Granville island.
- Include deals in the maps as a filter or pop up when clicking on a businesses.
- Allow users to digitally share deals with there contacts.

4

Granville islands information and content should be organized and easy to understand. Allowing users to feel comfortable in their desitions.

Recommendations

- Align the most important information so that the users eyes can follow that spot on the page as they scroll.
- Have an option so that the user is able to size up text if needed.
- Allow users to remove information that is not relent to them so that they can focus on one thing at a time.

Persona 1



Lucy Hart

25 She/her

Lucy visits Granville Island all the time with her friends. Most of Lucy's weekends are spent trying new coffee shops and participating in various art classes.

Needs/Wants

- She wants to be able to find her way around Granville island without getting lost.
- A map of all the pop ups and classes.
- She would like to explore Granville online before going so that she can plan her visit.

Goals

- Make her experience less overwhelming and more enjoyable.
- Find new places.
- Explore local experiences as apposed to tourist experiences.

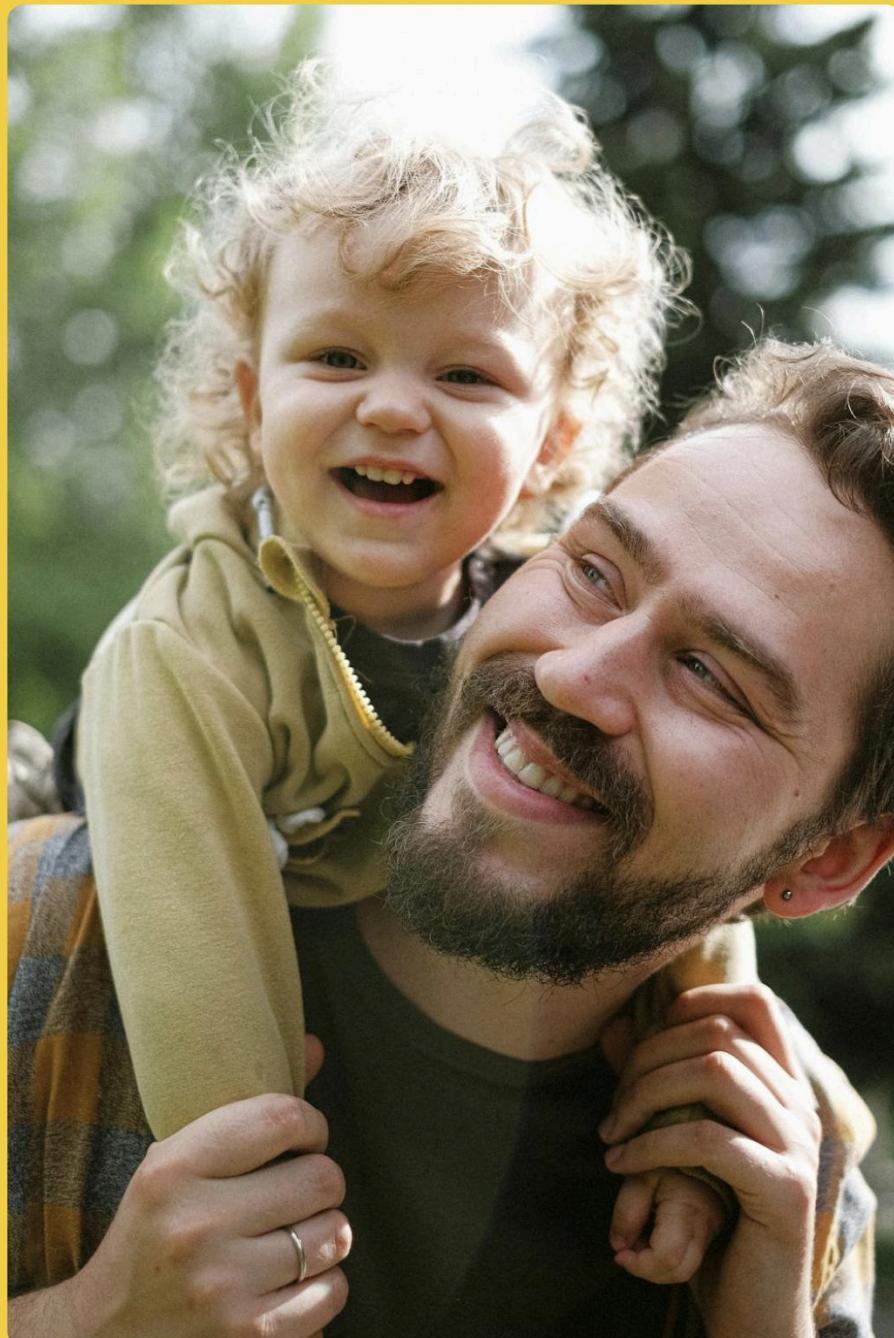
Motivations

- Support small businesses.
- Spending the day out of her house in a unique community.
- Try new things and experience new events.

Frustrations

- Can get overwhelmed in crowded spaces.
- She finds it hard to orient herself when it is busy which makes it hard for her to explore new places.
- She finds that there isn't a clear directory of the markets and shops.

Persona 2



Mark Johnson

42 He/Him

Mark has a family with young kids. His family is visiting Vancouver for the first time and they are looking for kid friendly activity they can do together.

Needs/Wants

- Wants to find out more about what Granville island has to offer quick and easily.
- A list of family friendly activity with all of their details
- Wants to understand why he should go to Granville island and what makes it unique.

Goals

- Navigate the island without getting lost and knowing where everything is before hand.
- Have a step by step plan before had so that the kids are always occupied.
- Find Places that are entertaining for both him and his kids.

Motivations

- Make memories in a beautiful place.
- The opportunity to enjoy the creative welcoming atmosphere through events and activities.
- The desire to explore new places with his kids and show them new communities and cultures.

Frustrations

- Mark always thought that Granville island was a tourist only destination which made him less motivated to visit.
- Lack of personalized recommendations that would help narrow the vast amount of activities.
- Worry that Granville Island might not be a good place for kids.

Lucys user Journey

Phase	Arriving on home page	Navigating new programs in the area	Add program to plan	book spot in program	locate program and plan route
Actions	<ul style="list-style-type: none"> look over navigation bar scroll down and examine home page 	<ul style="list-style-type: none"> Select Things to do Explore under discover filter using key words interests and categories such as art. choose a workshop 	<ul style="list-style-type: none"> select add program to add to your plan get email notifications about the program as well as timing 	<ul style="list-style-type: none"> books spot in program if limited space if payment is required it will be payed at location with a cancelation fee if you do not show up 	<ul style="list-style-type: none"> Go to the Island map located under plan your visit of the main nav bar Search the program in the search bar and choose from the provided paths to get there
Touchpoints	<ul style="list-style-type: none"> Navigation bar links and buttons on home page Interactive map 	<ul style="list-style-type: none"> "things to do" on menu different combinations of filters workshops and business advertisements 	<ul style="list-style-type: none"> add to plan button personal planner email notification alerts 	<ul style="list-style-type: none"> booking page for program credit card conformation buttons 	<ul style="list-style-type: none"> Map search bar clickable routes
Thoughts	<ul style="list-style-type: none"> where can I find something new to do? does the home page have any thing that can help me? I can't wait to go to Granville island today. 	<ul style="list-style-type: none"> I think I can find something new to do under things to do. discover looks promising since im not sure what I want to do. wow there are so many options. 	<ul style="list-style-type: none"> I am feeling like doing art today. will this cost money? this was easy to find. 	<ul style="list-style-type: none"> I should tell my friends to book this as well since their is limited space. I should make sure I wont have any overlapping plans. 	<ul style="list-style-type: none"> how do I get there. I want to take a new route through the island.
Feelings	<ul style="list-style-type: none"> excitement Happiness curiosity 	<ul style="list-style-type: none"> wonder impressed overwhelmed 	<ul style="list-style-type: none"> consideration focus excitement 	<ul style="list-style-type: none"> joy happiness anticipation 	<ul style="list-style-type: none"> intrest curious a little stressed 
Opportunities	Have a section that explains whats new with Granville island on the home page for those who have been many times.	Add a discover section under things to do for those who don't know what they are looking for.	make a personal planner that they can update and customize with everything they want to do in the day even if you don't need to sign up for what you are putting in the planner	<ul style="list-style-type: none"> make it easy to book things on the website. provide a rewards system so that people come back 	Create a easy and accessible map to guide users to where they need to go and allow them to choose from multiple routes based on their needs such as wheel chair access of scenic route.

Wireframes

Touch points and highlighted in red.

1 Home Page

Lucy examines home page for new thing so do and clicks on **Thing to do**.

2 Home Page Navigation

Lucy clicks on **Discover** that is located under Thing to do.

3 Discover Page

After choosing what Lucy is interested in she clicks on the **Filter** dropdown.

4 Discover Page Filter

Once filling out the filter options Lucy chooses a pottery class.

5 Rose art house pottery class page

Lucy reads through the details about the pottery class and decides to book a spot using the **Book Now** button.

6 Book Now Page

Lucy goes through the booking details and presses **Book Workshop**.

7 Booked conformation overlay

Lucy clicks **Add To Your Plan** to save the date and time so that she does not forget.

8 Planner page

Lucy writes a note about her pottery class then presses **Save Planner**.

9 Save Planner overlay

Lucy downloads her planner and the clicks **Get Email Updates**.

Homepage Mockup

Colour accessibility

These colours represent the bright and inviting feel of Granville Island while also being accessible.

Background	Text	#F9CF00	#000000	#FFFFFF	#1866A6	#FE4D44
#F9CF00	Text AAA 13.9					
#000000	Text AAA 13.9	Text AAA 21	Text AAA 21	Text AA 6	Text AA 6.3	
#FFFFFF		Text AAA 21		Text AA 6		
#1866A6		Text AA 6				
#FE4D44	Text AA 6.3					

Calendar

The monthly poster was replaced with a monthly calendar since it is easier to follow and users will no need to scroll to see all the options. Users can clearly see what is payed and what is free with the coloured titles.

Layout

The Layout has been kept the same and simplified so that users can locate what they need faster without struggle. On every section there is an option to learn more so that users will always have enough information and not be looking for it.

Discover Page Mockup

Layout

I used a very similar layout to the original directory page and named it discover. The word directory can come across as unclear and isn't a word that all people use often. Discover is a work that evokes excitement and the thrill of the unknown which is why they are looking for something to do in an exciting place such as Granville island.

Colour

I carried over the colours from the home page but made the white so not to take away from the photos on the companies and events.

 [Discover Page Mockup Linked Here](#)



Granville Passport

Explore, Earn, Enjoy!

Granville Passport is an interactive rewards app that enhances your experience at Granville Island. Earn points as you explore local shops, iconic locations, and engage in the island's adventures. Redeem points for discounts, special experiences, and free treats.

How It Works



Key Features

Interactive Maps - Find participating locations and spots to visit.

Daily Challenges - Earn extra points through scavenger hunts and seasonal events.

Leaderboard - Compete with others to collect the most points.

Why Granville Passport

Rewards visitors for supporting Granville Island's businesses.

Provides a fun experience that enhances locals' participation.

Allows those to deeply engage with Granville Island's culture, businesses, and activities.

Granville Passport

Explore, Earn, Enjoy!

Granville Passport is an interactive rewards app that enhances your experience at Granville Island. Earn points as you explore local shops, iconic locations, and engage in the island's adventures. Redeem points for discounts, special experiences, and free treats.

How It Works



Key Features

Interactive Maps - Find participating locations and spots to visit.

Daily Challenges - Earn extra points through scavenger hunts and seasonal events.

Leaderboard - Compete with others to collect the most points.

Why Granville Passport

Rewards visitors for supporting Granville Island's businesses.

Provides a fun experience that enhances locals' participation.

Allows those to deeply engage with Granville Island's culture, businesses, and activities.

Granville Passport

Explore, Earn, Enjoy!



Citations

Granville-Island

Morerewards

Pexels

Colour-accessibility-checker