Redesign Current Serendipity Literary Agency Website by

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Introduction

This is qualitative research on the Serendipity Literary Agency. Serendipity has an existing website which is used by many Users (Authors, Clients, Publisher, and Press).

I (Kajal Purwar) am appointed as a UX Designer Intern. I am working to improve the layout and design of the Website. I conducted One on one Interviews with five users asked them some questions and provided them some task to get the answers of why?

My aim behind conducting this research is to come up with an elegant design, which will look highly professional. Gives our user's a sense of every action what they make, improve the navigation system, Reduce the redundancy — at last full, filling the purpose of the website.

Purpose of Study

Redesigning the SERENDIPITY LITERARY AGENCY website to make it more effective and efficient so that it will save time and energy of Agent, client, and contestant in fetching more information about various press, events, contest, and submissions. Also explore signification difference of Image and text-oriented web pages.

Methodology:

I used a set of questions followed by the tasks to get more in-depth information about each page of the website. I showed them the paper prototype to see how much they can interact with the functionality. after that Analyzed their response to prepare the qualitative report.

- Mode: Remote and Face to face interview.
- Place: Zoom and Starbucks
- Equipment: Laptop, Screen recorder, Voice recorder, Stationery.

Participants

I have conducted interviews with seven users/participant with different backgrounds and requirement with SERENDIPITY LITERARY AGENCY website. Below are the details of users.

1. Regina Brooks
2. Jocquelle Caiby
3. Katharine Sands
4. Marlon Rice
5. Jodi Fodor
6. Boughn Gill
7. Vivian

Tasks and Interview Questions

1. Generally, Why do you use this website?
2. On first glance, what's comes in your mind when you see this website? From 0-10, how much do you think you need this website? (0-5 why do you think you don't need this website for?, 6-10 which features bring you to this website?)
3. Which another publishing website you use the most? What do you like most about their website?
4. Which features that you have seen on other websites you wish that it should be available on serendipity's website also?
5. Can you name some features that you never seen on the website but you want it should be there?
6. Which type of work do you want to complete with the help of our website? Do you think it will save you time?
7. What would make you come to the site?

8. What content make you come to visit our website?

9. What features on the literary agency site are most important to you?

10. How long you spend a time to reviews agency's clients?

11. Which feature did you use the most on our website?

12. When you come to the website can you tell which service this company offers?

13. According to you, what are the three main features of our website?

14. According to you, what are the three main features should be on our website?

15. When you see our website, what are the three highlighted sections you have noticed?

16. In the scale of 0-10 What is your overall experience on our website?

17. How import is to see social media feeds on the website?

18. Do you want any written content about the website and CEO on the front page?

19. What would you prefer video, photos or text on the first screen of home page?

Tasks

1. If you want to reach an agent how you will do this?

2. Assume, you are a Non-Fiction Author, how would you submit your work?

3. Suppose if you want to contact our Company how you will do?

4. Suppose you want to participant in the contest, how you will do it?

5. Can you find the link of boo [Open Letters to America](#)? (Time, Difficulty level)?

6. Can you tell me about our upcoming events?

7. Which genres we accept?

8. Where Regina brooks is featured recently?

9. Suppose you want to know about Tommie Smith our client how will you do this?

10. How will you go to our social media page through the website?

User Research on Current Website.

Usability Problems and Bugs

- The blue color of font is creating confusion with hyperlinks.
- SERENDIPITY LITERARY AGENCY seems to have two different aspects like it is for a career because of the top-right menu and it is a literary agency website because of global navigation.
- A large amount of details is available on front page which makes its purpose confusing. also page is more text dominated.
- Unnecessary repetition of Master-Brews for Creative Minds section.
- Not only Awards and other image are not symmetrical but also no standard grid is followed.
- Extra white space is available and current website is not mobile-friendly
- Website is more text-oriented and current fonts are small.
- Search Bar is not efficient.

Findings and Results:

- Current website Home page suggests that it is more for illustrator.
- Master-Brews for Creative Minds section should be rephrased to *"SERENDIPITY LITERARY AGENCY PUSHES AND UNCOVERS THOSE WHO LOVE TO VENTURE IN THE QUARRY OF THEIR IMAGINATION. A PRECIOUS IDEA IS NEVER ARBITRARILY UNEARTHED. IT SPURTS FORTH FROM EFFORT AND CREATIVITY, FINALLY UNCOVERED AS BRILLIANCE."*
- Finding difficulty in doing task because of confusion in navigation and unresponsive search bar.

Other Feedback:

- On front page Books and Awards should go together.
- Background color should not be white.
- About page, Small story about Regina would be helpful to create more emotional contact with Regina and SERENDIPITY LITERARY AGENCY.
- FAQ question can be combined and rephrase mainly question number 3,4 5,7,9 and 13.

Paper Prototype for new Website.

Usability Problems and Bugs:

- No option for buying a book.
- Books by the Numbers should have a separate page.
- Separate Prototype for Job Page is required.
- "Thank you" page, for successful submission is required.

Findings and Results:

- The FAQ should not change to Must know section.
- All prize should be in one section only.
- Career and job opportunities should be at bottom.
- Newsletter subscription should be available on front page.

Other Feedback:

- How did you hear about us instead of referring by?
- Subscription to the newsletter should be with popup Quiz.
- The blog page should have all social activity and Books by Numbers
- At home page instead of video, Latest activity or achievement Picture with details or message should be used, such that if the user clicks on image, they can know about it in details.

Conclusion

Information is very comprehensive, no need to change the details but "Read More" option should be used where needed. All page should have a balance between Images and text in proper grid. About Page should have Mission, History, why we are Different and What we do as main headings. Every page should be updated regularly including Client Page and all the feature of website should be in working condition also Typography and guidelines like for submission can be improved.

Presence of SERENDIPITY LITERARY AGENCY website should be enhanced on social media platforms and it should be more mobile and tablet friendly. Also, Website should have "Buy" options and Subscription link for Books by the Numbers.