

Welcome!

Atlanta Jugglers Association

Taylor Thompson
Jake Nachlas
Katherine Arias

Overview

Our Process:

1. User Research
2. UI Analysis
3. Definition & Ideation
4. Information Architecture
5. Wireframing/Sketching
6. Usability Testing
7. High Fidelity Prototype

Tools:

- Google Forms
- Google Drive
- Card Sorting
- Adobe XD
- Trello
- Zoom
- Miro

Objective

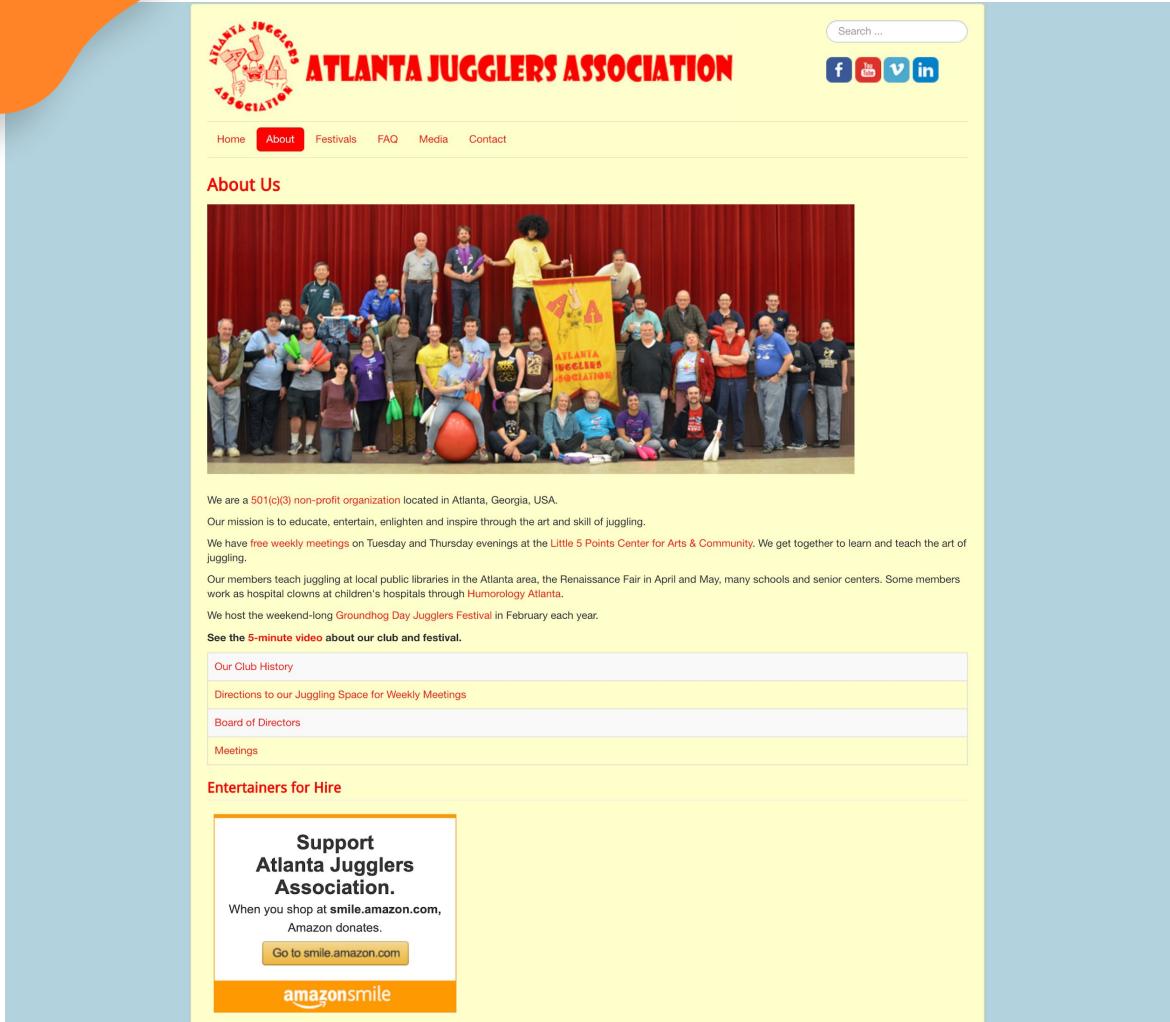
Our goal is to transform the Atlanta Jugglers Association website to provide more to users who are not only looking to join the association, but also who are interested in learning how to juggle, hiring their services, or donating to their cause.



Inspiration

We feel it is valuable to help this non-profit because the Atlanta Jugglers Association does more than put on a performance. They are active members within the community aspiring to bring joy and happiness to those around them - anywhere from local parades to children's hospital events.

Users who visit the site find difficulty in locating vital information, such as the association's mission or the community involvement.



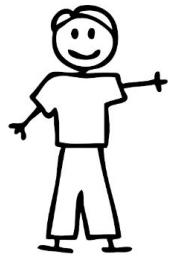
Research: Proto-Persona

User

Ricardo Martinez

27 years old

In a relationship



Behavioral Demographics

- Just moved here from out of town
- Loves being involved in the community
- Avid hacky sack user
- Likes to get into new hobbies
- Looking for fun things to do with his girlfriend
- Has a stable job, but can be boring... wants some excitement
- Works as a junior tax accountant

User Needs/Goals

- Find all of the information he needs to join an organization
- Thinks he has a boring life, so wants to do something out of the norm
- Wants to have an easy going, friendly and sociable club to join
- Wants to have some physical activity in his life because he sits all day behind a monitor
- Wants to meet people with different backgrounds

User Pain Points / Frustrations

- Often finds that local organizations are closed off or hard to join
- Tired of the same options everywhere he goes
- Worried that most clubs/organizations are already close, doesn't want to feel like an outsider
- Thinks many local activities/groups have a large entry fee



● Interview & Survey Questions

What kind of organizations are people in and what motivates someone to join an organization?

How do people find non-profit organizations to be involved in?

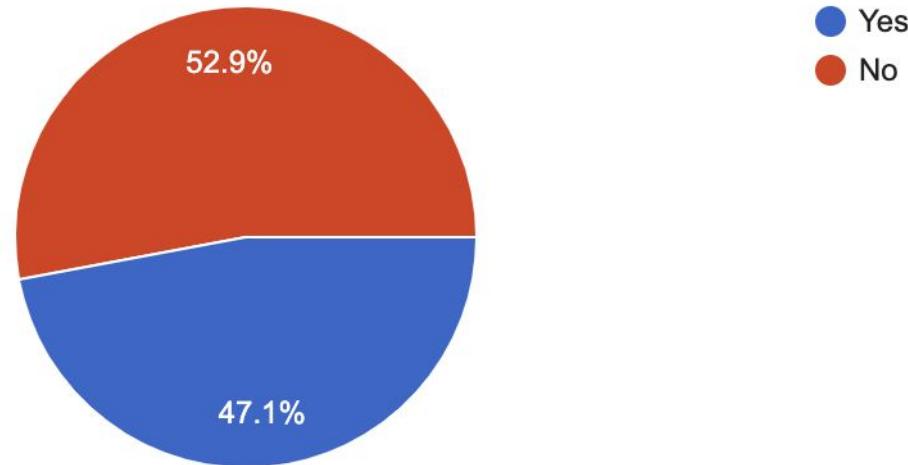
What do users look for in an organization's website?

How often are users involved in events hosted by non-profits?

User & Stakeholder Interviews: Survey Data

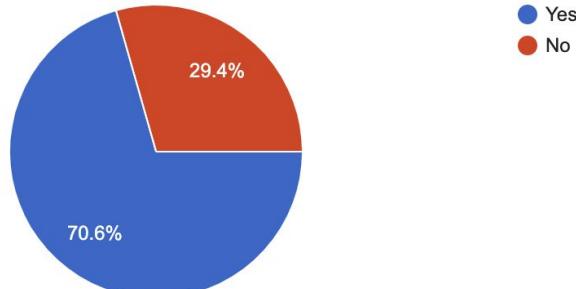
Do you participate in any local clubs/non-profits?

17 responses



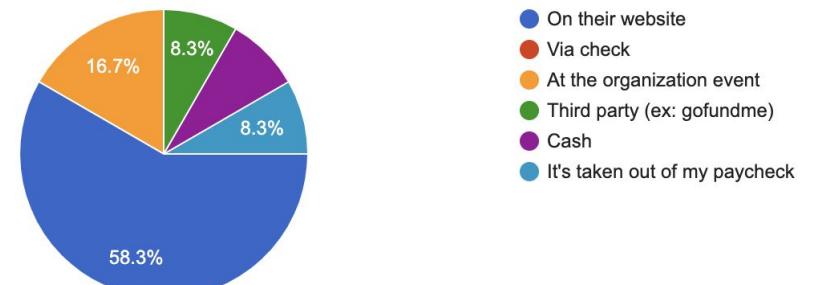
Do you donate to any clubs/non-profits?

17 responses



If yes, what is your method of donation?

12 responses



Research: Affinity Diagram

Interview 1

work full time	involved in sports
signs up for marathons hosted by charity events	finds out about organizations/events through friends
already had an interest in the club she joined	visits website when needs more information on an event
would donate to a charity if it supports a friend or family	has donated before though an event and fundraising
not motivated to attend event based on organization, more on what the actual event is	attends events with friends

Interview 2

attends meetings in the evening for clubs/orgs	likes to explore and try new things in the evenings on weekends	For charity event, looks at how much she needs to pay to join	For charity event, looks at what is required of her
usually pretty tired during week nights	participates in non-profit events hosted by friend's family	If there is an event/nonprofit helping something that is a current issue, she will take part	If its something that interests her, she will look up nonprofits for it online
involved in a non-profit that she used to be a beneficiary of	gets involved if there is a personal improvement opportunity	Has issues finding nonprofits because Google only shows the big nonprofits sometimes not the local ones	Very involved in org she is part of -- 5-10 hours a week working with it
helps non-profits by spreading the word or donating or helping with fundraisers	Involved in non-profit at Emory and has exec position	Donates if she has seen a direct benefit of an organization	Donates to causes that are CURRENTLY big or pressing issues
got involved in non-profit because siblings were part of it at one point	Not involved in any local things, they don't always fit a student's schedule	first considers time commitment when deciding on joining new thing	Attends meetings/helps, but many events don't fit into a typical student's schedule
first considers time commitment when deciding on joining new thing			

Survey

Age 18-24	Attends local events	Needs personal stake to be motivated
Lack of time to participate	Motivated to join by a personal cause	Use Websites for event information
Involved by personal interest	Joins because it's rewarding	Does not attend charity events/activities
Donates	Donates via site	
Half participates in clubs/NP	Half does not participate in clubs/NP	
Involved with educational clubs/NP	Heard by Word of Mouth	

Research: Affinity Diagram

Finding out about an event/organization



Why the user is involved



Personal cause



website interaction



Requirements for participating



Time



Participation



Insight for tasks

How often the organization meets and location

Requirements for joining

Organization mission

Events that the organization is a part of

Donate

Finding information on main events



Laura Mendez

- 👤 20
- 📍 Atlanta, GA
- 🎓 Full-time Student
- 🏡 Single

Bio

Laura has recently moved to Atlanta to attend Georgia State University. She is currently enrolled in a Bachelor's program to learn Data Analytics. She is very involved with the schools campus. Currently she is on the intramural soccer team.

Wants & Needs

- Wants to be a part of a local club outside of her school's campus.
- Looking for a rewarding experience.
- Needs information quickly on website.
- Need flexible meet up times.

Likes

Self-improvement activities
Donating to a personal cause
Exploring and very adventurous
Enjoys fundraising events, especially when friends/family are involved

Tech

Internet
Social Networks
Messaging
Games
Mobile Apps



Frustrations

- Lack of time to participate
- Issues finding smaller clubs/organizations
- Hidden fees

● Current Website Usability Testing

What are the pain points when navigating atlantajugglers.org?

Tasks:

- 1. Find organizations mission**
- 2. Find when, where the organization meets & requirements for joining**
- 3. Find the different ways to contribute**
- 4. Find event details**

Research: Usability Testing Data



user 1

'nasty looking'

Doesn't know what "amazon smile" is

What is the difference between being a member and just attending meetings?

doesn't like page colors - "circus like"

Are there perks to being a member?

Contact info on homepage would be convenient

looks like news page

doesn't like font for header

page doesn't give the feeling of wanting people to join

user 2

FAQ should be drop down

mobile version doesn't have good spacing between buttons and logo on top

buttons are ugly

"its ugly"

videos should be embedded instead of links

doesn't seem secure

contact tab should either have more or be included in footer or homepage

Squinting to read the text

Had a little trouble finding the mission

Had trouble finding the donate button

user 3

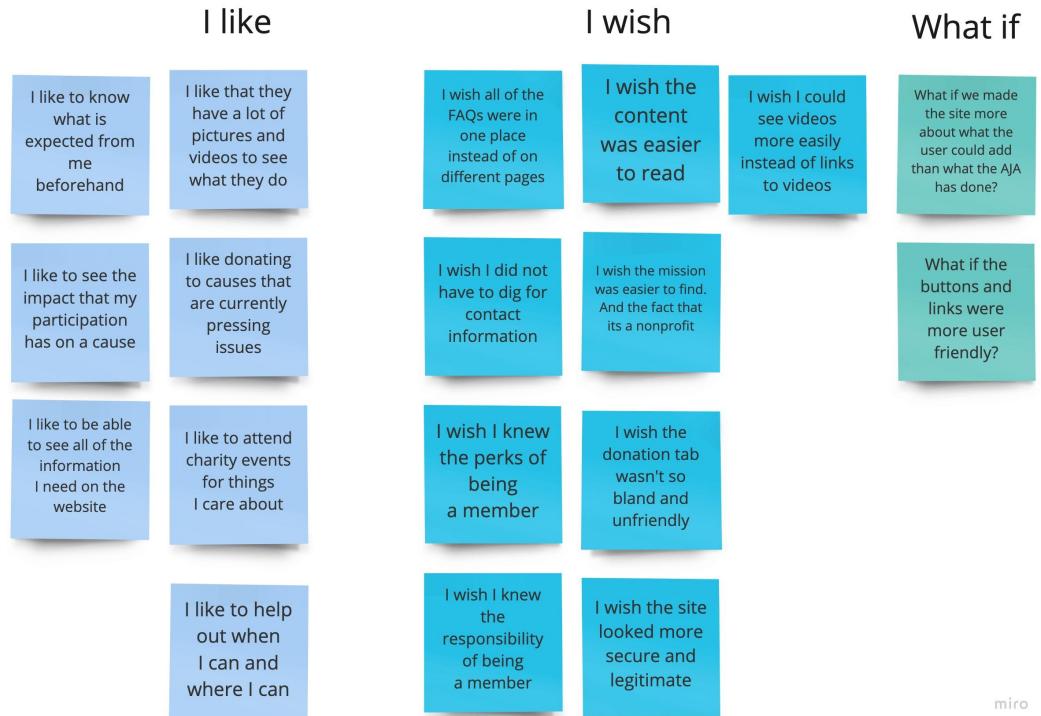
"Font is too small"

"Too much text"

Found info on meetings easily

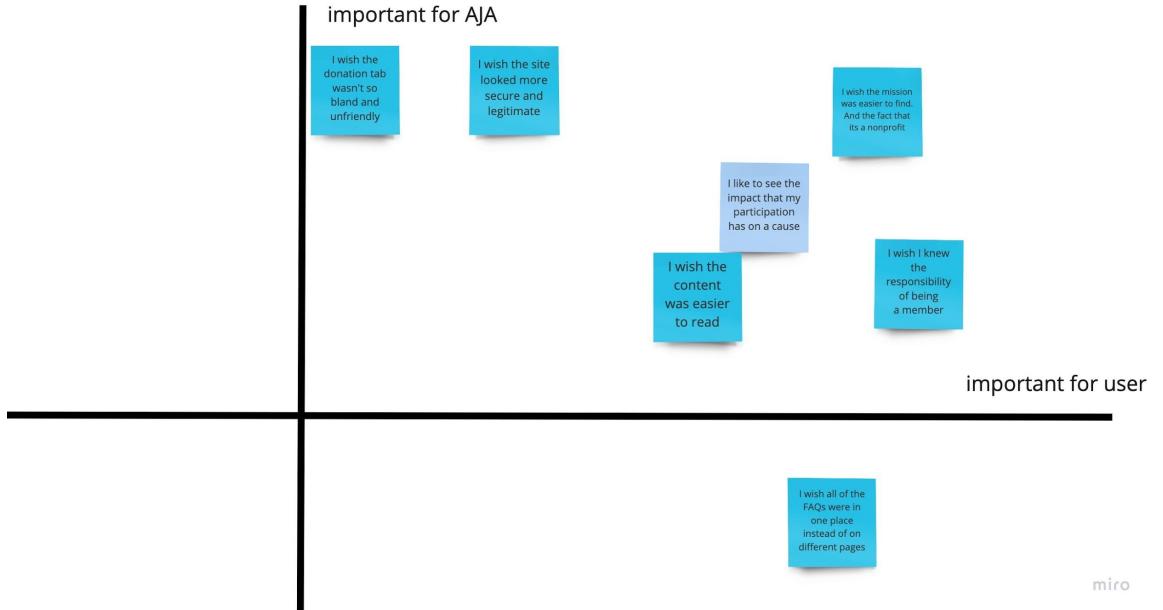
Found event info and got excited

Ideation/Brainstorming



miro

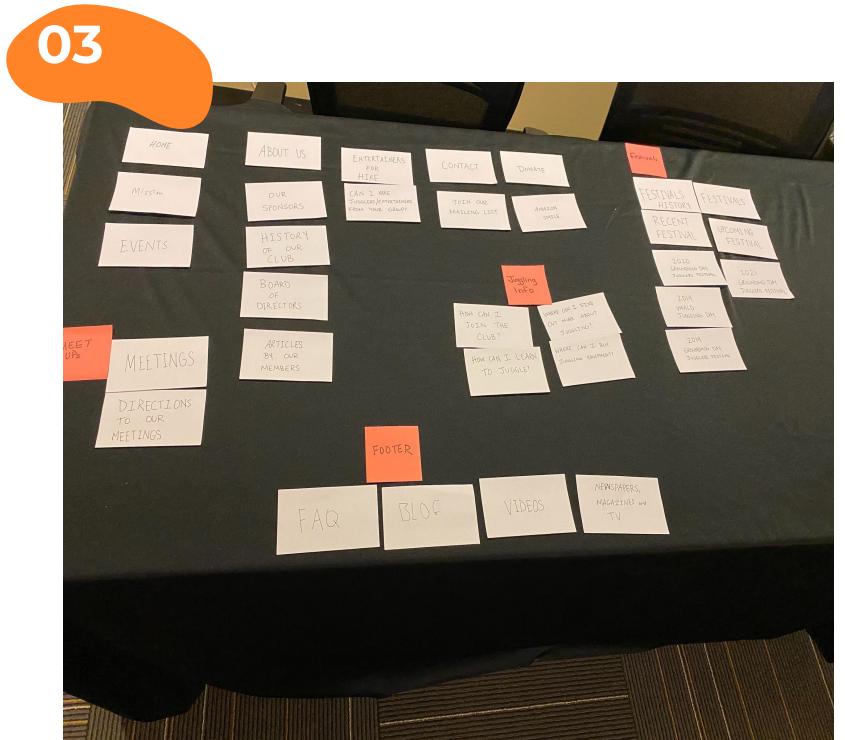
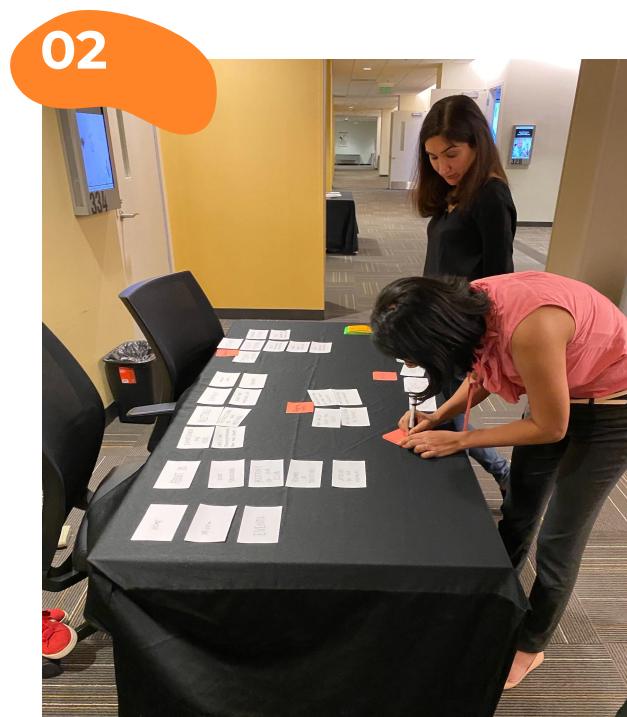
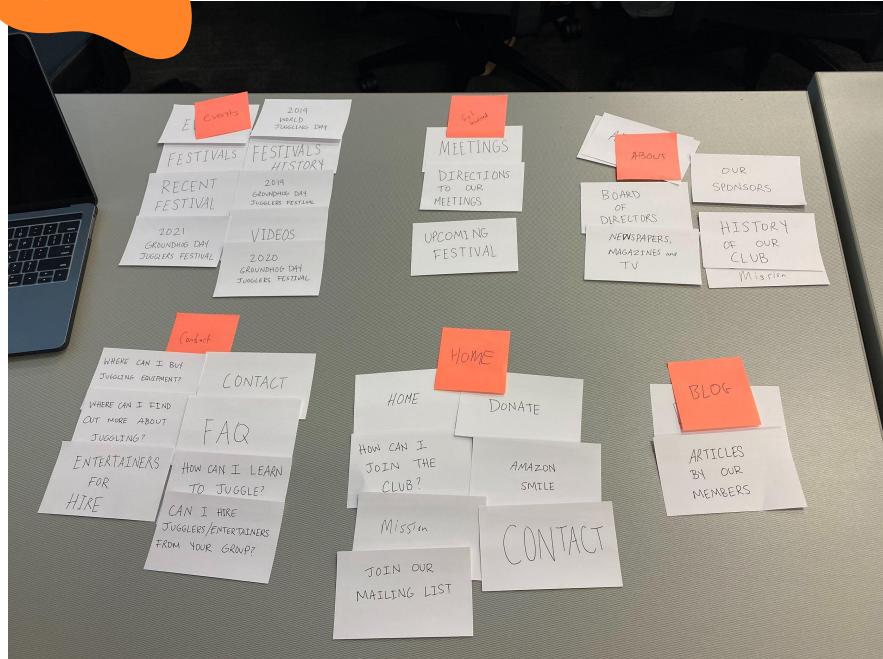
Feature Prioritization



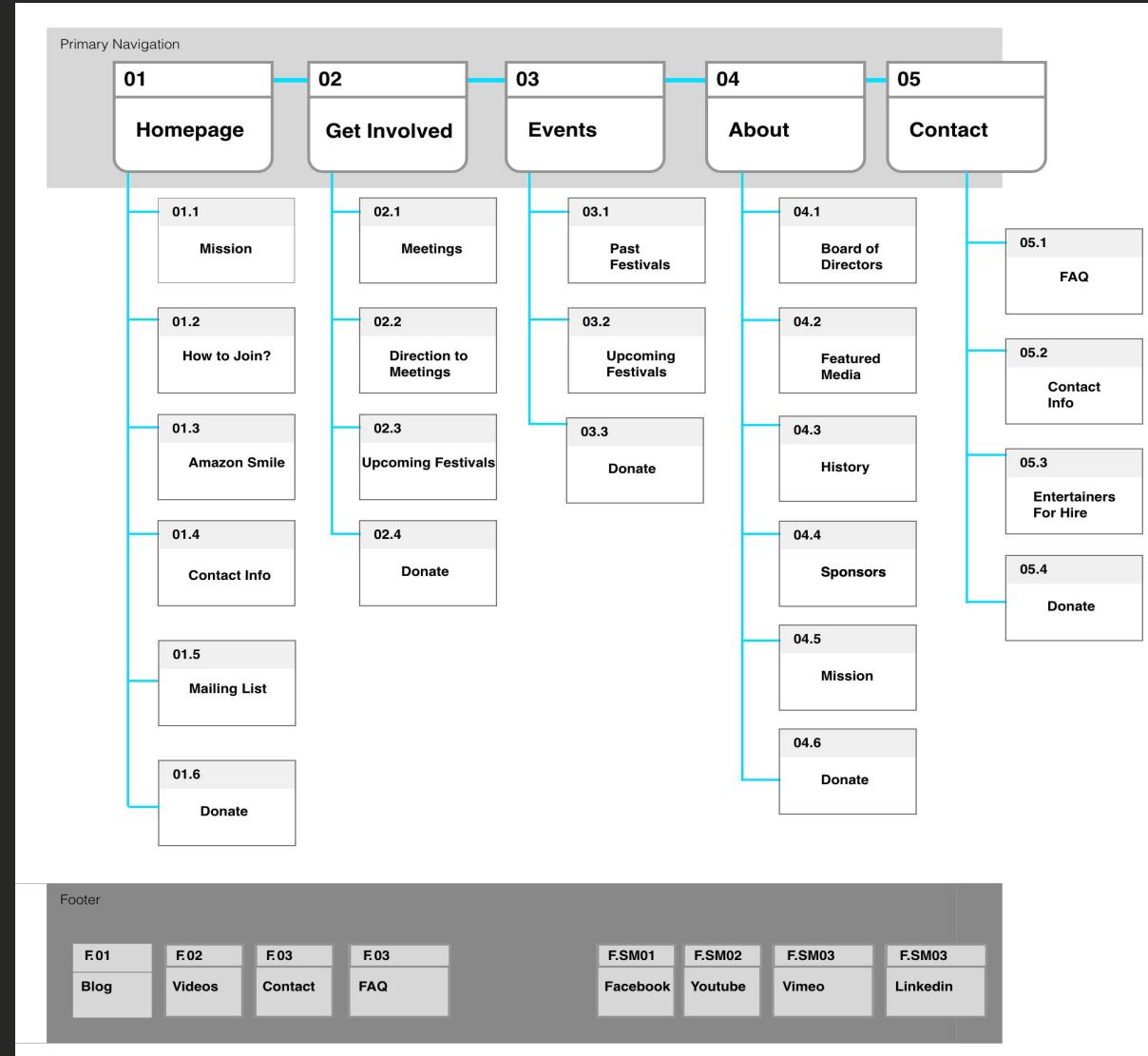
miro

Information Architecture: Card Sorting

We first card sorted within our group. We then asked others to card sort for us, which provided insight on what users would like to see on each page, outside of what we thought belonged in each category. The results deemed very differently from what we organized and proved that we are not the user!



Information Architecture: Sitemap



UI Prototyping: Lo-Fi Wireframes

This wireframe shows the homepage of the Atlanta Jugglers Association. At the top, there's a navigation bar with links for 'Become a member', 'Make a donation', 'FAQ', 'Logo', 'Atlanta Jugglers Association', 'Get Involved', 'Events', 'About Us', and 'Contact'. Below the navigation is a large header section with the title 'Mission Statement' and a 'Call to action' button. Underneath this, there are three boxes: 'Weekly Meetings' (with a 'Come to meeting' button), 'Local Festivals' (with a 'Learn more' button), and 'Charity Events' (with a 'Donate Now!' button). A large gray area labeled 'Where we've been' contains three placeholder boxes for images. At the bottom, there's a 'Let's get in touch!' section with a 'Join the fun!' button and a form for entering an email to join the mailing list. The footer includes links for 'Videos', 'Blog', 'FAQ', and 'Contact', along with a copyright notice: 'Atlanta Jugglers Association All Rights Reserved'.

This wireframe represents the 'Get Involved' page. It features a header with the same navigation as the homepage. Below the header is a large 'Get Involved' section with a large empty box. To the right of this is a 'I am a map' box with a 'Donate Now!' button. Further down are sections for 'Atlanta Groundhog Day' and 'World Juggling Day', each with a 'Call to action' button. At the bottom is a 'Can't attend our meetings?' section with three options: 'Donation Form Here', 'Amazon Smile Link/Description Here', and 'Share our Cause on Social media', each with a 'Call to action' button. The footer is identical to the homepage footer.

This wireframe shows the 'What we do' page. It has a header with the same navigation. Below the header is a 'Mission Statement' section with a 'Call to action' button. Underneath are sections for 'What we do' (with 'Weekly Meetings' and 'Local Festivals' boxes), 'Charity Events' (with a 'Take Part' button), and 'Where we've been' (with a 'Join the fun!' button). The footer is identical to the homepage footer.

This wireframe represents the 'Mission Statement' page. It has a header with the same navigation. Below the header is a large 'Mission Statement' section with a 'Call to action' button. Underneath are sections for 'What we do' (with 'Weekly Meetings' and 'Local Festivals' boxes), 'Charity Events' (with a 'Take Part' button), and 'Where we've been' (with a 'Join the fun!' button). The footer is identical to the homepage footer.

We tested our lo-fi wireframes on 3 people. We asked our users to complete tasks from our prior testing plan: find the mission statement, how to donate, find event details and how to become a member.

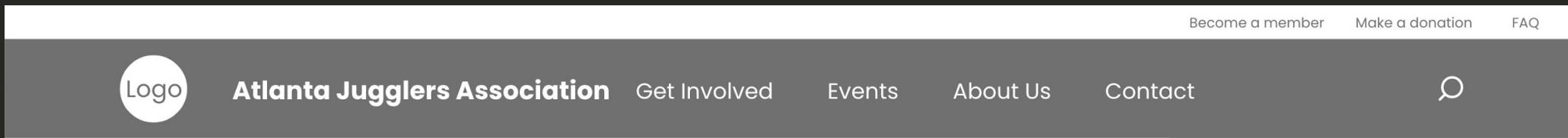
Feedback

Donate feature not very apparent. Part of the reason was the lack of color but also sizing.

Charity
Events

Donate Now!

Lack of home button seemed to confuse users.



UI Style Guide Design: Color

01. COLOR PALETTE

Our team chose this color combination of Baby Blue (#E7F2F8), Aquamarine (#74BDCB), Salmon (#FFA384), and Freesia (#EFE7BC), with neutrals of Black (#000000), White (#FFFFFF), and a medium-dark Grey (#999999). This color palette was chosen as a modern revamp of the current colors of AJA's website.



UI Style Guide Design: Desktop: Typography

02. TYPOGRAPHY

The typography we chose is **Poppins** and **PT Serif** which is a modern and friendly combination using geometric sans serif and serif. It provides a variety of weights and great readability on screens.

Poppins Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii

Poppins **Semibold** Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

H1

Poppins 80pt Bold

H2

Poppins 40pt Regular

H3

Poppins 27pt Regular

H4

Poppins 17pt Regular

PT Serif Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii

PT Serif *Italic* Jj Kk Ll Mm Nn Oo Pp Qq

PT Serif **Bold** Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Paragraph 1

PT Serif 17 pt Regular

UI Style Guide Design: Mobile: Typography

02. TYPOGRAPHY

The typography we chose is **Poppins** and **PT Serif** which is a modern and friendly combination using geometric sans serif and serif. It provides a variety of weights and great readability on screens.

Poppins Regular

Poppins Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

H1 ----- Poppins 27pt Regular

H2 ----- Poppins 17pt Regular

H3 Poppins 14pt Regular

PT Serif Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii

PT Serif *Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq

PT Serif Bold

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Paragraph 1

UI Style Guide Design: Desktop/Mobile Logos



LOGO IN WHITE (DESKTOP)



LOGO IN DARK MODE (DESKTOP)



LOGO IN WHITE (MOBILE)



LOGO IN DARK MODE (MOBILE)

UI Style Guide Design: Desktop: Controls/Icons

NORMAL 174x56
17pt



HOVER



NAV NORMAL



NAV HOVER

DROPODOWN BAR



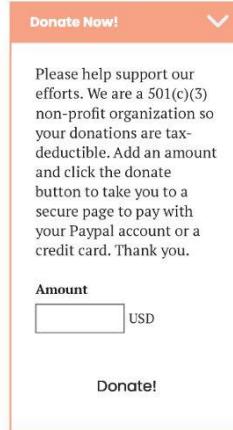
BAR DROPODOWN



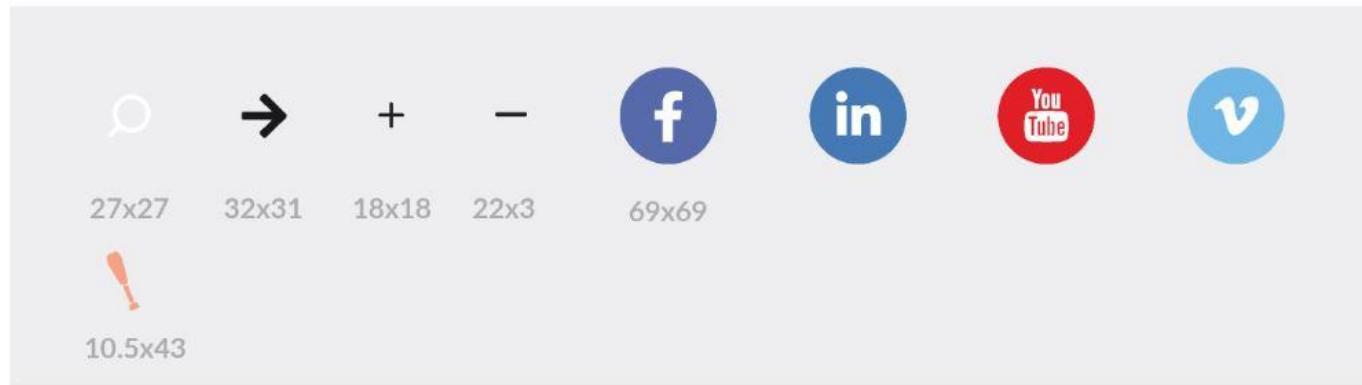
DONATE BUTTON



DONATE DROPODOWN



SCROLL 75x75



UI Style Guide Design: Mobile: Controls/Icons

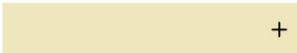
NORMAL 120x50
17pt



SEARCH BAR



DROPODOWN BAR



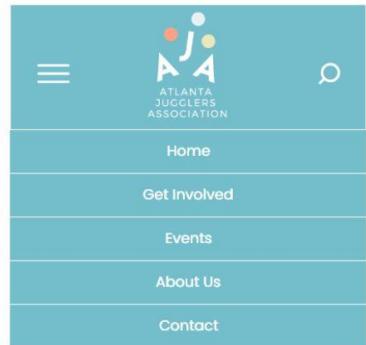
DONATE BUTTON



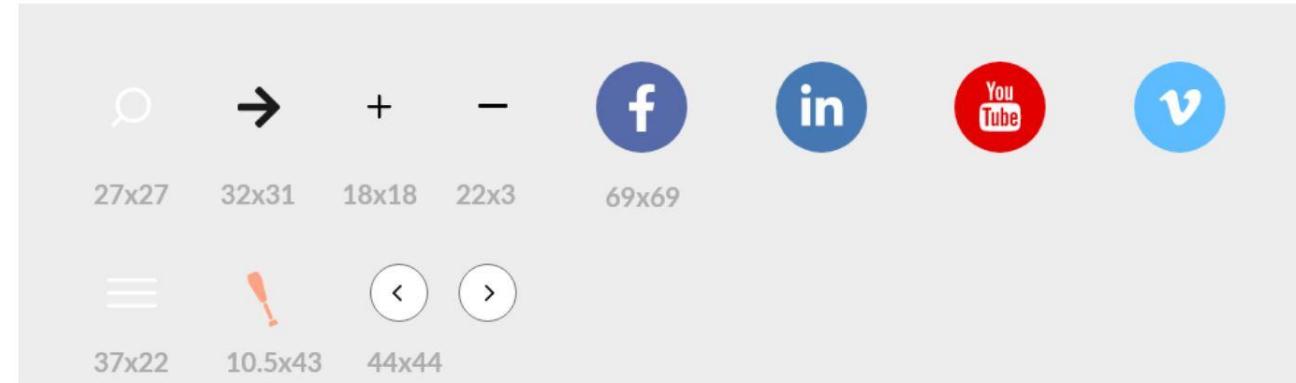
DONATE DROPODOWN



NAV BAR



BAR DROPODOWN





166X166

342X462
FILL: 000000
NO BORDER
SHADOW FILL: #CECECE
X:0 Y:0 B:10

Bi-Weekly Meetings

Attend our bi-weekly meetings.
They are open to everyone of all
skill levels who want to take part!

PT SERIF
REGULAR
17PT 27 LINE SPACING

More Info

POPPINS
REGULAR
27PT

172X56
POPPINS
REGULAR
17PT FILL:1A1A1A



World Juggling Day

We celebrated World Juggling Day on Saturday, June 15, 2019 from 6-8 PM in Atlanta on the BeltLine greenspace at Ponce de Leon Ave on the east side of Ponce City Market.

[Read More](#)

354x251
rounded corners:
top left/right 12,12
top left/right 0,0

355x503
FILL: 000000
NO BORDER
SHADOW FILL: #CECECE
X:0 Y:0 B:10

PT SERIF
REGULAR
17PT 27 LINE SPACING

POPPINS
REGULAR
27PT

172X56
POPPINS
REGULAR
17PT FILL:1A1A1A

UI Style Guide Design: Images



UI Prototyping: Hi-Fidelity Desktop

The left side of the desktop UI prototype shows the homepage and a 'What we do' section. The homepage features a large banner with the text 'Get juggle with it' and a description of the organization as a 501(c)(3) non-profit. Below this are sections for 'What we do', 'Where we've been', and a 'Stay connected to the AJA' sidebar with social media links.

The middle section of the desktop UI prototype shows the homepage and a 'Learn more about us' section. It features a large banner with the text 'Get juggle with it' and a description of the organization as a 501(c)(3) non-profit. Below this are sections for 'What we do' and 'Learn more about us'.

The right side of the desktop UI prototype shows the homepage and a 'Get involved' section. It features a large banner with the text 'Get juggle with it' and a description of the organization as a 501(c)(3) non-profit. Below this are sections for 'Get involved', 'Atlanta Groundhog Day', 'World Juggling Day', 'Can't attend our meetings?', 'Support Atlanta Jugglers Association', 'Share the AJA on social media', and a 'Stay connected to the AJA' sidebar.

UI Prototyping: Hi-Fidelity Desktop



Upcoming Festival

43rd Annual Atlanta Groundhog Day Jugglers Festival

Join us in Atlanta for our 43rd annual juggling festival. Location is the Yaarab Shrine Center. Dates are Feb 7-7, 2021. Also [here's a flyer](#) you can print and share.

Download the entire schedule

You'll find jugglers, unicyclists, hoopers, kendama, bouldling and family fun for all ages at the annual Groundhog Day jugglers Festival! Know how to juggle? Want to pick up a few new tricks? Just like to watch and maybe learn how to juggle? Check out the fun at previous festivals.

Ask at the registration table if you'd like a free juggling lesson. We're always happy to teach others.



Who are we?

The Atlanta Jugglers Association was founded by Rodger French and Tom Shihla, a pair of clowns who performed throughout the Southeast as "Terry and La Rama". Both of them are no longer in the Atlanta but are still active in the club by email and when they're in town.

Regular meetings begin in 1978 at what was then the Standard School and is now the Little Five Points Center for Arts and Community. The club members juggle to the school fixtures every week, especially in the summer months when we are outdoors. We are always happy to teach anyone to juggle. Our meetings have always been free and open to the public.

We are the oldest affiliate club of the International Jugglers Association. We hosted the IJA festival here in Atlanta in July 1985. See the picture and read the article 1 and article 2 published in Juggler's World magazine. For many years we were a non-profit affiliate of the IJA but in April 2010 we obtained approval for our own 501(c)3 non-profit designation with the IRS. Donations to the Atlanta Jugglers Association are tax exempt.

Board of Directors



Andy Ford
President



Alan Tidwell
Vice President



Charles Shapiro
Secretary



Jay Jones
Treasurer



Joyce Howard
Webmaster



Brandon Ross
Director



Bruce Plot
Director

A special thanks to our sponsors

Without you we couldn't spread the love of juggling and bringing happiness to the community



[Read More](#)

Articles written by our jugglers



[Get](#)



[There's Always Something Flying through the Air](#)



[Juggling World Record](#)



[How Juggling Will Get You Girls.](#)



[Juggling Field](#)

[See more in the blog](#)

Stay connected to the AJA.

Enter your email to join the mailing list [→](#)

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Videos
Blog
FAQ
Contact

Get involved
Meeting Information
Attend Events
Donate

Events
Groundhog Day Jugglers Festival
Past Event Info

About Us
Mission
Board of Directors
Articles by Jugglers

Meeting location
Little Five Points Center
1083 Austin Ave NE
Atlanta, GA 30307

Meeting location
Little Five Points Center
For Arts and Community
1083 Austin Ave NE
Atlanta, GA 30307

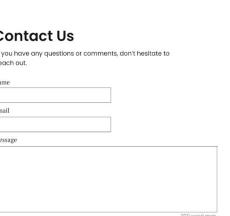
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Meeting location
Little Five Points Center
For Arts and Community
1083 Austin Ave NE
Atlanta, GA 30307



Contact Us

If you have any questions or comments, don't hesitate to reach out.

Name:

Email:

Message:

[Send message](#)



Entertainers for Hire



Dan Garrett
Dan Garrett is an expert magician and entertainer. Visit his website. He is a founding member of our club.

[Read More](#)



Bruce Plot
Bruce Plot is a yo-yo and musician. Visit his website at bruce@juggler.net.

[Read More](#)



Dan Berg
Dan Berg is a juggler and uncyclist. See his website.

[Read More](#)



Ann Rohr
Ann Rohr is a solo violinist, juggler, unicyclist, mime, magician, clown, and balloon artist. See her website.

[Read More](#)



Carrie McQueen
Carrie McQueen is a juggler and still wields her specialty.

[Read More](#)



Jerry Taylor
Jerry Taylor is a juggler and circus performer. Visit his website.

[Read More](#)



Ron Anglin
Ron is a juggler, clown, unicyclist, and rapper. Visit his website.

[Read More](#)



Meredith Gordon
Meredith (AKA Superior) is a career actress and clown. Visit her website.

[Read More](#)



Dave Altman
Dave Altman is a juggler, clown, and entertainer. He juggles balls, bats, and rings (his specialty).

[Read More](#)



Andy Ford
Andy Ford is a solo violinist and musician. He juggles balls, bats, and rings (his specialty).

[Read More](#)

Frequently Asked Questions

How can I join the club? [+](#)

Can I hire jugglers/entertainers from your group? [+](#)

Where can I buy juggling equipment? [+](#)

How can I learn to juggle? [+](#)

Where can I find out more about juggling? [+](#)

Stay connected to the AJA.

Enter your email to join the mailing list [→](#)

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Atlanta, GA 30307

Facebook  LinkedIn  YouTube  Twitter 

UI Prototyping: Hi-Fidelity Mobile

Become a member FAQ **Make a donation**

ATLANTA JUGGLERS ASSOCIATION

Get juggle with it

We are a 501(c)(3) non-profit organization with a purpose of educating, entertaining, enlightening and inspiring through the art and skill of juggling.

Join the fun

What we do

Bi-Weekly Meetings

Attend our bi-weekly meetings. They are open to everyone of all skill levels who want to take part!

More Info

Donate Now!

ATLANTA JUGGLERS ASSOCIATION

- Home
- Get Involved
- Events
- About Us
- Contact

Become a member FAQ **Make a donation**

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What we do

Bi-Weekly Meetings

Attend our bi-weekly meetings. They are open to everyone of all skill levels who want to take part!

More Info

Donate Now!

We tested our hi-fi wireframes with 3 people. We asked users to complete the same tasks as in our previous testing: find the mission statement, how to donate, find event details and how to become a member.

Here's what we found:

- The Desktop version had some text that was slightly difficult to read.
- The flow was very simple to use, as was the navigation.
- The colors work well. They are fun but not overused.
- I can easily find where to donate in multiple places.

The screenshot shows the homepage of the Atlanta Jugglers Association. At the top, there are links for "Become a member", "FAQ", and "Make a donation". Below this is the organization's logo, which includes a stylized "AJA" monogram with orange and yellow dots. The main heading "Get juggle with it!" is displayed in large, bold, white text. A subtext explains they are a 501(c)(3) non-profit organization. A "Join the fun!" button is visible. The background features a photograph of a crowd of jugglers outdoors. On the right side, there is a section titled "What we do" with a sub-section for "Bi-Weekly Meetings" featuring a thumbnail image of people juggling and a "More Info" button.

Key Takeaways

We were hesitant to take on this organization being a unique, unbeknown culture of juggling for our team. But after careful considerations, we realized the power in the idea of a challenge. Reminders of their mission in education, enlightenment and inspiration, we wanted them to be visually represented as just that.

As a team, we played on our strengths to work together efficiently and effectively given our limited time frame to successfully complete our redesign and final presentation.

- Designer, Taylor Thompson, implemented her skills through conceptual and visual practices.
- Designer, Katherine Arias, focused her skills towards user research by implementing data throughout.
- Designer, Jake Nachlas, utilized his skills by assembling wireframes and final prototypes.

Important Things We Learned:

1. Work with what you have.
2. Don't underestimate the power of low fidelity prototypes.
3. The style guide is very important!

Our Team

- Taylor Thompson
UX/UI Designer



- Katherine Arias
UX/UI Designer



- Jake Nachlas
UX/UI Designer





THANKS !