



University  
of Regina

# Project report-out & lessons learned

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ENSE 271: People-Centred  
Design

**Team Name:**

- Hothians

**Team Members:**

- Victor Aburto.
- Lél Bartha
- Yixu Zhou

**Project sponsor:**

- Dr. Tim Maciag  
(ENSE 271 Lecture)

## Business need/opportunity

The purpose of this project is to update the IABC Regina website. Currently the website is not user friendly and cluttered. Our job is to streamline processes and make it intuitive for non-technical administrators. The website must have a simple navigation interface for both desktop and mobile users. Information on the pages must be easily updated on dynamic pages such as the careers page and the events page. The IABC Regina board members also mentioned that adding additional features like payment functionality and a forum to interact with their customers would be an added benefit.

## Reflections on Project planning

The NorthStar customers we identified are people who are interested in the benefits of being an IABC member and are looking to become a part of the organization. This can be further broken down into companies wishing to use post positions on the careers page and various organizations wishing to advertise their event on the events page. Lastly, the people who wish to use the careers and events page. The carryover customers are people who are members of the IABC, the executives of the IABC and the public viewing the website regularly.

We assumed that the IABC board members wanted something dynamic, yet simple. They stated that there was a lot of redundant information that could be removed and that they preferred a mobile style design. So, they wanted a simple interface and backend that could be managed by someone inexperienced without that much training. They wanted the website to be less cluttered and have the more important pages like the careers and events pages more prominent.

By cataloging and organizing the many needs and desires of the IABC board members in the affinity diagram and empathy map, we could get a better idea of what were the most important areas to them while separating the objective realities of the current site from the individual opinions of the board members. Through the empathy map, we identified what needed to be changed and the reasons for those changes. Additionally, we organized what tasks could be associated together so we could better divide the work between our three members.

About the evolution of our USM/MPV we can mention that when we started this project, we had to get a better understanding about IABC Regina, what they do and, who were their users and what was the purpose of the site, for this process we used the tools of Affinity Diagram and User Story Map, at the beginning we didn't complete correctly the exercise of the USM, because we were missing the scenarios & epics, by doing it afterwards we get a better

understanding about what the users needed by making explicit what were their intentions and what they wanted to achieve by using the website. Since this major change, our USM hadn't change so much and had play a role as the goal that we want to achieve. For the MVP we start by defining what were the key functionalities that the users needed for the website and the ones that we think we would be able to develop, given our restrictions of technical knowledge and time. Based on the feedback from IABC Regina of our Lo-fi and Hi-Fi Prototypes we started making the actual web version of the site, in this case we try to accomplish transfer the same design and functionalities that we had in our Hi-Fi prototype and USM to WordPress, obviously we couldn't achieve this fully, but we got close and the people from IABC Regina really liked it. This is an MVP because we build the simplest product that had the most important features so the site can be functional for the users but it's far from being a complete or final solution, based on the fast feedback cycle it would never be, since the users and their needs are constantly changing. If we could continue with this process, we would continue adding features that were relevant or removing them if they didn't work as we expected and making changes to the design, based on the feedback from the users.

Through the Low-Fidelity and High-Fidelity Prototypes we started experimenting with design ideas and how the functionalities would behave, we began with paper Lo-Fi Prototypes to get quick feedback of the functionalities we decided to add to the site and the different structures/layouts we visualize the site could have. Based on the feedback obtained with the Lo-Fi Prototype we started building the Hi-Fi prototype on Adobe XD, we mixed the ideas of each of us, based on the feedback from IABC Regina to create this realistic prototype, for example we use the simpler site map made by Lél Bartha and the navbar design and homepage structure from Victor Aburto's prototype, we also had to create new pages that we hadn't design for the Lo-Fi Prototype trying to keep the web structure and design elements consistent. Through this Hi-Fi prototype we were able to present how we envisioned the site based on all the information we gather through this process, having the IABC Regina's users at the center of everything we try to accomplish. We obtained more feedback from IABC Regina Board Members again, they were mainly satisfied about what we had, but they think the site was not completely consistent and that some pages were too long. For the construction of these prototypes, since we don't have a design background the Gestalt Principles of Design became very important guidelines of what we were designing mainly we use similarity, proximity, and symmetry & order. Also, we decided to implement some common structures and modules in web design to our website so the understandability of the webpage is good for new users so they would learn very easily the steps required to do what they want to achieve and the how the content is structured. Respect of the design we also try to use a color palette and some design elements that we thought make our site more attractive to users so the site would improve its desirability.

## Reflections on project results

The activity teaches us step by step to achieve the final goal of redesign the IABC Regina website. It gives us an overall good experience and we learn a lot of different concepts related to UI, UX and Web Design. The feedback obtained from IABC Regina on every step of this process were very useful for us when we get to work so we could refine our ideas. The only thing we dislike is that WordPress could be a little overwhelming at first, mainly because in the Administration Panel you cannot know immediately what each section does and the options they have.

During the development of the project, we manage to communicate better as a team through the process and coordinate our work in better ways, it was a little difficult at first due the time difference between the members of the group, but we manage to solve it. Also, we are very satisfied by the quality of the work we did, it can always be better, but we think we achieve a good quality level of the prototypes and the final WordPress site. But not everything went smoothly, at first, we lost a team member, because the rest of us took a little time to catch up with the course pace, so he left the group. Also, we came from different backgrounds, some not related with design or web development, so we had to quickly learn these new concepts and applied them, this difference also generated sometimes that our design work was not consistent.

We almost translated completely our Hi-Fi Prototype to WordPress, there were some specific distribution or design elements that we couldn't replicate exactly due the restrictions of visual themes builders on WordPress, but they are the cost of getting a WYSIWYG editor. There was also the option of using custom CSS code, but we didn't have the required expertise to use it, more than to adjust some specific elements. Also, there were some functionalities that we couldn't implement mainly because of time restrictions and because we didn't want to implement a plugin that would break the design of the site.

Exploring people-centered design ideas discussed in lectures definitely help us to explore design ideas, mainly understanding and implementing the fast feedback cycle, that enable us to test ideas and get comments before we advance to the next stage, also they were a constant reminder of having the user in the center of what we do and be flexible in what we are building because this is a constant process of trying and failing, but with the advantage of doing it quickly and cheaply so the product that get to the user would be better overall.

In future projects WordPress seems to be a valuable resource, especially how we set it up. The ability to have multiple people working on the same website without having to learn an additional programming language is invaluable. Adobe XD was a quick and efficient way to develop high fidelity prototypes and showing the customers our designs for feedback before actually implementing them was invaluable. The user story map was useful in prioritizing what needed to be done first and what was acceptable as a first functional design. Getting bi-weekly

feedback from the IABC customers was incredibly important as well, as we could gear our efforts towards their needs.

What I would do differently given the option, is to clearly divide the work given to us from the beginning so one member didn't feel obligated to do most of it themselves without informing the rest of us. Additionally, setting up a method of communication that was not managed solely by one person, as the departure of Jacob Chapman from the group left no quick means of communication between remaining members. The affinity diagram and the empathy map seemed redundant due to the user story map, as they were meant to hold similar pieces of information, just organized in an executable way.

For future work we would like to add more visual elements to the content of the site, we think we obtained an attractive distribution of the content, but with the progress of video and animation we think it could be a great idea to add more of these elements to replace the amount of plain text the site already has, also we would like to implement a login section for users and for recruiters that would post job offers that work as easily and smoothly as the event pages that we implemented. Finally, we think that it would be a good idea to put as many templates as possible in the design of the site, with the objective of facilitate the administration of content on the website.

## WordPress themes and plugins

Divi:

- Description: Divi is a premium WordPress Theme and standalone WordPress plugin from Elegant themes that allows users to build websites using the visual drag-and-drop Divi page builder making it easy to build websites without the need to know any code such as HTML, CSS or PHP.
- Fee: 89 USD (Year subscription) or 249 USD (Lifetime access)
- User rating: 4.8/5 (<https://www.capterra.com/p/201958/Divi/reviews/>)
- Last updated: Apr 16, 2021
- Active Installations: 2,041,834 currently live websites use Divi (<https://trends.builtwith.com/framework/Divi>)
- Comments: We decided to use Divi due its flexibility, huge user base and documentation and excellent template gallery, we still think it's a little expensive, but if you get lifetime access you can use it on multiple sites, we think maybe a strategy to reduce cost would be coordinating with other chapters that probably would like to redesign their website and share the cost of the plugin. We managed to learn how to use it very fast, as every WYSIWYG editor it has its limitations, but we didn't found any that didn't let us do what we wanted to design or add to the website. Also there are a lot of tutorials made by the company that own Divi that were incredible helpful.

#### The Events Calendar:

- Description: The Events Calendar is a freemium plugin that let you easily create and manage an events calendar on a WordPress site whether the events are in-person or virtual events.
- User rating: 4.3/5
- Last updated: 2 weeks ago
- Active Installations: 800,000+
- Comments: This is a freemium plugin, but we only implemented the free features, we don't think it's necessary to purchase a subscription of it.

#### Events Tickets:

- Description: Event Tickets is a freemium plugin that let you manage tickets and RSVPs for free with. making it easy to sell tickets and collect registration for in-person or virtual events.
- User rating: 3.5/5
- Last updated: 2 weeks ago
- Active Installations: 40,000+
- Comments: This is a freemium plugin, but we only implemented the free features, we don't think it's necessary to purchase a subscription of it.

## Hothians - WordPress backup files

<http://download.uregina.ca/DownloadAttachment/c54864d8d55199cfa8f4ab27205dc7cc/>.