



CLA Industry-Based Project 2023

# Walter Maginnis High School Website Refresh

Presented by: Milena Yishak, Alina Sun,  
and Manasvi Kallepalli

# Table of Content

- Company Overview
  - Objectives and Deliverables
  - Initial Methods
  - Brainstorm
  - Competitor Analysis
  - Recommendations
  - Navigation Bar
  - Font Size
  - Image Updates
  - References
-

# Company Overview

The Minnesota Career Education Center (MCEC) is the organizational structure for teaching and learning in the Minnesota Department of Corrections (DOC). Their mission is to provide educational opportunities that advance academic achievement and successful community reentry. Their vision is that education within the Minnesota Department of Corrections will be based on inclusive excellence. Walter Maginnis High School (WMHS), located in Red Wing, Minnesota, offers a variety of educational programs for adjudicated youth. WMHS's year-round educational services bridge a wide range of student needs.



# Objectives & Deliverables

## Deliverable

Final project presentation delivery to the organization with summary of findings

## Objectives

### 1. **Website Evaluation:**

- Assess usability and navigation.
- Test accessibility.
- Identify important information for various audience groups.

### 2. **Competitor Analysis:**

- Analyze similar organization websites.
- Identify useful content, features, and design elements.
- Conduct local resource research.

### 3. **Project Showcase:**

- Compile research, analysis, and recommendations into a presentation.
- Consider suggestions for content, images, and navigation improvements.

# Initial Methods

**Comprehensive Assessment:** Multi-step approach that involved two passes through the interface.

## 1st Pass

Gain a holistic understanding of the website's layout, structure, and overall user flow. We clicked through the website, and explored various sections, carefully writing down my initial ideas of the way information was presented, the organization of the content, and the general user experience. Identified any major issues or immediate concerns.

## 2nd Pass

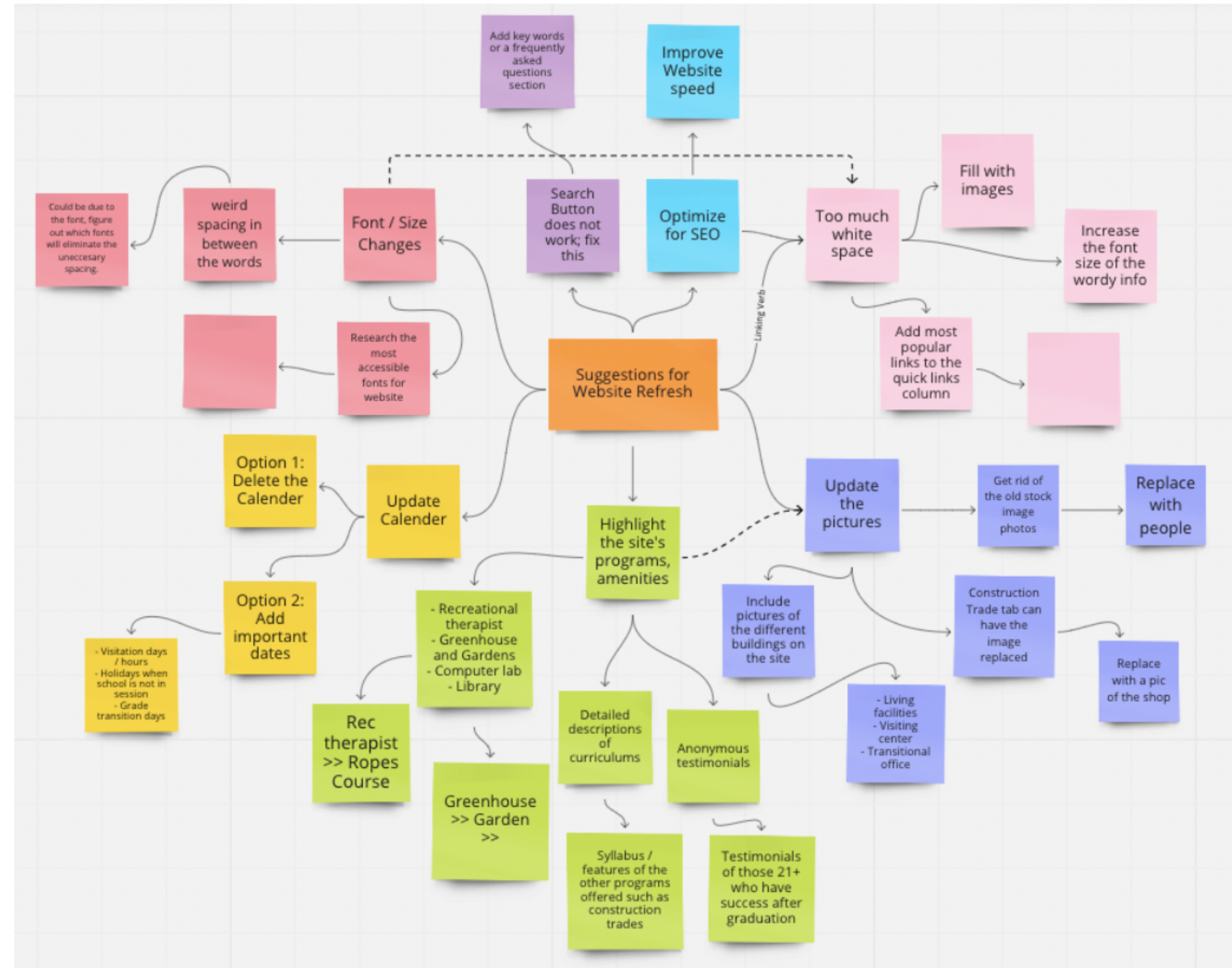
Analyzed specific interface elements with Nielsen's ten general principles for interaction design (Nielsen 2020) in mind. For each aspect I encountered, I thought about how well it adhered to Nielsen's principles and whether or not any usability issues were present.



# Brainstorm

## Key Takeaways

- Change Fonts / Sizes
- Search Button / Quick Links
- Calendar Update
- Highlight Programs & Amenities
- Update Pictures



# Competitor Analysis

**Goal:** To examine websites of similar correctional high schools for insights into content, features, and design elements that may enhance Walter Maginnis High School's website.

## Websites Analyzed:

1. Lincoln Lakes/Copper Hills Schools (WI)
2. Bay Pines Center (MI)
3. Maclaren Youth Correctional Facility/Lord High School (OR)
4. IDJJ Alternative High Schools (IL)
5. North Dakota Youth Correctional Center–YCC (ND)
6. Stonewall Jackson Youth Development Center (NC)

# Key Findings

## 1. Clarity in Institutional Identity:

- Most correctional schools explicitly stated their nature as correctional institutions.
- WMHS differentiated itself by not emphasizing its correctional status, focusing more on student futures.

## 2. Curriculum Description and Testing:

- Schools like Oregon's Maclaren Youth Correctional Facility provided clear descriptions of student curriculums and testing methods.

## 3. Teacher Qualifications and Further Education:

- Michigan's Bay Pines Center detailed teacher qualifications and nearby community college opportunities, enhancing student prospects.

## 4. Parental Engagement and Support:

- Wisconsin's Lincoln Lakes/Copper Hills Schools offered comprehensive parental resources, including a 23-page pamphlet and links for communication and support.

# Recommendations



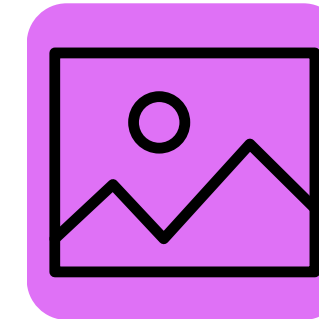
## 1. Navigation Bar

Focus on highlighting the most important sections or categories that users are likely to access frequently. Ensure that the headings are clear and concise, using language that is easily understood by your target audience. Avoid ambiguous terms that may confuse users.



## 2. Font Size

Increase the font size across the website to enhance readability, especially for users accessing the site on smaller screens or devices with high resolutions. Opt for a font size that is at least 16px for body text.



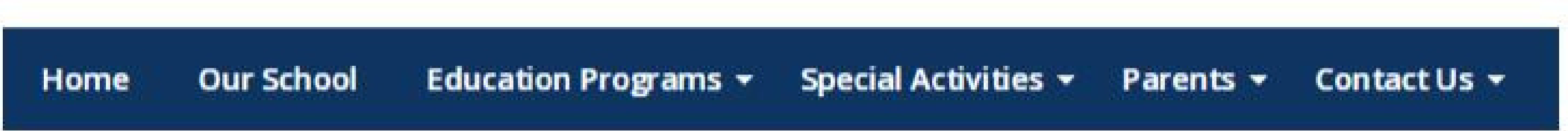
## 3. Image Updates

Use high-resolution images and add captions to all images for improved accessibility and SEO purposes. Make sure to keep images updated to show ongoing programs and initiatives happening through the school.

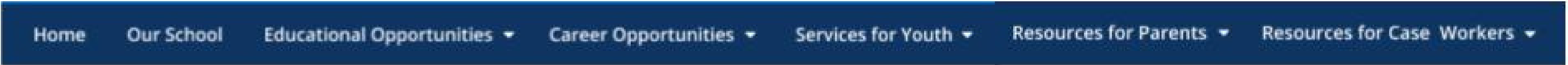


# 1. Navigation Bar

Before



After



# 2. Font Size

## Before

[Our School](#) > [About Us](#)

### Welcome to Walter Maginnis High School!

My name is Jay Powell, and I am extremely proud to be the principal at Walter Maginnis High School (WMHS). This is my third year serving in this role. I have spent over 25 years in education, as a teacher, coach, Dean of Students, and now, as a principal. I am thrilled to serve as a member of this caring community, whose focus is to support the success of every student.

I strongly believe in promoting a culturally responsive learning community – one in which students, staff, and families work together to promote a positive, caring, inclusive learning environment for all. This belief anchors all of my work and ensures all my decisions are made in the best interest of our students.

At WMHS, we focus our school climate around the six Strengths for Success: competence, confidence, connection, character, caring and contribution. We are all responsible for creating a positive, safe, welcoming climate for our students, our staff, our families, and our community.

I look forward to working with your student this school year.

Sincerely,

**Jay Powell**

Walter Maginnis High School Principal

## After

[Our School](#) > [About Us](#)

### Welcome to Walter Maginnis High School!

My name is Jay Powell, and I am extremely proud to be the principal at Walter Maginnis High School. This is my third year serving in this role. I have spent over 25 years in education, as a teacher, coach, Dean of Students, and now, as a principal. I am thrilled to serve as a member of this caring community, whose focus is to support the success of every student.

I strongly believe in promoting a culturally responsive learning community – one in which students, staff, and families work together to promote a positive, caring, inclusive learning environment for all. This belief anchors all of my work and ensures all my decisions are made in the best interest of our students.

At WMHS, we focus our school climate around the six Strengths for Success: competence, confidence, connection, character, caring and contribution. We are all responsible for creating a positive, safe, welcoming climate for our students, our staff, our families, and our community

I look forward to working with your student this school year.

Sincerely,

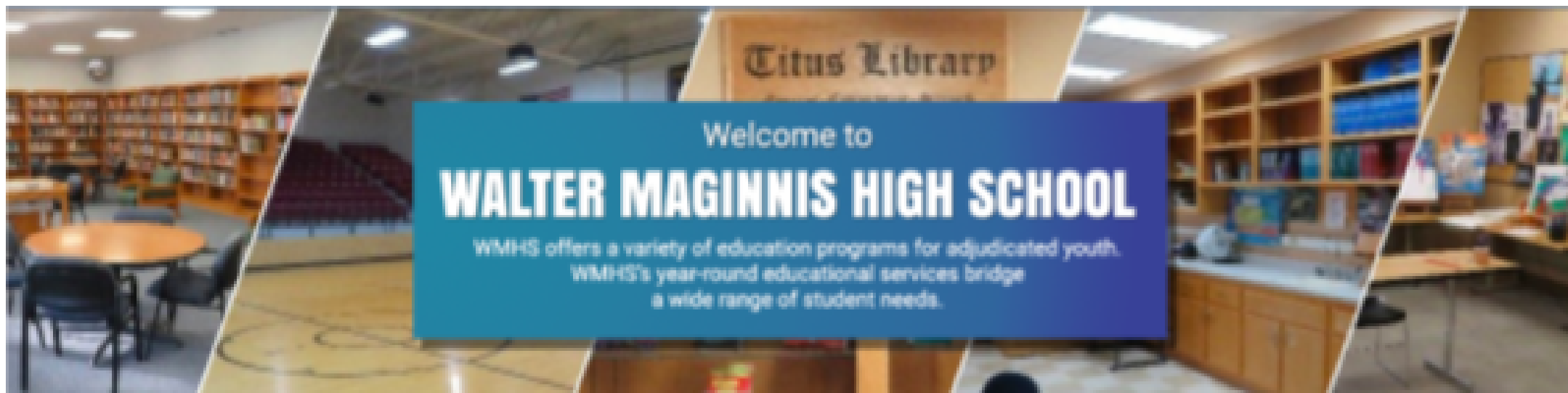
**Jay Powell**

Walter Maginnis High School Principal



# 3. Image Updates

- In order to maintain privacy while also showing the impacts of real students, include pictures from behind or blurring out faces
  - Shows authenticity
- Get pictures without blurs or replace images with professional stock images



Picture taken from the MacLaren Youth Correctional Facility

# References

- [nngroup.com/articles/ten-usability-heuristics](https://nngroup.com/articles/ten-usability-heuristics)

**Thank you**

