

January 18, 2020

PRELIMINARY ANALYSIS

TARGET USER

The target user is parents of children in the Foothill Elementary School and members of the school PTA. Teachers and employees of the school might also use the website to stay up to date with the PTA organization.

DESCRIPTION

The Foothill Elementary PTA website provides information about programs and events at the school. This includes after school programs and fundraising events, among others. There is also information on the website about the PTA organization, such as meeting times, minutes from meetings and volunteer opportunities. Along with this information, the website also provides school information such as lunch menus, class schedules and teacher supplies.





FOOTHILL ELEMENTARY PTA

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A.L.L. Program

Parent Information

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AUGUST 26, 2019 | FOOTHILLPHIL99

Fall Festival

Mark your calendars for Friday, September 6th from 5PM – 8PM for this year's Foothill Fall Festival!



Instagram



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COMPONENTS OF INTERACTION FRAMEWORK

Presentation

The website accurately displays most information, but there are issues with the presentation. In some sections the information is outdated, so what the user needs might not be accurate. Because there is no main menu or categories, the user might have trouble finding what he needs. The blog section, that takes most of the layout, is not updated often, so more important information or links becomes secondary.

Perception

The user is able to physically see the information presented. There are no color or sizing issues that make the text unreadable.

Interpretation

The user is able to understand most of the symbols, vocabulary and metaphors used. Because the website is set up as a blog, some readers might not be familiar with the share and follow buttons, that are not even necessary for the functionality of the site.

Evaluation

Because of the lack of main menu and categories, some users might have trouble understanding the system and finding the information they are looking for. This makes it hard for user to accurately evaluate the information available.

Goal

The user's goal is to find information about the PTA organization or the school. He might also want to log in volunteer hours or find links to other related websites, such Skyward (attendance and grades manager).

Intention

The website provides most of the information the user needs, so he would be right to use the website to accomplish his goal, he is using the right tool for the right purpose. There are some design issues, though, that make the site look like it has extra functionality. For example, clicking on some of the links at the top (such as A.L.L) only link to an external website. The user might have assumed he would get information about the A.L.L program right on the site. Another section, Monthly Newsletters, is empty. In this case the website advertises that the monthly newsletters are in that section, when they actually aren't.

Specify Sequence

The user might have trouble specifying the sequence he needs to perform to reach the information he wants. Because there are no categories and a lot of different links in the top pf the page, he might take longer to find the right link or click on the wrong link. If he's looking for a specific event, he might not know to keep scrolling down in the blog section.

Execute Sequence

Once the user knows where he needs to click to find the information he needs, he shouldn't have any trouble doing so. The links are the right size and the colors make it easy to read.

VARIABLES OF USABILITY

Efficiency

The efficiency is low. There is no main menu or categories, so the user will take longer to find what he needs. The important links are only at the top (no bottom menu, or other important links throughout the page), and the blog section takes most of the layout, making it less flexible.

Learnability

Most users rely on main menus, so learning to find information with the links at the top might be harder. He might also forget where the information is the next time he comes to the site because there are so many links, which would require him to get used to the site again.

Familiarity

The user might not be familiar with the blog style site because they're not so popular anymore and because they're not used often for websites that provide information. The user might also not be familiar with a site that has no main menu.

Simplicity

The user doesn't need to know anything, other than basic website browsing, to use the website. It's not complex or requires previous knowledge, this makes it simple.

Mapping

The website doesn't encourage an accurate mental model. There's no information, direct or deductive, as to what many links refer to. For example, the user might not know what A.L.L, or Skyward are. The link to the Meeting Minutes also doesn't specify what meetings it refers to; Categories would help the user deduct what some links refer to.

Motivation

If the user finds the site disorganized, he might not be motivated to use it. Especially considering most of the information could be found on the school's official website or by calling the school. The website is not aesthetically appealing or fun.

Trust

Some of the information is outdated and the blog section is not updated often. For this reason, the user might not trust whether other information on the site is updated or not. There are also links that provide no information, and this also reduces trust on the site providing the information the user needs.

Visibility

The information the user needs is visible, but there's too much of it in the form of the links at the top of the page. The route to find the information the user needs is not very clear, because there are too many links at the top. Important links or information don't have precedence, as shown by the not-regularly updated blog taking most of the layout.

February 1, 2020

PERSONA AND SCENARIO

1. TARGET USER

The target user is parents of children in the Foothill Elementary School and members of the school PTA. Teachers and employees of the school might also use the website to stay up to date with the PTA organization.

2. INTERVIEW QUESTIONNAIRE

- A. Do you have a student at Foothill Elementary?
- B. Are you a member of the PTA?
- C. Do you volunteer at Foothill Elementary?
- D. Are you a teacher at Foothill Elementary?
- E. Do you work at Foothill Elementary?
- F. How do you get information about current events at Foothill Elementary?
- G. How do you get information about extracurriculars at Foothill Elementary?
- H. How do you get information about PTA meetings?
- I. How do you get information about school details such as the school menu and schedule?
- J. Have you visited the Foothill Elementary PTA website?
- K. How many times have you visited the website since school started this year?
- L. What pages do you visit more often in the Foothill Elementary PTA website?
- M. Are you able to get the information you were looking for?
- N. Where do you get the information you needed if you couldn't find it in the Foothill Elementary PTA website?
- O. What improvements do you think the Foothill Elementary PTA website needs?

3. RAW DATA

Five people completed the questionnaire. One of the users was a teacher and two were members of the PTA. Four users have kids in the Elementary (the one that doesn't is the teacher). All the parents have volunteered at least once at the school. None of the users work at the school other than the teacher.

The results from the questionnaire show that most users (four out of five) don't visit the Foothill Elementary PTA website often (less than once a month). They did visit it at the beginning of the year a few times, but since it doesn't seem to be updated, users stopped visiting it to get information about events. Users get most of their information about current events and activities from teacher and principal emails. For school details, they visit the school website or call. The results also show that those who are part of the school PTA or volunteer with it get most of their information from emails and text messages sent back and forth between members and classrooms moms. In general, users visit the PTA board contact information page most often, followed by the volunteer hours form page. Users think the website could be improved if it was organized and updated more often.

4. CHARACTERISTICS OF THE TARGET USER

- A. The user is very involved in the school.
- B. The user feels she/doesn't have time to waste and wants the information they need quickly.
- C. The user will move on to another source if they can't find the information they need.
- D. The user is familiar with technology.
- E. The user uses their phone most often to access the school website and PTA website.
- F. The user likes organization and efficiency.
- G. The user trusts information from a human source more than information from a website.

5. PERSONA



Nicole Harrison is a 34-year-old mother of four children. Her oldest child is in middle school, and her other three kids are in elementary school, with the youngest in kindergarten. She is a stay-at-home mother with a husband that works long hours.

Her typical day starts early in the morning getting her kids ready for school. After breakfast she walks the kids who go to elementary school to the bus stops. Her oldest is part of a car pool so he gets picked up by a neighbor and taken to school. After all the kids are gone, she spends some time picking up and running errands. At noon she picks up her daughter from kindergarten. In the afternoon she usually preps for dinner, does some cleaning and plays with her daughter. After the elementary kids get home, she drives to pick up her middle schooler and neighbor kids. There are usually after school activities she takes the kids too and dinner to take care of in the evening. After dinner she gets the kids settled for bed and spends some time with her husband.

Since all her children go to school at least half of the day, she decided to start filling her day with other activities outside the house. With most of her children in the same school, she decided to spend some time volunteering there. She started by helping out at holiday parties, then she started going an hour on Monday mornings to help kids read aloud. Through volunteering at the school, she has made friends who invited her to join the school PTA. She is considering it, so she has been using the Foothill Elementary PTA website to stay updated on current events and meetings the PTA is having. She has used the website before to find class supply lists and log in her volunteer hours, but she used to not visit it much before now.

6. SCENARIO

Nicole Harrison has finished picking from breakfast and sits down to pay some bills in the computer. Since she is in the computer already, she decided to log in her volunteer hours to the Foothill Elementary PTA website. She clicks on the top link that takes her to a form and fills it out. After doing that, she decides to check when the PTA is holding their next meeting. Since she's considering joining, she thought it might be a good idea to attend a meeting first and see what they are planning and need help with.

She looks around the website for a little bit, but she can't find a list of meeting times. She decides to check the calendar page, and there she finds the meetings listed along other school and district events. She writes down the time of the next meeting and checks her calendar to see if she has that day open. She also notices on the site that there is a page to sign up for monthly newsletters, so she signs up. Lastly, makes a mental note to mention to her husband that the school has a ski school program they could sign up their 4th grader to.

7. EVALUATION CRITERIA

- A. **Efficiency:** Nicole should find the information she needs quickly. **Priority 1**
- B. **Learnability:** Nicole should figure out all the aspects of the site in a couple of minutes. **Priority 2**
- C. **Familiarity:** The site layout should look familiar to other related sites, such as the school website. **Priority 2**
- D. **Simplicity:** The mental model should not be more complex than a newsletter. **Priority 3**
- E. **Mapping:** Nicole shouldn't get lost in site. The links and menus should represent the pages they lead too. **Priority 1**
- F. **Motivation:** The design should be organized and attractive enough that Nicole feels motivated to use it. **Priority 2**
- G. **Trust:** Nicole should trust that the information she is looking for is updated. She also should feel she will find the information she needs. **Priority 1**
- H. **Visibility:** Important information should be prominent. Menus and links should be easy to find. **Priority 1**

8. ANALYSIS

- A. **Efficiency:** Nicole needs to look around the site for a few minutes and try a few links before finding what she needs. **-2**
- B. **Learnability:** Nicole should be able to figure out all the aspects of the site after a few minutes. **1**

- C. **Familiarity:** The site doesn't look like the school website, but looks like a blog, which Nicole has seen before. **0**
- D. **Simplicity:** The mental model is about as complex as a newsletter. **0**
- E. **Mapping:** Not all the links lead to the place Nicole assumes lead too. **-1**
- F. **Motivation:** The design is disorganized. **-1**
- G. **Trust:** Nicole doesn't trust all the information is updated, or that she will find everything she needs everytime. **-1**
- H. **Visibility:** Important information is not prominent. Menus and links are not all easy to find. **-1**

9. EVALUATION CRITERIA RUBRIC

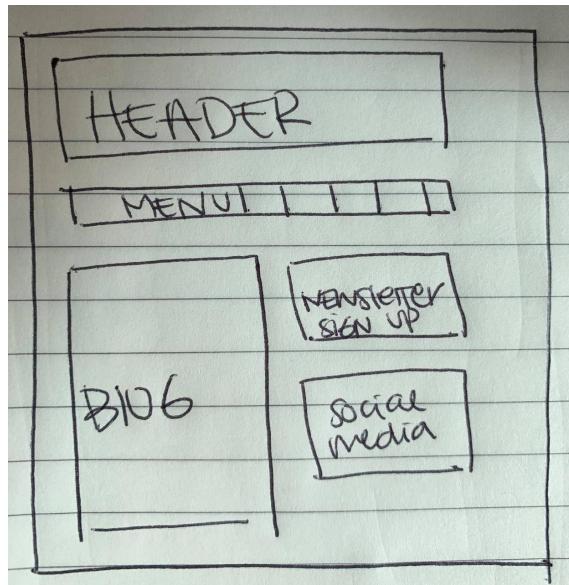
Variable	2	1	0	-1	-2	Weight	Score
E	Most productive known	Better than most	Comparable	Below average	Less productive	.15	-2
L	Almost certain to be an expert	Some will be expert	Most will achieve intermediate	Few will do better than intermediate	User will remain a novice	.1	1
F	Indistinguishable	Works like other designs	Novel	Previous experience will mislead	Previous experience will handicap	.1	0
S	Smallest and simplest M.M.	M.M smaller than most	Most will be able to internalize	Understandable	Exceeds capacity to understand	.05	0
Ma	Highly likely will form a valid M.M	Encourages a valid M.M	Does not encourage any specific M.M	Suggests invalid M.M.	Discourages from forming valid M.M	.15	-1
Mo	Satisfaction, pleasure, etc.	Likely to appeal	No emotional response	Prefer to not use the interface	Distant, irritation, annoyance	.1	-1
T	Convinced they have complete control	Relaxed and stress-free	System is predictable	Hesitant	Nervous, distrustful	.15	-1
V	Most convenient known format	Convenient	Can be found	Significant searching	Cannot be found	.2	-1
							-0.8

DESIGN AND PROTOTYPE

Design Iterations

Breath First Search

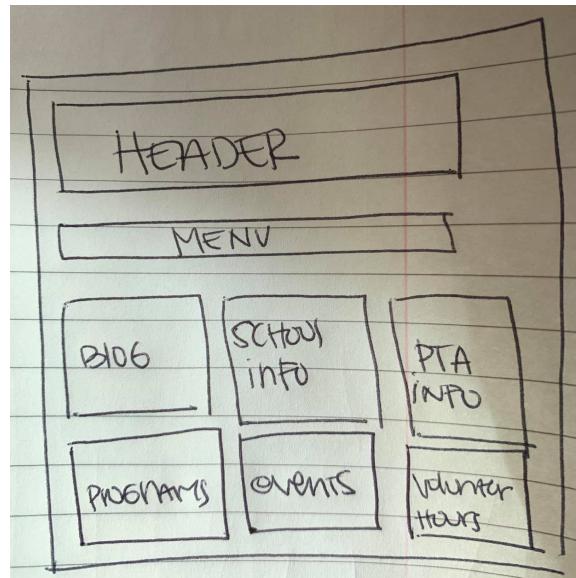
- Design 1: Improved Menu
Menu now shows the most popular options, while the blog, newsletter sign up and social media links are still shown.



Criteria	Weight	Score	Comment
Info	.35	-2	Trimming the menu leaves things out
Accurate	.35	-2	Accuracy is not fixed with this design
Engaging	.2	0	Design doesn't make the user engage more
Understandable	.1	1	Design is simpler than before

- Design 2: Sections

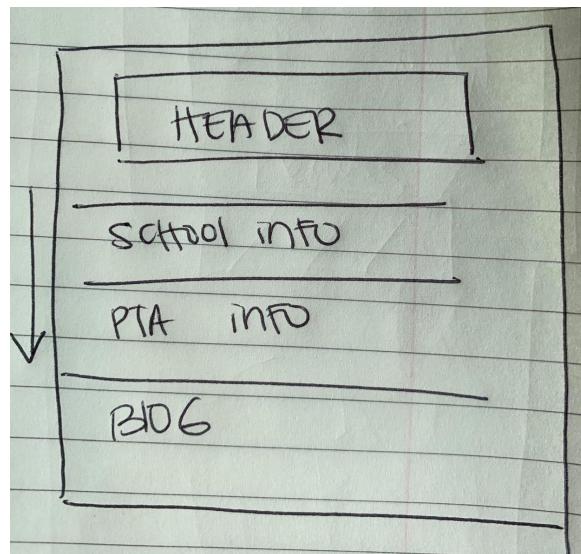
Images that are links to the most popular sections, with a menu at the top for more options.



Criteria	Weight	Score	Comment
Info	.35	-1	All information is there, but not efficient to get to.
Accurate	.35	-2	Accuracy is not fixed with this design
Engaging	.2	1	Images could make the site more appealing
Understandable	.1	-1	Options for some sections and a menu make it confusing

- Design 3: Scroll Down

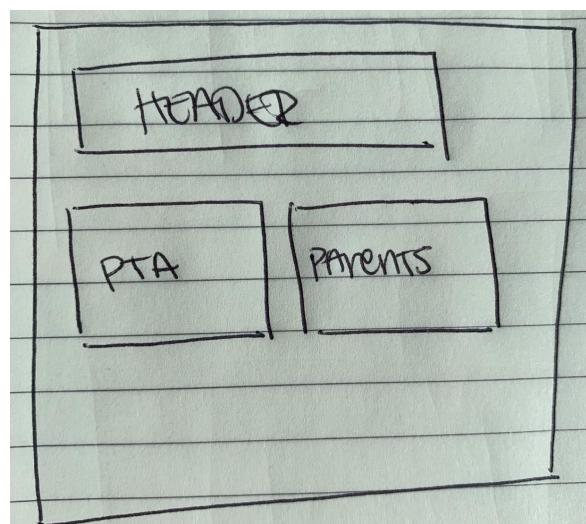
All the important information is on the page, user scrolls down to find what he needs.



Criteria	Weight	Score	Comment
Info	.35	-2	All information is there, but not efficient to get to.
Accurate	.35	-1	Accuracy is not fixed with this design
Engaging	.2	-2	Scrolling down too much is not engaging
Understandable	.1	0	Design is simple

- Design 4: Personas

Site has options so users can find more information depending on what they need.

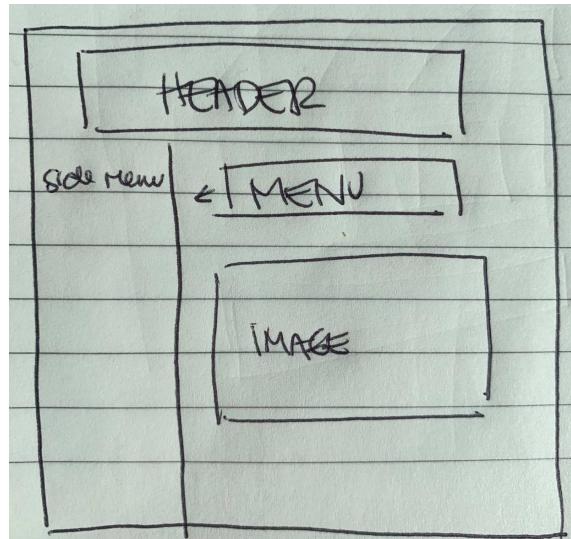


Criteria	Weight	Score	Comment

Info	.35	-2	Takes long to get to information needed
Accurate	.35	-1	It might still be hard to figure out where to go (ex. are volunteer hours on parents or PTA?)
Engaging	.2	1	Simple design looks more organized
Understandable	.1	-1	The design is simple, but user might not know which one has the information needed

- Design 5: Side Menu

Menu link that opens a side menu with all the options, images to make the site attractive.



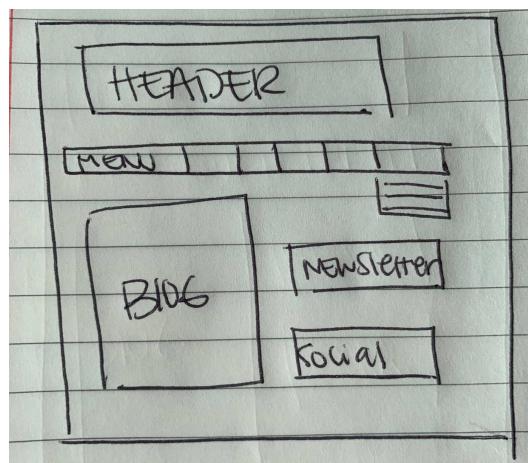
Criteria	Weight	Score	Comment
Info	.35	-1	Information is there, but might take long to get to
Accurate	.35	-1	Design doesn't handle whether information is updated or create a mental mapping

Engaging	.2	2	Site is more engaging and attractive
Understandable	.1	1	Simple

Depth First Search

Design 1: Drop Down Menu

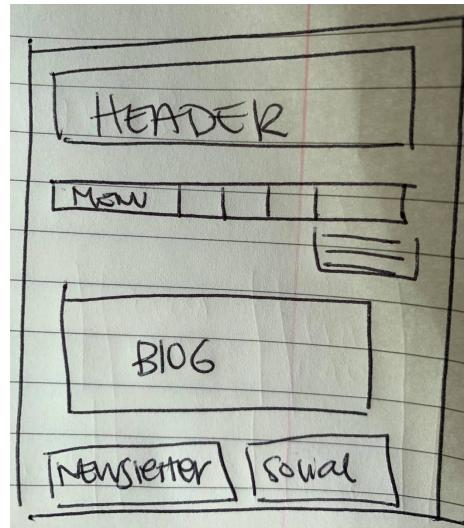
Menu will only have 3-4 options, in which user will click and a drop-down menu will offer related options



Criteria	Weight	Score	Comment
Info	.35	1	Drop down menu is more efficient and easier to navigate
Accurate	.35	1	Drop down menu helps create mental mapping
Engaging	.2	-1	The scrolling in the blog is still not motivating
Understandable	.1	1	Site is simple and familiar

Design 2: Drop Down with Footer

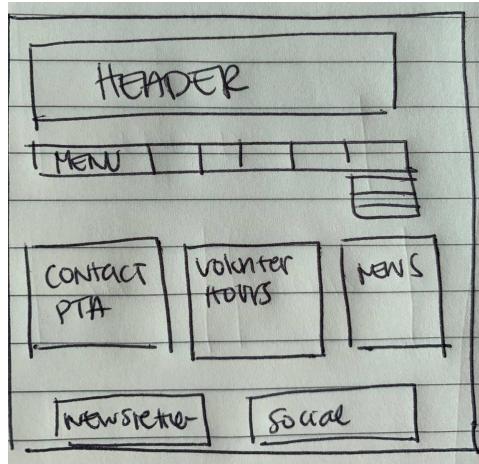
Footer will contain newsletter and social media information, with blog taking the whole width.



Criteria	Weight	Score	Comment
Info	.35	-1	Too long to scroll down in menu and get to social media and newsletter
Accurate	.35	1	Drop down menu helps create mental mapping
Engaging	.2	-1	The scrolling in the blog is still not motivating
Understandable	.1	1	Site is simple and familiar

Design 3: Sections with Footer and Drop Down

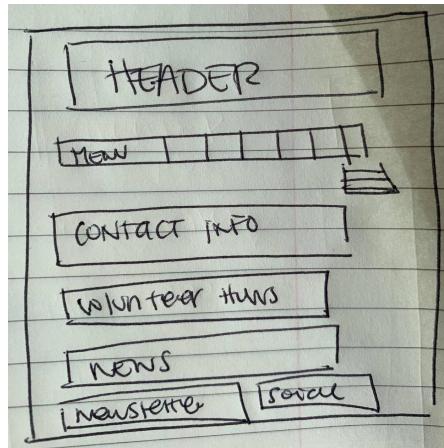
Contact info, volunteer hours and news right on the screen, with newsletter and social media in the footer.



Criteria	Weight	Score	Comment
Info	.35	2	Most used information is on homepage, with drop down menu
Accurate	.35	2	Most recent news listed, links are representative
Engaging	.2	-1	Side by side forms and info might make it hard to read
Understandable	.1	2	Site is simple and familiar

Design 4: Scroll Down with Info

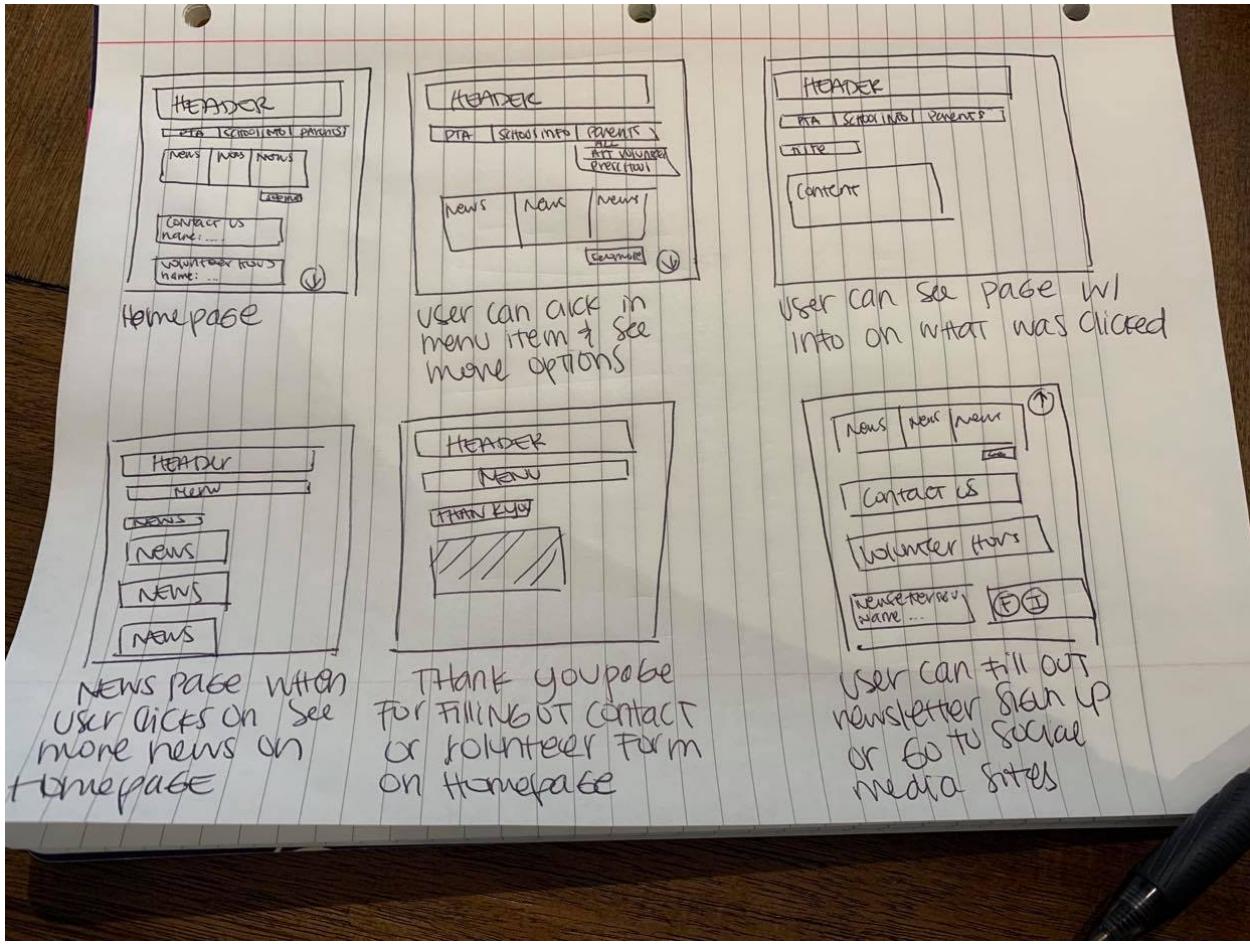
Contact info is displayed on the screen, followed by a short form to add volunteer hours, followed with three most recent news, followed by newsletter sign up and social media links. Menu is drop down.



Criteria	Weight	Score	Comment
Info	.35	2	Most used information is on homepage, with drop down menu
Accurate	.35	2	Most recent news listed, links are representative
Engaging	.2	2	Scrolling allows forms and contact info to take the width of the page
Understandable	.1	2	Site is simple and familiar

Prototype

- 1-2. In the prototype user starts in the homepage, where he is able to click on a menu item to see more options.
3. When he clicks on it, he is taken to the content page.
4. When he goes back to the homepage, he can click on more news after the news sections and be taken to a page with all the news.
5. Back in the homepage he can fill out the contact us or the volunteer hours form and be taken to a thank you page.
6. Back in the homepage, he can scroll down and fill out a newsletter sign up form or click on the social media links to go to the accounts.



SPECIFICATION

Executive Summary

The goal of the Foothill Elementary PTA website is to provide all the information parents need to be involved in their children's education, and the information PTA members and friends need to serve at the school.

Criteria

Priority 1

- Information: Information on the site should be easy to find and does not require hunting. Menus and links should be easy to find (visibility, efficiency, trust).
- Accurate: Link on the site should be representative of where they lead to, allowing user to create a mental mapping. Information on the site such as dates and times should also be accurate and updated (mapping, trust).

Priority 2

- Engaging: Site should be organized, attractive and look familiar to the user to increase engagement (motivation, familiarity).

Priority 3

- Understandable: User should figure out all aspects of the site in a minute or two. User should create a mental model not more complex than a newsletter (simplicity, learnability).

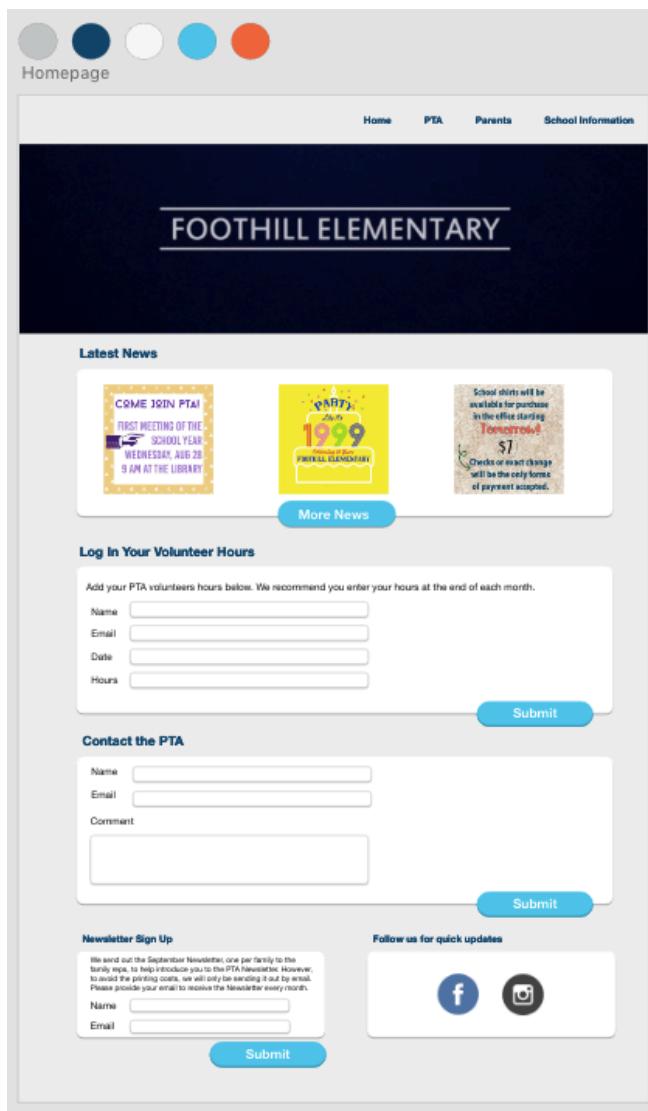
Persona

Nicole Harrison is a 34-year-old mother of four children. With most of her children in the same school, she decided to spend some time volunteering there. Through volunteering at the school, she has made friends who invited her to join the school PTA. She is considering it, so she has been using the Foothill Elementary PTA website to stay updated on current events and meetings the PTA is having.

Scenario

Nicole decided to log in her volunteer hours to the Foothill Elementary PTA website. She clicks on the top link that takes her to a form and fills it out. After doing that, she decides to check when the PTA is holding their next meeting. Since she's considering joining, she thought it might be a good idea to attend a meeting first and see what they are planning and need help with. She also notices on the site that there is a page to sign up for monthly newsletters, so she signs up.

Representative Screen Shot



Detailed Design

Header Image

Foothill PTA > Homepage

Header Image : FoothillPage

W 1920px X 0px G 0°
H 578px Y 147px

Appearance

Border Size 1px
Dash 0 Gap 0
Inner Stroke Butt Cap Miter Join
Opacity 100%

Asset

FoothillPage Download

CSS

```
/* Layout Properties */  
top: 147px;  
left: 0px;  
width: 1920px;  
height: 578px;
```

Main Menu

Foothill PTA > Homepage

Text : Home

W 85px X 1051px G 0°
H 36px Y 58px

Styles

Helvetica Neue, Bold
Size 30px Alignment Left
Δ 0px ± 37 , 0

Appearance

Color Black
Opacity 100%

Content

Home

CSS

Section Title

FOOTHILL ELEMENTARY

Latest News

Text : Latest News

W: 237px X: 185px C: 0°
H: 48px Y: 762px

Styles

Helvetica Neue, Bold
Size: 40px Alignment: Left
A: 0px T: 49 R: 0

Appearance

Color: #000000
Opacity: 100%

Content

Latest News

CSS

```
/* Layout Properties */
top: 835px;
left: 176px;
width: 1635px;
height: 447px;
```

Made with Adobe XD

News Section

Latest News

Rectangle : Rectangle 21

W: 1635px X: 176px C: 0°
H: 447px Y: 835px

Appearance

C: 20px 20px 20px 20px
Color: #FFFFFF
Border: 2px Solid #000000
Dash: 0 Gap: 0
Inner Stroke: Butt Cap Miter Join
Opacity: 100%

More News

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Name:
Email:

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Name:
Email:

Text : Latest News

W: 237px X: 185px C: 0°
H: 48px Y: 762px

Styles

Helvetica Neue, Bold
Size: 40px Alignment: Left
A: 0px T: 49 R: 0

Appearance

Color: #000000
Opacity: 100%

Content

Latest News

CSS

```
/* Layout Properties */
top: 835px;
left: 176px;
width: 1635px;
height: 447px;
```

Made with Adobe XD

News Images

Foothill PTA > Homepage

Latest News

COME JOIN PTA!
FIRST MEETING OF THE
SCHOOL YEAR
WEDNESDAY, AUG 28
9 AM AT THE LIBRARY

PARTY!
Let's
1999
Celebrate Your
FOOTHILL ELEMENTARY

School shirts will be available for purchase in the office starting Tomorrow!
\$7
Checks or exact change will be the only forms of payment accepted.

More News

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Name

Email

Made with Adobe XD

Image : news1

W 334px X 259px C 0°
H 334px Y 881px

Appearance
Opacity 100%

Asset
news1
Download

CSS

```
/* Layout Properties */
top: 881px;
left: 259px;
width: 334px;
height: 334px;

/* UI Properties */
background: transparent
url('img/news1.png') 0% 0% no-repeat padding-box;
```

Section Button

Foothill PTA > Homepage

Latest News

COME JOIN PTA!
FIRST MEETING OF THE
SCHOOL YEAR
WEDNESDAY, AUG 28
9 AM AT THE LIBRARY

PARTY!
Let's
1999
Celebrate Your
FOOTHILL ELEMENTARY

School shirts will be available for purchase in the office starting Tomorrow!
\$7
Checks or exact change will be the only forms of payment accepted.

More News

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Name

Email

Made with Adobe XD

Rectangle : Rectangle 22

W 353px X 793px C 0°
H 72px Y 1239px

Appearance
C 60px 60px 60px 60px
Color #0070C0
Border #0070C0 Size 3px
Dash 0 Gap 0
Outer Stroke Butt Cap Miter Join
Opacity 100%

Shadow X 0px Y 3px Blur 6px

CSS

```
/* Layout Properties */
top: 1239px;
left: 793px;
width: 353px;
height: 72px;
```

Volunteer Hours Form

Foothill PTA > Homepage

Log In Your Volunteer Hours

Add your PTA volunteers hours below. (163) recommend you enter your hours at the end of each month.

Name

Email

Date

Hours

Submit

Contact the PTA

Name

Email

Made with Adobe XD

Contact PTA Box

Foothill PTA > Homepage

Email

Date

Hours

Submit

Contact the PTA

Name

Email

Comment

Submit

Newsletter Sign Up

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Follow us for quick updates

Made with Adobe XD

Footer Boxes

Foothill PTA > Homepage

50%

Contact the PTA

Name

Email

Comment

Submit

Newsletter Sign Up (16)

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

Submit

Follow us for quick updates

Made with Adobe XD

Rectangle : Rectangle 34

W 757px X 176px C 0°

H 261px Y 2612px

Appearance

Color

Border Size 3px

Dash 0 Gap 0

Inner Stroke Butt Cap Miter Join

Opacity 100%

Shadow X 0px Y 3px Blur 6px

CS5

```
/* Layout Properties */
top: 2612px;
left: 176px;
width: 757px;
height: 261px;
```

Footer Title

Foothill PTA > Homepage

50%

Contact the PTA

Name

Email

Comment

Submit

Newsletter Sign Up (36)

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

Submit

Follow us for quick updates

Made with Adobe XD

Text : Newsletter Sign Up

W 276px X 193px C 0°

H 36px Y 2553px

Styles

Helvetica Neue, Bold

Size 30px Alignment Left

0px 37 0

Appearance

Color

Opacity 100%

Content

Newsletter Sign Up

CS5

```
/* Layout Properties */
```

Footer Form

Foothill PTA > Homepage

50%

Made with Adobe XD

Footer Images

Foothill PTA > Homepage

50%

Made with Adobe XD

Grading

Design Process: 100%
 Prototype: 100%
 Design Quality: 100%
 Specification Page 1: 100%

Updated Specification

Executive Summary

The goal of the Foothill Elementary PTA website is to provide all the information parents need to be involved in their children's education, and the information PTA members and friends need to serve at the school.

Criteria

Priority 1

- Information: Information on the site should be easy to find and does not require hunting. Menus and links should be easy to find (visibility, efficiency, trust).
- Accurate: Link on the site should be representative of where they lead to, allowing user to create a mental mapping. Information on the site such as dates and times should also be accurate and updated (mapping, trust).

Priority 2

- Engaging: Site should be organized, attractive and look familiar to the user to increase engagement (motivation, familiarity).

Priority 3

- Understandable: User should figure out all aspects of the site in a minute or two. User should create a mental model not more complex than a newsletter (simplicity, learnability).

Persona

Nicole Harrison is a 34-year-old mother of four children. With most of her children in the same school, she decided to spend some time volunteering there. Through volunteering at the school, she has made friends who invited her to join the school PTA. She is considering it, so she has been using the Foothill Elementary PTA website to stay updated on current events and meetings the PTA is having.

Scenario

Nicole decided to log in her volunteer hours to the Foothill Elementary PTA website. She clicks on the top link that takes her to a form and fills it out. After doing that, she decides to check when the PTA is holding their next meeting. Since she's considering joining, she thought it might be a good idea to attend a meeting first and see what they are planning and need help with. She also notices on the site that there is a page to sign up for monthly newsletters, so she signs up.

Representative Screen Shot

The screenshot shows the homepage of the Foothill Elementary PTA website. At the top, there is a navigation bar with links for Home, Parents, School Information, and PTA. Below the navigation is a dark header bar with the text "FOOTHILL ELEMENTARY". Underneath the header, there is a section titled "Latest News" featuring three cards:

- A card for the "FIRST MEETING OF THE SCHOOL YEAR" on Wednesday, Aug 28 at 9 AM at the library.
- A card for the "1999" school year.
- A card announcing that school shirts will be available for purchase starting tomorrow for \$7, with checks or exact change accepted.

Below the news section is a button labeled "More News".

Next is a section titled "Log In Your Volunteer Hours" which contains fields for Name, Email, Date, and Hours, followed by a "Submit" button.

Then is a section titled "Contact the PTA" with fields for Name, Email, and a Comment area, also followed by a "Submit" button.

At the bottom left is a "Newsletter Sign Up" section with fields for Name and Email, and a "Submit" button. A note states that newsletters will be sent via email to avoid printing costs.

On the right side, there is a "Follow us for quick updates" section with icons for Facebook and Instagram.

Detailed Design

Header Image

Foothill PTA > Homepage

The screenshot shows the Foothill Elementary PTA homepage. At the top, there is a navigation bar with links for Home, Parents, School Information, and PTA. Below the navigation is a dark banner with the text "FOOTHILL ELEMENTARY". Underneath the banner, there is a section titled "Latest News" containing three cards: one for the first meeting of the school year, one for a 1999-themed event, and one about school shirts. There is also a "More News" button. Below the news section is a "Log In Your Volunteer Hours" section with a text input field. The right side of the screen displays the "FoothillPage" asset in the Adobe XD interface, showing its dimensions (1714px width, 267px height), appearance (border 1px, opacity 100%), and CSS properties.

FOOTHILL ELEMENTARY

Latest News

COME JOIN PTA!
FIRST MEETING OF THE SCHOOL YEAR
WEDNESDAY, AUG 28 9 AM AT THE LIBRARY

LET'S 1999
Celebrating 30 Years
FOOTHILL ELEMENTARY

School shirts will be available for purchase in the office starting **TOMORROW!**
\$7
Checks or exact change will be the only forms of payment accepted.

More News

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Image : FoothillPage

W 1714px X 137px 0°

H 267px Y 430px

Appearance

Border 1px

Dash 0 Gap 0

Inner Stroke Butt Cap Miter Join

Opacity 100%

Asset

FoothillPage

Download

CSS

```
/* Layout Properties */
top: 430px;
left: 137px;
width: 1714px;
```

Main Menu

Foothill PTA > Homepage

The screenshot shows the Foothill Elementary PTA homepage. At the top, there is a navigation bar with links for Home, Parents, School Information, and PTA. Below the navigation is a dark banner with the text "FOOTHILL ELEMENTARY". Underneath the banner, there is a section titled "Latest News" containing three cards: one for the first meeting of the school year, one for a 1999-themed event, and one about school shirts. There is also a "More News" button. Below the news section is a "Log In Your Volunteer Hours" section with a text input field. The right side of the screen displays the "Home" content in the Adobe XD interface, showing its text properties (size 30px, bold font, left alignment) and CSS properties.

FOOTHILL ELEMENTARY

Latest News

COME JOIN PTA!
FIRST MEETING OF THE SCHOOL YEAR
WEDNESDAY, AUG 28 9 AM AT THE LIBRARY

LET'S 1999
Celebrating 30 Years
FOOTHILL ELEMENTARY

School shirts will be available for purchase in the office starting **TOMORROW!**
\$7
Checks or exact change will be the only forms of payment accepted.

More News

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Text : Home

W 85px X 205px 0°

H 36px Y 355px

Styles

Helvetica Neue, Bold

Size 30px Alignment Left

Appearance

Color #000000

Content

Home

CSS

```
/* Layout Properties */
```

Section Title

Foothill PTA > Homepage

45%

Home Parents School Information PTA

FOOTHILL ELEMENTARY

Latest News (48)

COME JOIN PTA!
FIRST MEETING OF THE
SCHOOL YEAR
WEDNESDAY, AUG 28
9 AM AT THE LIBRARY

PARTY!
It's
1999
Monday 8/27
FOOTHILL ELEMENTARY

School shirts will be available for purchase in the office starting **Tonight!**
\$7
Checks or exact change will be the only forms of payment accepted.

More News

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Text : Latest News

W: 237px X: 185px C: 0°
H: 48px Y: 762px

Styles

Helvetica Neue, Bold
Size: 40px Alignment: Left
A: 0px I: 49 R: 0

Appearance

Color: #0072BD
Opacity: 100%

Content

Latest News

CSS

Select to copy

News Section

Foothill PTA > Homepage

45%

Home Parents School Information PTA

FOOTHILL ELEMENTARY

Latest News (1635)

COME JOIN PTA!
FIRST MEETING OF THE SCHOOL YEAR
WEDNESDAY, AUG 28
9 AM AT THE LIBRARY

PARTY
Let's Celebrate 10 Years
FOOTHILL ELEMENTARY

School shirts will be available for purchase in the office starting **Tonorrow!**
\$7
Checks or exact change will be the only forms of payment accepted.

More News

Log In Your Volunteer Hours

Add your PTA volunteers hours below. We recommend you enter your hours at the end of each month.

Rectangle : Rectangle 21

W 1635px X 176px C 0°
H 447px Y 835px

Appearance

20px 20px 20px 20px

Color

Border Size 3px

Dash 0 Gap 0

Inner Stroke Butt Cap Miter Join

Opacity 100%

Shadow X 0px Y 3px Blur 6px

CSS

/* Layout Properties */

```
top: 835px;
left: 176px;
width: 1635px;
```

Made with Adobe XD

News Images

Section Button

Volunteer Hours Form

Foothill PTA > Homepage

Log In Your Volunteer Hours

Add your PTA volunteers hours below. (We recommend you enter your hours at the end of each month.)

Name

Email

Date

Hours

Contact the PTA

Name

Email

Submit

Made with Adobe XD

Contact PTA Box

Foothill PTA > Homepage

Email

Date

Hours

Contact the PTA

Name

Email

Comment

Newsletter Sign Up

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Follow us for quick updates

Submit

Made with Adobe XD

Footer Boxes

Foothill PTA > Homepage

The screenshot shows a user interface for a PTA homepage. On the left, there's a "Contact the PTA" form with fields for Name, Email, and Comment, followed by a "Submit" button. Below it is a "Newsletter Sign Up" section with fields for Name and Email, also with a "Submit" button. A callout bubble from the newsletter sign-up form provides information about the newsletter. To the right, there's a "Follow us for quick updates" section with social media icons for Facebook and Instagram. The interface includes various UI elements like input fields, buttons, and icons, all styled with a blue and white color scheme.

50%

Contact the PTA

Name

Email

Comment

Newsletter Sign Up (16)

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

Follow us for quick updates

Submit

Submit

Rectangle : Rectangle 34

W 757px X 176px G 0° H 261px Y 2612px

Appearance

Color Border Size 3px

Dash 0 Gap 0

Inner Stroke Butt Cap Miter Join

Opacity 100%

Shadow X 0px Y 3px Blur 6px

CSS

```
/* Layout Properties */
top: 2612px;
left: 176px;
width: 757px;
height: 261px;
```

Made with Adobe XD

Footer Title

Foothill PTA > Homepage

The screenshot shows a similar user interface to the previous one, but with some changes. The "Newsletter Sign Up" section now has a callout bubble with a different message: "We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month." The rest of the interface remains the same with the blue and white color scheme and standard UI elements.

50%

Contact the PTA

Name

Email

Comment

Newsletter Sign Up (36)

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

Follow us for quick updates

Submit

Submit

Text : Newsletter Sign Up

W 276px X 193px G 0° H 36px Y 2553px

Styles

Helvetica Neue, Bold

Size 30px Alignment Left

Color Opacity 100%

Appearance

Color Opacity 100%

Content

Newsletter Sign Up

CSS

```
/* Layout Properties */
```

Made with Adobe XD

Footer Form

Foothill PTA > Homepage

Contact the PTA

Name

Email

Comment

Newsletter Sign Up

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

Follow us for quick updates

Made with Adobe XD

Footer Images

Foothill PTA > Homepage

Contact the PTA

Name

Email

Comment

Newsletter Sign Up

We send out the September Newsletter, one per family to the family reps, to help introduce you to the PTA Newsletter. However, to avoid the printing costs, we will only be sending it out by email. Please provide your email to receive the Newsletter every month.

Name

Email

Follow us for quick updates

Made with Adobe XD

Updates Summary

- Lessened height on header image.
- Moved home link on navigation menu to top left.
- Removed top margin on section titles.