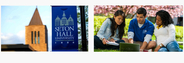
ABOUT

For my Web Design course that I took recently at Seton Hall University, our class was tasked with the assignment: "Design a website for a student club or organization on campus". This project was a collective effort - I worked with one other partner to design the website together.

- Timeline: ~2 months
- My Role: Co-designer (UI/UX)
- Platform: Web-based, Tablet

CHOOSING A STUDENT ORGANIZATION

Given the nature of the project, we had many different organizations/clubs that we could choose. After searching through many, we decided upon the "African Student Association" (ASA). Despite having a social media presence, this specific organization did not have a pre-existing website, so my partner and I were essentially starting from scratch.



THE PROBLEM

The major problem presented to us was that certain Student organizations/ clubs, like the African Student Association, struggle to reach their audience. The medium through which people can reach them is through social media. This is an issue for those who don't actively use social media. In addition, the information provided on social media pages may not be as informative for prospective or current members.

THE SOLUTION

The solution that my partner and I devised was to design a user-friendly website that was easy-to-navigate. We also wanted to prioritize a few main features:

- The ability to get in-contact with club members
- Providing information about the club, events, etc., to users
- Allow for users to send applications to join ASA

RESEARCH

As instructed by our Professor, we conducted lots of in-depth research. With the assistance of our partners, we conducted 10 interviews in total. These interviews were split amongst three main groups of people (which are representative of our User Personas).

For those that were already members of ASA, we focused on questions revolving around their experiences and perspectives of ASA. Conversely, for those not in ASA, we shifted towards questions regarding:

- What types of clubs might you be interested in?
- What do you hope to gain from joining a club?
- Are you familiar with ASA?

USER PERSONAS

The three groups we interviewed were:
1. Current members of ASA
2. SNU students not in ASA
3. Prospective SNU students (currently in/graduating High School)

We compiled our research and came up with the following 3 personas (each representative of one group).

USER FLOWS

Through our User Personas, we were able to create two main User Flows:
1. Where the user wants to browse upcoming events and register for one
2. Where the user wants to get in contact with someone from ASA

INSIGHTS

After conducting appropriate research, creating user personas, and utilizing user flows, several insights became apparent:
1. Users want to be able to learn about the organization
2. They want to be able to explore leadership positions
3. Potentially get in-contact with ASA

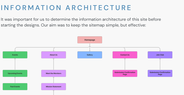
DESIGN SPECIFICATIONS

Before beginning our designs for the African Student Association, our Professor outlined a few design specifications that we were instructed to follow:

- Layout grid will be a 12Tips container width
  - Columns: 12
  - Gutter Width: 32px
  - Column Width: 76px
  - Type: Center

INFORMATION ARCHITECTURE

It was important for us to determine the information architecture of this site before starting the designs. Our aim was to keep the sitemap simple, but effective:



PAPER SKETCHES

After determining our information architecture for the site, we got started on some hand-drawn sketches. This step helps set a baseline for our designs in the future.

DIGITAL WIREFRAMES

Converting our hand-drawn sketches into digital wireframes within Figma was an important step. It helped us to visualize what our design might actually look like (in a digital format).

COLLABORATIVE DECISIONS

At this point in the project, it was important for our group to make some collaborative decisions. Given the nature of the assignment, we were instructed to both design instances of the homepage and choose one to proceed with. Once that was decided we collectively made edits to this page.

There were other important collective decisions we made. For example, the African Student Association already had a pre-existing logo. However, we thought we could improve upon it. We decided to keep the colors that it had in order to create continuity. Additionally, the logo image had surrounding text stating "Seton Hall University" and "African Student Association". However, the text is somewhat difficult to read, so we improved this as well.

CRITIQUES

One of the great benefits of having done this project in a classroom setting is that our Professor allowed us to give critiques to each others designs. Following feedback from the professor and classmates, we made edits to our design that improved the visuals, usability, and overall experience.

FINAL MOCKUPS

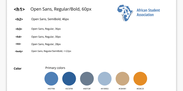
After thorough iteration and lots of deliberation, we decided upon our final mockups. Shown below are a few final screens (Feel free to check out the link to the full figma file).

Link to Full Figma File

PROTOTYPE

Provided below are prototypes of two distinct paths that a user might take:

- Clicking on Events/Logo, then navigating to events and browsing current and past events
- '23 Going to 'About Us' and then looking at Members of ASA, then submitting a 'Join Club' form



Link to Full Prototype

STYLE GUIDE

WHAT I LEARNED

After reflecting on the progress and outcome of this project, I am able to appreciate and recognize all that I have learned.

To start, this is the first project where I was a co-designer. In previous designs that I have done, I am typically the sole designer, researcher, etc., It was a new experience for me, and ultimately gave me a better perspective. Having the ability to bounce ideas off one-another is a great benefit. This process also gave me insight as to how important it is to collaborate. Whether that be - Difference of opinion on design, research methods, and more.

Additionally, this was the first project I worked on where there were a few strict design specifications/rules that we had to adhere to.

Lastly, the inclusion of critiques throughout this project was something I had not experienced. Once again, I think this was extremely helpful to my group.