SITE REDESIGN PROPOSAL
OUTREACHY APPLICATION

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This document is the base research and proposal for the Outreachy Application 2018. Feel free to use any of the parts of the report.

MAIN GOALS

Clear and to the point
Display the content in a way that new users have an overview of the Foundation's goals and initiatives, as well as easily find more advanced content about each part.

User engagement
Highlight the opportunities for participation and content-sharing trough social networks.

Mobile-First
Mobile access to the internet is increasing worldwide [1], so it's important to design a website thinking about the most common screen proportions and variations. Making it mobile-first is a common practice thinking about future versions.

Discoverability
Apply SEO optimisation techniques to make OBF site easier to find; Currently, the search that brings the most visitors is about BOSC - we can improve on that, and also try to get better positioning in searches related to open science, open source and bioinformatics.

Inclusive
Focus on applying accessibility techniques and gender-neutral language in the website.

It's all about User Experience
The bottom line of every project is the user. Using Peter Moville's User Experience Honeycomb[2] as a guideline allows us to see the overall concepts centered on the user, and not only to think about each aspect individually but also how they interact with each other, which are the most important. It is, overall, a great assessment tool for projects such as this.
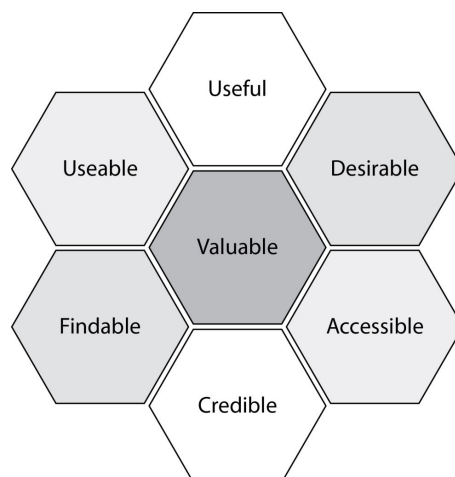
SITE MAP

This is a rough sketch of what the site map should look like. The main elements are divided into categories to make the navigation more logical and simple. There are still some pages that need to be included in the map, that requires more research and conversations with the team. Also, before defining it as finalised, it's important to test with users (a simple card sorting technique can be very useful here).
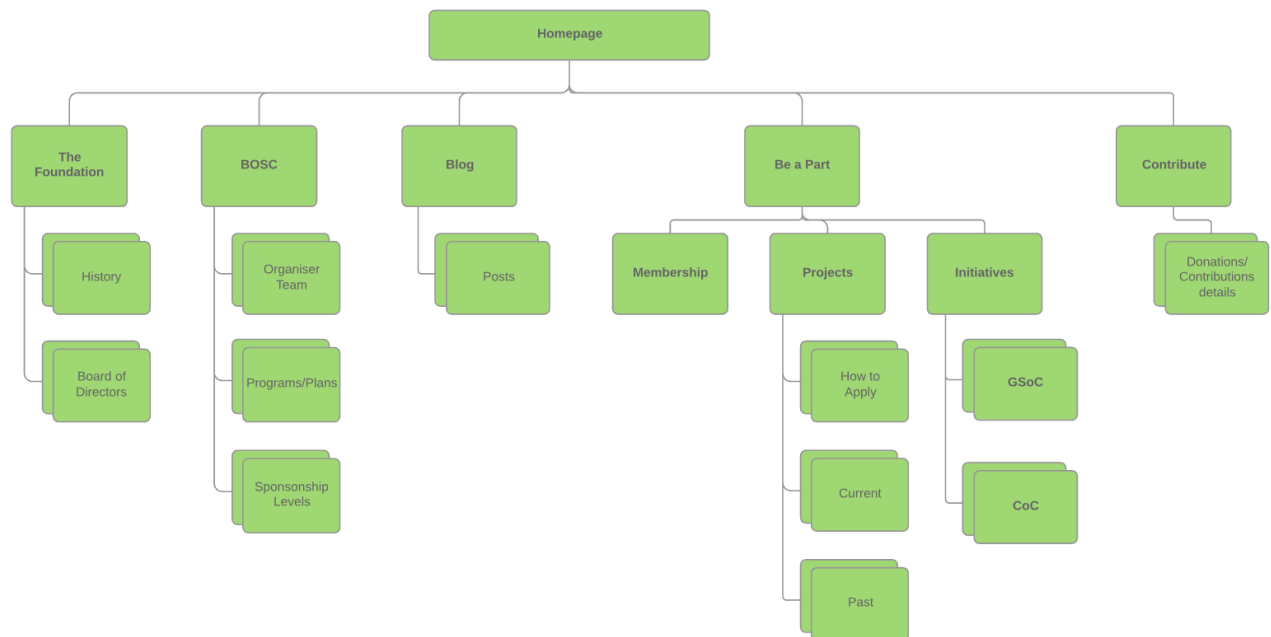
HOMEPAGE

Following the Golden Circle[3] methodology, OBF's homepage should answer four questions: "Who is this for/by?", "Why do you do it?", "How do you do it?" and "What do you do?".
Summarising into this topics can very easily situate newcomers of what is the purpose of the foundation, as well as structure the content that is available.
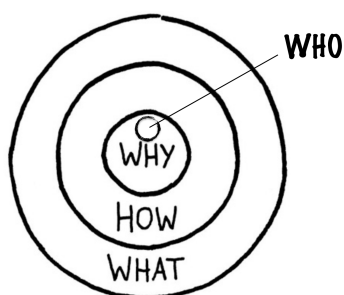
With the current "About Us" section in the website homepage in mind, this is how the topics could be answered:

Who: "The bioinformatics foundation is a non-profit volunteer-run group for the biological research community" > link to "The Foundation"

Why: *The why was not very clear from the about us - it should be a very motivation-driven statement such as "we believe…" or "our purpose…"*

How: "Promoting the practice and philosophy of Open Source and Open Science" > link to "Blog"

What: Would be the "Main Activities" section.

IMPLEMENTATION STEPS

Using Wordpress, HTML, CSS (and JavaScript if needed/time allows) the implementation will be divided roughly in the following stages:

1. Research and Design: interview with members of the foundation, research and understand the purpose of the pages, visual identity creation and digital mockups of the pages for approval.

Deliverable: High fidelity image prototype and screens.

2. Building the base: site structure and layout of main pages (HTML, CSS); Wordpress integration.

Deliverable: Alpha version.

3. Moving in: content migration, advanced layout elements, accessibility checks.

Deliverable: Beta version.

4. Final touches: testing with users, bug fixes, final layout adjustments.

Deliverable: Final website.

ABOUT ME

My name is Ana Carolina Barreto, I'm 23 (almost 24) years old. I'm from Brazil and for a long time I've been in love with design and coding. Web design was one of the first things code-related I ever came in contact with and for the longest time I played around open source initiatives, never taking part in any. This year I decided it would be different. I feel in love with contributing through freeCodeCamp and now i'm hooked!

WHY THIS PROJECT

This OBF website redesign caught my attention because it's the perfect balance between stuff I already know and what I want to learn. I've never before really drawn any logo I was proud of, and with the BOSC logo redesign project this changed. I really wanna be able to contribute to the Foundation, even outside Outreachy.

SKILLS AND EXPERIENCES

HTML
CSS
JAVASCRIPT (academic only)
SEO
USER EXPERIENCE
INTERFACE DESIGN

LEARNING CHALLENGES

Using Wordpress and JavaScript in a real-world project;
Understanding the Foundation, how it works and what is relevant;
Web optimisation;

[1] https://wearesocial.com/us/blog/2018/01/global-digital-report-2018
[2] https://medium.com/@danewesolko/peter-morvilles-user-experience-honeycomb-904c383b6886
[3] https://medium.com/@raimovanderklein/mr-sinek-its-time-to-update-the-golden-circle-b3e8ab37d9ea