The project for Housing Matters (HM) lasted for a duration period of six months, commencing in October and ending late March.

The basis of our project was to redesign the HM website to be accessible, on-brand and user friendly, mainly focusing on the mobile responsiveness of the project. The initial stages of the project were to be research based and focus on user personas/journeys of the current HM clientele. We took this a step further and completed some partnership analysis (competitor analysis) as well as a constructive critique of the current webpage.

Due to the brief establishing HM being happy with their current content and our only point of change being, bringing the donation button to the forefront, the group and I completed a card sorting board with HM to fulfil the third point of their brief – “the delineation of our journeys and content for our different audience types.”

Finally, once a wireframe was agreed upon by both parties and a demonstration page of WordPress was complete and we were able to move onto the live site. Additionally, the webpage needed to be SEO optimised which we successfully completed through discussions with HM but also extracting data from their google analytics we were granted access to in an earlier stage of the project.