

Regina SDG

The Brandtastic Four (Group F)

Yuval Glozman, Daniel Johnson, Shivam Jigneshbhai Soni, Mehriel Valerie Huerto

Project Sponsor: Dr. Tim Maciag

Business Needs/Opportunity

The challenge is to create a community indicator system for Regina, Saskatchewan. This would be the first SDG community indicator system in Saskatchewan and could create a space for community leaders working on advancing SDGs to map local, open-source data, and measure progress to the UN SDG framework.

This space should include a space for data, a place for local properties, and be mapped to the UN SDG Framework. The goal for this page is to create the following:

- Community awareness about the UN SDGs
- Map local data to this framework
- Provide a central space to host open-source and local community data
- To measure local progress on the UN SDGs

Project Planning

Northstar Customers: Government Workers/Officials “Change Makers”

Carryover Customers

- NGO's
- Those Interested in Joining NGOs
- Researchers
- General Public Interested in Issues
- New-Comers to Regina

Assumptions and Constraints

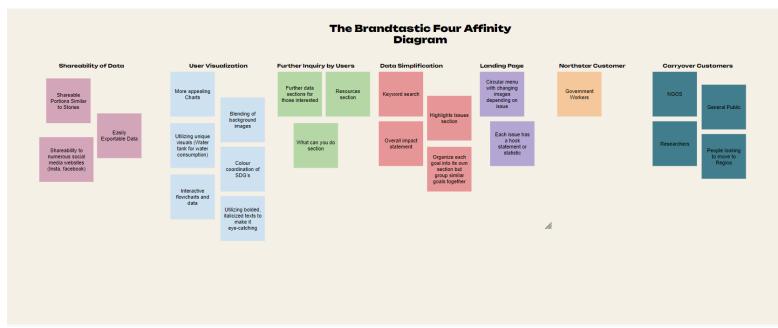
Assumptions

- Utilize Wordpress, Figma, and other websites to create project
- All data required for prototyping will be provided for us
- Utilize one theme that is consistent over the entire website
- To use a user-centered design approach, with heavy engagement from our end-users.

Constraints (Make this more Up to date, and changing wording to what we learned as we built)

- Free version of Wordpress will only allow us to get so far with our design goals for the website
- Project relies on the availability and quality of existing data, which may not be consistent, accurate, or up-to-date
- Certain parts of the project, expected at certain deadlines throughout the semester
- No financial support of any kind

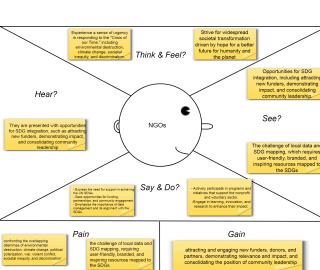
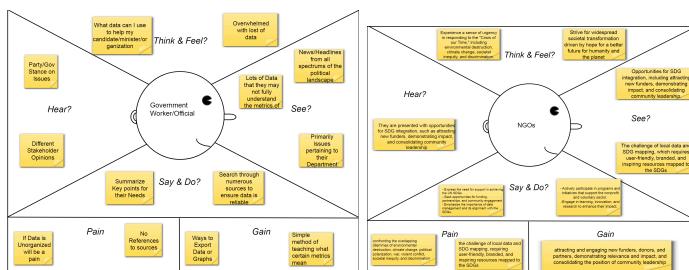
Affinity Diagram & Empathy Mapping Findings



The Affinity Diagram helped us make ideas for our website and also identify the major aspects of our website that we would have to focus on to help solve the problem we were addressing. We found that the two major parts to accomplish our mission was to focus on data simplification as well as user

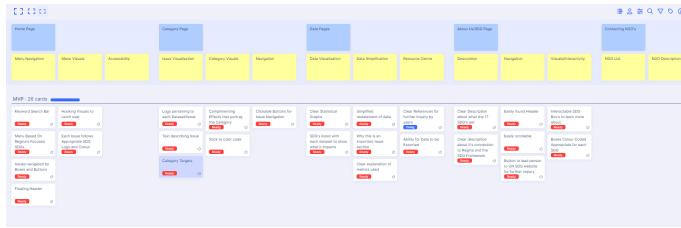
visualization of the website. By focusing on these two, we would help catch the users attention with the data, and help them understand it as well. The Affinity Diagram also helped us create some ideas for further features in the website, such as the ability to share the data to other forms of social media, and allowing the user for further inquiry into the data through things such as a resources section.

The four empathy maps we created helped us identify how different users of our website would expect, feel, think, and overall interact with both our website and data. Our four types of users were Government Worker/Official, General Public, NGO's, and Volunteers/People wanting to get involved. Two of the empathy maps are provided below.



User Story Map

Our user story map went through some major changes as we received feedback and made different prototypes. Some major changes were our main menu navigation, where we changed from a wheel menu, to a box and button menu, as well as the fact that we no longer included dynamically changing images as you hovered over different menus. We also added an About Us/SDG page MVP that we didn't have in our initial V1 USM. We also changed our menu categories from custom categories to direct SDGs that Regina is focusing on.



and understand the data, as well as export and share that data as they would require. This version of our USM completes the primary goal for the website.

Our final USM is our MVP because we are confident that if we were to launch this website out to the public, a user would be able to achieve our primary goal of learning about Regina's development towards certain SDGs, being able to learn about them, see

Project Execution

Additional Notes from Check in 1:

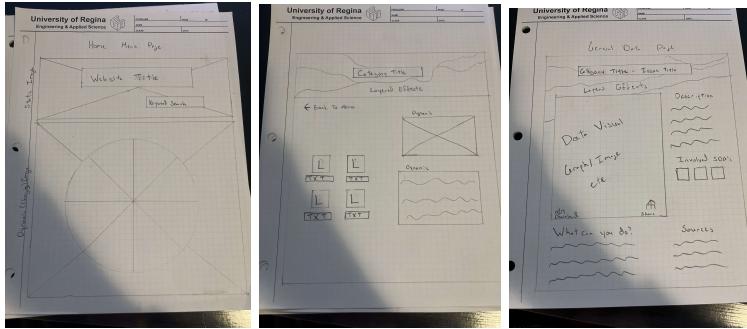
Colleen and Scott emphasized to make sure the media we add to the website has purpose. Do not use generic Regina images. Make sure the media is social media friendly. Also a main focus was how websites would be perceived. Keep it professional, and do not blame the people of regina. Make our text and the website as a whole engaging.

Customer Check in 2

Lo-Fi Designs: Each 4 of us created our own Lo-Fi designs of how we envisioned the website would look, utilizing simple drawings to showcase both static and dynamic parts of the website. Each one of us created different designs for the landing page, category pages, as well as data pages. From our questions and showcase to Scott and Colleen we learn some key takeaways

Importance of Downloadable and Shareable data - For our data pages to create a mix of both good shareable visuals, but also summaries and explanation of data - Find ways to make the website more dynamic with changing images based on the hover position of the user - Make the website more interconnective with different sections rather than just a linear path to each page.

Provided Below is Yuval's Lo-Fi Design for reference to some of these takeaways



All of us utilized different design ideas from lecture topics when creating our designs, for example in Yuvals LoFi design, he utilized Affordances, through things such as clickable buttons, including back, and share. These would show the user how they can interact with the website, and its functions. He also utilized different aspects of Gestalt to showcase similar aspects of the website, for example the squares with "L"s in them were put close together to showcase how they were similar and had the same interactable features.

Site Maps: Each one of us also created a possible sitemap for the website, with the majority of them utilizing a linear category based path from the homepage to the data page. This would see a dramatic change in our final design as overtime we got more feedback that the faster the user can get to data, the better it would be. However our sitemaps did receive positive feedback on the type of pages we should have, and settled our design choice and just creating data pages, possibly category pages, and an SDG page, and not to include any extra pages that were not necessary.

Additional Notes from Check in 2

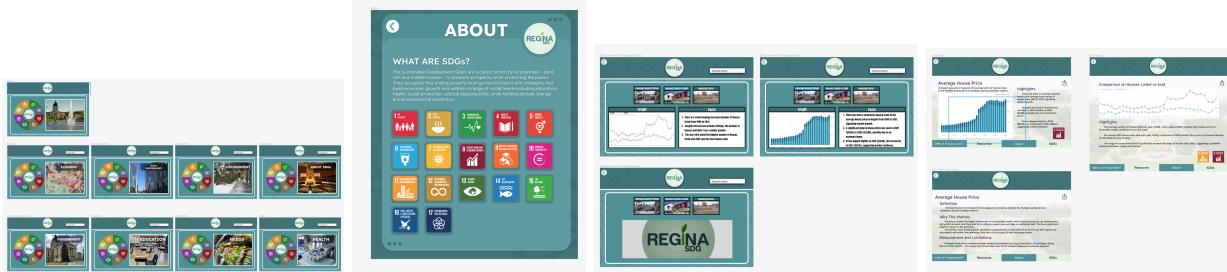
An additional thing we noticed from many other group presentations, is that many of them focused on extra features such as NGO connections page, how to get involved page. Colleen and Scott emphasized how those are not key priorities for the website and the primary objective is to showcase data to users, this indicated to us our priorities for the rest of the project.

Customer Check in 3

Hi-Fi Design: We created a Hi-Fi design on figma that would showcase our vision for the website, it had a landing page, about SDG page, a category page, as well as 2 data pages. With appropriate animations for the design. In this customer check in we received lots of useful feedback that allowed us to make appropriate changes to our plan. Notable feedback included:

Utilize more of the UN SDG colors throughout our website - Utilize Icons and colors from the UN SDG website - Have less fillers and only add items to the website that actually provide value - Utilize the pages scrollability more - Add more detail to the home page, including context, and an about section on the home page. - The About SDGs page should include more connection to local Regina goals. - Utilize more infographics in the category pages and data pages rather than real world images, match layout and colors with other pages

Provided Below are some images of our Hi-Fi Design



In our Hi-Fi design we utilized many different design aspects, some to mention are again affordances through different buttons, gestalt through groupings of similar items. We also utilized signifiers through our button designs, utilized logos that would showcase it's function, such as the back arrow. We also utilized cultural mapping, by placing the back button the left side rather than the right as we initially did, as culturally here, people expect the back button to be on the left, making the user experience more familiar for a new user.

Overall the feedback from this customer check in led us to make some drastic changes in our design and this would be seen in our Customer Check in 4.

Customer Check in 4

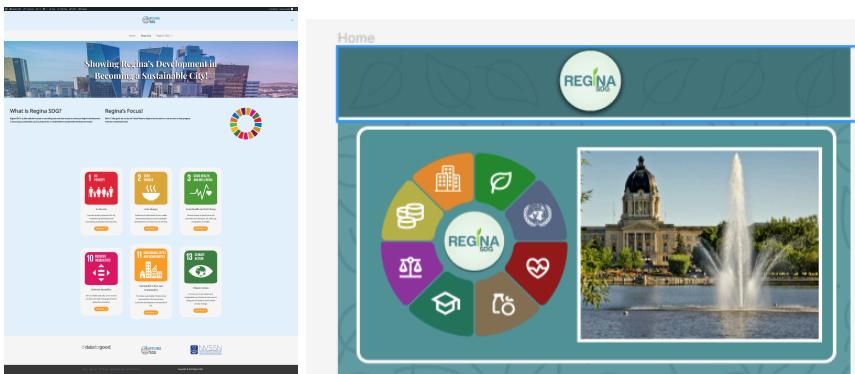
Wordpress Initial Design: Our team created our initial design for our website, we primarily put a focus on the barebones aspect of the website, ensuring that it was functional and would be able to showcase the data. We went with less color in our design, focusing on a white background and highlights in logos with the appropriate SDG color taken directly from the UN website. We utilized a variety of addons, and plugins, specifically ones that helped us showcase our data using custom charts. Here is what we learned from our customer check in.

Add more interactive elements in the website to catch the users attention - Rather utilize a category menu, utilize to a flow for Regina priorities and then the data that showcases it - Less info on the menu bar - Utilize language that can be understood by users - Don't redirect people from your homepage to the UN SDG website - Add more color to the logo and website, utilize infographics

No screenshots provided as the website has changed since then.

Again we utilized many of the same design ideas in our first version of our wordpress website, utilizing gestalt theory in our menu, and signifiers and affordances throughout our website through clickable buttons. We also utilized our knowledge of cultural constraints to increase user readability of our data, by placing the data on the left where most users will start to read, we prioritize them reading the data first and interacting with it, prior to reading the summary to the right of it. This is due to English readers reading from left to right. We also ensured that discoverability was present throughout our design, by adding small effects to certain designs to make it more clear, for example by hovering over one of the SDG boxes, it would flip over and give more detail. Enticing the user to interact more with the website while also developing their knowledge about the 17 SDGs.

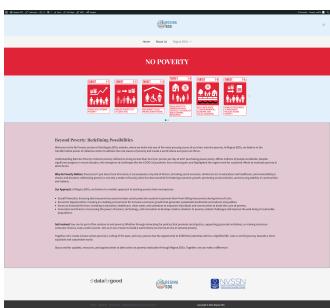
Final Solution



Our landing page for the website changed dramatically from the designs. We completely revamped the logo, and made sure a new consistent header was present throughout the entire website. Next we removed the wheel and the graphics within, as they did not provide enough context. Instead we took the feedback that we should highlight reginas most important SDGs, and we provided them with more information. We also added a living element that made the home page less static.



In our original figma diagram, we had quick facts about the SDG categories, but did not list enough information about the category as a whole. After receiving feedback that more context around the issue was needed, we created an initial landing spot that gave the user the necessary knowledge to properly digest the graphed data.



We took the feedback that the data we needed to include more of the SDG colors in our website so we made sure the pages matched their colors. We also added an interactive carousel to make sure we motivated user activity and to keep people on our website engaging with the content.



For data pages, our high-fidelity prototype and final WordPress design were similar. In the hi-fi design, we did not have any scrollable pages; instead, we just had buttons to navigate around the data page. After receiving feedback that scrollable pages are preferable, we eliminated the unnecessary buttons and made the page more scrollable. This was achieved by presenting data, summaries, importance, measurements, and limitations all on a single page.



On our website's About Us page, between the original design that was created using Figma and the finalized version on Wordpress there was a notable difference between the designs. The Figma prototype that we initially created, while it was visually appealing in our eyes, it didn't align with the customer and the feedback that was given to us was to change the general aesthetic and the design of the website. The Wordpress website was more refined and conveyed a better design for the final version. Another feedback that the customer stated was to have a feature where the user is able to hover over the SDG icons, and are able to read a brief description about each SDG. Our finalized version of the website, we were able to have the icons flip over to display the description when hovered. We recognized the importance of ensuring these interactive functions catch the user's attention.

Reflections on project results

- Summarize how you felt about this project (likes/dislikes)

This project was a great way to increase our skills in group work and collaboration. With a long project like this, there was time to learn the talents of each group member and that made completing specific tasks more efficient as we knew who could tackle them with the most skill. It also improved our communication skills as we all had to work on scheduling and making sure we were all doing what we had to get done on time. Overall, it made us feel like we were uniting

to complete something together and that really motivated us to put a great effort into the final website.

- Summarize what went well during the project.

Our team work was our greatest asset. Everyone had a talent, and that made our website unique and our work sessions efficient. The use of curves throughout our website was also a major success. We believe that all of our pages look like they belong on the same site as they keep a consistent theme throughout.

The ability to take much of what was requested in the check ins to our website was also our team's major success. For example, we thought that we would have to pay to have a floating header but Shivam solved it by adding CSS code in the wordpress editor.

We also were told to make sure our website was more colorful, and we believe our site now has the necessary matching colors while still staying professional.

- Summarize what did not go well during the project.

We did not include the initial circle for the categories that was implemented in our lofi designs. We could not find a way to include all the necessary data while keeping it contained in a smooth and easy to use functional wheel. We did not want to have to access a paid program as we are very proud of our ability to make the website using all free to use plugins.

We were unable to change each page's color. To work around this, we changed the blocks on the pages to specific colors. This did mean however that these pages and blocks could not have specific animations. That is because if the blocks moved it would showcase the background, and it was a different color than the blocks.

- How successful was your team in translating prototypes into WordPress reality?

We were extremely successful in most areas when transferring what we wanted from our old prototypes. We were able to graph our data using easy to read graphs. We were able to bring our about page with all the SDGS into the final website. Each SDG is provided with a description now with interactivity within the hover tool.

There were also areas that we removed due to customer feedback and rightfully so. For example we removed the childish color scheme from our initial figma design. It did not capture the necessary theme that they were looking for.

- Did the people-centered design ideas discussed in lectures help/hinder your design explorations?

The lectures helped us with choosing our fonts, colors and how the general layout should look. They also helped us with choosing the general style of the website. It also taught us how to arrange everything that it's easy for everyone to read and to make it look nice.

We learned how to incorporate interactive features by the lectures that were discussed in class by optimizing functionality to ensure that anyone is able to access the website without having difficulty in doing so.

- What would you do the same for future projects?

Some things that we would want to do the same on future projects is that we are able to adapt to customer feedback. During our customer check-ins, we are able to take the feedback that was given to us by recording the customer check-ins, providing insightful questions and understanding what the customer wants and what they do not want in the final outcome. Another method that we would want to do the same for future projects are the early development of the website. Utilizing Affinity diagrams and User Story Boards throughout our project helped us with the early stage of planning what interactive features and functions to include in the website.

- What would you do differently on future projects?

Some things that we want to do differently on future projects are knowing the final software or program that we are using for the final prototype, so that our low and high fidelity is realistic and achievable.

Another thing that we would want to do differently is to understand and know about the group's capabilities and skills before getting started with the planning process. This would go further in by understanding everybody's strengths and weaknesses throughout the project.

- Summarize opportunities and design ideas for future work.

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In the future we believe a more complete background color, aesthetics, fonts, and other attributes in the entire website would be most optimal. Our website in some places is inconsistent, so making sure that in the future the design showcases more use of the columns feature to keep things organized, symmetrical, and close together.

Appendix: WordPress Theme and Plugin Details

Theme:

Astra

- User Rating: 5/5 (based on 5544 ratings)
- Version: 4.6.8
- Only one theme and five plugins active
- Astra is customizable WordPress theme suitable for blog, personal portfolio, business website

Plugins:

Starter Templates

- User rating: 5/5 (based on 4588 ratings)
- Version: 4.1.5
- Provides templates to start off the website

Spectra

- User rating: 4.5/5 (based on 1263 ratings)
- Version: 2.12.7
- Adds more customizations to Wordpress website builder

wpDataTables - Tables & Table Charts

- User rating: 4.5/5 (based on 383 ratings)
- Version: 3.4.2.8
- Last Updated: 04/03/2024.
- Creates responsive, sortable tables & charts from Excel, CSV or PHP.

WP Carousel

- User rating: 4.4/5(based on 362 ratings)
- Version: 2.6.4
- Last Updated: 04/04/2024
- Creates carousels, sliders, and galleries using images, posts, etc.

Cool Flipbox

- User rating: 4.5/5 (based on 97 rating)
- Version: 1.8.3
- Last Update: 03/05/2024
- Creates flipboxes to add more interactiveness on the website