March 15 IABC Meeting Notes

Other Groups:
- Use separators between different types of content (lines or shaded background).
- Use fewer buttons if possible.
- Anchors on long pages are preferred (a back to top option should be considered).
- Liked the idea of showing previous events so prospective users can see what is offered.
- Emphasised use of white space and light backgrounds.
- Career page should be simple and expandable.
- Avoid opening new pages when content can be delivered within the same page.
- Left Justify whenever possible (consider natural mapping/scanning patterns).
- Concerns about how data from forms will be stored.
- Icons beside Mission, Vision, etc were great design ideas.
- Consider contrast and how it relates to visual impairment standards.

Our Group:

Mobile
- Be careful of color choice.
    - No black.
    - No grey backgrounds.
    - White space where possible.
    - Fan of teal.
    - Fan of call to action buttons that stand out.
- Use the same design details on all pages.
    - Homepage should "teach" users what actions(signifiers) can be performed with which design elements, then carry that style throughout the site.
    - Think about what the colors are telling the user

Desktop
- Did not like the dashboard version.
    - Too much information.
    - Replace navigation if using dashboard style.
- Avoid title text, use highlighted nav bar.
- Vertical stacking on Career page is better

How the feedback guided our design:
- We are changing our desktop site design to align more with our mobile design.
    - While we liked the overall concept, we felt that the final product would not be what the client wanted. This was something we would like to explore further if the timeline allowed.
    - Presenting content on the homepage is important and should lead to a good user experience. Continuing to develop the dashboard concept is not well aligned with the type of experience the IABC is looking for.
- Our new homepage will present content in a staggered Z pattern, this will follow natural mapping presented by the IABC

- We will remove page titles from our headers and incorporated as highlighted text in the navigation bar to indicate which page is currently active.
- Secondary Anchor navigation will be added to any pages with significant scrolling and multiple content sections.
- The design theme will use a single color for a type of action and be consistent across all pages.
- Content will be separated with thin lines/bars.
- Teal is a good color for navigation
- Green is a good color for confirmation actions like submitting forms.