

IABC Regina Website Design Project Reflections

The Mandalorians - ENSE 271 Winter 2021

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Business Opportunity: The IABC Regina chapter is an organization skilled in the art of communication. Unfortunately, the functionality of the current IABC Regina website does not enable administrators to appropriately communicate information and business updates to its members. Redesigning the site's high-level functionalities to require minimal technical knowledge for maintenance and content deployment will increase member engagement while saving administrators time.

Customer	Description	Role
North Star	IABC site administrators	Deploy content on backend
Carryover	IABC members	Viewing content on frontend

Project Assumptions

- Architecture built using Wordpress
- Low threshold for administrative tasks
- Clients are responsible for future MVPs
- Clients are responsible for site maintenance

Project Constraints

- < \$1,000 budget
- No marketing or graphic design personnel
- Limited opportunities for user testing
- No analytics for existing website

Date Produced: April 16, 2021

Wordpress Backup Files: <http://download.uregina.ca/DownloadAttachment/fbdf4ba8ad9ac3b4f6e33cb776712c97/>

Project Planning

Activity # 1 - Completed February 12, 2021

- Performed Empathy Mapping exercise
 - **Administrators felt frustrated trying to update content**
 - **Users said that content was difficult to find**
 - Wanted to save time and improve experience for both customers
 - Pain points with low tech background of administrators (no code)
- Completed Affinity Diagram and summary
 - Simplify the job posting process
 - **Allow administrators to operate at low level tech knowledge**
 - **Improve two way communication with members**
 - Provide resources for members about the profession
- Created first draft of User Story Map
- Met and discussed with IABC to confirm planned direction

Activity # 2 - Completed March 5, 2021

- Completed low-fidelity sketches for web pages
 - Provided multiple variations of page components
 - **Utilize natural mapping (scrolling), signifiers (text on buttons), affordances (+/- for collapsable sections), contextual metaphors ('navigation')**
- Generated an asset inventory of the current site
- Created proposed site maps for new navigation
- Updated User Story Map to reflect any changing objectives
- Met and discussed with IABC to confirm planned direction

Activity # 3 - Completed March 19, 2021

- Completed high-fidelity prototypes for website
 - Provided mobile and desktop layouts
 - **Utilize desire paths (shortcuts), forcing functions (captcha), signifiers (teal for clicking), and natural mapping (scrolling and F scanning)**
- Updated User Story Map to reflect any changing objectives
- Met and discussed with IABC to confirm planned direction

Activity # 4- Completed April 16, 2021

- Completed finalized Wordpress implementation of website
- Generated project documentation
 - Final Report and Reflections
 - Plugin Summary and Justification
- Updated User Story Map to reflect future MVPs
- Met and discussed with IABC to confirm final product

MVP Evolution

Initial MVP

- Create an easy-to navigate Wordpress site with no coding and few plugins to simplify operation for administrators
- Reduce site content to simplify navigation

Produced MVP

- √ Completed site with all required pages (all links and navigation are fully functional)
- √ Simplified administrative tasks (forms and easy post / event creation)

Future MVP

- Add payment methods
- Automate career postings to site from the current version's form

Project Results

How we felt about this project

Liked:

- Working with the IABC Regina organization.
- That this was a real project that could go live.
- Relevant real world experience.
- Working directly with the tools in the lab and could utilize the skills we learned.
- That each week built upon the previous week.

Disliked:

- How most of the advanced features/customization was paid content.
- Low threshold, low ceiling when using free plugins.
- The Wordpress tools lacked built-in collaboration.

Things that went well

- Schedule and timeline for each activity was appropriate.
- The content in the class/lab was presented at opportune moments and provided enough time to implement the phases of the project.
- The meetings with IABC went well, they were respectful and supportive. They were professional and understanding of our skills and the timetable of our course. Their expectations were appropriate.
- Our group dynamic and communication was good, we enjoyed working together.

Things that did not go well

- Difficulty translating our Hi-fi designs into wordpress using the free plugins. Many features that would enhance our design were only available using paid services. We could not see our vision fully come to life.
- Our group took some time to find our individual roles, each of us was accustomed to leading.

How successful was your team at translating prototypes into WordPress reality?

- The feedback provided by the IABC after our hi-fi prototype guided us to change many elements in our design. Many elements of our design were not implemented in Wordpress.
- Overall, we were able to capture many of the key requirements and the business needs of the IABC in our Wordpress site.

Did you find that the people-centred design ideas discussed in lectures helped/hindered your design explorations?

- As we learned theory and concepts in the course, we could see how these elements are implemented in the world around us and how we interact with our environment.

- These ideas helped us evaluate problems and envisioned the application of these concepts in our product.
- Based on our knowledge of design concepts, we reflected on our user experiences with other sites, we attempted to empathise with the IABC and the pain points they may have with their own site.
- The content of this course aided our design and guided our choices. We worked to follow the principles presented to us. The feedback from the IABC helped reinforce some of our learning objectives and allowed us to improve our designs.

What would you do the same for future projects?

- keep lo-fi prototypes simple and low tech. Quick prototyping will produce more ideas and allow more time to be spent on later phases of the project.
- The iterative cycle of design, meet regularly with the client or manager to refine the product and hone in on the final vision.
- Using collaborative tools like Discord or Slack allowed for easy communication and sharing of resources.
- Organizational tools like storiesonboard or trello are essential for tracking tasks and responsibilities. They helped us stay on task and be accountable.
- Creative styling for project documentation to make it more engaging and relevant.
- Have regularly scheduled meetings and check-ins.

What would you do differently on future projects?

- Follow the agile structure with enthusiasm.
- Have a casual mid-week check-in and a regular formal end of week meeting.
- Would pick tools that suited the task. (ex: Kanban vs User Stories).

Summarize opportunities and design ideas for future work

- Dynamic content that pulls from other pages (carousel for hero banners)
- Collapsible content where relevant.
- Automate forms / payments /content.
- Security features, such as Captcha, to prevent bots from spamming the site.
- Analytics for site traffic and site interactions.