

# Main Street Justice



Preview of the Main Street Justice from Google Chrome. Homepage

**Problem:** The client wanted a more modern updated site using WordPress from a HTML page. The new site needed to be:

Easy to edit and manage

Link users to the services in the most optimal straight forward path.

**Launch Date:** June 10th, 2018

I was also tasked of coming up with ways to help the client's business in leasing office space to prospective tenants in the future. A challenge in this project was designing for someone else. I needed to make a system that was intuitive to someone that does not have the same background in coding as I do, and to make it as uniform as possible. The client was satisfied with the final product.

**To view the site, click the "Launch Project" button below.**

# The User Experience (UX) and User Interface (UI) Process:

**Overview:** Main Street Justice is a law office that holds many independent lawyers. From the site a user may see the list of current tenants and what practices of law they offer.

## **Tools:**

- Adobe Illustrator
- Adobe Photoshop
- Pen & Paper

**Duration:** 1.5 months

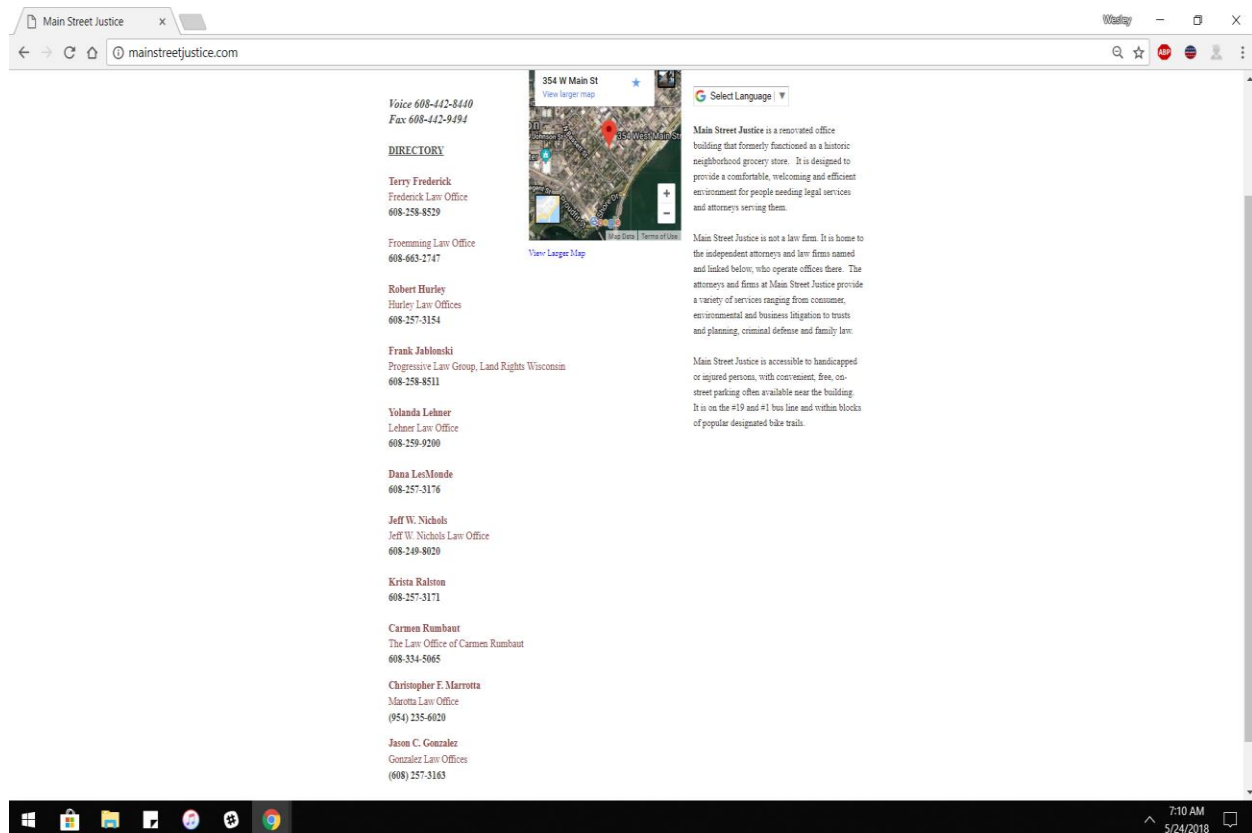
## **Contribution:**

- Web Designer / Developer
- UX Designer

## Phase 1: Research

For this project, I needed to know exactly who my client was and the type of business they run. The first initial meeting was getting to know each other. I am designing a site for someone else, and I aimed to personalize it to their liking. This meeting we described the expectations and visions from the site, as well as looked at the outdated static HTML site they were currently using.

## **Figure 1**



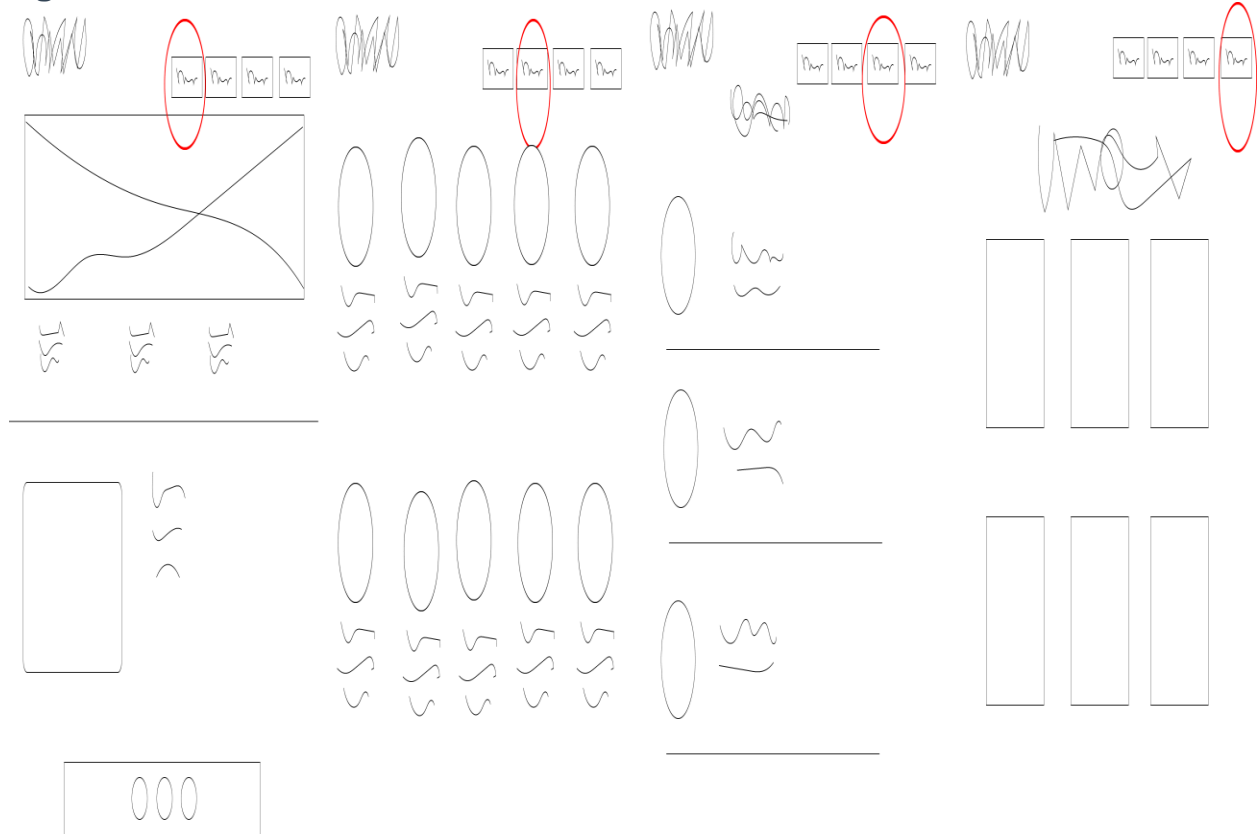
A point of reference. This is how the client site looked before. A static HTML page that is outdated with contact information.

This phase was understanding about what the client currently has, and aimed to use. The final product diverged greatly from this beginning phase as many ideas were brought to the table from both parties. The goal was to brainstorm as much as possible and then later narrow it down picking the most optimized design. One challenge brought up was picking a WordPress Theme since the client wanted a modern WordPress site for the business.

## Phase 2: Prototypes

After gathering data about the client and their goals, it was time to draft a few low-fidelity wire frames. These were just to highlight the functionality of the site. At the earliest part of this stage, the WordPress Theme had not been chosen, functionality of what the site can actually do with the information gathered from phase 1 were heavily emphasized. Below are a few low fidelity wire frames shared between the client, as they were gathering their assets (Logos, Images, etc.) for us to use. For anything that was not provided at the time, a placeholder was set:

**Figure 2a**

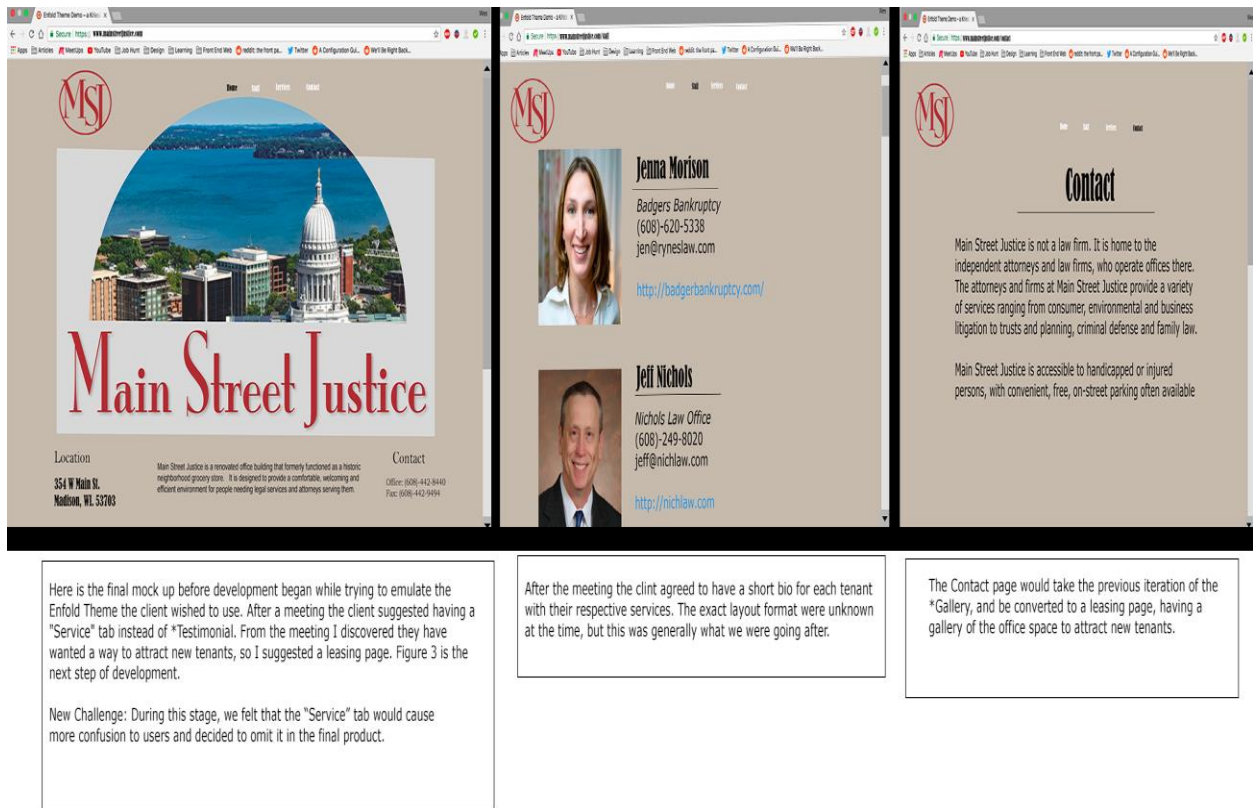


Here is a basic layout of framing the site. The above image layout of potential frames of the site. The below image is filled with placeholder images with filler text. It featured 4 pages. Home page, Staff Page, \*Testimonial and \*Gallery. The last two pages (marked with \*) were my input to make the site more dynamic. But after review the client did not see the need for any testimonial / reviews or a gallery.

Figure 2b



Figure 3: high fidelity of the Enfold Theme using their assets

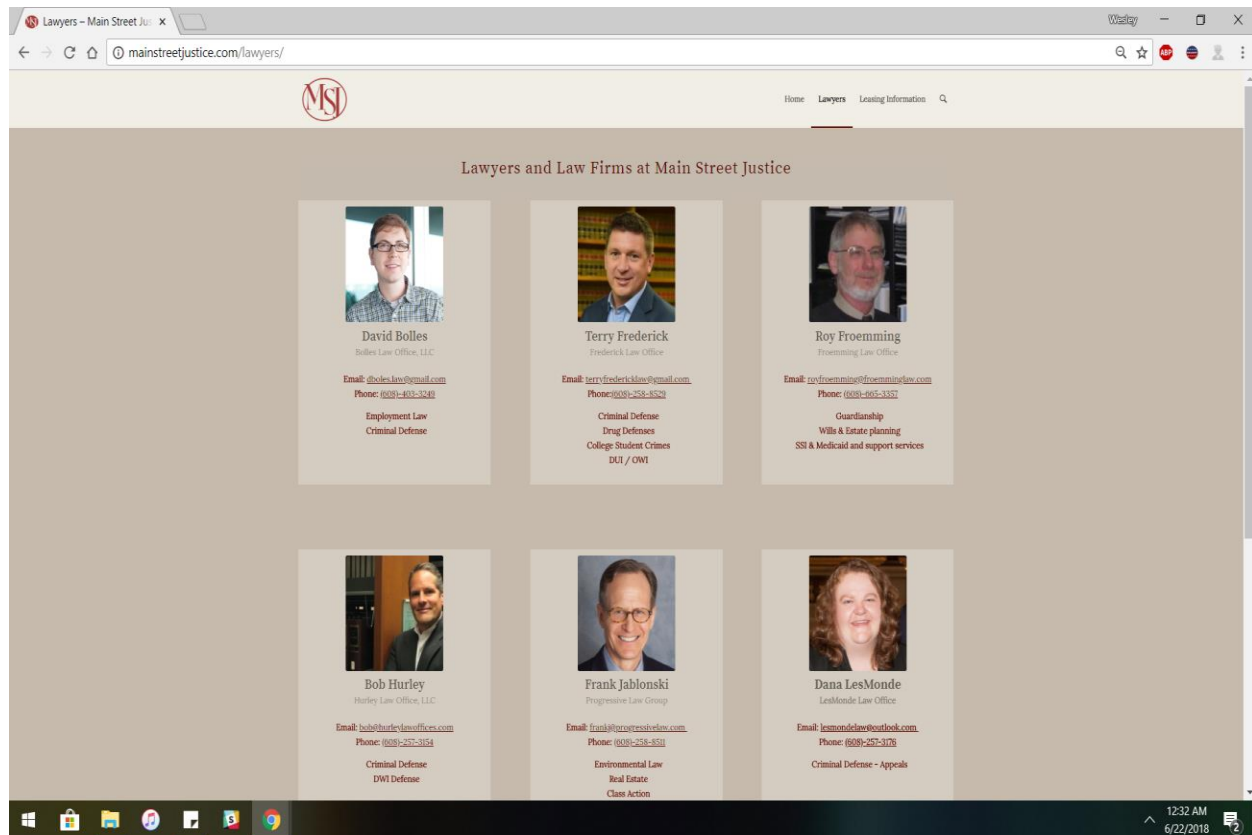


Once the client understood the functionality of the site and agreed, it was time to choose a WordPress Theme for them. We aimed for a more modern 2018 feel and, most importantly, a theme that is intuitive for the client to use and maintain in the future. With those 2 criteria listed above, we decided to use the **Enfold Theme**

## Phase 3: Development

From the research in phase 1, and information gathering, I wanted to build value and optimize the UX of the site. For the staff page, I decided it would best to have a summarized description of the each tenant's practices and a hyperlink in their photo that users may click on. The goal here were to streamline the process so any users would not feel confused.

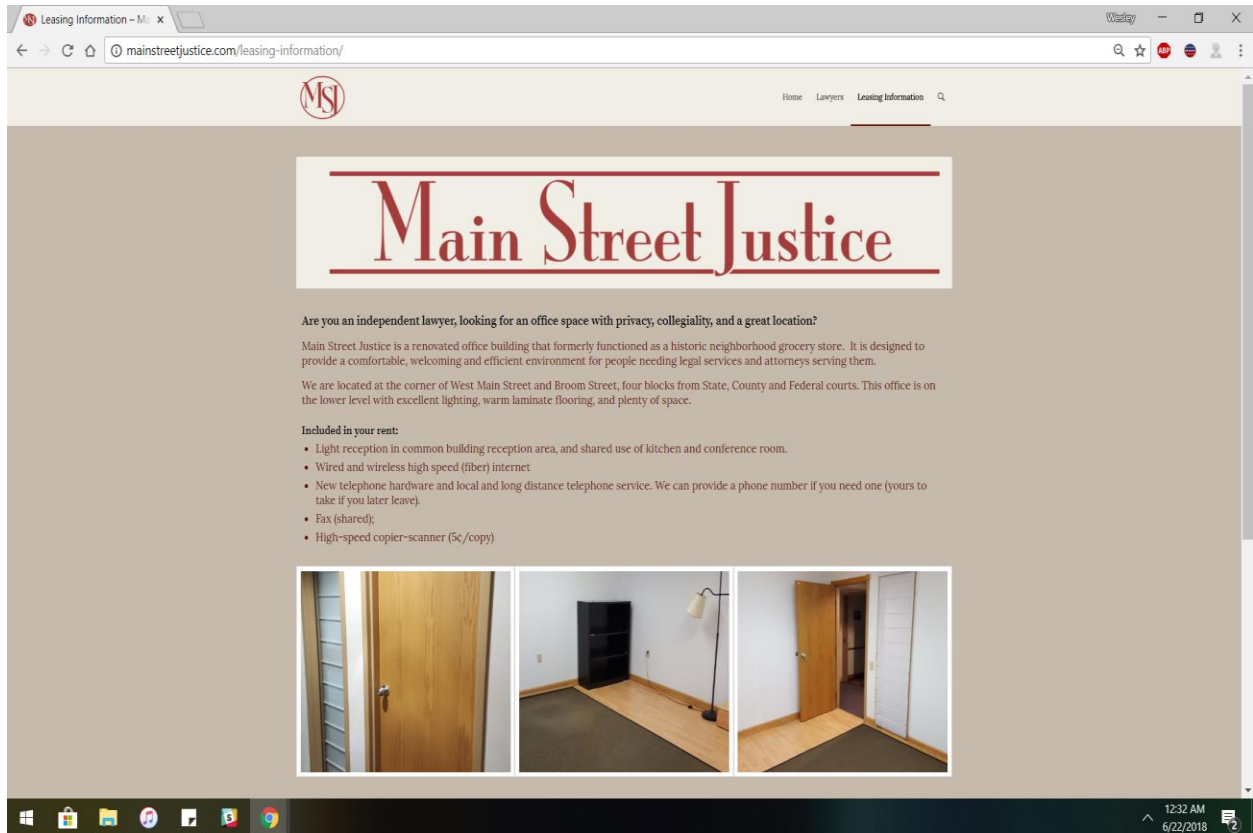
**Figure 4: Functional current roster of tenants page. Layout finalized**



The leasing page was also modified and streamlined to give relevant information along with the gallery:

**Figure 5: Leasing page.**



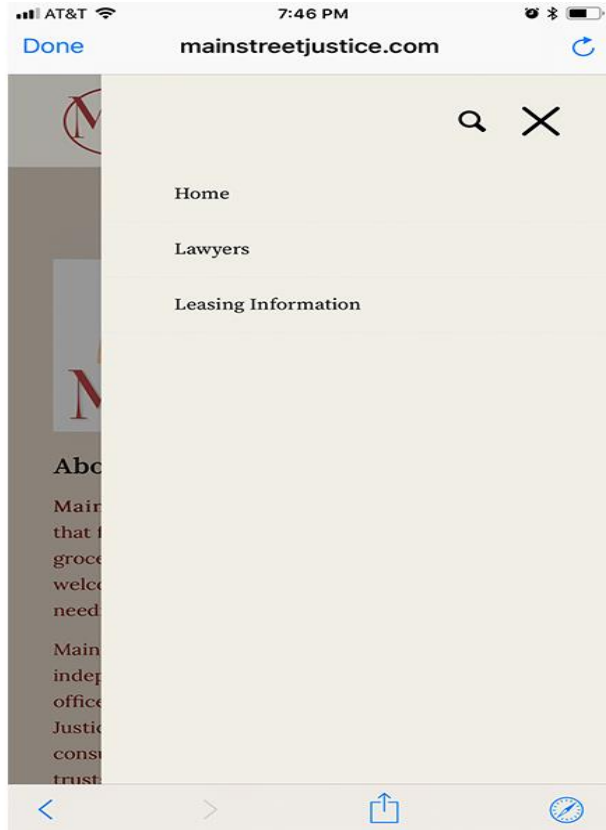
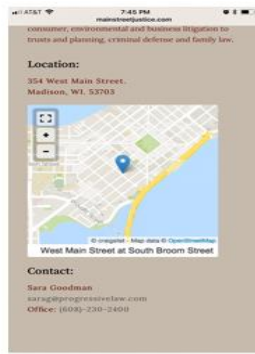


b.) To account for mobile devices viewing of the site, phone numbers were listed and made interactive. Clicking a number would dial the lawyer, should the user choose. Also, the same applied to the lawyer's email address listed. I wanted to make it very interactive and directly go to relevant information so a user would not be confused when navigating the site.





This is how the current site look on mobile devices



In this phase, there was an idea to categorize each law practices — but that idea was scrapped due to the possibility of changing tenants in the future that may out-date a listed service. When designing the site, I aimed to set up a template and keep uniformity so that the client in the future could easily change it.

## Phase 4: Launch

This last phase was checking for any bugs as well as a focus test group to give feedback on the nearly completed site. Test group users were able to give an unbiased view of the site, as well as spot any details that were inconsistent. The data that was looked at were:

1. How many clicks would it take to get to where one would need to go?
2. If they were a visitor seeking a lawyer from this law office, would they have the relevant information going through tenants?
3. Are the colors and text easy to read on browser? Mobile?

Small design page layouts were changed towards the end to account for viewing on mobile devices. Any bugs reported by the test group have been fixed.