NKMUNC official website redesign

I got hired back by the Model United Nation conference organization team to redesign their website for their first summer MUN conference. Since I started working there three years ago, the team suffered from problematic websites, which could not support proper registration process and is not user friendly. So they hired me back after I was dismissed from the team afterI went aboard.

So I was expected to rearrange elements already on the website, redesign registration process and rebrand the conference by unify the typography and layout style of the website to coordinate with printed materials. Since it is their first summer conference after six winter conferences, they want to rebrand their website to be more accessible and handy to use, also visually appealing.

Their target audience is high school students and their advisors, so visual illustration are generally preferred and user friendly is one of the most important aspects that is valued.

Though the website is in use now, there's still much more need to work on. For instance, the conference history are packed in one page and not readable, also the links to pdfs like brochures and academic updates were separated into various sections and hard to look for. Moreover, the application forms are not categorized into any categories listed on the website banner and actually hovering on the main page, which is extremely not friendly and disturbing for users looking for general information. The branding of the website also need efforts. The summer conference needs to differentiate from traditional winter sections, and to be rejuvenated since the conference as a whole face declining quantity and quality of delegates. To be more selective while maintaining the amount of participants, the website needs to reach out to more perspective delegates and improve the experience of registration. Specifically, the registration forms need to be clean and neat, without vague and long questions, and effectively express the goal of the form and guide users through the process.

I have been working with the team as graphic designer for three years and I cooperated with the technology supporter for the website before. The issue we had been facing was that I, as a designer, could not meet the need of the person who build the website since I didn't think about the content structure while designing the visual layout of web pages. So mock-ups I made were visually pretty but could not be used with the website structure. The website person, on the other hand, didn't bother to look for resources and ask for graphic supports while designing the interface. So the interface was basically constructed by color blocks. Also, since the website was developed gradually during the past three years, many newly implemented functions were not fitted into their specific categories. Instead, they were like patches which were randomly placed on the top of the whole website.

So my goal is to collect existing content on the website, plan the new website structure and develop basically a new website based on it. I am in contact with the website person who provided me all the updated information about the conference, and I'll be maintaining the website for the team until the conference is successfully hold this summer.