

Cobie Caburao – 200436566

Thomas Needham – 200536216

Thomas Persson – 200525550

Fortune Toni-Ojiako – 200533433

Software Systems Engineering

ENSE 271 – People-Centered Design

Professor Tim Maciag

## Business Need/Opportunity

As part of course-based learning activities, work alongside the Community Foundation and Reach Autism Learning to explore new and innovative web designs that allow these charities to efficiently and effectively communicate their organization's mission/vision/values, programming/services, and calls to action. High-level guidelines, principles, constraints, & assumptions include:

- Design approach: Design Thinking (Agile)/Fast Feedback Cycle
- License: Creative Commons Share & Share Alike (CC BY-SA 4.0)
- Technology/Programming environment: StoriesOnBoard (Tim/Adam will be creating user accounts), Figma, WordPress, Local by Flywheel, GitHub (public repository required)
- Initial design notes
  - Basic website criteria
    - Home page
    - Contact Page
    - Call to Action Page
    - About Page
    - Programs/Services

## Reflections on Project Planning, Execution & Closing

### Northstar & Carryover Customers

- Northstar: Families and children with autism
- Carryover: Volunteers, donors, collaborators.

### Assumptions

- All deliverables must be uploaded and organized in a public repository on GitHub
- Weekly customer/team check-ins
  - Agile/fast feedback cycle design
- Final Product will be made on WordPress
  - At least five pages (Home page, contact page, call to action page, about page, and programs/services)

### Constraints

- The team can only meet the customer on Fridays
- The final design must be made on WordPress

### Affinity Diagramming

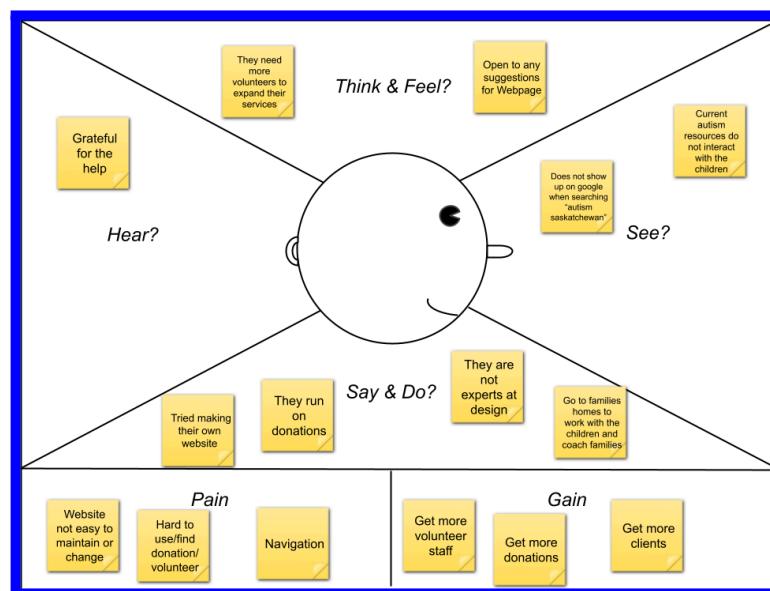
For our affinity diagram (shown below), group I reviewed each feature we identified as central to website design, focusing on how we could organize our ideas within each section. This allowed us to summarize our ideas and notes from the initial customer interaction.

- Interface:
  - Inviting home page
  - Clear call-to-action/donation navigation
  - More text
  - Less Pictures
  - Forum Page
  - Basic about us section on the home page.
- Navigation:
  - Easily noticeable buttons
  - Clear call-to-action/donation navigation
  - More organized
  - Contact Page link on every page
- Color Scheme/Look:
  - Blue
  - Change logo
  - Both friendly and professional

- Maintenance:
  - Easy to maintain
  - Basic controls
- Target Audiences:
  - Families of autistic children
  - Autistic children
  - Donators
  - Volunteers

### Empathy Mapping

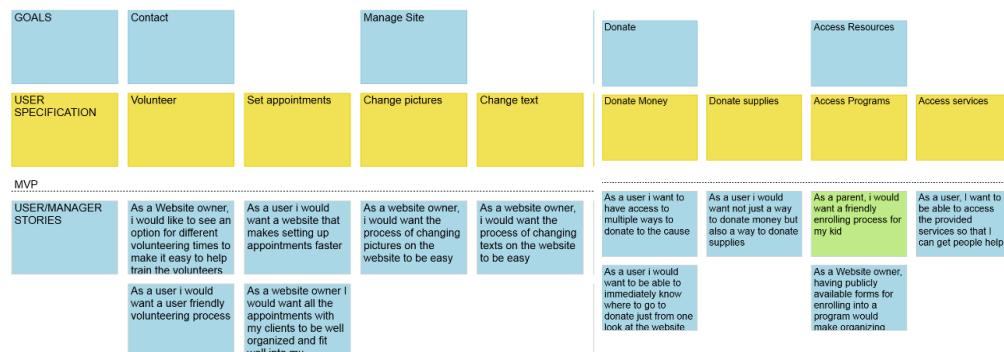
Group I used empathy mapping to add on to our affinity diagramming, looking at what the customer said, but not stopping there, and looking past to their actions and emotions. As we attempted to empathize with the customer, we achieved a greater understanding of how the website should be built and designed.



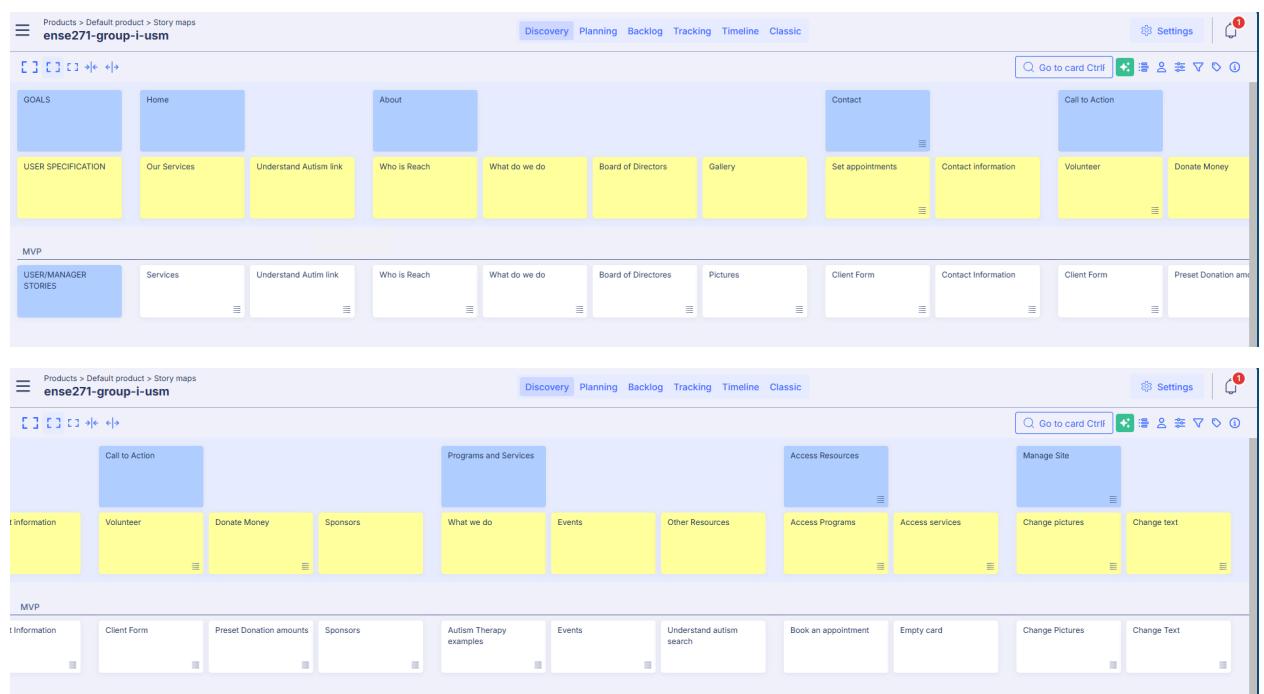
### MVP/USM:

We used this tool to discover core features, primary and secondary, and prioritized them in a Minimum Viable Product (MVP). This hopefully results in a product people will actually want to use. It produces a card-based planning model to easily visualize features, while also making them easy to relate to one another.

### Initial Website Uses Mapping and MVPs:



### Revised Website Uses Mapping:



We began our initial designs by creating many simple designs (Lo-Fi prototype) of potential websites. Once we completed these, we presented them to the customer and recorded their feedback and responses. We then used this feedback and, building off our initial designs, created a single, more detailed design (Hi-Fi prototype). We again presented this design to the customer and recorded their response. Using this latest response, we used WordPress to construct a working website that we believe meets all the requirements and desires of the customer.

All the feedback received led to the first changes made to previous designs. Once all the feedback had been addressed, we looked at different features to add, but the feedback directed most of our design changes and improvements.

## Customer Feedback (Activities 1, 2, and colleagues)

- The Itim font, similar to Comic Sans, is not favored by designers and is considered childish.
- Black font on Blue is hard to read.
- White font on images is hard to read. Suggested adding a dark overlay on the photo so the text is more legible
- Desktop HFP needed to be more fleshed out. Not sure how pictures and text would look on the website.
- Did not like the new logo attempt. Prefers original logo.
- The squiggly lines on the background of the pages are distracting.
- The desktop header should be the same as the mobile, but bigger
- Try fixing the logo so it is not stretched. Make it a proper circle
- More blue is better. Color is attractive.

## Activity 3 feedback:

- Have a designated page for sponsors
- On the 'Contact Us' page, remove directors and their information
- Put directors on a separate page, maybe the 'Who we are' page
- Add blog page
- Dropdown for headers to help navigation
- Dropdown for 'who we are' to the staff/directors
- Only have a Give or Donate button, no both
- Royal blue font for colour
- Add colour to the home page
- Different picture for Home Page, Angela doesn't like the current one
- Add blur to background images to make text easier to read
- Make global buttons to keep them working when the URL changes.

## Final Check-In Feedback:

- Wanted a Facebook link - at the bottom of the website
- The logo was stretched; it would look better if not
- When clicking on a link, make a new tab, don't overwrite the tab
- Really liked the link to outside services

## Design Links (From Hi-Fi prototype)

Similarity:

Interactable buttons/links are similar in shape because they serve a similar function: taking the user somewhere else.

Proximity and Continuation:

The headers are organized horizontally, so they are in proximity to each other and appear in a continuous straight line.

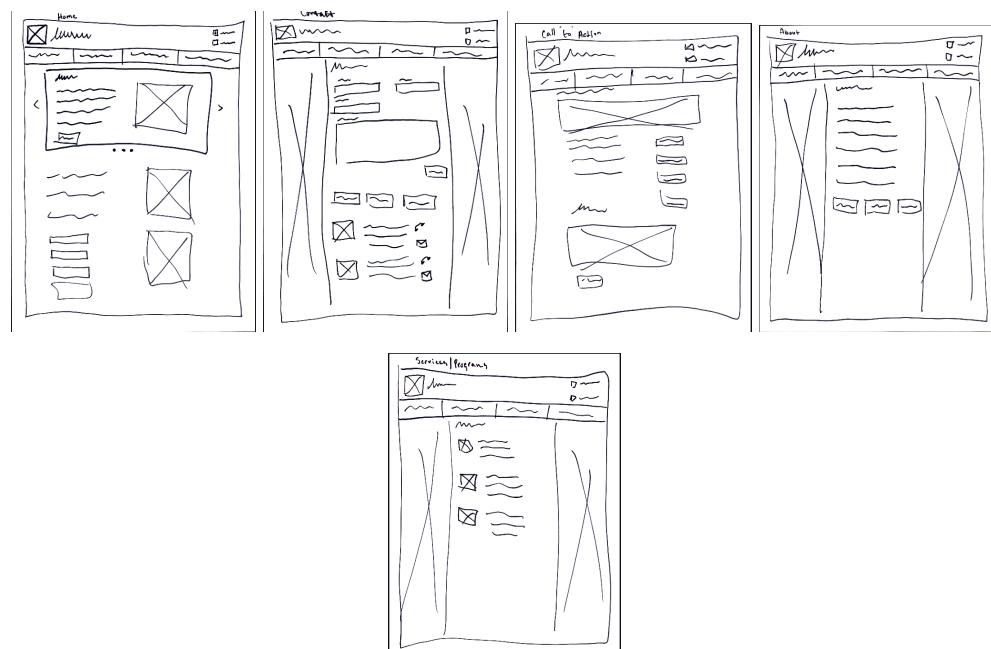
Symmetry:

The text and photos are centered on the website, creating symmetry in the design, making it pleasant to look at.

Affordances & signifiers:

The icons used for the contacts' mail and phone are signifiers that support the affordances of being for email addresses and phone numbers.

Initial Designs (Cobie's):



- Summarize your final WordPress solution. Include screenshots of your final solution, linking back to prototyping activities, feedback/comments gathered, and lecture topics

Other than the basic website criteria (home page, contact page, call to action page, about page, and programs/services page), we designed an FAQ page for visitors to get specific answers and guidance. Following feedback from each customer check-in, we made adjustments to images, text, color theme, and header format. On the main page, the text with an image background was difficult to read, so we added a color gradient to make the text easier to read. The header menu had redundant links, so we removed some and simplified the navigation with drop-down menus. There was concern with including the emails of the staff in the contact page, so we removed them and only included information about the president and vice-president.

**President & Founder**

Angelo Fink  
Email: [angelfink@roasttel.net](mailto:angelfink@roasttel.net)  
Phone Number: (306) 737-0475

**Vice-President & Secretary**

Glenn Fink  
Email: [glennfink2892@gmail.com](mailto:glennfink2892@gmail.com)  
Phone Number: (306) 737-4122

**Directors**

Bukky Adefarakan



Dylan Morin



Kathy Lowry

**Professional Volunteer**

Kristi Silverston

The screenshot displays three pages of the Reach Autism Learning website:

- Homepage:** Features a large banner with the text "HELPING FAMILIES AND CHILDREN IMPACTED BY AUTISM". Below the banner, there's a section titled "OUR SERVICES" with a sub-section "UNDERSTAND AUTISM".
- FAQs Page:** Shows a search bar with the placeholder "What can we help you find?". Below it are three questions: "What is autism learning?", "How can I contribute to Reach Autism Learning?", and "Are there online resources on your website that can access?".
- Donation Page:** A blue-themed page with the heading "Support Us and Change the Course of a Child's Life Today!". It includes a "DONATE" button and a note that "All proceeds go towards Reach's children autism resources."

## Reflection on Project Results

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

Overall, the project was a great way to test the various design process methods learned in class. More specifically, the freedom to make an actual website design that might be used was exciting. Many of the negatives experienced during this project were due to the customer's actions. Feedback was inconsistent at times, leading to unnecessary edits to satisfactory designs. Feedback was also often given in fragmented amounts, where the full idea was not clear until multiple check-ins.

- Summarize what went well during the project.

During the design process, our group communicated well, working together effectively. This allowed us to work efficiently amongst ourselves despite finding difficulties working with the customer.

- Summarize what did not go well during the project.

The customer was hard to please, resulting in many designs deemed satisfactory for that stage being rejected. This resulted in design edits being unwanted and reversed back to the original design.

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

The initial Lo-Fi and revised Hi-Fi prototypes were translated into WordPress without too much difficulty. However, initial uses of WordPress found the tool to be more complicated to use than Figma strictly as a design tool.

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

The people-centred design ideas assisted greatly in the design of the prototypes and WordPress design. However, the new terms and phrases learned made communicating efficiently with the customer difficult, as they did not understand. This process felt slightly contradictory as the terms learned were not used in any presentations of our design, and not often even amongst the group.

- What would you do the same for future projects?

We divided different deliverables amongst the group. This way, each group member could focus on a separate section of the project, all contributing but not getting in each other's

way. If we all had worked on each section together, only one or two members would have been able to work effectively. However, we did discuss each section with each other to ensure each member was familiar with the entire project, and not just the section they contributed to.

- What would you do differently on future projects?

We would make sure to have follow-up questions to customer feedback to ensure clear communication. Many issues stemmed from this and could have been easily solved if we had prior experience with receiving feedback.

- Summarize opportunities and design ideas for future work.

We have the opportunity to work with Reach Autism Learning in exploring new and innovative web designs that allow these charities to efficiently and effectively communicate their organization's mission/vision/values, their programming/services, and calls to action. We produce a user story mapping with StoriesOnBoard, high-fidelity prototypes with Figma, and a final product with WordPress. Everything is documented in a GitHub repository.

## Appendix

### Theme:

We used Astra as a basic theme and template for the website

### Plugins:

Ally - Web Accessibility & Usability

Astra Widgets

Give - Donation Plugin

Spectra

Starter Sites & Templates by Neve

Starter Templates

SureForms