

Kennedy Space Center—Redesign

Overview

The Kennedy Space Center website serves as an integral point of interest for visiting Florida tourists, providing a space with information on the center and its several tours as well as the option to purchase tickets online. While the site aims to present this information specifically tailored to their brand and brand aesthetic, it is overall presented in a form that becomes tiresome to navigate. With modification, this site could be improved and presented in a more simplistic manner with the goal of creating a less distracting and quicker user experience.

Issue #1—Inconsistent Interface Aesthetic

The Kennedy Space Center keeps its brand very apparent and uniquely presented throughout the site. Not only do the color choices and background images appear a bit jarring from page to page, but they vary from page to page as well. While certain pages will follow one theme, other pages may follow another. Overall, this creates a rather busy look while navigating the site, which could be improved upon by simplifying the design choices and creating consistency from page to page.

Solution:

Formatting each page with the same interface design throughout the site would create for better consistency overall. Either removing the background images or displaying one consistent background image from page to page would enhance this consistency. A slight adjust to the color scheme to present more eye-pleasing shades as well as increasing font sizes would assist in simplifying the aesthetic. With more consistent and simplified formatting, the user experience with navigation may quicken and improve significantly.

Issue #2—Redundant Navigation

This site's navigation is repetitive to the point where some of it is unused and unnecessary in its current format. To further work towards the goal of simplification, either removing or reintegrating unnecessary navigation is crucial.

Solution:

From page to page, users will see navigation in the header as well as a main menu in the "Explore" bar. The problem here is that the same information can be accessed from both navigations, usually causing participants to primarily use one over the other while navigating the site. Integrating all the navigation into the header as one navigation would be a quick fix to simplifying and cleaning up the interface while also ridding the site of repetitive features. Relocating the search bar would also be a quick and essential fix, as it is currently in the footer. It would be best displayed along with the header navigation.

Issue #3—Discoverability

Easy-to-overlook yet crucial details are common on this site. If a user is reading a page or purchasing tickets, there are often essential pieces of information that can be easily read past because of the format they are displayed in the layout. Reformatting some of these pages so that all the important details or features can be accessed would greatly enhance discoverability while using the site.

Solution:

On informational pages, important details should be displayed along with the rest of the information as opposed to off to the side or in areas where they blend in easily. Within the ticket purchasing experience, there should be one main ticket purchasing timeline. This timeline could include options to add extra experiences as opposed to tabbing them separately in the current layout.

User Personas

Henry– 52 Year Old 6th Grade Teacher from Titusville, Florida



Personal Background

Henry has been teaching elementary school science in Titusville, Florida for 25 years. He lives in Titusville with his wife Maryanne and has three grown kids, Hannah, Mark, and Charlie. Henry graduated college as a biology major and is most interested in environmental science and astronomy. He has some technology experience for work purposes, but doesn't use a lot of technology outside of work.

Henry is passionate about getting children involved with science and conducting hands-on group experiments in class. He begins every class with an introduction of the day's concept and a related experiment to be completed that day. As well as completing in-classroom experiments, Henry enjoys bringing the children out into the environment to experience the concepts they learn. Sometimes this may

include exploration of the school grounds, and other times, field trips.

Before taking his classes on field trips, Henry is required to research the location and the group opportunities available for schools. This includes ticket information, activity information, and purchasing the group's tickets. Next month he will be taking his 6th grade class to the Kennedy Space Center to accompany their astronomy lesson. He plans on booking the occasion through the center's website this week.

Motivators & Needs

Henry is interested in booking a couple activities for his class to experience while at the space center in addition to buying the tickets. He has purchased through websites before for field trip experiences so he plans to check out the Kennedy Space Center website for the information.

Henry needs to be able to easily locate information about the experiences offered at the space center. He also needs a simple way to add experiences to his package and purchase the package for a school group.

Personal Computer: Windows, uses for work purposes

Internet Usage: Uses for research and preparing class activities

User Scenario

Upon visiting the redesigned Kennedy Space Center site, Henry uses the plethora of dropdown menus to locate the information he needs. The informational pages regarding attractions around the center are easy to navigate and read as well as locate necessary information on. He is easily able to find and add the activities he is interested in to his group package during the ticket purchasing process.

Jan – 50 Year Old Senior Activities Coordinator from Ashland, Oregon



Personal Background

Jan has worked as the Senior Activities Coordinator at an Ashland senior activity center for a decade. She is a single mother of one daughter, Emily (24). Throughout Jan's life she has always been involved with both paid and volunteer activity coordination work. She has worked at both camps and charities before settling at the senior center which she enjoys most.

At the senior activity center, Jan usually coordinates community gatherings for sports, games, and celebrations. Once a year she will prepare a plan for an out-of-state trip with seniors interested in travelling. This year she will be taking a group of ten seniors to central Florida where they will explore several tourist locations. Many of the seniors are interested in visiting the Kennedy Space Center as an educational venture, so she plans on looking into that location first.

Jan has only been to Florida once before, so she has a lot of research to do online. She is pretty proficient with computers and doing research on the internet as she uses it often to help with event planning. This time around she will visit the Kennedy Space Center site to prepare a plan for the senior trip. She needs ticketing information as well as some information as to what they can do there.

Motivators & Needs

Jan is used to navigating the internet to prepare community activities. She has a small amount of experience navigating sites for tourist locations within the past ten years, since the group does not take trips or field trips outside the community often.

Jan needs a site that is easy to locate information on. She is planning on creating an itinerary document with all the details on the activities the seniors will complete while at the center. She also needs an easy process through which to buy tickets for the group.

Personal Computer: High, uses to research and prepare documents

Internet Usage: Fair, uses quite a bit but prefers phone calls

User Scenario

Jan found the redesigned Kennedy Space Center website and used the dropdown menus and search feature to locate the information she needed. The informational pages for the activities were very readable and she was able to collect the details she needed for her itinerary. The

timeline feature on the ticket purchasing page gave her a simple process through which to buy the tickets.

Wireframes



