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MMED – 3035 (Design & Image)

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When we were given the assignment of completing a full site re-design for angler.org, we began to scroll through the original website and we instantly encountered design flaws that affected the usability of the website. Thus, began our new challenge of displaying the content in a hierarchal fashion, that would make more sense for the user experience. Below, you will see our thinking process of how we re-displayed the content.

Home Page

We feel when you entered the home page, it does not serve a purpose and had no message about how the organization is helping the community. Since this will be the main page users will enter and experience first, we plan to make it an eye catching and inviting page by adding a hero image and with a message. This will engage the user further through the website.

We both do not like how the 'navigation', 'memberships', and 'fundraising' are aligned to the left on every page. So, we plan on removing them all from the left and we will be changing the location to the top header with the organization logo; then putting 'memberships' and 'fundraising' into each of their own respective sections on the home page.

About Page

When you open the about page, it feels like there are a thousand different things going on, which makes it hard for the user to make sense of the page. It is supposed to tell the most information about the organization. Therefore, to design the about page in a way that is easy to read and engaging, we plan to turn the 'grassroots' list into a paragraph which will be a cleaner look. We want to turn the 'More About TRAA' intro into a typography design with images.

On the Home page it lists all of the positions of the TRAA, which we think it does not belong there. We believe it would be better suited on the About page. To display the positions, they will be placed into columns for easy readability.

Projects Page

Just like most of the pages on this website, Projects lacks a design that engages the user into the content. To combat this, we plan on centering the content for the flow of the user's eyes. To make the 'current and past events' more interesting, we plan on using the same typography and image design from the about page, then change the layout of it.

Newsletters Page

To help for readability of the Newsletters, all the text will be centered, to have the eyes flow downwards on the page. To reorganize the archive menu of newsletters, we plan to section them into two boxes. One box for newsletters posted in the 1900's and another box for newsletters posted in the 2000's.

Links Page

The links page is a challenging page to tackle (pun intended). The information is vital to the functionality of the webpage. For this page, we plan to chunk the different link types into groups. This will allow the user to quickly scan the link groups and find which link they are looking for. Finally, we plan to change the formatting of the text to be more appealing.

Contact Page

The main focus of the contact page is to contact the TRAA. Unfortunately, the page lacks fluency. We plan to add an actual form to alleviate the confusing inline email. We also plan to add a map of the meeting place, integrating the google maps plug-in. Then, we will change the Facebook text to an actual clickable logo. Finally, We will separate the information to be more appealing, rather than just being one deep column.