

hack the north

website design

jenny wen / february 1, 2015

use cases (non-exhaustive)

- As a **hacker or student**, I want to find out more so I can get involved
- As a **hackathon regular**, I want to know what makes HTN special so I can be convinced that it's worth my time.
- As a **potential sponsor**, I want to know who else is sponsoring, that this is legitimate and who to reach out to, so I can hop on the bandwagon.
- As a **media contact**, I want to know the time, date and gist of the event so I can report on the event accurately.
- As a **member of the University/City of Waterloo community**, I want to understand the motivations of this event so I can stay informed and understand how it affects me.

goal

to provide visitors with a concise, but accurate brief of what HTN is, and provide transparent “next steps” for those interested in being involved

metrics to watch out for

bounce rate: is this what they were looking for?

% sign-ups of all visitors: have we sold them on the event?

social media shares: have we convinced them to convince their friends?

(also non-exhaustive)

context

- entering the site:
 - “what is HTN?”
 - “what makes HTN so different?”
 - “what have people built at HTN?”
 - “what kind of people go to HTN?”
 - “how do i sign up (to attend, be a sponsor, etc.)?”
- leaving the site:
 - “i’m so excited for HTN!”
 - “it seems like a sweet event”
 - “i can’t wait to hear back from the organizers”

DIRECT (35%) : how do these ppl find the direct URL?

GOOGLE
(25%)

- maybe they just default to using google when they know the URL

FACEBOOK (17%)
→ web + 5%
mobile + 2%

HOME PAGE

- event detail, sponsors, judges

APPLY

S SPONSOR PAGES

REDDIT
(2%)

RECAP

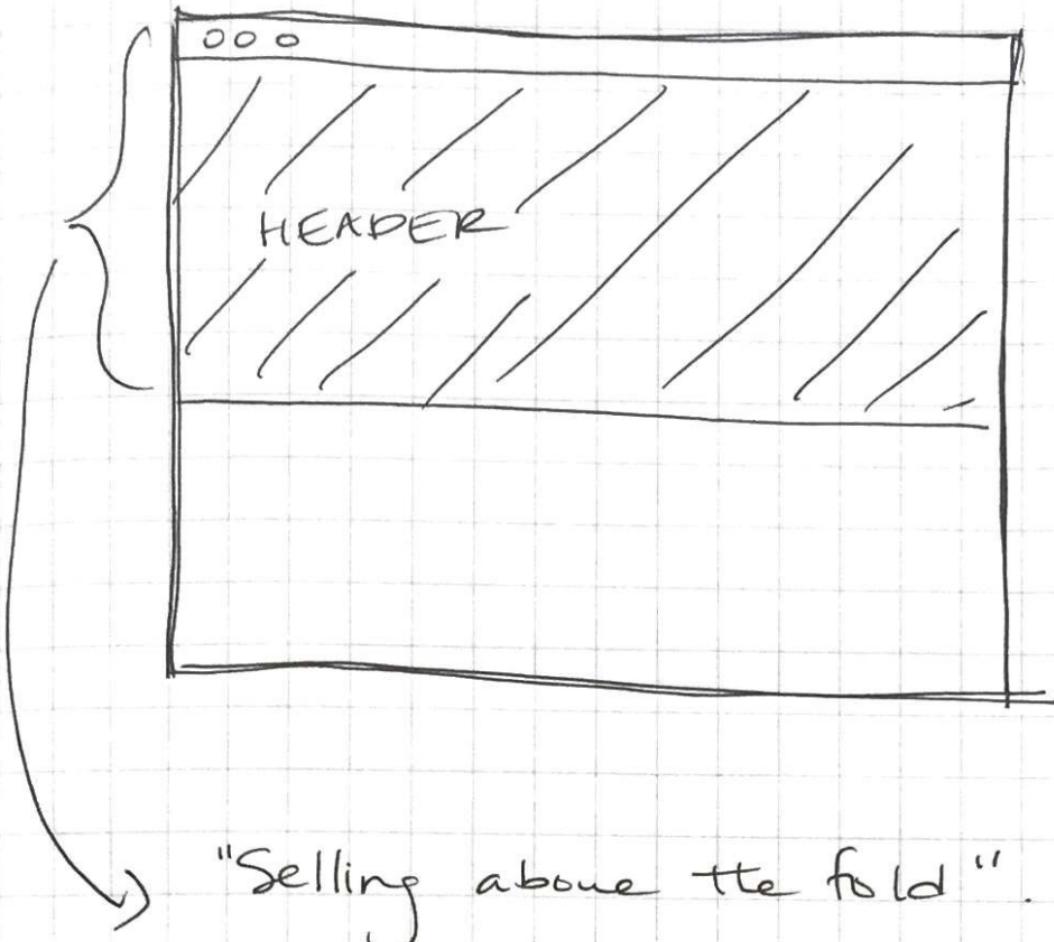
OF LAST YEAR

MEDIA COVERAGE

(stats from google analytics)

workflow

proposed content



hack the north

[dates]

[misc. stats - engineers <3
numbers]

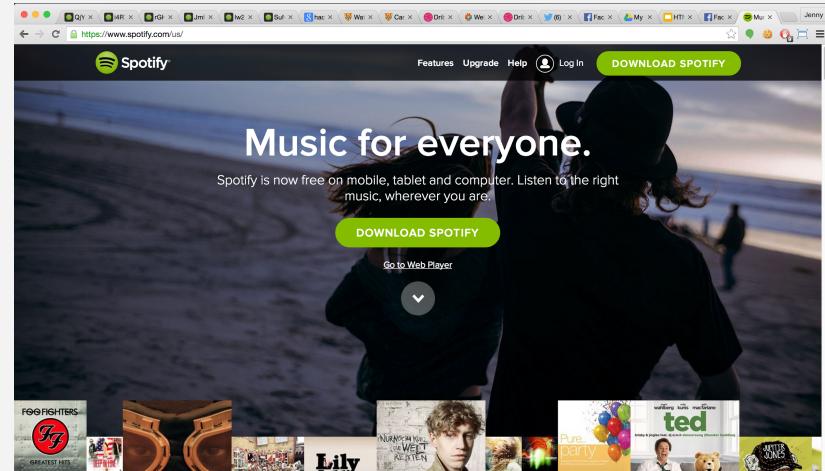
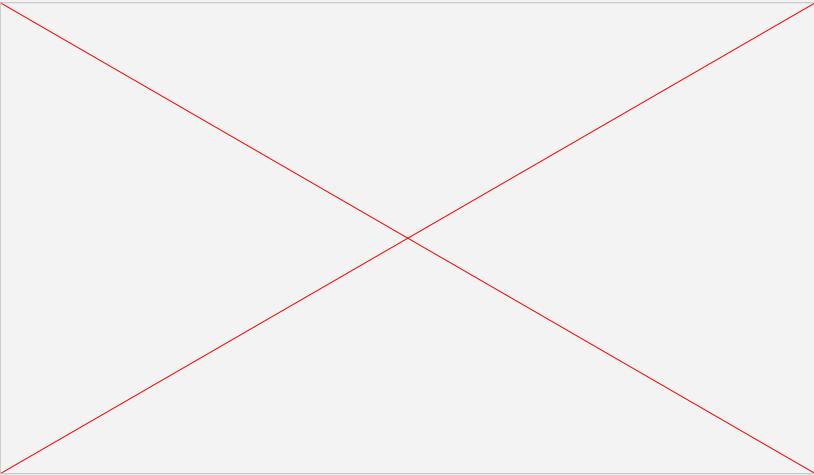
[tagline]

[email input field][button] -
keep informed

- once registration starts,
we can swap this with the
first step of application
maybe

background: stylized images
from last year - because we
have these! yay.

the sentence below the fold is
super important - keep
scrolling

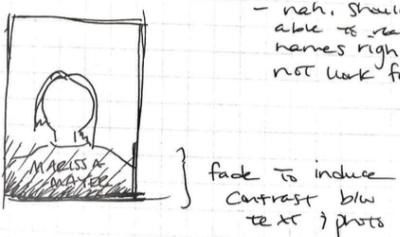
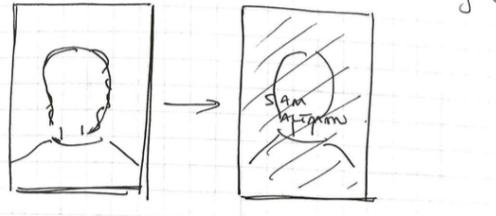
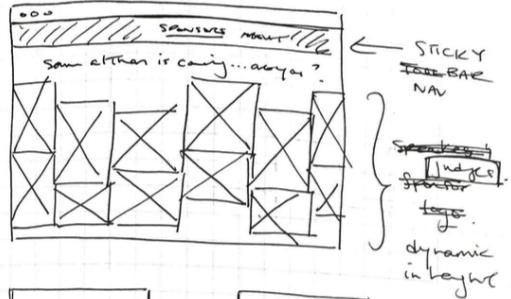


examples

we do this currently, also - and it works really well for these brands

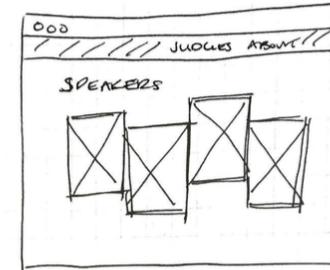
- clear (even redundant) CTA
- pictures of people lovin' it

JUDGES SECTION

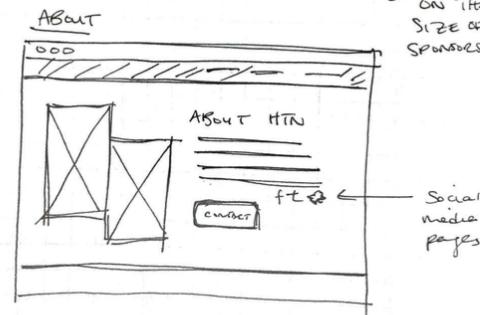
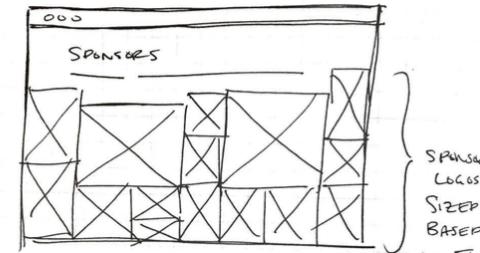


- Keeping the scrolling one-page vs. tabs
→ Tabs: ↑ cognitive load, like switching between tabs.
→ With navbar can find what they are looking for but not be navigated away.

SPEAKERS



LOGOS (SPONSORS)



- sticky navbar for navigation between sections
- size of images not prescribed, with a jagged edge
 - like pixels threaded together
- keeping long-scroll format for discoverability



2014 website

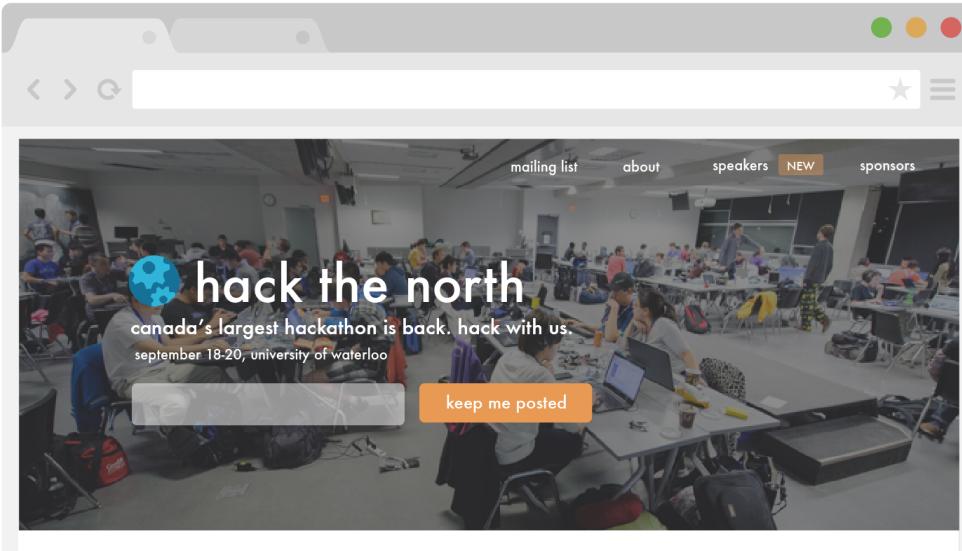
- does its job, well
- lots of scrolling, though - could be easier to get from section-to-section
- sections are not distinct, they flow into each other and it feels unintentionally haphazard
- does it really matter if people read ALL the sections?
 - just need to get to the sections that matter to them
- buttloads of sponsors

mockupz

first iteration: pls ignore copy, colour scheme, visuals and typefaces

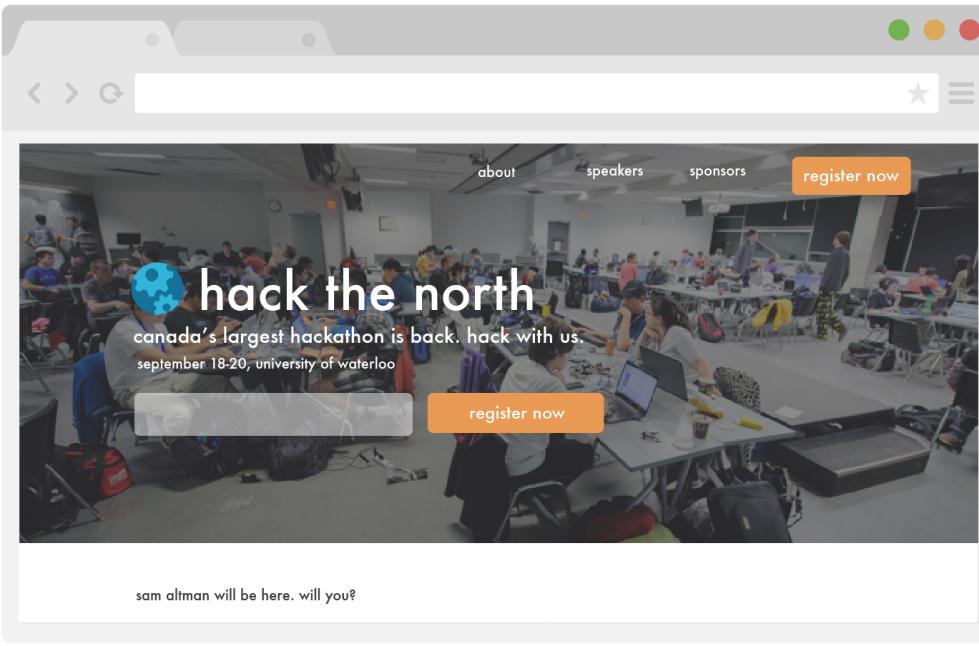
feedback: flow, elements, concept

“above the fold”



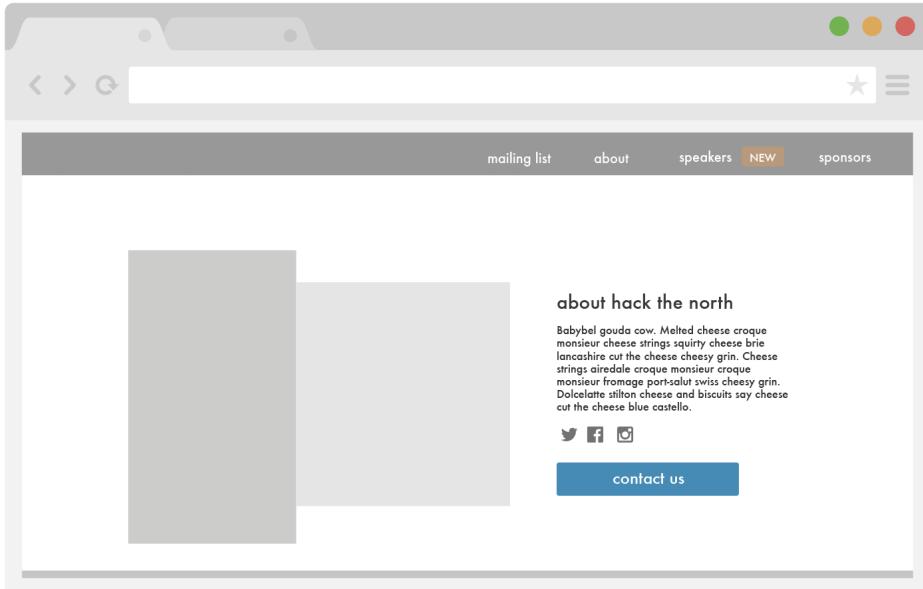
- before application period starts
- [NEW] badge for when there are additionally announced speakers
- CTAs
 - primary: join the mailing list
 - secondary: check out new speakers or sponsors
 - tertiary: scroll down a “peep” of next section - have a statement or image of something that prompts people to scroll down and find out more

“above the fold”: during application period



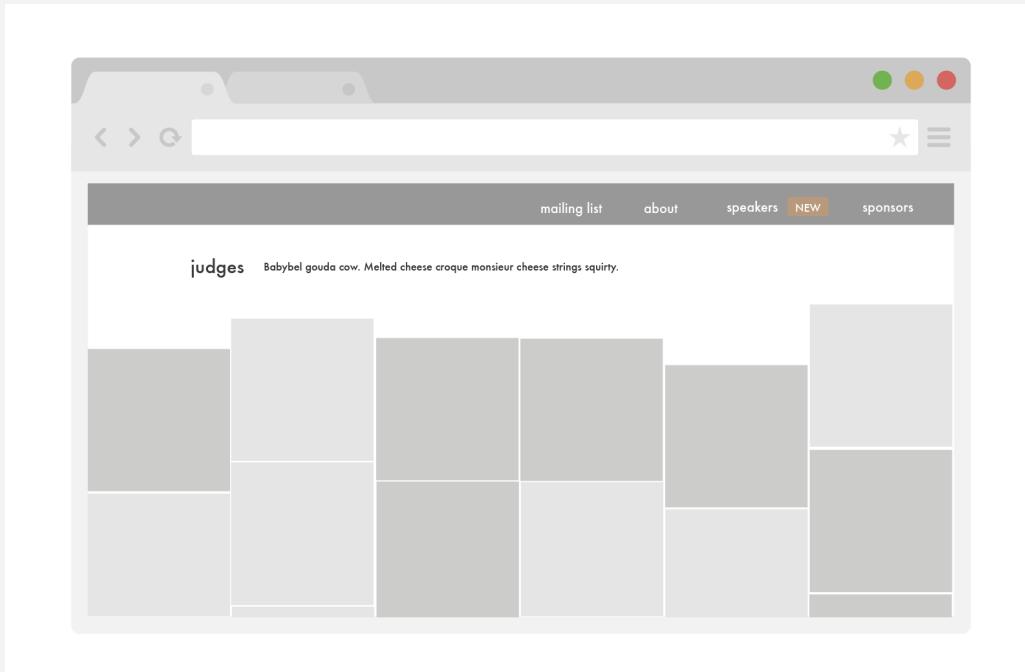
- “keep me posted” input field transforms to “register now”
- participants enter email, and upon clicking “register now”, will take them to a separate page with the form, and their email already filed out
- added an action on the navbar which will stick when scrolling downward - the action is always salient
 - takes participant to the registration form on a separate page

section: about



- “contact us” or some sort of secondary action for media and general inquiries
 - secondary action here in blue, or colour TBD - not as salient as the orange used for primary actions

section: judges/speakers



- ragged edge so there can be as many or as few people and additions can be made at any time
- names and titles overlaid on top of portraits
- can put “a-listers” closer to the top, but otherwise portraits should be the same size

thoughts about brand

i wonder if we can make the brand feel more like, “hey you can build anything here”, but maintain the identity of the event for people who are familiar with it?

side note: i LOVE how smart the current logo is, and the concept of it.



a badge desired by every eager scout





- sketchier
- feels like a badge
- people go to a bunch of the part of their "collection"



longitude & latitude!
North.

colour scheme

- blue - like the north. it makes sense.
- blue also used a lot in banks, traditional, feels safe
- it might make sense to add a complementary colour like orange to add energy and contrast to the scheme
 - hacking is about risks!
 - also makes CTAs stand out against blues
- we could A/B this

next steps

1. prototype in inVision, test with a few users for qualitative feedback and to find pain points in flow
2. decide if there are A/B tests to run, and what those designs look like
3. flesh out what the ancillary pages look like:
 - a. applying
 - b. media page
 - c. recap of 2014
4. finalize a visual style
 - a. colours
 - b. typefaces
 - c. common styles - images, buttons, spacing, etc.