

Orlando Film Festival Case Study

Project Name: Orlando Film Festival Non-Profit Website Redesign

Project Description: For this project we've chosen a non-profit website to conduct a Website Redesign. Orlando Film Festival provides itself to host and empower independent film-makers looking to reach larger audiences and beyond. We've chosen this website specifically for the poorly designed landing page, navigation, horrible website accessibility and unresponsiveness when switching from desktop to mobile.

Team Members: Naromie Augustin, Alex Pottebaum, Khristopher Velasquez

Tools Used: Figma, Figjam, Invision, Google Suite, Unsplash, FlatIcon.com, Icons8, Adobe Colors

Project Overview

The Problem: The original Orlando Film Festival website was challenging to read and navigate while also being unresponsive to multiple screen sizes. User testing of the original site found further evidence that users were unable to complete essential tasks.

The Solution: The new redesign of the Orlando Film Festival was built with the priority of making the website easier to navigate and allow the site to become responsive with the user's screen size.



Research

Research on the original website was done with 5 user tests. These consisted of a quick interview with users about their taste in movies, asking them to do three tasks on the desktop site, then following up with further questions. From these tests we were able to surmise that multiple of the relatively simple tasks that were asked of them were not accomplishable without help. Common pain points amongst users were difficulty reading text, unable to navigate the website, and conflicting and unappealing design choices. This gave us some valuable insight into what direction we should take the redesign towards.



User Persona or Empathy Map

Our user persona was of Robert Martin, a filmmaker who dreams of having one of his films premiere in a film festival. For Robert we wanted to make sure that he was not a stereotype while also sticking true to the kind of people who would most likely go to a film festival; younger film geeks who want to see new experiences and learn more about filmmaking. Using him as a basis helped focus our making our site the kind of website that would convince him, his friends, and his peers to attend and participate in the Orlando Film Festival.

Robert Martin



AGE 27
EDUCATION Film Major
STATUS Single
OCCUPATION Lighting & Textures
LOCATION Orlando

Bio

"Robert currently studies in Orlando, FL while working as a learning freelance lighting and textures engineer for independent studios around the city. He loves to spend his time watching short films, old movies and geeking out over classic media used in decades old film."

Core needs

- Need to find people with similar skills that can help him tackle his film goals.
- View all Recent and upcoming films being shown
- Must have easiest access to uploading his own film and find how to share information with others

Frustrations

- Some sites contain difficult navigation along with text that's painfully hard to read
- When trying to find titles just being able to find what you're looking for is sometimes frustrating with no clear help.

When showing friend colorblindness, most text coloring seems to blend into the background. Would like better UI to ease that burden.

Brands



Personality

Extrovert Reader

Payment medium



Digital Payment

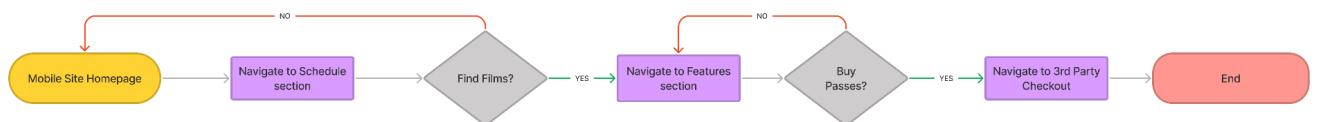
Platform



Mobile App

User Flow + Storyboard or User Journey Map

Using Robert as our persona we described a user flow to how Robert would go about accessing the website and what functions would be best if he were to look through certain film sections and even buy passes for an upcoming event. We then illustrated a user storyboard for how he would go about finding the Orlando Film Festival and being able to upload a recent film he was working on.



Robert is on location shooting for his new film and is about to call for break.



During a break, Robert began to think about suitable film festival websites to upload his film to.



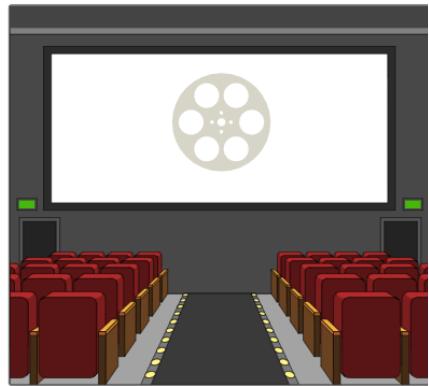
Robert searched through all the listings available but ended up even more confused with the many choices. It seemed like there was no choice welcoming to help.



Later that day Robert texted a friend for advice. His friend recommended that he check out Orlando Film Festival to help since they specifically catered to indie film makers and animators.



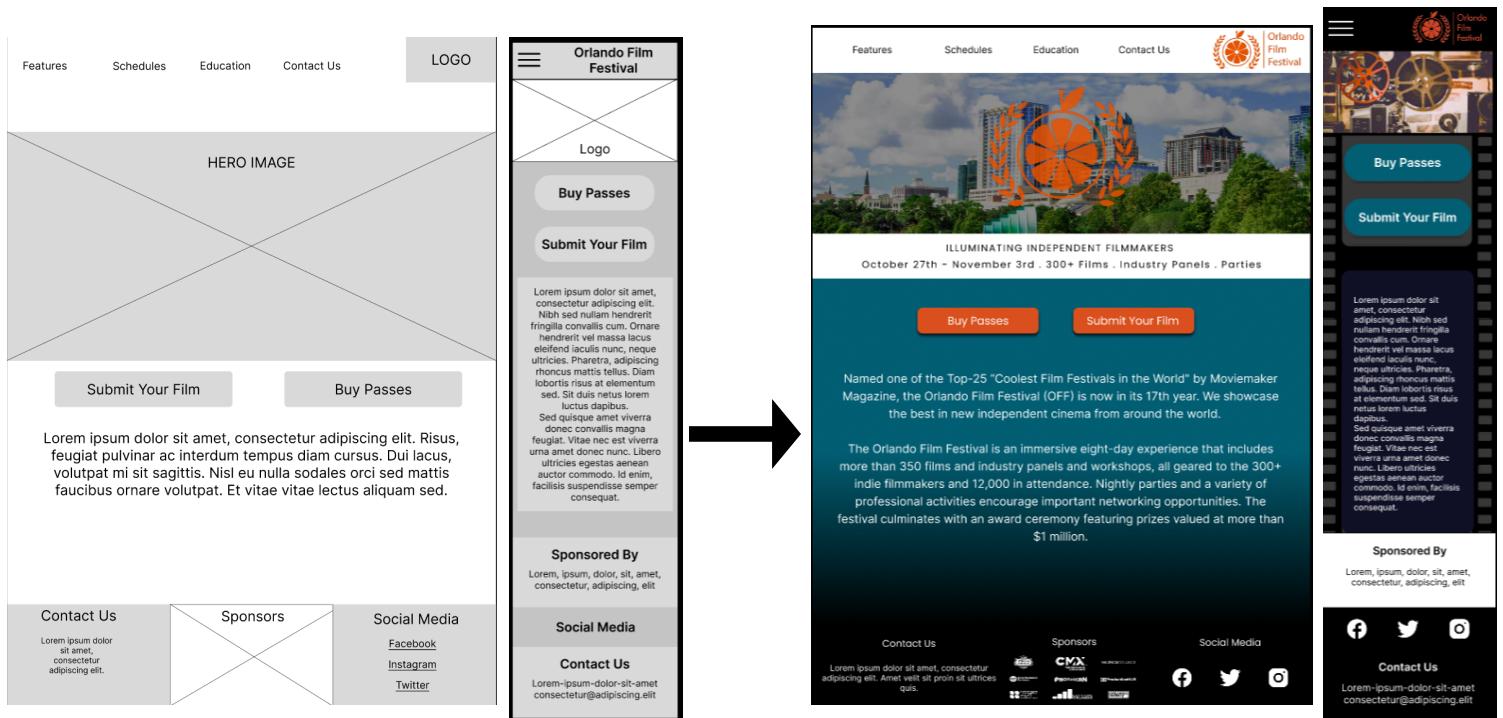
From there Robert went and checkout the website. With its many accolades, successful filmmakers and broad audience he found he could finally settle his nerves and make Orlando Film Festival the official choice.



Robert successfully uploaded his film and was chosen by Orlando film festival to be apart of a group of new upcoming artists ready to showcase their work.

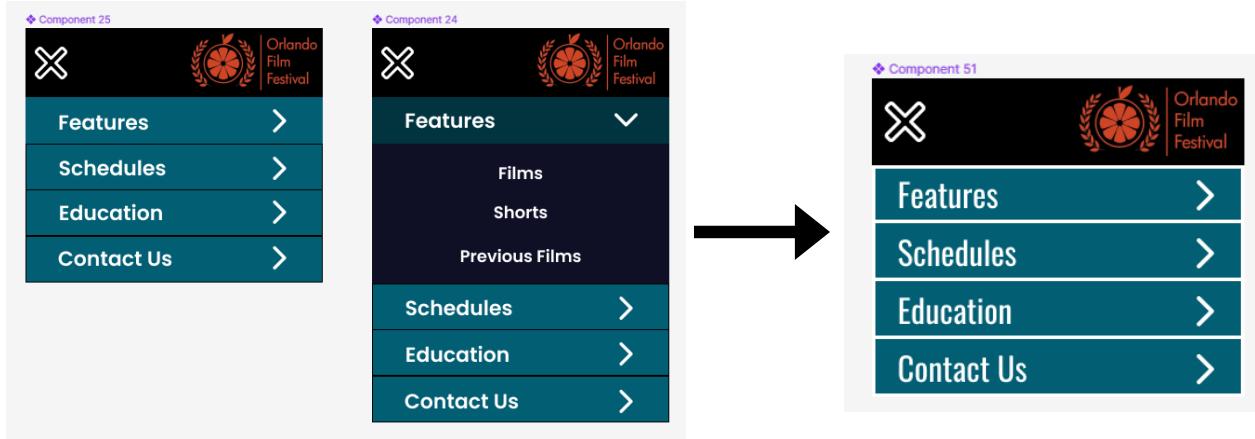
UI Wireframes (RWD)

The team then went to work in creating the first low fidelity wireframes for how we imagined the website looking. With the start of this project we noticed how unresponsive the website was for mobile and even tablet views so firstly we started from the mobile viewpoint and worked our way up. After we conducted a few usability tests to run through the navigation of the site and have our users look for any errors that might exist. After we used that data to create our Mid Fidelity Prototypes with tweaks to navigation, overall features and ease of use for the user.



Usability Testing

For the usability testing we ran into a few unexpected discoveries and unforeseen problems. One of our users brought up an invaluable point, which was that we had secondary menu options but they didn't go anywhere. Everything that was in our secondary menu was already part of the primary page, so we were able to cut a lot of unnecessary steps for the user. We also tightened up our typography to make it more uniform and visually appealing. Overall our scheduling section was a spot most of our users suggested as needing work, whether it was extraneous calendars or unclear times. With this in mind we made sure to fix up all these problems, plus others we found on our own, in the final product.



Final High fidelity UI Prototype

Summary

After all the work we put into this project, we feel we succeeded in our goals of making the website more accessible, easier to navigate, and allow for use on a variety of screen devices. While not perfect, this redesign feels like we were able to help breathe some new life into this website and hopefully provide a quality viewing experience on par with the festival itself.

Each of us took away something different from this project. For Naromie, it was a new understanding of how varied UX can be on different projects, even when the same tools and processes are being used. For Alex, it was how much UI can truly impact a product and that even small, basic improvements can breathe new life into a website. For Khris, it was that sometimes you can improve on a project by following a “less is more” ideology.

If we were able to continue working on this website, we would add our own film submission process, expand the site and its reach on the community, and see if we could either have some of these changes implemented to the real website or even have our prototype evolve further and become the new Orlando Film Festival site.