

CASCADIA INTERNATIONAL WOMAN'S FILM FESTIVAL

Website Redesign Kylie La Tour-Telles

Web Questionnaire

What top 2 current business goals do you want to achieve with this website?

- Communicate festival information upon first look
- Make user experience easy and intuitive

What top 2 future business goals do you want to achieve with this website?

- Drive user engagement
- Increase donations

What do you think your customers first want to see when they visit the website?

Customers want to see success! It's motivating for them to know that donating makes an impact, and that they're giving time to something successful.

Who are the different user groups that would be using this site? And for what reasons?

Creatives - They want to consumer art and be involved in their community. They might want to collaborate with the organization.

Film goers - They want to see some niche films.

Critics - They want to find films to critique

Artists - They want to consumer art and be involved in their community, they might also want to collaborate with the organization.

Film makers - They could be in the festival and are looking for info. They could be looking to become apart of the festival.

Donors - Looking for information about mission, values, and contact.

List and requirements or must haves for the new website

- More pleasant UI
- Stronger visual hierarchy

Web Questionnaire

What 3 or 4 values do you want people to attribute to the representation of the organization

- Inclusion
- Community
- Curiosity
- Innovation

List 4-6 personality traits for this organization

- Sophisticated
- Sincere
- Modern
- Innovative
- Sleek

What existing brands represent a similar look and feel to you envision for the website?

Existing brands that represent a similar look and feel to what I envision are SIFF , She/Her, and VIFF.

Offering

Internal strengths

- Dedicated staff
- Social media presence
- Community support

Internal weaknesses

- Small organization
- Poor website UI
- Outdated/weak brand identity

External Opportunities

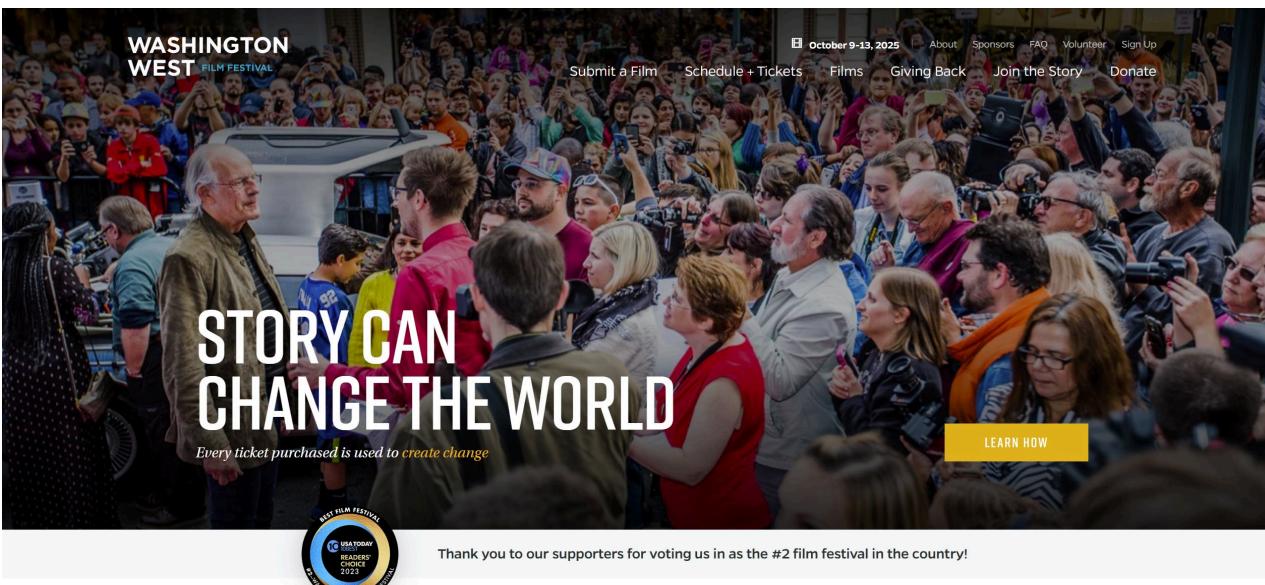
- Stronger social media presence
- Elevated branding to draw in a wider/younger demographic
- Draw in college student demographic

External threats

- Bigger film festivals
- Misogyny
- Streaming Services

Competition

Washington West Film Festival



ANYONE CAN JOIN THE STORY

Clean and professional. Simple navigation. Visual style could be more developed.

SIFF



Escape to the Reel World at the 51st Seattle International Film Festival. Celebrate independent cinema as a destination with screenings in person May 15-25 at [venues across Seattle](#), and extend your vacation with select encores streaming on the SIFF

Simple and stylish, fitting for the content. Visually interesting with straight forward navigation.

Bellingham Music Film Festival



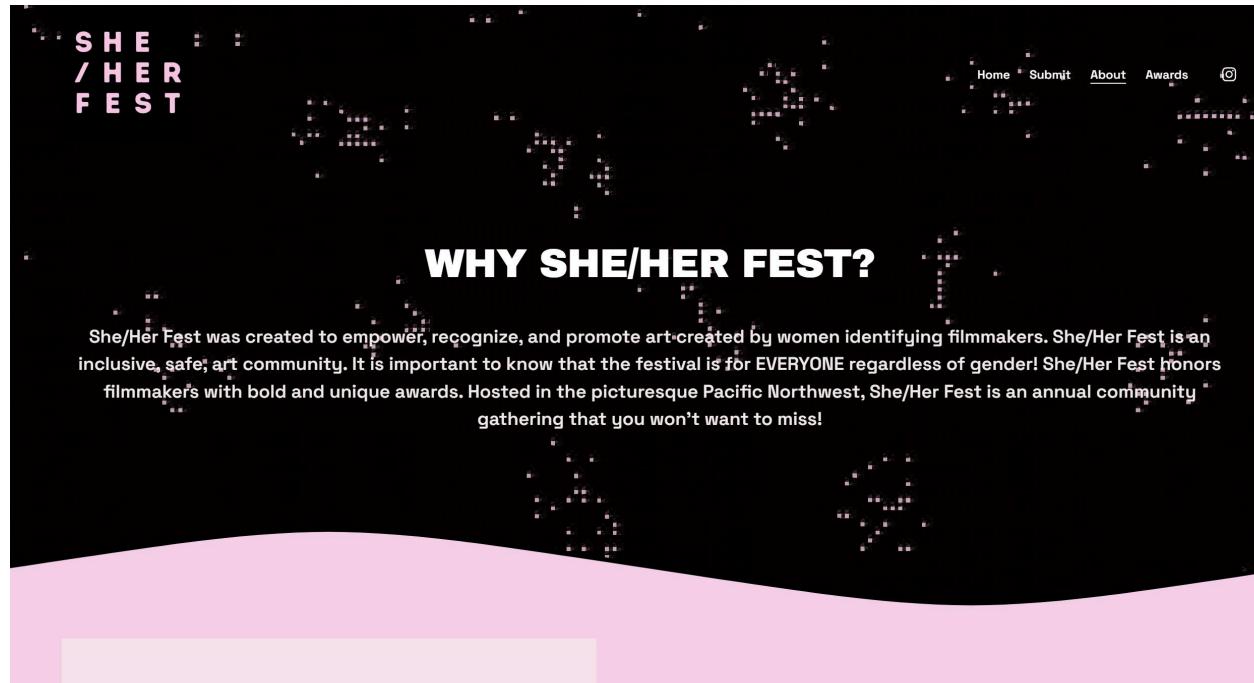
Cluttered layout, not very visually appealing. Lacks a strong style/branding.

Vancouver International Film Festival



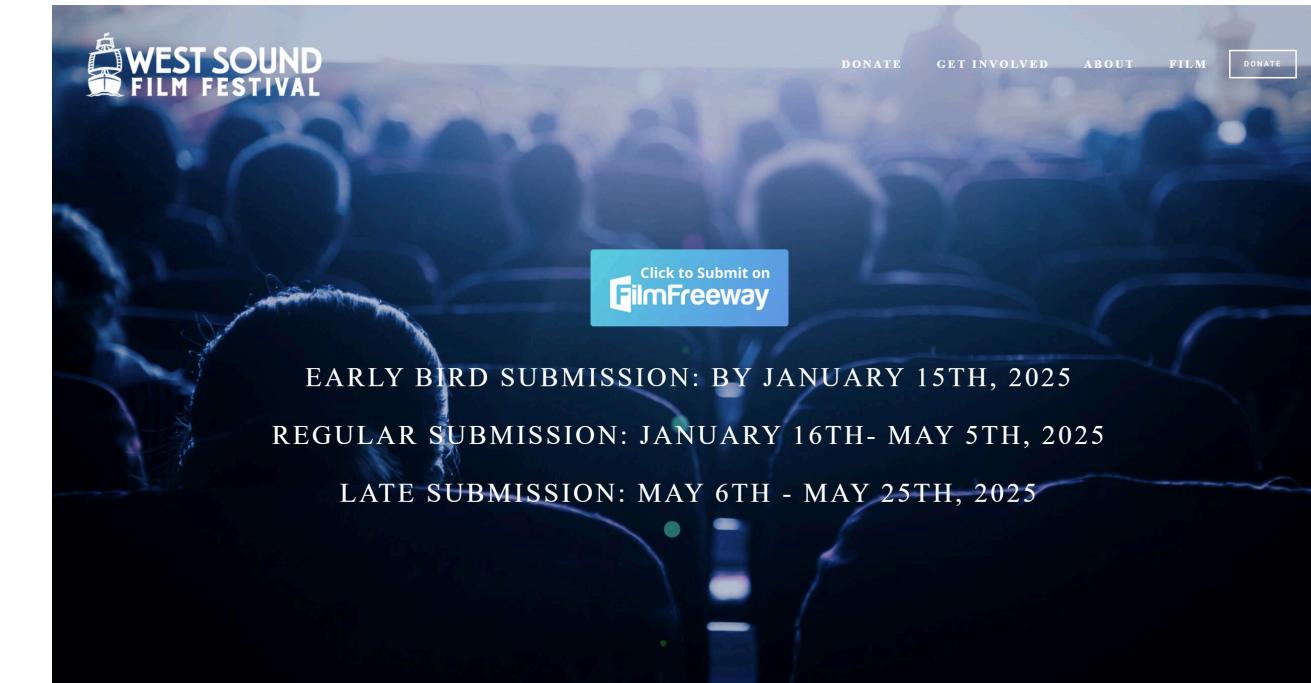
Elevated and captivating. Minimal but still engaging. Clean and intuitive/ navigation. Large VIFF logo at the top middle, stands out against dark background.

She/Her Fest



Minimal and stylish, somewhat trendy. Fun logo mark type lock up and color palette. Feels young and fresh. Simple navigation, curated vibe.

West Sound Film Festival



Minimal but not the most visually interesting. Navigation is simple, although the landing page isn't the most stimulating.

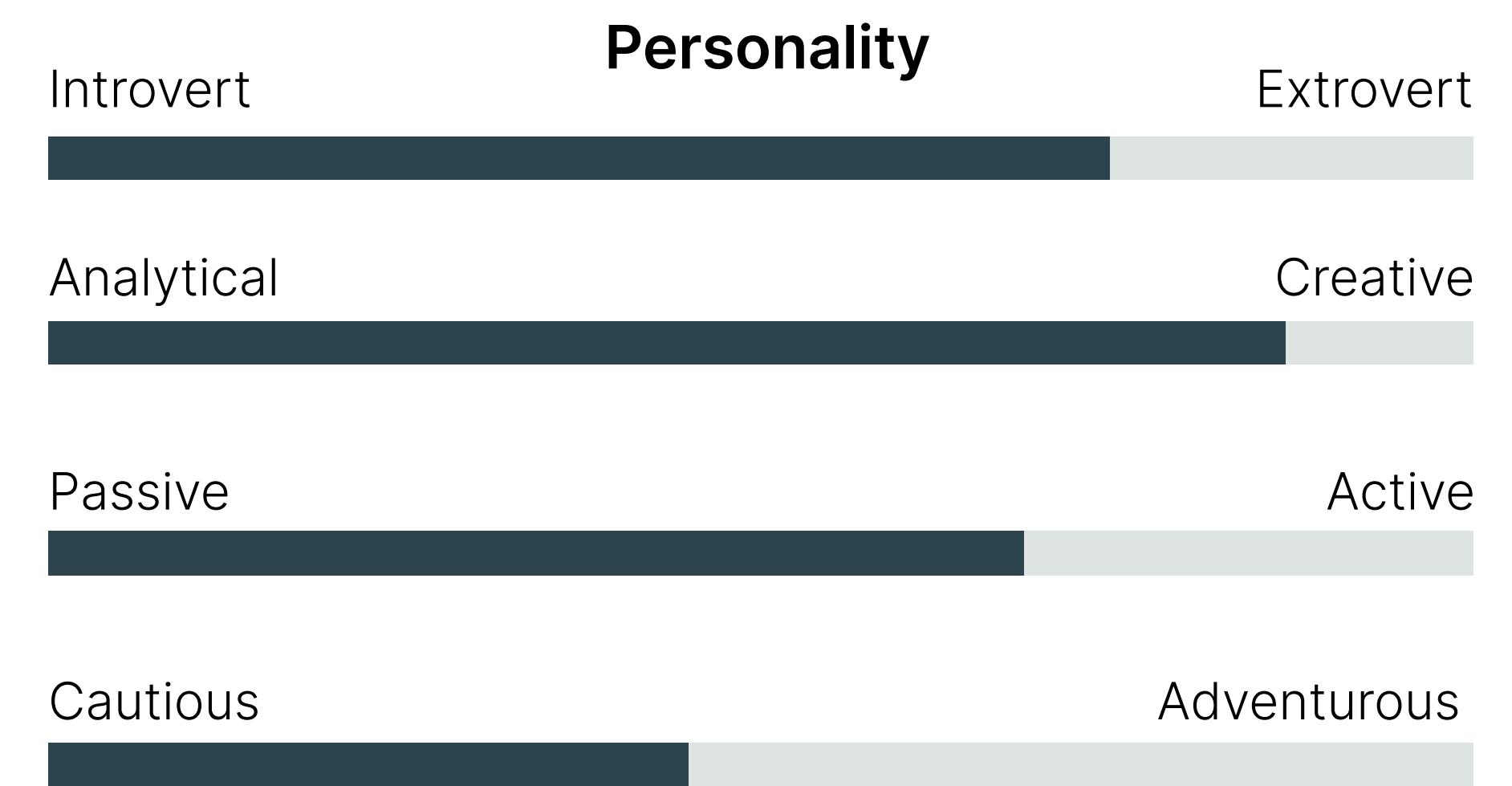
Audience - Primary Persona



Mia Donovan

25 years old, Woman, Upper middle class

Mia Cook is film-lover who lives in downtown Bellingham, WA. She works as the curator of an art gallery, where she showcases up and coming local artists. In her spare time she writes movie reviews on Letterboxd and walks her dog Peanut in Boulevard Park.



Goals

- Preservation and cultivation of the arts
- Community involvement

Behaviors/Habits

- Logs film reviews on the app Letterboxd
- Is involved in many community events
- Spends 1-2 hours online everyday
- Average tech savviness

Frustrations

- Non-intuitive website design
- Bad event planning

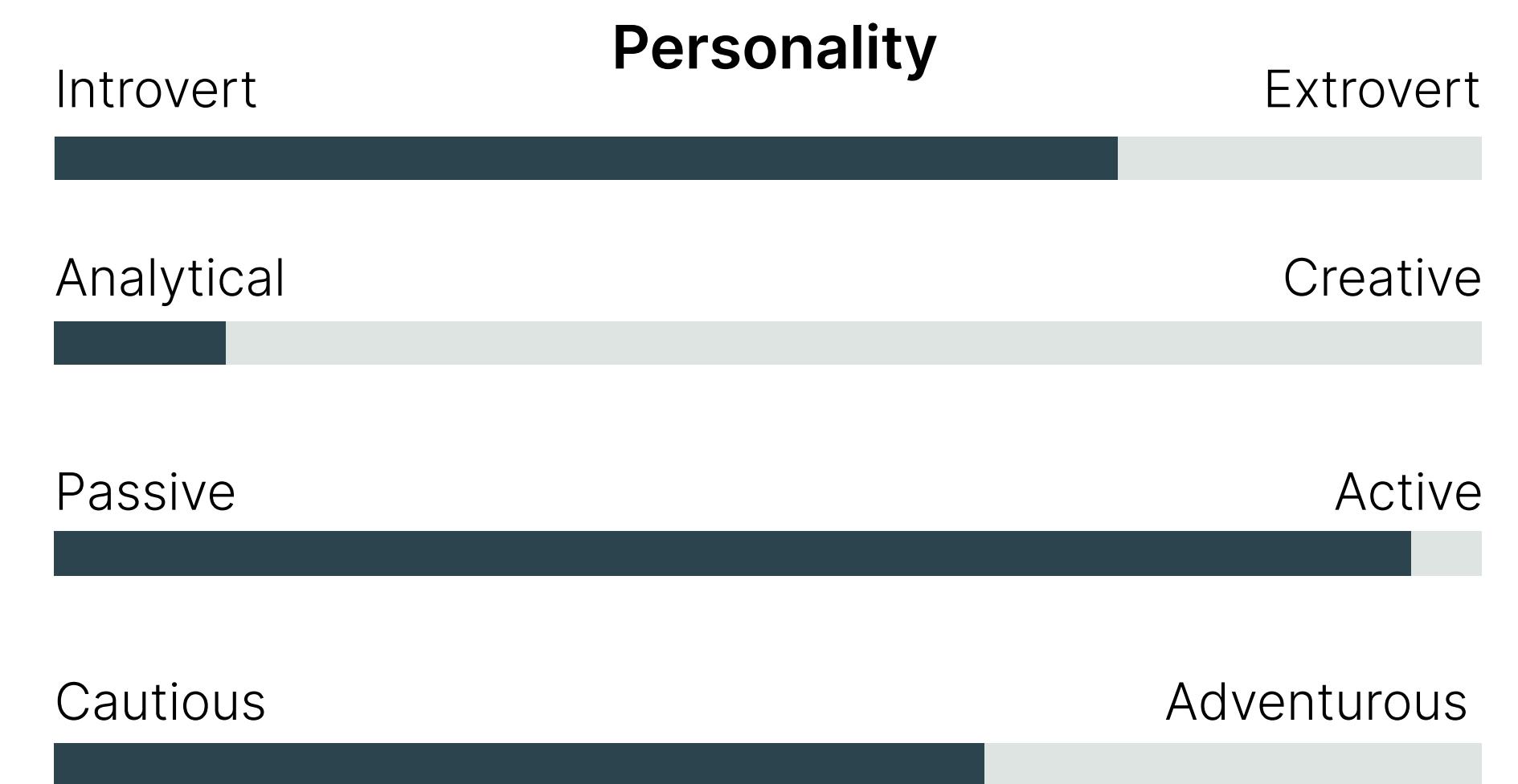
Audience - Negative Persona



Adam Fret

21 years old, Man, Business Major

Adam is a business major at a private university. In his free time he likes to golf and lift weights. His favorite movie is American Psycho but Avengers End Game is a close second.



Goals

- Get a high salary job
- Invest

Behaviors/Habits

- Spends 2-3 hours on social media each day, most notably Instagram reels and snapchat.
- Average tech savviness
- Isn't a frequent movie-goer or cinephile.

Frustrations

- Woke media
- Cultural loss of "traditional American values"

Positioning

MOST IMPORTANT CIWFF

LEAST
IMPORTANT
TO USER

MOST
IMPORTANT
TO USER

Have films be appealing to a large demographic

Intuitive website interface

Showtimes/
festival info
is easy to
find and
understand

Simple festival schedule layout

Cheap tickets

LEAST IMPORTANT CIWFF

Competitive Analysis

	Cascadia International Film Festival	SIFF	Bellingham Music Film Festival	VIFF	She/Her Fest	West Sound Film Festival
Strengths	<ul style="list-style-type: none"> Dedicated Staff Community Support 	<ul style="list-style-type: none"> Well known/established Location Social Media presence 	<ul style="list-style-type: none"> Unique Community support 	<ul style="list-style-type: none"> Good website UI Strong branding Social media presence 	<ul style="list-style-type: none"> Strong branding Good website UI Fun wordmark 	
Weaknesses	<ul style="list-style-type: none"> Local/small organization 		<ul style="list-style-type: none"> Very small No dedicated website Weak branding 		<ul style="list-style-type: none"> Smaller film festival Weak social media presence 	<ul style="list-style-type: none"> Small festival Not well known Weak social media presence
Opportunities	<ul style="list-style-type: none"> Social media presence 					
Threats	<ul style="list-style-type: none"> Bigger film festivals Streaming services 	<ul style="list-style-type: none"> Other Seattle film centers & Festivals Streaming services 	<ul style="list-style-type: none"> Bigger festivals streaming services 	<ul style="list-style-type: none"> Streaming services 	<ul style="list-style-type: none"> Bigger festivals 	<ul style="list-style-type: none"> Bigger festivals
Target Market	<ul style="list-style-type: none"> Women Film lovers 	<ul style="list-style-type: none"> well educated, high income cinephiles 	<ul style="list-style-type: none"> Bellingham locals Music/film lovers 	<ul style="list-style-type: none"> Cinephiles/film lovers 	<ul style="list-style-type: none"> Women Film lovers Social activists 	<ul style="list-style-type: none"> People in the west sound area Film lovers
Distribution Channels	<ul style="list-style-type: none"> In person Online 	<ul style="list-style-type: none"> SIFF Film Centers & Cinema 	<ul style="list-style-type: none"> In person 	<ul style="list-style-type: none"> In person 	<ul style="list-style-type: none"> In person 	<ul style="list-style-type: none"> In person

Messaging

CIWFF puts a huge emphasis on supporting the creativity of women.

Communication

- Website
- Instagram account
- Ads at Pickford Film Center.
- App

Assets

- Ads at Pickford Film Center
- Social Media

Content Outline

Landing page

- Festival trailer
- Women's Rising
- Online Festival
- Q & A
- MIssion
- Partners

Footer

- Mailing list
- Email

Nav bar

- About, festival, upcoming events,
Contact, get involved

2025 Festival Selections

- Guest director event
- Buy individual film tickets
- buy festival pass
- Honored guest event
- Short films
- Feature films

Footer

- Copyright

Nav bar

- About, festival, upcoming events,
Contact, get involved

Content Outline

Sponsor Page

- Sponsorship levels
- Sponsorship images

Footer

- Copyright

Nav bar

- About, festival, upcoming events,
Contact, get involved

User Persona 01



Abby Holmes

21 years old, non-binary, college student

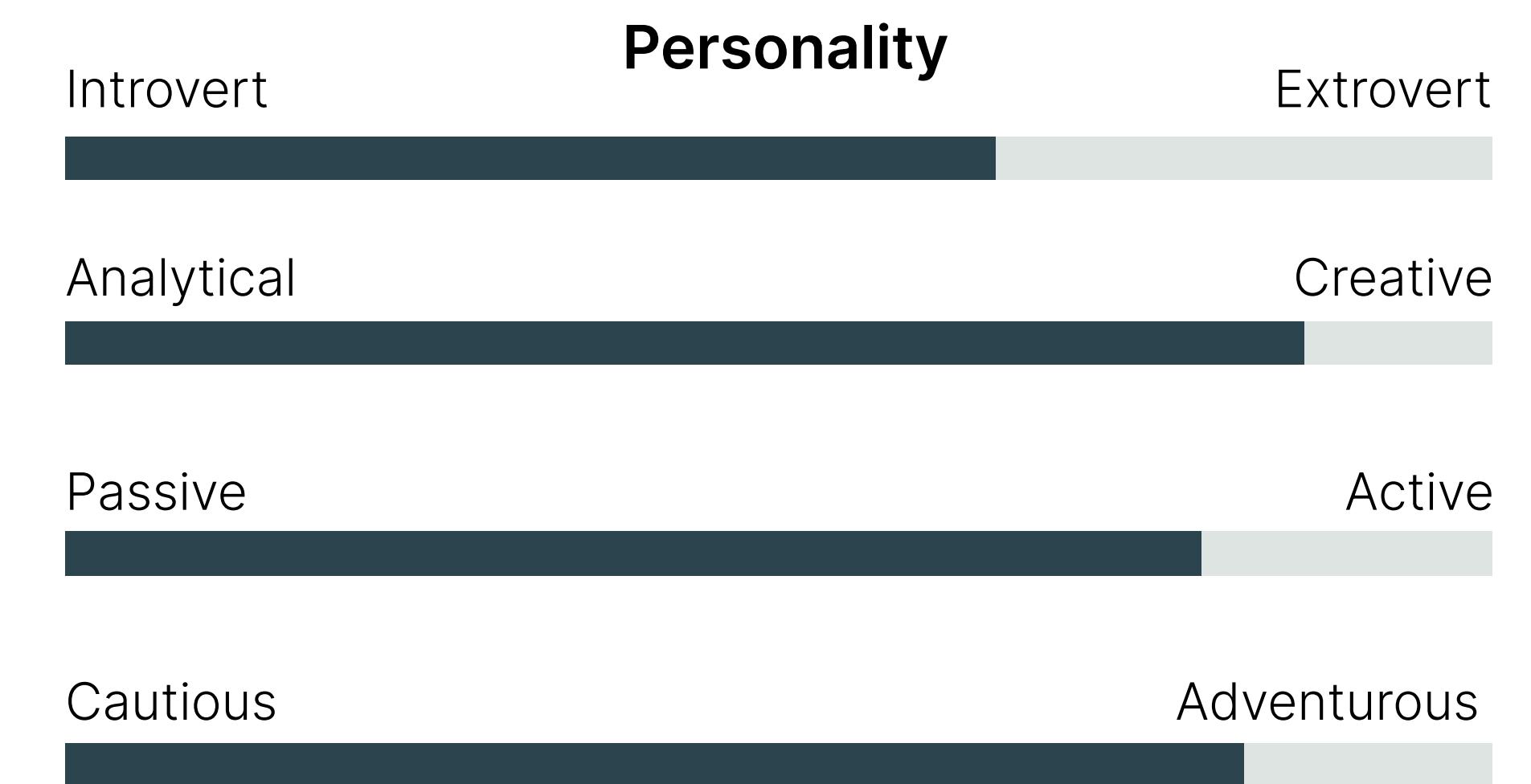
Abby Holmes is a Women's Studies major at Western Washington University. In her free time she likes to go to house shows with friends and see movies at Pickford Film Center. Her busy schedule keeps her in a fast-paced environment. She's looking at the CIWFF website because she's interested in seeing more creative works by women.

Goals

- Graduate with a BA in Women's Studies
- Become involved in local activism

Behaviors/Habits

- Spends 3-4 hours online everyday, very tech savvy
- Frequent movie goer
- Spends a lot of time in downtown Bellingham



Frustrations

- Lack of representation in film
- Annoying website design
- Struggling to quickly find a simplified outline of the festival schedule

User Persona 02



Gabe Stokes

23 years old, Man, Middle class

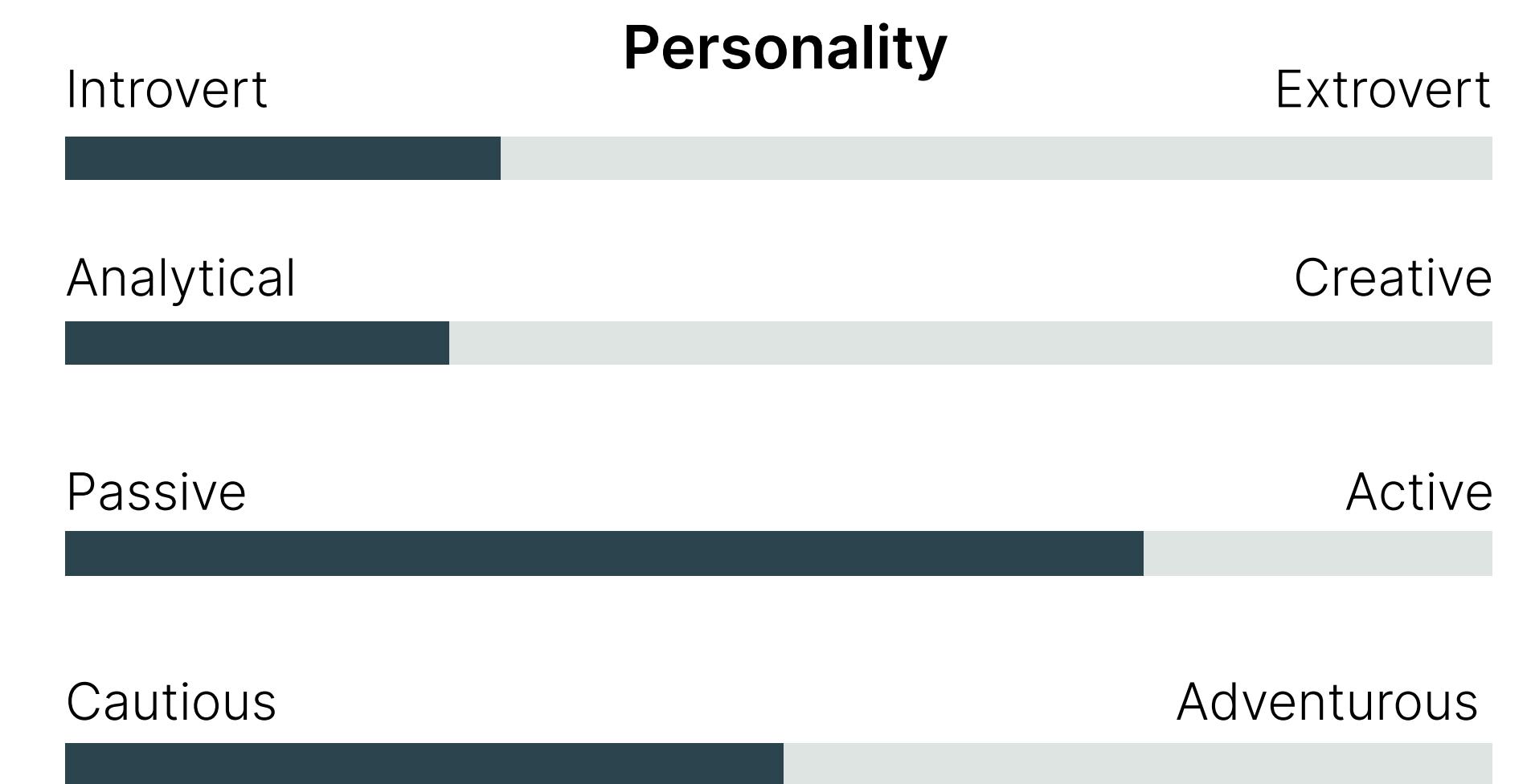
Gabe Stokes is a Bellingham local who works as a barista at Avellino Coffeehouse. He's a cinephile and loves to watch weird indie films. His current place in life leaves him with quite a bit of free time. He frequently uses this time to immerse himself in the local art and music scene.

Goals

- Learn how to line dance
- Volunteer more

Behaviors/Habits

- Spends 5-6 hours online everyday.
- Intermediate level of tech savviness
- Goes to the movies once a week



Frustrations

- Expensive movie tickets
- Convolute website interface

Business/Brand/User Goals

Business

- Increase ticket sales
- Reach a wider range of people on social media

Brand

- Appeal to younger demographic
- Elevate style

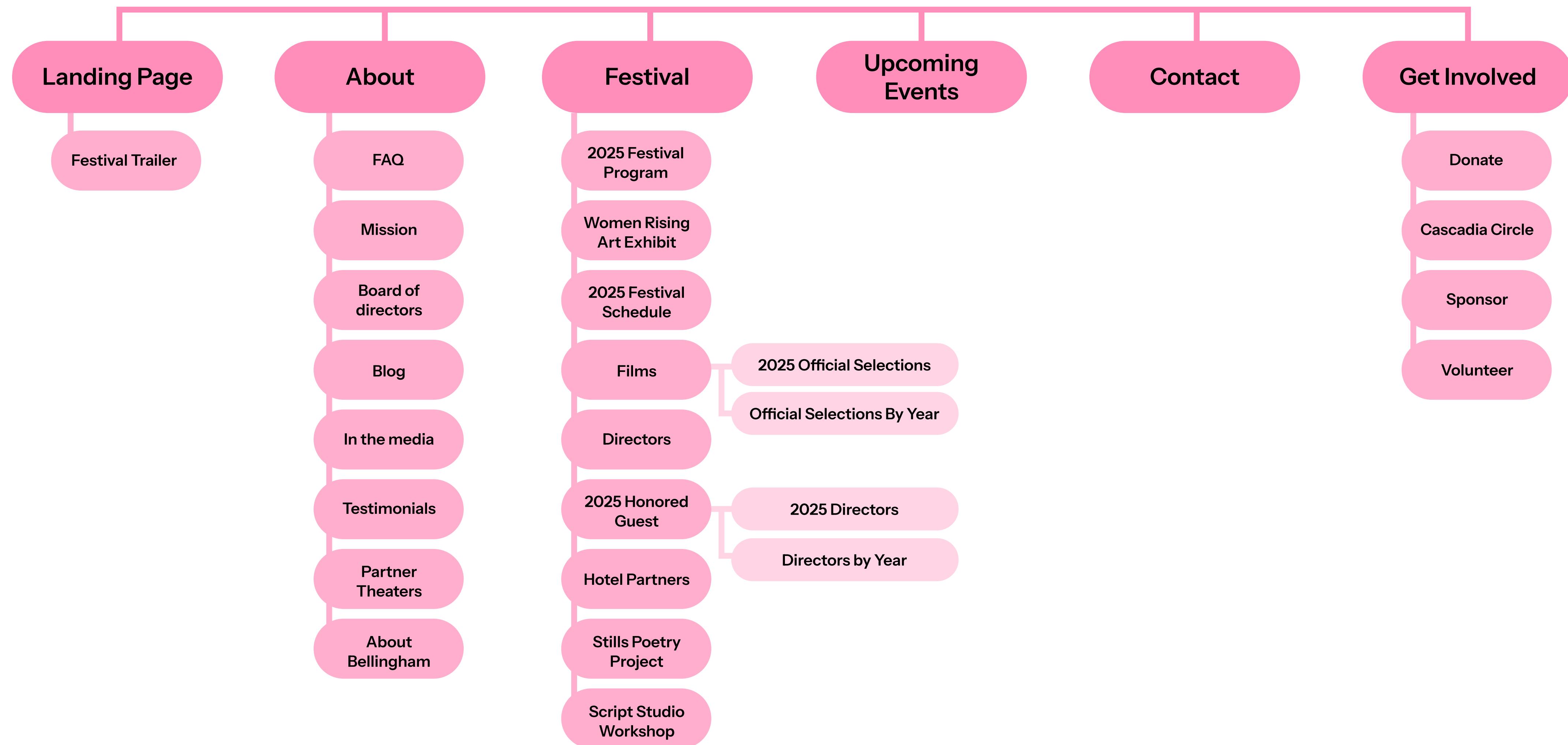
User

- Appealing ux/ui to keep user engaged
- Make information accessible

Strategy Statement

Through my redesign of CIWFF's website I aim to modernize, elevate, and simplify the current set of information in order to increase user interaction and engagement.

Sitemap



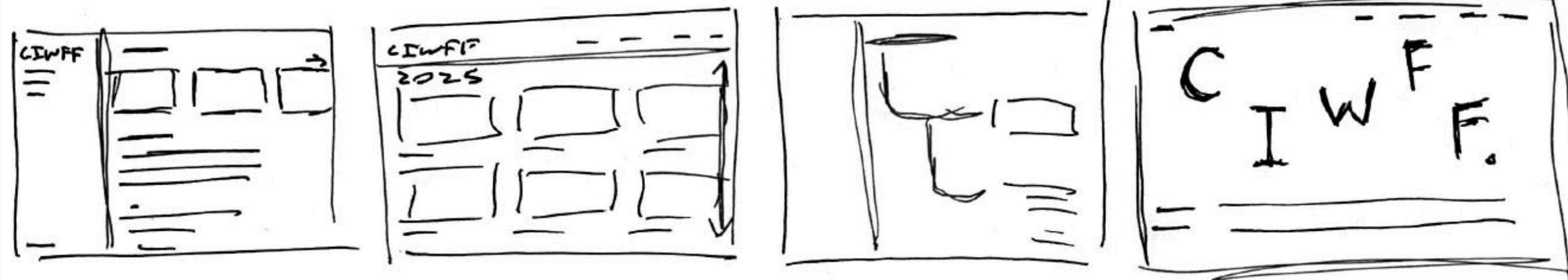
Moodboard

The moodboard displays five distinct website snippets, each characterized by a clean, minimalist design:

- VIFF (Vancouver International Film Festival):** A dark-themed website with a large "VIFF" logo at the top. Below it, a black and white photograph of an audience in a theater. The text "The Vancouver International Film Festival" is centered.
- SHE / HER FEST:** A website for a film festival. It features a black and white photograph of a person's face with a grid pattern. The text "WHY SHE/HER FEST?" is prominently displayed. Below it, a paragraph of text explaining the festival's mission to empower women filmmakers.
- WHO IS MAISON MARGIELA?** A website page for the fashion house. It includes a large close-up portrait of Martin Margiela. Text on the left provides information about the brand's history and philosophy, mentioning "Paris-based house creates womenwear and menswear according to the uniquely unconventional principles by Martin Margiela himself, a philosophy in which deconstruction and heritage go hand in hand to create designs that showcase fashion as an art of meaning rather than a cult of personality."
- HARVARD FILM ARCHIVE:** A page titled "THE B-FILM LOW-BUDGET HOLLYWOOD CINEMA 1935-1959". It features a large black and white photograph of three actors in a scene. Below the photo, there are several smaller images of film stills. Text on the right details the exhibition schedule, including dates like "September 13–November 25" and "October 20–28".
- Silo Theatre Season – 2012:** A website for a theater company. It has a pink background with a circular portrait of a man singing into a microphone. The title "Silo" is displayed in large letters. Below the title, sections include "TOP GIRLS", "TRIBES", "THE PRIDE", "PRIVATE LIVES", and "BREL". The "BREL" section is highlighted and features a large image of a man singing into a microphone.

Sketches

CIWFF



Colors: pink + yellow ~ green



Mosaic - esque Vibz

CIWFF
stories women tell.

CI
W
FF

CASCADE INT.
WOMEN'S
FILM FESTIVAL

CIWFF

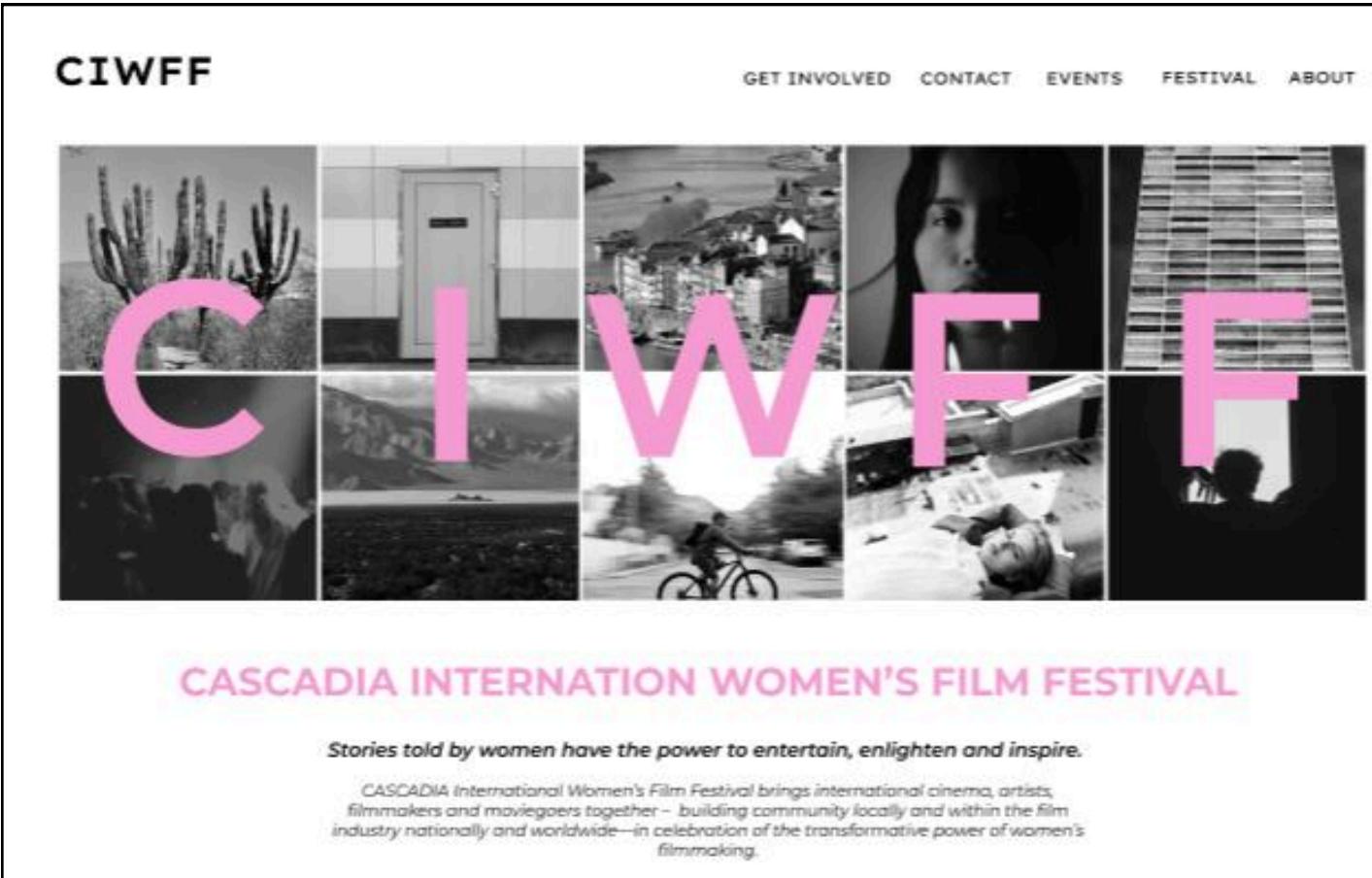
CI
W
FF



[C] - cycling through filters

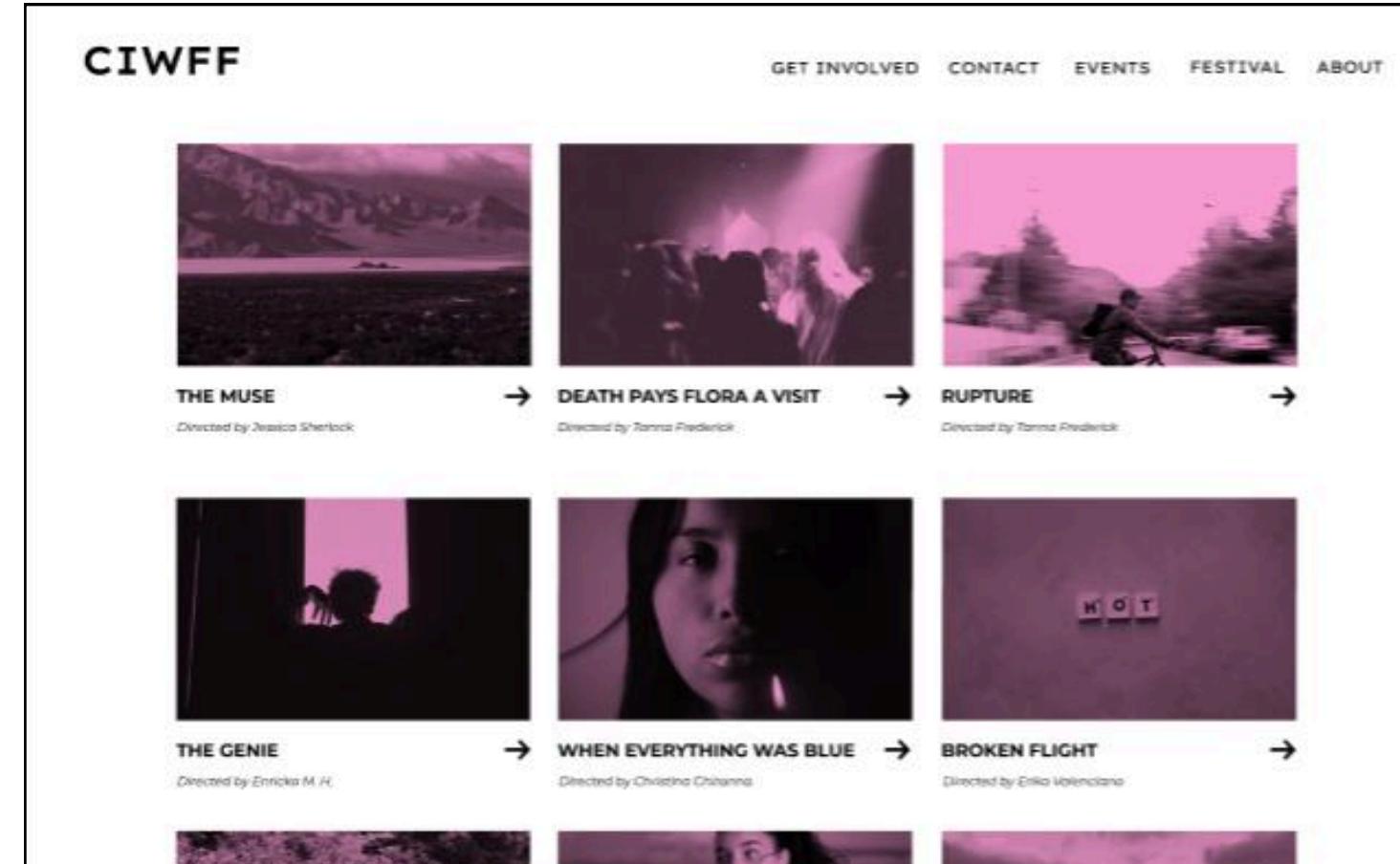
Screens

Landing Page



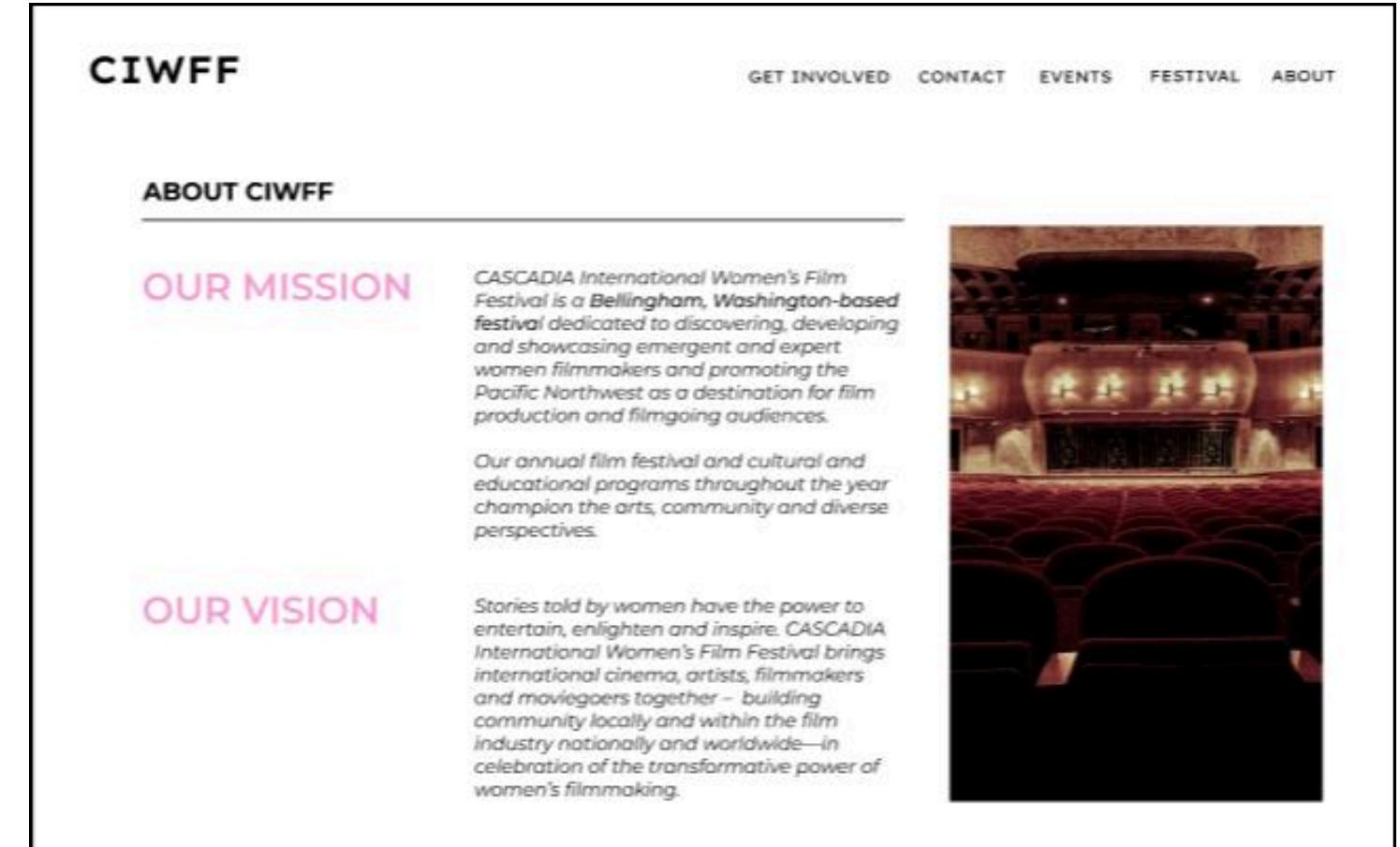
The landing page for CIWFF features a large, stylized title "CIWFF" where each letter is composed of a different black-and-white photograph. Below the title, the text "CASCADIA INTERNATIONAL WOMEN'S FILM FESTIVAL" is displayed in pink. A pink banner at the bottom left reads: "Stories told by women have the power to entertain, enlighten and inspire." A smaller text block below states: "CASCADIA International Women's Film Festival brings international cinema, artists, filmmakers and moviegoers together - building community locally and within the film industry nationally and worldwide—in celebration of the transformative power of women's filmmaking."

Films Page



The films page displays a grid of six film thumbnails, each with a title and director's name. The titles are: "THE MUSE" (Directed by Jessica Sherlock), "DEATH PAYS FLORA A VISIT" (Directed by Terri Frederick), "RUPTURE" (Directed by Terri Frederick), "THE GENIE" (Directed by Ericka M. H.), "WHEN EVERYTHING WAS BLUE" (Directed by Christina Chianca), and "BROKEN FLIGHT" (Directed by Erika Velencano). Each thumbnail has a small arrow pointing to the right.

About Page



The about page includes sections for "ABOUT CIWFF" and "OUR MISSION". The "ABOUT CIWFF" section contains a detailed paragraph about the festival's mission. The "OUR MISSION" section also contains a paragraph. To the right of the text is a photograph of a theater interior with rows of red seats. The top navigation bar remains consistent across all three pages.

Prototype Link

Prototype Link