My objective is to redesign the website of Kidzu Children’s Museum. Kidzu is a nonprofit located in Chapel Hill and provides learning through play opportunities for children and families. The purpose of the redesign is to enhance accessibility, user experience and brand recognition.

One goal of the project is to create a page people spend more time on and keeps the user interested even after they find what they originally needed. A second goal is to use the sight as an advertisement for the programs Kidzu offers and increase sales of memberships.

Kidzu’s primary audience is women with young children. Something to keep in mind is that these people are millennials who do much of their Internet browsing on a mobile device. This means the site needs to be extremely responsive.

The design and content will be playful. The current website uses CSS animations and the new one will have more. It will be well and clearly organized. The form will be reflected in the content; in that it will be informative but delivered in a lighthearted way. This also reflects the brand identity, because the idea is that kids are learning, but through purposeful play.

Kidzu’s biggest competition is Marbles Kids Museum in Raleigh. Their site has an automatic slideshow, and Kidzu’s will not, which already makes it superior. With descriptions of their programs, they list the corresponding school district curriculum goals being met, which is a helpful detail. The site looks messy because there are too many different colors of text. I think something minimal, but still eye catching would work well for Kidzu, especially because the museum is a small, exciting space. A navigation bar more similar to Wikipedia’s is a better idea because it will be associated with knowledge and help the organization stand out as a resource.