



**WordPress Website Design**  
<https://vaccinationrewards.org>

Played a significant role in helping design and launching a nonprofit website designed to share information with unvaccinated people to get the covid-19 vaccine.

Responsible for laying out the website in WordPress with five others who helped clean it up. The few design components I put together include a logo design, drop-down button menu, slideshow, placing images, HTML/CSS, entering content from a spreadsheet, and inserting it into a table. I helped clean up gaps of white space by inputting line-height into the CSS and HTML in many different areas on the site.

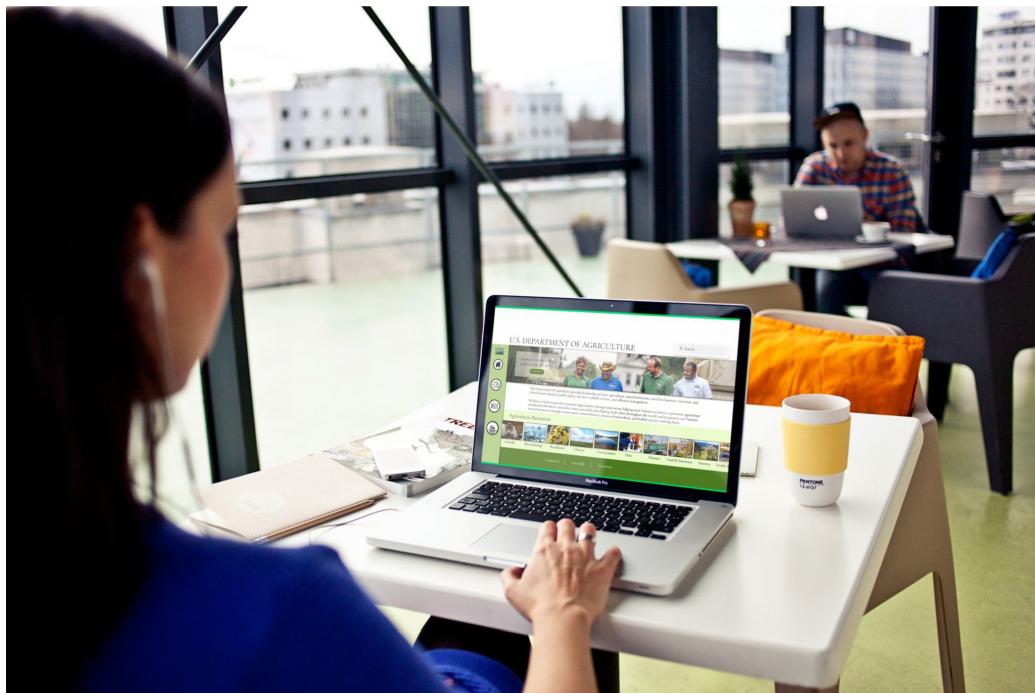
# VACCINATION REWARDS



## Responsive Government Website Redesign

[https://docs.google.com/presentation/d/e/2PACX-1vRIWMhFXlZkQA5uvtk13DQsTPnvsWE5Z6X6Y2N-kGz-YAacWIPt3qmfq3zVFR\\_iq1rnnyxOkUd5KSkc/pub?start=false&loop=false&delayms=3000](https://docs.google.com/presentation/d/e/2PACX-1vRIWMhFXlZkQA5uvtk13DQsTPnvsWE5Z6X6Y2N-kGz-YAacWIPt3qmfq3zVFR_iq1rnnyxOkUd5KSkc/pub?start=false&loop=false&delayms=3000)

This report is a case study that shows four weeks of UI research that evaluates the Department of Agriculture. Each design component is coupled together into a case study showing various user research that includes wireframes, a proto-persona, new site navigation with card sorting, and clickable prototypes that demonstrate the homepage redesign of the Department of Agriculture.



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Derek Brown

**Age:** 60  
**Gender:** Male  
**Occupation:** Farmer  
**Location:** Pennsville, New Jersey  
**Marital Status:** Married for 50 Years  
**Archetype:** Milking Cows

### Bio:

Derek is a dairy farmer he is up at 5 A.M to milk the cows. He works hard running his farm and gets his hands dirty picking corn from his corn crop. The farm consists of sheep and pigs and works many tireless hours making sure they are taking care of everyday. He is in the process of seeking to find resources that include helps similar to food stamps.

### Goals:

Derek's goal is to improve the herd health by 2022 and creating a better cooling system for the milk. In order to do this Derek wants to sign up for extra resources on the Department of Agriculture website.

### Pain Points:

Since the pandemic Derek's food supply has been not as great so he needs to sign up for food stamps in order to make sure his herd is in better health.

### Brands:



4

### User Scenario:

Derek wants to find new resources to help him with feeding his herd ever since the pandemic the food stock for them has been slim so Derek seeks to sign up for food stamps and find some more help on <https://www.usda.gov>.

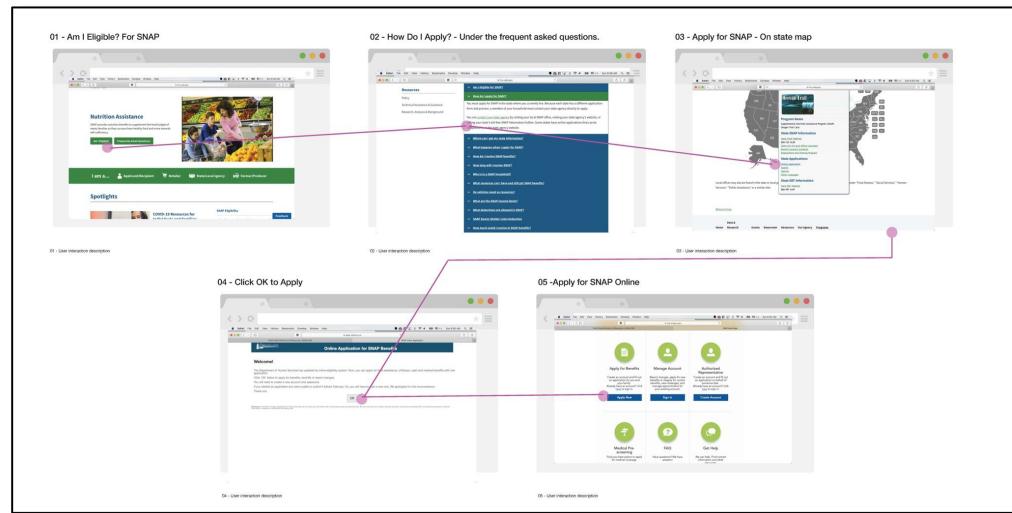
# User Interface Analysis

LYNETTE SLAPE

Homework 8

3

5



User wants to apply to online SNAP application:

As Derek visited the website there was a button for food stamps but the user needed to go through too many steps to sign up he thought it should be easier or at least a number to call.

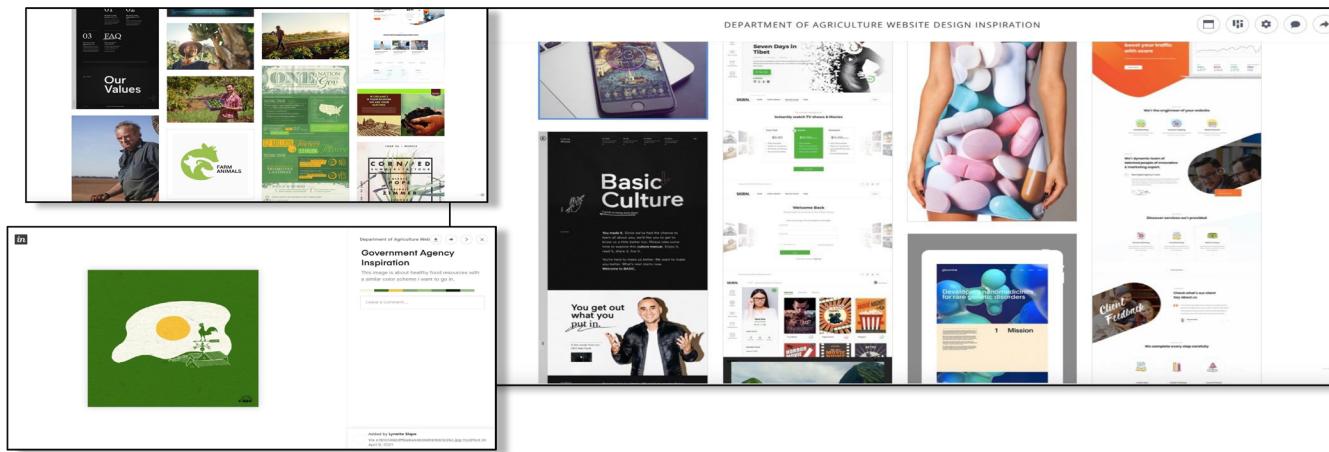
8

# Responsive Design

LYNETTE SLAPE

Homework 9

12



MoodBoard: <https://projects.invisionapp.com/boards/9H423QVDWU2/>

This mood board shows in the provided link show UI inspiration, and government agency inspiration with color as well as layout design.

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After giving two individuals I interviewed tasks that include navigating the topics on the Department of Agriculture website on both desktop and mobile. They both seem to answer the same question that includes, who are the main users of the website to be farmers? They both agreed that they don't mind the long list of topics in the dropdown menu seems fairly simple to them.

#### INTERVIEW ONE:

Dan says, "he has used the site before to explore possible grants for the orchards in Yakima the website navigation seems useful and simple in both desktop including mobile"

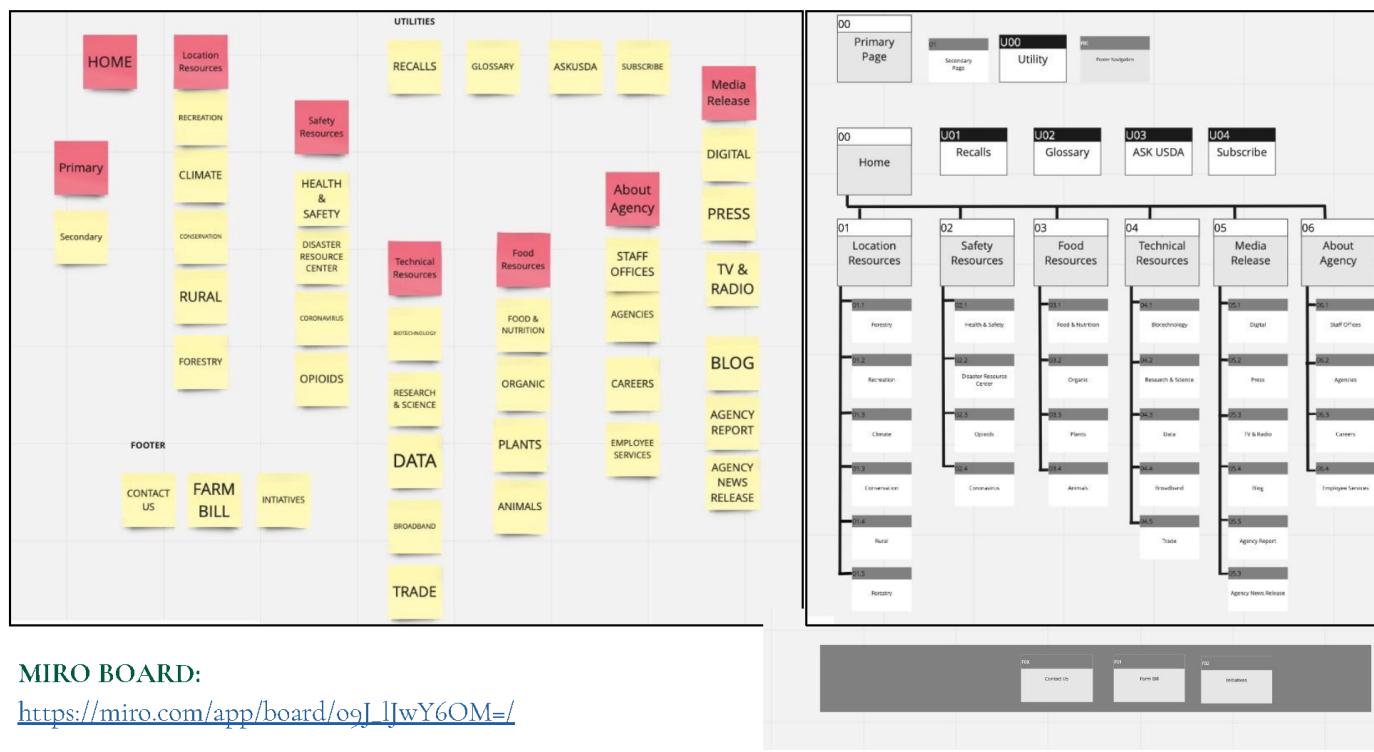
#### INTERVIEW TWO:

Olivia says, "I don't mind all the topics in a long list on the scroll down menu navigation it seems simple enough and easy to navigate in both desktop as well as mobile."

13

<https://projects.invisionapp.com/boards/9H423QVDWU2/>

## CARD SORTING - NAVIGATION:



## NEW SITE NAVIGATION:



## **MIRO BOARD:**

[https://miro.com/app/board/o9J\\_lJwY6OM=/](https://miro.com/app/board/o9J_lJwY6OM=/)

## CLICKABLE PROTOTYPE



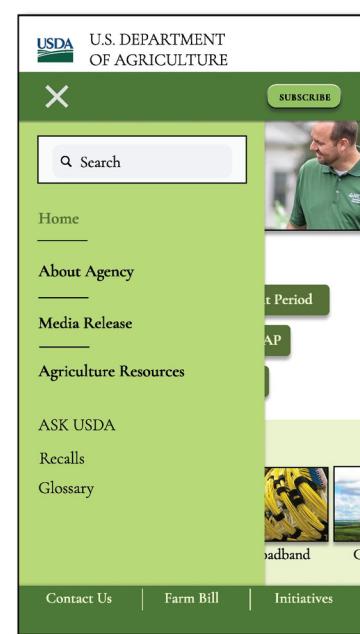
25

# Information Architecture

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## Homework 10

CLICKABLE  
PROTOTYPE



[https://www.figma.com/proto/VHv26i8c92s7pa1s85Gyi1/Wireframe-Mobile-Color?node-id=2%3A429&scal\\_26  
ing=scale-down&page-id=0%3A1](https://www.figma.com/proto/VHv26i8c92s7pa1s85Gyi1/Wireframe-Mobile-Color?node-id=2%3A429&scaling=scale-down&page-id=0%3A1)

In the first design of the homepage the color blue was taken from the logo designed for the navigation of the homepage.

In the final design of the homepage I began to add contrast and hierarchy in the homepage with different shades of green.

### HOMEPAGE ITERATION:

BEFORE:



AFTER:



27

# Interaction Design

LYNETTE SLAPE

Homework II

32

**UI STYLE TILE : Department of Agriculture Re-Design**

Date: 5/01/21

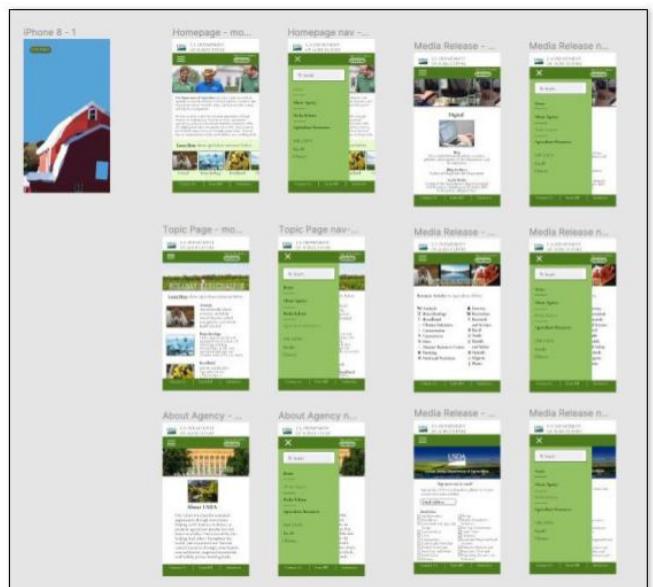
<b>UI STYLE DIRECTION</b>	<b>BRAND LOGO</b>																		
The Department of Agriculture website redesign is designed to give the user a more organic visual feel by bringing in a sense of growth, evenness, and regularity. The main goal of the Department of Agriculture is seen on the homepage in an organic, rounded font. The main menu is organized into topics known as topics. The menu navigation seen on the left side displays the dropdown menu. The user may click on the page in the navigation that leads to a third page.																			
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<b>Typography</b>	<b>Button States</b>																		
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<b>Text</b>	<b>Button Styles</b>																		
“Design is not just what it looks like or feels like. For how it works.” Steve Jobs	<ul style="list-style-type: none"> <li>LEARN MORE</li> </ul>																		

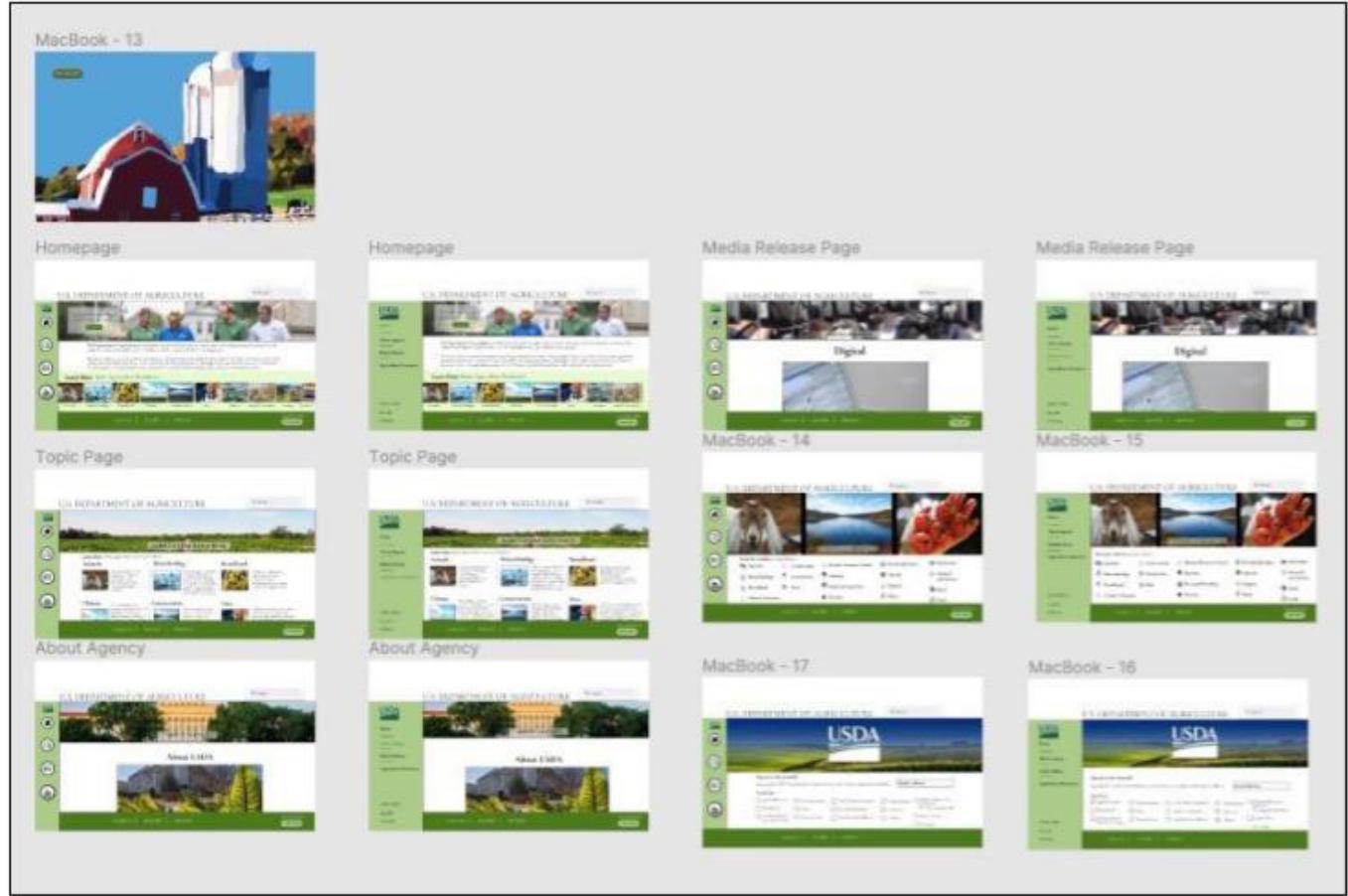
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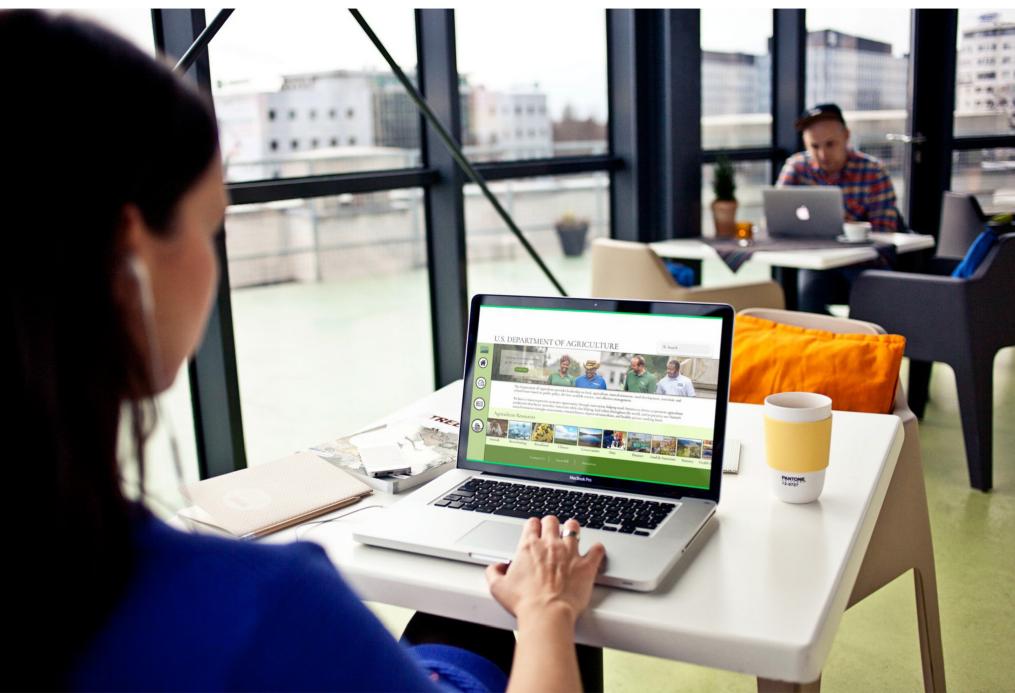
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<b>Typography</b>	<b>Image Slider - Agriculture Page</b>																		
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<b>Image</b>	<b>Image Slider - Agriculture Page</b>																		
<b>Mobile Mockups</b>	<b>Image Slider - Homepage</b>																		
Homepage - mo... Media Release - ... Media Release n... About Agency - ... About Agency n... Media Release - ... Media Release n... Media Release n... Media Release n...																			

29

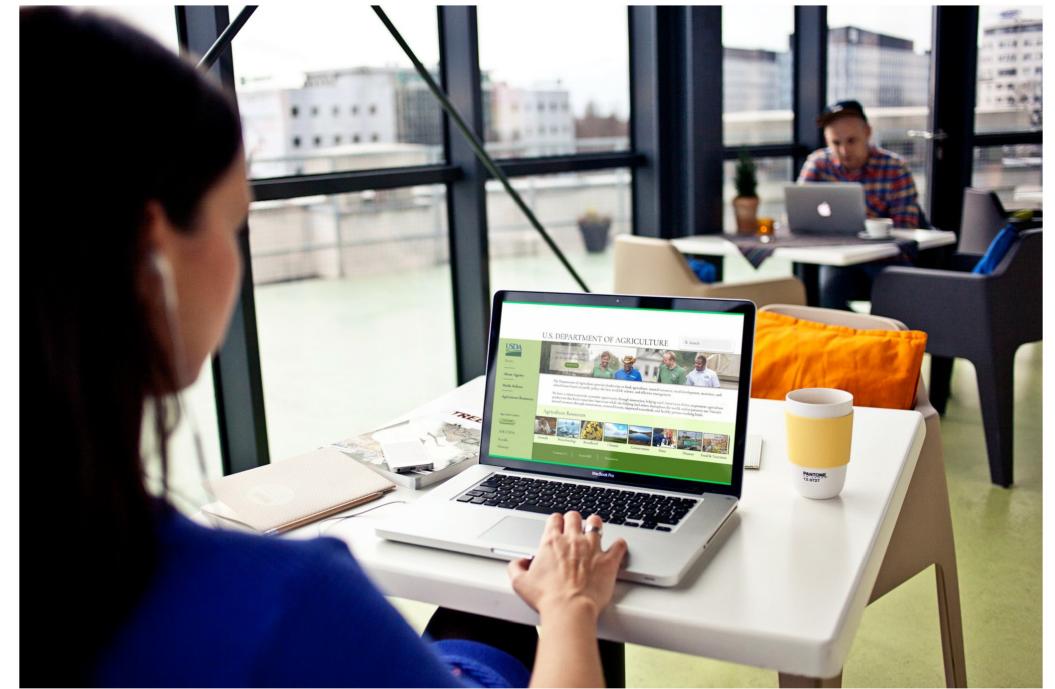




CLICKABLE  
PROTOTYPE

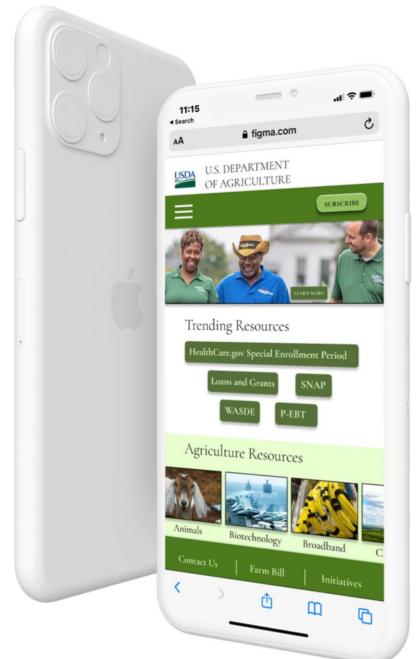


<https://www.figma.com/proto/PAmUHTRLukIqh01msa3ksS/Government-Agency-Desktop-Expanded?scaling=min-zoom&page-id=0%3A1&node-id=1%3A527>



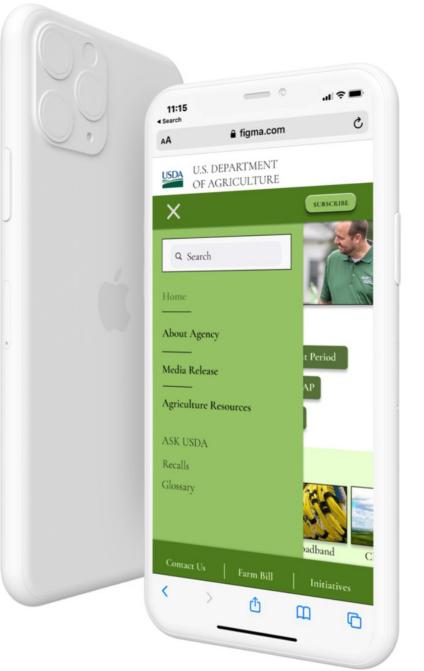
<https://www.figma.com/proto/PAmUHTRLukIqh01msa3ksS/Government-Agency-Desktop-Expanded?scaling=min-zoom&page-id=0%3A1&node-id=1%3A527>

CLICKABLE  
PROTOTYPE



<https://www.figma.com/proto/mfHwt8QdNiBzqYoYErlfIk/New---Government-Agency-Mobile---Expanded?scaling=scale-down&page-id=0%3A1&node-id=4%3A1244>

CLICKABLE  
PROTOTYPE



IPAD  
CLICKABLE  
PROTOTYPE



40

<https://www.figma.com/proto/vsTO2L7bNUO6OO3AbWcHwn/New---Government-Agency-IPad---Expanded?node-id=1%3A38&scaling=scale-down&page-id=0%3A1>

ITERATE HIGH-FIDELITY MOBILE  
HOMEPAGE PROTOTYPE BASED  
ON USABILITY TESTS:

Old Version:



New Navigation:



41

# **Bright Mind Enrichment Wellness Model**

<https://drive.google.com/file/d/14vqC94FSKpkDL-nOvhajFS6uhTMURln/view?usp=sharing>

Re-formatted a already made BME wellness model for the nonprofit <https://brightmindenrichment.org> to a more consistent illustration.

**AFTER RE-DESIGN:**

The diagram illustrates the Bright Mind Wellness Model, structured into four main quadrants:

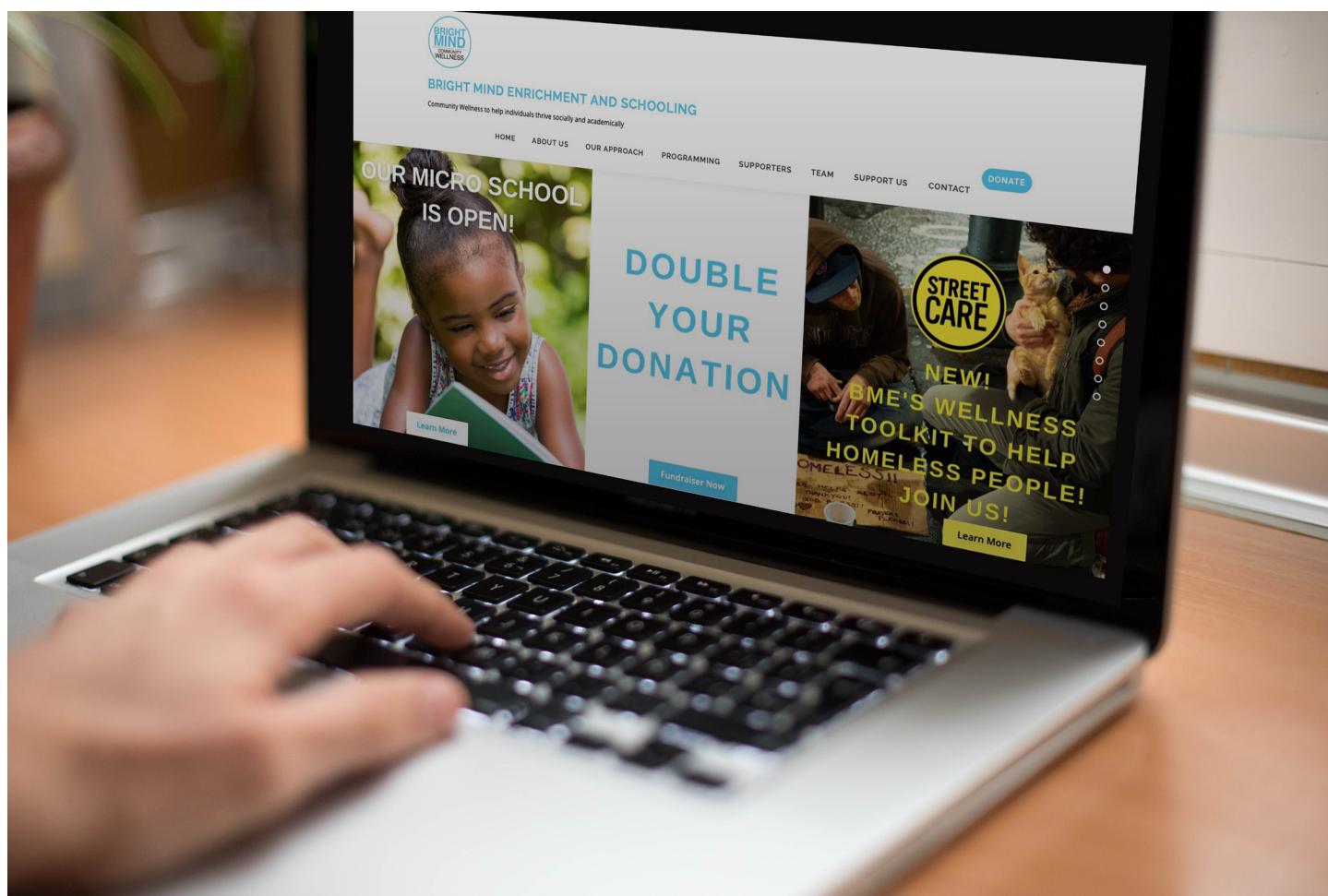
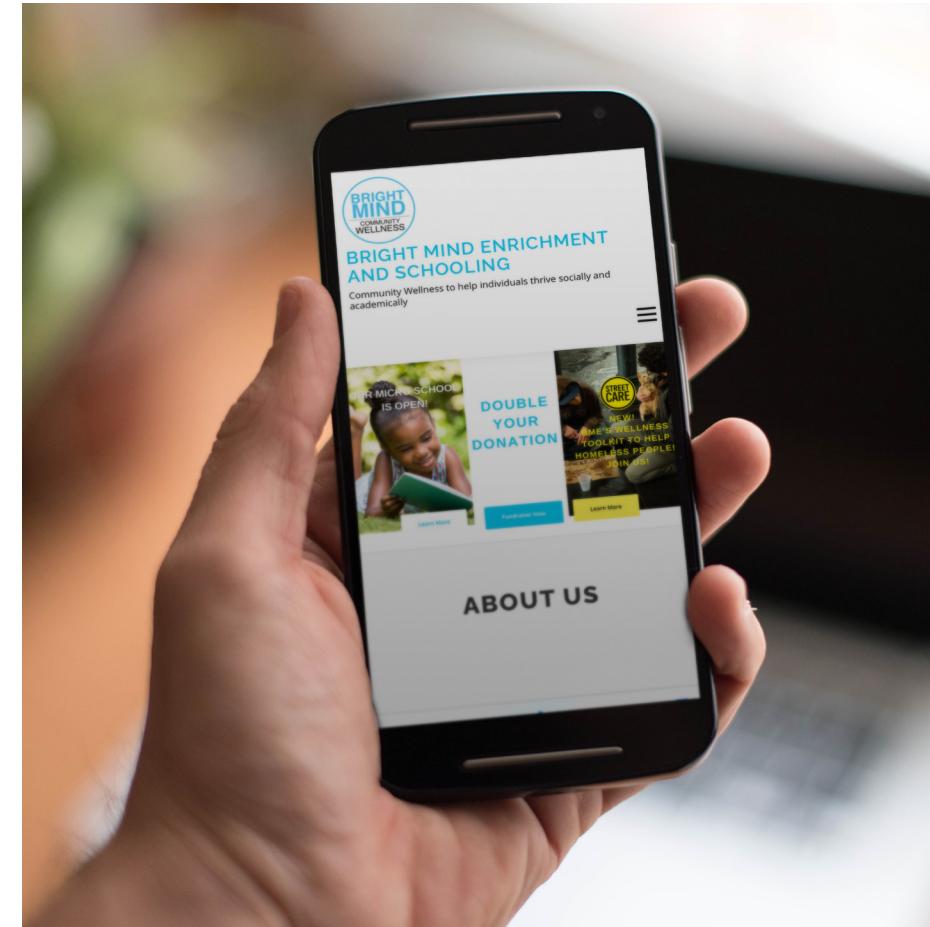
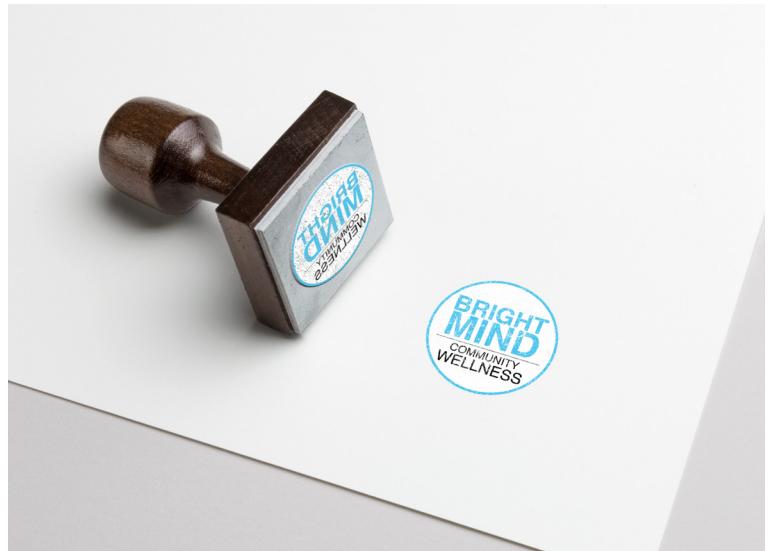
- COMMUNITY:** Focuses on social interaction and support. It includes concepts like Decision-Making, Problem-Solving, Learning Readiness, Thinking, Relating, Social Skills, Cooperation, Nurturing Relationships, Concern for Others, Empathy, and Sharing.
- HEALTH:** Focuses on personal well-being and discipline. It includes concepts like Self-Discipline, Self-Confidence, Character, Mindful Balance, Attainment of Life Skills, Teamwork, Self Grit, Contributing to Group Goal, Attainment, Responsible Citizenship, Leadership, Volunteer Service, Giving, Working, Being, and Community Wellness.
- INVOLVEMENT:** Focuses on active participation and contribution. It includes concepts like Attainment of Life Skills, Teamwork, Self Grit, Contributing to Group Goal, Attainment, Responsible Citizenship, Leadership, Volunteer Service, Giving, Working, Being, and Community Wellness.
- VALUES:** Focuses on core principles and relationships. It includes concepts like Communication, Cooperation, Caring, and the three pillars of the model: Thinking, Relating, and Caring.

Community Wellness to help individuals thrive socially and academically

**Logo Design for website / <https://brightmindenrichment.org>**

Responsible for created a current logo for Bright Mind Enrichment and Schooling a mark that can be more simple and memorable.

**Used:** Adobe Illustrator, Adobe Photoshop



**Flyer appearing in Street Care Facebook to promote event.**  
<https://www.facebook.com/234917951091765/posts/381866009730291>

**Business Card** / [https://drive.google.com/drive/folders/1\\_W6k59oGYql6sv8WB-GF-jcz8odKdOlij?usp=sharing](https://drive.google.com/drive/folders/1_W6k59oGYql6sv8WB-GF-jcz8odKdOlij?usp=sharing)

Responsible for designing business cards for Bright Mind Enrichment and Schooling.

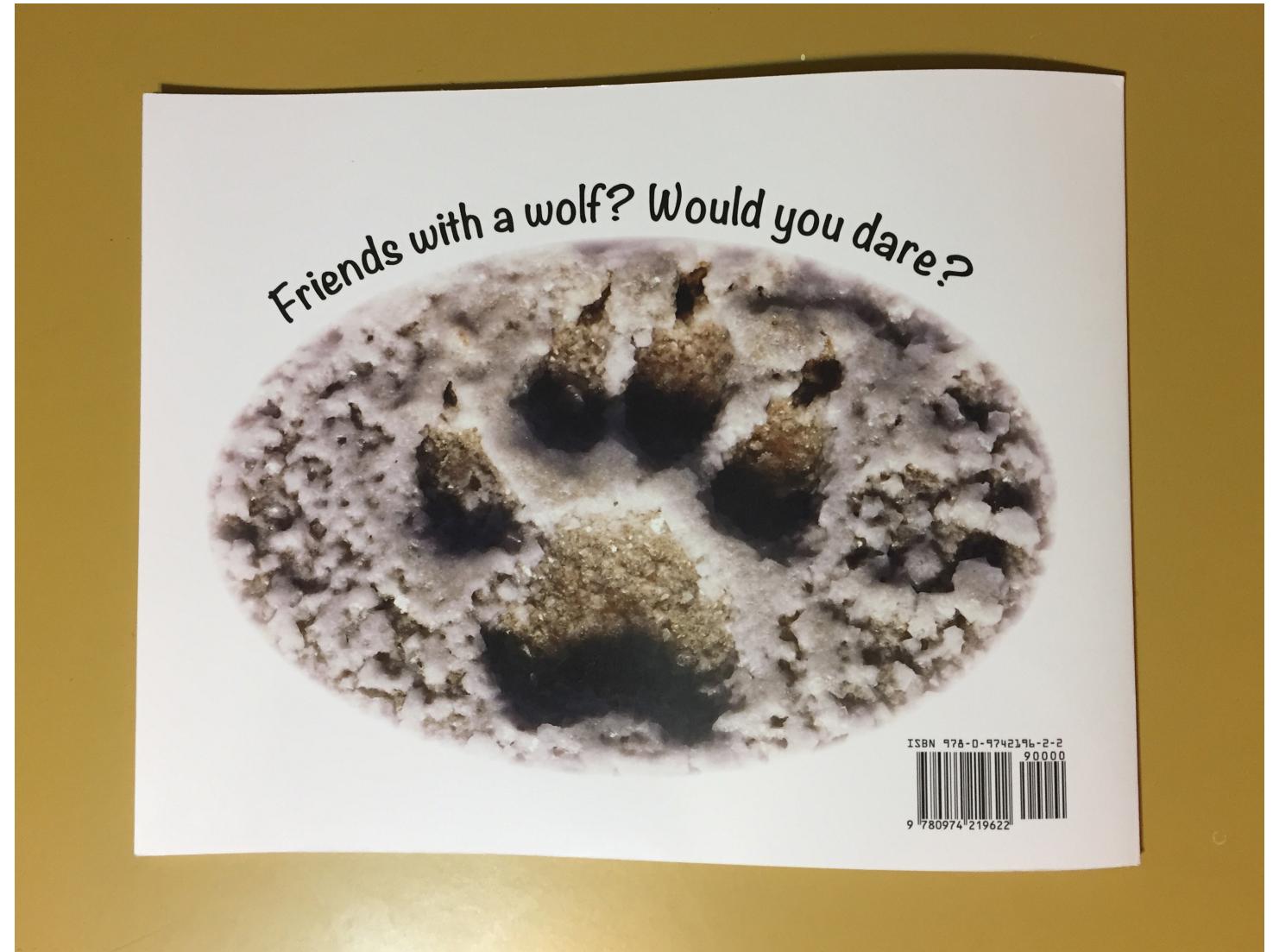
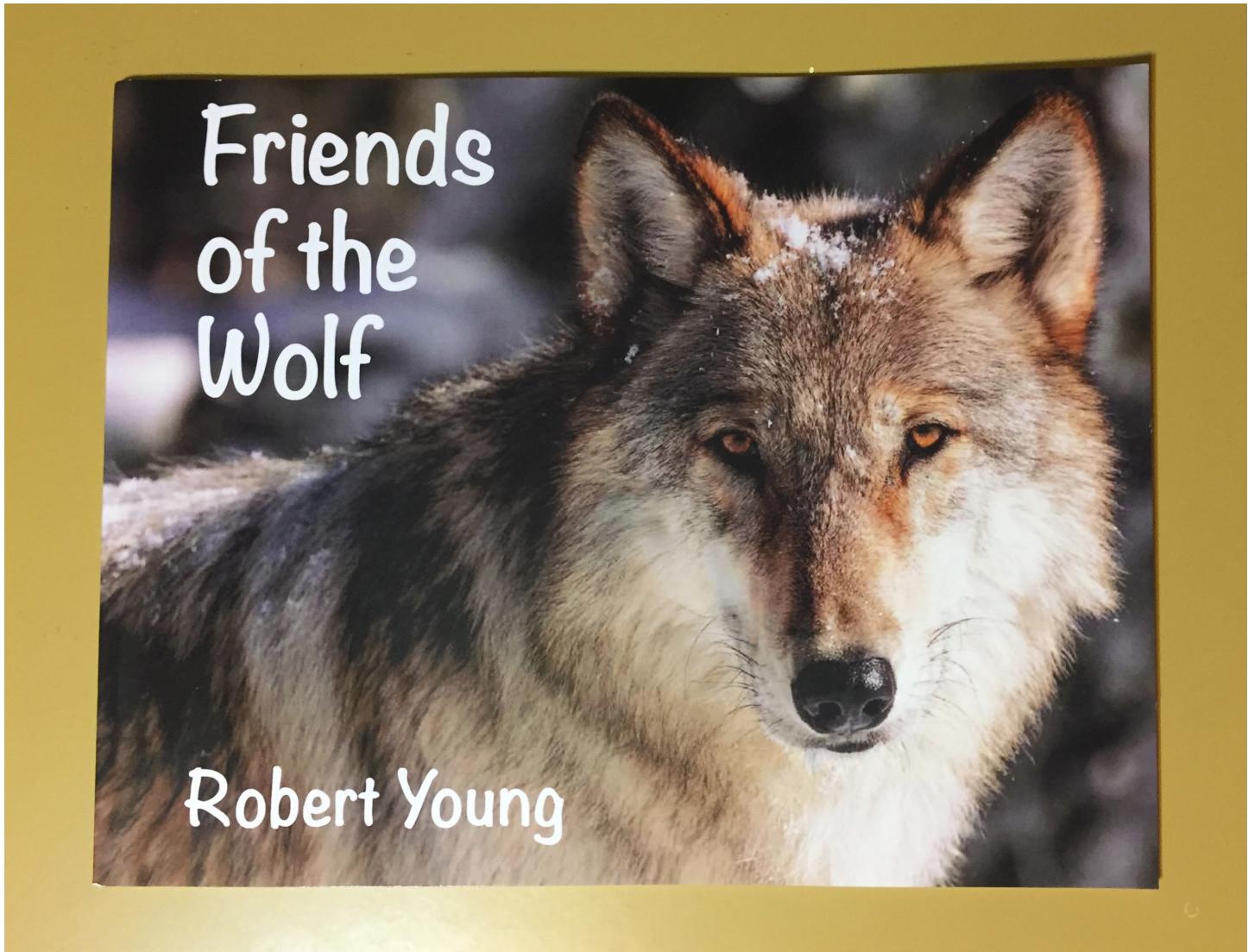
**Used:** Adobe InDesign, Adobe Photoshop



**Page-Layout Design for Children Book /** <https://www.amazon.com/Friends-Wolf-Robert-Young/dp/0974219622>

Responsible for creating the layout of thirty-five pages of provided content and photographs. Won award for page-layout from Indigo Awards. <https://www.indigoawards.com/winners/1599>

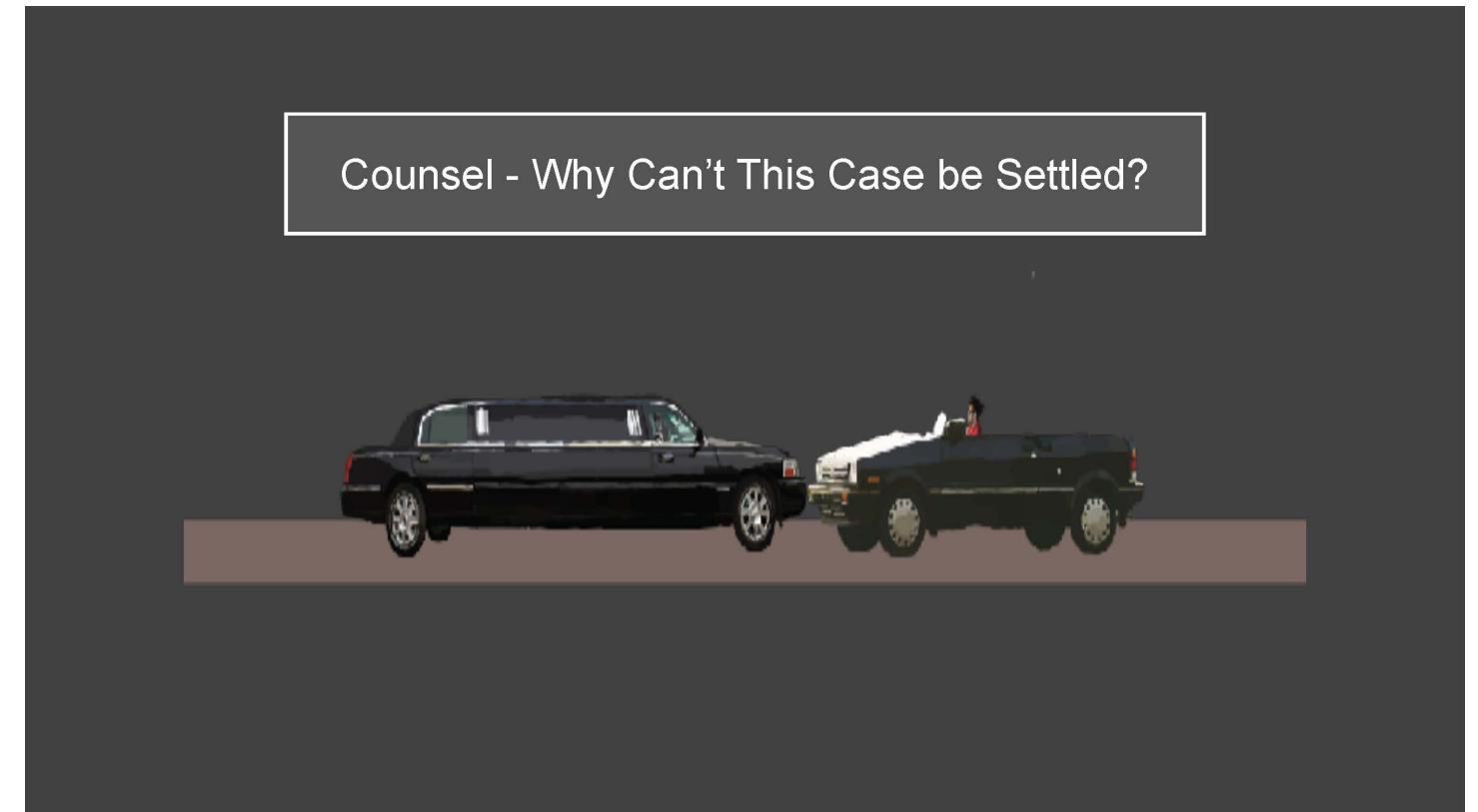
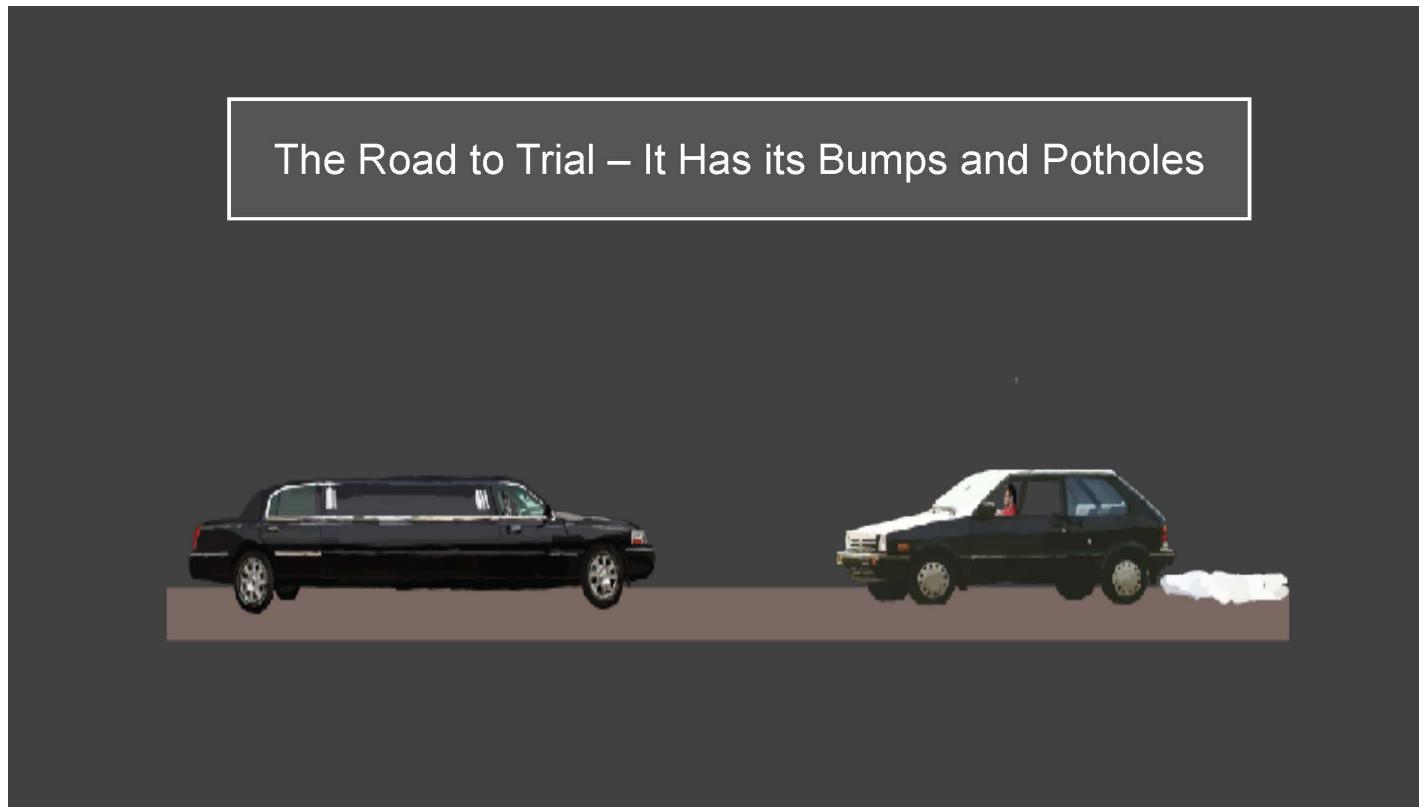
**Used:** Adobe InDesign



**Presentation Illustrations** / [https://docs.google.com/presentation/d/e/2PACX-ivRFFCcEWnw-JL-d6bEiKjnkLb33nJra\\_CCZ7s\\_bmwONy2i769kzCIr5Tos4x5bOMan5JEgKg\\_M8AEjKj/pub?start=false&loop=false&delayms=3000](https://docs.google.com/presentation/d/e/2PACX-ivRFFCcEWnw-JL-d6bEiKjnkLb33nJra_CCZ7s_bmwONy2i769kzCIr5Tos4x5bOMan5JEgKg_M8AEjKj/pub?start=false&loop=false&delayms=3000)

Responsible for creating digital illustrations combined in a powerpoint presentation gathered for William Cafaro a New York attorney.

**Used:** Adobe Illustrator



Do I Look Worried to You? I am Not Afraid!



Look for  
“Jewels in the  
Rough”



Picture of Calm –  
The Voice of  
Reason  
– Getting Traction  
with the Jury





Diamond Cutting



The Jewel That Sparkles

## Logo Design Tweak / <https://www.oregonhorserescue.com>

Responsible for tweaking already made logo design my moving so it loops through the letter o and runs across the serif leg.

**Used:** Adobe InDesign



old logo



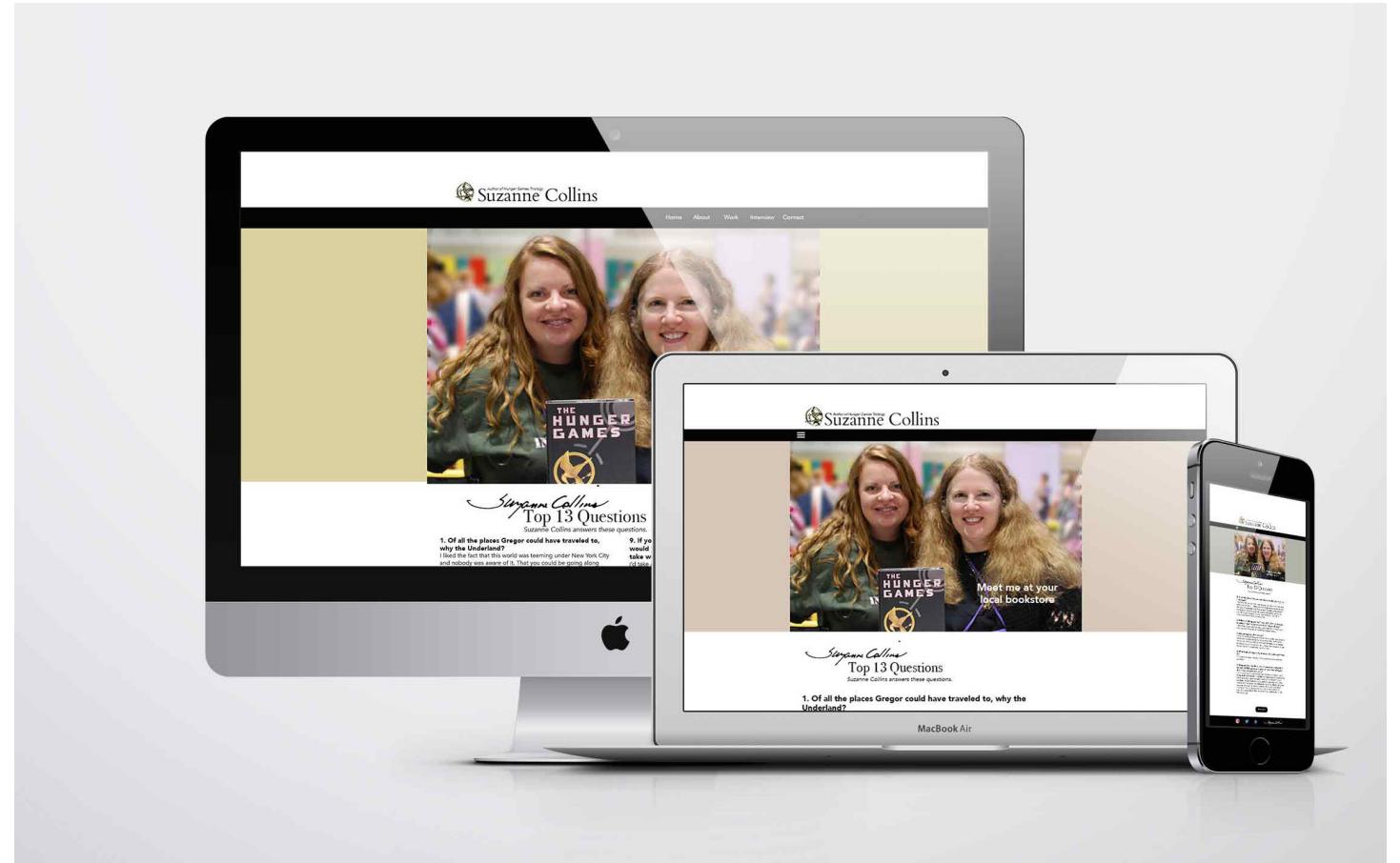
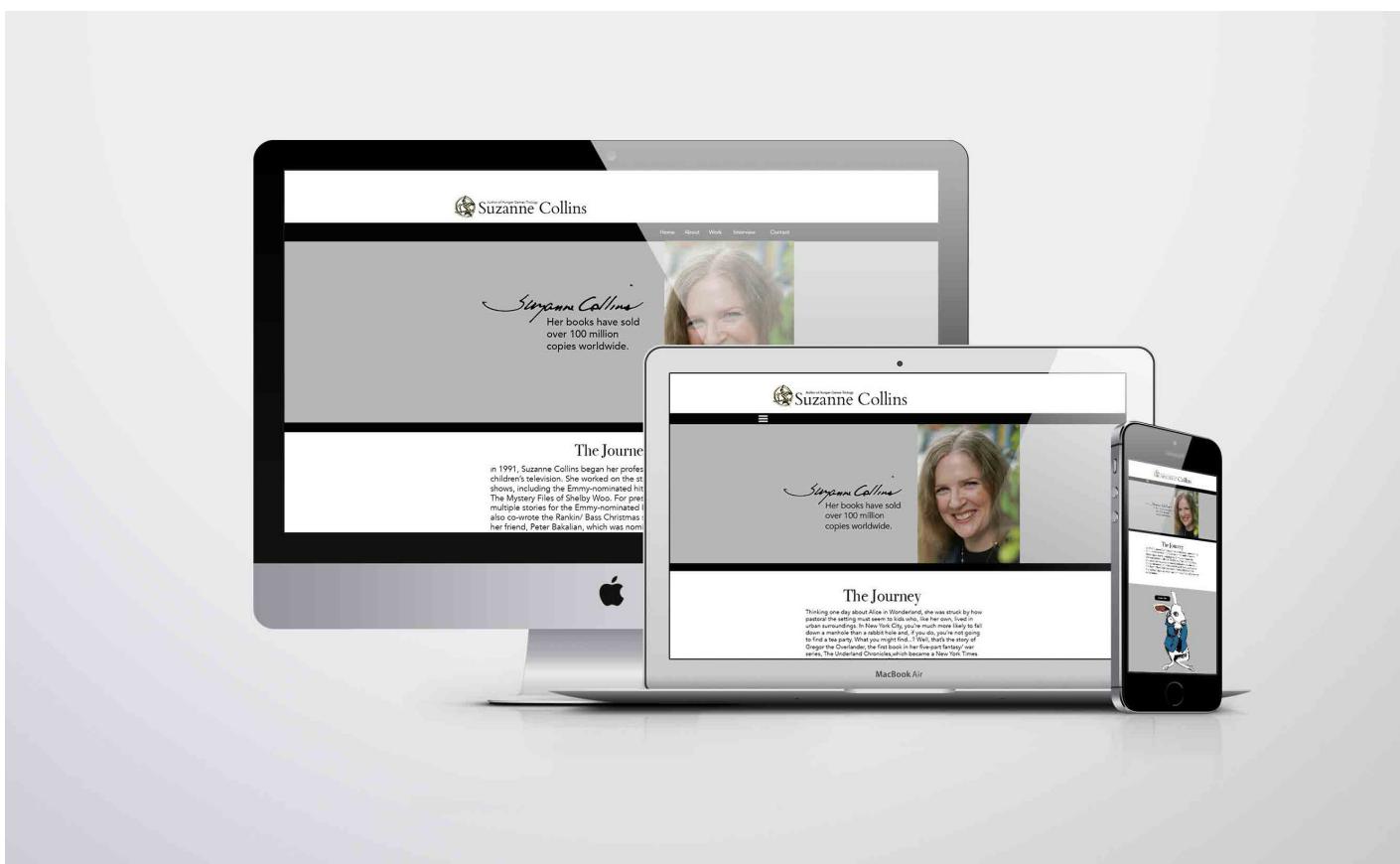
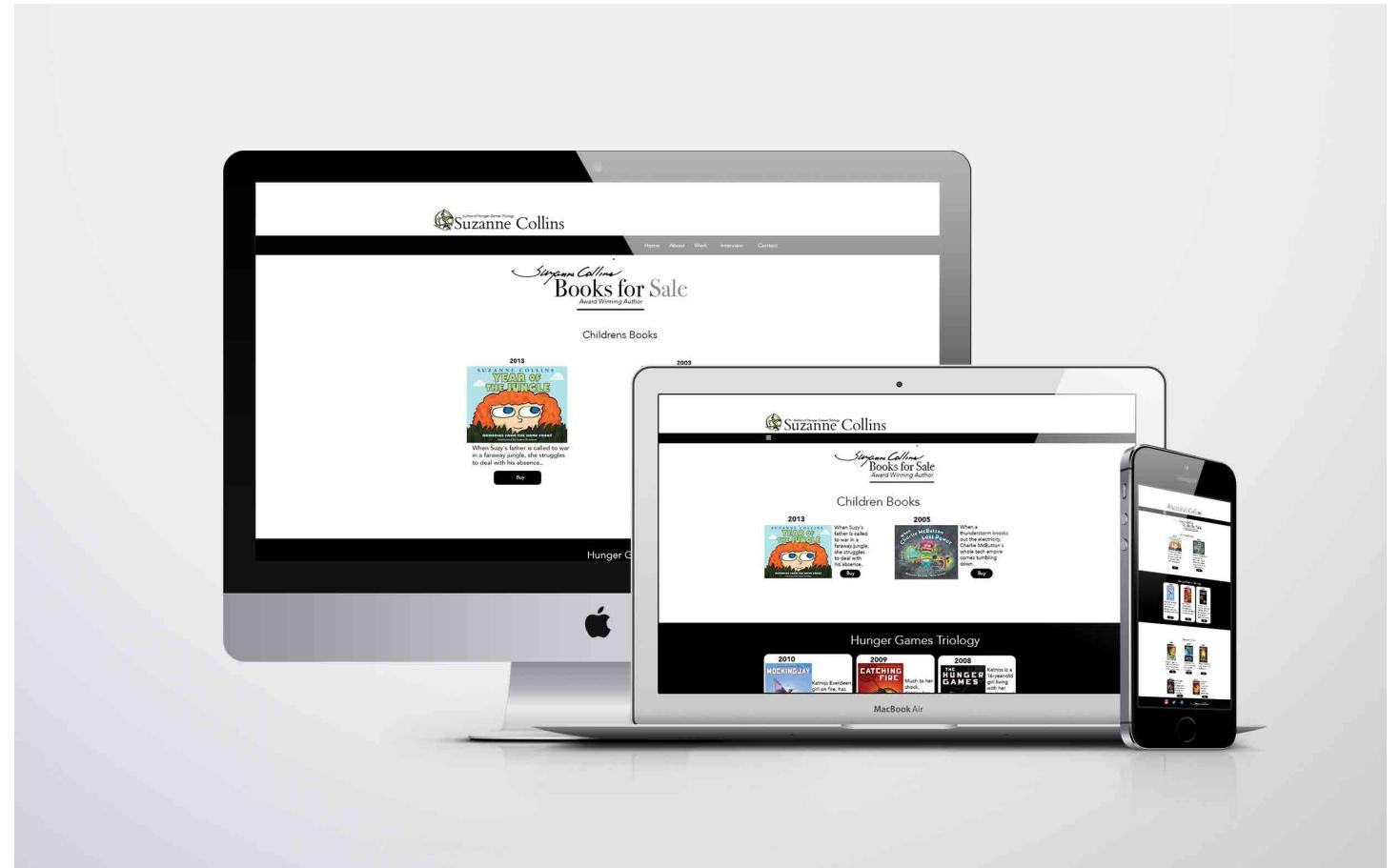
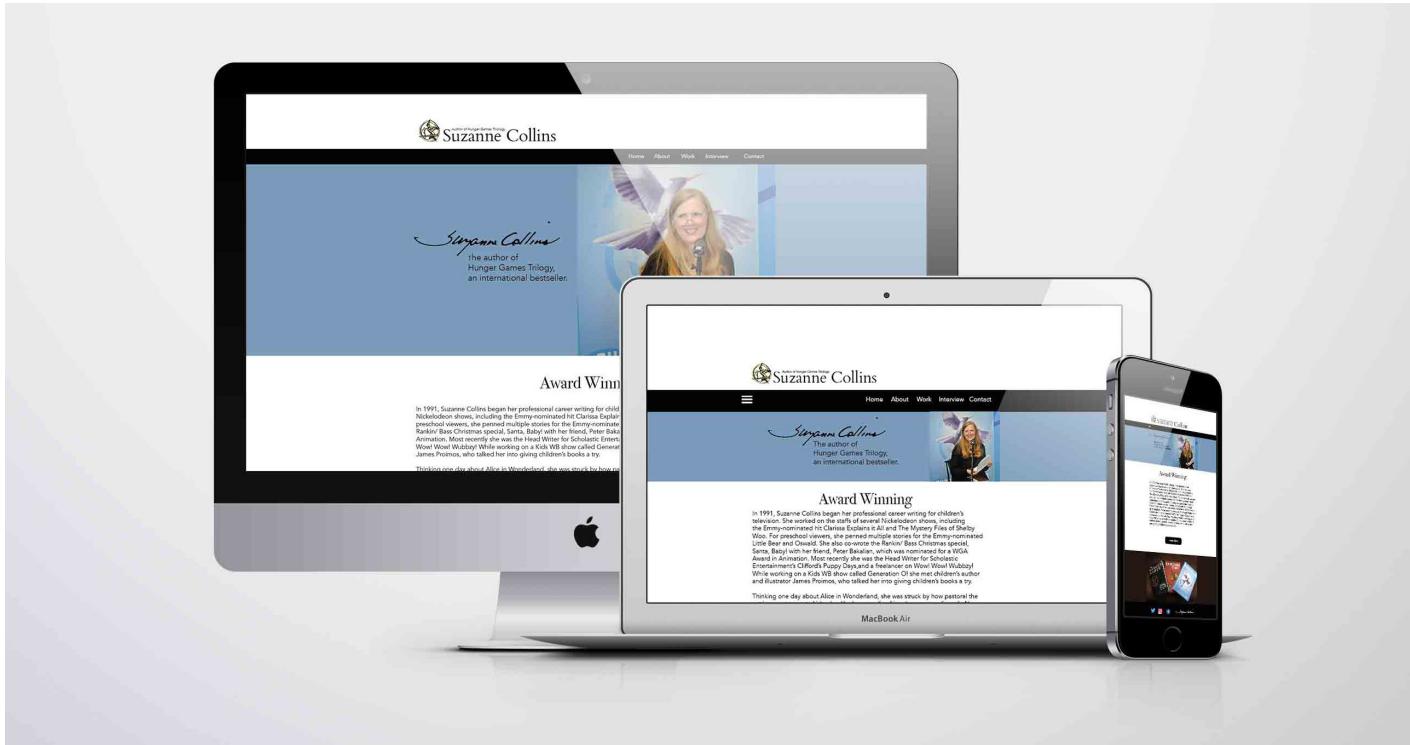
revised logo

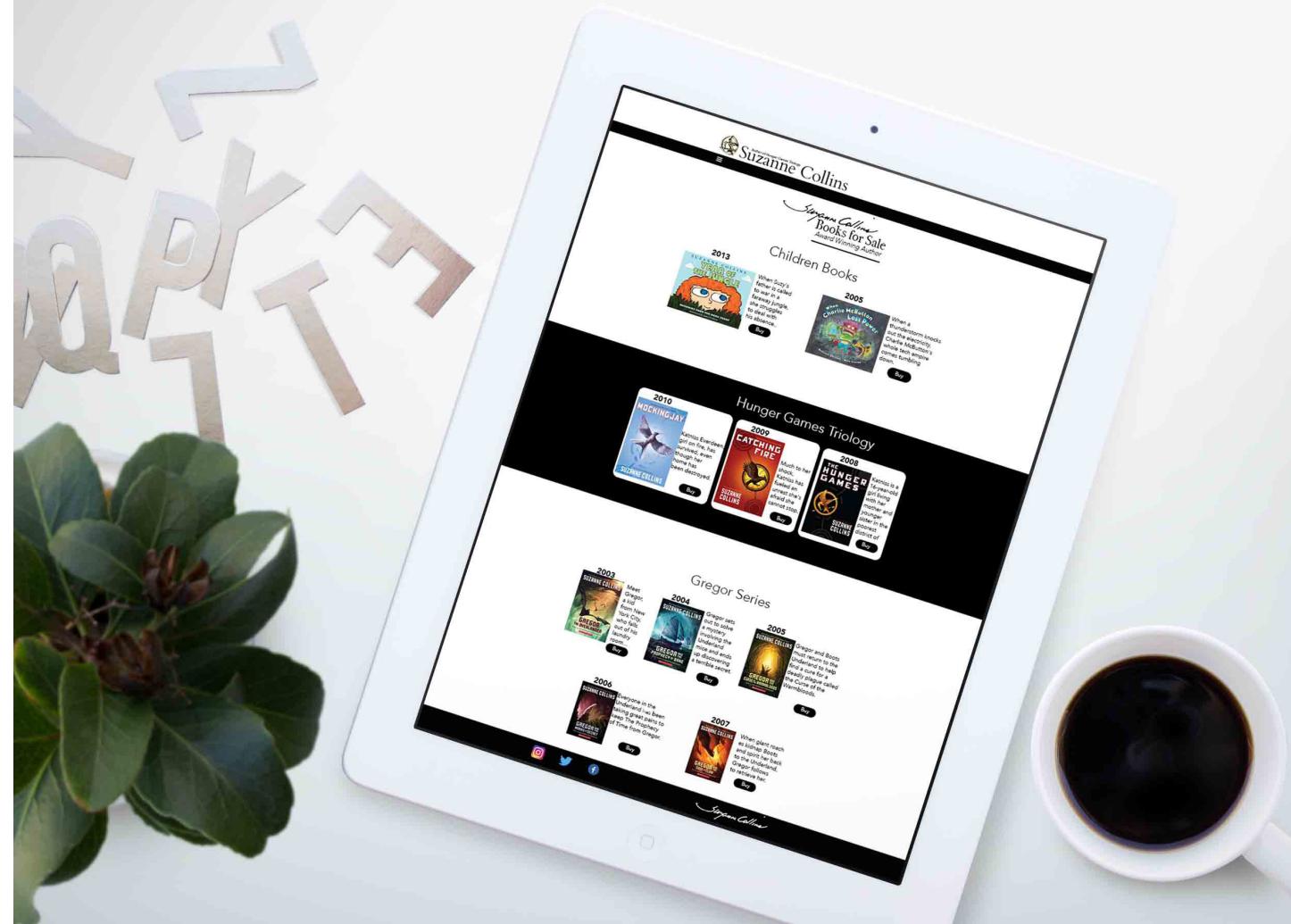


## Web Design Rebrand / <https://www.indigoawards.com/winners/1179>

A class project showcasing web design within a Photoshop mock-up showing desktop, tablet and mobile phone.

**Used:** Adobe Photoshop, Adobe InDesign





**Resort Branding** - A class project showcasing branding a already existing resort brand after rebranded.

**Used:** Adobe Photoshop, Adobe InDesign



New England Clam Chowder



## Starters

Mussels of Seared Harvey Bay



Seafood Sausage Flat bread



Portuguese Steamed Clam



## Mains

Pan Seared Sea Scallops

Black beluga lentils, citrus and tangerine

Rack of Spring Lamb



Grilled Cuttlefish

Oyster mushrooms, pork belly and ginger vinaigrette

Pan Seared Sea Scallops



Roast Corn fed Duck Breast, Broccoli, Sweet Potato

Tamarind, date and chilli jam

Risotto

Figs and shallots, foam, chocolate sauce

Roast Corn Fed Duck Breast



Rack of Spring lamb

Zinfandel reduction, roasted fingerling potatoes



Ram Roasted Chicken

Bell & Evans all natural chicken breast

Fillet of Wild Barramundi



**Logo Design** - A class project showcasing a logo designed based on real world brand.

**Used:** Adobe Photoshop, Adobe InDesign

