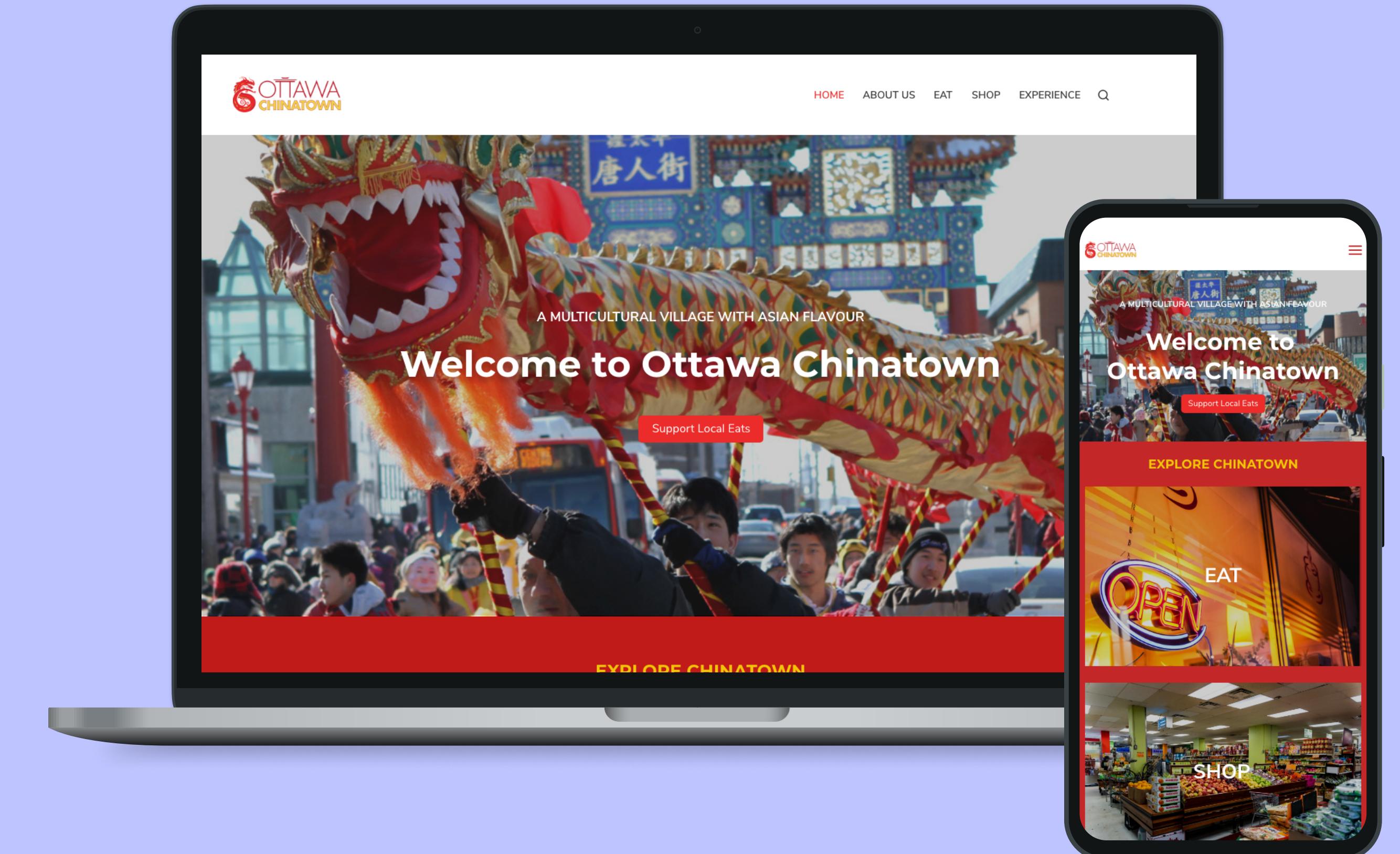


Ottawa Chinatown BIA

CASE STUDY: WEBSITE REDESIGN



Ottawa Chinatown BIA - Website Redesign

My Role:

Brand Strategy

Competitive Analysis

Stakeholder Research

Concept Ideation

Website Design

Team:

UX Designer (Me)

Web Developer

Tools Used:

Adobe XD

Wordpress Elementor

Timeline:

2 weeks

Context

Ottawa Chinatown BIA is a non-profit organization that provides support and information to businesses within their business improvement area.

During a 2-week engagement, we worked with the client to improve the user experience and design of their current webiste.

DEFINE

Problem & Goals

Why it needs a redesign?

Ottawa Chinatown BIA (the client) website is outdated. Users are having difficulty navigating within the site. There is no trust building up when users first see the website and brand values of the organization are not clearly visible.

Project Goals

- Improve the design and layout of content
- Clean up site map for better user experience
- Communicate the brand as a cultural destination
- Better organize business listings
- Update navigation to three main sections (i.e. Eat, Shop, Experience)

DEFINE

User Personas



Tina, 48
 #localshopper #homecook #mother
Occupation: Federal Worker

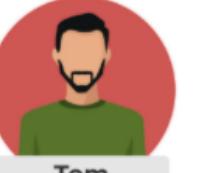
Goals

- To look for specific ingredients to cook specific asian homemade meals
- To be given assistance and recommendations from shop owners

Frustrations

- Local grocery stores do not possess all the ingredients needed for the asian dishes
- Not enough assistance when looking for the right products in large asian grocery stores (i.e., T&T)

Feature	Desirability	Obtainability
Pop-up description of store profile when you click on business name in the directory (hours of operations, holidays/closure, type of products)	8	2
Recommendations for where to find specific ingredients/ready-made products based on products grocery stores carry	7	2
Shops directory organized in alphabetical order and by category	10	6



Tom, 42
 #newbusinessowner
Occupation: Restaurant Owner

Goals

- To feature & edit his business on the Chinatown website
- To stay up-to-date on Chinatown news & events

Frustrations

- Finding it difficult to stay up-to-date with news while running a business
- Needs an easy & effective way to let customers know about restaurant changes (hours, holidays, etc.)

Feature	Desirability	Obtainability
Membership login	8	4
Modify business profile to update information	8	4
Chinatown updates	6	4
Contact form for new business application	5	7
Newsletter sign-up form (does not have mailing list)	6	4



Kim, 24
 #localdiner #foodie #influencer
Occupation: PR Executive and Instagram Blogger

Goals

- To dine or order from a good and authentic asian restaurants
- To stay on trend with the most popular foodie destinations

Frustrations

- Takes a lot of time and effort to research good restaurants and cafes on social media and other people's blogs
- Difficulty knowing which food delivery systems Chinatown restaurants use

Feature	Desirability	Obtainability
Section that highlights local favorites	7	4
Easy redirection for food ordering and delivery	10	7
Restaurant directory organized in alphabetical order and by category	10	6
Pop-up description of restaurant profile	8	2



Jacob, 31
 #tourist
Occupation: Physiotherapist

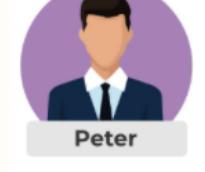
Goals

- To visit the city with his partner and explore Chinatown
- To learn more about asian cultures and history

Frustrations

- Difficulty finding closest parking spots to destinations for cheap
- Planned a trip around a specific event in Chinatown and would like to be informed of any event updates/logistics

Feature	Desirability	Obtainability
Upcoming / Main events	10	10
Map for parking garages and street parking	8	6
Content about Chinatown culture, history & attractions	10	7



Peter, 38
 #tenant
Occupation: Young professional looking to invest in rental property

Goals

- To learn about amenities and services within the area
- To assess the livability of neighborhood and income levels
- To obtain information on accessibility and transportations of the neighborhood

Frustrations

- Difficulty finding sufficient information on a neighborhood to find the right location that would satisfy occupant needs
- Sources do not specify any plans for development

Feature	Desirability	Obtainability
Google interactive map of the area	10	8
Community & amenities map (image or pdf) of the area	8	2
Information on development initiatives in Chinatown	6	2

Based on the insights gained from stakeholder interviews, I developed user profiles to better understand who visits the website, what are their goals and painpoints, and how we can prioritize the desired features based on the need for specific user tasks.

DEFINE

Constraints & Tradeoffs

Due to the 2-week time frame and restrictions with web development, it was not feasible to implement a Wordpress directory plugin and input all business listings.

Therefore, the following constraints were introduced for this project to focus on designing the Home, About, and Experience page:

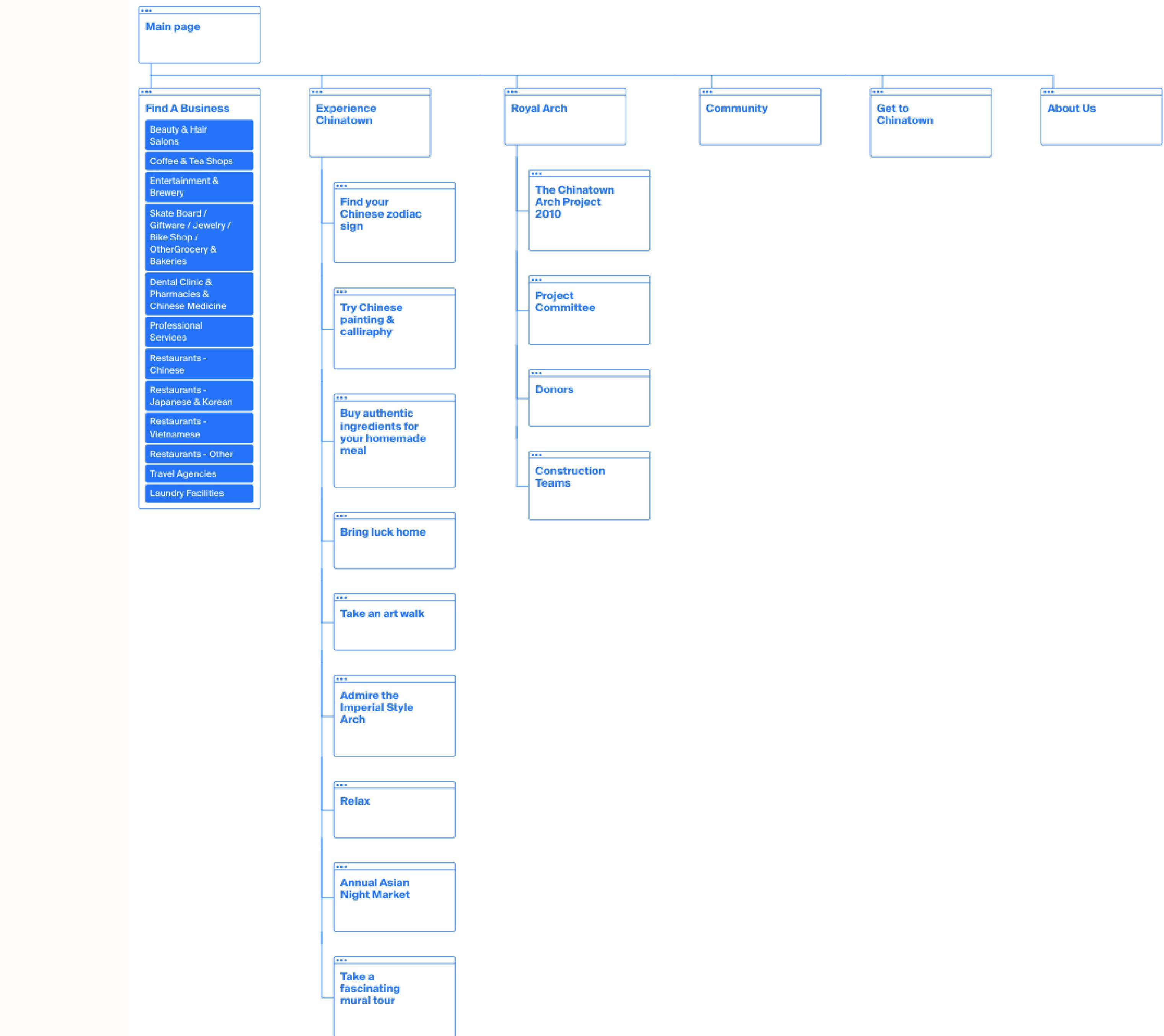
1. Users will not be able to view details on individual businesses (i.e. product descriptions, background story)
2. Users will not be able to filter, sort, or search business listings
3. Users can not view business listings in an interactive map

Alternatively, we would keep current business listings, however, they will be separated into their respective categories (Eat or Shop) to keep the desired menu navigation.

IDEATE

Original

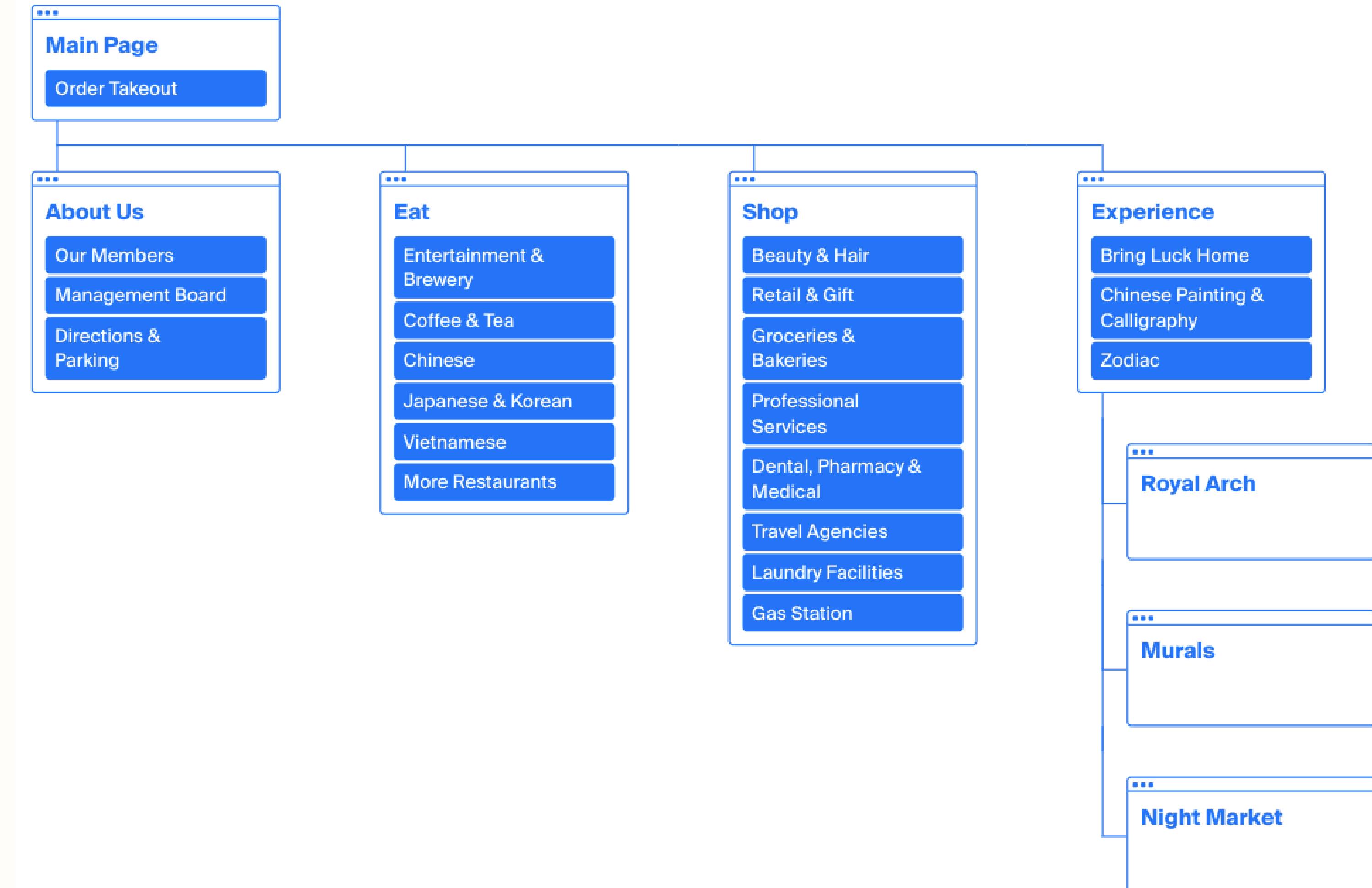
Site Map



IDEATE

Proposed

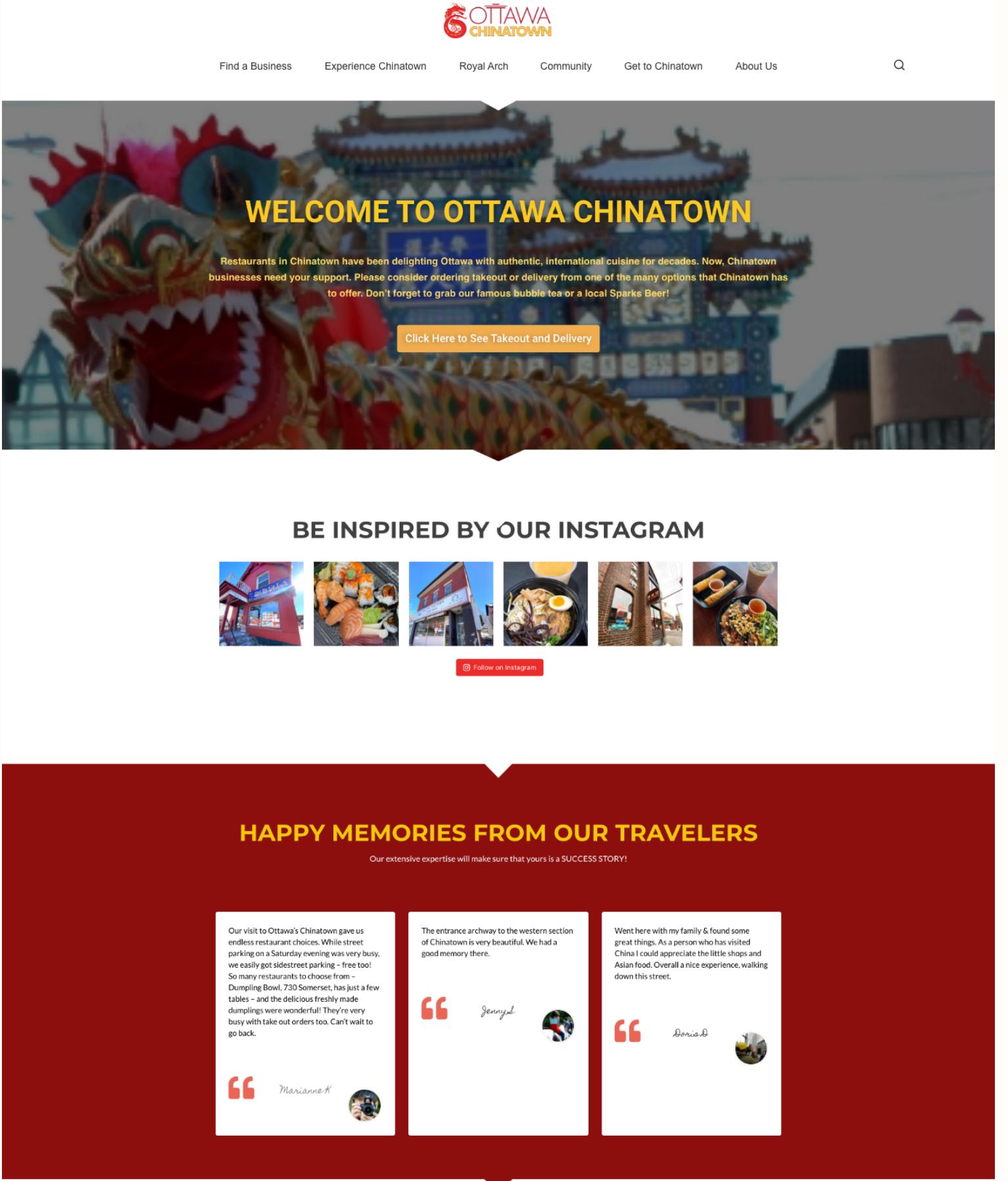
Site Map



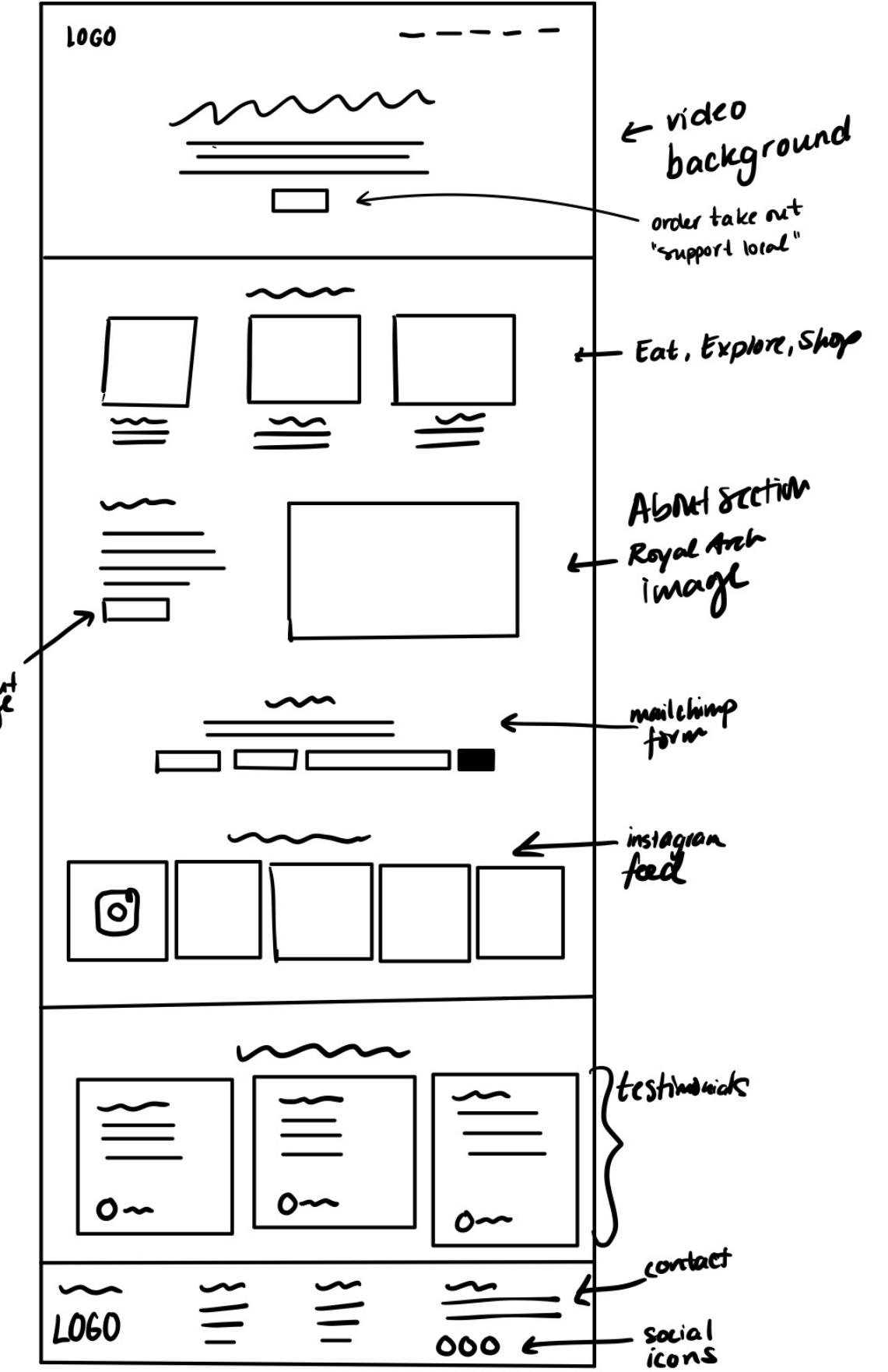
IDEATE

Sketching for better layouts

HOME PAGE



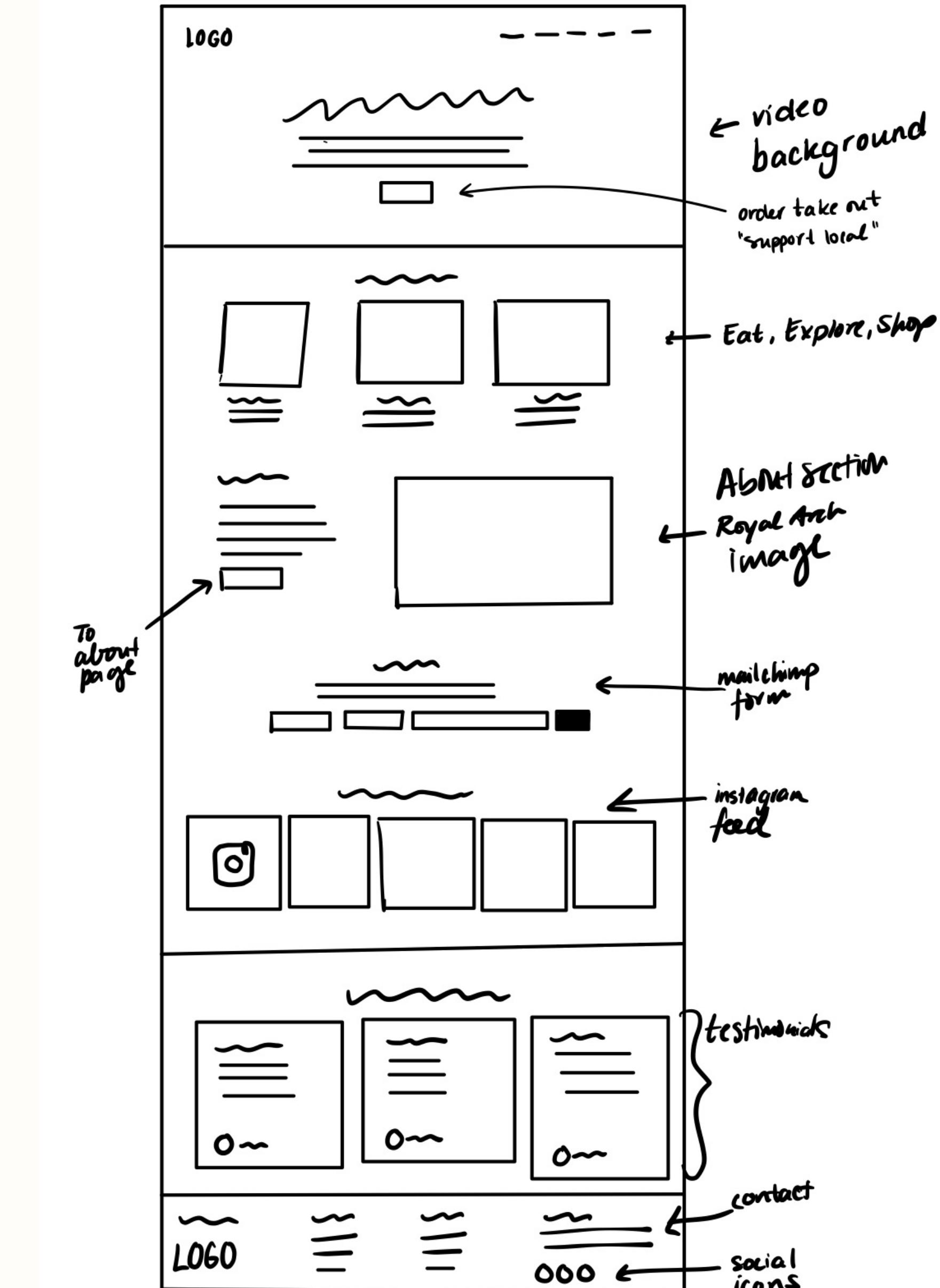
BEFORE



AFTER

IDEATE

Sketches to wireframes



BEFORE

Ottawa Chinatown

HOME ABOUT US EAT SHOP EXPERIENCE Q

A MULTICULTURAL VILLAGE WITH ASIAN FLAVOUR

Welcome to Ottawa Chinatown

Support Local Eats

EXPLORE CHINATOWN

EAT SHOP EXPERIENCE

Ottawa Chinatown BIA

Welcome to your home away from home! Visit Chinatown and experience the exotic culture, flavours, warm hospitality, and the diversity that it has to offer. With endless authentic dining gems and the most welcoming local businesses, your memories here will be unforgettable.

Learn More

JOIN OUR NEWSLETTER

We would love to stay connected with you and keep you posted on all of Chinatown's upcoming events, new openings, great restaurant offers, and more!

First Name Last Name Email Subscribe Now

BE INSPIRED BY OUR INSTAGRAM

Follow on Instagram

HAPPY MEMORIES FROM OUR TRAVELERS

"Our visit to Ottawa's Chinatown gave us endless authentic flavours. While we were parking on a Saturday evening was very busy, we easily got sidestreet parking – free too! So many restaurants to choose from – Dumpling Bowl, 730 Somerset, has just re-furbished – and so does Nosh! My dumplings were wonderful! They're very busy with take out orders too. Can't wait to go back!"
Marionette K

The entrance archway to the western section of Chinatown is very beautiful. We had a good memory there.
Jennyl

Visit here with my family & found some great things to eat. Everyone has visited China I could appreciate the little shops and Asian food. Overall a nice experience, walking down this street.
Doris D

CONNECT WITH US

Somerset Street Chinatown BIA
5-299 Somerset Avenue
Ottawa, Ontario K2B 6Z1
(613) 239-4707
ottawachinatown.ca

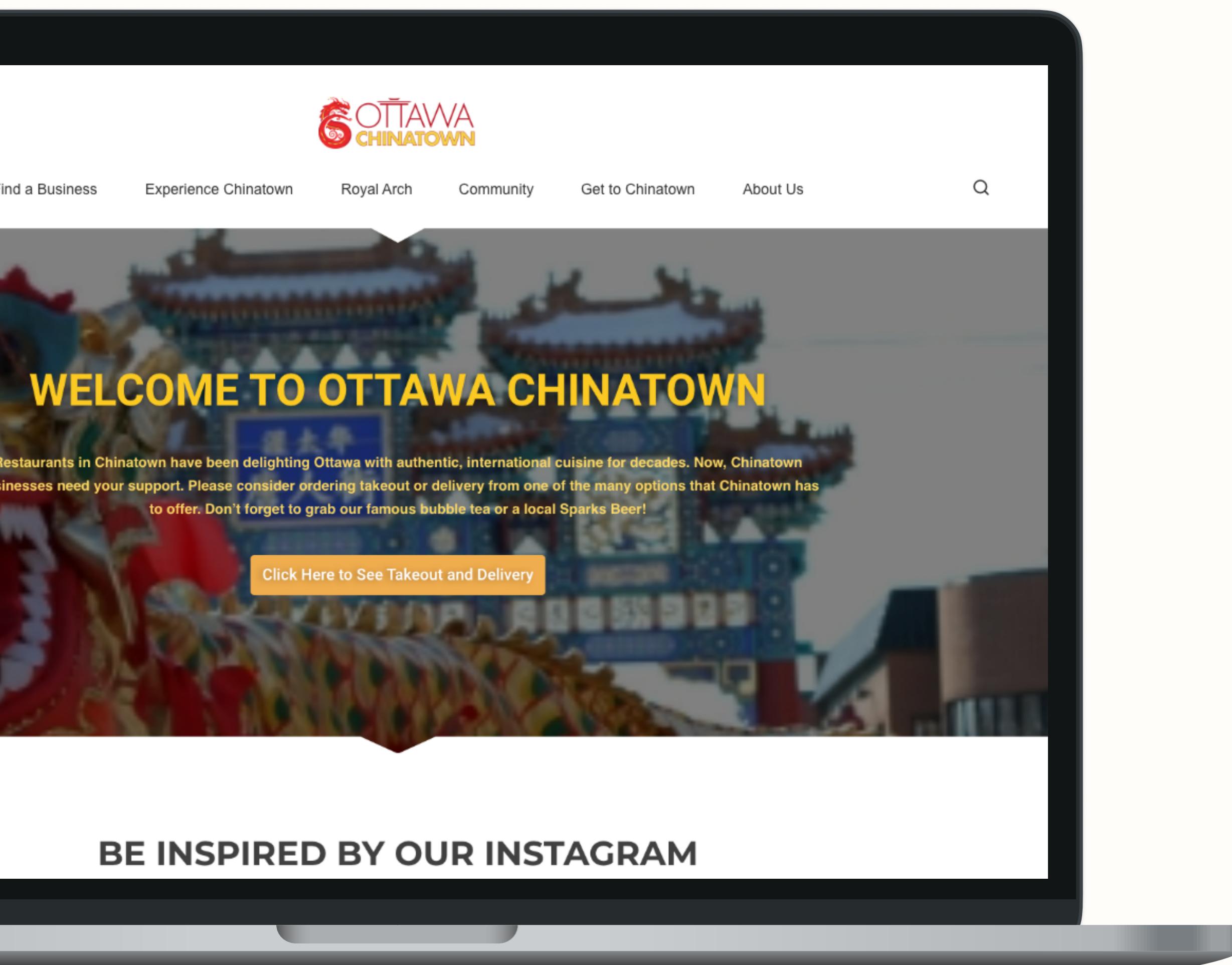
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AFTER

FINAL SOLUTION

Home Page



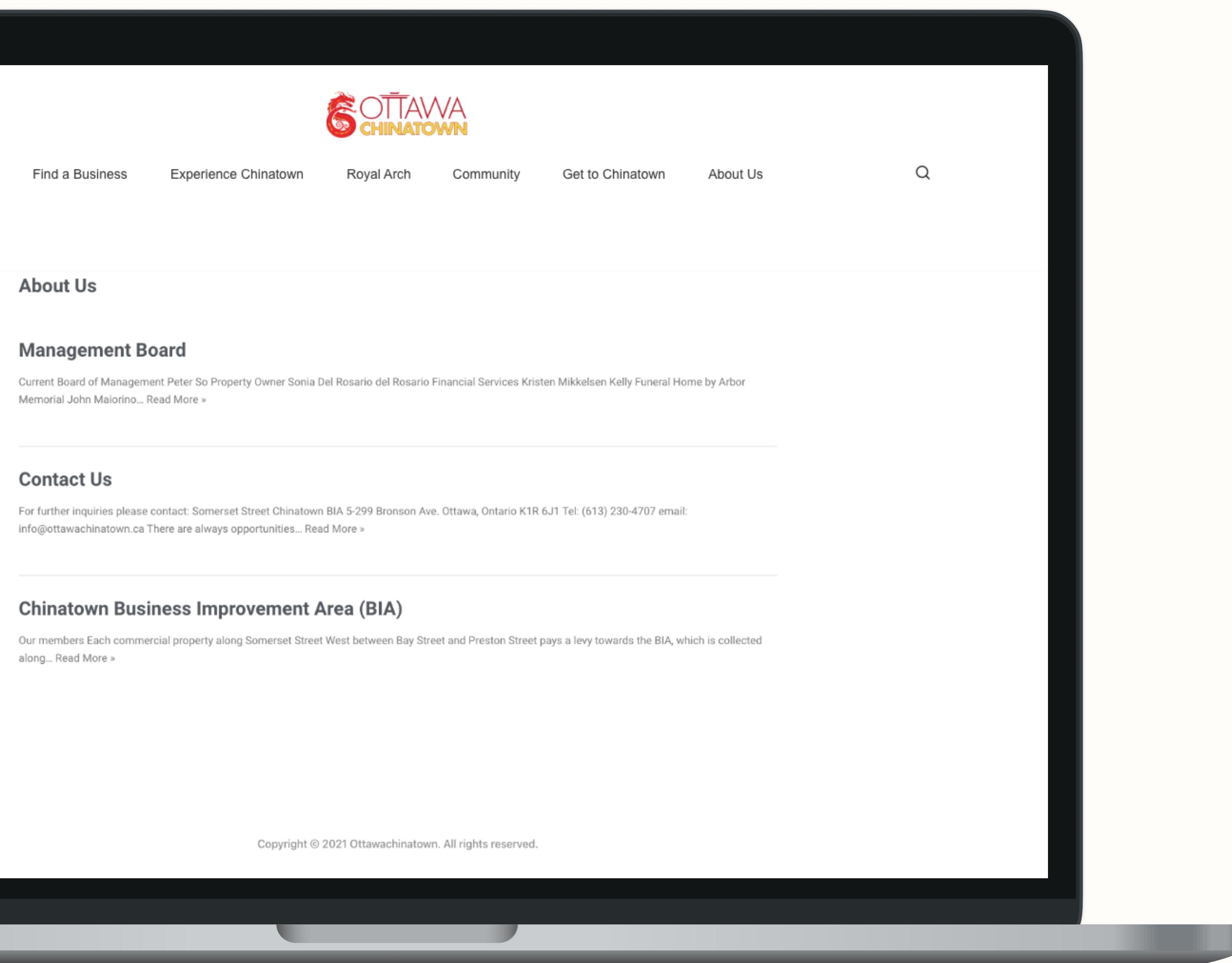
BEFORE



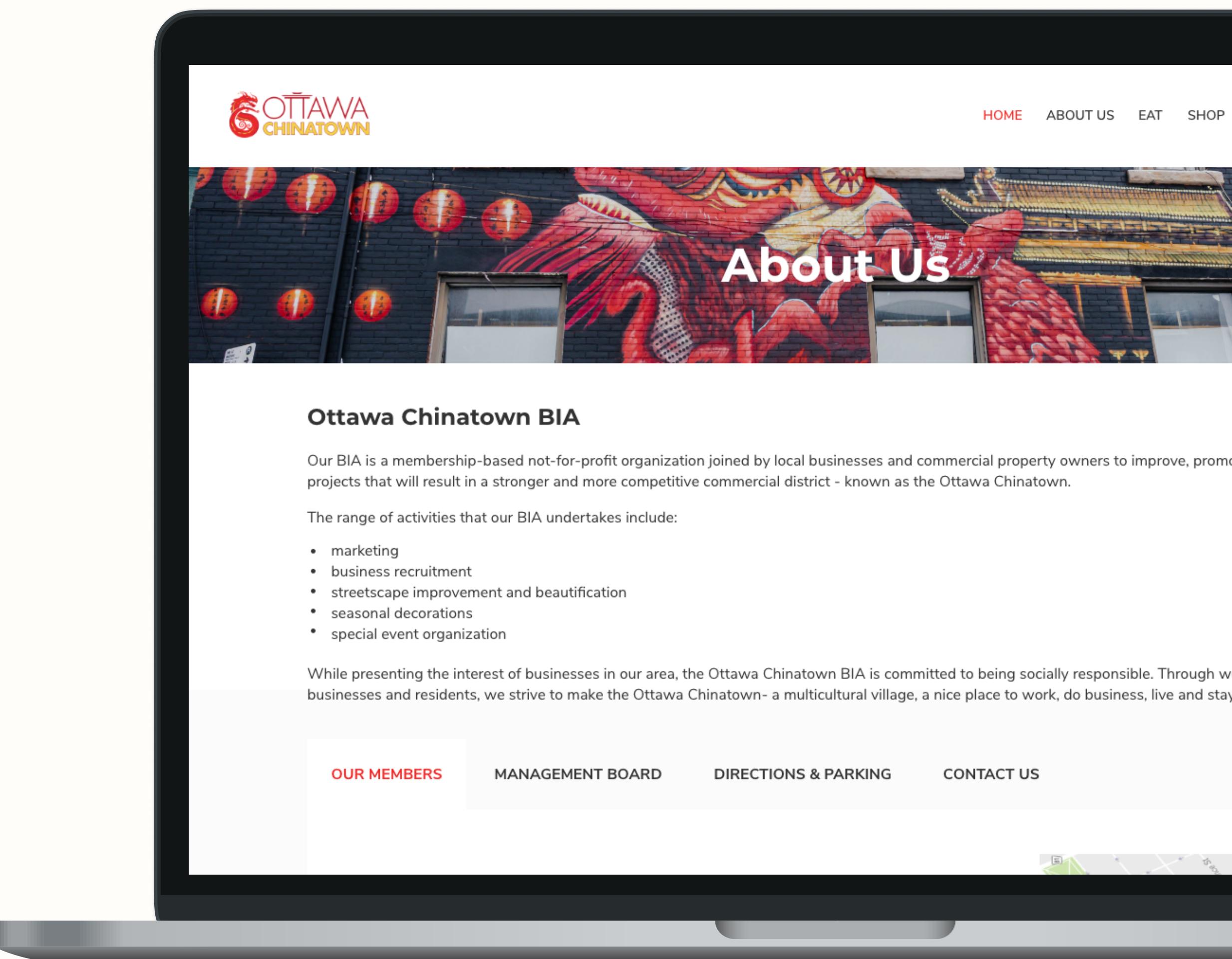
AFTER

FINAL SOLUTION

About Page



BEFORE



AFTER

FINAL SOLUTION

Experience Page

The mobile screen displays the 'Experience Chinatown' section of the website. At the top, there's a navigation bar with links: 'Find a Business', 'Experience Chinatown', 'Royal Arch', 'Community', 'Get to Chinatown', 'About Us', and a search icon. Below the navigation, the title 'Experience Chinatown' is centered. The main content area features several cards with icons and text:

- Find your Chinese zodiac sign**: Includes a 4x3 grid of zodiac animal icons. Text: "What is your zodiac? Do you know?"
- Try Chinese painting & calligraphy**: Includes an image of a brush painting. Text: "Learn one of the oldest continuous artistic traditions in the world by taking a Chinese painting class in Chinatown."
- Buy authentic ingredients for your homemade meal**: Includes an image of a red bowl. Text: "Several Asian grocery and BBQ stores offer fresh ingredients and sauces."
- Bring luck home**: Includes an image of a red lantern. Text: "Luck, Abundance, Longevity, Happiness and Good Fortune are known to be the basic and modest wishes in the lives of ordinary people in Chinese culture."
- Take an art walk**: Includes an image of a colorful mural. Text: "Strolling across Chinatown, you'll notice bright pops of colour on windows, doors and walls."
- Admire the Imperial Style Arch**: Includes an image of the arch. Text: "Centrally located at the on Somerset Street West and Cambridge Street, our Imperial style arch welcomes"
- Relax**: Includes an image of two people sitting on a bench. Text: "There are plenty of places to sit down and enjoy Chinatown."
- Annual Asian Night Market**: Includes an image of the night market. Text: "Ottawa Chinatown hosts the annual night market every summer."

BEFORE

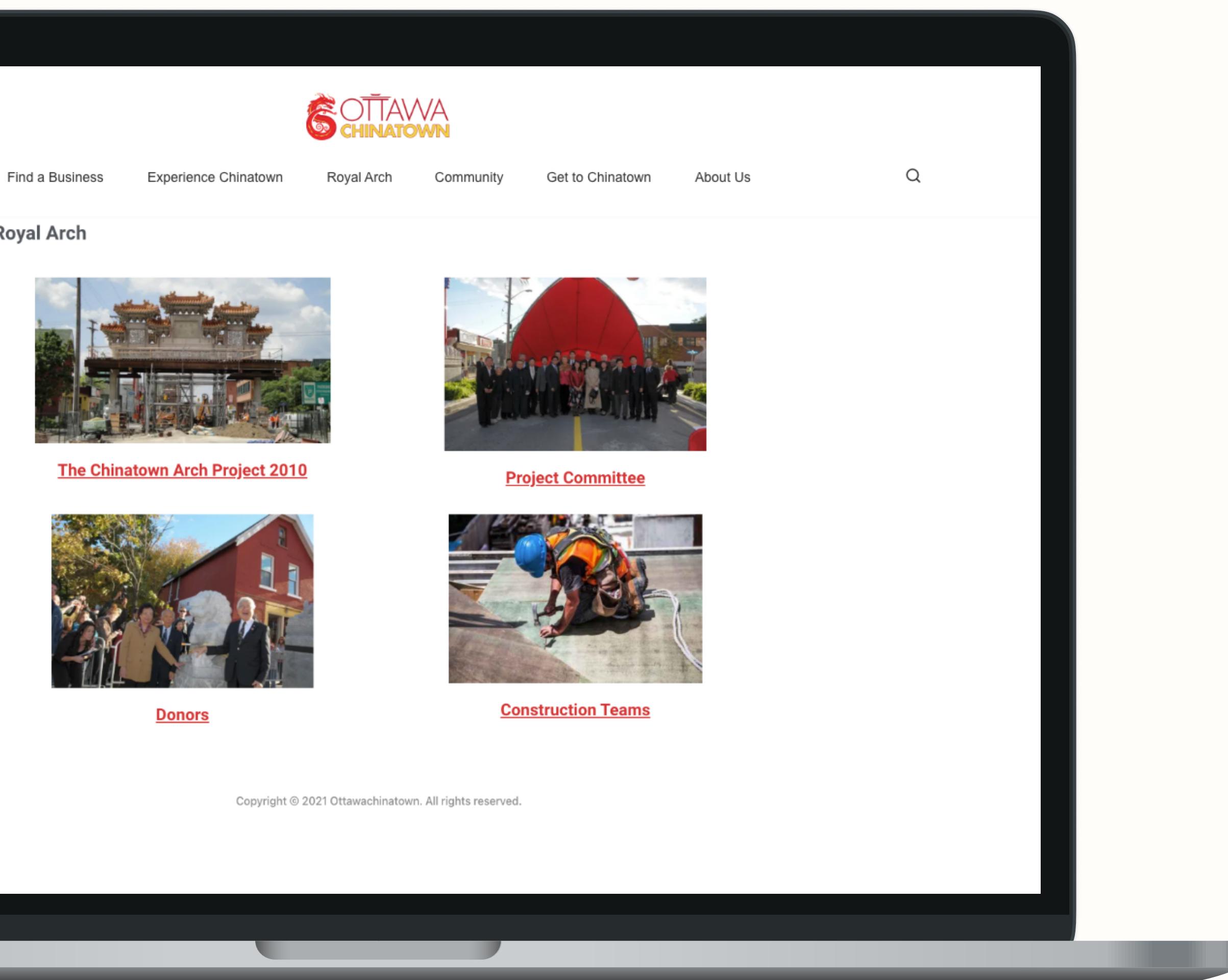
The mobile screen displays the 'Experience Chinatown' section of the website after redesign. The navigation bar now includes 'HOME', 'ABOUT US', 'EAT', and 'SHOP' in addition to the previous links. The main content area has been updated:

- Experience**: A large, bold title with a background image of a street at night.
- MAIN ATTRACTIONS**: A section describing the rich culture of Chinatown.
- Royal Arch**: An image of the ornate blue and gold archway.
- Chinatown Murals**: An image of a building with a large red dragon mural.
- Night Market**: An image of the night market scene.

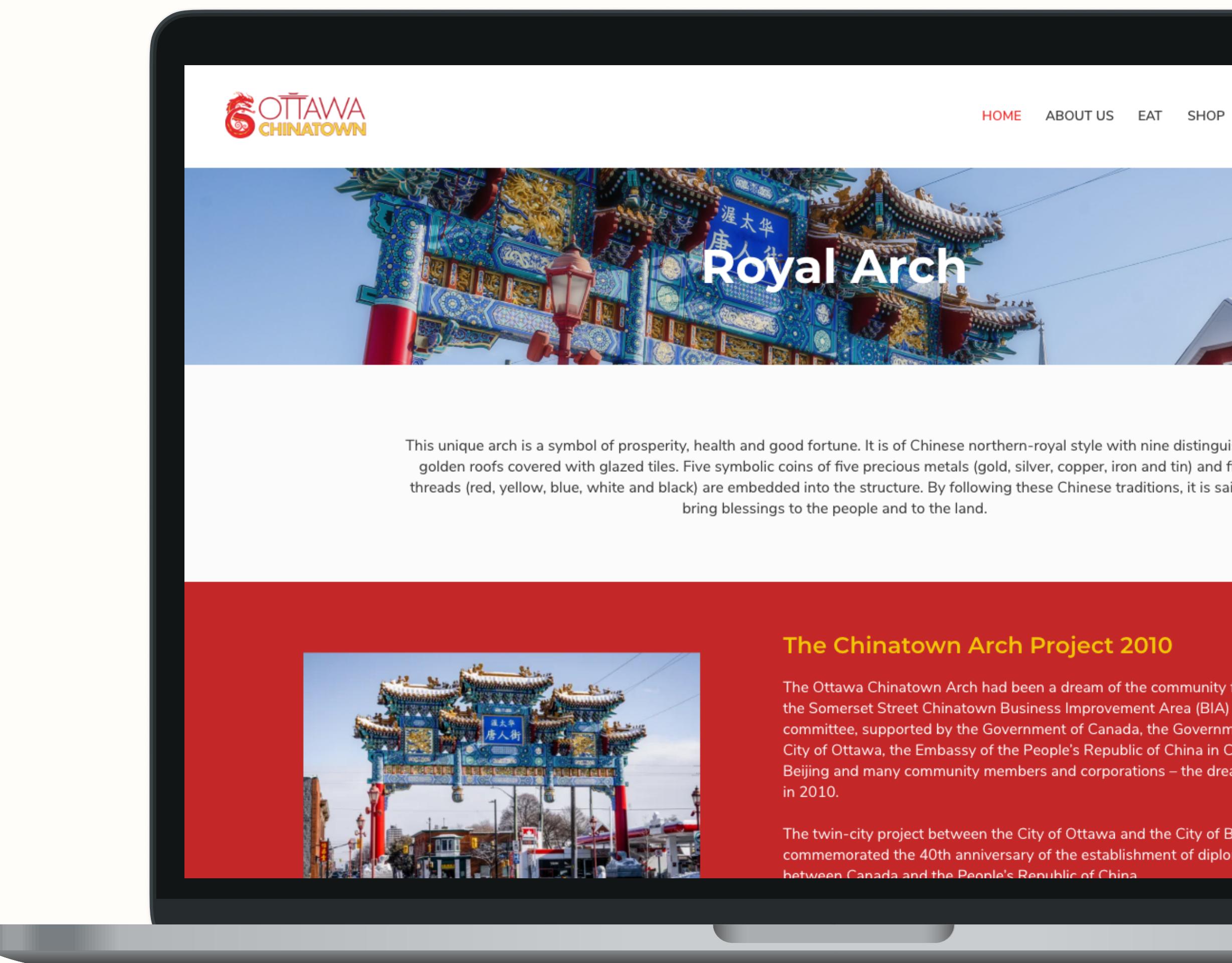
AFTER

FINAL SOLUTION

Content Page: Royal Arch



BEFORE



AFTER

FINAL SOLUTION

Design Guidelines

DESKTOP & TABLET

Title

SUBHEADING

Montserrat - Bold 50px

Nunito Sans - Bold 16px

Heading 1

Body

Montserrat - Bold 24px

Nunito Sans - Regular 16px

Heading 2

Caption

Montserrat - Bold 20px

Nunito Sans - Regular 14px

MOBILE

Title

Body

Montserrat - Bold 50px

Nunito Sans - Regular 16px

Heading 1

Caption 1

Montserrat - Bold 24px

Nunito Sans - Bold 14px

Heading 2

Caption 2

Montserrat - Bold 20px

Nunito Sans - Regular 14px

BUTTONS



Primary Button

Fill - eb2c2a

Radius - 5px



Secondary Button

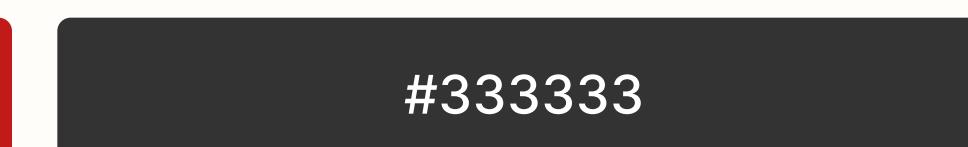
Border - eb2c2a

Radius - 5px

COLOURS



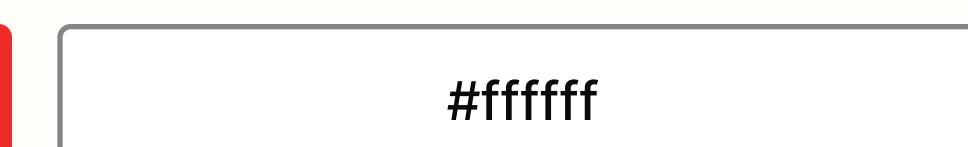
#c11b19



#333333



#eb2c2a



#ffffff

FINAL SOLUTION

Interactive Prototype

To test the experience and get a sense of the flow, view the link below for an interactice prototype:

<https://xd.adobe.com/view/fdd94244-bacb-45a5-a6fb-4b5686cdf406-a88a/?fullscreen>