<center>**Memorandum**</center>

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15 December 2022

To: Shelby Murray, Robotics Club at Iowa State™ President

From: Megan Pezley

Subject: Final UX Redesign

Introduction:
Over the course of the semester, I have worked on improving the Robotics Club at Iowa State™'s website. When completing a round of usability testing on a Figma prototype of a website redesign, I made eight recommendations for how to make the website more user friendly. After completing the usability testing, I transformed the Figma prototype into a WordPress website and throughout the process, I made improvements to the site based on those recommendations. This memo outlines how I improved the website based on those recommendations.

Recommendation 1: Integrate more pictures and videos
In the second round of usability tests, I realized users truly valued media content on the site. Thus, I added many more pictures and videos. On the "About" page, I added more photos and moved them to the accordion so that users would not need to scroll through lots of photos. On the "Projects" page, I used a plugin to add sliders of CAD drawings and photos of club members working and the final projects. I also added videos of their projects to that page. The club still needs to take a new club picture, so I was unable to add that to the site.

Recommendation 2: Improve the text's proportions.
Usability test participants complained that the text proportions were jarring on the Figma prototype. As a result, I utalized the headings and paragraphs in the theme to help titles standout more. I also did an informal usability test with a friend to see if they thought the text proportions were better. They found the proportions much better than the Figma drawing's text proportions. I would need to complete more usability testing to know for sure if the website needs more work to fully meet the recommendation.

Recommendation 3: Include specific details about club members' requirements and duties.
At the end of their session, participants still had questions about the Robotics Club. Therefore, using a plugin, I added an accordion to the "About" page that answered common questions about the club member requirements or duties that I gathered from the usability testing.

Recommendation 4: Add current club testimonials to explain the advantages of the club.
Participants enjoyed the humane-aspects of the Figma prototype, so on the "Officers" page, I added testimonials and quotes from the club officers to their pop-ups.

Recommendation 5: Match the language of all buttons or links going to the same page.
Many participants did not realize that buttons on the site led to the same page if the buttons used different verbage. Thus, I went through all of the buttons on each page and ensured they used the same verbs. However, the buttons did not always have exactly the same wording because I wanted the buttons to also fit the situation that they were being used in, which meant the exact same wording did not always work.

Recommendation 6: Ensure that all clickable features' interactivity is obvious
Some participants did not realize the officers' pictures on the "Officers" page were clickable.
Consequently, I used a plugin to confirm all images had a hovering effect. I also made columns,
such as the columns about the projects on the homepage, hover if they linked to other content.

Recommendation 7: Include specific contact information for projects.
Participants said they would contact the project directors if they had more questions about the
projects. Hence, I added a section to each project on the "Projects" page allowing users to
directly contact the project directors.

Recommendation 8: Enhance the site navigation on a mobile device
In the mobile device usability test, the user struggled to find pages only located in the navigation
bar. As a result, I guaranteed all pages were linked to on the homepage. I changed the "Meet the
Club" button to a heading and added two buttons (one for the "About" page and one for the
"Officers" page) underneath it. Additionally, I changed the "Join the Club" button that was
located towards the bottom of the homepage to be a button linking to the "Outreach" page.

Other Changes:
As I transformed the Figma drawing into WordPress, I discovered creative features and blocks
from the WordPress template that I chose. I applied the features and blocks to my redesign when
I thought it would further improve the users' experiences. Additionally, I made changes to the
website when I struggled to get the WordPress template to do what I imagined it would.
Honestly, transforming my Figma design did not go quite as smoothly as I had hoped, but I think
the website still turned out much better than the original Robotics Club website.

Conclusion
In summary, through making these changes, I further enhanced the updated Robotics Club's
website. I am excited to see the club use this new website and proud to see how my user
experience skills improved throughout the semester.

I hope this document helps you to understand how I improved the final redesign based on the
second round of usability testing. Please feel free to contact me if you have any further questions.

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