

User Experience Document

BROWARD CULTURAL DIVISION

USER EXPERIENCE DOCUMENT	
Document Author:	Matt Whalley
Revision Date:	May 6, 2016
Version:	1.3
File:	cdux-v1.3.indd

Overview

Document Summary

This is a high-level user experience evaluation of the Cultural Division website (broward.org/arts).

The current site is mapped out, evaluated heuristically, restructured (information architecturally) & user flows are defined based on meetings held with division section leaders.

Market research was done to discover & evaluate the top competitors' sites.

Finally, a design strategy was developed based on achieving division goals, working within existing constraints & creating a sustainable style guide-based experience for users, external & internal.

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- Chapter 03** Revised Sitemap
- Chapter 04** User Flows
- Chapter 05** Market Research
- Chapter 06** Constraints
- Chapter 07** Design Strategy

Chapter 01 - Current Sitemap

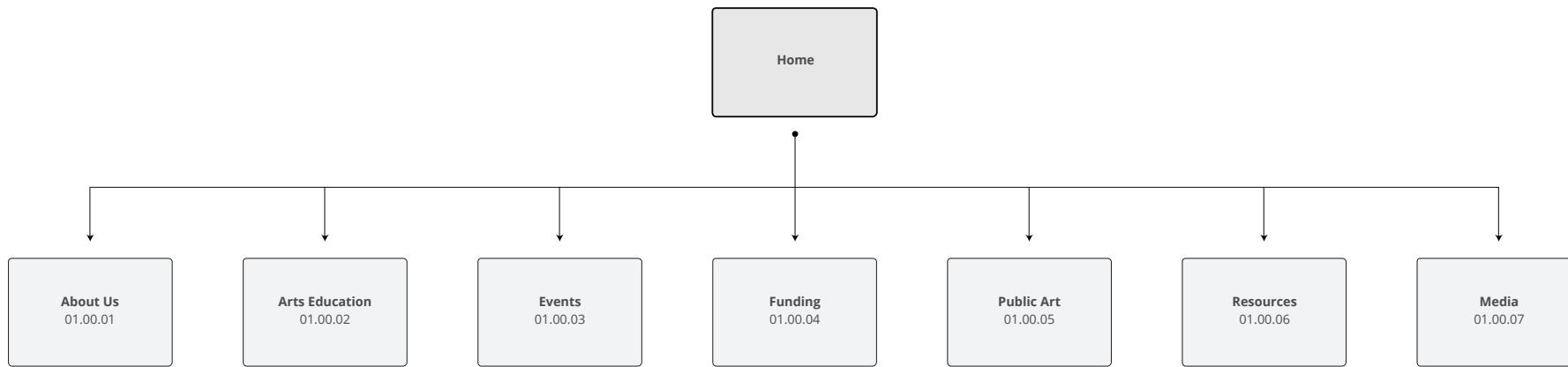
- 01.00.00** Home
- 01.00.01** About Us
- 01.00.02** Arts Education
- 01.00.03** Events
- 01.00.04** Funding
- 01.00.05** Public Art
- 01.00.06** Resources
- 01.00.07** Media

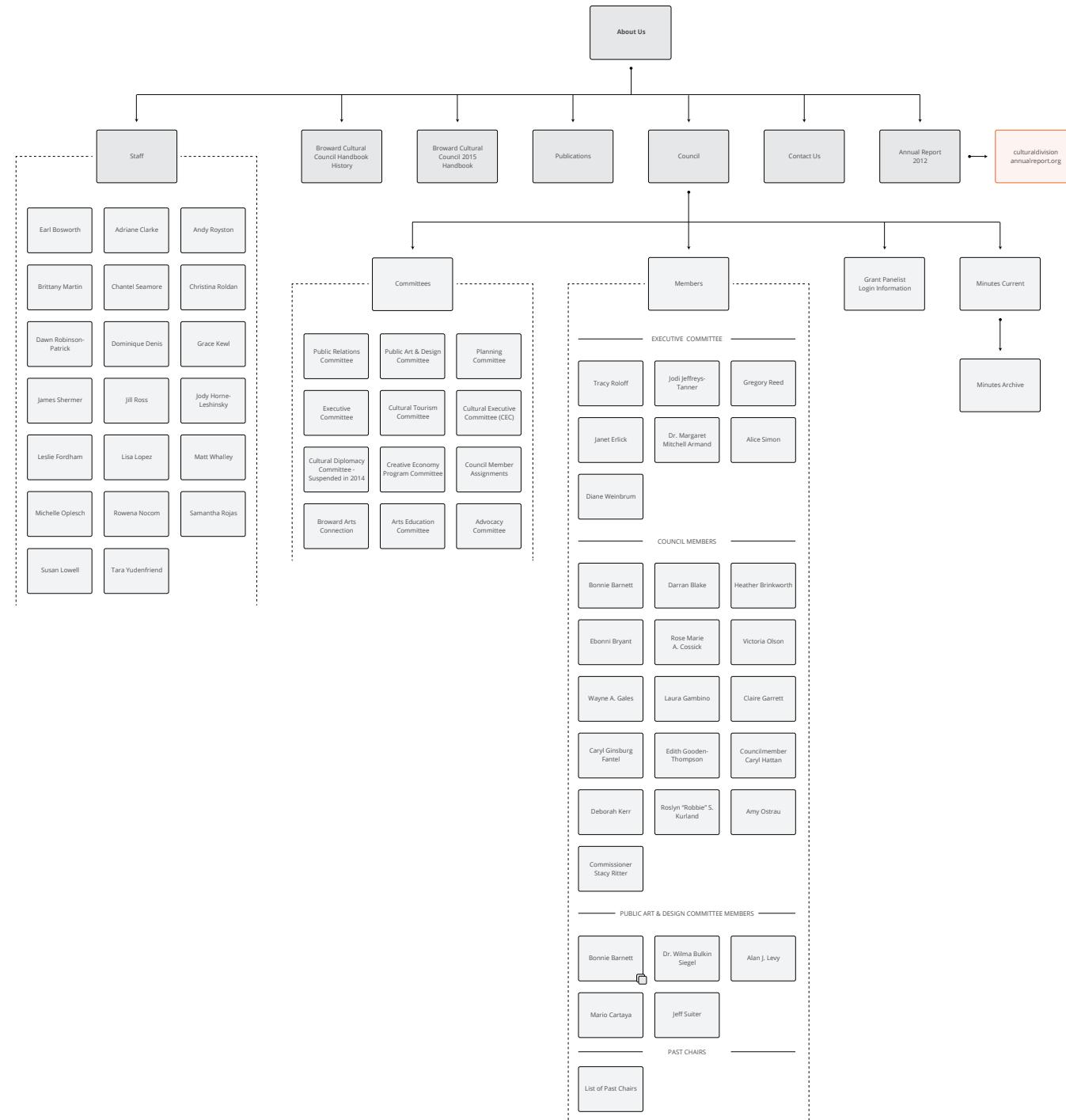
01.00.00[Home](#)**Notes**

This is the current sitemap of the top-level pages viewable from all pages in the header navigation.

Problems

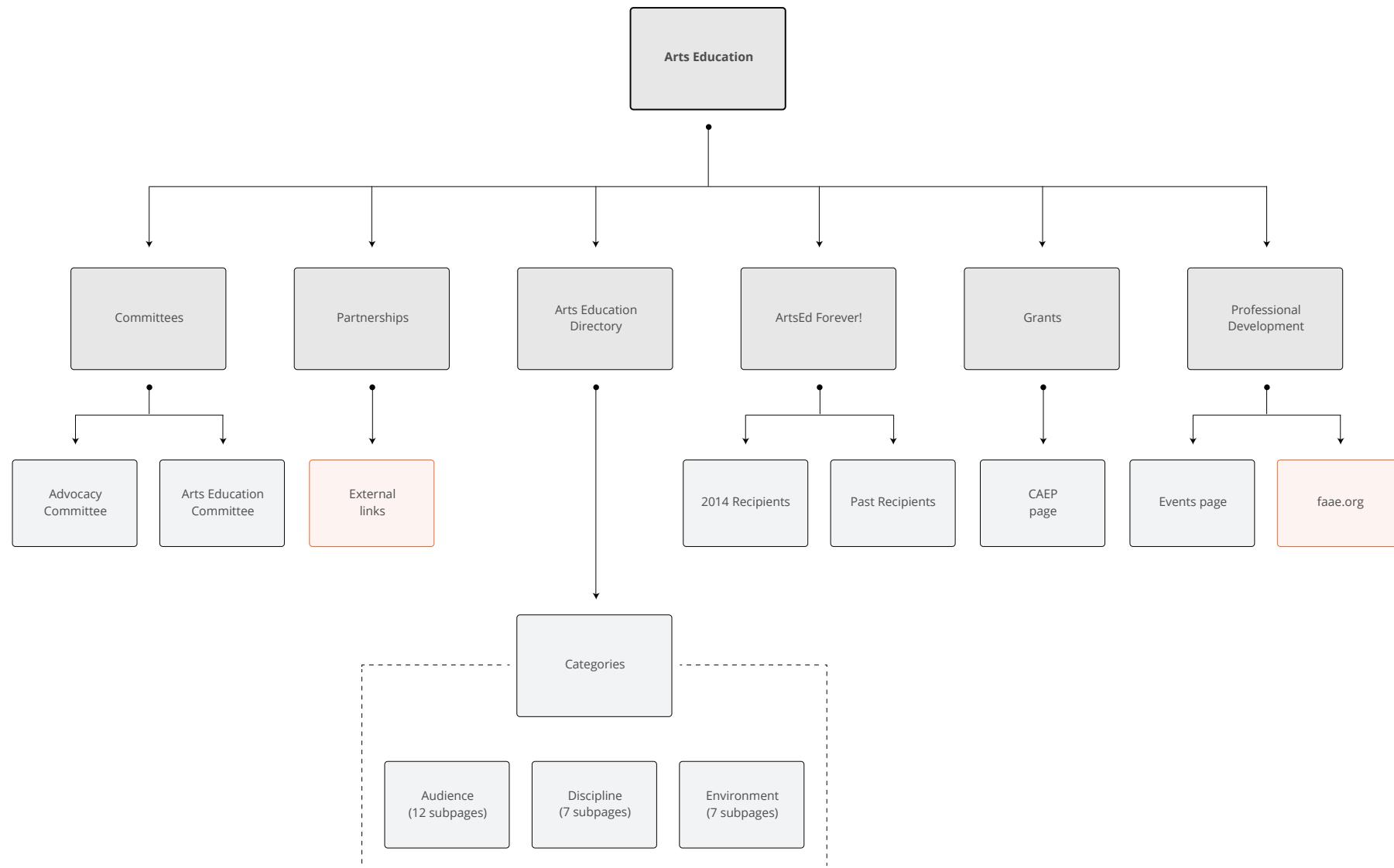
1. Too many second-level options
2. Unclear choices





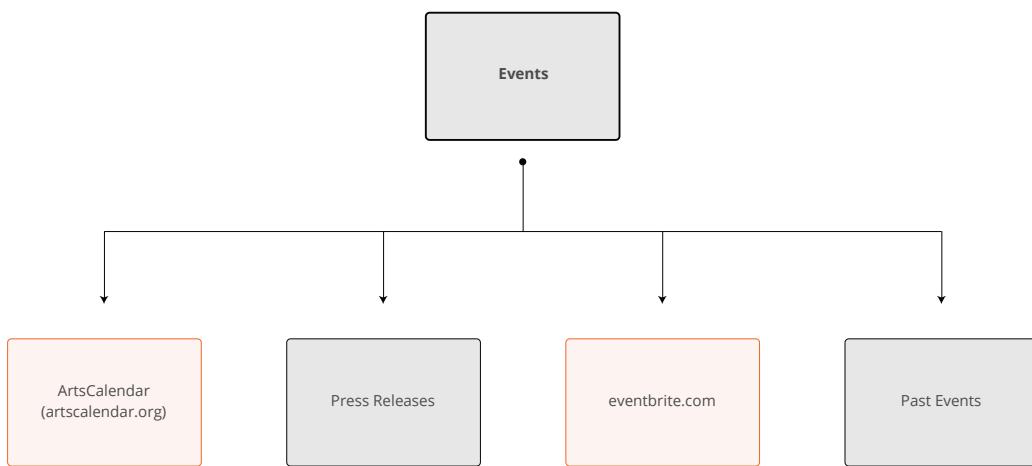
Notes

This is the current sitemap of the 'Arts Education' section. The subpages are viewable from the top & left navigation.



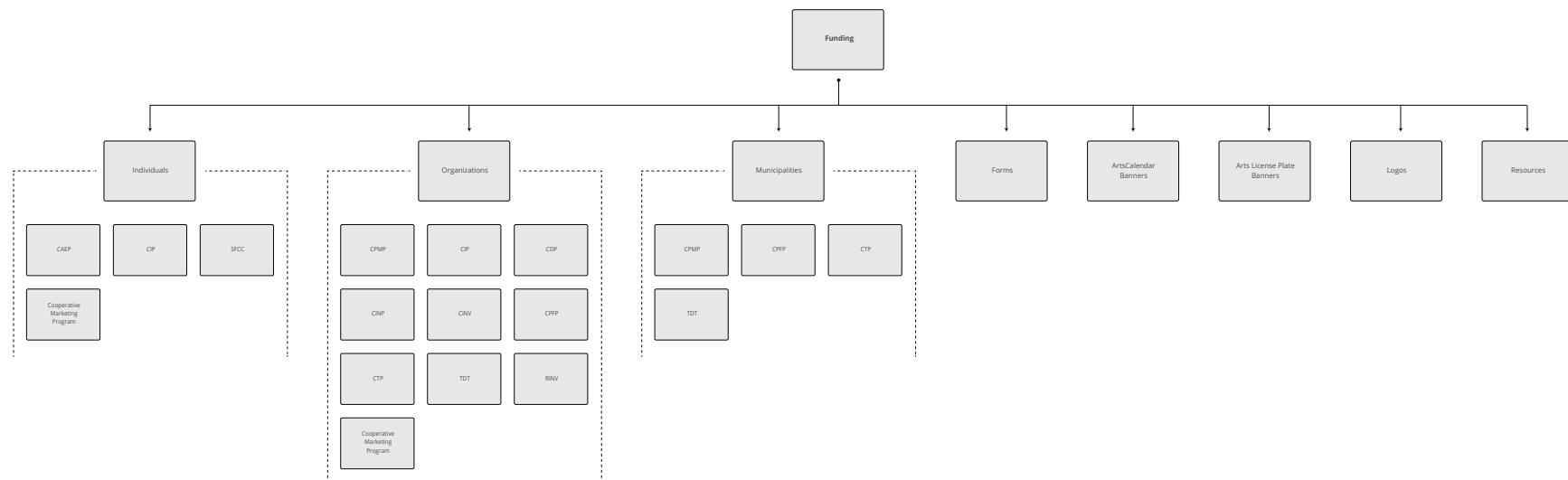
01.00.03**Events****Notes**

This is the current sitemap of the 'Events' section.
The subpages are viewable from the top & left navigation.



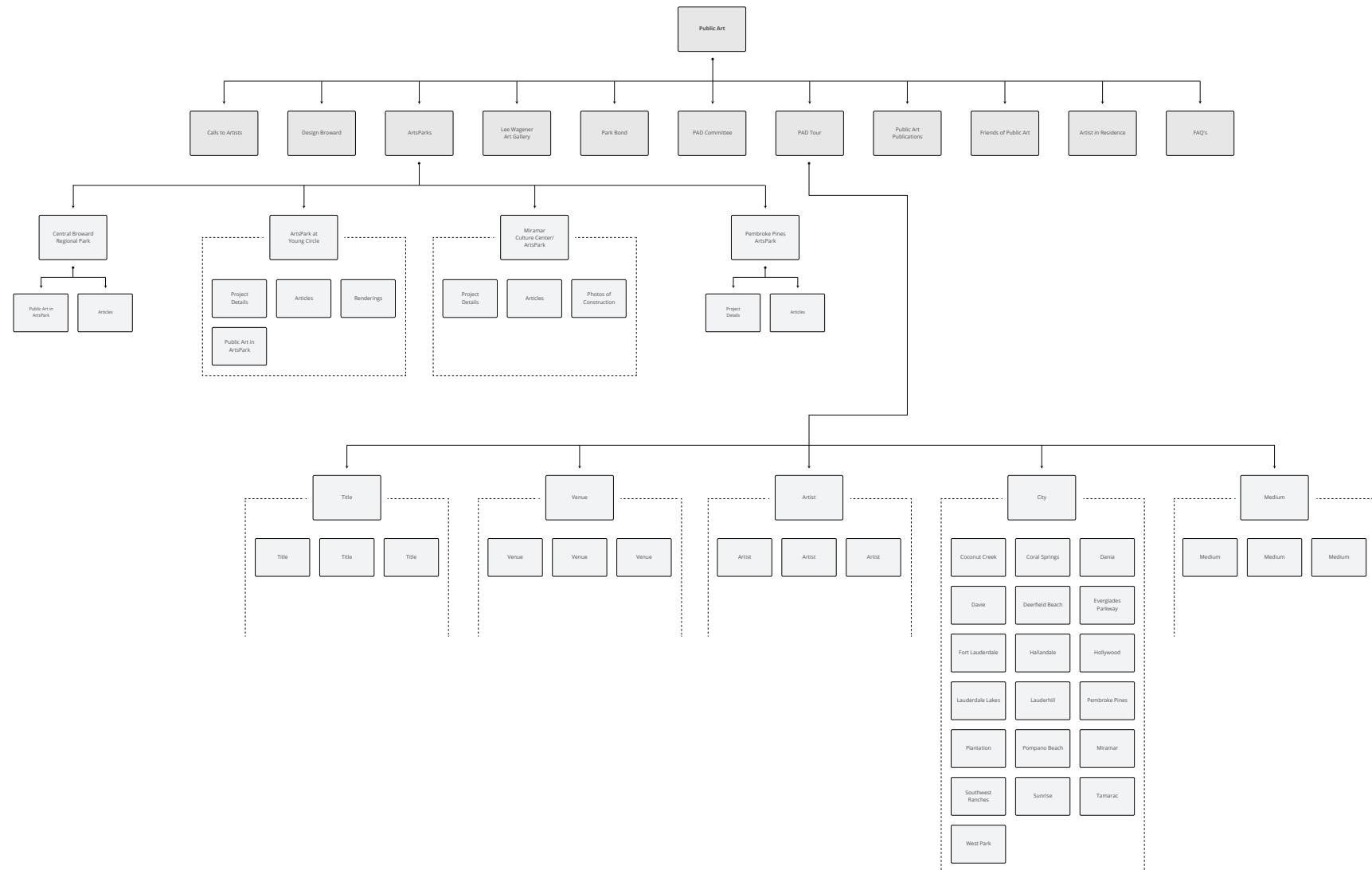
Notes

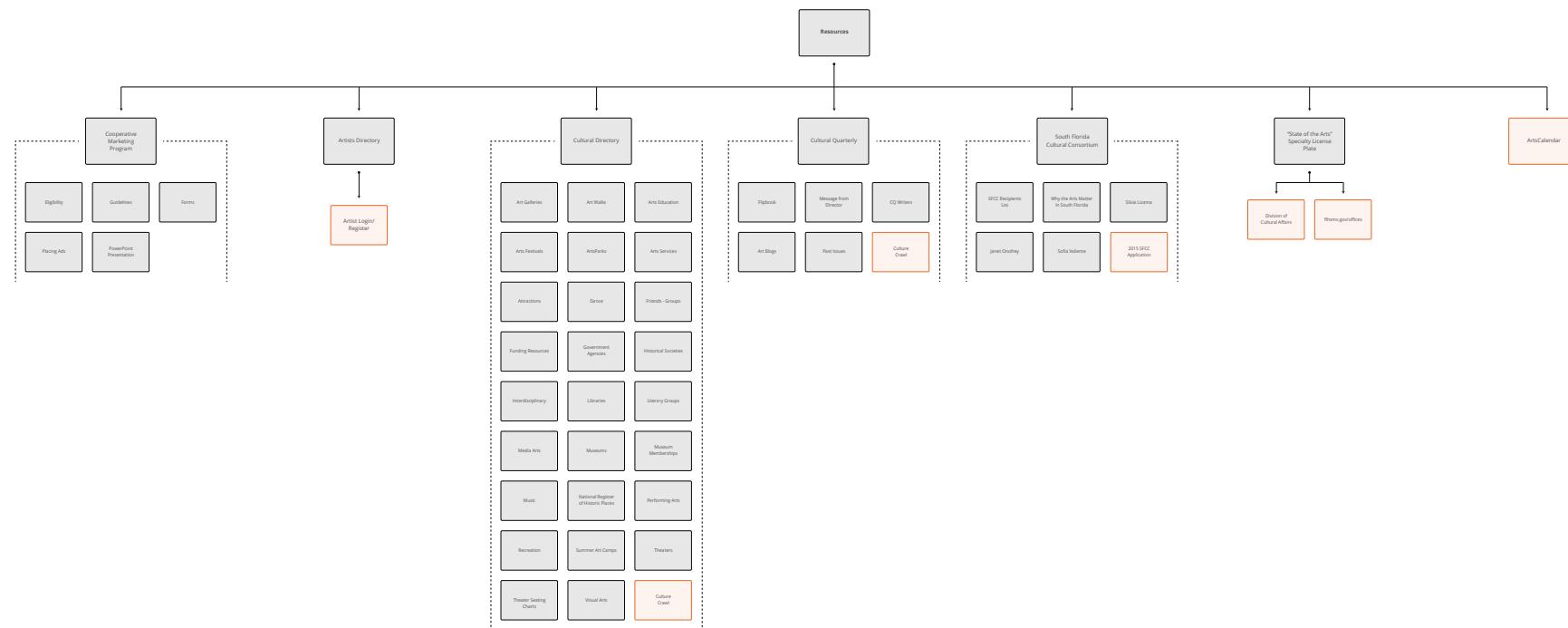
This is the current sitemap of the 'Funding' section. The subpages are viewable from the top & left navigation.



Notes

This is the current sitemap of the 'Public Art' section.
The subpages are viewable from the top & left navigation.

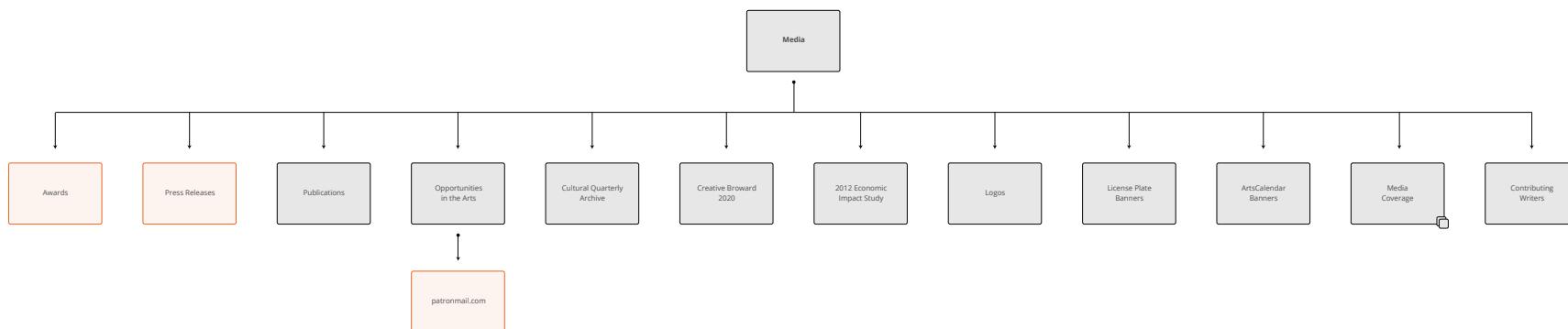


**Notes**

This is the current sitemap of the 'Resources' section. The subpages are viewable from the top & left navigation.

Notes

This is the current sitemap of the 'Media' section.
The subpages are viewable from the top & left navigation.



Chapter 02 - Heuristic Evaluation

- 02.00.00** General Evaluation
- 02.00.01** Page Specific Evaluation
- 02.00.02** Web Styles Evaluation

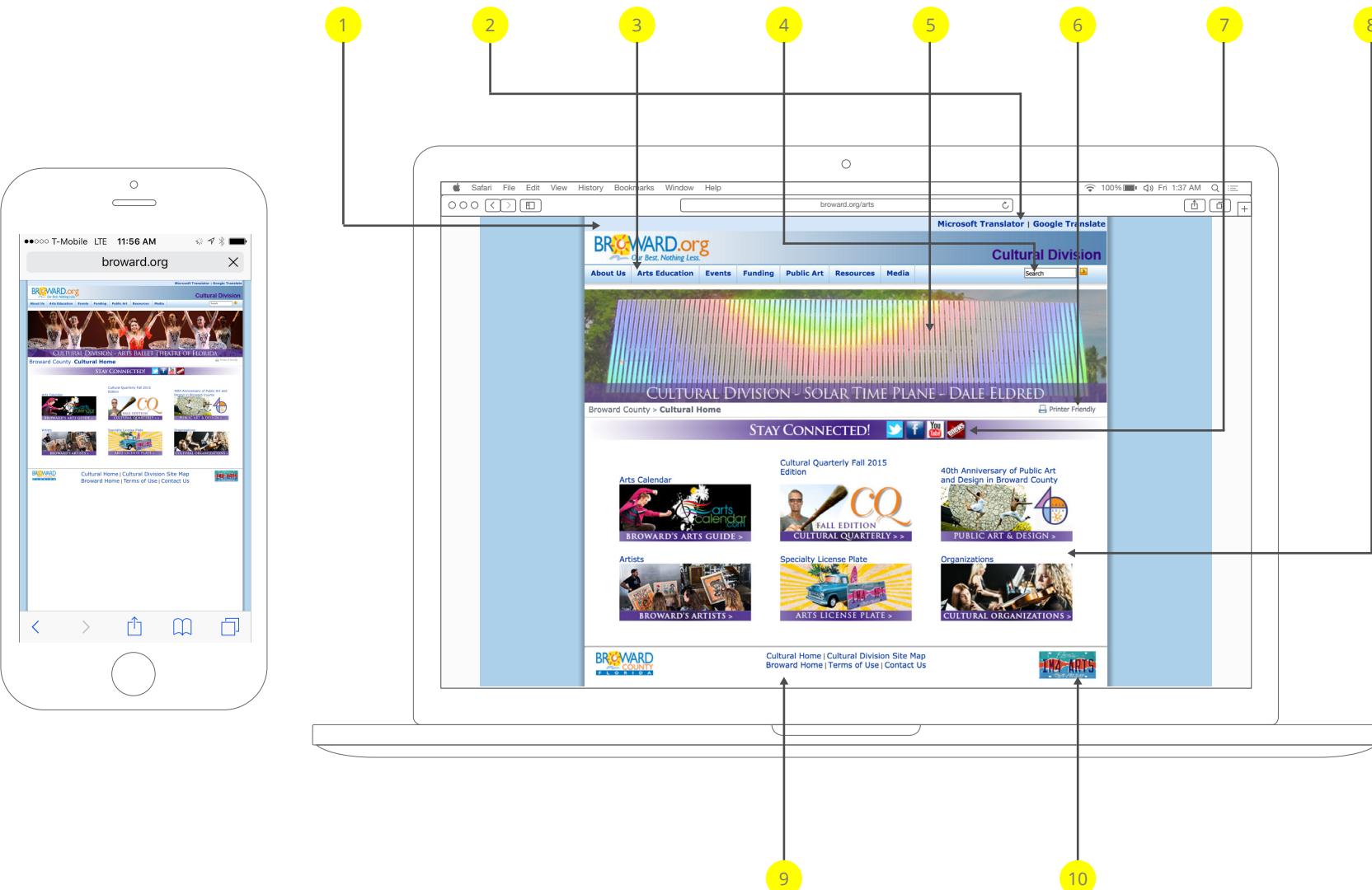
Notes

From Diagram:

1. "Broward Home | Cultural Home" in upper left corner - unnecessary links
2. 2 translation options - useless as these are incorporated in modern browsers
3. Convoluted navigation - no clear user flows
4. Small search bar - difficult to see/use, especially on mobile
5. Carousel (unnecessary) images don't enhance experience or provide guidance for users
6. Printer friendly (links to same page)
7. "Stay Connected" social links not easily recognizable as links & lack of contrast difficult for viewers with poor eyesight/using small screens
8. Incoherent/overly-generic images - images should strengthen user's feeling of understanding
9. 5 (random) links in footer - footer space should be utilized for secondary links that don't fit in header & other useful information
10. IM4 ARTS - unclear if it is a link/logo or just image. If this is important to have here, it should be clarified that it is actually a link.

General Observations:

1. No clear CTA
2. Unclear/inconsistent visual hierarchy
3. Full width layout in use - can we use this on other pages?
4. Small font sizes - illegible for many people on devices (and even desktop) version of site
5. Default/neutral use of color & typography - the use of type & color does not evoke any feelings that encourage the user to any courses of action



02.00.01

Subpage Evaluation

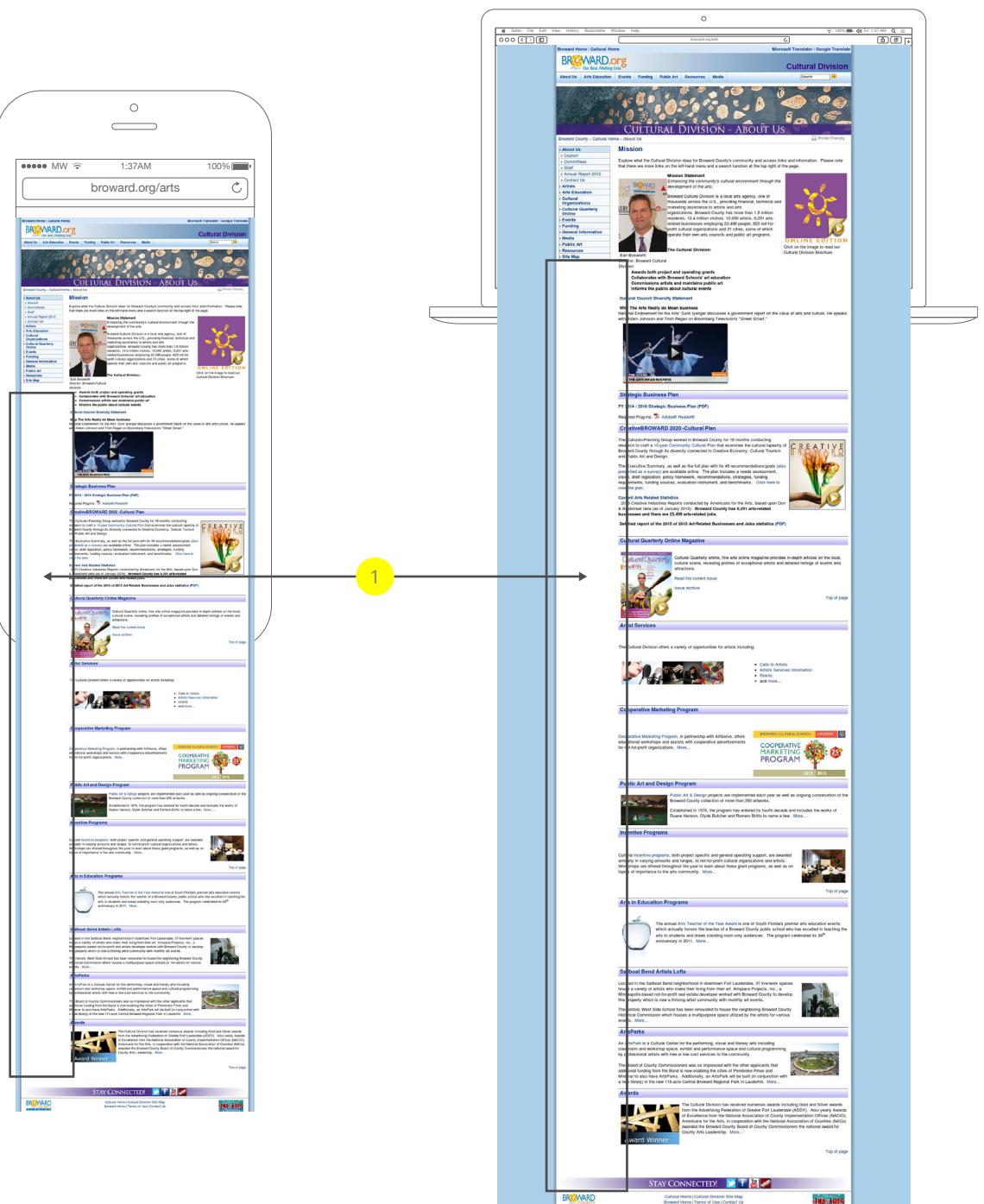
Notes

From Diagram

1. Left navigation - wasted screen real-estate & confusing to understand the difference between left & top navigations.

General Observations

1. Content styles are inconsistent across the site - agreed upon stylesheets are needed as well as a "living style guide".



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Background Colours



Text Colours



Typography

Header 1: N/A, N/A, N/A, N/A, N/A	The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven
Header 2: N/A, N/A, N/A, N/A, N/A	The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven
Header 3: N/A, N/A, N/A, N/A, N/A	The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven
Header 4: N/A, N/A, N/A, N/A, N/A	The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven
Header 5: N/A, N/A, N/A, N/A, N/A	The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven
Header 6: N/A, N/A, N/A, N/A, N/A	The quick brown fox jumps over the lazy dog and feels as if he were in the seventh heaven
Body: Verdana, Arial, Helvetica, Sans-Serif, Normal, 16px, Normal, #000000	LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. FUSCE ID TEMPUS TELLUS.

Image Dimensions



913 x 198 px



913 x 198 px



913 x 198 px

Notes

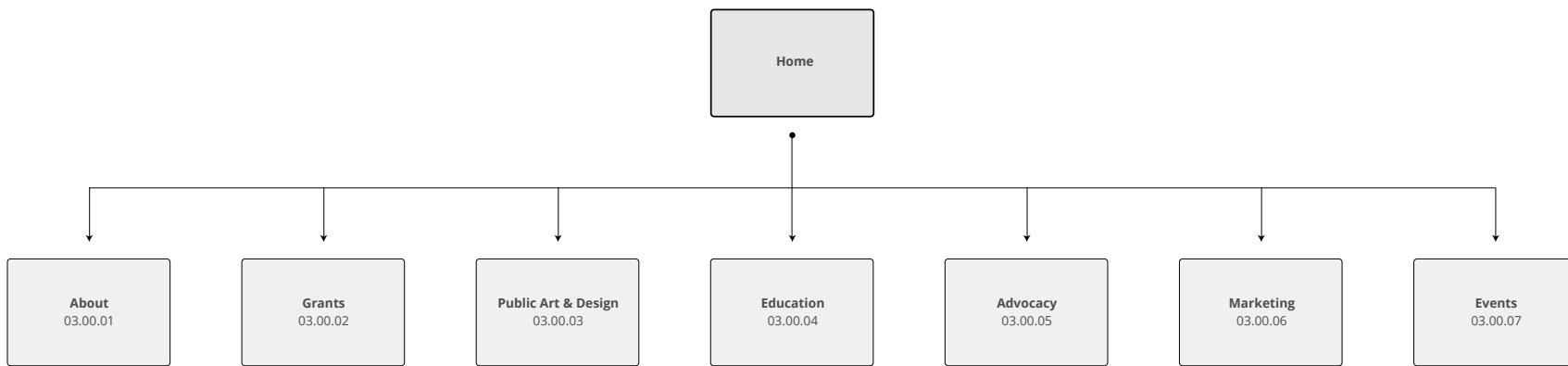
- Default County colors
- No typographic planning

Chapter 03 - Revised Sitemap

- 03.00.00** Home
- 03.00.01** About
- 03.00.02** Grants
- 03.00.03** Public Art & Design
- 03.00.04** Education
- 03.00.05** Advocacy
- 03.00.06** Marketing
- 03.00.07** Events

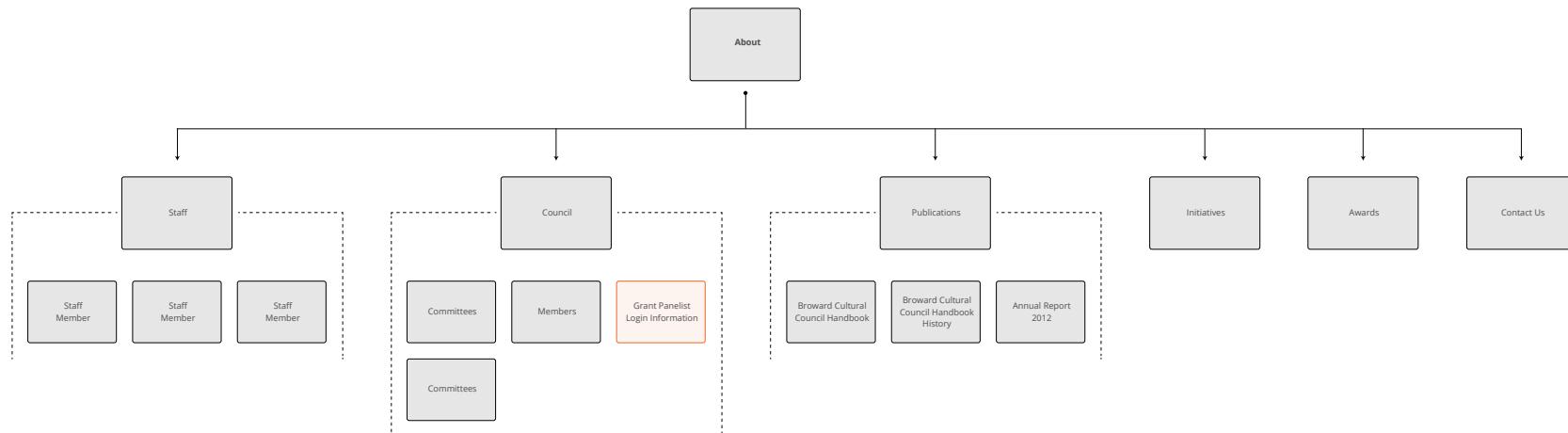
Notes

This is the revised sitemap of top level pages. The first child subpages would be viewable from the header & footer navigation on the landing page as well as CTAs on the first child pages leading users along the predetermined path to clearly defined ends (see Chapter 04 - User Flows for details).



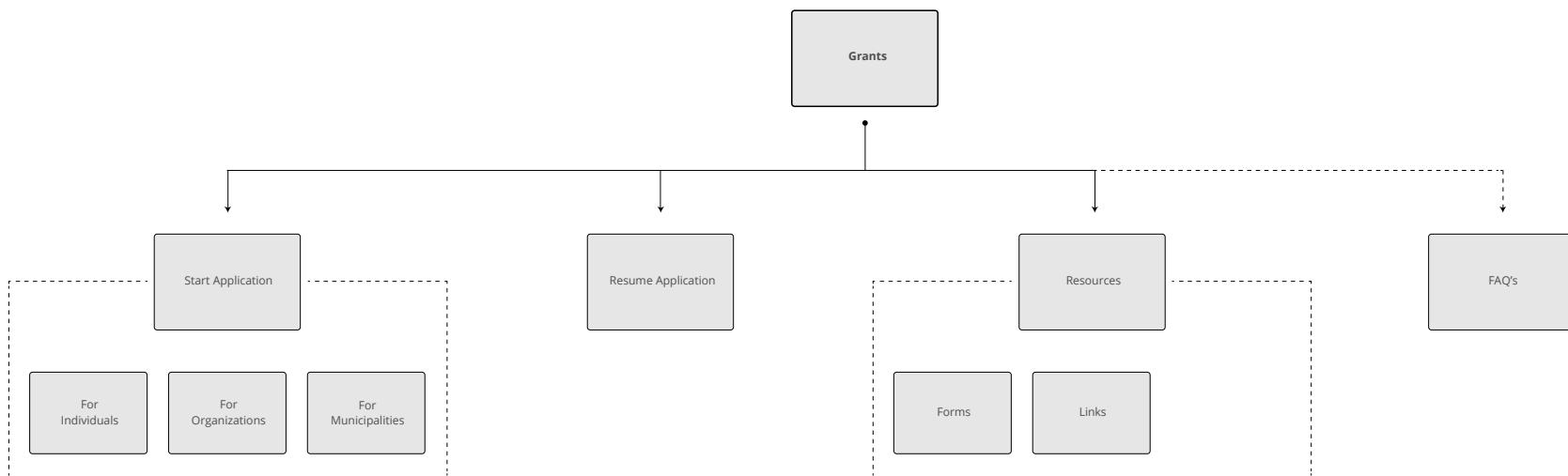
Notes

This is the revised sitemap of the 'About' subcategory. The first child subpages would be viewable from CTAs on the first child pages leading users along the predetermined path to clearly defined ends (see Chapter 04 - User Flows for details).



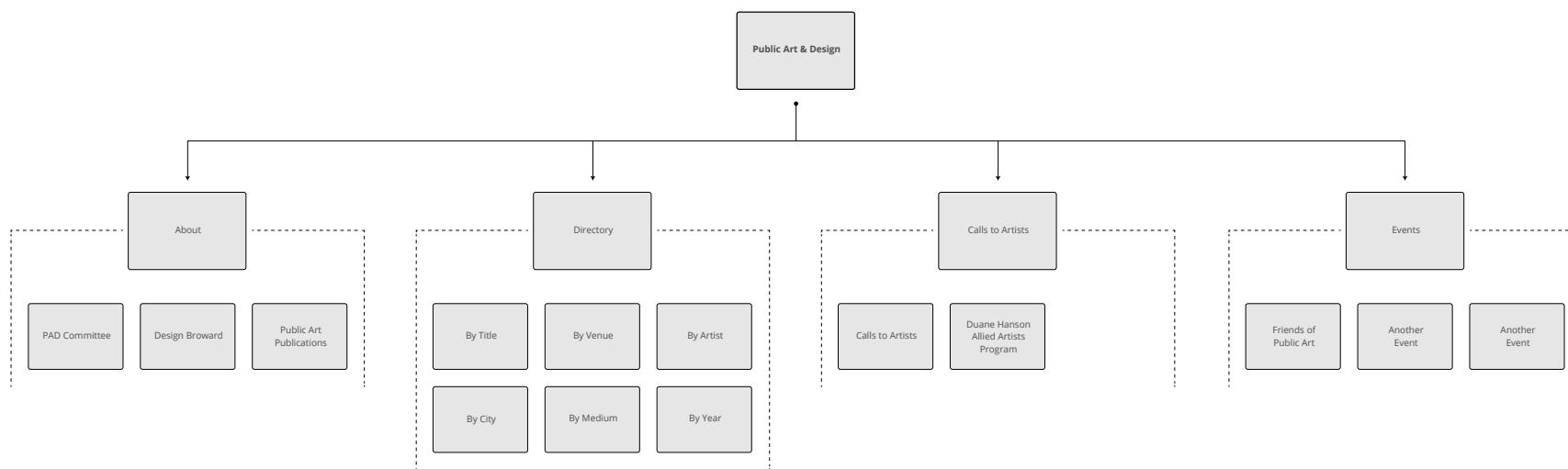
Notes

This is the revised sitemap of the 'Grants' subcategory. The first child subpages would be viewable from CTAs on the first child pages leading users along the predetermined path to clearly defined ends (see Chapter 04 - User Flows for details).



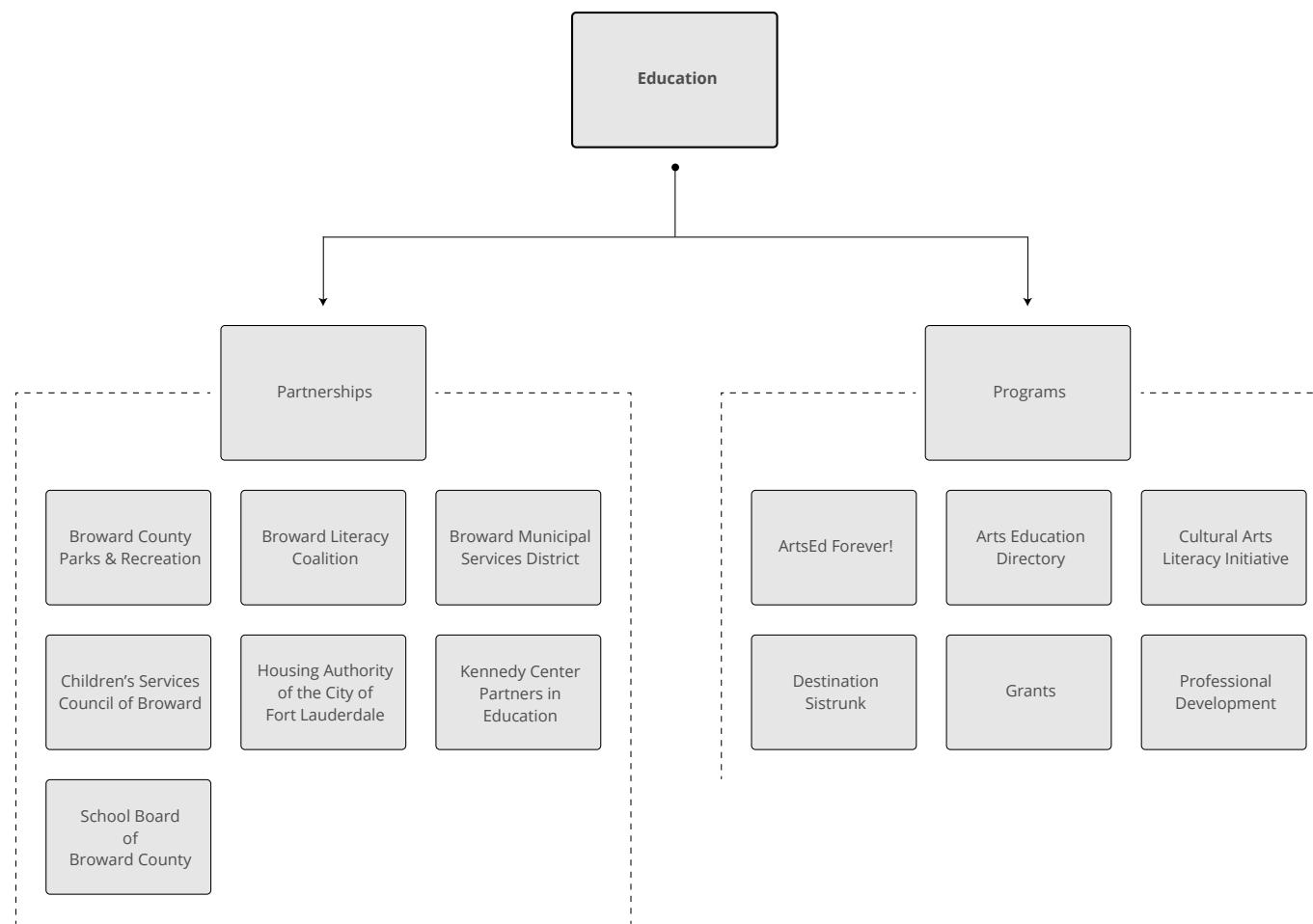
Notes

This is the revised sitemap of the 'Public Art & Design' subcategory. The first child subpages would be viewable from CTAs on the first child pages leading users along the predetermined path to clearly defined ends (see Chapter 04 - User Flows for details).



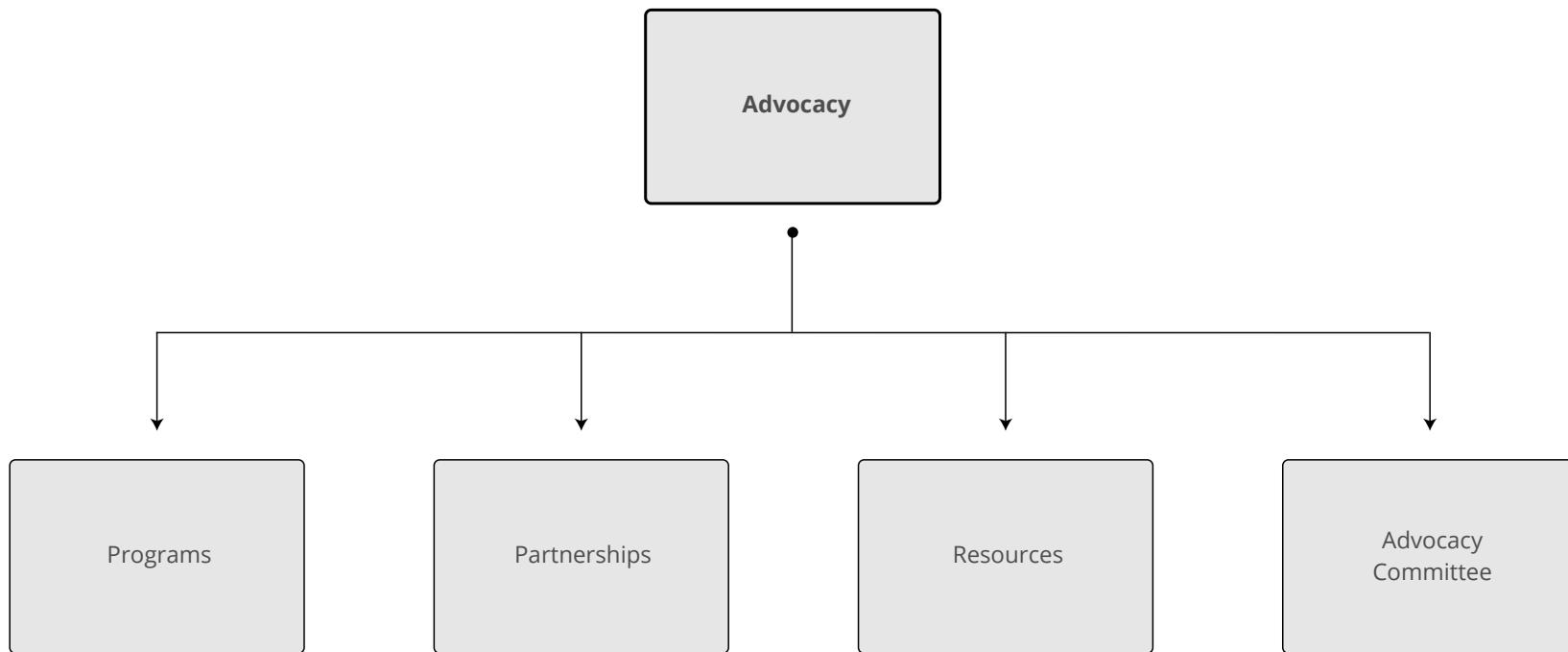
Notes

This is the revised sitemap of the 'Education & Advocacy' subcategory. The first child subpages would be viewable from CTAs on the first child pages leading users along the predetermined path to clearly defined ends (see Chapter 04 - User Flows for details).



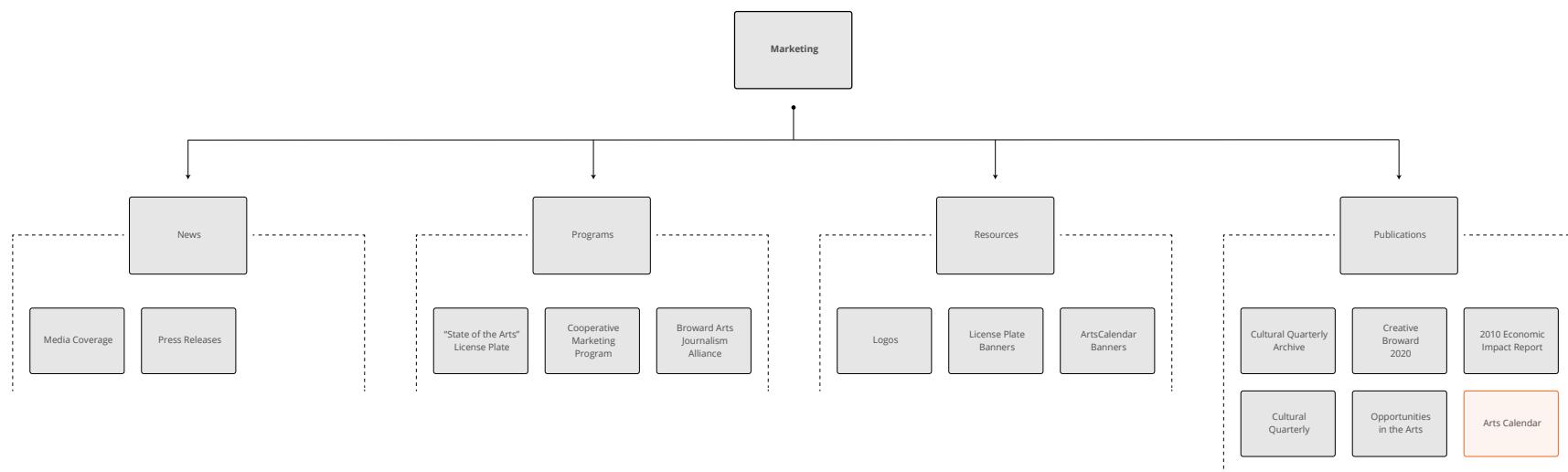
Notes

This is the revised sitemap of the 'Education & Advocacy' subcategory. The first child subpages would be viewable from CTAs on the first child pages leading users along the predetermined path to clearly defined ends (see Chapter 04 - User Flows for details).



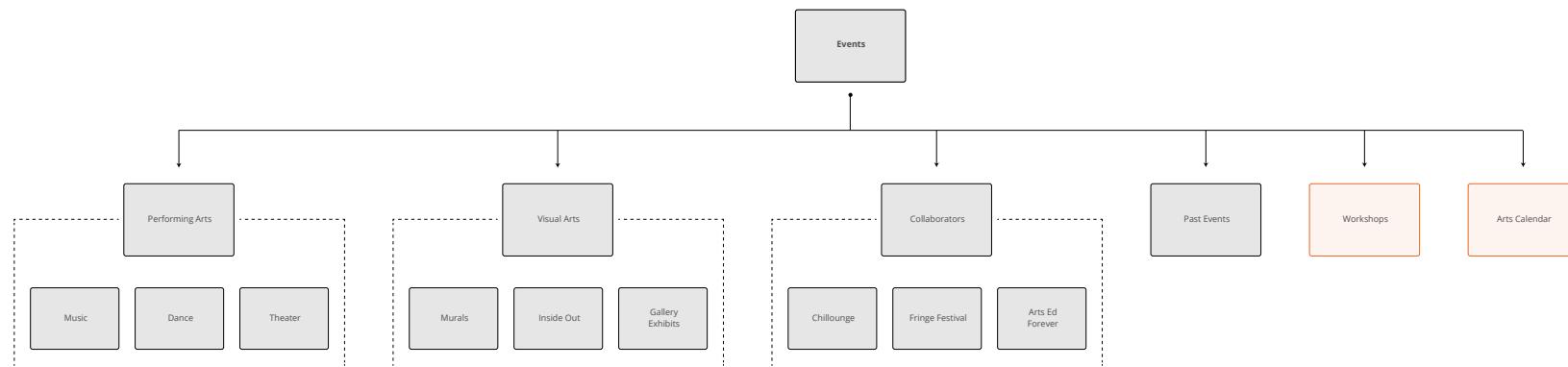
Notes

This is the revised sitemap of the 'Marketing' subcategory. The first child subpages would be viewable from CTAs on the first child pages leading users along the predetermined path to clearly defined ends (see Chapter 04 - User Flows for details).



03.00.07**Events****Notes**

This is the revised sitemap of the 'Events' subcategory. The first child subpages would be viewable from CTAs on the first child pages leading users along the predetermined path to clearly defined ends (see Chapter 04 - User Flows for details).



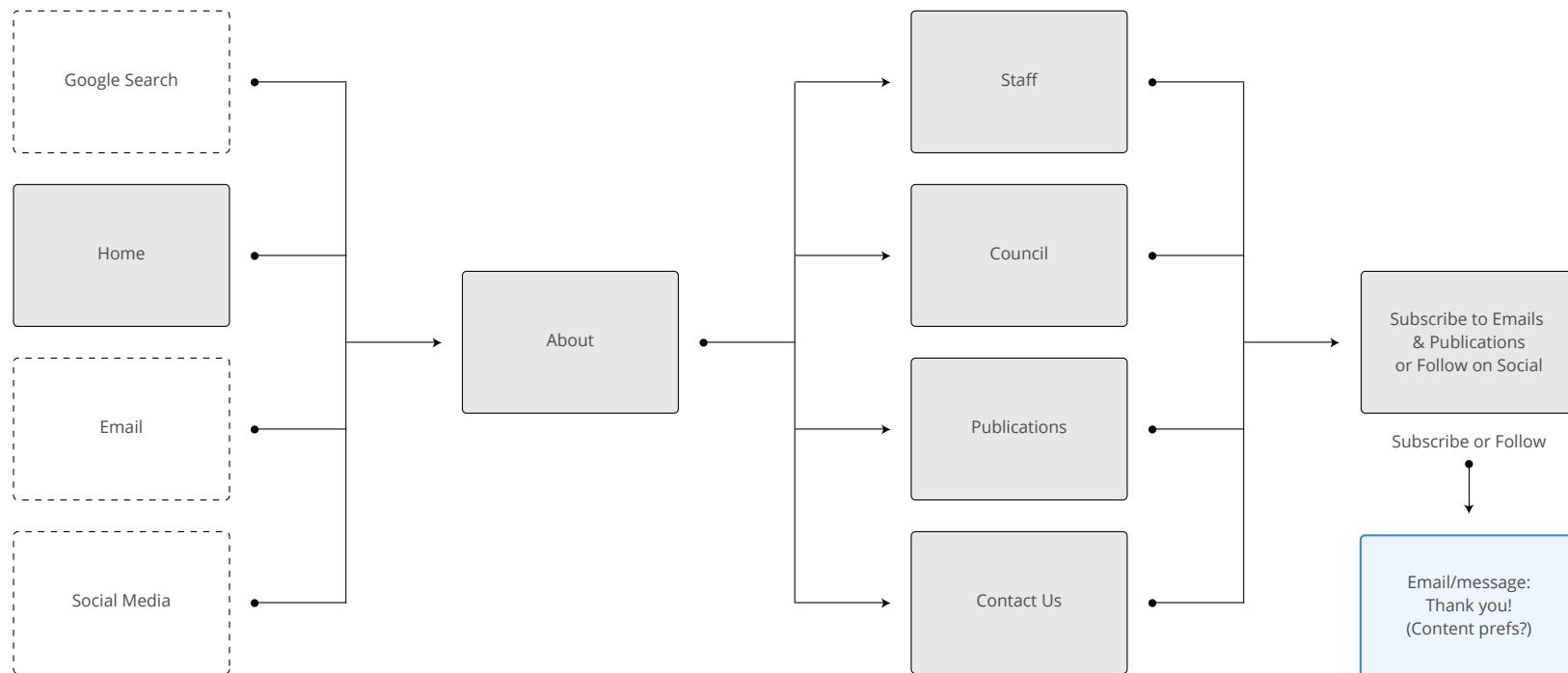
Chapter 04 - User Flows

- 04.00.00** About
- 04.00.01** Grants
- 04.00.02** Public Art & Design
- 04.00.03** Education
- 04.00.04** Advocacy
- 04.00.05** Marketing
- 04.00.06** Events

Notes

End User Goals:

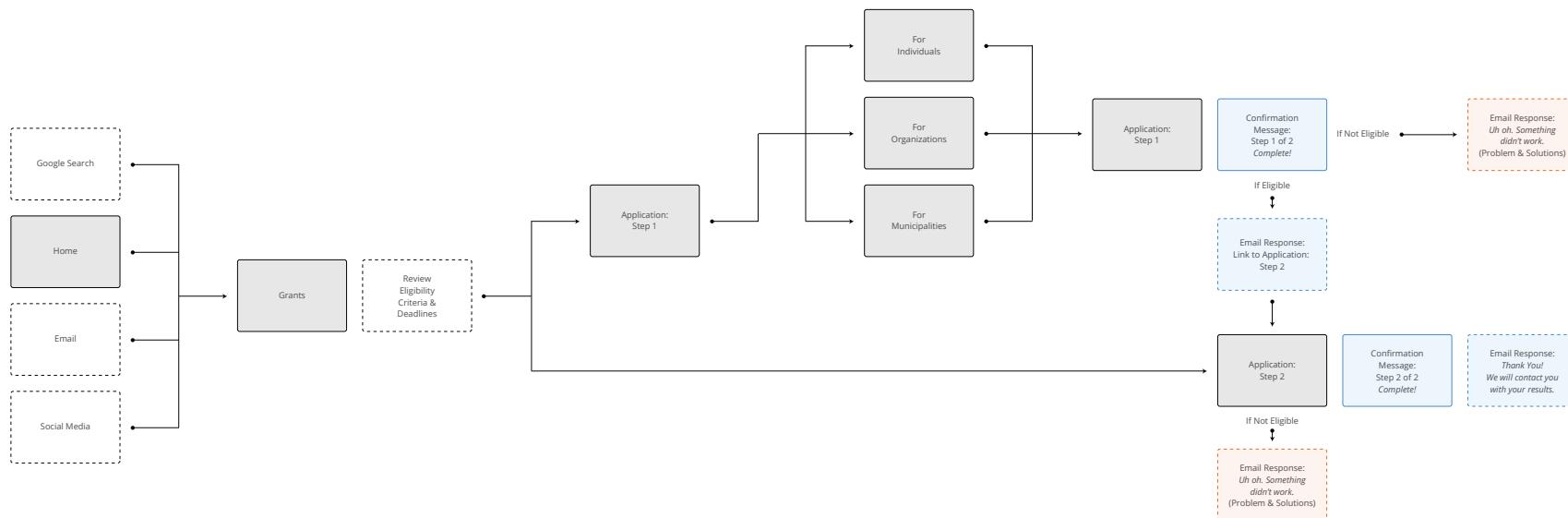
- Subscribe to emails
- Follow on social



Notes

End User Goals:

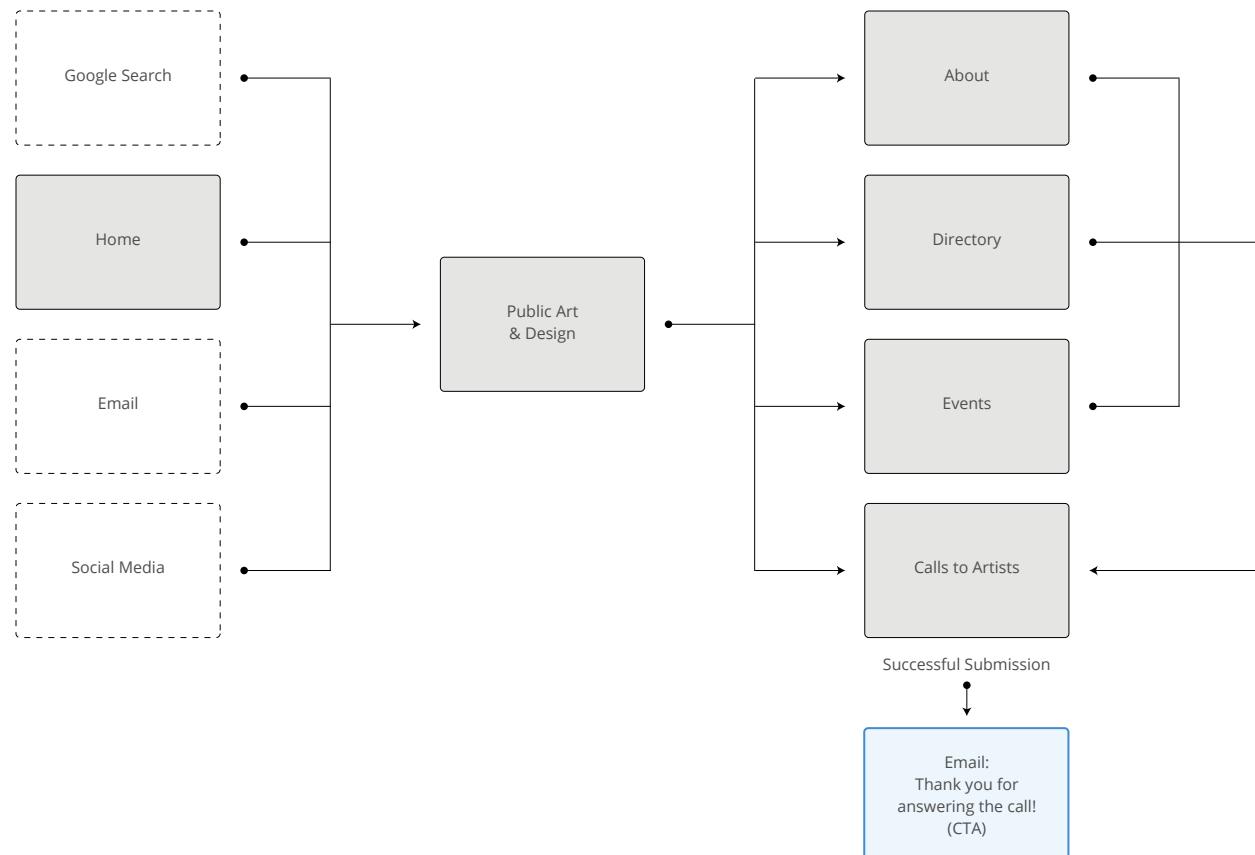
- Painless, successful grant application submissions



Notes

End User Goals:

- Answer Calls to Artists



Notes

TBD

(Meeting With Education Team Required)

Notes

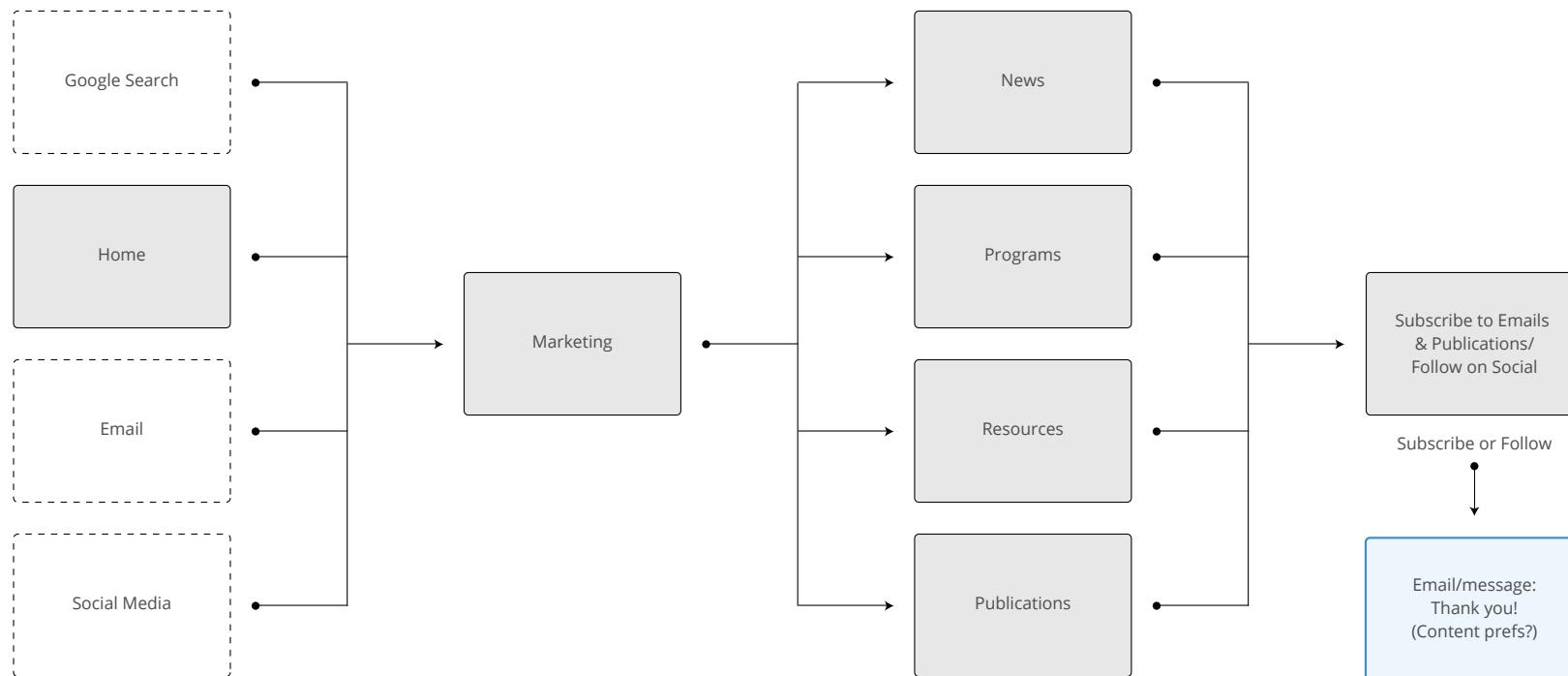
TBD

(Meeting With Advocacy Team Required)

Notes

End User Goals:

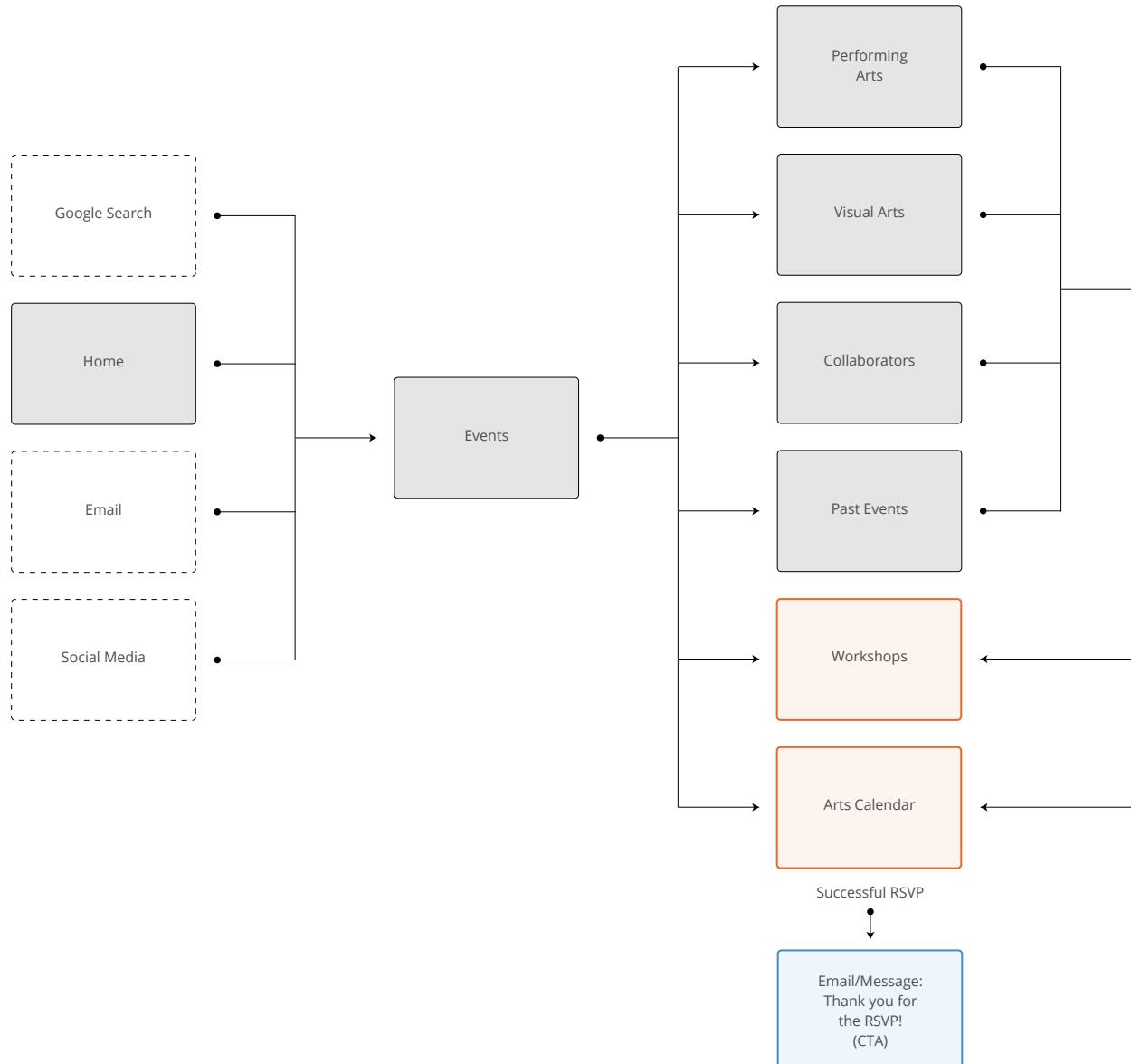
- Subscribe to Emails
- Follow on Social media



Notes

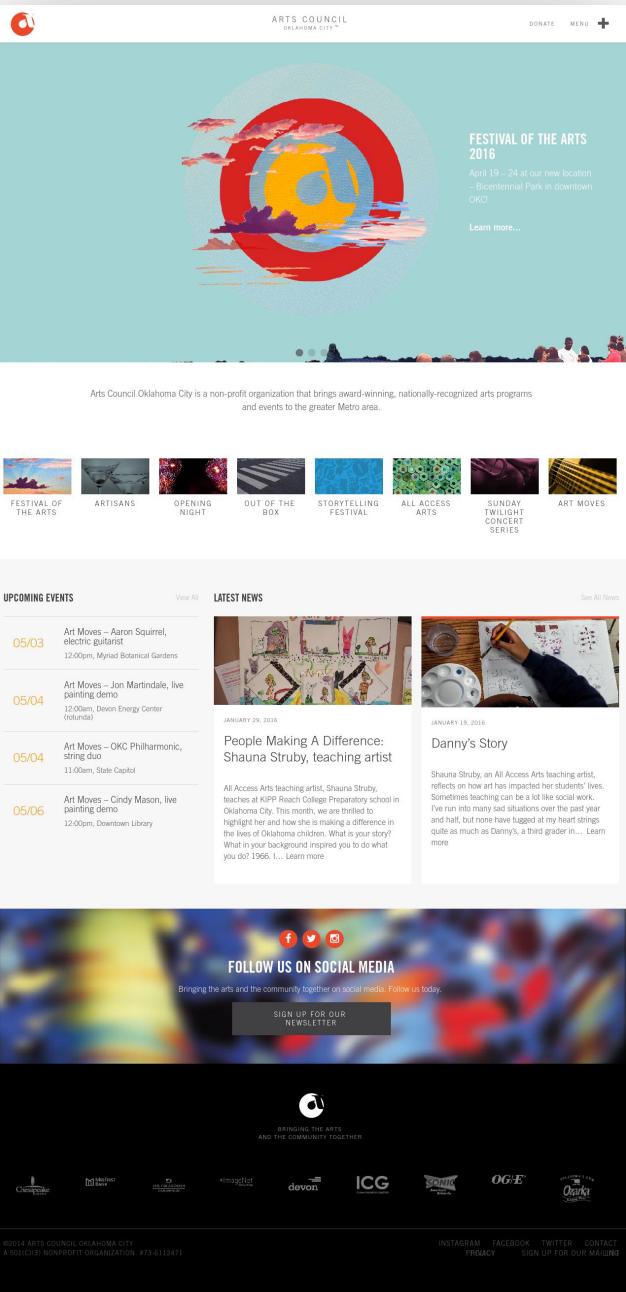
End User Goals:

- Subscribe to Emails
- Follow on Social media



Chapter 05 - Market Research

- 05.00.00** Oklahoma City Arts Council
- 05.00.01** Donostia / San Sebastián
- 05.00.02** Atlanta Office of Cultural Affairs
- 05.00.03** Nebraska Arts Council
- 05.00.04** Arts Council New Orleans
- 05.00.05** Ohio Arts Council
- 05.00.06** RACC

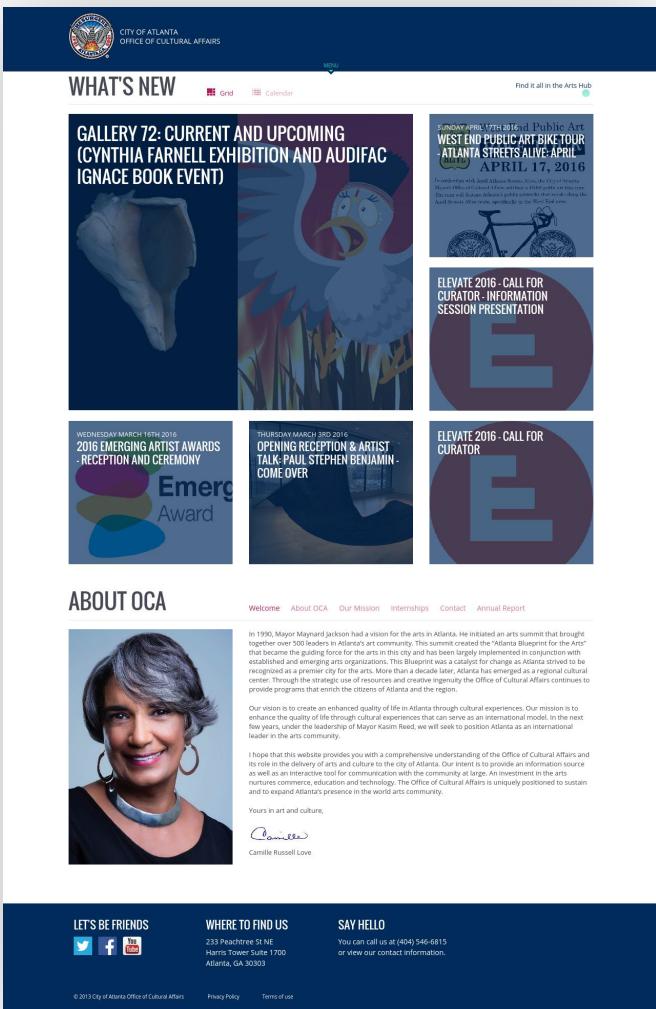
05.00.00**Oklahoma City Arts Council****Notes****Mobile-first design & intriguing visuals**

- Mobile-first/app-based design
- Large header image
- Intriguing simple thumbnails
- Creative use of logo in graphics
- Lots of negative space
- Light type

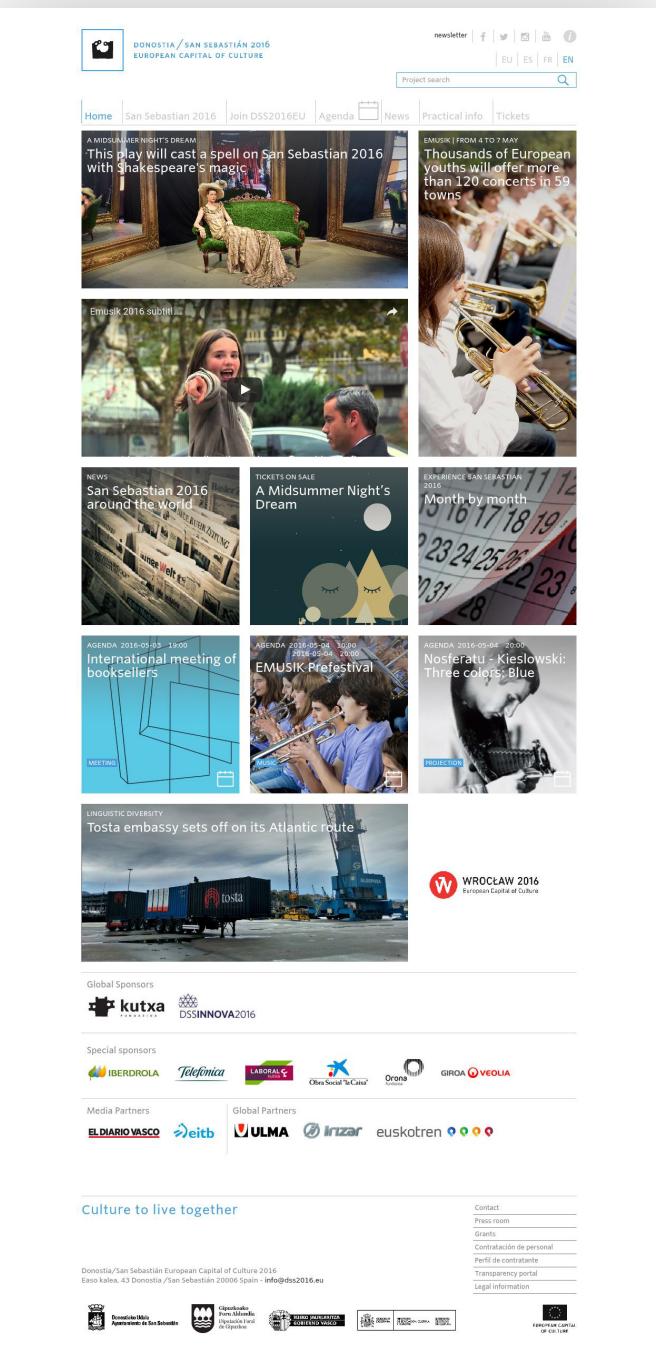
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05.00.01**Atlanta Cultural Affairs****Notes****Photo grid & dark color overlay with light type**

- Masonry grid with dark color overlay & white text
- Light text
- Tabbed content section



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05.00.02**Donostia / San Sebastián****Notes****Light type & image-driven, linked masonry grid**

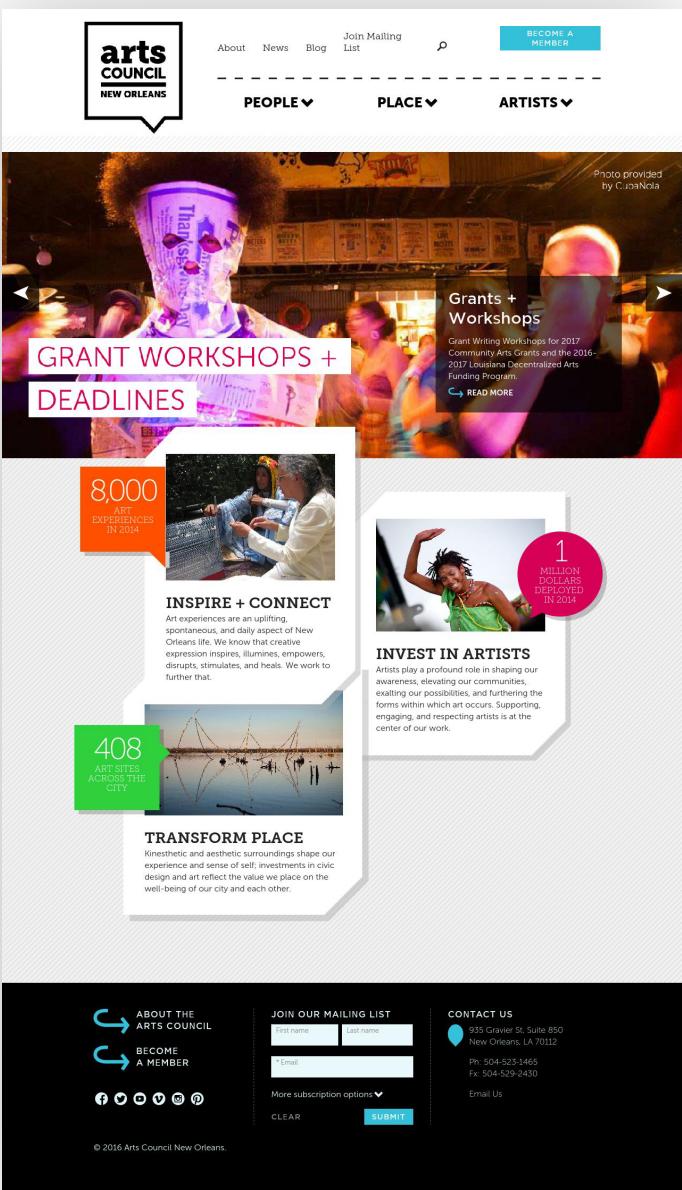
- Masonry grid with links & text overlays
- Light type

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05.00.03**Nebraska Arts Council**
Notes**Simple colors & panel grid organization**

- Simple, consistent color scheme
- 'Straight jacket' style navigation
- Grid-based panels to differentiate content

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**Notes****Cheerful data-driven visuals with clear CTAs**

- Strong visuals
- Bold branding
- Negative space
- Cheerful colors with data points
- Clear CTA button
- Email signup form

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Notes**Bold color-coded visuals & light type**

- Color-coded section
- Bold visual links
- Breathable type
- Embedded social feed
- Simple navigation

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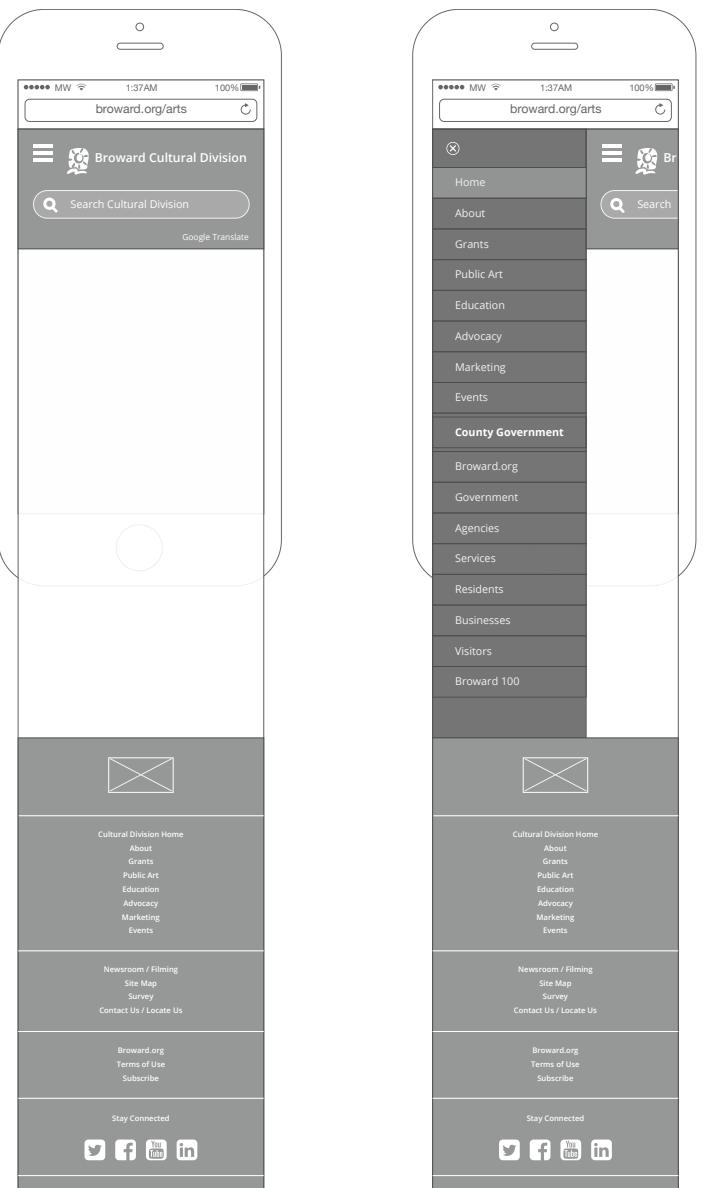
Notes**Color-coding & smart, light type**

- Bold colors (color-coded sections)
- Strong imagery
- Straightforward navigation
- All site links in footer
- Events calendar iframe in footer
- Light type & icons to create lighter feel

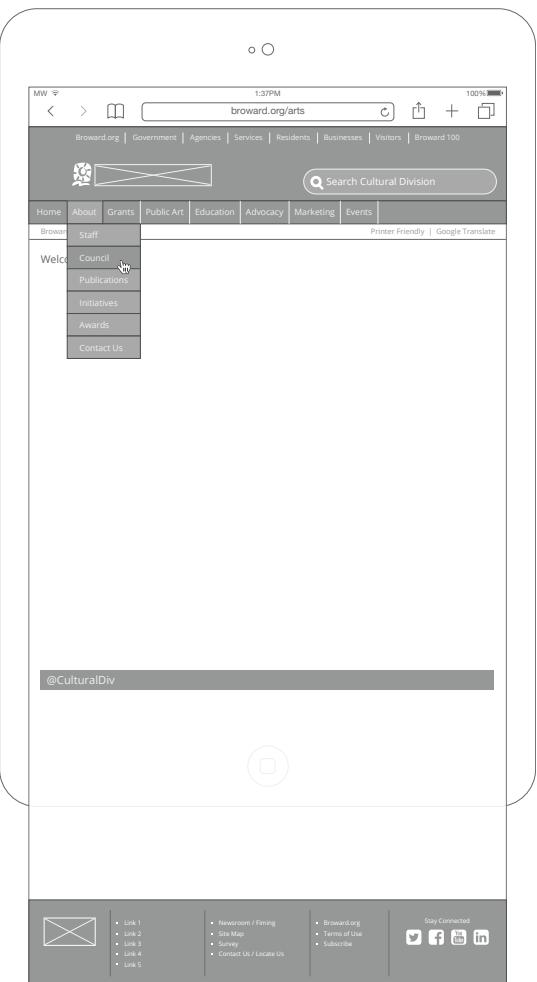
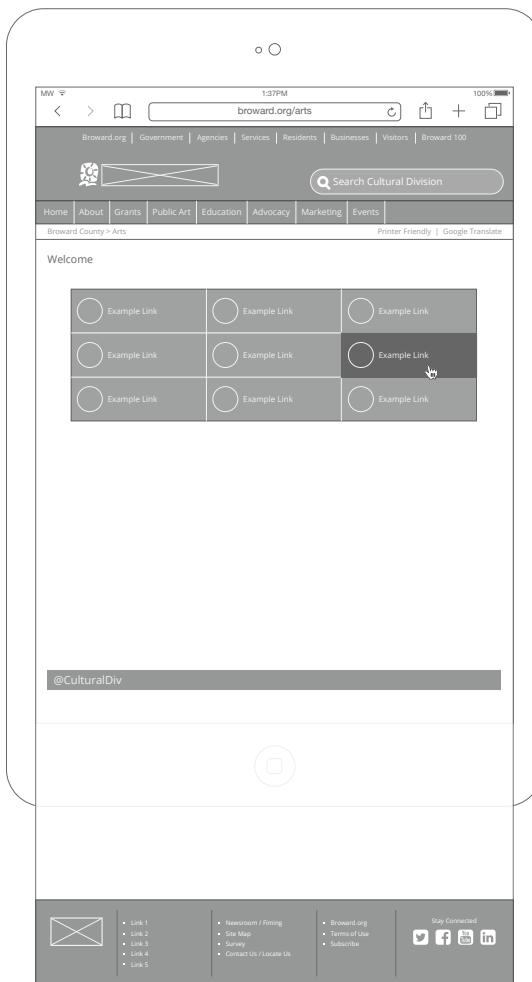
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Chapter 06 - Constraints

- 06.00.00** Responsive Mobile Navigation Wireframes
- 06.00.01** Responsive Tablet Navigation Wireframes
- 06.00.02** Responsive Desktop Navigation Wireframes

**Notes**

Visually defining the appearance & states of a mobile navigation that will facilitate & delight users. The wireframe displayed here is a replication of the County's responsive styles (currently being rolled out sitewide, agency by agency) as created by the Office of Public Communications.



06.00.01

Responsive Tablet Navigation Wireframes

Notes

Visually defining the appearance & states of a tablet navigation that will facilitate & delight users. The wireframe displayed here is a replication of the County's responsive styles (currently being rolled out sitewide, agency by agency) as created by the Office of Public Communications.

Notes

Visually defining the appearance & states of a desktop navigation that will facilitate & delight users. The wireframe displayed here is a replication of the County's responsive styles (currently being rolled out sitewide, agency by agency) as created by the Office of Public Communications.

The wireframe illustrates a responsive desktop navigation design for the Broward.org/arts website. It features a header with a logo, search bar, and navigation links. A sidebar on the left contains a large graphic and a link button. The main content area includes a welcome message and a central column with five columns of links. The footer contains social media icons and a news section. To the right of the main content, there are six vertical dropdown menus for Grants, Public Art, Education, Advocacy, Marketing, and Events, each listing specific categories.

- Grants Dropdown:**
 - Start Application
 - Resume Application
 - Resources
 - FAQs
- Public Art Dropdown:**
 - About
 - Directory
 - Calls to Artists
 - Events
- Education Dropdown:**
 - Partnerships
 - Programs
 - Resources
 - Arts Ed Committee
- Advocacy Dropdown:**
 - Partnerships
 - Programs
 - Resources
 - Advocacy Committee
- Marketing Dropdown:**
 - News
 - Programs
 - Resources
 - Publications
- Events Dropdown:**
 - Performing Arts
 - Visual Arts
 - Collaborators
 - Past Events
 - Workshops
 - Arts Calendar

Chapter 07 - Design Strategy

07.00.00 U.S. Web Design Standards

07.00.01 Division Specific Modifications

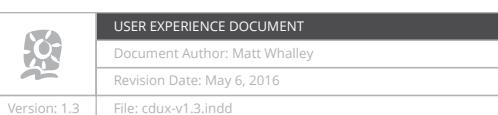
The image is a full-page screenshot of the U.S. Web Design Standards - UI Set V.8, which is a collection of user interface components designed for federal government websites. The components are organized into several categories: 1. **Text**: Includes 'Text placeholder' (with examples of 'List', 'Unordered List', 'Ordered List', and 'List items'), 'Text with link' (with examples of 'Link', 'Link with icon', 'Link with icon and text', and 'Link with icon and text (disabled)'), and 'Text with icon' (with examples of 'List', 'Unordered List', 'Ordered List', and 'List items'). 2. **Buttons**: Shows 'Primary buttons' (Default, Hover, Active) and 'Secondary buttons' (Default, Hover, Active). 3. **Form controls**: Features 'Text input' (with dropdowns for 'Option A' and 'Option B'), 'Text inputs' (with 'Text input label' and 'Text input focused'), 'Text input error' (with 'Text input error message' and 'Text input focused'), 'Text input success' (with 'Text input success message' and 'Text input focused'), and 'Text area label' (with 'Text area label' and 'Text area focused'). 4. **Date input**: Includes 'Date of birth' fields for 'Month', 'Day', and 'Year'. 5. **Range slider**: Shows a 'Range slider' with a 'Range slider label'. 6. **Image**: Displays 'Image placeholder' with a placeholder text 'Placeholder text'. 7. **Focus**: Shows 'Focus' states for 'Text' and 'Text input'. 8. **Disabled**: Shows 'Disabled' states for 'Text' and 'Text input'. 9. **Big button**: Shows a large 'Sign up' button. 10. **List group**: Shows 'List group' with 'Small' and 'Large' sizes. 11. **Grid navigation**: Includes 'One level' (with 'Current page' and 'Secondary link') and 'Two levels' (with 'Current page', 'Secondary link', 'Header and navigation', 'Footer', 'Tables', 'Accessories', and 'Secondary link'). 12. **Three levels**: Shows 'Secondary link' with 'Current page' and 'Secondary link'. 13. **Footers**: Includes 'Footer - big' (with 'Return to top' and 'Sign up' buttons), 'Footer - medium' (with 'Name of Agency' placeholder and social media icons), 'Footer - slim' (with 'Name of Agency' placeholder and social media icons), and 'Footer - extra small' (with 'Name of Agency' placeholder and social media icons). 14. **Page header**: Shows a dark blue header bar at the top of the page.

07.00.00

U.S. Web Design Standards

Notes

Defining & building in code a living style guide that can be used by all team members in order to achieve a unified look & feel across all pages. Key components in this style guide include: typography, color, image styles & other web elements such as buttons, forms & toggles.



07.00.01**Division Specific Modifications****Notes**

Defining & building in code a living style guide that can be used by all team members in order to achieve a unified look & feel across all pages. Key components in this style guide include: typography, color, image styles & other web elements such as buttons, forms & toggles.

Revision History

v1.3 - May 6, 2016 4:31 PM

Document creation by:

Matt Whalley - mwhalley@broward.org

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