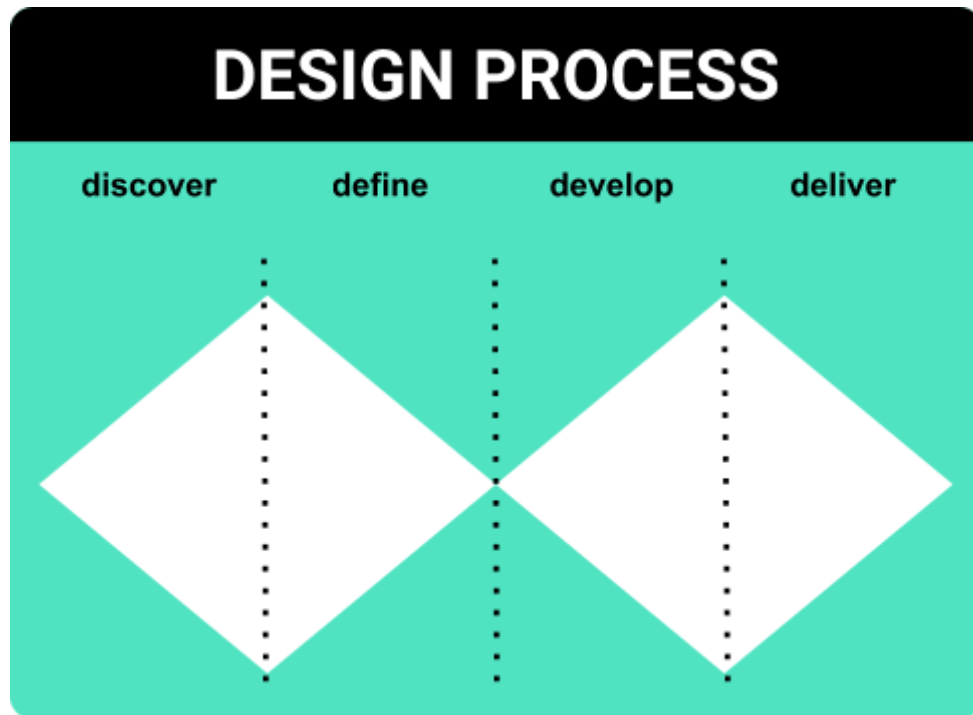


# Redesign Young One's website

*Pablo Cantón García.*

## Introduction

This document describes all the processes that have been followed to redesign the interface and the improvement that brings to the website. The project has followed the double diamond model, the following image represents how it works.



## Discover

*"Insight into the problem"*

At this stage, the main goal is to find all the potential problems that the website contains. After the examination of the website interface and the user interaction, these are the following problems that were found:

- Only in one language: Having one language reduce the number of people that you can reach.
- Some responsive errors:

Meteen zien hoe het platform werkt?

# MELD JE GRATIS AAN EN PLAATS VRIJBLIJVEND EEN PROEFKLUS

Hoe werkt het? →

Meld je direct aan →

Different size of the buttons and one of them is missing an icon or arrow.

- Many texts: Currently people avoid to read a lot of text or pay less attention to it, also, images and videos transmit more information with less effort. At this website can be seen a lot of text and random images, this could affect in a negative way to any potential user that is interested in the topic or to instal the App.
- Traditional interface: The interface is traditional and with any kind of transitions or visual effects that improve the user experience and a more modern website.

## Define

*"The area to focus upon"*

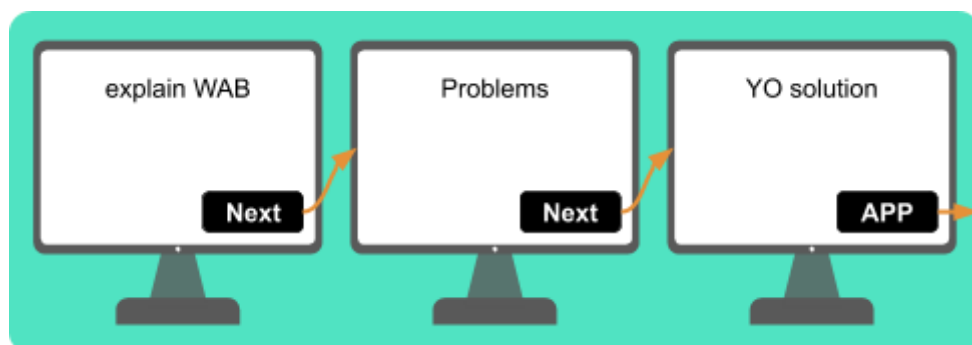
Before choosing where to focus, the project would analyse the different problems and find the feedback from a possible user. The website was tested with 3 users, the three of them complain that the website does not catch their attention. Anaacing all this information, the current problem of the page is the interface and how information is presented to the user.

## Develop

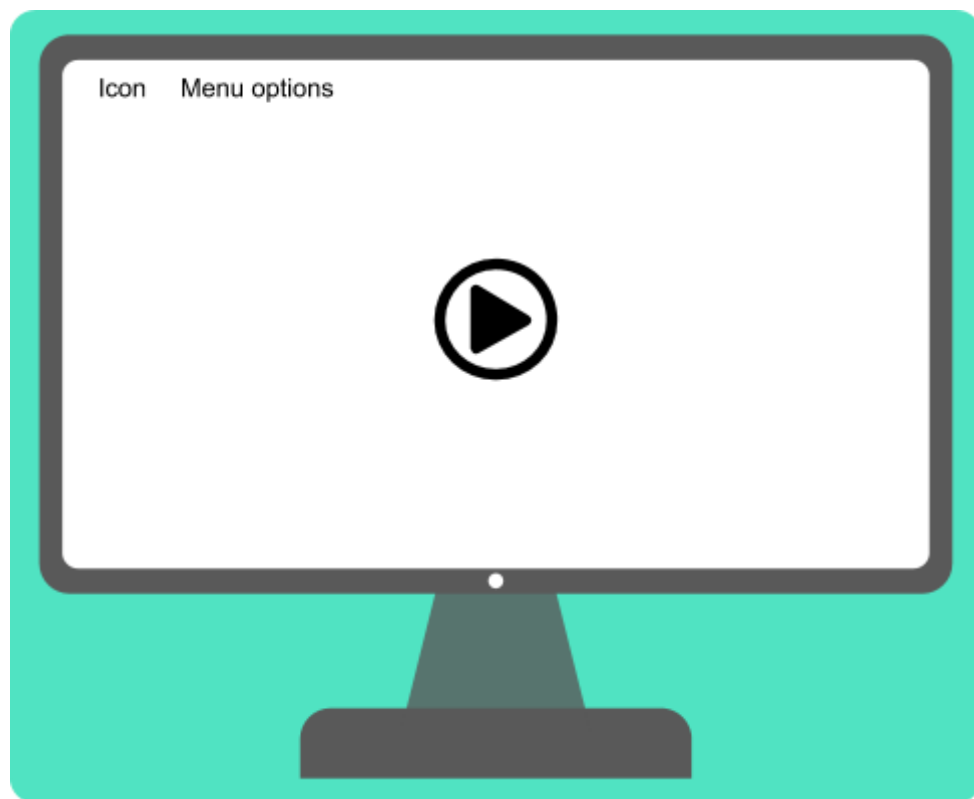
*"Potential solutions"*

At this point, the project has three potential solutions to solve the problem that was found. Bellow, you cand find the first draft of each solution:

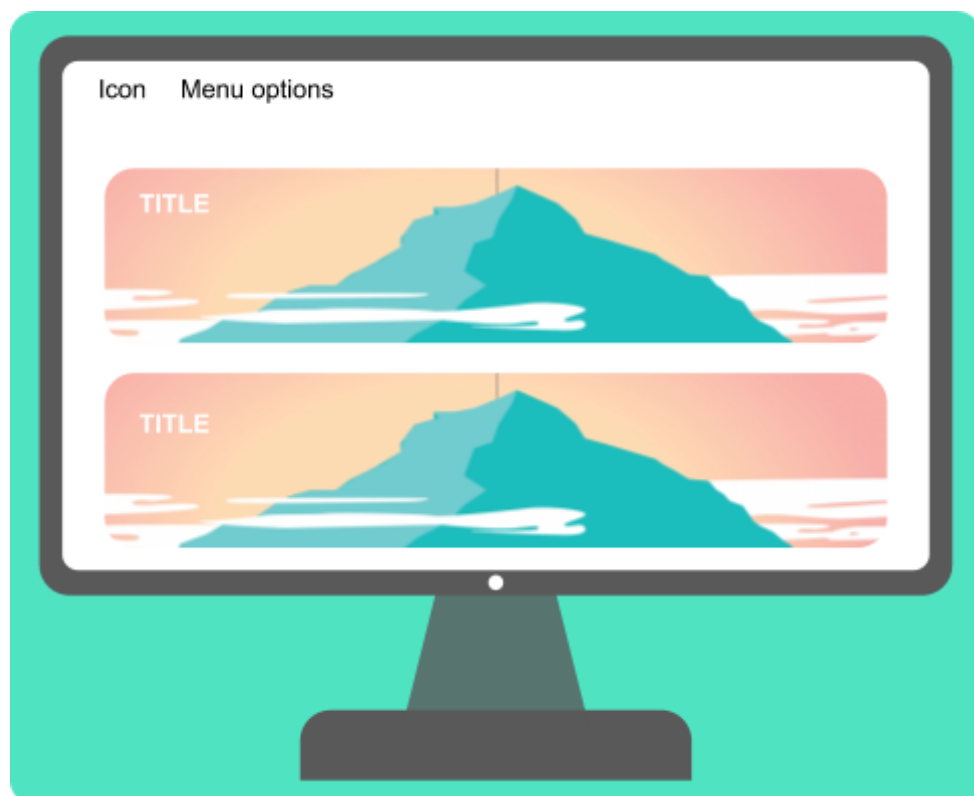
- Develop a website that shows the information step by step, using all the screen.



- Use a video at the beginning of the website to explain everything and text below.



- Remove text from the page and use more images



## **Deliver**

### *"Solutions that work"*

After designing the three possible solutions the next step is to find which of the three potential implementations is the best. These are the following reason why the solution one and three were discarded:

- The step by step implementation could be very confusing for the user and lost their attention.
- Images can be interpreted in different ways, and this could confuse the user or send the wrong message to them.

Finally, the second solution was the chosen one for two main reasons. The first reason is that videos combine images with text and sound that could help to explain better the problem and solution that the company brings. The other positive thing is the text bellow that gives more detail information and could help the user to take more clear the benefits.