



7 Heaven
Brendon Taing, Daniel Won, Patricia Vu, Tracy (Xinran) Wei

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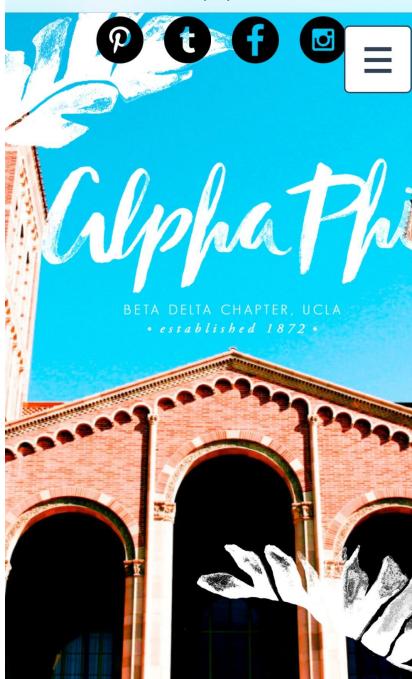
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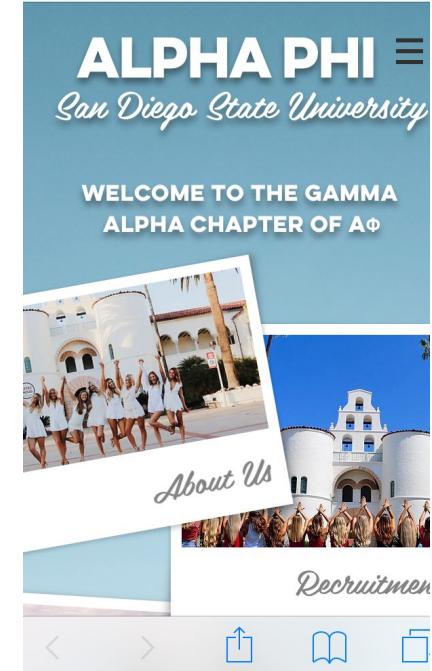
UCLA
Alpha Phi

A screenshot of the UCSD Pi Beta Phi website. The header features the text "Pi Beta Phi" in a large, light blue script font. Below the header is a "MENU" button and a "PIPHI LOVE" photo of four women. A navigation bar at the bottom includes a "About Us" link and other menu items.

UCSD
Pi Beta Phi



UCSD
Alpha Omicron Pi



SDSU
Alpha Phi

The background of the image features four horizontal watercolor brushstrokes. The top and bottom strokes are a light peach or salmon color. The middle stroke is a vibrant red-pink. A small, dark orange circular mark is positioned near the center of the red-pink stroke.

Branding

UCLA Alpha Phi

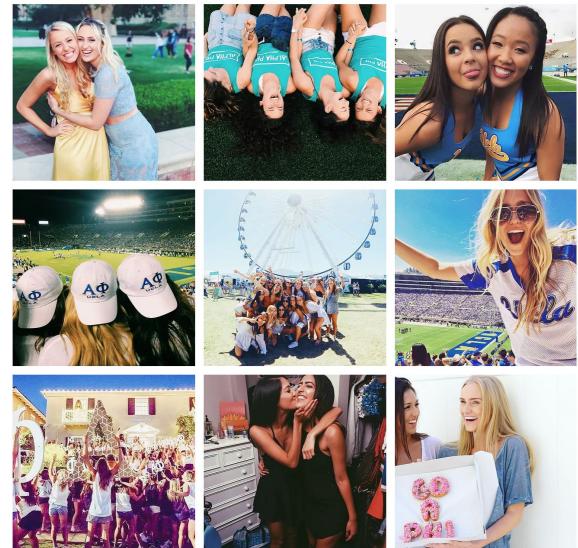
UCLA Alpha Phi uses a lot of **high quality pictures** of its members having fun and doing things together to illustrate how great it is to be a member of the sorority.

[HOME](#) [WHO WE ARE](#) [WHAT WE DO](#) [GALLERY](#) [RECRUITMENT](#) [CONTACT US](#)

SISTERHOOD
union hand in hand



Every page of the website has accompanying pictures for the content. The white background allows for the pictures to really pop.



UCSD Pi Beta Phi

Pi Beta Phi
AT THE UNIVERSITY OF CALIFORNIA - SAN DIEGO

HOME ABOUT US + CHAPTER LIFE + POTENTIAL NEW MEMBERS + LINKS + CONTACT US



- The combination of a soft color like teal and white creates a **light-hearted, welcoming, and whimsical environment**
- Backgrounds of photos are often open and bright which creates a **sense of innocence and purity**
 - This greatly contributes to their image of **being angels**
- Every photo features a group of members together which signifies a strong sense of **friendship and sisterhood**



INSPIRE AMBITION
UNIVERSITY OF
CALIFORNIA, SAN
DIEGO (UCSD) -
LAMBDA IOTA

0

Alpha Omicron Pi's CORE VALUES



descendants in Alpha Omicron Pi bring to you the
that you yourselves are to us today!
a, Jess, Helen, and Bess became determined that
friendship should last a lifetime. On December 23,
the four climbed the stairs in a small gallery of
old Columbia College Library which led to an old
seldom used room. On January 2, 1897, Alpha
Pi was formally organized at the home of
n St. Clair.

CONTACT US

9500 Gilman Drive
La Jolla, California 92093

ucsd.aoii.president@gmail.com

FOLLOW US

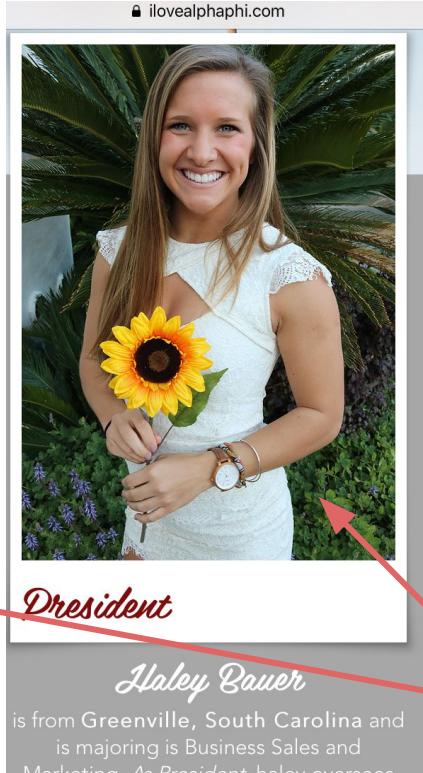


The logo's use of **interwoven lines** seem to symbolize the unity of AOII and form into the shape of a red flower signifying the **passionate** nature of its members.

- The dark background of the landing page is in stark contrast to the logo and slogan displayed, giving off a sense of **pride and confidence**.
- The use of two different fonts used give off a serious but **fun vibe**.
- Large centered text draws the attention of the viewer and clearly labels what is being displayed.

SDSU Alpha Phi

ilovealphaphi.com



A profile photo of Haley Bauer, the President of SDSU Alpha Phi. She is wearing a white lace-trimmed dress and holding a large yellow sunflower. Below the photo is a caption: "President Haley Bauer is from Greenville, South Carolina and is majoring in Business Sales and Marketing. As President, Haley oversees..." A red arrow points from the group photo above to this profile.

It uses **consistent color scheme of blue, dark red and gray scale** throughout the website.

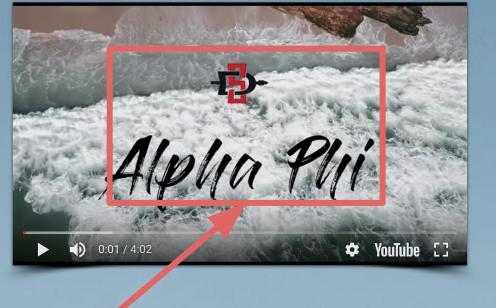
GO GREEK!

We found our home away from home here at Alpha Phi! Find your home away from home by going Greek this Fall!

[Register Here!](#)

Important Dates:
Recruitment Orientation: TBD
Recruitment: TBD

We currently have 208 active members!
Please contact alphaphivprsdus@gmail.com
with any questions regarding recruitment!



Alpha Phi at SDSU does not show its logo on main pages, but its presentation on the recruitment page. The website might better present its brand by using the logo on main pages.

The **consistently styled profile photos** of each officers in white dress with the same flower established a **friendly feel** of the organization.

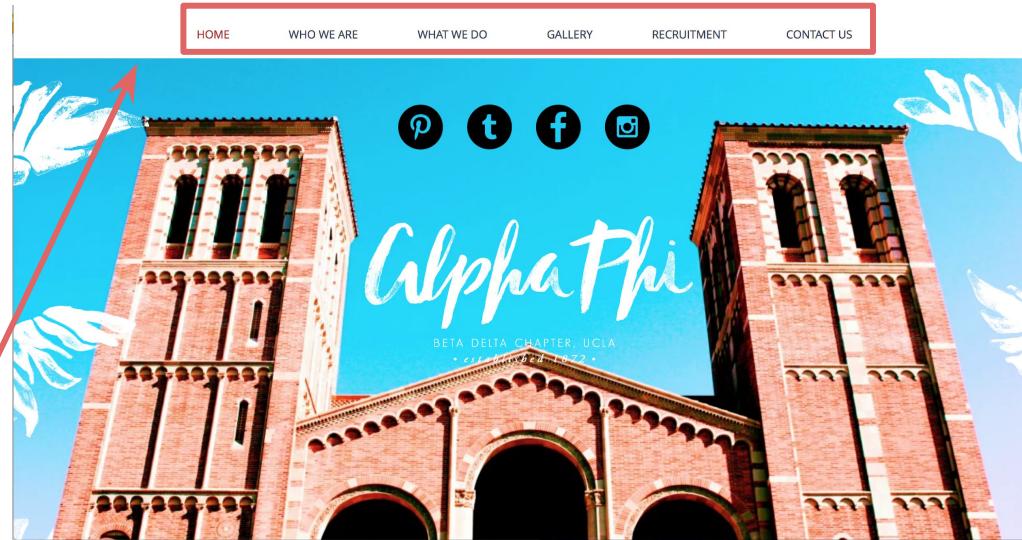
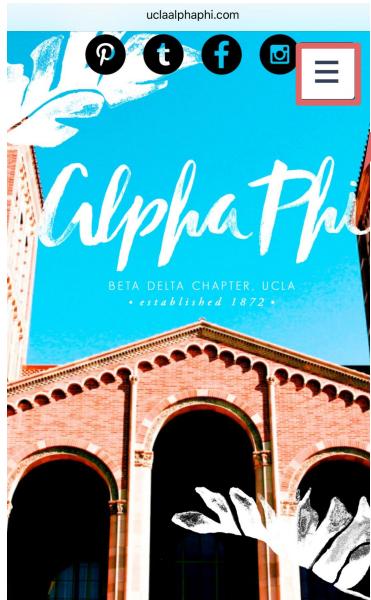
Brand Takeaways

- ❖ Use high quality pictures to accompany content
- ❖ Strategic use of whitespace places greater emphasis on color scheme
- ❖ The backgrounds of featured photos can play an important role in the overall vibe and feeling of the sorority
- ❖ Create a uniform site that retains its vibe and feel throughout
- ❖ Create a new logo that embodies core values of Tri Delta



Functionality

UCLA Alpha phi



Switch from navigation bar in desktop mode to hamburger menu icon in mobile makes for easier navigation for the user

Website is responsive across different devices

UCLA Alpha Phi

WELCOME to the IVY LEAGUE

My sisters, they are my best friends. Alpha Phi sisters are most sororities. When you join Alpha Phi you join a network of women who will always be by your side, supporting you and inspiring you to become the best version of yourself. In Alpha Phi you will find friendships like no other, you will make memories to last a lifetime, and you will find your home.

Joining Alpha Phi was, by far, the best decision I have made in college and hopefully you'll be able to say the same. So, welcome to Los Angeles, welcome to UCLA, and welcome to Alpha Phi! We're happy to have you :)

*Love and AOE,
Chloe Connolly
President*



Photo gallery is taken out of the homepage for the mobile version to take in account of the small surface area of mobile devices.

This makes it easier for the user to scroll through the website on a mobile device.

uclaalphaphi.com

college and hopefully you'll be able to say the same. So, welcome to Los Angeles, welcome to UCLA, and welcome to Alpha Phi! We're happy to have you :)

*Love and AOE,
Chloe Connolly
President*

WHAT WE DO



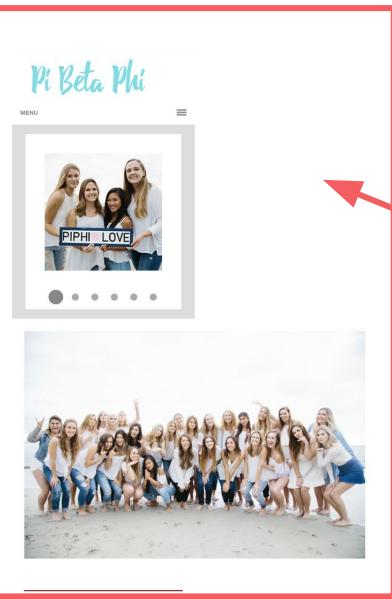
Click these :)

Leadership

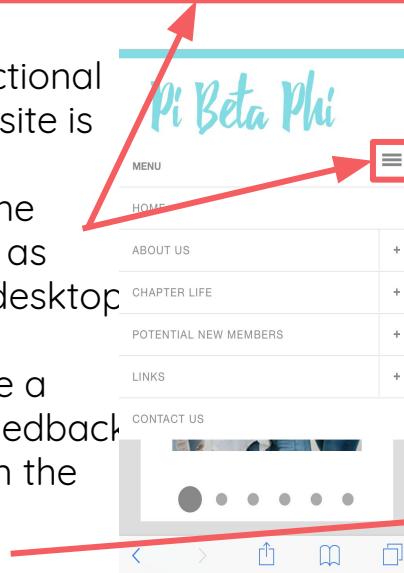
Philanthropy

Sisterhood

UCSD Pi Beta Phi



- The mobile website is functional but it is clear that the website is not
- A drop-down box allows the mobile website to provide as much information as the desktop version
- The use of contrast can be a method to provide user feedback of their current location on the website



UCSD AOII

ALPHA OMICRON PI
Fraternity



LEARN ABOUT AOII

Because AOII has become a part of your daughter's life, we would like to introduce you to our Fraternity and to the role it will play in guiding your daughter through her college years.

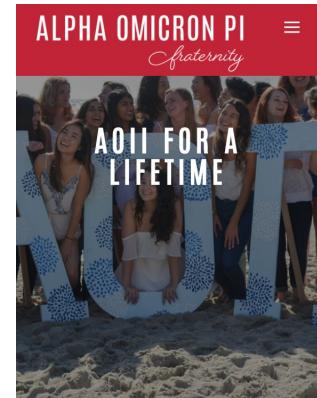
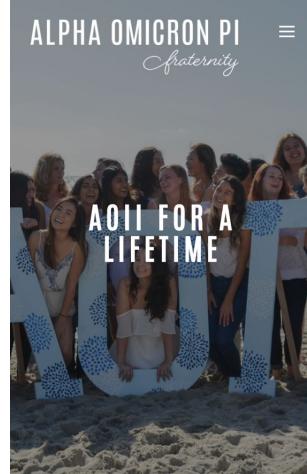
Simple iconic buttons change color to indicate being pressed.

Multiple options for visiting the same page



CONTACT AN OFFICER

Need to get in touch with a chapter Officer? Head over to our [Leaders](#) page or click the icon above.



The menu background appears when moving further down the screen and is persistent.

WELCOME, PARENTS!

How can we help you? Please explore the links below.



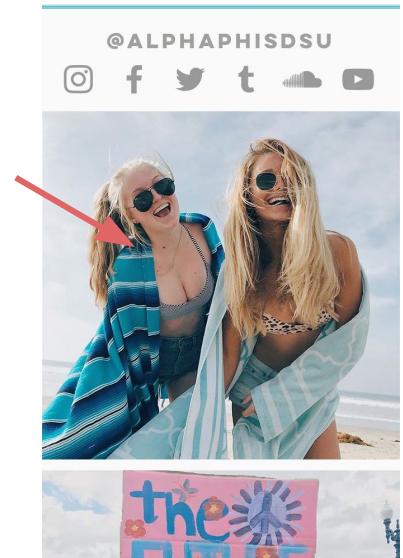
Landing page and representation of information remains very similar from large to small screen formats.

SDSU Alpha Phi



Hover over photos from instagram on the bottom of website enabled users to directly like and access comments. On mobile devices, the image is clickable. With one click the user can access like and comments.

The automatic transitioning function of photo gallery is creative. It also highlight the photo in the middle



Functionality Takeaways

- ❖ Make sure website is responsive across all mobile devices
- ❖ Take out features from the desktop version that don't work well on mobile
- ❖ The use of contrast can be a method to provide user feedback of their current location on the website

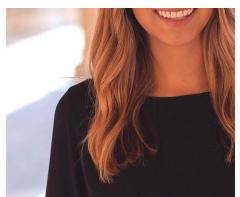


Content

UCLA Alpha Phi



*a letter from our
VP OF
RECRUITMENT*



*a letter from
DIRECTOR OF
INTERNAL*

PHILANTHROPY



*a letter from our
SISTERHOOD
CHAIR*

*a letter from our
PRESIDENT*

Welcome to Alpha Phi at UCLA! As you explore our website you'll get a feel for what it's like to be an Alpha Phi and hopefully you'll see what it is that makes this house so special. Within Alpha Phi are some of the most inspiring, motivated, and involved women at UCLA. But beyond that, these are the funniest, friendliest, and happiest girls on the row.

Whether we're exploring the city, hitting the beach, cheering on the Bruins, or helping our community—everything we do, we do with a smile (and lots of laughs). As Alpha Phis, we pride ourselves on our commitment to scholarship and philanthropy, our celebration of individuality, and our genuine and meaningful sisterhood.

I can honestly say that these women are more than just my

The letter from the President puts emphasis on women that are **happy, involved, and inspiring**. These are women that girls aspire to be.

By having letters from and pictures of the President, VP of Recruitment, Director of Internal Philanthropy, and Sisterhood chair, the user connects more with the message they are writing and the pictures add a more **personal touch**.

UCSD Pi Beta Phi



ABOUT US

CHAPTER LIFE

About California Kappa

Literacy

Fun Facts

Chapter Life

Events & Activities

Leadership Opportunities

- The website does not contain a typical photo gallery of the sorority's members. Instead, they feature images through polaroids
 - The result is a **casual, fun, and easygoing vibe**

The website contains an atypical "Fun Facts" page which separates it from other sororities

- It acts as an **icebreaker** and shows a **quirky side** to the sorority

However, the website does not contain an explicit page for **philanthropy**, which can be an important factor for prospective members

UCSD AOII

ALPHA OMICRON PI
Fraternity

JORDAN WEINER
Vice President of Administration & Finance

JULIA WALTER
Vice President of Academic Development

ALENA ANDERSON
New Member Educator

LELA AVILES
Activities Chairman

LAUREN DIEP
Vice President of Education & Development

Send Message

To: Julia Walter

Your Name:

Your Email Address:

Your Message:

List of current leaders is shown. Clicking on their picture icon allows you to send a direct email message to them.

ALPHA OMICRON PI
Fraternity

HOME ABOUT US RECRUITMENT ALUMNAE & PARENTS INVOLVEMENT LEADERS SERVING OTHERS CONTACT LOGIN

COMMITMENT TO DIGNITY

Whether a member chooses to serve as a chapter officer, or represent AOII as a member of other campus or community organizations, there are numerous opportunities to develop leadership skills as a member of AOII.

COMMITMENT TO CHARACTER

Alpha Omicron Pi was founded on a promise to serve not only one another but the greater community as well. This commitment reflects a philosophy of friendship, concern, and

Welcome to the Lambda Iota chapter of Alpha Omicron Pi at the University of California, San Diego! Lambda Iota has striven to uphold our founder's values – character, dignity, scholarship, and college loyalty. At UCSD, we have been empowered through building life long friendships, emphasizing community service and philanthropy, and being campus leaders – campus senators, principal members of various organizations, team players, researchers and more – all while exceeding the expectation.

As one of the 205 chapters of Alpha Omicron Pi across the United States and Canada, we provide young women with the opportunity to grow throughout their college careers. Through a community of driven and loving women, and with strong bonds and leadership opportunities, our women will grow to create amazing opportunities well past their college days.

I am honored to be a part of this amazing chapter that has inspired me to take chances, pushed me to become a leader, and has ultimately shown me great love. I turn to my sisters for advice, laughter, support, and motivation throughout this time of discovering and creating our futures. My sisters inspire me every day and I hope you see exactly why while learning more about our sisterhood.

Alpha Love and Mine,

Laurel Fink

The Alpha Omicron Pi website places an emphasis on personality and relatability. They display the values of the sorority on the home page making it easy to view. Current leaders can be easily contacted through the site. There is even a letter from the president which adds a personal touch to the website.

SDSU Alpha Phi

OUR PURPOSE

"The objects of our fraternity are the promotion of growth in character, unity of feeling, sisterly affection, and social communion among our members. In all that we do, we try to obey God's principles of justice and right. We have banded ourselves together to improve our minds and hearts, and we seek to aid each other through a constant watchcare always given in love. We believe in ourselves to be sincere searchers for truth. We seek the highest ideal of womanhood, and we try to gain this ideal by cultivating not only the power and passion for seeking intellectual development but, also, the spirit of love and charity. And we who are thus united are under a solemn pledge to lend a helping hand to one another."

-Constitution of Alpha Phi International Fraternity, Inc., Article II.

The video is very well presented on the mobile version of the website. The shadow in the back and the thumbnail seem really well made and very attractive to viewers.

The mobile Poor contrast between background image and text on top, which hindered readability



We currently have 208 active members!

Please contact

alphaphivrsdsu@gmail.com
with any questions regarding recruitment!

CONTENT TABLE

Content	UCLA Alpha Phi	Pi Beta Phi	Alpha Omicron Pi	SDSU Alpha Phi
Chapter History/Introduction	△	△	△	△
Bios of Officers	△	△	△	△
Bios of Current Members				
Previous Events				
Events Calendar				
Recruitment Page	△	△	△	△
Photo Gallery	△	△		△
Social media	△		△	△

Content	UCLA Alpha Phi	Pi Beta Phi	Alpha Omicron Pi	SDSU Alpha Phi
Contact Page				
Philanthropy Page				
Member Login				
Regional + National Info				

Site Architecture

UCLA Alpha Phi

Homepage consists of:

- letter from president
- what we do
- who we are (symbol, crest, flowers)
- letter from vp recruitment
- contacts us

All the important content that the chapter wants to emphasize is on the homepage and is **just a scroll away**. This lets the user know who Alpha Phi as a national organization is, who Alpha Phi at UCLA is, and how to contact the chapter without making the user click onto different pages.



CONTACT US

alphaphi.betadelta@gmail.com

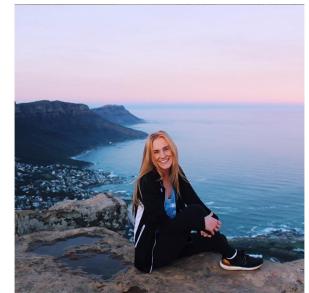


Sign up for Recruitment here!

[https://www.uclaphellenic.com/
sign-up-for-recruitment](https://www.uclaphellenic.com/sign-up-for-recruitment)

Send Letter of Recommendation to:
recruitment.betadelta@gmail.com

To find out more visit:
[http://www.alphaphi.org/aboutus/wh
oeweare](http://www.alphaphi.org/aboutus/who-we-are)



*a letter from our
VP OF
RECRUITMENT*

To all prospective members

© 2017 by Kelsey LaChance. Created with
Wix.com

UCSD Pi Beta Phi

Pi Beta Phi

MENU



The site's navigation is very simple and user-friendly with the use of a drop-down box

After clicking and opening the drop-down menu, all of the most important information about the sorority is made available

Pi Beta Phi

MENU



HOME

ABOUT US

+

CHAPTER LIFE

+

POTENTIAL NEW MEMBERS

-

For Parents

VP Membership

Panhellenic Recruitment

LINKS

+

CONTACT US

UCSD AOII

The website is simple to navigate and puts important information front and center.

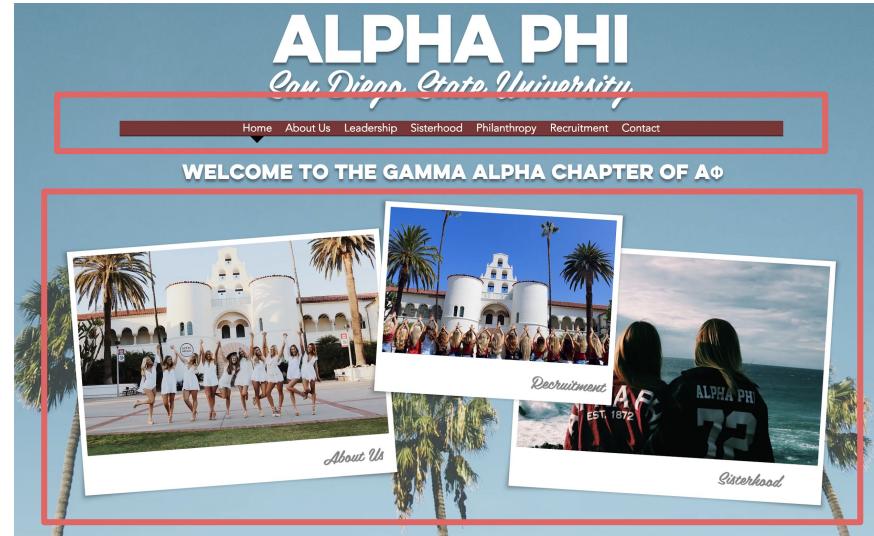
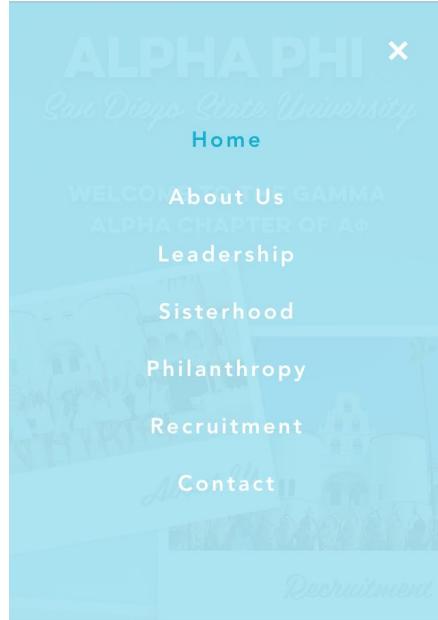
Organization of information is vertical with important information at the top with relevant information being displayed as you scroll down.

The screenshots illustrate the website's design and content organization:

- Home Screen:** Features the logo "ALPHA OMICRON PI Fraternity" in white on a red background. Below the logo is a large white text area containing the fraternity's mission statement: "AOIis continue service is the joy of spending time together and sharing the insights learned from the relationships we build and sustain." To the right is a circular icon with a red bell symbol.
- Stella's Wish:** A dark grey sidebar on the left contains the text "Stella's wish for AOII then, remains AOII's wish for her members today: May you have the joy in it all, dear children, that we (founders) have had all the way! May we always love one another as happily always as we four have done in a life-long fellowship without a break! And may our descendants in Alpha Omicron Pi bring to you today what you yourselves are to us today!" To the right is a large text area with the heading "CONTACT US" and contact information: "9500 Gilman Drive, La Jolla, California 92093" and "ucsd.aoii.president@gmail.com".
- Commitment to Scholarship:** A large image of three women in academic regalia. The text "COMMITMENT TO SCHOLARSHIP" is overlaid in white. To the right is a text area: "AOII encourages all members to excel academically and has many programs designed to assist women in achieving their academic goals. Expectations are high but the support provided by scholarship programs, academic development officer resources, and fellow members makes success attainable."
- College Loyalty:** A large image of three women holding "We're #1" signs. The text "COMMITMENT TO COLLEGE LOYALTY" is overlaid in white. Below it is the text "From collegiate years on through".

SDSU Alpha Phi

The Responsive design has a overlay menu lists to help navigation. The architecture is very user friendly since each main page is easily accessible through menu items.



The website has a really creative navigation function to important information on the first page by using three clickable photos. The general navigation bar contrast well with background and support easy navigation to all main pages

Site Architecture Takeaways

- ❖ Information should be easy to access, or just a swipe away on mobile devices.
- ❖ For the desktop version, each tab should be explicit.
- ❖ For the mobile version, a drop-down menu should show every tab allowing access to all areas of the site.



Design

UCLA Alpha Phi

- The use of Sans-serif font makes the words stand out and more appealing to read.
- The use of a lot of **whitespace accents the red font and red buttons** on the website.
- The use of red font for titles and black font for content makes the website **clean** and **professional** and creates clear distinctions between sections.
 - This contributes to their image of
- There is consistent use of an **ivy decal** which illustrates that the ivy is an important symbol to the chapter.

The screenshot shows the homepage of uclaalphaphi.com. At the top, there's a navigation bar with a logo and links for "HOME", "ABOUT", "MEMBERSHIP", "WEEKLY", "RECRUITMENT", "CONTACT", and "LOG IN". Below the navigation is a large red header with the text "WELCOME to the IVY LEAGUE". Underneath this, it says "a letter from our PRESIDENT". A photo of a smiling woman is displayed in a frame. To the right, there's a sidebar with the text "WHAT WE DO Click these :)" and four red buttons labeled "Leadership", "Philanthropy", "Sisterhood", and "Involvement". At the bottom, there's a section titled "WHO WE ARE about Alpha Phi" with some descriptive text and a small ivy icon. On the far right, there's a "CONTACT US" section with an email address, social media icons for Pinterest, Twitter, Facebook, and Instagram, and links for recruitment and sign-up.

uclaalphaphi.com

WHAT WE DO
Click these :)

Leadership

Philanthropy

Sisterhood

Involvement

WELCOME to the IVY LEAGUE

a letter from our

PRESIDENT

Welcome to Alpha Phi at UCLA! As you explore our website you'll get a feel for what it's like to be an Alpha Phi and hopefully you'll see

WHO WE ARE
about Alpha Phi

At a time when society looked upon women only as daughters, wives, and mothers not in need of

CONTACT US

alphaphi.betadelta@gmail.com

[Pinterest](#) [Twitter](#) [Facebook](#) [Instagram](#)

Sign up for Recruitment here!
[https://www.uclapanhellenic.com/
sign-up-for-recruitment](https://www.uclapanhellenic.com/sign-up-for-recruitment)

Send Letter of Reccomendation to:
recruitment.betadelta@gmail.com

To find out more visit:
[http://www.alphaphi.org/aboutus/wh
oeweare](http://www.alphaphi.org/aboutus/who-we-are)

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Wix.com

UCSD Pi Beta Phi

With this website, **less is more**. The aesthetic of the website is largely due to the simplicity of the color scheme as it places a **greater emphasis on what is featured**.

A unique aspect about the design is their **live feed** from Twitter, so that anybody who visits the website can keep up-to-date with the organization.

Pi Beta Phi
AT THE UNIVERSITY OF CALIFORNIA - SAN DIEGO

HOME ABOUT US + CHAPTER LIFE + POTENTIAL NEW MEMBERS + LINKS + CONTACT US

Tweets by @PiBetaPhiHQ



Pi Beta Phi
@PiBetaPhiHQ



Sending #PiPhiLove to Lauryn!
Great work!



5h



Pi Beta Phi
@PiBetaPhiHQ



Volunteers needed! Help us give away 20,000 brand-new books in Bakersfield, Chicago, Cincinnati, Little Rock and Milwaukee. Click to sign up for volunteer shifts on March 2 and 3:
pibetaphi.org/pibetaphi/SFCo...



5h

Retweeted



Embed

View on Twitter

UCSD AOII

- The landing page **contrasts** with the rest of the site letting you know where you're at.
- Makes use of contrasting colors and font sizes to **emphasize** certain words more.
- Dropdown menu uses contrasting **colors** to increase readability.

The screenshot displays three different sections of the website:

- Top Left:** A dark-themed header with "ALPHA OMICRON PI" in white and "Fraternity" in script. Below it is a large red stylized flower logo. Text at the bottom reads "INSPIRE AMBITION", "UNIVERSITY OF CALIFORNIA, SAN DIEGO (UCSD) - LAMBDA IOTA".
- Top Middle:** A red-themed header with "ALPHA OMICRON PI" in white and "Fraternity" in script. Below it is a photo of four women holding large gold balloons spelling "2017".
- Bottom Right:** A red sidebar with a white navigation menu containing links: HOME, ABOUT US, RECRUITMENT, ALUMNAE & PARENTS, INVOLVEMENT, LEADERS, and SERVING OTHERS. Below the menu is a white circular icon with a red user profile icon. To the right, text reads "WANT TO LEARN MORE ABOUT BECOMING A SISTER? Click the button to the right to get more information". At the bottom is a white button with the text "I WANT TO BECOME A MEMBER!".

A red box highlights the word "COMMITMENT" in the middle section, and another red box highlights the "I WANT TO BECOME A MEMBER!" button in the bottom section. Red arrows point from the callout boxes to their respective highlighted areas.

SDSU Alpha Phi



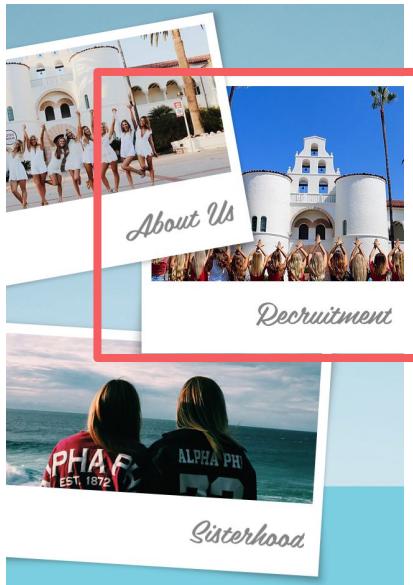
The website used very consistent color scheme, interesting fonts and photos that follow the same color scheme. These visual design details make the website look very aesthetically pleasing.

After reading information on each page, visitors can scroll down to view photos. With the “Show More” button at the bottom is easily detectable and will present more photos when clicked. This is a really nice design that allow users to interact and make choices as they go through the website.



Show More

SDSU Alpha Phi



This sort of photo frame also seems to be an aesthetical way to present photos.

Alpha Phi presents their event with nice photo with interesting title on the bottom. The button brings up a pop up text box with short descriptions. This design is a great way to show event details on mobile devices.



Design Takeaways

- ❖ Sometimes, less is more. This will place a greater emphasis on everything else that is featured.
- ❖ Contrast and letter placement can be utilized to emphasize or draw attention to important details or text.
- ❖ Consistency in design elements will help create a centralizing theme.
- ❖ Nice contrast between background color and font color enhance legibility of information



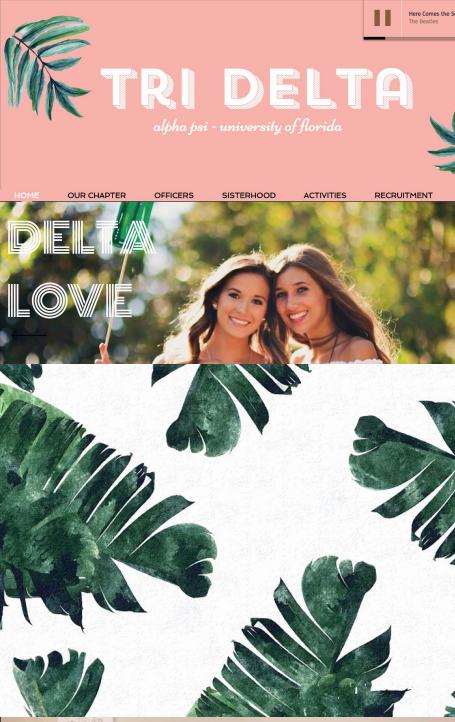
Good Ideas

Good Ideas

- ❖ Provide links and handles to other forms of social media for the sorority
 - May also include links and handles of members of the executive council
- ❖ Provide a live feed of photos and posts by members
- ❖ May be beneficial to challenge typical web design
 - E.g. Instead of showing a normal photo gallery, show photos via polaroid
- ❖ May be beneficial to have a page dedicated to events, and a page to show current members



Mood Board



HOME OUR CHAPTER OFFICERS SISTERHOOD ACTIVITIES RECRUITMENT



President

VP Risk Management

VP Chapter Operations

VP Marketing

Haley Bauer

is from Greenville, South Carolina and is majoring in Psychology and Marketing. As President, Haley oversees and maintains the chapter's school involvement and standing with the university, while also keeping in touch with the international office in Evanston, IL.

Kylie Dege

is from Lake Havasu, Arizona and is majoring in political science. Kylie serves as the Vice President of the house by overseeing social events, building and maintaining risk management plans, and running judiciary decisions. She holds every member of her chapter & tri delta phi standards.

Sukie Barnhart

is from Fresno, California and is majoring in communication. Sukie's position involves the oversight of managing the house facilities. She is also responsible for communicating with our chapter's house mom, Hilary, and the rest of our House Corporation Board.

Tracy Monk

is from Bellevue, Washington and is currently majoring in Psychology and Marketing. Tracy's role is to keep SDSU Alpha Phi's image positive and productive. Tracy oversees the planning of our chapter's events, fundraising, social media, merchandise, and press relations. As well, she organizes our spring philanthropy, our red dress gala,

