



ENSE 271
WEBSITE
REDESIGN
PROJECT
REPORT

**Website Design Improvement
OSI-CAN Saskatchewan Website Redesign**

Group C: Ali Abdullah (200518299),

Emmanuel Dairo (200503652),

Peter Siapno (200434563),

Prithvi Patel (200396802)

Department of Engineering, University of Regina

ENSE 271: People-Centered Design

Project Sponsor: Dr. Tim Maciag (ENSE 271 Professor)

December 05th, 2025

Business Need & Opportunities

OSI-CAN Saskatchewan is a nonprofit organization whose main purpose is to provide mental health support and recovery services to Veterans, Community First Responders, and Public Safety personnel who are suffering with post-traumatic stress disorder (PTSD) and other operational stress inquiries. OSI-CAN has a website which is the main source of information about the organization and what they do.

Business Problem

The existing OSI-CAN website suffered from significant usability issues:

- **Poor content organization:** Information about support services, resources, and getting help options was scattered and difficult to locate.
- **Weak visual hierarchy:** Users could not quickly identify primary call-to-action buttons like crisis helpline numbers, discord or program information.
- **Inconsistent visual presentation:** Images and text were misaligned, creating an awkward experience for users as there was no flow of information.

North Star & carryover customers selected

- **North Star:** Individuals and their Families affected by Operational Stress Injury/Post Traumatic Stress
- **Carryover:** Volunteer, Donors and Sponsors

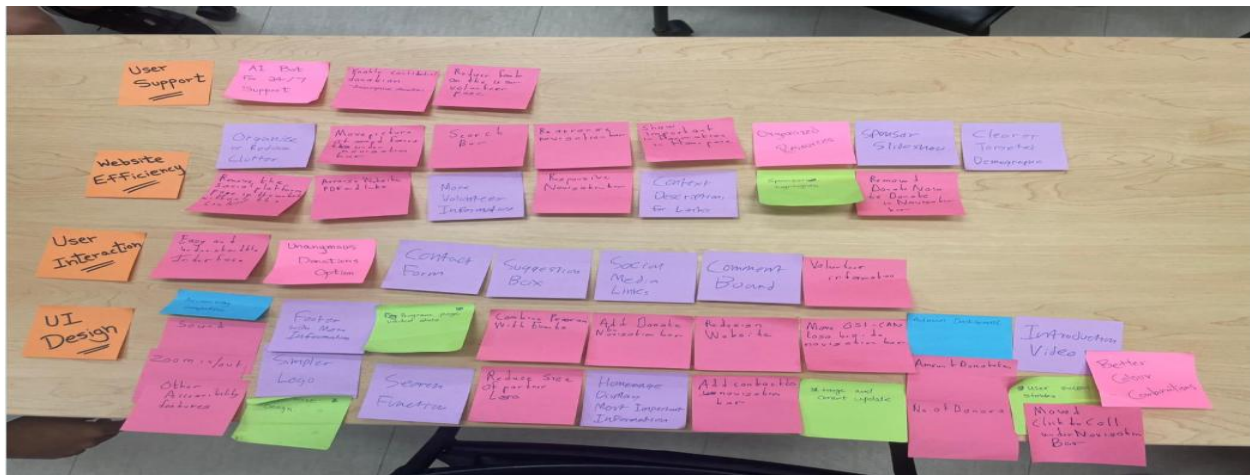
Project Assumptions

- WordPress will be used to build the website
- GitHub will be used to upload project tasks.
- Stories onboard will be used to design user story model and most viable product
- Content for the website will be provided by OSI-CAN website

Project Constraints

- We must design based on different users and ensure each user can find clear pathway
- Content organization and prioritization
- Emergency Resources must be available in few clicks
- We would have to use WordPress to build the website which brings limitations to design.

Summary on Affinity Diagramming

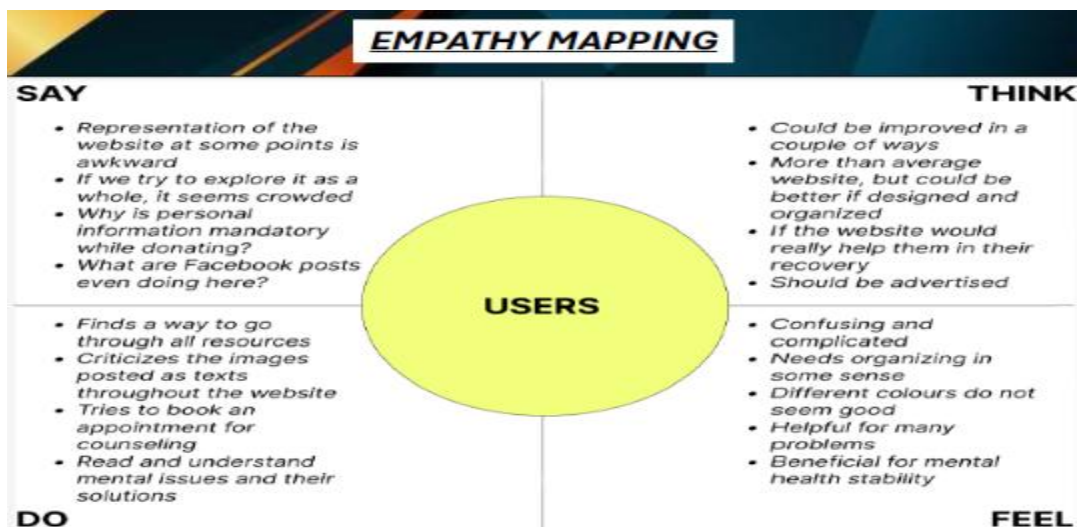


Above is a picture of Affinity diagramming

From the Affinity diagramming, we grouped similar ideas concerning the improvement we wanted to make to the OSI-CAN website. Below is the list of categories we targeted in order to make the website meet the goal of the customers

- Better User support
- Website Efficiency
- Easy and simple user interaction
- Interactive User Interface Design

Summary on Empathy Mapping



Above is a picture of our Empathy map.

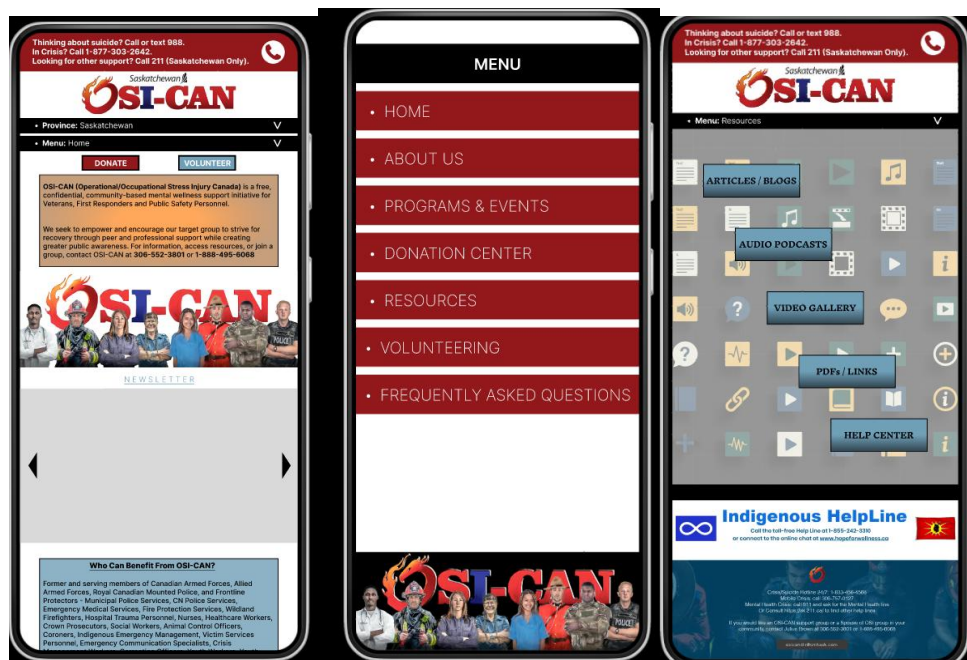
The empathy map above was utilized by us to understand and get a view of how the user would behave, react and do when using the website.

Initial & Evolution of USM/MVP

During the creating of the user story model the goals we tried to achieve were to help Browse or Find Help, Donate, Volunteer which were the main concerns that were targeted by OSI-CAN. The only changes made were to be adding a program page for the programs present in OSI-CAN. The reason why the product is an MVP is because it helps the user easily access the website and its resources and render services or donate.

Prototyping activities and usability evaluation findings

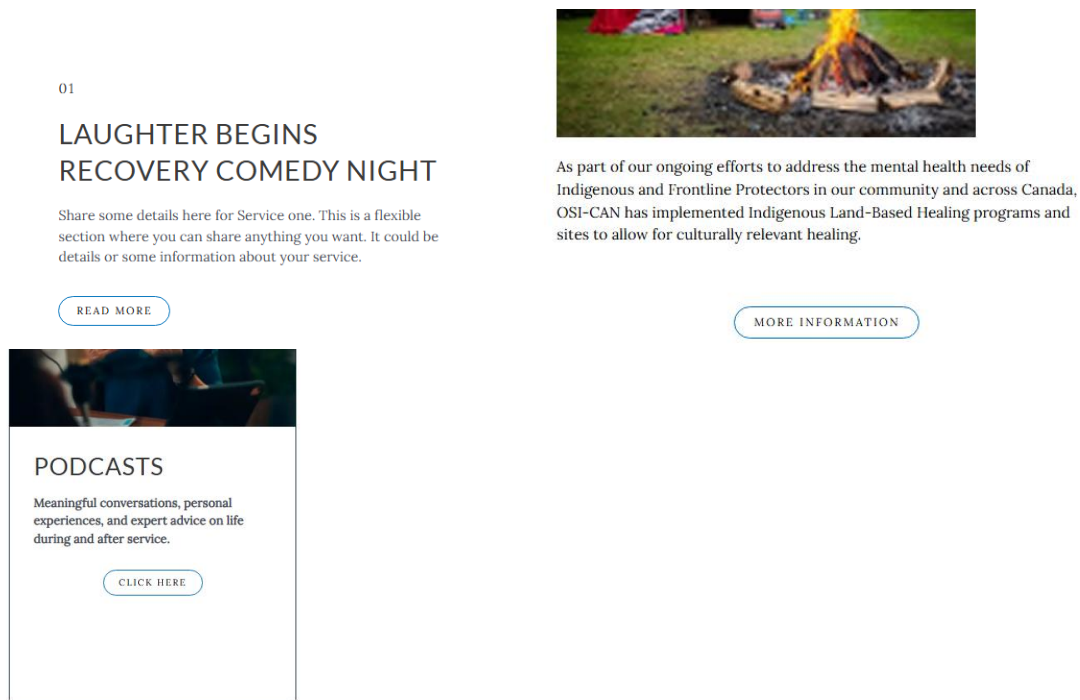
When developing prototypes for the high-fidelity concept in Figma, we had developed a prototype that was primarily focused on a mobile version. For that mobile version, we showed it to other peers from the class and to the Northstar client. The overall feedback of the mobile version from the people that we presented with was that it was very well done; they enjoyed how the aesthetics looked, the categories of the pages, and the menu bar. The large focus of that prototype was how important the homepage was; we displayed critical information about the OSI-CAN organization in an easy to read and understandable manner. For that prototype, the only feedback was regarding small details, such as missing a contact page and having too small of font. For our final solution, we of course considered all the feedback we have received from the demo's and used the mobile base format to make a desktop version of the website. We additionally changed the aesthetic for the final website to have highlight important features and make information clearer to see.



Feedback: to deliver a responsive experience to the user, we used visual movements to help communicate to the user. For example, when the user hover over clickable elements, the elements will react by changing size and color



Consistency: When making clickable buttons for the user to click on to be able to learn more information about that topic, we decided to consistently use a rounded off square as a button across the site



Affordances: to convey important information and related action, we utilized selected colors and icons. For example, for the suicide hotline header, we decided to use red to convey that this information was important to all users, and we used a phone icon to convey that this information is used to call a service.



Summarized WordPress solution

During our first customer meeting, the goal we tried to achieve from review got from customer review was to make the website more user friendly, to make the website less congested and more organized. To target the major demographics of OSI-CAN.

WELCOME

WHAT IS OSI-CAN?

OSI-CAN (Occupational/Operational Stress Injury Canada) is a free confidential, community-based mental wellness support initiative for Veterans, First Responders and Public Safety Personnel

We seek to empower and encourage our target group to strive for recovery through peer and professional support while creating greater public awareness. For information, access resources, or to join a group, contact OSI-CAN at 306-552-3801 or 1-888-495-6068



From the above website we made the website easy and less complex

WHO CAN BENEFIT FROM OSI-CAN?

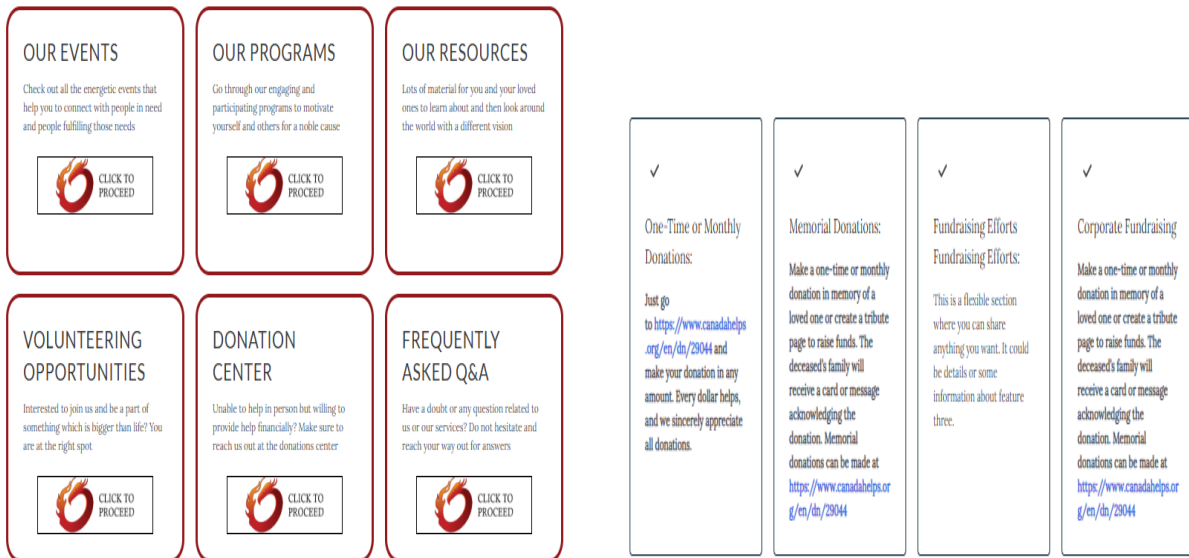
Press + to learn more



This helps the user to be able to open the box and learn more information about who can benefit from OSI-CAN. We also made the text bold, so it catches the user. It solves the problems the problem of targetic demigraphics

OUR SERVICES

Explore the range of services we offer to provide support to the ones who need it...



We also utilized gestalt theory by making the boxes similar and allowing the user to be able to understand each box represents something different and are similar.



From the above header, we removed the subpages link to prevent the user from getting confused and accessing the subpages by only opening the page itself.

Reflection on Project Results

What we felt about the project

Likes

- Use of story model and especially Figma exposes use more and lets us create more design
- Using WordPress was a little bit fun
- It was nice meeting new people and learning from different ideas and perspectives.

Dislike

- The only dislike was stress, but it just shows us how stressful the real world is.

What went well during our project

- Task completion
- Group cooperation and understanding of each other even though we weren't perfect we achieved success

In summary, everything went well during the project. The issues we had were easy to solve and even though WordPress was a lot, we found a way to make it work.

How successful was your team in translating prototypes into WordPress reality?

In bringing the WordPress design we could not fully integrate our Figma design to WordPress, but we were able to improvise. The design we improvised was even better than Figma design

Did the people-centred design ideas discussed in lectures help/hinder your design explorations?

The principles of people-centred design did not hinder our design explorations, sometimes we did not even know we were using the principles of people centered design during building. In summary people centered design was not really something we learnt from scratch because we applied it psychologically without even knowing, meaning it was already apart of us. The lectures explored more on activating that part of our brains.

Listed below are lessons we would apply on future projects

- We would make sure to always listen to our clients and try to understand how to properly help them
- Ask for feedback from other people and users
- Utilize low and high fidelity in design planning

Listed below are things we would do differently on future projects

In terms what we would do differently we would properly plan a fixed schedule for meeting but apart from that all was good.

Summarize opportunities and design ideas for future work

- Introduce live chat for easy access to help
- Add 24/7 call hotline
- Make more pictures text in other help with accessibility features
- Implement constraints and complexity to some design

Appendix

Theme/Plugins	User Ratings	Last Update	Active Installations	Functionality (Usage)
Astra (Theme)	4.9/5 stars	December 02 nd , 2025	1+ million	The theme is lighting fast, highly customizable, and its built-in features and templates help to easily work with all sorts of page builders, like Spectra, Elementor etc. It has fast performance, clean code, and SEO friendly use.
Spectra Gutenberg Blocks (Plugin)	4.7/5 stars	December 3 rd , 2025	1+ million	The plugin provides a speedy and specialized block editor that helps to build pages and posts with an easy-to-use interface by placing blocks in different aspects. It provides easy modification and usage.
Starter Templates (Plugin)	4.9/5 stars	November 28 th , 2025	2+ million	This plugin is fast and easy to use. It provides a large library for extensive customization. It also provides AI assistance to get code written and images created in a quick and easy way.
Sure Forms (Plugin)	4.8/5 stars	December 02 nd , 2025	300,000+	This plugin helps to build forms for the website easily. It has a bit of design limitations, but it also provides advanced features like conditional logic and multi-step forms in a simple way to use through a no-code interface.

- This statistical information could be changed in the future; thus, this information matches the details found on <https://wordpress.org/> up to December 5th, 2025.