



**ENSE 271**

**WEBSITE**

**REDESIGN**

**PROJECT**

**REPORT**

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

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ENSE 271: People-Centered Design

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## **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

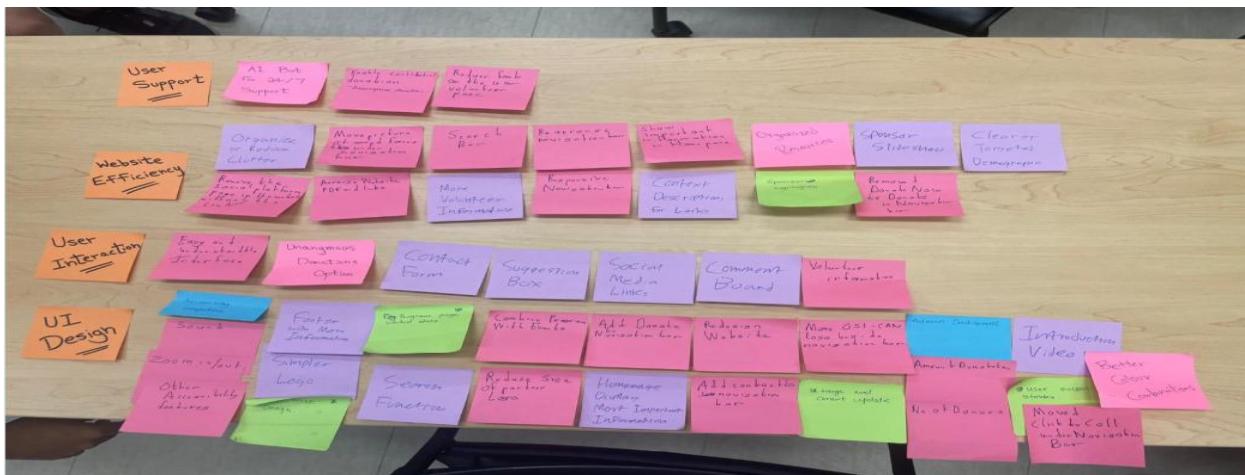
### **Project Assumptions**

- 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

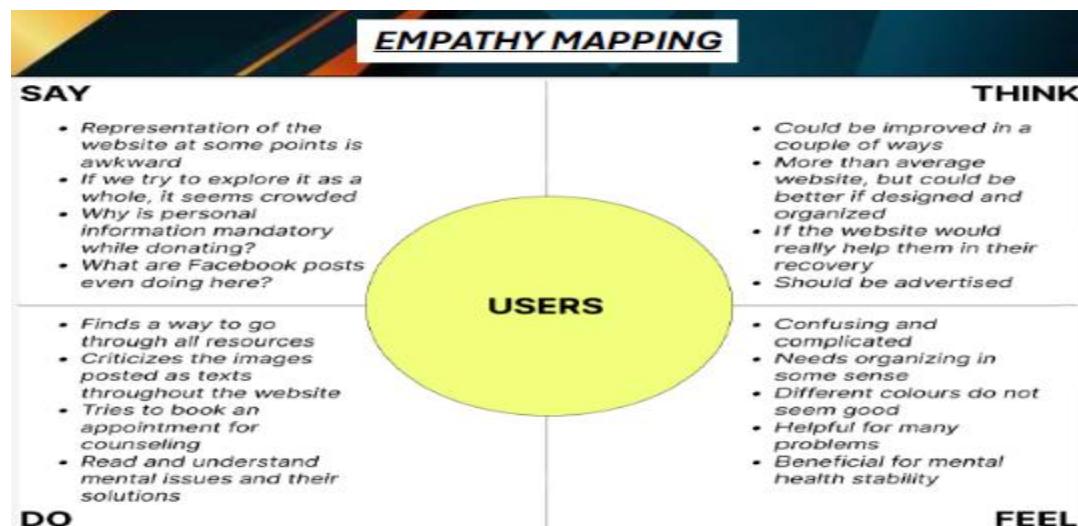


Above is a picture of Affinity diagramming

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.

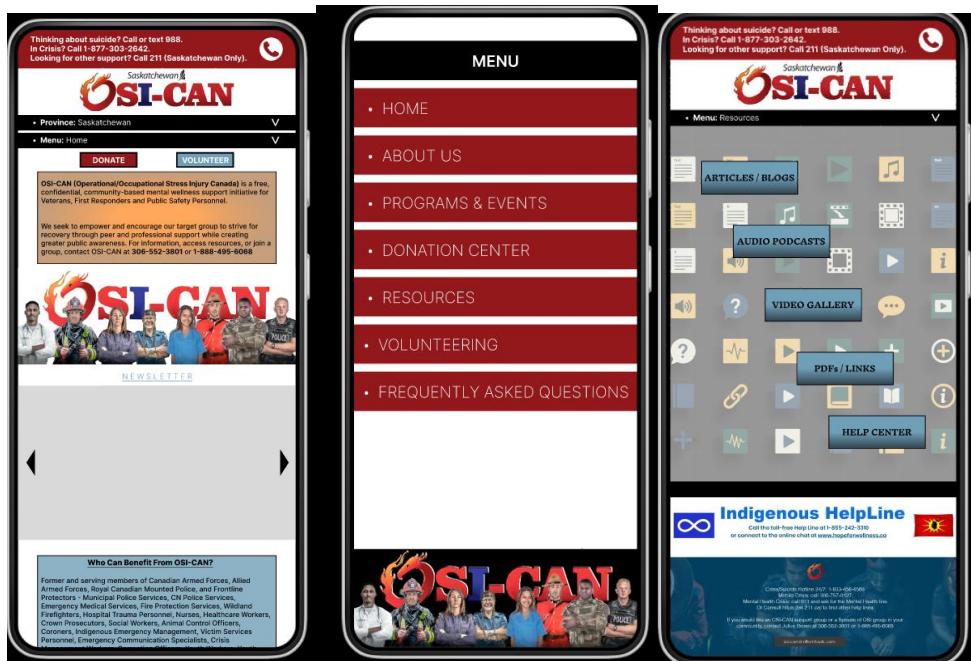
The empathy map above was utilized by us to understand and get a view of how the user would behave, react and do when using the website.

## 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

THINKING ABOUT SUICIDE? CALL OR TEXT 988.  
IN ANY CRISIS? CALL 1-877-303-2463.  
LOOKING FOR OTHER SUPPORT? CALL 221 (SASKATCHEWAN ONLY).

[Click here to call](#)



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## 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 1-888-495-6966



## WHO CAN BENEFIT FROM OSI-CAN?

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

01

### LAUGHTER BEGINS RECOVERY COMEDY NIGHT

Share some details here for Service one. This is a flexible section where you can share anything you want. It could be details or some information about your service.

[READ MORE](#)



As part of our ongoing efforts to address the mental health needs of Indigenous and Frontline Protectors in our community and across Canada, OSI-CAN has implemented Indigenous Land-Based Healing programs and sites to allow for culturally relevant healing.

[MORE INFORMATION](#)



### PODCASTS

Meaningful conversations, personal experiences, and expert advice on life during and after service.

[CLICK HERE](#)

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.

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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 demographics

## OUR SERVICES

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

<b>OUR EVENTS</b> Check out all the energetic events that help you to connect with people in need and people fulfilling those needs  CLICK TO PROCEED	<b>OUR PROGRAMS</b> Go through our engaging and participating programs to motivate yourself and others for a noble cause  CLICK TO PROCEED	<b>OUR RESOURCES</b> Lots of material for you and your loved ones to learn about and then look around the world with a different vision  CLICK TO PROCEED
<b>VOLUNTEERING OPPORTUNITIES</b> Interested to join us and be a part of something which is bigger than life? You are at the right spot  CLICK TO PROCEED	<b>DONATION CENTER</b> Unable to help in person but willing to provide help financially? Make sure to reach out to the donations center  CLICK TO PROCEED	<b>FREQUENTLY ASKED Q&amp;A</b> Have a doubt or any question related to us or our services? Do not hesitate and reach your way out for answers  CLICK TO PROCEED
		<p>✓ One-Time or Monthly Donations: Just go to <a href="https://www.canadahelps.org/en/dn/29044">https://www.canadahelps.org/en/dn/29044</a> and make your donation in any amount. Every dollar helps, and we sincerely appreciate all donations.</p> <p>✓ Memorial Donations: Make a one-time or monthly donation in memory of a loved one or create a tribute page to raise funds. The deceased's family will receive a card or message acknowledging the donation. Memorial donations can be made at <a href="https://www.canadahelps.org/en/dn/29044">https://www.canadahelps.org/en/dn/29044</a></p> <p>✓ Fundraising Efforts: Fundraising Efforts: This is a flexible section where you can share anything you want. It could be details or some information about feature three.</p> <p>✓ Corporate Fundraising: Corporate Fundraising: Make a one-time or monthly donation in memory of a loved one or create a tribute page to raise funds. The deceased's family will receive a card or message acknowledging the donation. Memorial donations can be made at <a href="https://www.canadahelps.org/en/dn/29044">https://www.canadahelps.org/en/dn/29044</a></p>

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.

HOME    ABOUT    EVENTS    PROGRAMS    DONATE    VOLUNTEER    RESOURCES    FAQS

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 where 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**

<b>Theme/Plugins</b>	<b>User Ratings</b>	<b>Last Update</b>	<b>Active Installations</b>	<b>Functionality (Usage)</b>
Astra (Theme)	4.9/5 stars	December 02 <sup>nd</sup> , 2025	1+ million	The theme is lightning 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 3rd, 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 <sup>th</sup> , 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 <sup>nd</sup> , 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.