

Team Corellians - IABC Website Redesign Project Report

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Github: <https://github.com/rishabhprasad/Corellians>

Download Backup: <http://download.uregina.ca/DownloadAttachment/a31a6fa7db25bd539b1ad2d78e6d4d83/>

BUSINESS NEED / OPPORTUNITY

The IABC Regina branch would like to modernize their website, as it feels outdated and non-intuitive. We see an opportunity to rebuild their website from scratch in WordPress. This will be accomplished by identifying the requirements of the IABC website as well as recognizing the concerns of the current website. In this process of redesign, the project calls for improvement in both aspects of aesthetics and functionality. Some key aspects of this change include:

- The website must be easy to navigate for both desktop and mobile users while providing similar functionality and usability.
- The IABC board members have also identified that they would like to integrate functionality for payment processing internally if possible to make it easier for their customers.
- It is also essential for the implementation of this website to be easy to maintain but also have the ability to be incrementally improved upon as requirements change.
- Better link between the Regina chapter page and the International page so there is less duplicated information.

PROJECT PLANNING REFLECTIONS

North Star Customer

- **IABC Members** - These members are interested in the events and membership benefits such as the IABC Regina job board.

Carryover Customer

- **IABC Volunteers** - Board members maintaining the website.
- **External Companies** - use the IABC Regina Job Board

Assumptions

- Streamline Navigation of the Website on Wordpress
- Transition from the old design to the new design should be intuitive for current IABC Members
- Maintaining the website does not require web development experience
- Design is adaptable and ability to change incrementally

Constraints

- Using WordPress plugins that are free or within a budget
- Integrating old database information to the new design
- Addressing security concerns with limited experience
- Not being able to interact with the IABC Members directly

Evolution of MVPs

MVP 1 - Creating Initial Structure (March 29, 2021):

In this MVP, as suggested in our User Story Map, our goal was to create the initial structure of the website on WordPress. This included the main pages, information and some usable forms. This is considered a MVP as at this point our website was ready to be released to the user which in our case is the IABC Member. At this point of our design the user would have had a very similar experience to the original design, however, **navigation was streamlined and information was easier to read.**

MVP 2 - Additional Functionality (April 16, 2021):

In this MVP, we added additional functionality which was not originally present on the IABC Regina website. These functionalities included payment for job listings and events, as well as a blog for community engagement. As suggested on our User Story Map, these features were added to expand the functionality and could not be used. However, the teal colour is used on the USM on payment processing as it requires further User Testing

Future MVP

In future MVPs we would explore the implemented payment functionality to understand if it is useful, usable and desirable by the IABC Members through User Testing. We would also like to create a structured back-end which would use information submitted through forms and create job postings automatically.

Activity Summary

Activity 1:

- Created an Affinity Diagram
 - Brainstormed and created tickets for the pain-points the IABC Members face and categorized them into larger groups

- Main takeaways were to improve the Visual Appearance, Navigation, Information Handling to create a better experience for the IABC Member
- Created a User Story Map from the perspective of an IABC Executive
 - They hear: job posting is painful, and navigation is tough
 - They feel: information is redundant, and user interface is non-intuitive
 - They see: duplication of information, and too many points to focus on
 - They say: equivalence in functionality on both mobile and desktop
- Using these method we could grasp areas of improvement and structure a plan for future activities

Activity 2:

- Created Sitemaps with varying depth of navigation for the IABC Board to choose from and find an appropriate depth
- Created a Asset Inventory to keep track of assets on the original website design
- Created several Low Fidelity sketches using class topics for each page
 - **Visceral Cognition & Emotion** - These Lo-Fi diagrams were created to strike the Visceral part of the viewers thoughts when presented, to identify whether these designs reflected positive or negative emotions
 - **Metaphor & Signifier** - The best example of this is displayed with the Hamburger Icon in the Mobile Low-Fidelity Diagram.
 - **Logical Constraints & Natural Mapping** - We mapped sections where the most important or latest information was placed on the top-left, or stretched across the top of the page and moved down.

Activity 3:

- Created High Fidelity Diagrams which added colour, images, and real information to our Low Fidelity Diagrams using class topics
 - **Affordance** - Accordions used to expand information when required
 - **Signifiers** - icons for contact forms such as mail for email
 - **Natural Mapping** - Text is justified left and images precede text

Activity 4:

- Use requirements gathered in prior activities to create MVPs to implement a design on Wordpress
- Complete and demonstrate design
- Gather information from all activities and reflect on the final design

FINAL REFLECTIONS

Likes:

- Working and gathering information from a real customer (IABC)
- Learning and using the fast feedback cycle to structuring work to be developed incrementally

Dislikes:

- Not having a deep understanding of WordPress which made us use plugins which were easier for us to implement as opposed to finding the perfect plugin for our needs
- Limited experience with WordPress led us to be lost at several points

What Went Well:

- Our design was fairly simple therefore it was fairly easy to implement on Wordpress
- Each member brought their own creative ideas when we diverged. Therefore we came back together and converged our thoughts, we inherently improved our design
- The feedback we received was constructive and guided us in the right direction

What Did Not Go Well:

- Our High Fidelity diagrams followed the best practices we learned in class, however some of those concepts were tough to capture on WordPress. For example, the “+” signifier for the accordion was on the far right instead of on the left side of the text like it should be.
- Many plugins we tried worked on a premium basis. They would advertise the components we need, however, when we tried to use them they required to be purchased
- Documentation of the plugins on WordPress was not the best and hard to follow

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

- We believe our team was very successful in translating prototypes into WordPress with the guidance of the IABC Board
- Our ideas and concepts of using components were consistent which allowed them to be reusable throughout the website. This kept the design simple and easier to translate to WordPress.

Did you find that the people-centred design ideas discussed in lectures helped/hindered your design explorations?

- The concepts of People-Centred Design helped us identify the true purpose behind the design. It allowed us to be more open to interacting with a customer and understanding what makes our product more useful, usable and desirable to them. In prior work we generated these requirements based on assumption, however, speaking to customers has helped us realize that we are truly not the customer. Moreover, the customer’s expectations and vision can be completely different than ours.

What would you do the same on future projects?

- Weekly Sprints to make sure the team goals are aligned
- Incremental Releases using MVPs so that the user has a product that they can use while iterative improvements are being made
- Meeting with the customer aligned with releases to ensure the work being released meets expectations.
- Continue to use the Fast Feedback Cycle to ensure the customer and developers visions are aligned
- Using prototyping and user diagramming methods such as User Story Mapping to understand requirements of the customer prior to building a solution

What would you do differently on future projects?

- Have more structured roles for each team member so they can thrive in what they do best, as opposed to everyone doing parts of everything
- Spend more time understanding the tool (WordPress in this case) we are using. Therefore when we implement our solution, we can explore options such as creating our own plugins, paid plugins as well as looking into adding custom HTML components.

Summarize opportunities and design ideas for future work

- Integrate Payment with Job Posting forms
- Test Payment Processing further to ensure security and usability of the Paypal component
- Display information taken forms such as Job Posting automatically
- Further discuss and improve community engagement features such as the blog

WORDPRESS THEMES / PLUGINS

- **Gutenberg**
 - 2 Stars @ 3335 ratings
 - Last updated 1 days ago
 - 300,000+ active installations
 - It is the main theme of our website. Although the rating is not great, it is an extremely simple and intuitive website builder for a simple design. This worked for our solution and is recommended by lab instructor Adam Tilson
- **Accordion Blocks**
 - 5 stars @ 28 ratings
 - Last updated 2 days ago
 - 9,000+ active installations
 - Adds the accordion functionality on the website

- **Everest Forms**
 - 5 stars @ 236 ratings
 - Last updated 4 weeks ago
 - 200,000+ active installations
 - A simple drag and drop form builder which has the ability to integrate payment when the premium version is purchased for \$199 annually
- **Smart Slider 3**
 - 5 stars @ 929 ratings
 - Last updated 1 month ago
 - 700,000+ active installations
 - It is used as an image carousel on the home page. It is easy to use and update
- **Ultimate Addons for Gutenberg**
 - 5 stars @ 659 ratings
 - Last updated 3 days ago
 - 300,000+ active installations
 - Adds further components to Gutenberg and expands its functionality on WordPress
- **WP Show Posts**
 - 5 stars @ 68 ratings
 - Last updated 8 months ago
 - 80,000+ active installations
 - Allows you to display a post with longer excerpts and more customizability. This was used on our events page
- **Yoast Duplicate Post**
 - 5 stars @ 486 ratings
 - Last updated 3 weeks ago
 - 3 Million+ active installations
 - Allows users to duplicate our template posts with ease