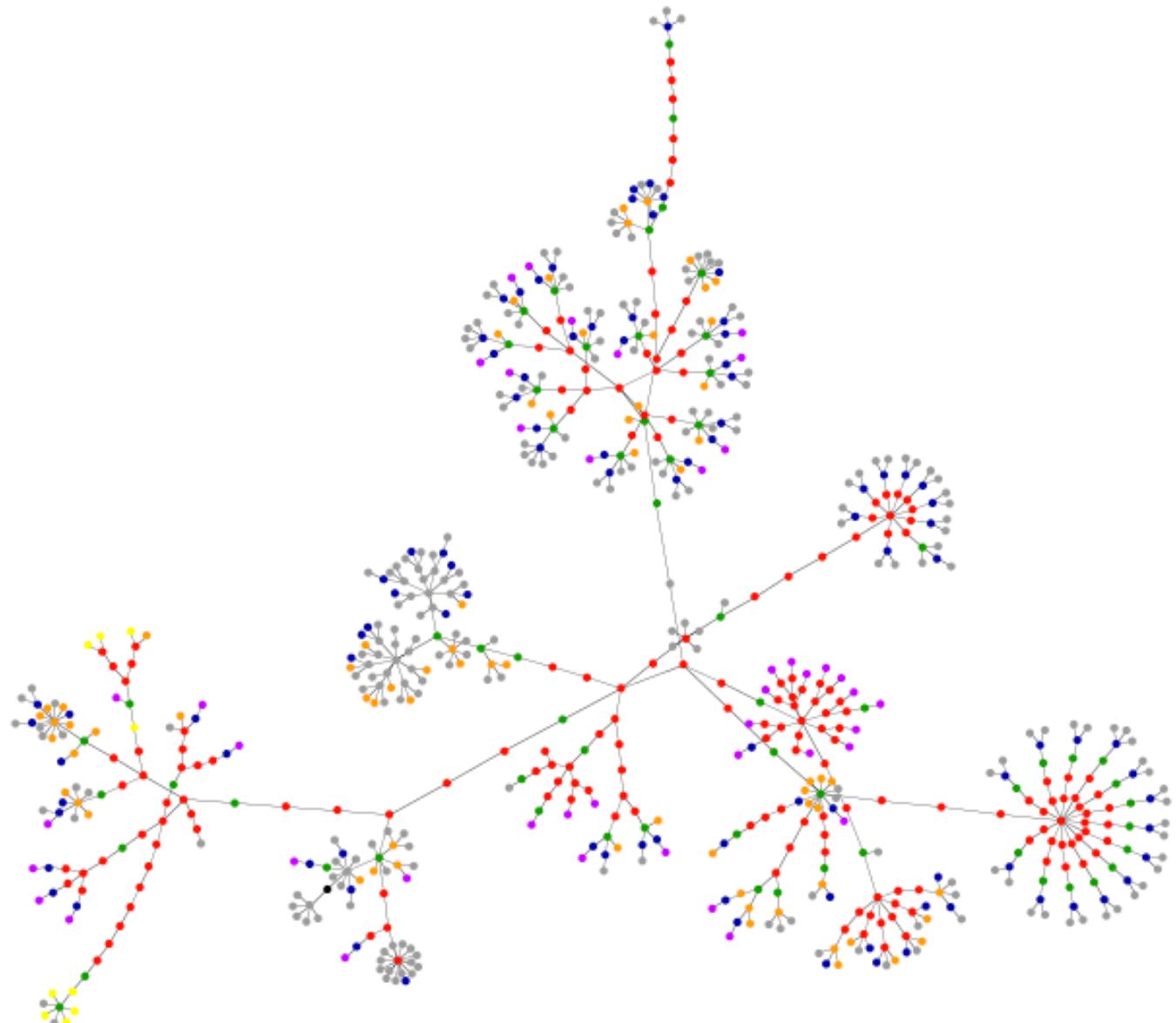


# Lakeside Pottery Redesign

[www.lakesidepottery.com](http://www.lakesidepottery.com)

Rod Woodman  
UCSCX Visual Design  
Summer 2012



## ASSESSMENT

### Current Website Positives:

1. tons of information: courses, tutorials, photos
2. good DIY feel that you can learn to make anything you want
3. products and services are fully defined and photographed
4. difficult to get lost on such a flat site map

### Current Website Negatives:

1. lack of information hierarchy leads to poor awareness of all products and services offered
2. navigation is unorganized and inconsistent across the site
3. most pages are not skimmable due to lack of holistic text and photo styling
4. page templates are too dissimilar across the site
5. pages have way too much primary information located below-the-fold
6. the time-sensitive content is not visually apparent

## CURRENT HOME PAGE DESIGN

The screenshot shows the homepage of Lakeside Pottery. At the top, there is a logo featuring a stylized sun or flame above a pottery wheel. The main title "Lakeside Pottery" is in blue, and "Ceramic School and Studio" is in red. Below the title is the address "543 Newfield Avenue, Stamford CT 06905 | 203-323-2222". A horizontal menu bar includes links for Calendar, Registration, Pottery tips, Newsletter, Press, Useful links, Contact us, Pay online, and Fall Classes. To the right of the menu are two small images: one showing hands working on a large pot labeled "Fall Classes" and another showing a person at a pottery wheel labeled "Trial workshop".  
  
On the left side, there is a sidebar with a vertical list of links under the heading "Classes offered": About us, Private lessons, Open studio, Birthday parties, Summer camp, Custom-made, Repair and restoration, Teacher development, Team building corporate events, Consulting, Gift certificates, and Gallery. Below this is a camera icon labeled "PICTURES" and a link to "Affiliations and".  
  
The central content area has a section titled "IN OUR FACILITY ...." with text about pottery classes, sculpting, and various services like Open Studio, summer camps, and commissions. It also mentions "Not sure if potter's wheel for you - join a trial class".  
  
Below this is a section titled "Classes, Workshops and Services" with a sub-instruction "(click pictures)". It features three images with links: "Wheel Classes", "Handbuilding Class", and "Advanced Classes". To the right of these are several smaller thumbnail images showing various pottery activities and finished pieces.

### A1. Analysis - Assessment

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www.lakesidepottery.com

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## PROBLEM SUMMARY

### Site Goals

1. increase class attendance
2. branding: "your ceramic workshop"

### User Profiles:

- A. user A is new to pottery and to the site and just wants to bring home something that he created himself
- B. user B is has done some pottery before but needs ideas and workshop time to take her skills to the next level

### Call To Action:

1. bring order to the site so that signing up for the right class is easy

## CURRENT "PROGRAMS" PAGE DESIGN

The screenshot shows the 'Pottery Wheel & Ceramic Programs' section of the Lakeside Pottery website. At the top, there is a logo of a pottery wheel with clay, followed by the text 'Lakeside Pottery' and the address '543 Newfield Avenue, Stamford CT 06905 | 203-323-2222'. Below this is a photograph of a hand holding a small, finished ceramic vase. A navigation bar includes links for Home, Calendar, Registration, Tips, Newsletter, Press, Contact us, Gift certificates, and Pay online.

On the left, a sidebar menu lists: About us, Private lessons, Open studio, Birthday parties, Summer camp, Custom-made, Teacher development, Team building corporate events, and Gallery. The main content area features a large image of a green-glazed vase and an orange-glazed bowl with a spiral pattern. To the right, there are two columns of links under the headings 'PROGRAMS' and 'INFORMATION'. The 'PROGRAMS' column includes Pottery Wheel Beginners Classes, Pottery Wheel Advanced Classes, Summer Day Camp, Handbuilding and Sculpting, and Children After school Programs. The 'INFORMATION' column includes Costs Summary, Firing Fees & Information, What Students Need to Know, and Missing Class Policy. At the bottom, a section titled 'BEGINNING / INTERMEDIATE POTTERY - Adults classes ... Calendar' shows two photographs of people working with clay on a wheel, and a callout text: 'Not sure about the potter's wheel - Try a 1-time class' and 'Weekly for 8 weeks >> \$365 including unlimited clay and 10 open'.

### A2. Analysis - Problem Summary

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www.lakesidepottery.com

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## RECOMMENDATIONS

### Proposed Changes

1. restructure the site map so that users are not overwhelmed with too many choices on each page
2. change navigation to be simpler, better organized, and more prominent
3. bring closer together the courses, tips, and photos content areas for a richer user experience
4. re-style most pages, replacing excessive text and images with increased visual parallelism to improve overall site guidance
5. change the voice of the text to always speak directly to the user using words like "you" and "your"
6. make the target skill level and registration link for each course be very visually prominent
7. make all pages look and feel similar
8. increase the visibility of the studio's contact information

### CURRENT "TIPS" PAGE DESIGN

The screenshot shows the 'TIPS' page of the Lakeside Pottery website. At the top, there is a logo of a stylized pot on a stand, followed by the text 'Lakeside Pottery' in blue script and 'POTTERY TIPS, LESSONS & EDUCATION' in red. Below this is the address '543 Newfield Avenue, Stamford CT 06905 | 203-323-2222'. A photograph of hands working with clay is on the right. The navigation menu includes Home, Calendar, Registration, Tips, Newsletter, Press, Useful links, Contact us, and Pay online. On the left, there is a sidebar with links for Classes offered, About us, Private lessons, Open studio, Birthday parties, Summer camp, Custom-made, Repair and restoration, Teacher development, Team building corporate events, Consulting, Gift certificates, and Gallery. The main content area features a thumbnail of a person throwing a pot and the title 'HOW TO: Wheel Throwing Tips and Tricks'. Below the title is a list of links related to pottery techniques and videos. To the right of this is another column with a thumbnail of a kiln and the title 'FIRING: How to, Solve P'. This column also contains a list of links related to kiln firing.

This tips and articles collection is part of [Our Guiding Philosophy](#) to share our knowledge with all. We have wheel and hand building projects covering studio management (e.g., kiln operation, mixing glazes, recycling ceramic projects "How to". If you have further suggestions, please let us know. Patty & Morty

**HOW TO:**  
Wheel Throwing Tips and Tricks

- [Throwing a Pot | Step By Step Tutorial](#)
- [Trimming a Pot | Step By Step Tutorial](#)
- [Throwing & Trimming a Large Platter | Staged Method](#)
- [Throwing a very large Bowl - Tutorial](#)
- [Pottery Wheel Surface Texture Tools and Tricks](#)
- [Making Large Ceramic Hookah / Shisha Bowl](#)
- [Making Chicken / Poultry Ceramic Waterer](#)
- [Making Mug and Pulling Handle - Wheel Lesson](#)
- Video: [Throwing Lesson | YouTube](#)
- Video: [Trimming Lesson | YouTube](#)
- Video: [Roulette Gear Surface Texture | YouTube](#)
- Video: [Wheel Chatter Texture Tall Forms | YouTube](#)
- Video: [Wheel Chatter Texture Flat Forms | YouTube](#)
- Video: [Throwing Large Platter With Coils | YouTube](#)
- [Lemon Juicer Throwing Demo](#)
- [Tips and Tricks on Plates and Platters](#)
- [Weights of Clay Needed For Pottery Ware's Dimensions](#)

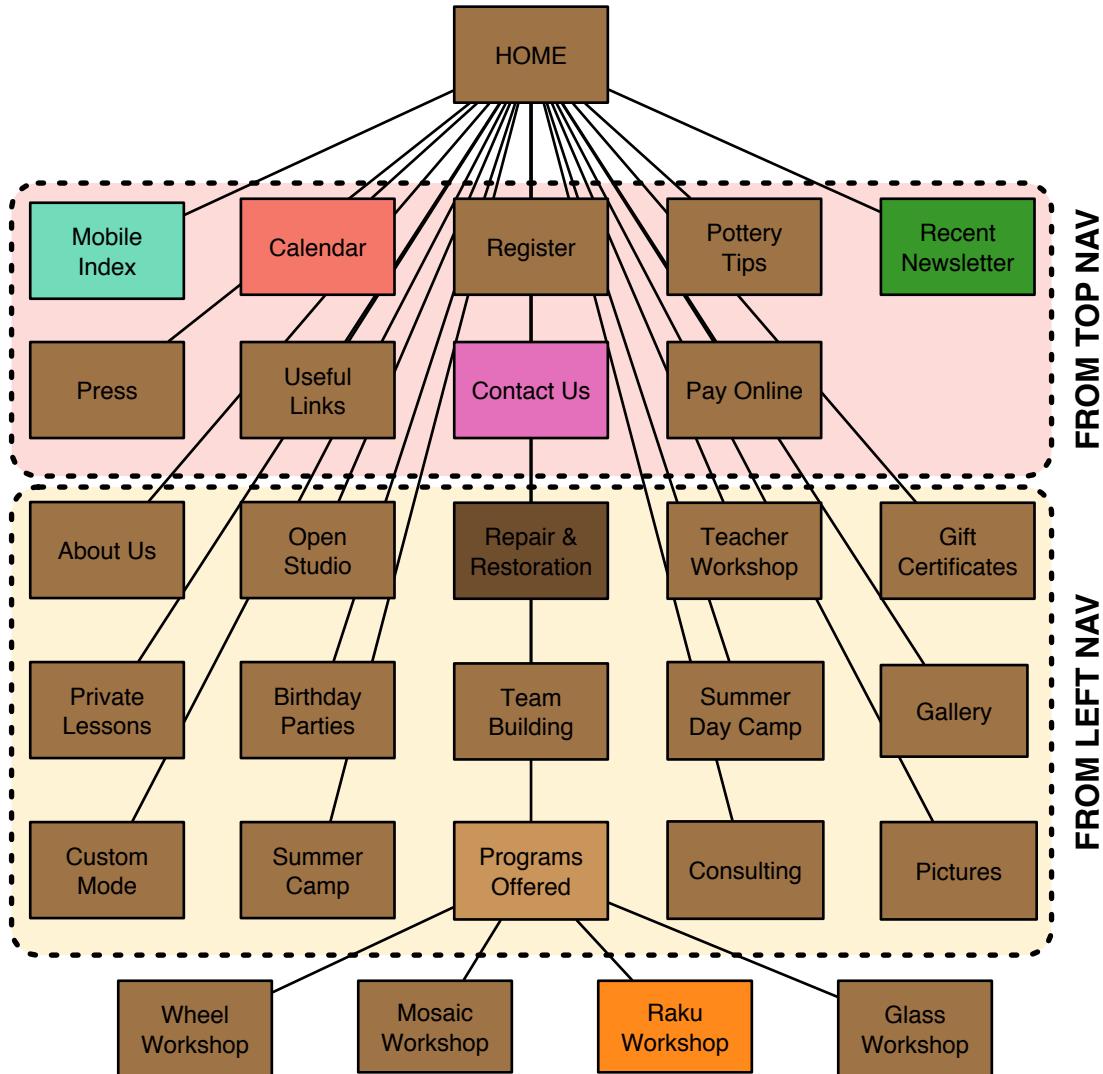
**FIRING:**  
How to, Solve P

- [Electric Kiln Firing and Tips](#)
- [Firing , Melting and Fusing Glass](#)
- [Estimating Electric Kiln Firing](#)
- [Lakeside Pottery Raku Guide](#)
- [Choosing a Bisque Temperature](#)
- [Clay Drying and Firing Process](#)
- [Reduction Firing](#)
- [All About Kiln Vent](#)
- [Transformation of Ceramic Materials at Different Temperatures](#)
- [Troubleshooting an Electric Kiln](#)
- [Our Studio Firing Process & Colors](#)
- [Build a kiln - Great Site to Help You Need](#)
- [Q&A on Cones](#)

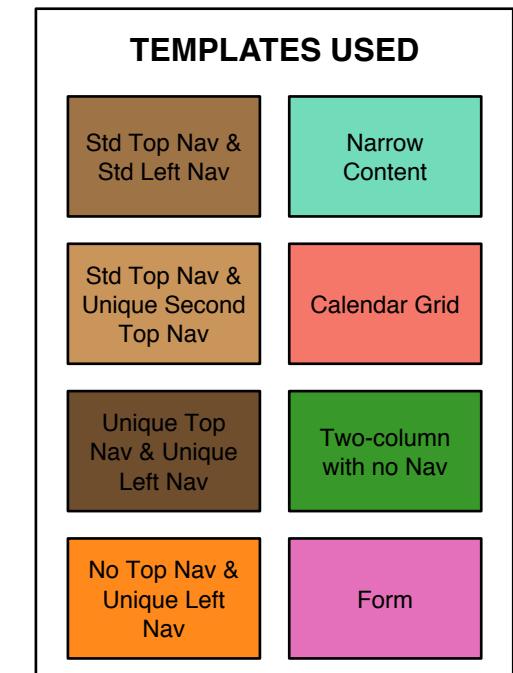
### A3. Analysis - Recommendations

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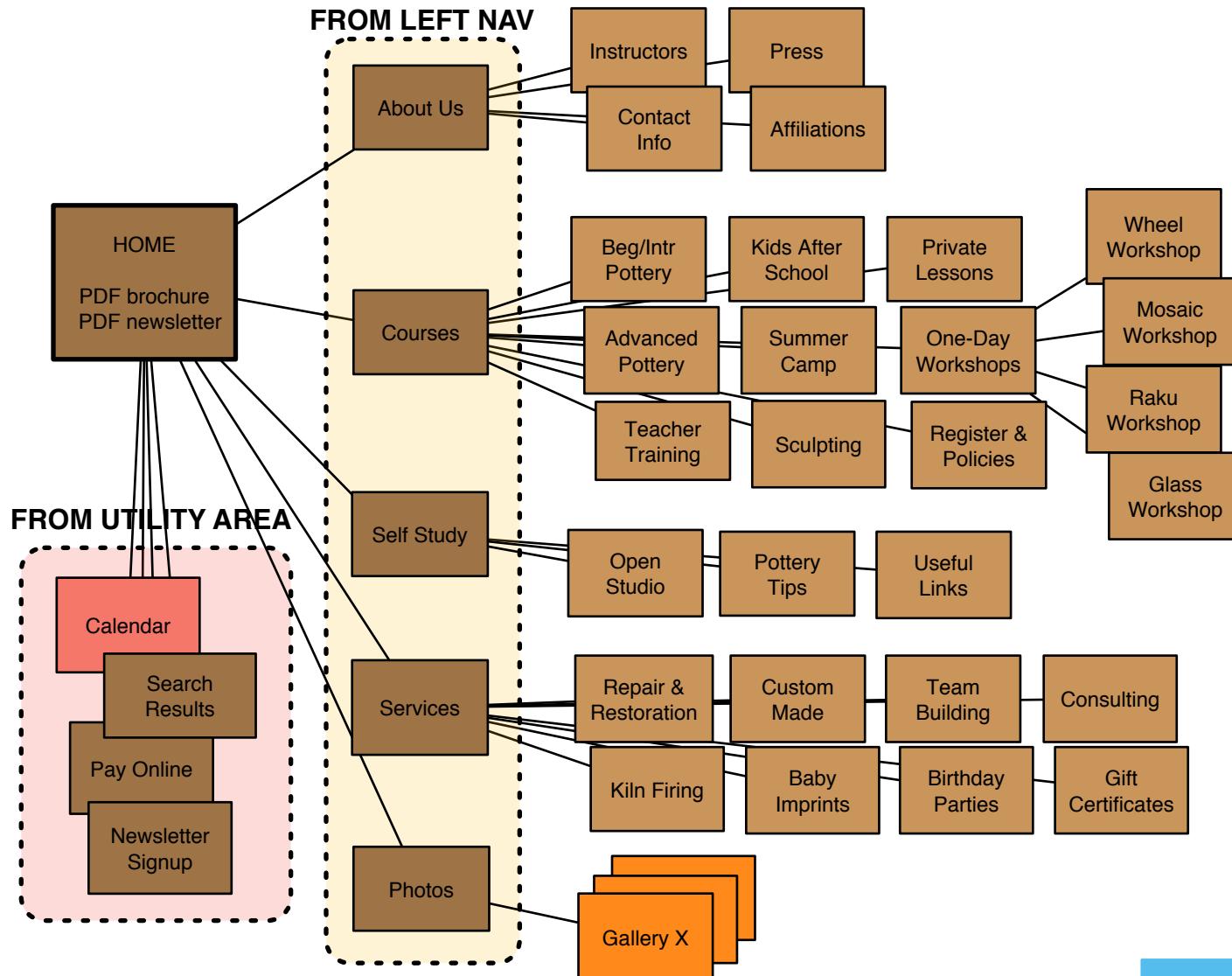


**FROM TOP NAV**



#### A4. Current Site Map

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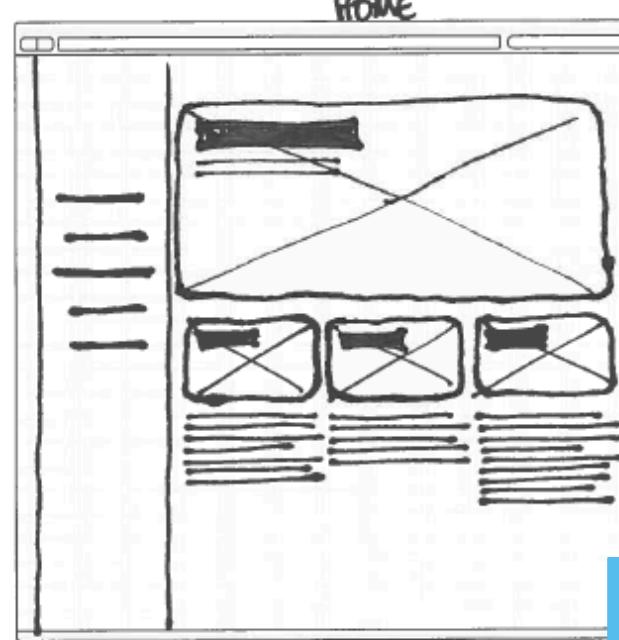
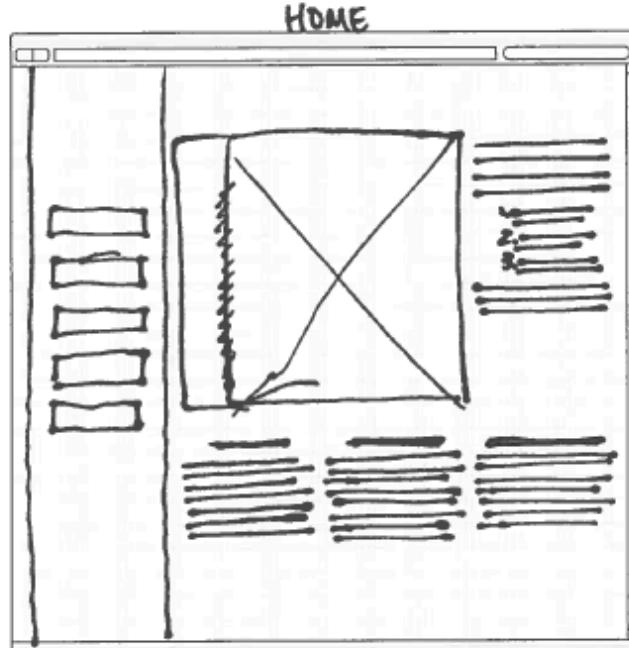
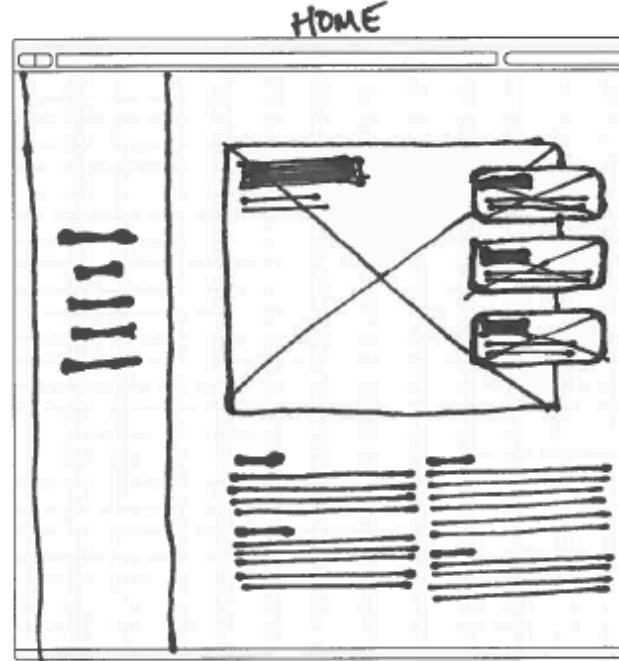
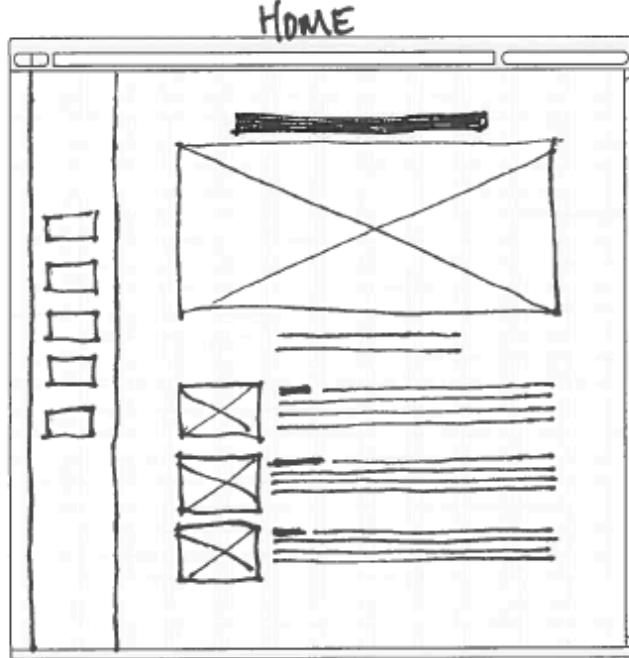


## TEMPLATES PROPOSED

- Left Nav, Summary Text
- Left Nav, Detail Text
- Photo Gallery
- Calendar

### D1. Proposed Site Map

Lakeside Pottery Redesign  
[www.lakesidepottery.com](http://www.lakesidepottery.com)



12 columns

satisfied?

- left nav (room for content)
- one big photo of pieces (shows variety)

goals

- decide between 3
  - Courses
  - Open Studio
  - Services

- Supporting images add variety & creativity & workshop feel

- 960 grid for convenience

- Space for tagline or mission statement to unify site content

- handmade feel
 

- no right angles
- sans serif
- colors of clay

## D2. Design - Sketched Wireframes

Lakeside Pottery Redesign  
[www.lakesidepottery.com](http://www.lakesidepottery.com)

Lakeside Pottery  
(203) 323-2222



About Us

Courses

Beg/Intr Pottery

Advanced Pottery

Kids Summer Camp

Kids After School

Sculpting

Private Lessons

1-Day Workshops

## COURSES

Regardless of current skill level, you and/or your child can learn the art of pottery, using the potters wheel and sculpting, in a professional, spacious and well lit studio centrally located in lower Fairfield County, Stamford, CT.



### BEGINNER / INTERMEDIATE POTTERY

Instructors: Jon Puzzuoli, Patty Storms

Cost: \$365 (8 weeks) or \$275 (6 weeks)



In this class you will learn basic wheel-thrown pottery techniques as well as glazing and some exposure to hand building. ([MORE...](#)) OR, take the 1-day wheel workshop trial if you are not sure whether or not this class is for you.

[Register NOW!](#)

### ADVANCED POTTERY

JOHN PUZZOLI, MORTY BACHAR

\$365 (8 weeks)



This class teaches you more advanced techniques that will allow you to create complex forms. Instructors will provide demonstrations and constructive evaluation, and will also assign class projects. ([more...](#))

[Register NOW!](#)

### Kids Summer Camp

By the end of the week, campers will have used their skills on the pottery wheel and with sculpting and glazing to produce four completed projects. ([FULL DESCRIPTION...](#))

Jon Puzzuoli, Patty Storms, Rachel Watts  
\$295/week (four 3-hour sessions)

[Register NOW!](#)

### Kids After School Program

During each 8-week program, students will learn the potters

### D3. Design - Ideation with Metadata

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Rod Woodman, UCSCX Visual Design, Summer 2012

**Lakeside Pottery**

**About Us**

**Courses**

**Open Studio**

**Services**

**Photos**

Search:

Newsletter Signup:  email

**About Us**

**Courses**

**Open Studio**

**Services**

**Photos**

Search:

Newsletter Signup:  email

**COURSES**

Our courses and single-day workshops are designed for all ages and abilities. Let our expert

**OPEN STUDIO**

We also offer open studio time for you to independently work on your own projects, taking advantage of

**SERVICES**

For special projects, events, or gifts, our full-service workshop has skilled staff ready to satisfy all

## D4. Design - Ideation with Color

Lakeside Pottery Redesign  
[www.lakesidepottery.com](http://www.lakesidepottery.com)

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Lakeside Pottery - Home      Bookmark Manager

www.lakesidepottery.com/index.html

# Lakeside Pottery

About Us ▶

Classes ▶

Open Studio

Services ▶

Tutorials ▶

Photos ▶

Search:  search

Newsletter Signup:  email

Latest Newsletter: [PDF](#)

Serenity Fairfield and Westchester's BEST OF ISSUE STAMFORD



D5. Final Design - Home Page  
Lakeside Pottery Redesign  
[www.lakesidepottery.com](http://www.lakesidepottery.com)

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Lakeside Pottery - Home

Bookmark Manager

www.lakesidepottery.com/index.html

# Lakeside Pottery

About Us ▶

Classes ▶ Summary of Classes  
Beg/Intr Pottery  
Advanced Pottery  
Sculpting  
Kids Summer Camp  
Kids After School  
Private Lessons  
**1-Day Workshops**

Open Studio

Services ▶ Summary of Workshops  
Wheel Workshop  
Mosaic Workshop  
Raku Workshop  
Glass Workshop

Tutorials ▶

Photos ▶

Search:  search

Newsletter Signup:  email

Latest Newsletter: [PDF](#)

Serendipity Fairfield and Westchester's BEST OF ISSUE STAMFORD



CLASSES 

OPEN STUDIO 

SERVICES 

D6. Final Design - Flyover Navigation  
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www.lakesidepottery.com

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Lakeside Pottery - Classes      Bookmark Manager

www.lakesidepottery.com/classes.html

# Lakeside Pottery

543 Newfield Ave, Stamford, CT 06905  
studio@lakesidepottery.com  
(203) 323-2222

## CLASSES

Regardless of your current skill level, our **expert instructors** will teach you and/or your child the art of pottery. You will learn to master the potter's wheel and sculpting techniques in our professional, spacious, and well-lit studio in lower Fairfield County, Stamford, CT.

For a printable summary of courses, download [our classes brochure](#). 

**Beginner / Intermediate Pottery**  
**Jon Puzzuoli, Patty Storms**  
In this class you will learn basic wheel-thrown pottery techniques as well as glazing and some exposure to hand-building. OR, take the 1-day wheel workshop trial if you are not sure whether or not this class is for you. [\(more...\)](#)



**Advanced Pottery**  
**Jon Puzzuoli, Morty Bachar**  
This class teaches you more advanced techniques that will allow you to create complex forms. Instructors will provide demonstrations and constructive evaluation, and will also assign class projects. [\(more...\)](#)



**Sculpting**  
**Jon Puzzuoli, Patty Storms**  
In this class you will learn to make hand-built pottery using techniques including slab construction, coil pots, extruded clay, pinch pots, surface impression, Sgraffito, and more.



**Home**

**About Us** ►

**Classes** ►

**Open Studio**

**Services** ►

**Tutorials** ►

**Photos** ►

Search:

Newsletter Signup:

Latest Newsletter: [PDF](#)



D7. Final Design - Classes Page  
Lakeside Pottery Redesign  
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Lakeside Pottery - Tutorials    Bookmark Manager

www.lakesidepottery.com/tutorials.html

# Lakeside Pottery

543 Newfield Ave, Stamford, CT 06905  
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(203) 323-2222

## TUTORIALS

Our tutorials are part of [our guiding philosophy](#) to share our knowledge with everyone. The “tips” section is for tutorials on general skills, and the “ideas” section is for project-specific tutorials.

---

### Wheel Tips

These tutorials supplement our [Beginning Pottery](#) and [Advanced Pottery](#) courses.

- \* [pot-throwing basics](#)
- \* [pot-trimming basics](#)
- \* [very large bowl-throwing](#)
- \* [very large platter throwing](#)

### Wheel Project Ideas

hookah      mug      lemon juicer      bird feeder



---

### Handbuilding Tips

These tutorials supplement the material in our [Sculpting](#) course.

- \* [handbuilding techniques](#)
- \* [surface textures and tools](#)
- \* [clay dimensions](#)

### Handbuilding Project Ideas

D8. Final Design - Tutorials Page  
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[www.lakesidepottery.com](http://www.lakesidepottery.com)

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Lakeside Pottery - Photos      Bookmark Manager

www.lakesidepottery.com/photos.html

# Lakeside Pottery

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(203) 323-2222

## PHOTOS

Our photo albums showcase both in-class images and project ideas from our many [courses](#), as well as galleries from our [instructors](#).

### Instructor Galleries

Morty Bachar      Patty Storms      Jon Puzzuoli



### Course Photos

Beginner Pottery      Advanced Pottery      Sculpting



Search:

search

Newsletter Signup:

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Latest Newsletter:



D9. Final Design - Photos Page  
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