

Needs Analysis

This document is designed to support you in the early phases of a website redesign or development process.

Task/Need/Purpose

- Increase club membership;
- Connect individuals to resources (i.e. specialized car parts; vendors);
- Event Hosting - calendar with upcoming gatherings, races, local and country-wide;
- Hub for newsletters, photos, and videos
- Club Officer List and contact information update

Users

- Vintage [British] car enthusiasts (inherited or purchased car);
- Austin Healey racers;
- Novices working on a vintage car
- Potential new members

Members:

- Primarily older generation;
- Primarily males + partners
- User characteristics
- Less technical ability;
- Basic digital skills;

Implications

Older demographic =

- Larger print
- High color contrast ratios
- Content is easy to find
- Plain Text over Icons

Observations, thoughts, potential challenges, and concerns

- Membership application: requiring snail mail; would like something online; make the link first and foremost; benefits information should be secondary
- “Give me a call or email me” Link - make larger; ensure it brings up a blank email → currently brings you to the officer list
- Sound of Austin Healy on website?
- Money - Currently no function exists for MAHC to manage money on the site; Future possibilities include membership registration, upcoming events, apparel/regalia
- Update officer list - Daphne did not like having “NA” under individual’s name, also requested if possible President Signature on main page change out and link to contacts- would update with contact changes
- Remove “Main Menu” on site -- not interactive button?
- Alternative options for visual slideshow -- allow captions?
- Wants an easier way to add and take away photos
- Way to submit new photos?

Considerations for future design:

- Horizontal nav menu near top (under logo)
- Slideshow “banner” underneath nav menu
- Two-column layout for main
- Scrollable calendar on left or right sidebar
- Main section (the wide column) could integrate current welcome paragraph. Given the variety of use cases, it might be ideal to use the following headings for the main content section:
- Who are we? (current welcome paragraph)
- Thinking about buying a Healy?
- Want to join the club?
- Want more information?
- Each of the above sections would include a few sentences linking to important pages
- The use of questions for headings could make the site navigable for users with different levels of digital literacy
- Responsive layout -- we’ll probably want to use flexbox with media queries
- For the primary user group(s), age-related vision loss is likely a concern
- In the footer, it might be nice to have a “Blast from the Past” section that randomly selects/links to one of the archived newsletters each day or upon each site visit
- This would help to build a sense of club history

MAHC Website: Current State → Desired State

Categories	Current State	Desired State
Hosting	<ul style="list-style-type: none"> GoDaddy site 25-30 years old 	<ul style="list-style-type: none"> Wordpress? Open source content management system that is easy to use
Content Management	<ul style="list-style-type: none"> Daphne and IT professionals (members) assist with maintaining the website currently 	<ul style="list-style-type: none"> Have a designated Webmaster to manage content
Design	<ul style="list-style-type: none"> Visually dated Logo has been edited Color scheme does not match logo Screen is not responsive to resizing Results from WAVE analysis indicated a number of accessibility issues, particularly no alt text 	<ul style="list-style-type: none"> More visually grabbing and appealing design Purify logo Create web theme to match logo Resources be easier to locate Expand accessibility to include mobile Reorganize the functions/sites on the left Add in alt text to images
Organization	<ul style="list-style-type: none"> Pages listed on left side of site 	<ul style="list-style-type: none"> Reorganize the functions/sites on the left Specifically the following pages: Resources, Become a Member, Home Page, Newsletter Archive
Content	<ul style="list-style-type: none"> Daphne commented that she likes the introduction information on the Home page- Home page - President sign-off is outdated Calendar displays multiple colors with small print, clicking on events opens a popup/ new window Inconsistency of terms 	<ul style="list-style-type: none"> Update Club President sign-off to include current president - Possibly separate XML file for Club President sign-off so webmaster wouldn't need to dig into full code/it would update in multiple locations if used Update and simplify calendar, add larger font in some areas (legend, colors, event titles), make event clicks open in new tab, not in a new window Create consistency of main terms and simple glossary for club officers/members editing the website
Newsletter	<ul style="list-style-type: none"> Daphne edits the newsletter outside the site and posts it to the site Newsletter is a word file saved as a PDF 	<ul style="list-style-type: none"> Single-sourced; automated publishing Separate area for meeting minutes vs . newsletter updates? Or better organization of current system Follow up for preference
Archives	<ul style="list-style-type: none"> Hyperlinks 	<ul style="list-style-type: none"> Could be redesigned in a different format to be more visually appealing