

HCI

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## Project Proposal

### Summary

#### **Client Needs:**

The client (Susan Ott) is the communications director of the middle school. She specifically mentioned using the home page of the website to attract new students and act as an advertisement for the school. With this, she expressed the need to have a more modern design and the ability to easily edit/add to the website. Another important goal she mentioned was to streamline the categories of information for the website so that it is easier to access, meaning the navigation bar should be more intuitive. Additionally, she said that it is important to try to keep brand cohesion across the site and gave us samples such as the new logo she designed to help guide us. Finally, the client mentioned that we need to keep the site ADA compliant throughout the process of the redesign.

Some stretch goals include a contact form for parents of prospective students and a chatbot with a custom knowledge base were also discussed. Client thought the contact form “Would be amazing for making the application process easier” and “Could help grow the school’s enrollment”. The chatbot was proposed as a solution to make information more accessible, but this could also be addressed by making the navigation bar more intuitive.

**Users:**

The users of the website are the parents of potential students, parents of current students, and current students themselves. Susan explained at our meeting this past Monday (10/2) that the majority of the site's traffic is from parents and prospective families. Students will occasionally use the site to check weather updates or cafeteria menus. In Susan's words, "the website is currently the landing page for communications" so we hope to keep it concise while keeping the necessary information.

## Design Process

Initially, we will look to create between three and five low fidelity designs for the website. These will be static designs for the homepage and additional content pages. We will look to take inspiration from the website for Lehigh Valley Charter High School (<https://www.charterarts.org/>) for our webpages which Susan recommended us to browse.

The main three goals of the design process are to redesign the homepage, create templates for easy addition of new pages, and update dropdown menus to be better organized.

## Prototyping

We will create both an interactive prototype using the web framework Next.js alongside our final WordPress website. The WordPress HTML will be shared between the two sites, and some functionality in Next.js will be implemented within the WordPress site using a plugin.

## Evaluation

We would like to try having parents from the school test our prototypes and we will collect feedback through a separate survey to avoid having to schedule one-on-one or group meetings with the parents. We will also go through prototypes with the client individually to receive direct feedback from her before going to others.