

NPO REDESIGN: TEXAS TRANSPORTATION MUSEUM

SHAWN SLATOUSKI

October 3, 2022

UX/UI Bootcamp

University of Texas at San Antonio



THE TEAM: OFF THE RAILS

Christina Carranco

Sara Grossie

Maria Hayes

Shawn Slatouski

MY ROLE:

Storyboard, User Testing, Wireframes,
Components, Prototypes, & Animations

THE TOOLS:

Google Slides, Google Docs,
Google Sheets, Figjam, Figma, Adobe Fresco

THE PROBLEM

The Texas Transportation Museum aims to preserve transportation history by educating and entertaining its visitors.

However, site users are not excited to visit the museum or able to easily access event and exhibit information within the current website.

PROJECT PROPOSAL

The history of transportation should be preserved by educating and entertaining visitors.

We will help TTM do this by:

1. Helping users to become visitors through the use of eye-catching events information
2. Improve navigation and page layout in order to make it easier for users to access tickets and exhibit information

PROTO PERSONA



DEMOGRAPHICS

Name: Tray N.

Age: 58

Location: San Antonio TX

Professional Life: Retired Engineer

Personal Life: Best Grandpa Ever! 3 grown children, 5 grandchildren

Salary: \$65k/yr

PAIN POINTS

Not 'tech-savvy'

Locating information online is difficult

Poor eyesight

GOALS

Spend time with family

Create memories similar to what he experienced with his father

Pass on traditions and knowledge

The background features a light beige color with a faint, darker beige industrial-themed pattern. On the left side, there is a vertical brown pipe system with orange fittings, including a valve and a tee joint. To the right of the pipe, the word "RESEARCH" is centered in large, bold, black capital letters. Above the word, the number "01" is displayed in large, bold, orange digits.

01

RESEARCH

CURRENT TTM WEBSITE: REDLINING & HEURISTICS ANALYSIS



Section 2- Three different module sizes for "Welcome" information. Why is it in 3 different sections?

The "Welcome" section consists of three separate modules. The first module contains text about the museum's history and volunteer-run nature. The second module is a large image of a blue locomotive and train car. The third module contains text about the museum's evolution from the Texas Transportation Company Railroad to the Longhorn and Western Railroad.

Section 4- Missing title

Three mission statements are listed under "We are here to...": "We are here to keep history alive.", "We are here to educate.", and "We are here to entertain.". Each statement has a corresponding image below it: a workshop interior, a person in a safety vest standing by a train car, and a night view of illuminated train tracks.

Section 5- should put this higher up, add a picture link instead of a hotlink

Section 6- add this to check out process for tickets? our [Exhibits](#) to see everything we have to offer!

In Memory of Roy Gilbert Jr. TTM sends our condolences and appreciation for his generosity over the years. For those looking to contribute in his honor, Please use the following link: [Square Donations](#) or PO Box 17928 San Antonio TX 78217-0928

Help Us Build A New Paved Walkway Around Our Depot. Please Visit Our [Fundraiser Page](#) for More Info.

Section 7- Grammatical error

IMPORTANT UPDATES

- We are gladly welcoming back school groups on Fridays Starting Sept 2. More info [HERE](#)

2022 EVENTS

2022 APRIL 9

EASTER EGGSRESS

All Day Included with Admission

[EVENT INFO](#)

2022 JULY 2

JULY 4TH AT TTM

9AM-4PM

[EVENT INFO](#)

2022 SEPT 17

MODEL T SHOW AND RUMMAGE SALE

10AM-3PM Free Admission Day

[EVENT INFO](#)

2022 SEPT 24

RAIL SAFETY DAY

All Day
 Included With Admission
Join us for special presentations from Operation Lifesaver and Union Pacific. Did we mention free goodies as well.

2022 OCT 22,23,29,30

SPOOK-TRACK-U.LA

4:00-9:00PM Spook-Track-ula \$10-12

[Purchase Tickets](#)

[More Info](#)

DEC 2022

SANTA'S RAIL ROAD WONDERLAND

5:30-9:00PM \$10-12

[Tickets TBA](#)

[More Info](#)

Section 8- structure problem, change blue color to something easier to read.

OUR MISSION

The Texas Transportation Museum is a volunteer led organization that collects, preserves and displays historically significant transportation equipment and related items. We operate a working passenger railroad, several model train layouts and many road vehicles. We provide an educational and entertaining experience which interprets how developments in transportation technology shaped and continue to impact daily life.

ACCESSIBILITY TESTING

Fonts:
Open Sans
Helvetica
Arial

Accessibility Tests

Text Color: #232CD9 Background Color: #595959 Contrast Ratio: 1.23 : 1 Fail

Preview:

- Regular Text: A high color contrast makes anything easier to read Fail for 10pt and below
- Large Text: A high color contrast makes anything easier to read Fail for 10pt and above / 1pt bold and above
- Graphic Components: 

Text Color: #333333 Background Color: #ESESES Contrast Ratio: 10.03 : 1 Pass

Preview:

- Regular Text: A high color contrast makes anything easier to read Pass for 10pt and below
- Large Text: A high color contrast makes anything easier to read Pass for 10pt and above / 1pt bold and above
- Graphic Components: 

Audit results of
txtransportationmuseum.org

Status: X NOT COMPLIANT
You are currently in risk of accessibility lawsuits

Score: 75%
Websites with a score lower than 75% are in risk of accessibility lawsuits

Results:

Critical Issues	2 items (10%)
Passed elements	17 items (90%)
Required Manual Audits	16 items (100%)

[Full TTM Site Audit](#)

USER RESEARCH PLAN

Stakeholder Interview

1. Tell me about the history of TTM.
2. How do you want visitors to feel when they explore the website?
3. Are there any problems with the current website that you would like us to address?
4. What is the top priority for the museum website?

Usability Testing

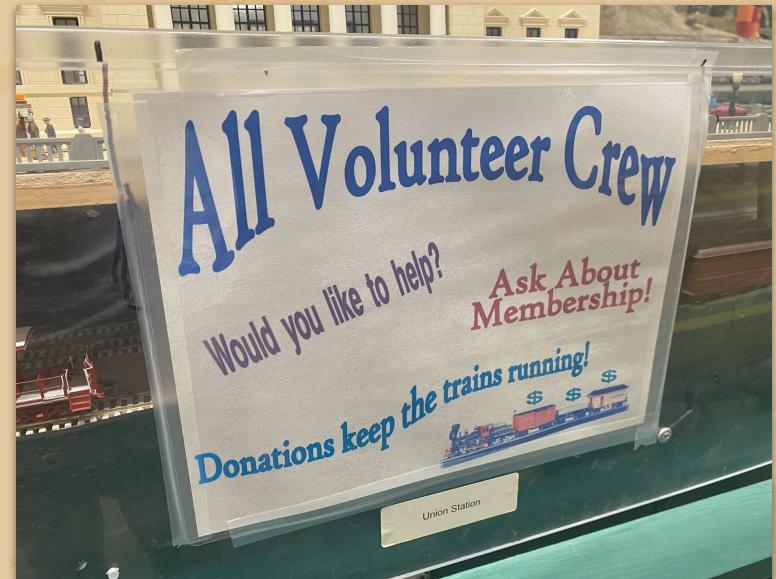
Task 1: Imagine you want to visit the Texas Transportation Museum and ride one of the trains. Purchase a ticket for you and two other guests to ride the train.

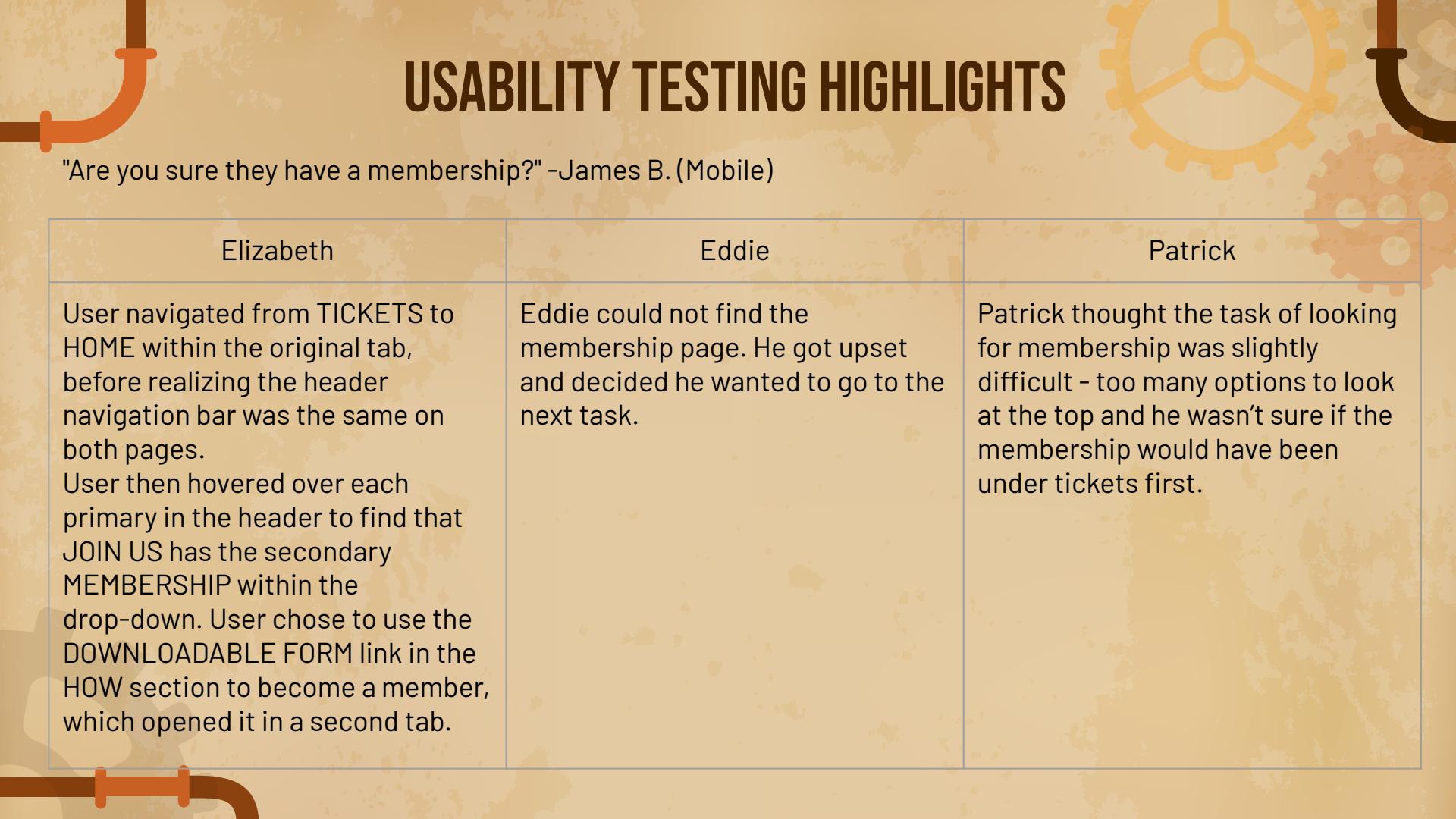
Task 2: Imagine you know you want to visit the museum regularly and you want to find out more about a membership with the Texas Transportation Museum. Locate membership information and join as a member.

Task 3: Imagine you are interested in learning more about other modes of transportation throughout history. Goal: Locate information about transportation other than trains.

STAKEHOLDER INTERVIEW INSIGHTS

- The museum is completely volunteer-run
- Volunteers feel there is not enough drawing potential visitors to the museum ("Most of San Antonio doesn't know we're here.")
- Website has been designed by many different volunteers over many years, so it is very inconsistent.
- Site users should feel that they want to visit in-person.
- The top priority is for users of the site to want to visit, particularly the events the museum has in the autumn and winter.

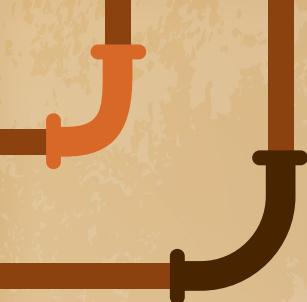




USABILITY TESTING HIGHLIGHTS

"Are you sure they have a membership?" -James B. (Mobile)

Elizabeth	Eddie	Patrick
<p>User navigated from TICKETS to HOME within the original tab, before realizing the header navigation bar was the same on both pages.</p> <p>User then hovered over each primary in the header to find that JOIN US has the secondary MEMBERSHIP within the drop-down. User chose to use the DOWNLOADABLE FORM link in the HOW section to become a member, which opened it in a second tab.</p>	<p>Eddie could not find the membership page. He got upset and decided he wanted to go to the next task.</p>	<p>Patrick thought the task of looking for membership was slightly difficult - too many options to look at the top and he wasn't sure if the membership would have been under tickets first.</p>

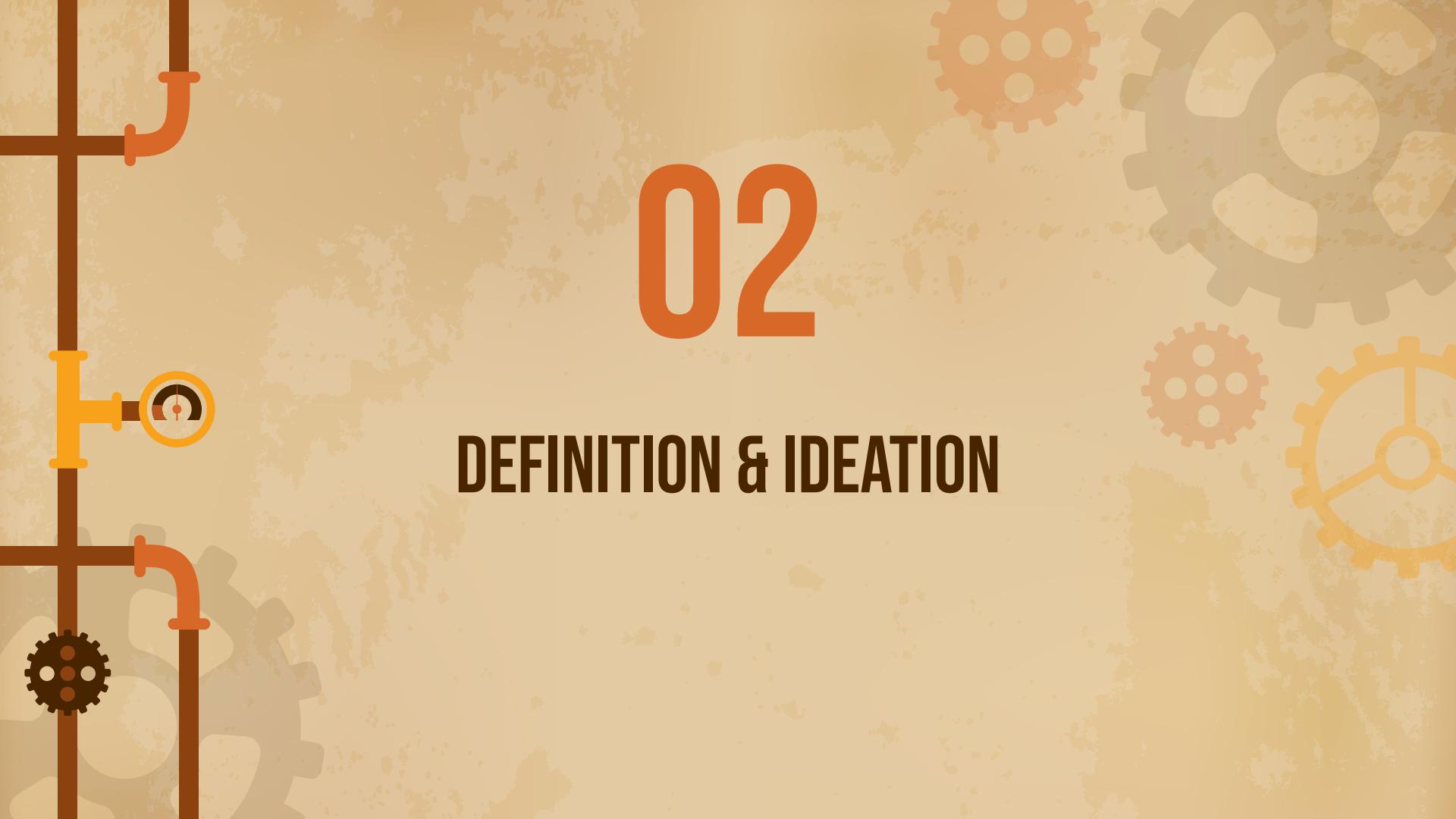


USER INSIGHT STATEMENT



During usability testing, we discovered that users struggled to determine where to find the necessary information to complete the scenarios they were tasked with.

Therefore, we believe we can improve the Texas Transportation Museum site by combining repetitive categories and links in the primary navigation, making images clickable, and featuring the most important information on the homepage.

The background features a light beige color with a faint, blurry illustration of industrial elements like pipes and gears. On the left side, there's a vertical brown pipe with several orange fittings: a T-junction at the top, a valve with a circular gauge in the middle, and a small gear at the bottom. To the right of the title, there are several larger, semi-transparent gears in shades of orange and yellow.

02

DEFINITION & IDEATION

USER PERSONA

DEMOGRAPHICS:

- Grandparent
- 50+ years old
- Educators/Engineers/Retirees
- Bachelor's Degree +
- \$50k+

GOALS & NEEDS:

- Spend time with family
- Create memories similar to childhood
- Pass on traditions
- Not as concerned with budget



BEHAVIORAL DEMOGRAPHICS:

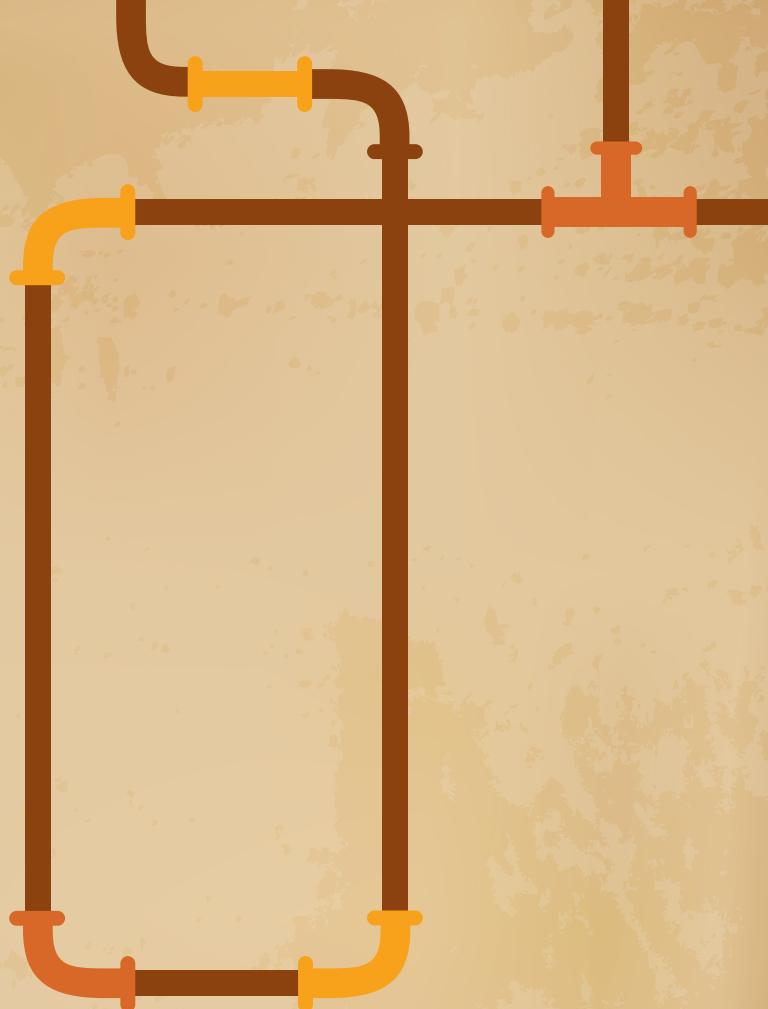
- Married
- Values kids & grandkids happiness
- Currently employed/retired

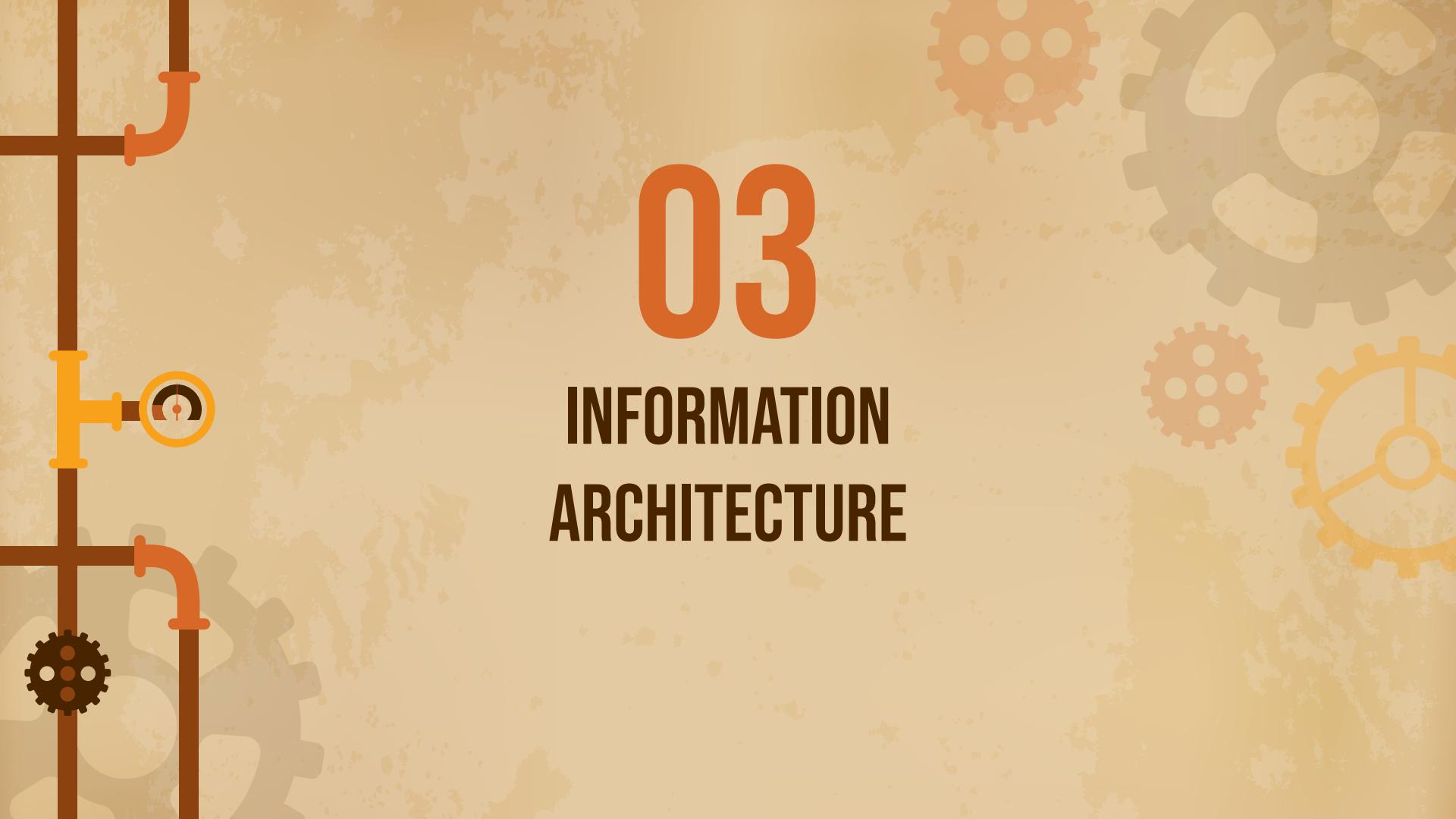
FRUSTRATIONS & PAIN POINTS:

- Not tech savvy, locating information online is difficult
- Poor eyesight, visual accessibility is important
- Spending time with grandkids is hard since they live out of town
- Concerned that he may not be able to pass on his love & knowledge of trains

PROBLEM STATEMENT

How might we redesign the Texas Transportation Museum website in order to better represent what the museum has to offer, encourage visitors to the museum, and increase usability of the site?



The background features a faint, sepia-toned illustration of industrial elements. On the left, there's a vertical pipe system with orange fittings, including a valve and a tee joint. To the right of the title, several interlocking gears in shades of orange and yellow are scattered across the slide.

03

INFORMATION ARCHITECTURE

STORYBOARD



Tray N. is attempting to acquire tickets to the Texas Transportation Museum for himself and two of his visiting grandchildren.



He finds their website confusing and becomes rather steamed, Tray finally locates and purchases their admission and train ride tickets.



Tray decides that his knowledge and experience might be helpful as a volunteer. He now searches for a membership to the museum.

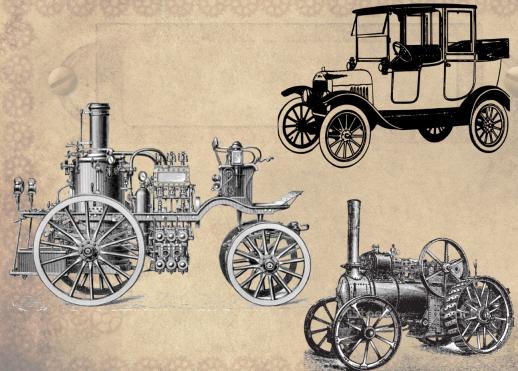
STORYBOARD



Tray once again finds their website is very difficult to use, and he begins to question if they even have membership opportunities available.



After some time, and having explored almost every page on their site, Tray manages to find the membership page and hops on board!



Tray now attempts to see what other historical transportation the museum has on site that they might learn about during their visit.

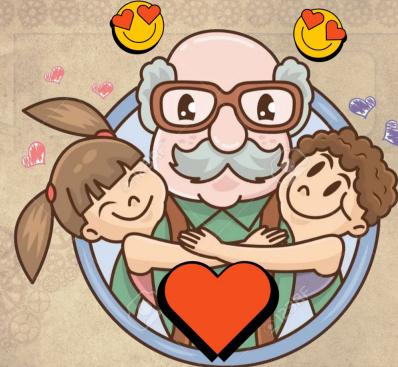
STORYBOARD



Yup, you guessed it, he is off the rails again! Disconcerted by the awkward animations and inconsistencies, he perseveres through several pages of exhibits worth seeing.



His grandchildren have arrived and so has museum day. All the frustrations along the way have faded, and the three of them enjoy a fun-filled day of adventure and learning!



Look at those happy young'uns! Tray N. is now on track to be “Gramps of the Year”.

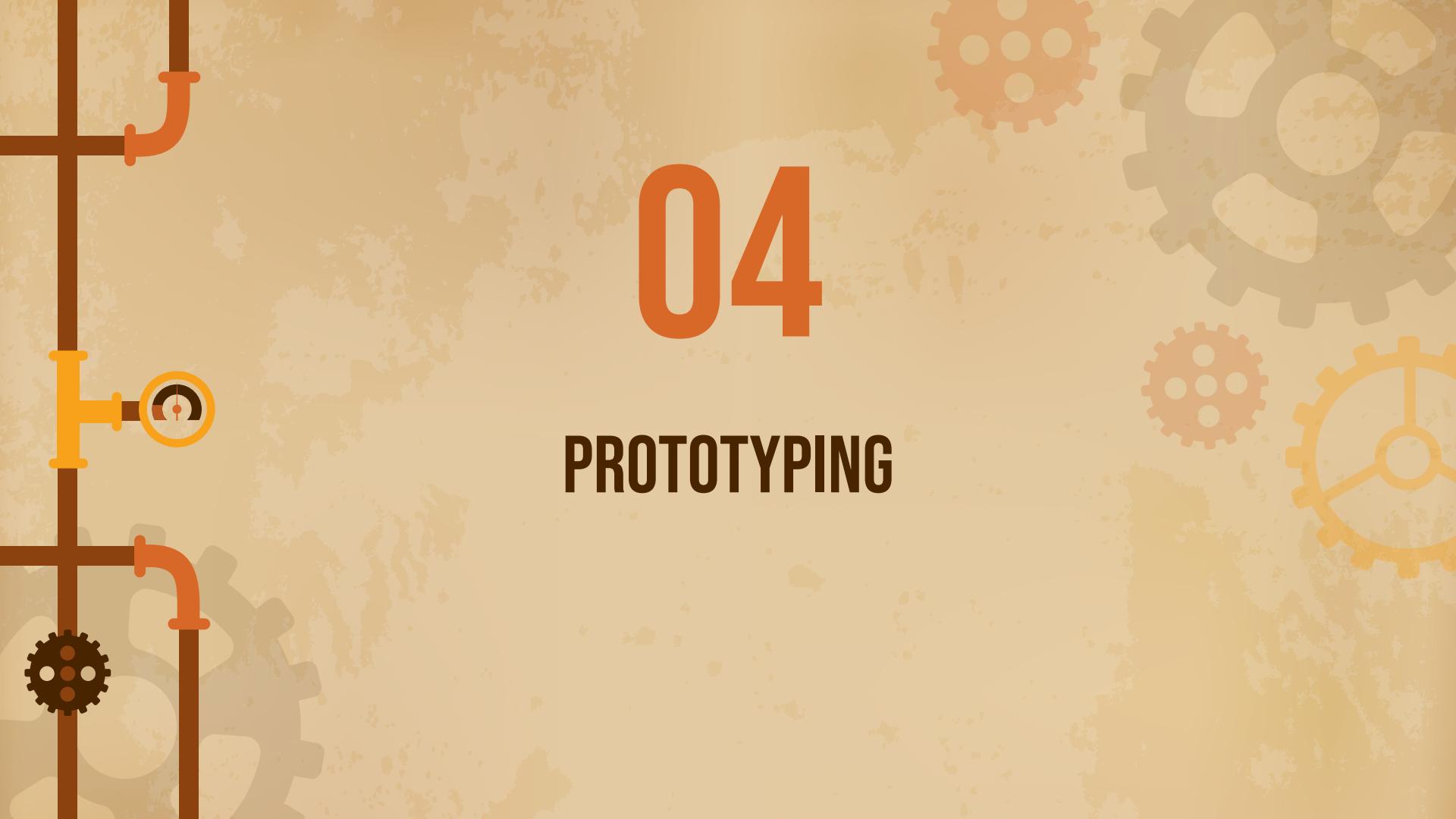
BRAND VOICE MATRIX

Old Fashioned	NPO has an old fashioned aesthetic because it is associated with history	Used to call attention to the historic nature of the museum	Make it feel too modernized
Humble	Company is a nonprofit	Used to encourage volunteers and donations	Put too much pressure to volunteer/donate
Whimsical	NPO has a playful nature associated with the display of trains	Used to encourage people to bring their children to the museum	Make it feel too childish. There is just as much for adults to enjoy about the museum as children.



BRAND POSITION STATEMENT

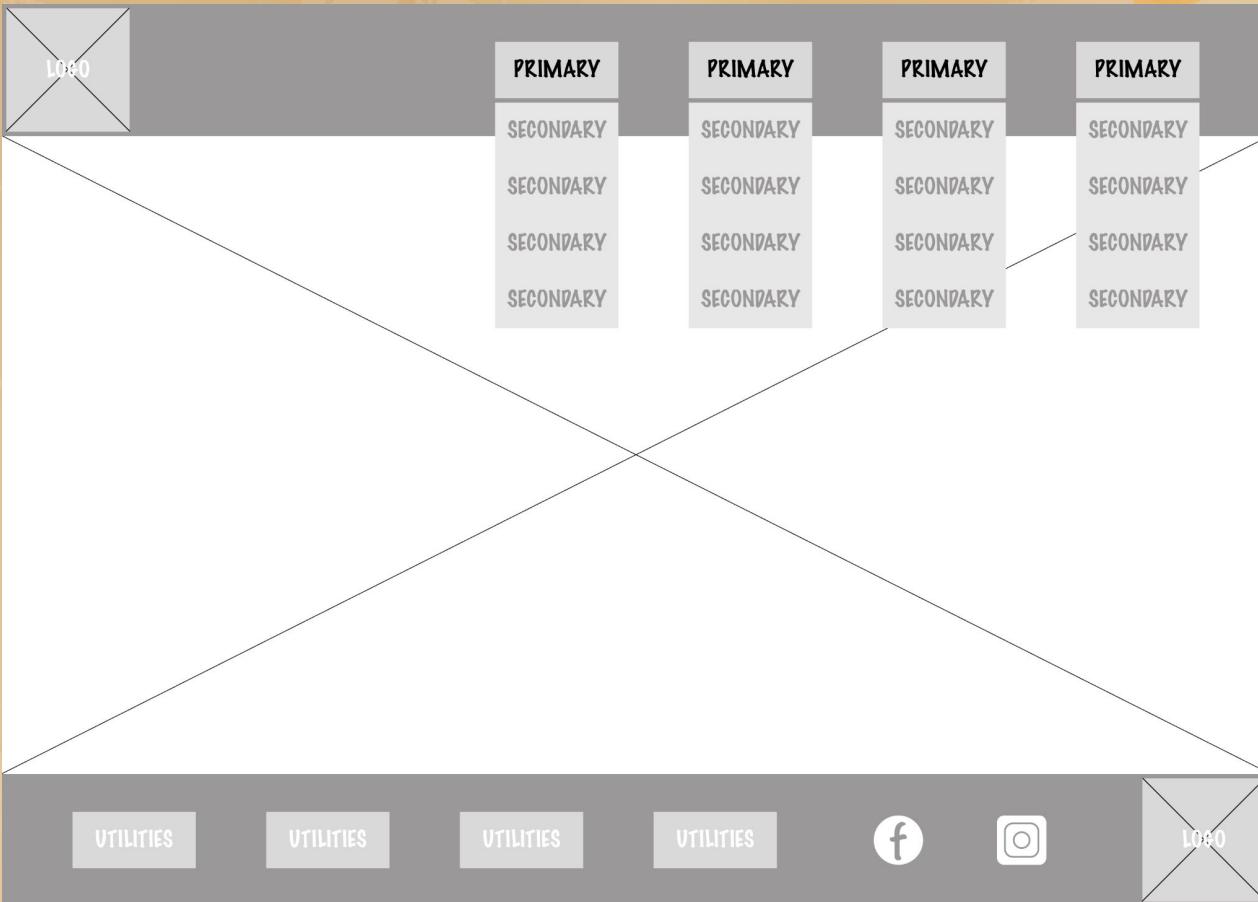
The website we produce helps the Texas Transportation Museum preserve local transportation history, and inspires the community, with entertainment and education, to engage with the history of transportation in Texas.

The background features a light beige color with a faint, darker beige industrial-themed pattern. On the left side, there is a vertical brown pipe system with orange fittings, including a T-junction, a valve, and a gear. The right side is decorated with several large, semi-transparent gears in shades of orange, yellow, and grey.

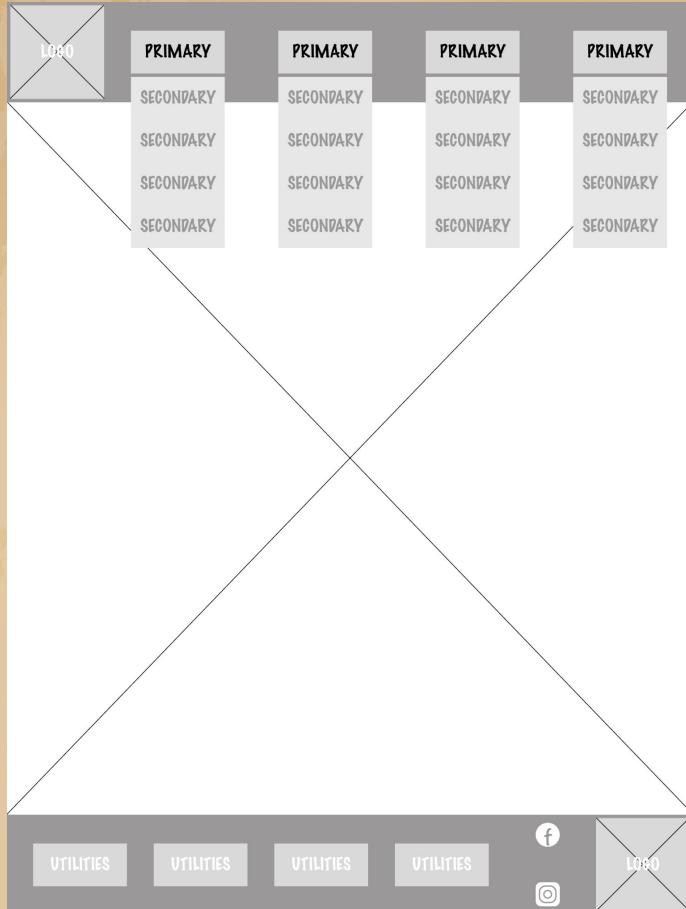
04

PROTOTYPING

WIREFRAME: LOW-FIDELITY DESKTOP



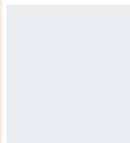
WIREFRAME: LOW-FIDELITY TABLET



MOODBOARD



VINTAGE



CLASSIC



STYLE TILE

UI STYLE TILE: TTM

DATE: 2022

UI STYLE DIRECTION

The Texas Transportation Museum is a place rich with history. Oldfashioned and fun, we want people to be captivated by the museum and bring them to visit.

UI Style Adjectives

One Of A Kind

Old Fashioned
Entertaining
Educational

TYPOGRAPHY

Vidaloka - body text

HOLLYWOOD ONE SC - header

H1 - HEADLINE

(Hollywood One SC 32 Px)

H2 - Subhead

(Vidaloka 28 Px)

H1 - Headline

(Vidaloka 36 Px)

H2 - Subhead

(Vidaloka 28 Px)

"This Is A How You Would Styline A
Meaningful Quote"

- Author

(Vidaloka 20 Px)

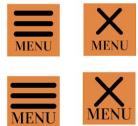
TYPOGRAPHY BODY COPY

lorem ipsum dolor sit amet, consectetur adipiscing elit, porttitor elementum eras neque, sapien, leo enim bibendum utrives in sed eu magna quis, lorem ipsum dolor sit amet, consectetur adipiscing elit, porttitor elementum eras neque, sapien, leo enim bibendum utrives in sed eu magna quis, lorem ipsum dolor sit amet, consectetur adipiscing elit, porttitor elementum eras neque, sapien, leo enim bibendum utrives in sed eu magna quis (VIDALOKA Reg 12 Px)
[this is a regular link](#)

BRAND LOGO



ICONOGRAPHY

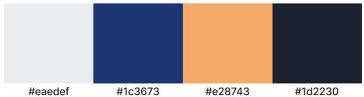


BUTTON STATES



COLOR PALETTE

- BRAND COLORS



- PRIMARY INTERACTION COLOR



- SECONDARY INTERACTION COLOR



- COLOR GRADIENT



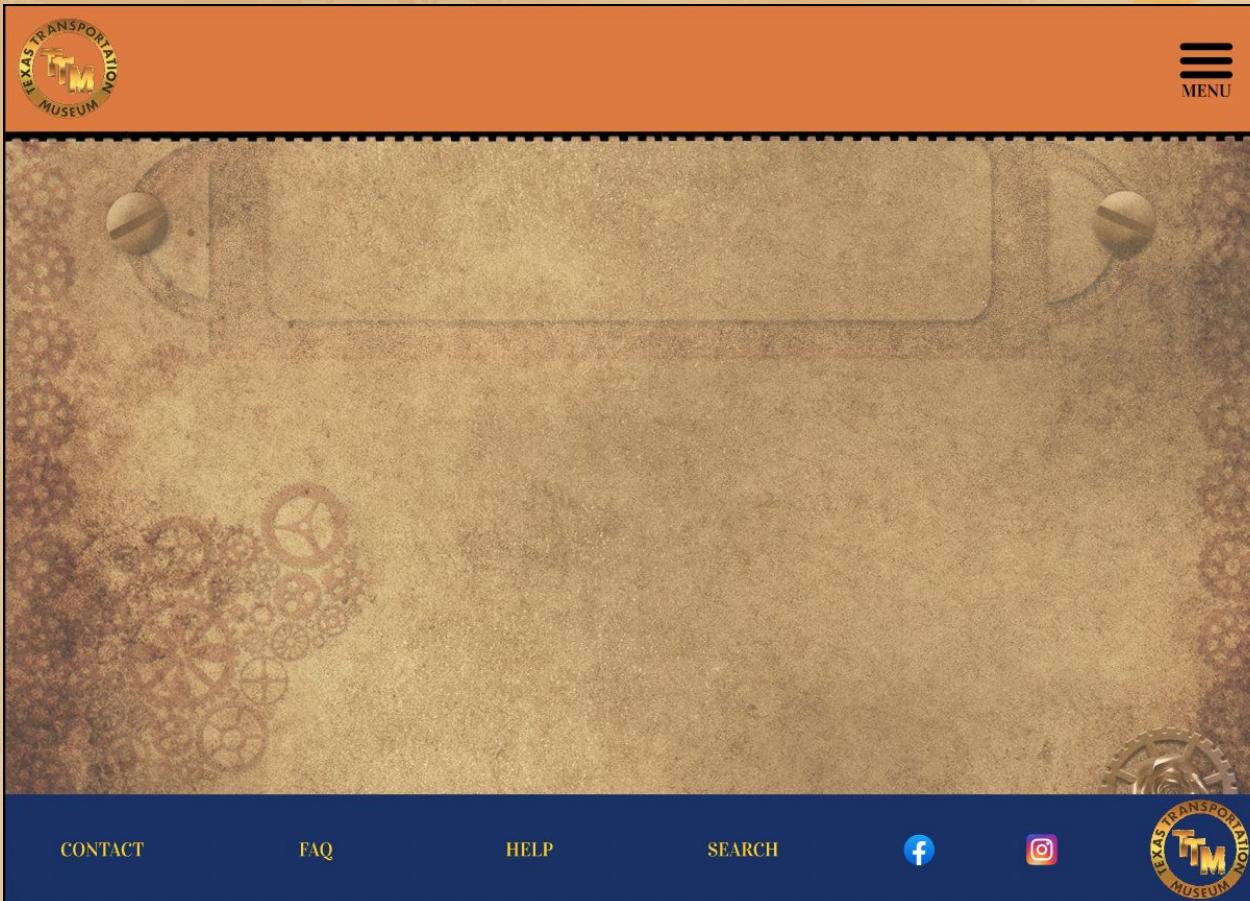
IMAGE SAMPLES



BUTTON STYLES



WIREFRAME: MID-FIDELITY DESKTOP



WIREFRAME: MID-FIDELITY DESKTOP

The wireframe shows a desktop website layout for the Texas Transportation Museum. The header features a decorative train silhouette with menu items: ABOUT US, VISIT US, ADMISSIONS, SUPPORT US, and a MENU button. The main content area has a large, textured background image of a steam locomotive engine. The footer contains links for CONTACT, FAQ, HELP, and SEARCH, along with social media icons for Facebook and Instagram, and the museum's logo.

TEXAS TRANSPORTATION MUSEUM

ABOUT US VISIT US ADMISSIONS SUPPORT US X MENU

CONTACT FAQ HELP SEARCH

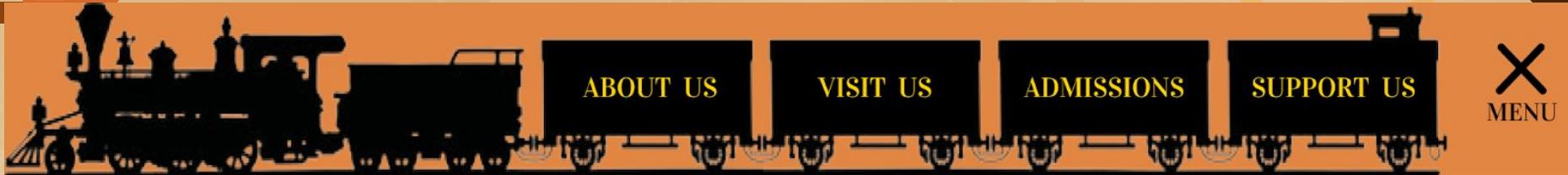
SEARCH

TEXAS TRANSPORTATION MUSEUM

WIREFRAME: MID-FIDELITY TABLET



RWD COMPONENTS: MID-FIDELITY



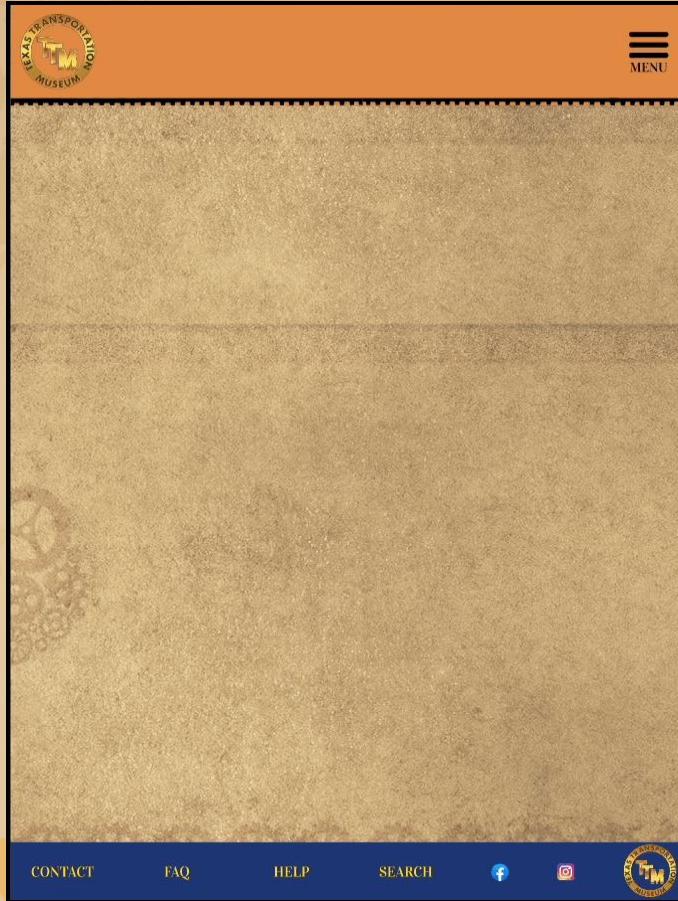
A mid-fidelity wireframe of a mobile website content area. It consists of several components arranged in a grid-like structure. On the far left, there are two circular logos for the "TEXAS TRANSPORTATION MUSEUM" with gold outlines and yellow "TTM" initials. To the right of these are two vertical columns of three rectangular boxes each, all labeled "TEXT". The middle column has alternating light blue and dark blue backgrounds for its boxes. To the right of these are two more vertical columns, each containing a large dark blue box labeled "TEXT" at the top and five smaller dark blue boxes below it, also labeled "TEXT". Further to the right are two vertical columns of three rectangular boxes each, all labeled "TEXT". The rightmost column contains social media icons for Facebook and Instagram, each accompanied by an orange "MENU" button. All components are enclosed in dashed purple borders.

PROTOTYPE: MID-FIDELITY DESKTOP



LINK

PROTOTYPE: MID-FIDELITY TABLET



A/B TESTING

1. Preference test

Which design do you prefer?



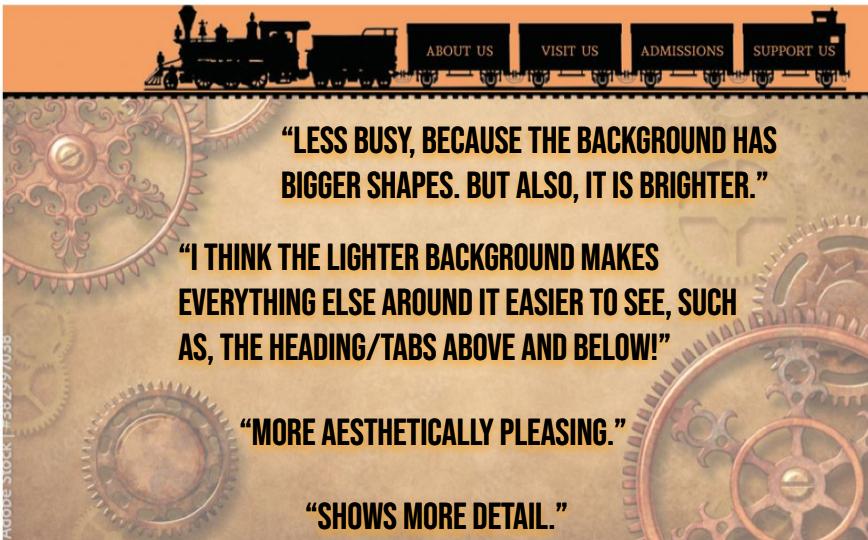
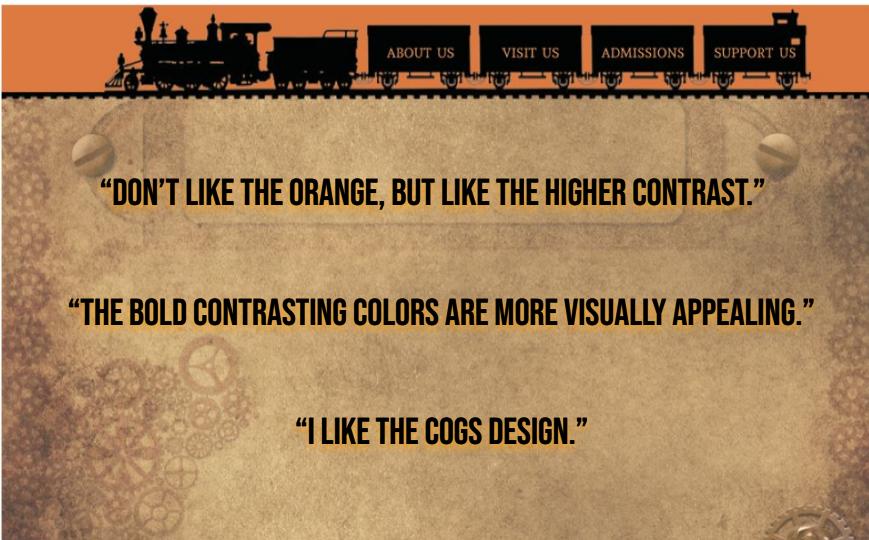
Desktop - A.png

44s 43% 12



Desktop - B.png

21s 57% 16



TEXT

TEXT

TEXT

TEXT



CONTACT

FAQ

HELP

SEARCH



WIREFRAME: HIGH FIDELITY DESKTOP



ABOUT US VISIT US ADMISSIONS SUPPORT US



SPOOK-TRACK-ULA
OCTOBER 22, 23, 29, 30
MUSEUM OPEN 4PM - 9PM
(NOT OPEN REGULAR HOURS)
LAST ADMISSION 8PM
ADULTS \$12 - KIDS (4-12) \$10 - KIDS (UNDER 4) - FREE
GROUPS (20 OR MORE, AGES 4+) \$10 EACH - PARKING FREE

JOIN US FOR 4 DAYS OF HALLOWEEN FUN

• Kids, young, and even the young at heart can come dressed in costume.
• Concessions will be available ... Everything \$1!
• Visit "Trick R' Treat" stations, where kids can grab candy, as you enjoy everything TTM has to offer.
• The museum will be decorated for the season in all it's spooky fun!
• ** PLEASE NOTE, SOME AREAS MAY BE TOO SCARY FOR YOUNGER KIDS! **



SANTA'S RAILROAD WONDERLAND
DECEMBER 3, 4, 10, 11, 17, 18
MUSEUM OPEN 5:30PM - 9PM
(NOT OPEN REGULAR HOURS)
LAST ADMISSION AT 8PM
ADULTS \$12 - KIDS (4-12) \$10 - KIDS (UNDER 4) - FREE
GROUPS (20 OR MORE, AGES 4+) \$10 EACH - PARKING FREE

JOIN US FOR 6 DAYS OF CHRISTMAS FUN

• Santa's Railroad Wonderland is an extravaganza of Christmas joy, including train rides!
• Concessions will be available ... Everything \$1. Grab some hot chocolate and take a stroll.
• From the garden railroad and historic depot, to our four other scale model railroad layouts, and everything in between; we decorate every area of our museum!
• Santa will be making visits from the North Pole and will be available for photos.
• ** WE ARE PREDICTING SNOW AS WELL THIS YEAR! **

CONTACT FAQ HELP SEARCH

[Facebook](#) [Instagram](#)



WIREFRAME: HIGH FIDELITY TABLET

The wireframe displays a high-fidelity representation of a tablet screen. At the top, there's a header featuring a train engine icon on the left and four menu items: "ABOUT US", "VISIT US", "ADMISSIONS", and "SUPPORT US". Below the header is a large, central promotional image for a "SPOOK-TRACK-ULA" event. This image shows a skeleton standing on a train car with red lights. The text below the image provides details about the event: "OCTOBER 22, 23, 29, 30", "MUSEUM OPEN 4PM - 9PM (NOT OPEN REGULAR HOURS)", and "LAST ADMISSION 8PM". It also lists ticket prices: "ADULTS \$12 - KIDS (4-12) \$10 - KIDS (UNDER 4) - FREE GROUPS (20 OR MORE, AGES 4+) \$10 EACH - PARKING FREE". A yellow button labeled "BUY TICKETS" is centered at the bottom of this section. At the very bottom of the tablet screen, there's a footer bar with links for "CONTACT", "FAQ", "HELP", "SEARCH", and social media icons for Facebook and Instagram. To the right of the footer is the "TEXAS TRANSPORTATION MUSEUM" logo.

ABOUT US

VISIT US

ADMISSIONS

SUPPORT US

SPOOK-TRACK-ULA

OCTOBER 22, 23, 29, 30
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BUY TICKETS

CONTACT

FAQ

HELP

SEARCH

RWD COMPONENTS: HIGH-FIDELITY



The main content area displays a grid of RWD components. On the left, there are two columns of three text boxes each, separated by dashed blue borders. The middle column contains a single large text box above five smaller ones, also separated by dashed blue borders. To the right of these are two columns of three images each, separated by dashed purple borders. The images show a skeleton standing on the side of a train car decorated with red lights and Christmas garlands. Social media icons for Facebook and Instagram are placed between the middle and right sections.

PROTOTYPE: HIGH FIDELITY DESKTOP



SPOOK-TRACK-ULA

OCTOBER 22, 23, 29, 30

MUSEUM OPEN 4PM - 9PM

(NOT OPEN REGULAR HOURS)

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[CONTACT](#)

[FAQ](#)

[HELP](#)

[SEARCH](#)

[!\[\]\(868572e0b8c8daebe98ca5d96bb1daa5_img.jpg\)](#)

[!\[\]\(98c8a221173a53ea0e2ea18266a1b090_img.jpg\)](#)



Texas
TRANSPORTATION
MUSEUM

PROTOTYPE: HIGH FIDELITY TABLET

SPOOK-TRACK-ULA

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MUSEUM OPEN 4PM - 9PM
(NOT OPEN REGULAR HOURS)
LAST ADMISSION 8PM

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BUY TICKETS

CONTACT FAQ HELP SEARCH

CONCLUSION

From the moment we boarded the Texas Transportation Museum, until the time we reached our final station, this project has been quite a whistlestop tour. We discovered just how, off the rails their website is; however, through diligent research, multiple user testings, and several iterations our team managed to get the site back on track.

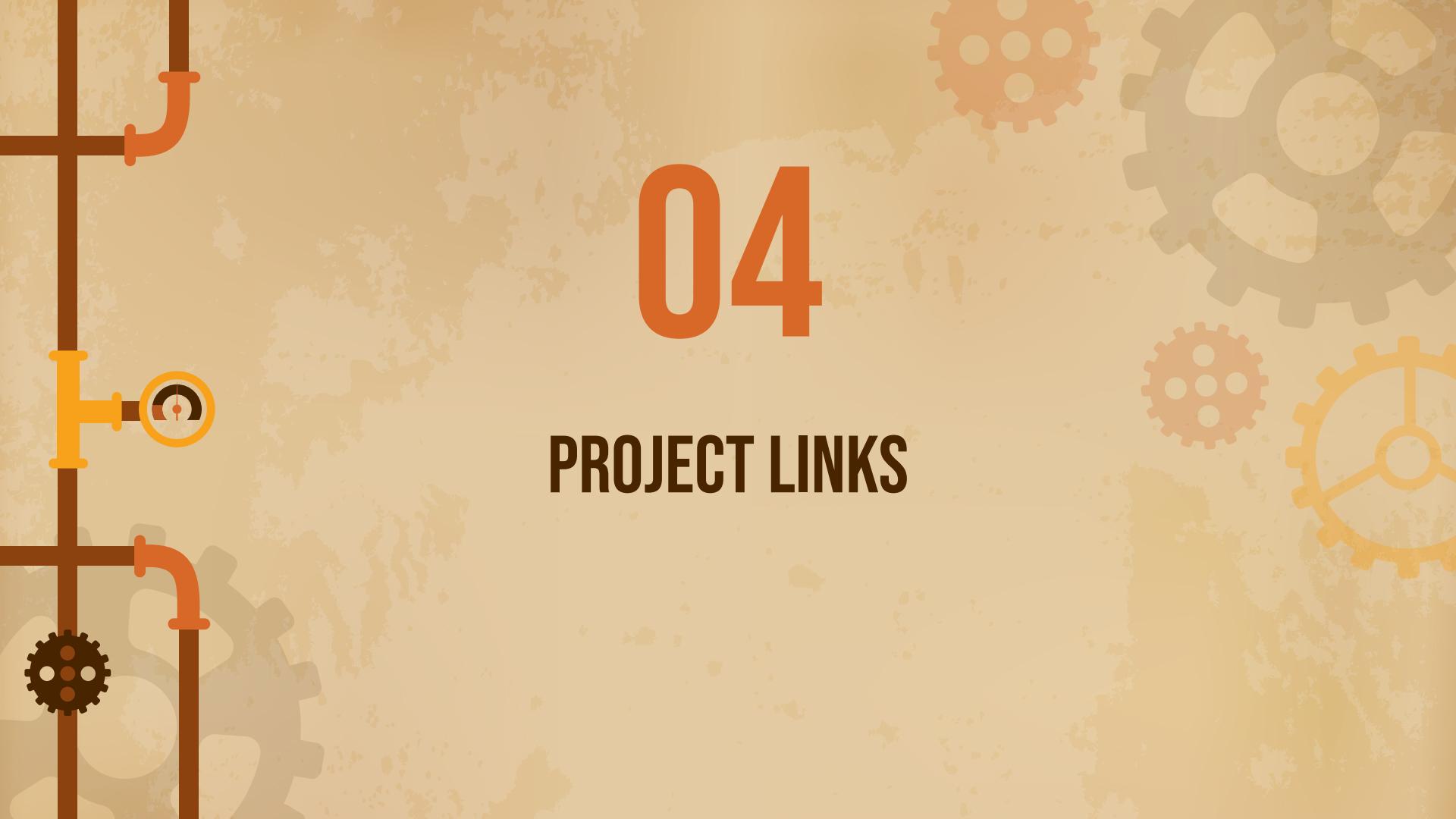
Now that we have shared our journey this far, we try to imagine what the next fueling for this project would include; such as, expanding beyond the home page and improving content with further color palette and font type testing. This might be just the ticket!

"Be ready to revise any system, scrap any method, abandon any theory, if the success of the job requires it." – Henry Ford

Ford Motor Company

Ford News, pg. 2

01/15/1923

The background features a light beige color with a faint, blurry silhouette of a factory or industrial facility. Overlaid on this are several orange and yellow mechanical icons: a vertical pipe assembly on the left with a valve and a gauge; a large gear at the top right; and three smaller gears of varying sizes in the middle right.

04

PROJECT LINKS

TTM_WIREFRAMES & PROTOTYPES

TTM_GOOGLE DRIVE

TTM_RESEARCH

TTM_UI DESIGN