

Final Design

Che Café Website Redesign

Team JARS: Jared Alex, Amber Jiang, Rachel Paner, Srushti Naik

Final Mobile Design

[Link](#)

Final Desktop Design

[Link](#)

Final Development Plan

We were able to complete most of what we set out to do. Referencing our [user development plan](#), there are only 3 incomplete tasks. The first was taking more pictures of the Che. A huge aspect of where the Che Café's original aspect lacked in visual design was with the absence of photo media. While we added pictures into various pages including the Gallery, Get Involved, History, Homepage, etc., we had also wanted to collect images of the parking options. This was intended to be placed on the contact page to provide further instruction, clarification, and context. We wanted to capture more images of the volunteers at the Che in action for their mutual aid services as well. Due to the lack of time and scheduling conflicts, we were unable to fully complete this task. Another task we did not get around to was discussing possible animations for our final redesign. This would have ideally added to the interactivity and the overall user experience. Because our group presented on the Thursday of week 10, our other redesigns outweighed the potential animations in priority. We finished the more pressing tasks and were unable to discuss or implement other animations in time. The final incomplete task was regarding the discussion with our client about "next steps". In the beginning of the quarter, we clarified that implementing the website was beyond the scope of our project. However, we did have two group members with a bit of a coding background that expressed interest in trying implementation. We weren't able to have a discussion with our client about budgets or hiring a developer though, due to time constraints in finals week. Even though the scope of our project was quite large as the Che's original website needed a lot of work, we were still able to complete almost all of our tasks listed on the [user development plan](#).

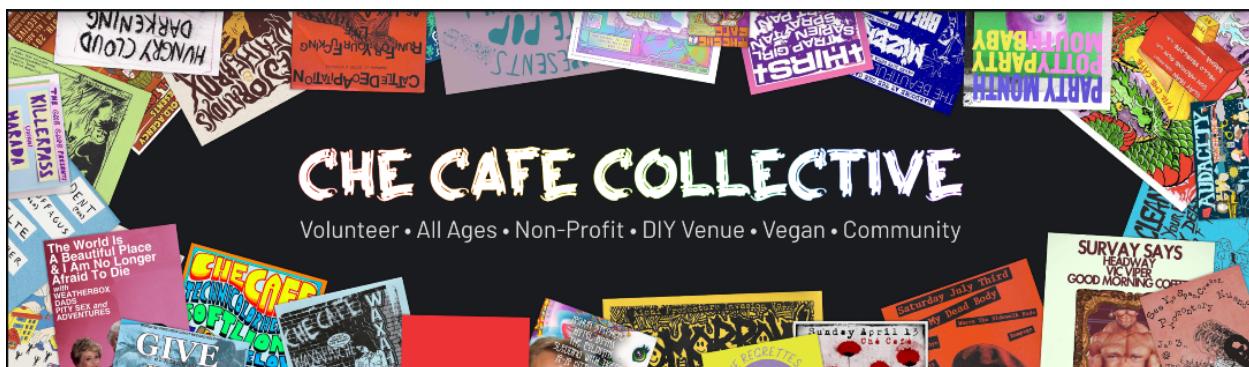
Feedback and Action

Client feedback and action:

Overall, our client was hugely impressed with our work and ecstatic about the new design. We received a lot of comments about how the density of the text, and information in general, was reduced and replaced by content that was more friendly and to-the-point. Our prototype included a History page, that the Che's original website currently does not have. Because of this, our content was unoriginal. Members of the Che therefore gave us access to a document containing historical aspects of the Che in writing and photography which we were able to incorporate into our redesign. Our group was also interested in redesigning the banner while preserving the original "DIY"/"scrapbook"/"paper clippings" flavor of it. After explaining this to them and showing them some ideas, they provided us with digitized event fliers that we incorporated into redesigning their banner. We felt that our homepage was most lacking in this prototype as it did not fully convey what kind of space the Che is. We told our clients that we wanted a one-liner explanation to include on the homepage and they were able to point us towards some resources to put this together. While our client also had suggestions about adding additional pages and features to the website, we focused our redesign on communicating brand and our established site architecture. Additional client feedback and notes can be found [here](#).



Banner Before



Banner After

TA feedback and action:

We have not yet received feedback from the TA's on our prototype one as they have not graded it; Thus, we will discuss the feedback we received from them on the wireframes and functional specifications. We received the following critique by Jialin Yan: "The overall quality for slides are good. For the mobile site, the page of "Events" seems very lofi, it is very different from the events showing on the main page of "Upcoming events". Make sure all the functions are clickable." Accordingly, we changed some design elements of these pages. Firstly, because the

assignment description explicitly stated that the submission should be low fidelity multiple times so we were unsure why we received that as a criticism. Nevertheless, in order to make it more high fidelity in later submissions, we added colors from our style guide that elevated the look. In order to make the “Events” page more consistent with the “Upcoming events” on the homepage like the TA wanted, we designed a pop-up on the “Events” that looks like the “Upcoming events” cards on the main page. These pop-ups can be seen after clicking on an individual event on any of the calendar dates. Secondly, the assignment details stated that “Basic navigation (clickable navbar and page links to navigate between pages) should be implemented in the prototype. Any more complex functionality (buttons, filters, modals, carousels, etc) can be described in annotations as described above.” We were not required to make all the functions clickable at that stage as long as we described them in our submission, which we did. But of course, we made sure that all the functions were clickable for the following prototype assignment. Overall, even though some of the feedback we received was not in line with the requirements and rubric, we made sure to implement all the changes we were told to.

Che Cafe

Feb 2023

Wed 01

1pm Practice Space Meeting

7pm Marketing Meeting

Thurs 02

1pm Practice Space Meeting

7pm Marketing Meeting

Fri 03

Lofi Events Page

CHE CAFE

EVENTS

February 2023

< >

Filter Jump to Today

- Shows
- Volunteer Meetings
- General Events

Wed 01

1pm Practice Space Meeting

7pm Marketing Meeting

Thu 02

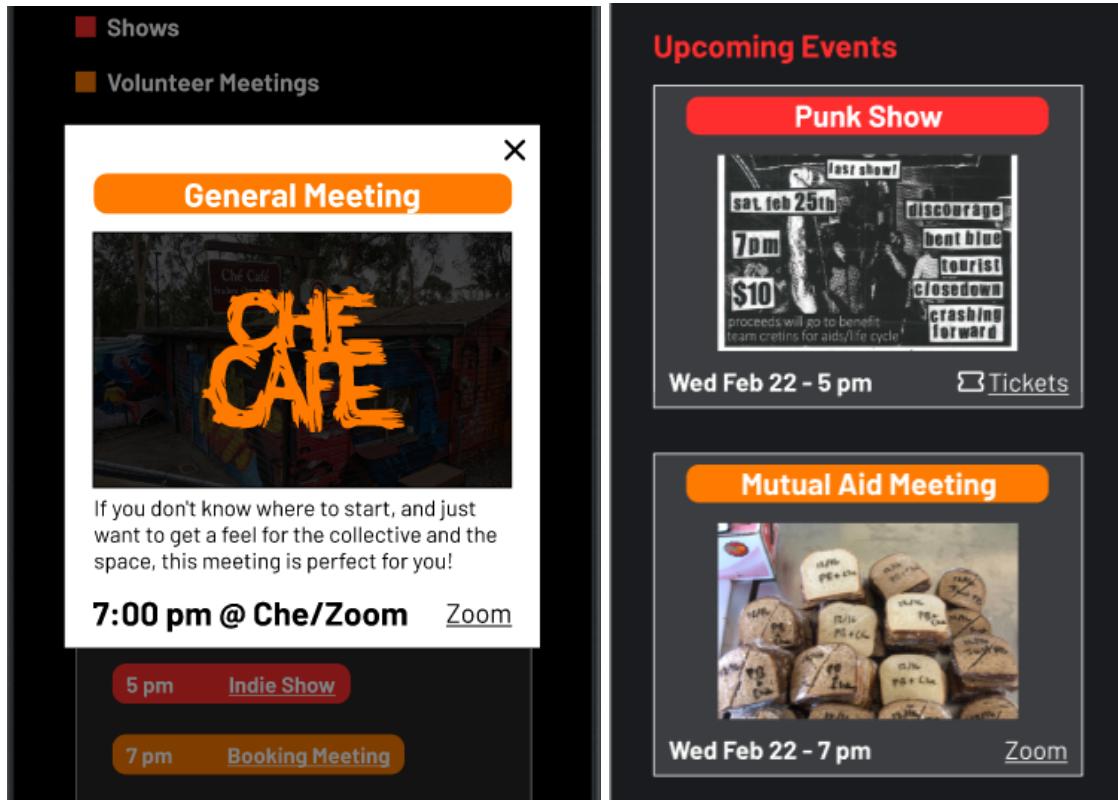
1pm Practice Space Meeting

5 pm Punk Show

7 pm Marketing Meeting

Fri 03

Hifi Events Page



pop-up design consistent with Upcoming Events design on Homepage

User Testing

For our user testing, we created two scenarios based on our persona and primary audiences. Each scenario involved a set of tasks that the user would have to complete using the website prototype. We made note of the actions these users performed on the website in order to understand what was effective and ineffective about our design. Then we asked a set of questions to complement the data we collected. Detailed notes can be found [here](#).

Scenario 1 (based on volunteer persona):

You are a student at UCSD, and are looking for ways to give back to your community. You've heard that the Che Cafe offers volunteer opportunities, and you want to learn more about it and see if it's something you're interested in.

Tasks

- Find out what kind of space the Che is
- Find out what kind of volunteering opportunities are available
- Tell us which one you'd be most interested in
- Find out how to sign up for an opportunity

Questions

1. For the pages you viewed to go through the tasks, what do you think about their format, as in, how things were laid out?
2. How do you feel about the type of information on the pages, as in their content?

3. What do you generally like and dislike about those pages?
4. Please explore the site a bit and think out loud about what you like and dislike, format, and content. Please voice any confusions you may have or what you would like to see changed.

Scenario 2 (based on show-goer persona):

You like to listen to live music and you heard the Che Cafe hosts live shows that are relatively inexpensive. You want to know more and see if this will be your scene.

Tasks

- Look through show offerings
- Find when the next show is
- Look at pictures of the venue
- Look at pictures of past shows
- Find out where the Che Cafe is
- Find out where to park
- Find out how to donate to the venue

Questions

1. For the pages you viewed to go through the tasks, what do you think about their format, as in, how things were laid out?
2. How do you feel about the type of information on the pages, as in their content?
3. What do you generally like and dislike about those pages?
4. Please explore the site a bit and think out loud about what you like and dislike, format, and content. Please voice any confusions you may have or what you would like to see changed.

We completed a total of 3 user tests with two using these questions and another one using similar questions done earlier in the prototyping phase. We learned that users don't really understand what the Che is or what it does based on our home page. We changed the home page to include pictures of the venue as well as people organizing a protest to demonstrate what can be done in the space. We also removed the recurring directions and parking in order to bring more focus to what the Che is. Additionally, we learned that users do not even want to read the first few lines on textually dense pages. They were often confused on how to start volunteering at the Che even though this question was answered fairly soon in the text. This was due to their mental and cultural model of expecting a sign up form. We changed the Get Involved page by adding more images to break up the text. We also explained how to volunteer in one line, bolding the important parts. This helped draw attention to answering the simple question of how to get involved.

The homepage features a banner at the top with various event flyers. Below the banner, the title "CHE CAFE COLLECTIVE" is displayed, followed by the subtitle "Volunteer • All Ages • Non-Profit • DIY Venue • Vegan • Community". A "Upcoming Events" section shows three events: "Punk Show" (Sat Feb 25 - 7 pm), "Mutual Aid Meeting" (Sun Feb 26 - 8 pm), and "DIY Time" (Wed Feb 28 - 1 pm). Below this are sections for "Directions" and "Parking". The "Directions" section includes a map and driving instructions. The "Parking" section provides information about campus and off-campus parking options. At the bottom, there's a "Donate" button and social media links.

The homepage has been simplified. The banner at the top now features a large image of the interior of the venue. The title "CHE CAFE COLLECTIVE" and subtitle remain at the top. The "Upcoming Events" section is identical to the previous version. The "Directions & Parking" section has been removed. Instead, there is a "Open Hours" section at the top right with the address "1000 Scholars Dr S La Jolla, CA 92093". Below this are "See All Events", "Directions & Parking", and "Donate" buttons. The "Directions" and "Parking" content from the original page is now located in a sidebar on the left.

Homepage Before

Homepage After

The page features a large banner with the word "GET INVOLVED" overlaid. Below the banner, the title "Becoming a Member" is displayed. A "Find a Meeting" button is present. The "Becoming a Member" section contains detailed text about the three concentric circles of responsibility: Volunteer member, Core member, and General member. It also describes subcommittees like Kitchen, Booking, Mutual Aid, and Other. At the bottom, there's a "Find a Meeting" button and a "Donate" button.

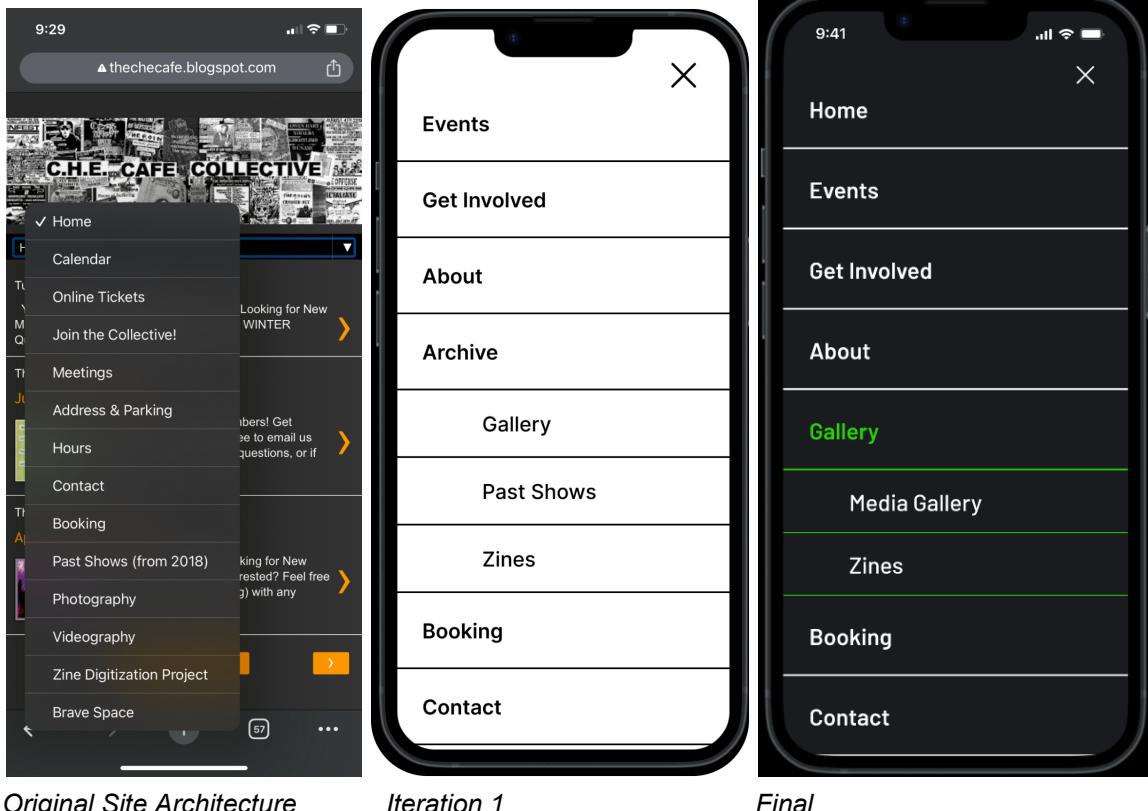
The "Get Involved" page has been updated. The banner now features a person wearing a mask. The title "Get Involved" is prominently displayed. Below it is a "Find a Meeting" button. The "Becoming a Member" section is now part of a larger "Get Involved" section, which includes a "General member" sub-section. The "Subcommittees" section is also part of this larger section. The "Find a Meeting" and "Donate" buttons are located at the bottom.

Get Involved Before

Get Involved After

Design Problems and Decisions

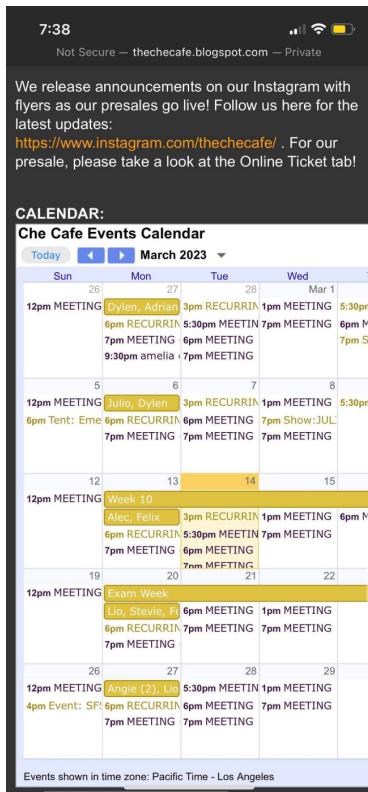
Our group faced two key challenges. The first involved the heavily disorganized site architecture of the original Che Cafe website. It has 13 tabs, the information in those tabs does not necessarily relate to the tab name, and there are some tabs, like the “About” page, that are not even visible on the website but are only accessible after Googling the Che Cafe. We were able to regroup the information, cutting down to 7 tabs on our redesign. However, our first user test revealed issues with labeling of our tabs and grouping of our subtabs. For example, we put the Gallery pages under a tab titled “Archive”. Our user was misled to believe that an Archive tab would just be for members of the Che to document their work. Because the Gallery is an important page for users to visit to get an understanding of the Che, we decided to make it a main tab and move the “Past Shows” timeline into the “About” tab. The second key challenge we faced was regarding the readability of the calendar. This was high on the client’s priority list. The current website had a lot of text to scroll through before the calendar display and the calendar itself was not very readable. We removed the initial excess text and relocated the explanation of events into pop-ups that are shown after clicking on a particular event. We also color-coded the event categories for clearer organization and readability. Our group included a function to filter through these event categories. Our designs for mobile and desktop are fairly distinct when it comes down to display of dates. For desktop, we kept a large gridded calendar as this is intuitive, readable, and standard practice for the way calendars look. For mobile, we made it so that each day is its own card to increase readability. To combat excessive scrolling, we added a “Jump to Today” button.



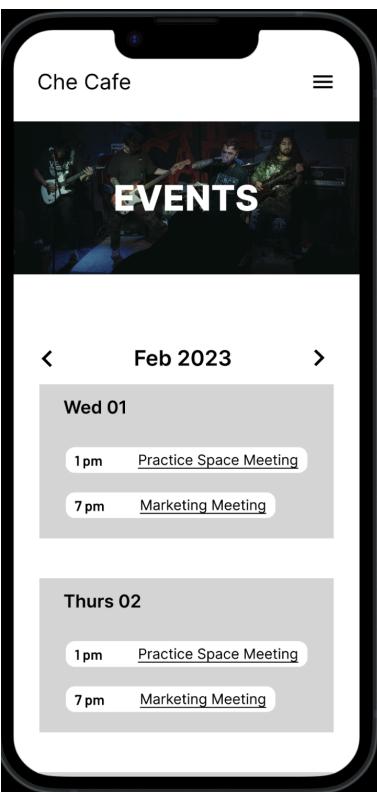
Original Site Architecture

Iteration 1

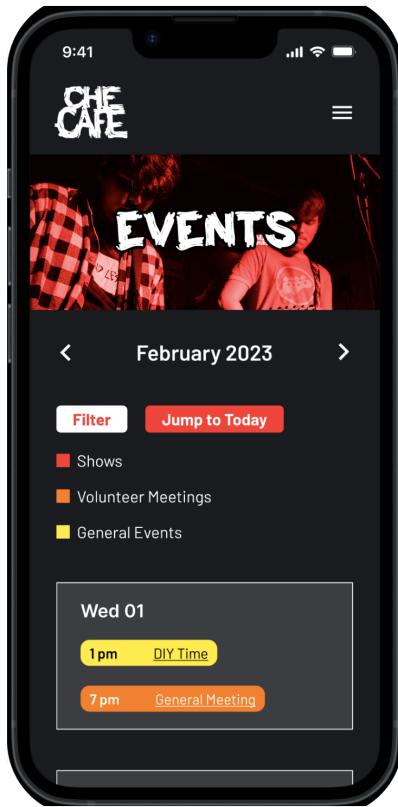
Final



Original Calendar



Iteration 1



Final

Reflective Statements

Jared Alex:

Stepping into this course, I had a vague expectation of having the opportunity to implement my design skills with a real client. Moving into the quarter, I've found that I had been learning and utilizing skills I didn't expect to. I was challenged to be open minded, practice effective communication, and ask for help.

Designing amongst my teammates, I saw the effectiveness of clear communication and a growth mindset. Communicating with your team about your capabilities and limitations as well as willingness to learn creates efficiency in task delegation and completion. Additionally, practicing communicating with a client allowed me to not only remove jargon in how I communicate but also exchange ideas with the client to compromise for a successful design for both parties. When starting to prototype and design after our research, it was made clear of the limited Figma capabilities I had. While I was able to share my design ideas, implementing those ideas was another problem to tackle. I took this as an opportunity to learn from my peers as well as do a bit of research on my end to learn more about this platform. So my advice for future students would be to have and acknowledge the benefits of a growth mindset. In both communicating and designing, I learned a lot from my teammates and have taken away many design skills that I wouldn't have if not for being compassionate with myself.

Amber Jiang:

This was my first time working on a website design, as opposed to an app. Furthermore, it was also my first time working with a client. Thus, this project required me to navigate novel waters, which required me to learn many new things on the spot.

For starters, I quickly realized that unlike my designer peers that I interact with on a daily basis, my client isn't trained in interaction design the same way I am. I recall a situation early in the quarter where I was presenting to my client our competitive analysis. About halfway through, they interjected with "what hamburger menu?". I realized that I had been talking about mobile site architecture for minutes without my client even fully understanding what I was referring to. Not only was this embarrassing, this also decreased the effectiveness of my presentation. My advice for future students is to remember that your client doesn't have the same knowledge base of design that you do. Make sure you are communicating in an accessible way where anyone should be able to understand what you're referencing.

Next, I think any passionate young designer will have a head full of ideas when starting this project. There are so many possible clients, and so many directions a design could take. When I started, I would've never thought of selecting the client my teammates suggested - in fact I was unaware of its existence. However, in the end, I think it was a great choice because it was a collective we cared about and was very accessible to us. It's becoming more and more obvious to me that having teammates is a great tool. While it means that some of my ideas will be scrapped and replaced with others', I think our project and design benefits more because of that. My advice for future students is to listen to your team members! They have valuable insight and recommendations, not to discount any of your own, of course. I think having multiple minds together truly does create a better product. Pool your ideas together and talk over them.

Lastly, we found that components and variables were a great help in our prototyping process. For each new iteration, we could duplicate the file and edit the components on the new file. This helped us keep track of our iteration process and make global edits extremely easily. I would recommend future students to become familiar with them while using Figma or a similar tool.

Rachel Paner:

This course was incredibly useful in developing my design skills and learning how to communicate with a client. We were very fortunate to be working with such an iconic space as the Che Cafe, but this also put more pressure on us to create a satisfactory product. Their rich history, the vibrant community, and the unique appearance of the space gave us substantial material to translate these elements into a visual digital identity and an informative website. Our point of contact, Stevie, was extremely helpful in setting the tone for the website and giving us helpful feedback that would help us authentically represent the space. We were also welcomed by other members of the collective, who were open to interviews and gave us valuable insights on the needs and desires of the users of the space.

In terms of team work, this was genuinely the most positive experience I have ever had in a group project. Our skills were well-balanced, we communicated openly and regularly, and work was always distributed fairly and completed on time. We were always transparent about our other commitments and time constraints, and made time to meet in-person and virtually in order to accommodate our individual needs while still working together.

Throughout the prototyping process, I had the chance to practice techniques in Figma, such as components and variants that helped optimize workflow and made it easier to make future edits throughout our iterations. Navigating through issues such as increasing visual hierarchy with heavy text and communicating the space's multi-faceted capabilities and DIY nature were also engaging design challenges that encouraged us to explore through multiple iterations.

My advice to future students would be to manage your time wisely and work synchronously as a team as much as possible. Also, try to find a client that represents something that you are genuinely interested in or open to learning more about, as this will make the process much more enjoyable and approachable.

Srushti Naik:

For me, the biggest challenge in managing client expectations was with the scope of the project; Since we were not required to actually implement the website, the project seemed to benefit us more than our actual client. I was worried that they would see no point and thus be unwilling to work with us, especially since we were not working with a traditional business/company. I think that because they are community and student run, they ended up still being very open to the project. This also affected what kind of website we were making. In the research phase particularly, I got to see what a beautiful, unique community the Che has built. Normally, a business would seek to attract as many clients as possible for profit. Even though the Che could attract more folks, the community is dictated by shared values. Trying to find a way to preserve that while marketing it was a really fun and meaningful challenge for me. The whole process made me more passionate about figuring out how to translate energy into a website and deliver a product that reflected their space.

Working with strong team members who bring skills and initiative into the group is really important to me. I worked with two friends and a friend of a friend and it turned out to be a great experience. As we worked together, we also found a few time slots to bond through activities. There were times where I felt that I was falling short in my contributions because two of my teammates were very strong in their technical skills with Figma. The way they prototyped their pages was very different from how I would have gone about it. I really appreciated their patience as I tried to learn from them. I believe uplifting your team members in this way can truly benefit your process and efficiency, even if it does take more time initially. I also appreciated my teammates being open to my suggestions. I tend to take on the leadership role very frequently and have strong opinions, although I am always willing to compromise based on logic and group feelings. Working with a team that was flexible to that made our dynamic smooth. All of our strengths really balanced each other out and complemented each other well. We also reassured one another and thanked each other frequently on skills and contributions which benefited our team morale.

Prototyping was where I personally learned the most in this project. I had never heard of auto layout and had not used components often. My teammates introduced me to these. This was a learning curve but ultimately increased our efficiency, so I recommend students to learn about these and use them. After learning about these, I suggested that we standardize our frames based on a template in order to ensure equal spacing throughout. I felt that this process also increased efficiency by decreasing repetitive tasks so I recommend doing that.