CHE CAFE WEBSITE REDESIGN

A6.2: Critique and Revisions

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CRITIQUE GIVEN TO TEAM KIT KATS

CRITIQUE GIVEN TO TEAM KIT KATS – DESKTOP

OVERALL

- More uniform with the color of text would be nice

HOMEPAGE

- Likes the color aesthetic
- Above the fold, they have “buy a gift card” and “book a visit”, but they said that Cat Cafe want to emphasize the menu so maybe they should consider adding it there
- Home page is a little long
- Title for the gallery so you know it is a gallery of pictures
- Nice that there are reviews
- First impressions – love vibe and aesthetic (beige/brown color scheme is very homy)
- Love the ‘Most Popular’ bubble
- Like seeing the reviews
- Instagram feed helps to know that they are active
- As featured on helps build credibility of the brand
- Wish there was more indication of what page I am on currently on (navbar feedback)

CRITIQUE GIVEN TO TEAM KIT KATS - DESKTOP cont.

BOOK A RESERVATION

- Book visit/ choose reservation- horizontal scroll is neat and saves space
- Icons on the visit page such as age, duration, is very helpful (don't feel like reading the whole description but like to know things like how long it'll last)
- Feels intuitive

OUR CATS

- Like that the adoptable cats button is at the top
- Livestream is super cool

MENU

- Food and add ons could be closer (make it more coherent)
  - Wide
  - Organize it better where food goes with food and drinks goes to drinks
- Seems pretty to understand
  - Visual inconsistency: curious to understand why some are in boxes, bordered, and some aren't (small detail thing but doesn't impede on overall overstanding)
    - Initially thought it was to differentiate but it doesn't, no clear pattern
    - Size of fonts of warm, cold, blended isn't easily distinguishable between Drinks and Food: Same fonts for subheaders lack differentiation
    - Somewhat confused about which category each thing is under

SHOP

- Shop link works only when logged into Facebook
- Redirecting to another page is unindicated and surprising

CRITIQUE GIVEN TO TEAM KIT KATS – DESKTOP cont.

HOW IT WORKS

- How many people are gonna click how it works before book a visit
- If it were me, I wouldn’t read all about us so I might not see it before I book
- Do’s and Don'ts are pretty important that it might even be worth putting it in book a visit page
- I wonder if newsletter subscription should be in the footer (a general trend many websites do)

BLOG

- For older posts, if you go back what would it do? Would carousel

FAQ

- Likes that it expands down, it saves space and the + to - animation

WHAT’S A CAT CAFE

- Should move this section to book a reservation because when I was on the reservation page I didn't know what exactly it was and that there were even options.

ADOPTABLE CATS

- Could include image at the fold
- Text heavy

CRITIQUE GIVEN TO TEAM KIT KATS - MOBILE

NAV BAR

- Nice signifier that indicates that there are subcategories

HOMEPAGE

- Stacking and carousel are intuitive and well-organized, not too scroll heavy without sacrificing information
- Add gallery title
- Book a visit
    - Make same as desktop

OUR CATS

- **ADOPTABLE CATS**
    - Pictures could be a bit scroll heavy to access
    - Add pictures in between the adoptions text

MENU

- The layout is improved on mobile, two columns helps distinguish section better
- Could generally add allergen/nutrition information
- Menu looks better in the mobile, but might be better to make the food have it's own image
- More hierarchy with the text
- Could add more readability of the "specials"
- Kind of busy- less images- round corners of images

CRITIQUE GIVEN TO TEAM KIT KATS – MOBILE cont.

ABOUT US

- **HOW IT WORKS**
  - Do/Don’t seems grouped with Step 3 due to stacking
  - Could provide a secondary title for Do/Don’t Section
  - Style pulls away from the earthy tones
- **BLOG**
  - No older posts available on blog for mobile
- FAQ works effectively
- Could specify hypoallergenic options/availability

CRITIQUE RECEIVED FROM TEAM KIT KATS

CRITIQUE RECEIVED FROM TEAM KIT KATS- DESKTOP

HOME

- Upcoming events is a bit small (viewing out of prototype)
    - Overall text is small (viewing out of prototype)
- Likes Che logo at top
- Banner is a bit big
- Good to have images for the parking, not enough visuals (in general)
- Visually engaging
- Knows immediately that it's about music
- Logo to the nav bar seems a little crowded
- Does body font feel a little plain in comparison to the logo font? Maybe a little more exciting one, especially for banner (maybe a sans serif that's still a little rock and roll)
- Upcoming events page above the fold is engaging
- Ticket icon feels unclear if that's bookmark or tickets - unclear; time and dates are very clear
- Maybe have show information grouped with the image and the rest so it feels like a neater card - fix spacing

EVENTS

- Likes banner in events
    - A little hard to see text in calendar, change color or make bold
    - Overall looks good
- Helpful color-coding
- The days look like buttons; users think its clickable
- Like that you can click to the next month and see what's coming up, but it's not super obvious

CRITIQUE RECEIVED FROM TEAM KIT KATS - DESKTOP cont.

GET INVOLVED

- More images at top, becoming member and text
- Explain what sub-collectives are
  - Nice card click function
  - Emphasize that you can click on the cards, hover over function
- The cards are nice - saves space
- “Subcollectives” is a very niche name, maybe make it more beginner friendly
- Like that the orange is consistently volunteering

FAQ

- Should questions be split into sub sections
- Like back-to-top

VALUES

- Purpose of yellow text concern
- Very text heavy, add images
- Awkward spacing between values and the yellow text; like the color consistency
- Text might be a little too small - maybe highlight key phrases in body text
- Sticky nav bar preferred; back to top more expected on mobile; back to top also good when it’s so long such as this page
- Capitalization on tenets are weird

CRITIQUE RECEIVED FROM TEAM KIT KATS - DESKTOP cont.

HISTORY

- Good spacing and layout
- Back to top button unnecessary since not that long (get rid)

PAST SHOWS

- Bolding dates and band name of past shows for more contrast
- Back to top button for this page
- Add pictures of past shows
- Make the footer more obvious it's the footer

GALLERY

- Scroll horizontally expectation/concern
- Didn't see view all
- Add captions to images
- Increase font size for sub captions

SPECIFIC GALLERIES

- Should add captions to each gallery photo
- Perhaps hover on photo to have text appear
- Have some sort of description
- Have a preface on the top of the specific galleries describing what the following photos are

CRITIQUE RECEIVED FROM TEAM KIT KATS - DESKTOP cont.

ZINE
- Bold “here’s a preview”
- Add a signifier that the user is redirected to google drive

BOOKING SHOWS
- Change color, not sure if it fit with aesthetic with light blue
- Add asterisks to show required questions
- Direct to booking on contact page

CONTACT
- Good amount of info needed

ANSWER TO DESCRIBE WHAT THE CHE IS AFTER WEBSITE
- Space where people can rent it out to see people perform or use the space for their own events
- Emphasize music a lot
- Mostly being used for music, very music focused
- Booked Che space for classes

OVERALL
- Like colors and consistency
- Font size, spacing, footer, scrolling need to be standardized

CRITIQUE RECEIVED FROM TEAM KIT KATS - MOBILE

OVERALL

- Battery and time will overlap with logo
- Subheaders could be different colors
- Home in mobile navbar vs non in desktop
- Add arrows to indicate dropdowns for nav

HOMEPAGE

- Directions and parking button is misaligned
- Tickets are not aligned w edges of card
- Unclear that directions and parking scroll down
- Unclear that google maps link are actually links
- Tapping the map should take the user to directions

EVENTS

- Scroll back to top on events page
- Default google calendar layout may be better
- Nice highlighting on calendar events (for jump to today)

CRITIQUE GIVEN TO TEAM KIT KATS – MOBILE cont.

PAST SHOWS

- Too tall, scrolls past end of content

ZINES

- Explain what a zine is
- Maybe consider horizontal scrolling for zines

GALLERY

- Photos label in nav bar went to gallery, direction is unclear
- Make more intuitive to go to other galleries from main gallery page

BOOKING

- Font looks a little big
- Embed google form for final prototype

CONTACT

- Spacing issue between address and physical location
- Add colored headers

LIST OF CHANGES

Suggested Changes and Design Choice Justification

1. Add a “back to top” button on pages that require extensive scrolling, such as the Events (mobile) and Values pages.
    a. **Reject** - we already have a navbar that sticks to the top of the screen for easy access to pages
2. The formatting of Get Involved mobile and desktop are different with mobile having dropdowns for the sake of saving space. Standardize these across both platforms for more consistency.
    a. **Reject** - The desktop and mobile have different spatial needs as mobile spacing is limited; clarity is not being sacrificed
3. The subcollective cards are less rounded than the information that pops up after clicking on it, so make these information bubbles less rounded for consistency. Add an indicator/animation that cards are to be interacted with because the cards don’t appear very clickable.
    a. **Accept** - Standardization, consistency, and intuitive interactions are important to optimize user experience
4. Too much scrolling in Past Shows.
    a. **Reject** - This page acts as a historical account/archive that users would not necessarily peruse but just skim and move on or potentially “control F” to access specific information.
5. Explain what a Zine is on the zines page.
    a. **Accept** - This makes the content of the site more accessible to users
6. Standardize the page labels, as clicking the Photos subtabs from the Gallery tab leads to a page that says “Gallery” on the banner and is not intuitive
    a. **Accept** - This makes the flow clearer and prevents confusion to what page the user is on
7. Add icons or signifier to indicate that pictures on gallery page are clickable, as moving from the gallery page into subcategories like galleries of Shows, Non-performance Events, Physical Space is currently unintuitive
    a. **Accept** - Users should easily be able to access sub-pages
8. Embed the Google form in the Bookings page to make it more clear to users about how it will be reflected in the actual website
    a. **Compromised** - we will add a screenshot of the Google form because embedding a functional form for a prototype is impractical/not feasible; a Google form is more familiar to users than our current placeholder and will get our idea across better when presenting to clients, developing, and more.

Suggested Changes and Design Choice Justification

9. The spacing between sections of the contact page should be made more clear as to what information grouped together
    a. **Accept** - This is important to the visual design and conveying information hierarchy
10. Add more visuals on home page, in particular with parking.
    a. **Accept** - it was our goal to convey more through visuals originally in order to make the site more digestible
11. Add text that makes it clearer to the user about how to get involved.
    a. **Accept -** we ran into this issue for our user test as well so it is definitely important to address.
12. Add images to values page due to the text-heavy nature of the page
    a. **Reject** - this portion of the site is serious textual information and acts as a “living document”; adding pictures will make it longer than it needs to be and may distract from the purpose of the document
13. Add pictures to Past Shows page.
    a. **Reject** - This purpose of this page is just to create an archive. The photos that exist from past shows are not dated, so it would be misleading to put them at certain points in the timeline. Additionally, pictures from past shows can already be found in the gallery.
14. Add a clearer information hierarchy for Past Shows.
    a. **Accept** - This will prevent a cluttered page, improve readability, and contribute to an overall cleaner design.
15. Emphasize other elements of the Che on the homepage, as the team’s impression of the Che was primarily a music venue.
    a. **Accept** - We can adjust content and highlight choices to make it more clear that the space is also used for other things; this will better represent the Che
16. Add the booking contact email to the Bookings pages.
    a. **Accept** - This is helpful for users if they have questions about communication and the venue, especially for those who are similar to our performer persona

Suggested Changes and Design Choice Justification

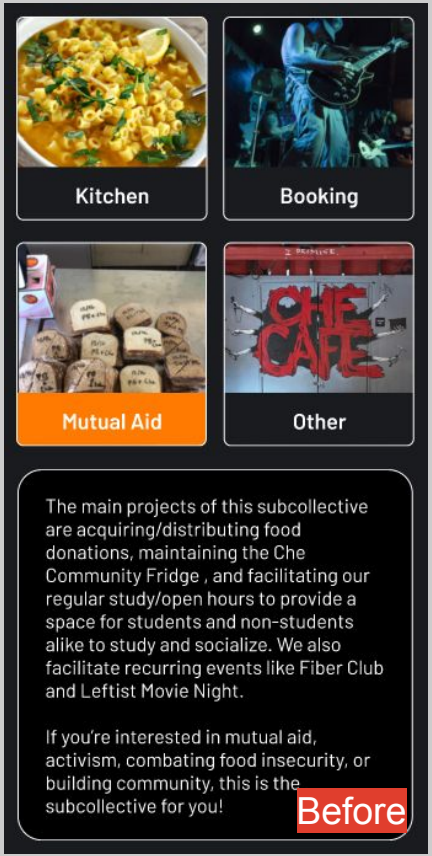
17. Add colored subheaders in order to differentiate sections more strongly.
    a. **Accept** - This improves information visualization and hierarchy, and allows us to enforce the individual branding colors
18. Adjust mobile frames to allow space for time/battery/etc. display that may overlap with navbar when on an actual device.
    a. **Accept** - This provides more clarity/visibility of content and prevents any obstruction that a user may face when looking at the prototype from their personal device
19. Adjust the tickets icon on the homepage events, as it is a bit unclear and looks like a save/bookmarks button.
    a. **Accept** - We can adjust the order and spacing to make this function more clear, as buying tickets are an important element to the Che's emphasis on shows and events.

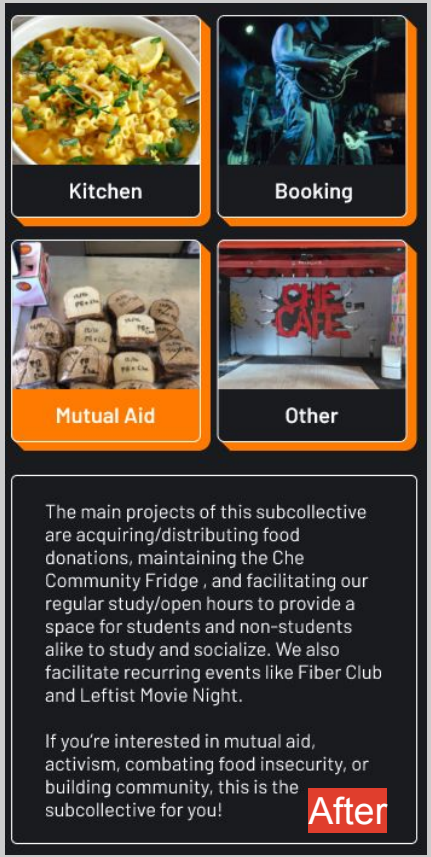
BEFORE AND AFTER

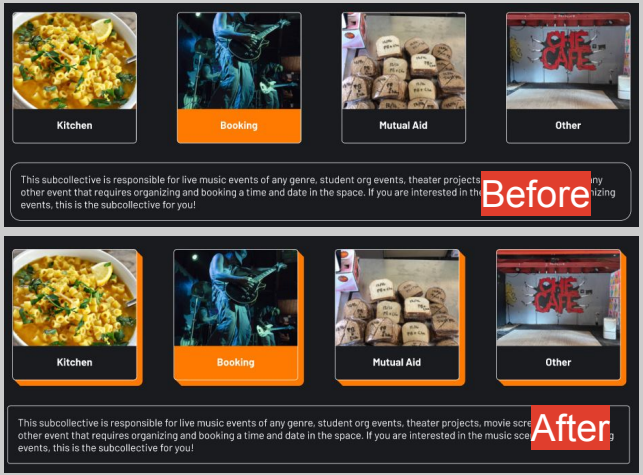
Before & After Changes – A Note

The changes we made that would majorly improve the information architecture, usability, and structure are on the slides that follow. For the changes that are mostly minor copy/content changes for clarification reasons, we have not displayed them in this section since they are visually and architecturally minimal, and are not currently prioritized in our design process. They are still described under “List of Changes”, however.

Item #3 on List – Subcollective Cards and their Description





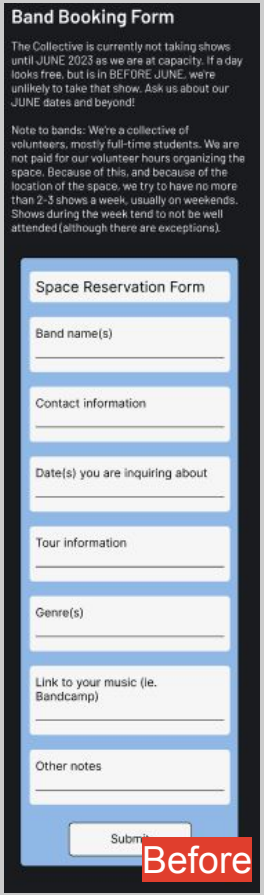


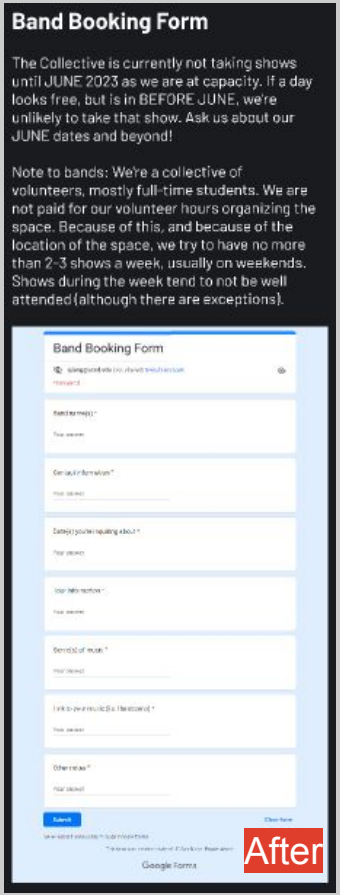
See desktop (left) and mobile (above).

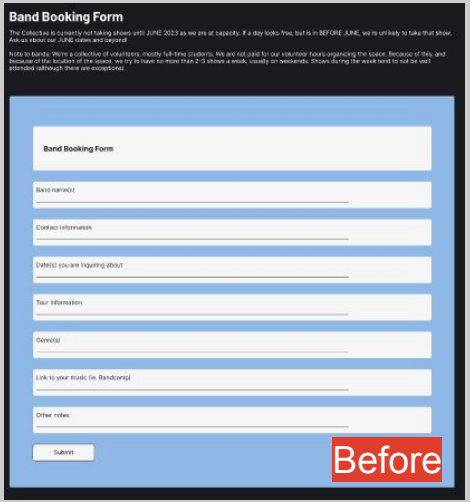
Based on feedback, we chose to change the appearance of the cards to improve their intuitiveness and consistency.

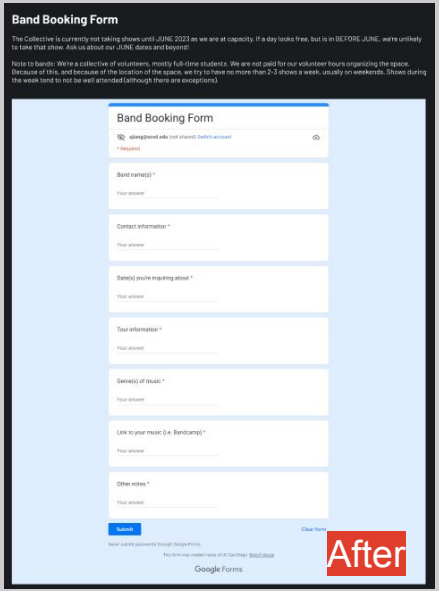
To do this, we changed the border radius to match other elements on the page. Next, we changed the visual style of cards to make them seem more clickable.

Item #8 on List – Google Form









See desktop (left) and mobile (above).

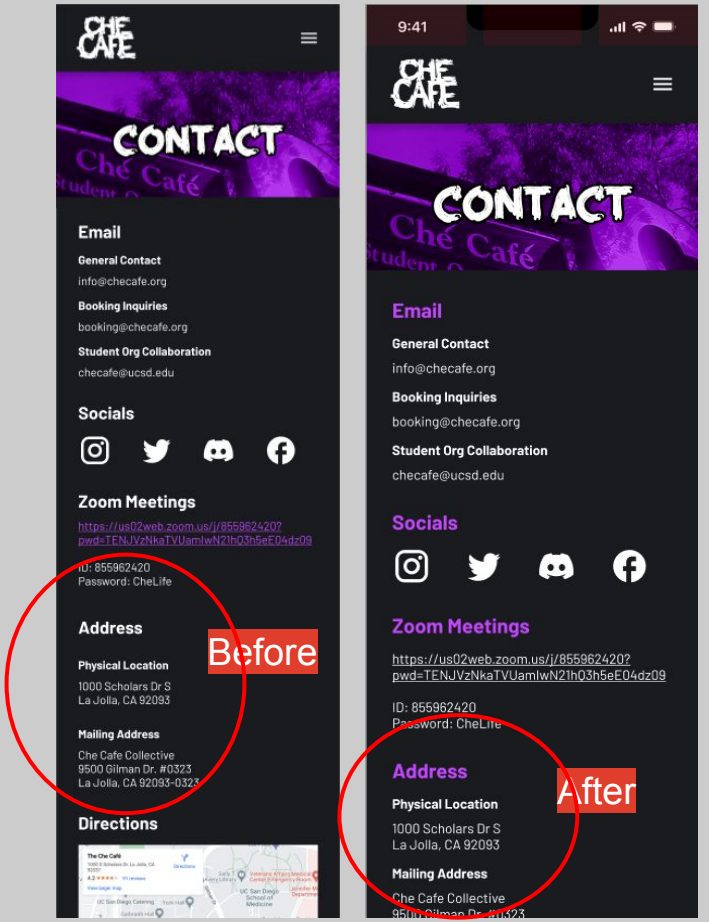
Based on feedback, we chose to use a screenshot of the Google form (instead of our own mockup) for its advantage of being familiar and widespread.

To do this, we created the actual necessary fields and questions in a Google form and then took a screenshot.

Item #9 on List – Spacing on Contact Page

See mobile (above) left. Issue nonexistent on desktop.

The team we were working with noticed an excessive amount of spacing in between “Physical Location” and “Address”. In order to convey that the Physical Location and Mailing Address were subcategories of Address, we reduced the spacing between “Physical Location” and “Address” and standardized the spacing between all of the other subheaders colored in purple.



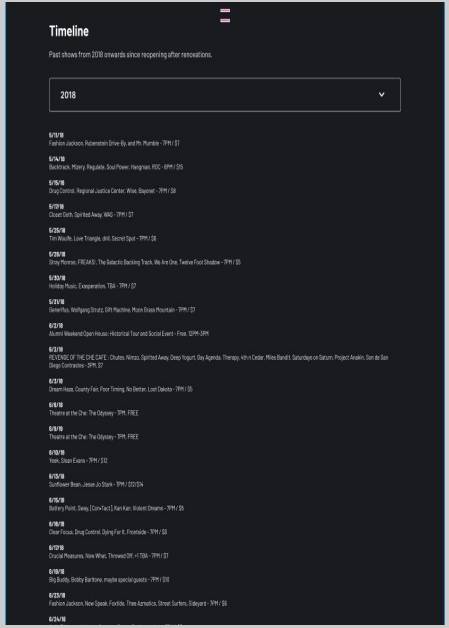
Item #14 on List – Clarify Information Hierarchy for Past Shows

Before

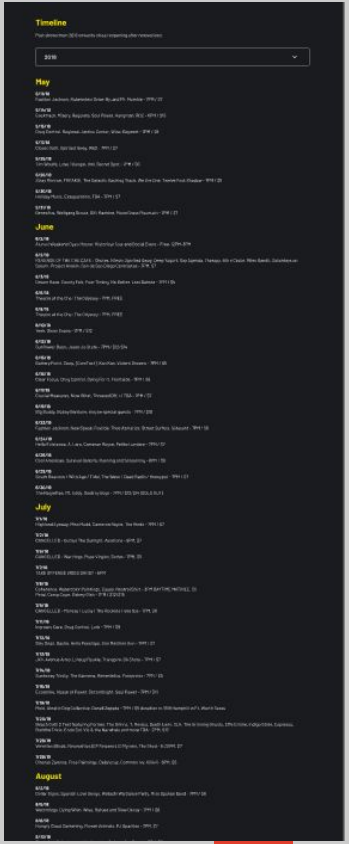
After

See mobile (left) and desktop (right).

Our team received feedback saying that these pages were highly textually dense. We were told to break up the information further. We had already broke down the timeline from the original Che Cafe website by year. For this redesign, we broke it down even further by adding colored subheaders to indicate months. The information is still listed under each date in the format “month/day/year” for further clarity.

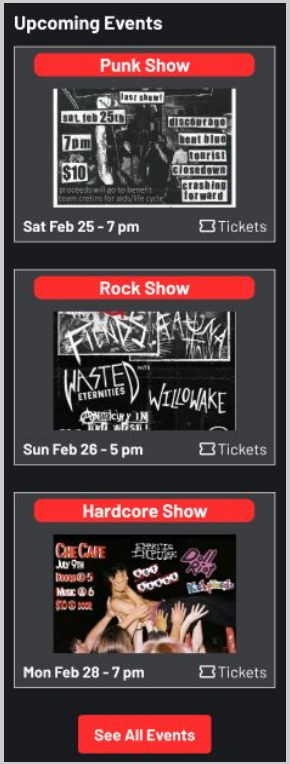


Before

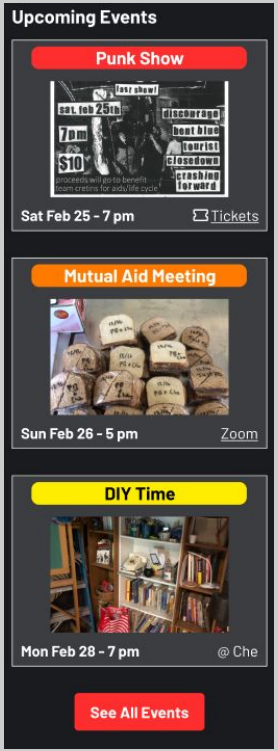


After

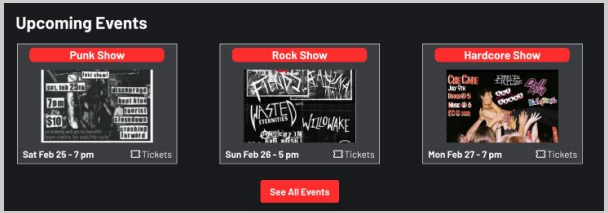
Item #15 on List – Diversify Featured Events



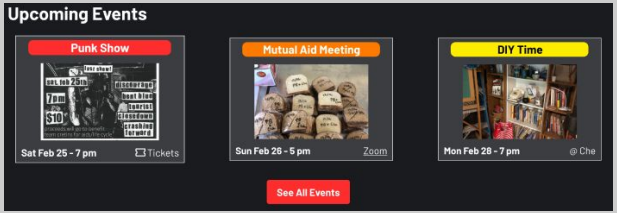
Before



After



Before



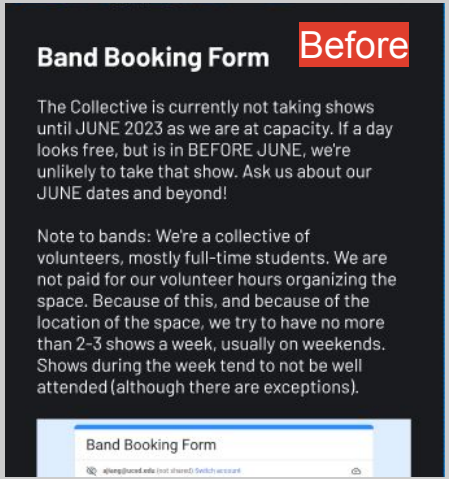
After

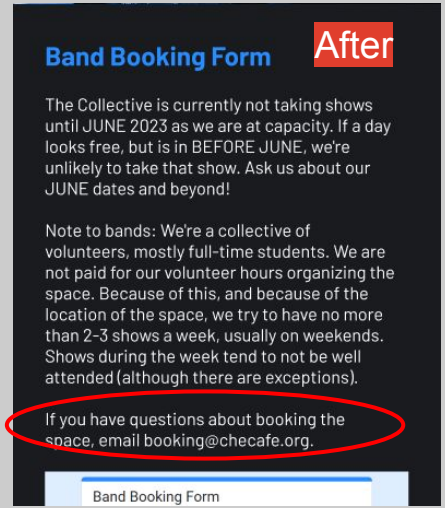
See desktop (left) and mobile (above).

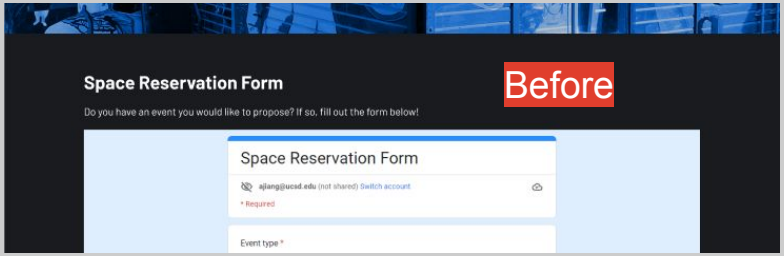
Based on feedback, we want to help users form a first impression that the Che is not just for music show in order to more accurately represent the Che.

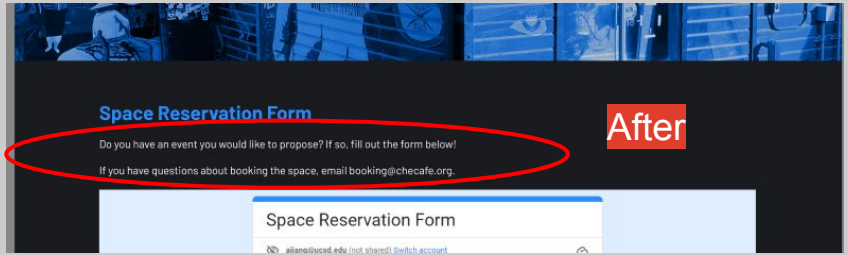
To do this, we updated the upcoming events section with meetings and other public events so that music shows are not the only thing that's obvious.

Item #16 on List – Add Contact to Booking Pages





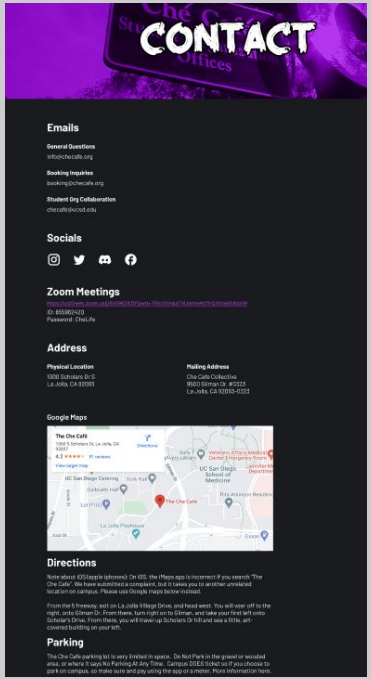




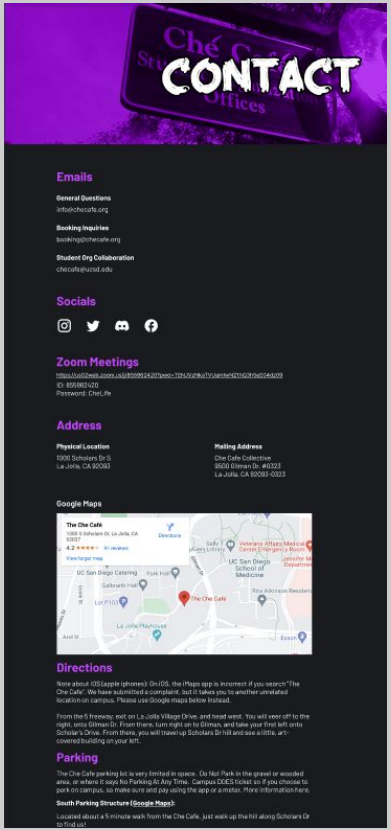
See mobile (left) and desktop (right).

The feedback our team received indicated that users may have additional questions about booking. While the email can be found on our Contact page, it is more accessible and convenient when located on these pages. This way, the user does not have to search for the contact point if they have questions, but rather, is provided with this point of contact immediately. This may also provide a sense of reassurance.

Item #17 on List – Change Colors of Subheaders



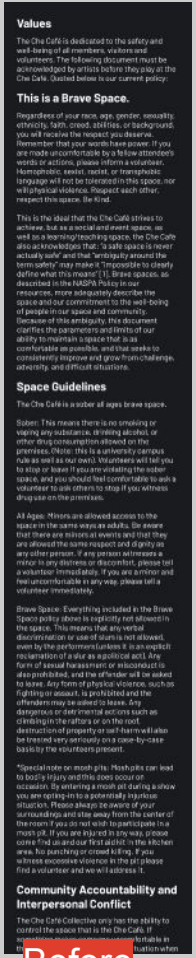
Before



After

See desktop (right) and mobile (left).

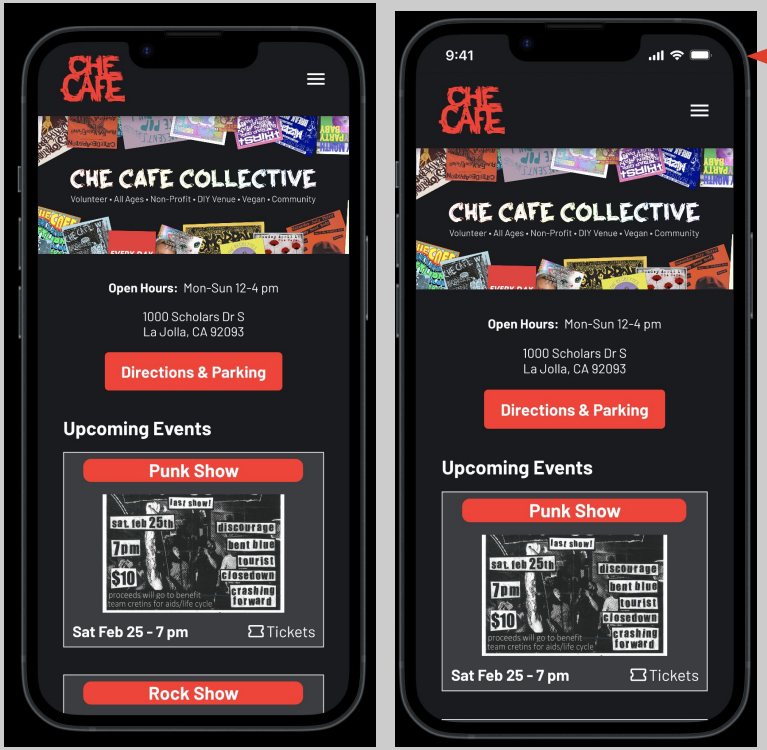
The team critiquing us suggested that we change the subheaders on our pages to a different color in order to help draw attention and break up the text more. These images showcase some of the more section heavy pages. The sections are much clearer and there is a lot more visual interest in these pages after making these changes.



Before

After

Item #18 on List – Mobile Nav Bar Adjustment



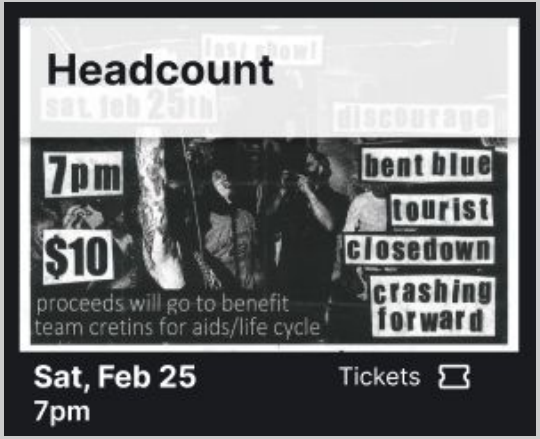
Before

After

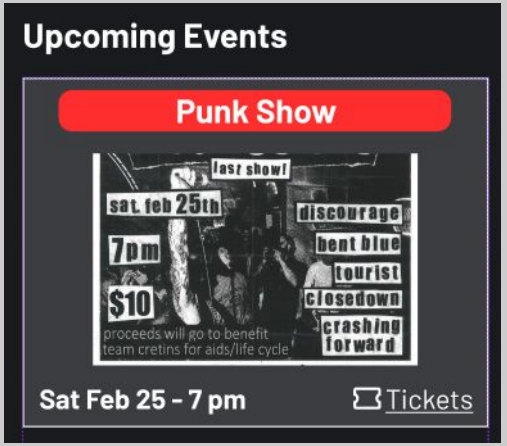
By inserting the existing device UI, the nav bar is no longer too close to the camera and the user has full access to it's functionality

Based on feedback, we adjusted mobile frames to allow space for the time and battery display that may overlap with navbar when on an actual device in order to provide a more realistic experience.

Item #19 on List – Improve Upcoming Events Card



Before



After

Both desktop and mobile use the same cards.

Based on feedback, we want to make the Ticket icons on the upcoming events cards seem less like a bookmark and improve the visual aesthetic of the card overall in order to improve usability, consistency, and experience.

To do this, we changed spacing and ordering of elements in the card. It's clearer now how to purchase tickets, and it matches the rest of the site (specifically the events page) a lot better. Changing the title of the card to the event at hand versus the performing band also makes it more beginner friendly. New members of the music scene may not recognize/understand band names.

DEVELOPMENT PLAN

Current and Upcoming Week

Week 9							
	Sign Up for Final Presentation	Srushti	0.5	3/5/2023		1	Either 3/16 or 3/21
	Mobile HighFi Values/History/B	Srushti/Jared	4.5	3/5/2023		2	
	Desktop HighFi Values/History/	Rachel/Amber	4.5	3/5/2023		2	
	Finalize Mobile HighFi Proto	Srushti/Jared	4.5	3/6/2023		2	Flexible to 3/7/2023
	Finalize Desktop HighFi Proto	Rachel/Amber	4.5	3/6/2023		2	Flexible to 3/7/2023
	Overall Check and Turn in A6 F	Team/Rachel	1.5	3/7/2023		1	
	Set Meet Time with Critique Te	Amber	0.5	3/7/2023		1	
	Critque Meeting	Team	3	3/8/2023		1	
	Analyze Feedback	Team	2	3/8/2023		1	Notes/Potential Changes
	Accept/Reject Design Changes	Srushti/Team	1	3/8/2023		2	
	Update Development Plan	Jared	2.5	3/8/2023		1	Add specifics after critique meeting
	Start Revisions/Deliverables/Cl	Team	2.5	3/8/2023		2	
	Change layout of Media Galler	Rachel	0.5	3/8/2023		1	
	Add video gallery page and cha	Jared	1	3/8/2023		1	
	Embed google forms to bookin	Amber	0.5	3/8/2023		1	
	Navbar adjustments	Rachel	0.5	3/9/2023		1	
	Add contact to booking	Srushti	0.5	3/9/2023		1	
	Make subcollective card more l	Amber	0.5	3/9/2023		1	
	Diversify Home page features/I	Amber	0.5	3/9/2023		1	
	Finalize Revisions / Change co	Team	3	3/9/2023		2	
	Finalize Deliverables	Team	3	3/10/2023		2	
	Overall Check and Turn in A6 F	Team/Rachel	1.5	3/10/2023		1	
	Start Final Presentation	Team	4	3/11/2023		1	Split up slides to work on and present
Week 10							
	Redesign Home Page	Team	2	3/13/2023		1	Small Che Blurb, 2 not-shows, 1 show
	Discuss Possible Animations	Team	2	3/13/2023		3	
	Finalize Presentation	Team	5	3/14/2023		2	
	Presentation Practice	Team	3.5	3/15/2023		1	
	Presentation Day	Team	0.5	3/16/2023		1	Or 3/21/2023
	Meet with Client for Implementa	Team	3	3/17/2023		2	Tentative
					SITE RISK:	1.377358491	

Past Weeks

Week 7							
	Mobile Start Transition from Lo	Rachel/Jared	4	2/17/2023		1	
	Desktop Start Transition from L	Amber/Srushti	4	2/17/2023		1	
	Mobile Start Continue MidFi	Rachel/Jared	4	2/20/2023		1	
	Desktop Start Continue MidFi	Amber/Srushti	4	2/20/2023		1	
	Meet with Prof Check In	Team	1	2/23/2023		1	
	Discuss Prof Feedback and Im	Team	3.5	2/23/2023		1	
	Mobile Functional MidFi Proto	Rachel/Amber	4	2/23/2023		1	
	Desktop Functional MidFi Prot	Rachel/Amber/S	4	2/23/2023		1	
	Site Map	Amber	3	2/23/2023		1	
	Functional Specification	Jared	3	2/23/2023		1	
	Team Planning	Jared	3.5	2/23/2023		1	
	Overall Check and Turn in A5	Team/Srushti	2.5	2/24/2023		1	
Week 8							
	Add Risks to Plan	Jared	1.5	2/26/2023		1	
	Schedule Critique Time	Amber	0.5	2/26/2023		1	
	Go Over Aspects to Redesign	Team	3	2/28/2023		1	
	Create Style Guide	Team	4	3/1/2023		1	
	Mobile HighFi Home Page/Nav	Srushti/Jared	4	3/1/2023		2	
	Desktop HighFi Home Page/Na	Rachel/Amber	4	3/1/2023		2	
	Mobile HighFi Events/Get Invo	Srushti/Jared	4.5	3/2/2023		2	
	Desktop HighFi Events/Get Inv	Rachel/Amber	4.5	3/2/2023		2	
	Take Pictures of Che (Space a	Jared/Team	4	3/3/2023		3	Parking, Mutual Aid
	Meet with Client to Show Progr	Team	2	3/3/2023		1	
	Mobile HighFi Archive/Events/(	Srushti/Jared	4.5	3/3/2023		2	
	Desktop HighFi Archive/Events	Rachel/Amber	4.5	3/3/2023		2	