

Chicago Public Art Group

Non-Profit Redesign

My Role

UX/UI Designer

Team

Regan O'brien
Derek Yoon

Duration

3 Weeks

Tools

Figma
Illustrator
Google Suite

Project Overview.

PROBLEM

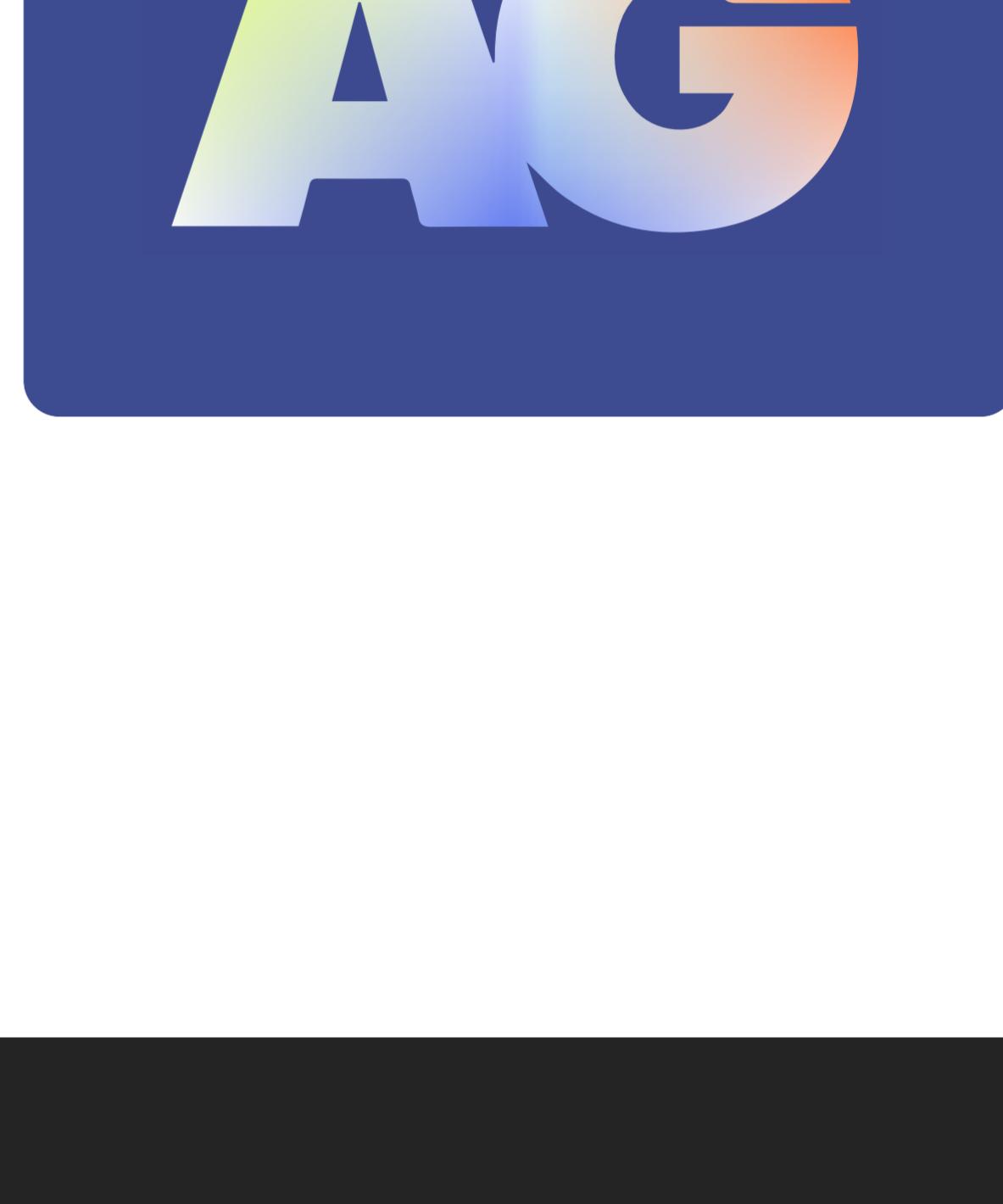
Chicago Public Art Group was designed to promote the accessibility and exposure of art to every community. We can achieve our goals by focusing on overall outreach for involvement in the organization. By connecting more people through volunteering, funding, and artist involvement, CPAG can unify the diverse neighborhoods of Chicago with beautiful works of public art accessible for all.

NEEDS

- Better content chunking to help communicate information efficiently
- A universal user journey to accommodate all site visitors
- Focus on calls-to-action for donations and volunteering

SOLUTION

- Content testing to understand how users are digesting information
- Emphasize "get involved" journey
- Create more opportunities for calls-to-action
- Unify existing design style and showcase photographs



Research.

USER PERSONA

AFFINITY MAP

step 1.

EMPATHY MAP

**Megan
McCarthy**
Age: 25
Education: Med School
Occupation: Student
Location: Chicago, Illinois

Devices

Background

Megan McCarthy is a med student that has lived in Chicago her whole life. She currently lives with her parents as she attends the University of Chicago for Medicine. Because she has lived there her whole life, she feels very nostalgic, yet bored of her neighborhood. She feels a lack of inspiration every time she walks around, and wants a change as she has seen public art that has inspired her.

Goals

- Provide opportunities for Chicago to experience art
- Find interests in the mundane
- Make her childhood neighborhood an artistic spot
- Creating memorable experiences/relationships

Frustrations

- Does not know about local artists
- Touristy hot spots in Chicago are too centralized in one location
- Art is not as accessible as it should be
- Financial burdens of being a student

Needs

- Meaningful relationships
- Try new things
- Art related hobbies
- To find community
- Inspiration in everyday life

Tools



"I wish I could feel inspiration everyday"