Canopy Azure - Art and Design Studio

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Project overview

The product:

Canopy Azure is an Art and Design Studio, they conduct classes for people to learn different art styles. They also hold workshops and exhibitions from time to time.

Project duration:

05 December 2022 - 25 December 2022

Project overview

The problem:

- The owners of Canopy Azure wanted a landing page to increase their reach.
- A landing page with all the necessary information was required.

The goal:

- Design a website that gives a basic information about Canopy Azure, their workshops and exhibitions and contact details.

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Project overview

My role:

UX designer leading the Canopy Azure's website design

Responsibilities:

Initial requirements gathering, digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Problem statements

User research: summary

I defined research goals and conducted interview of the owners of Canopy Azure. The primary user group is mostly parents with young children who want their kids to get into art. Although Canopy Azure doesn't limit their students by age and people of any age can join in so target audience is roughly everyone in general.

As I continued the research by interviewing, I figured out the main components that they needed was a brief 'About Us' information, Information about the art educators, workshop and exhibition details and Contact details.

User research: pain points

1

Time

Making a simple design with only the necessary information would help save people's time in getting to know Canopy Azure and their mission.

2

Information

Instagram and Facebook can be too distracting with lot of content, Providing a simple website with just the necessary information was a need.

3

Accessibility

Proper contrast and headline levels needed to ensure the site is not limiting to people with disabilities.

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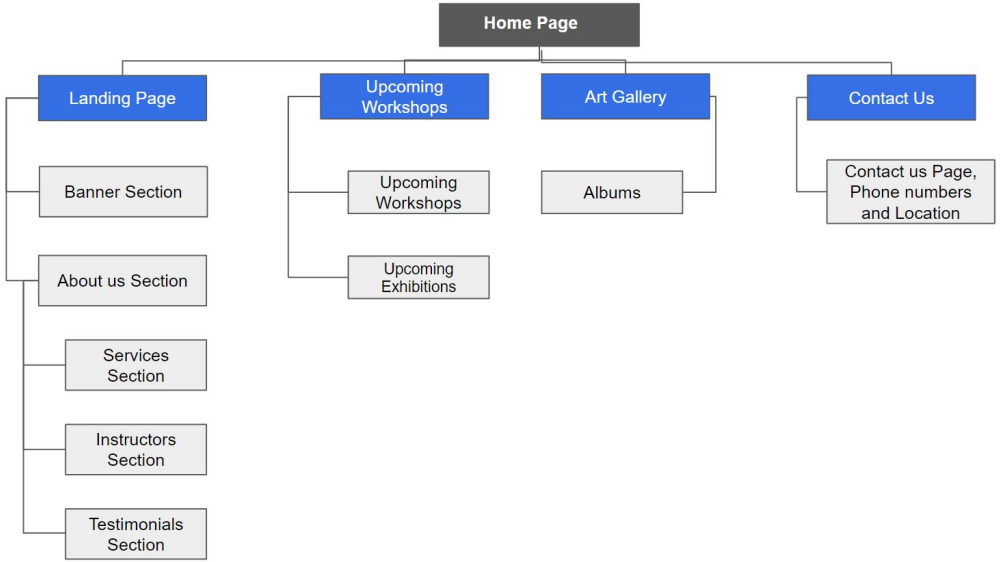
Starting the design

- Sitemap
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

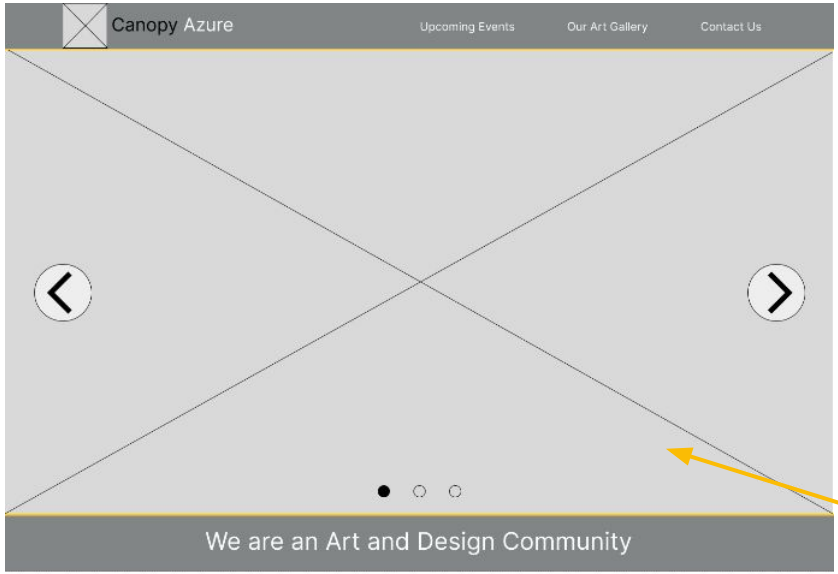
The main pain point for the users was the simplicity of design with all the necessary information present.

My goal here was to make a landing page which had almost all details that were necessary. Banner section would give the visitors an idea of the upcoming workshops and exhibitions which was important for the users, and by scrolling down the visitors would be introduced to what Canopy Azure is about.



Digital wireframes

Based on the research, Users wanted to grab their visitors attention to the upcoming art workshops, so I provided a Banner section on the hero section to immediately let users know about the events coming up.



A Banner at the start will give information about upcoming workshops and exhibitions to visitors.

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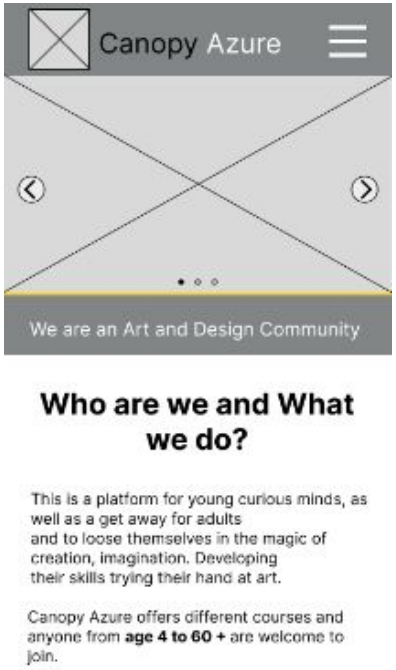
Digital wireframe
screen size variation for mobile



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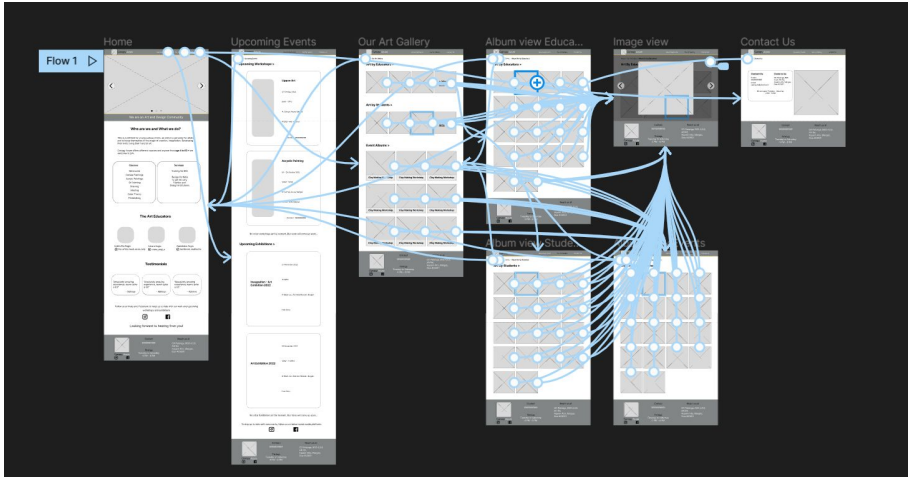
Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of landing page, upcoming events, albums and contact details.



View [Canopy Azure's low-fidelity prototype]

Usability study: parameters

Study type:

Unmoderated usability study

Location:

India, remote

Participants:

5 participants

Length:

5-10 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Albums

While having albums and images available on the page is good but it would mean extra work for the owners to maintain the albums and pictures on the site, whereas they already maintain albums on facebook

2

Information about the Educators

As per the suggestions, providing a flyout menu with more information about the art educators would be helpful for the visitors.

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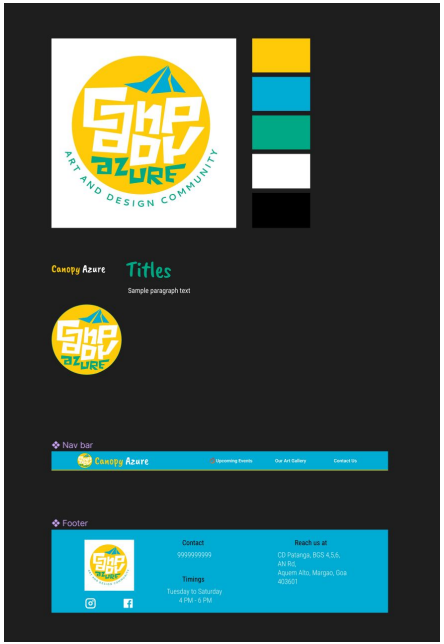
Refining the design

- Sticker Sheet
- Mockups
- High-fidelity prototype
- Accessibility

Sticker Sheet

Based on primary colours on the logo of Canopy Azure, I created the sticker sheet below with colours used, typography used for titles and sample paragraph text.



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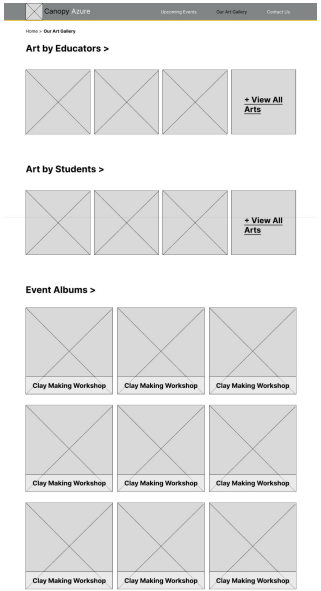
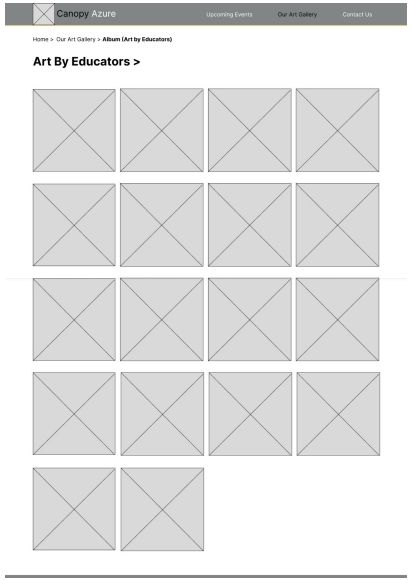
Mockups

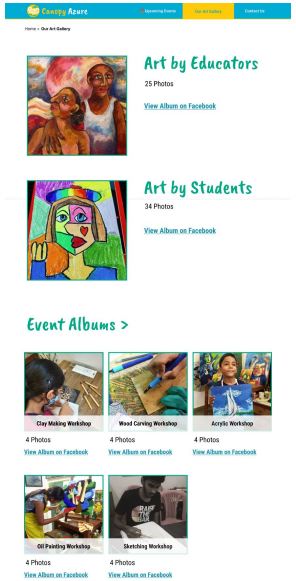
Based on the insights from the usability study, I made changes to the design by removing the eliminating the wireframes of separate albums and making a one common Art gallery page with albums that redirects visitors to the canopy azure's facebook.

Before usability study





After usability study



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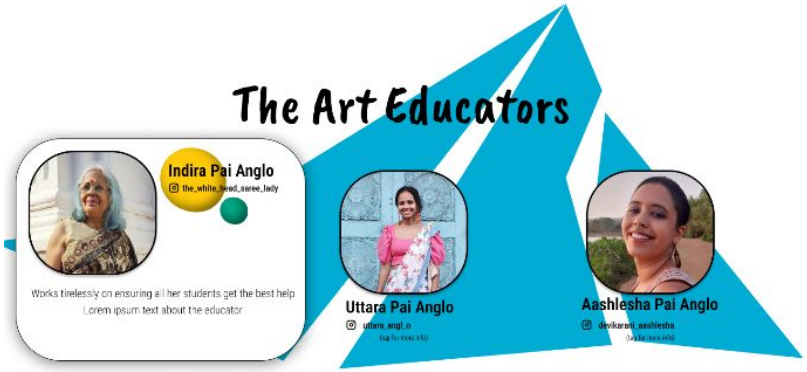
Mockups

Flyout menu was added on tapping on the art educator’s name and image.



Mockups: Original screen size

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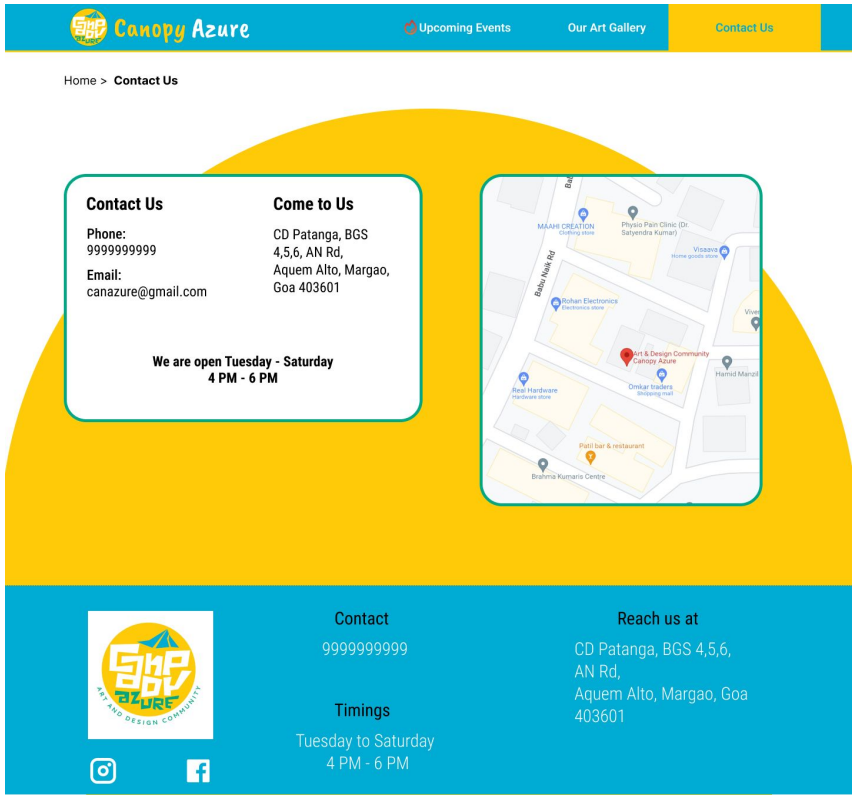
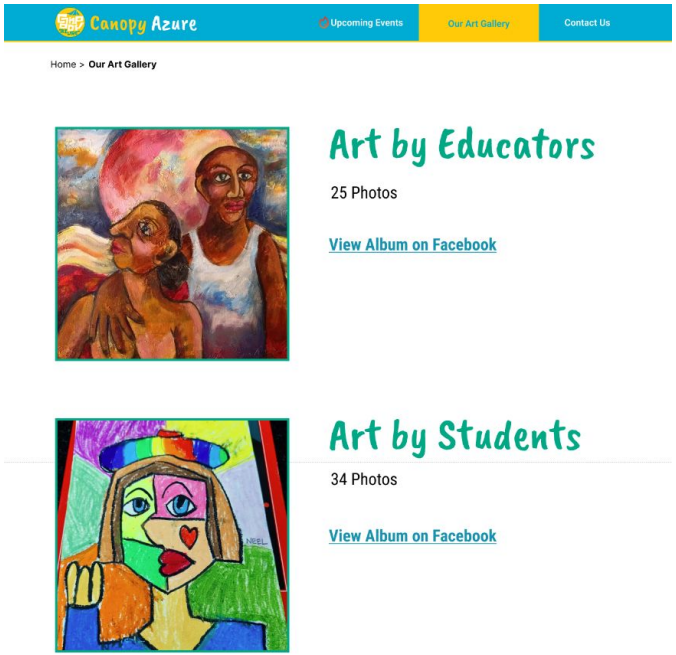
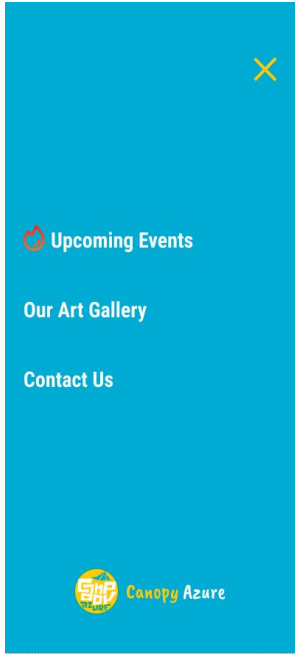




Mockups: Screen size variations

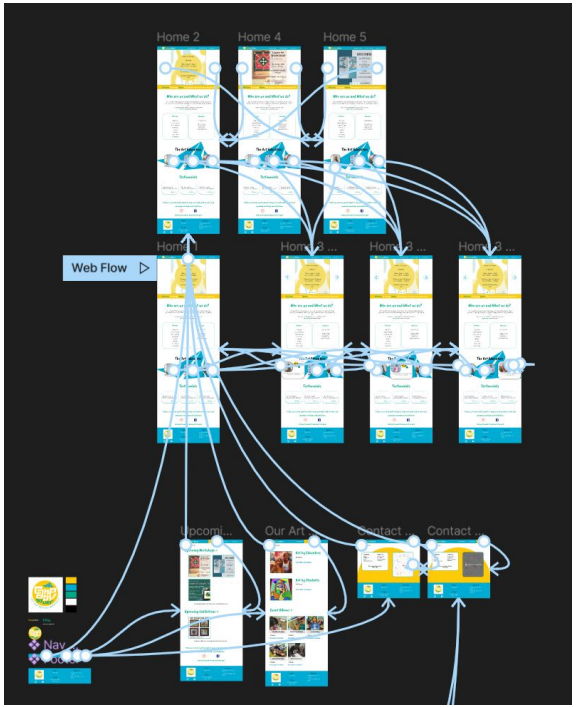
I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users browse from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by users.

View the Canopy Azure's [high-fidelity prototype]



Accessibility considerations

1

Followed Accessibility standards while choosing colors to ensure the contrast follows AA and AAA standards for people with colorblindness.

2

Clear headings were provided so that website is compatible with screen readers.

3

Useful landmarks were used like Hamburger menu.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

This website helps visitors get a basic information about Canopy Azure and what they stand for. As well as inform them about any workshops that might interest them.

One quote from usability feedback:
“I loved the colours and the simple design which helped me focus on the important things and not get lost on the landing page”

What I learned:

While designing the Canopy Azure’s website, I learnt a lot about how the initial processes about empathizing and defining user needs and how it helped me be clear on what needs to be designed. Usability studies and feedbacks helped me in improving the designs further.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

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Let’s connect!

Thank you for your time reviewing my work on the Canopy Azure Website! If you’d like to
see more or get in touch, my contact information is provided below.

Email: dummy@email.com
Website: dummydesign.uxportfolio.com

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Thank you!

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