

# Affinity Diagram

## Visual Design and Graphics

Inconsistent Color Scheme

John Lee Strickland

Outdated Photos or Icons

John Lee Strickland

Outdated Buttons

idea goes here.

Outdated Background  
idea goes here.

## User Experience

Confusing Navigation in self service

John Lee Strickland

Links are not organized

John Lee Strickland

Some pages mobile-friendly and others not

John Lee Strickland

Can be slow to load

John Lee Strickland

Could have more dropdown menus for organization

John Lee Strickland

Too many similar buttons

John Lee Strickland

## Branding and Consistency

Inconsistent branding

John Lee Strickland

No clear design guidelines

John Lee Strickland

Logo placement differs

John Lee Strickland

Needs updated logos

John Lee Strickland

## Content Management

Outdated staff bios

John Lee Strickland

## Accessibility

Low color contrasts on pages

John Lee Strickland

Hard to find things due to scattered buttons on self service.

John Lee Strickland

Tap targets (buttons, links) too small for touch.

John Lee Strickland

Overwhelming page layouts; too much text on one page.

John Lee Strickland

Inconsistent navigation — users can't easily predict where links lead.

John Lee Strickland