

UCLA CKI

WEB UI/UX CASE STUDY

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JUL - AUG 2022

Brief

1. Overview
2. Problem Statement
3. Team & Responsibilities
4. Scope & Constraints

Overview

Circle K International (CKI) is the **world's largest collegiate service organization**. UCLA's chapter stands at the forefront of CKI, earning the honor of "Outstanding Total Achievement" at the 2022 District Convention and generating thousands of volunteering hours and charity funds annually.

Problem Statement

The list of resources available to UCLA CKI members is extremely robust, ranging from service event sign-up sheets to test banks. In addition, the club has an overarching theme every year (this year's was Animal Crossing).

With this in mind, the organization's **current website lacks ease of access to resources, nor does it convey a strong sense of theme or visual identity**. As a result, members can feel confused or overwhelmed rather than assisted by the club website.

The screenshot shows the UCLA CKI website with a light gray header featuring the CKI logo and navigation links for HOME, ABOUT, MEDIA, and RESOURCES. The main content area has a dark gray sidebar containing text about the club's history and mission, followed by a white main content area with a sidebar of links.

WELCOME TO UCLA CKI

Charted on March 7th, 1974, the University of California, Los Angeles chapter of Circle K International is a student-run community service organization operating under these tenants: Service, Leadership, and Fellowship. Members are actively involved in our community and are encouraged to participate in our many service projects and leadership opportunities.

Things Happening In the Club

CKI Circle K International

HOME ABOUT MEDIA RESOURCES EVENTS

2022-2023 APPOINTED BOARD APPLICATION

GUIDE TO UCLA CKI

FORMS AND IMPORTANT LINKS

2021-2022 MEMBERSHIP APPLICATION

MENTOR APPLICATION

MENTEE APPLICATION

Looking for a particular form? Having trouble navigating through all the pages? Don't worry! We've got you covered.

MEMBER IMPORTANT LINK DRIVE (Virtual Meeting Zoom Link, Code of Conduct, etc.)

LINKTREE

ARTICLE SUBMISSION LINK

ALUMNI WEBSITE

CLUB PHOTO ALBUM

Team & Responsibilities

As the organization's director of technology, I was placed in **command of the website's end-to-end redesign**, from ideation to launch.

In the process, I **worked in tandem with the organization's graphics director**, who provided Animal Crossing drawings to be integrated into the design. I also **communicated with the club's executive board** to ensure that designs aligned with the desired "image" of the organization.

Scope & Constraints

The scope of the redesign extended to the club's **entire website**, including a welcome splash page, "about" pages, asset repositories, and more.

The task was also to be completed in a **short time frame**, starting no earlier than the mid-summer reveal of the new club theme, and finishing no later than the beginning of the new school year in September.

Finally, because the website is hosted through Weebly, I was somewhat restricted in the designs I could produce due to inherent **implementation limitations**.

Research

1. Competitor Analysis
2. Contextual Inquiry
3. User Personas
4. Key Takeaways
5. Proposed Solutions

Competitor Analysis

Before attempting to create my own designs, I conducted an audit of the websites of **3 other UCLA service organizations, 1 other Circle K branch, and 1 non-collegiate, LA-based service organization.**

In doing so, I **identified 8 features that made websites for service organizations more effective**, whether as means of recruitment or member retention. I would later take special care capitalizing off of these factors when designing Circle K's own website.

	<i>Relay for Life</i>	<i>Swipe Out Hunger</i>	<i>ACM Teach LA</i>	<i>CSULB Circle K</i>	<i>LA Lions Club</i>
Mission Statement	●	●	●	●	●
"What We Do"	●	●	●	●	●
Onboarding	●	●	●	●	○
Impact	●	●	○	●	○
Community	●	○	○	●	○
Resources	○	●	●	●	○
Modern UI	○	●	●	○	○
Updated (2022)	○	●	○	●	●

Contextual Inquiry

Next, I reached out to **10 current Circle K members** and invited them to participate in written **interviews** to find out more about the range of their values and experiences. I found that:



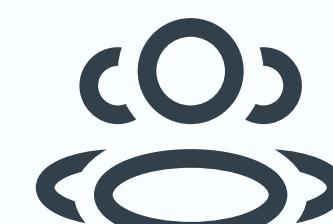
100%

of participants stated that they **balance internships, jobs, and/or other organizations** on top of Circle K.



100%

of participants **considered the event sign-up form a crucial member resource**; the next most popular resources were cited by only 7 and 5 out of 10 people.



90%

of participants considered **fellowship to be the most important aspect** of their Circle K experience.

User Personas



Audrey

THE EXECUTIVE

Grade: Senior

Major: Political Science



Stephanie

THE PHILANTHROPIST

Grade: Sophomore

Major: Biology



Caesar

THE DEBUTANT

Grade: Freshman

Major: Civil Engineering

Audrey is a long-time member of her university's Circle K, and she's taken on a **prominent board position** as a final hurrah before she graduates. She's always **on the lookout for ways to recruit prospective members** so that they can have the same amazing experience that Circle K gave her.

Stephanie has been in Circle K for a year, choosing to stick around for the club's fun service events and handy test bank. To **balance her busy pre-med schedule with Circle K**, she's seeking a resource that can afford her **easy access to club resources** whenever she misses a meeting, or just needs to quickly reference something.

Caesar is a newly admitted freshman at his college. As a former member of his high school's band, he knows the **importance of community** and is excited to find it in by attending his new school's club fair. He knows he's looking for a **fun and inclusive group** that's **driven by a common interest**.

Key Takeaways

After analyzing competitors and speaking with Circle K members, I synthesized my **research findings into 4 points of improvement** to act as a springboard for my redesign:



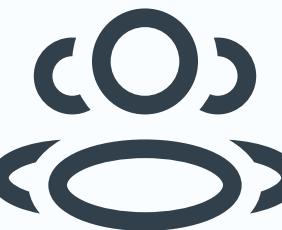
First Impressions

College students are busy. The information that's most important to someone deciding whether they should join a club should be available at a **split-second glance**.



Details

People want to know what they're getting into before signing up for something. For a student organization, that means **examples of events and socials**.



Community

For many, the **appeal of a student organization** is the unique sense of community that each one creates.



Structure

An issue that plagues many student-run websites, Circle K's included, is a **lack of intuitive user paths**.

Proposed Solutions

To close out the research and ideation phase, I devised the following solutions to the 4 aforementioned takeaways:



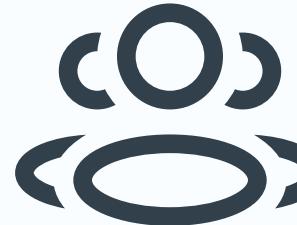
Splash Page

Create a landing page that keeps the site's primary demographic, new members, in mind: an elevator pitch, a call to action, and an invitation to learn more.



Varied Content

Go beyond text descriptions with photos and numerical measures of impact to create visual appeal and truly differentiate the organization from others on campus.



Human-Centric Design

Incorporate quotes from members and short bios of board officers in order to reinforce the club's tenet of Fellowship and humanize the website.



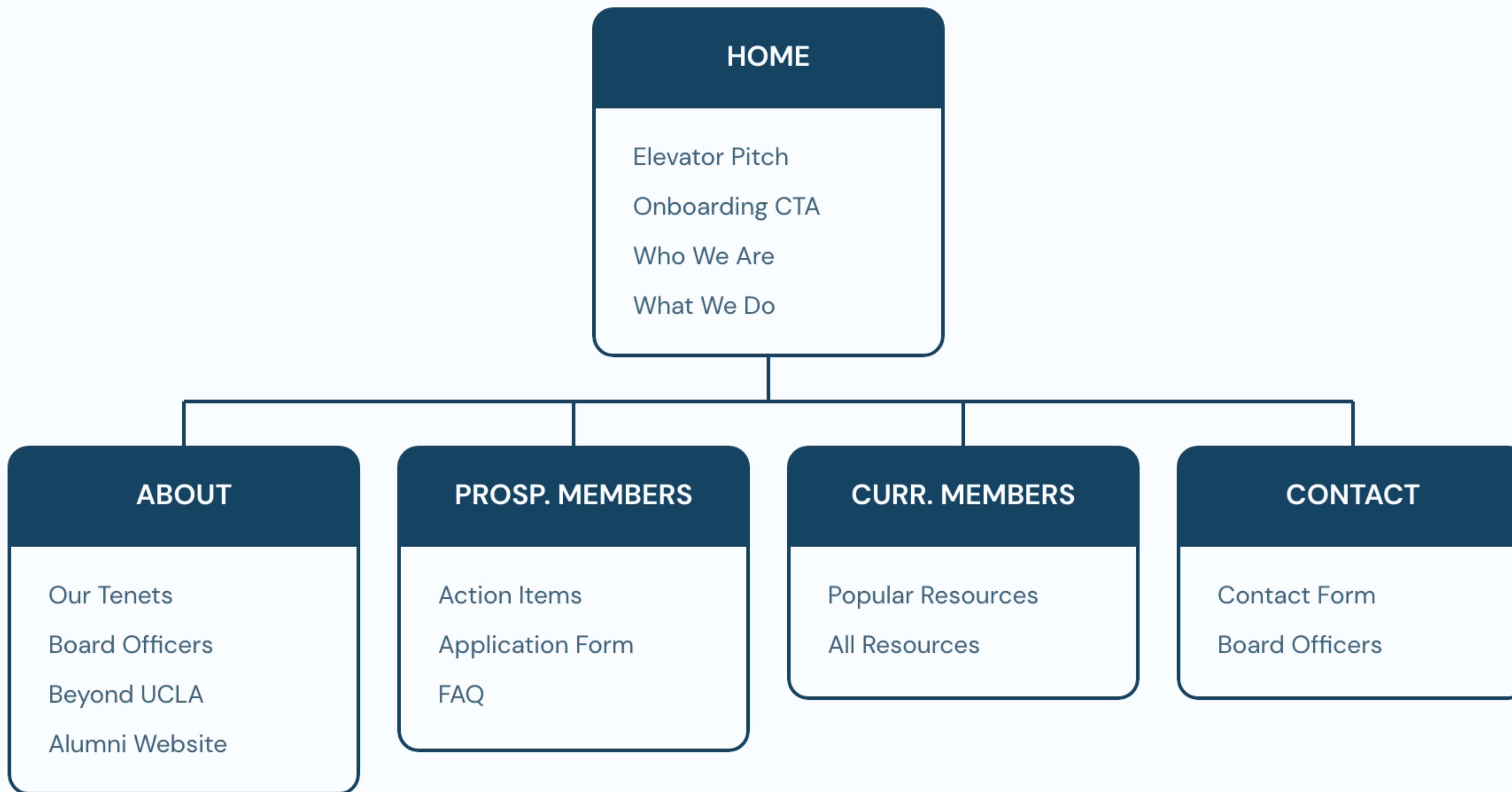
Structure

Separate club resources based on who they're applicable to—prospective or current members—in order to reduce clutter and simplify the user experience.

Preliminary Designs

1. Sitemap
2. Lo-Fi Wireframes
3. Mid-Fi Prototypes
4. Usability Testing

Sitemap



Lo-Fi Wireframes

The wireframes illustrate the layout and content structure of the UCLA CKI website across various pages:

- Homepage:** Features a hero image placeholder, a "JOIN US" button, and a "ABOUT UCLA CIRCLE K" section with a "LEARN MORE" button.
- Prospective Members Page:** Displays a large title "PROSPECTIVE MEMBERS" and a "HOW TO JOIN" section with an "APPLICATION FORM" button.
- How to Join Page:** Contains a "FAQ" section with detailed text and a "GET IN TOUCH" section with a "BOARD MEMBERS" button.
- FAQ Page:** Shows a "MESSAGE" input field.
- Contact Page:** Includes fields for "NAME", "EMAIL", and "MESSAGE".
- Service, Leadership, and Fellowship Pages:** Each page has a title ("SERVICE", "LEADERSHIP", "FELLOWSHIP") and a detailed text block.

Mid-Fi Prototypes

UCLA CKI

About Prospective Members Current Members Contact

WELCOME TO UCLA CIRCLE K!

JOIN US

WHO ARE WE?

Charted on March 7th, 1974, the University of California, Los Angeles student-run community service organization operating under the Fellowship. Members are actively working towards the betterment of our community. Explore the website for club information, member resources, and more if you have any questions, comments, or concerns.

LEARN MORE

PROSPECTIVE MEMBERS

HOW TO JOIN

Ut bibendum velit sed urna vehicula, vel laoreet diam efficitur. Mauris convallis metus eget nisl blandit, vel pharetra justo volutpat. Aliquam velit nibh, vehicula vitae urna et, euismod consequat libero. Proin quis lorem nec ante pretium rhoncus at id lacus. Ut facilisis leo fermentum convallis porta. Fusce ultrices nulla ac venenatis bibendum. Mauris eu aliquet lorem. Proin nunc erat, cursus vel tristique vitae, congue id libero. Donec interdum sodales sem tincidunt scelerisque. Ut ut tellus sagittis, efficitur odio ac, consectetur nisi.

APPLICATION FORM

UCLA CKI

About Prospective Members Current Members Contact

CONTACT

GET IN TOUCH

Ut ut tellus sagittis, efficitur odio ac, consectetur nisi.

BOARD MEMBERS

NAME

EMAIL

MESSAGE

UCLA CKI

About Prospective Members Current Members Contact

OUR TENETS

01. SERVICE

Service is essential to Circle K International. Behind every committed member is a **passion to serve their home, school, and community**. UCLA Circle K offers students the unique opportunity to serve within the Los Angeles Metropolitan area. From preparing food for the homeless community to virtually reading books for children during the pandemic, members continue to dedicate their time to service day-by-day. Despite the circumstances of the pandemic, UCLA Circle K continues to offer members a **variety of service opportunities**, both in-person and virtual, for members to participate in. Service projects are hosted frequently, sometimes multiple a day, but members have the flexibility to attend events for their convenience amidst their busy student lives. Be sure to check our DISCORD or CALENDAR to stay up-to-date with upcoming events!



02. LEADERSHIP

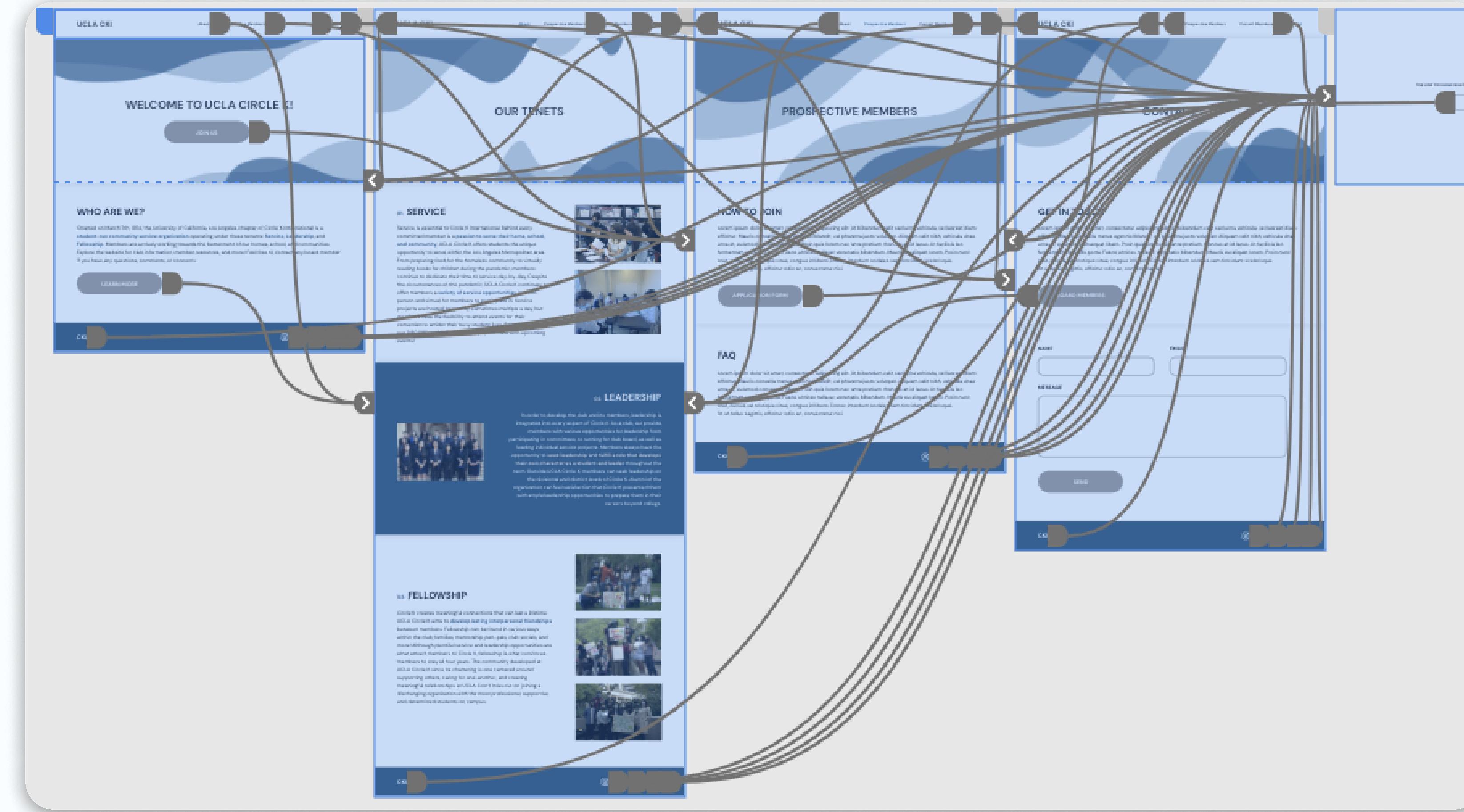
In order to develop the club and its members, leadership is integrated into every aspect of Circle K. As a club, we provide members with various opportunities for leadership from participating in committees, to running for club board, as well as leading individual service projects. Members always have the opportunity to seek leadership and fulfill a role that develops their own character as a student and leader throughout the term. Outside UCLA Circle K, members can seek leadership on the divisional and district levels of Circle K. Alumni of the organization can feel satisfaction that Circle K presented them with ample leadership opportunities to prepare them in their careers beyond college.



03. FELLOWSHIP



Mid-Fi Prototypes



Usability Testing

Upon the creation of my first working prototype, I gathered **4 participants** for a **System Usability Scale** in order to gauge the design's effectiveness from a birds-eye view. I found that:



79/100

A score of 79 on the SUS evaluation denoted an overall **satisfactory level of usability**.



Users noted the prototype's **visual design, balance between detail and simplicity, and intuitive layout** as highlights.



Areas for improvement brought up by users included shortening **lengthy walls of text**, increasing **color contrast**, as well as suggestions for content to add.

Final Designs

UCLA CKI

About

Prospective Members

Current Members

Welcome to UCLA Circle K!

Service. Leadership. Fellowship.

Join Us

Learn More

Landing Page

Users are greeted with a familiar view of UCLA's Royce Hall, followed by promotional pictures and quotes sourced directly from current members.

Welcome to UCLA Circle K!

Service. Leadership. Fellowship.

Join Us

Learn More

What We're About



"Circle K has given me a lot of opportunities to **try new things** and meet new people through **service events and socials**."

Connie

Member since 2019

"Having the opportunity to **work with an amazing board** has been a blessing and easily my favorite part of Circle K."

ANDREW

Member since 2020

"Meeting all of these **wonderful, genuine people** along the way has really made me **feel included** in this club."

Kelly

Member since 2020

Tenets

The site's primary source of "About" content. Detailed descriptions of Circle K's three tenets, each accompanied by quotes, photos, and quantified measures of impact.

Service

"I love how Circle K makes serving the community accessible."

— Jamie, member since 2021



1250

Service hours accumulated by our members in 2021–22

From preparing food for the local homeless population to virtually narrating books for children, we offer plenty of service events in a variety of topics and formats to ensure that there is always something for everyone who's looking to serve their home, school, and community.

Leadership

"My favorite part of Circle K are the leadership opportunities for anyone with a passion for service and a desire to use their talents."

— Sandra, member since 2020



2970

Hours spent carrying out leadership duties by our members in 2021–22

We provide members with various opportunities for leadership, from participating in committee meetings to joining our board. Regardless of what form it takes, members always have the opportunity to seek leadership roles that advance their career goals and the development of their character.

Fellowship

"The fellowship aspect of the club makes me feel right at home."

— Ryan, member since 2019



Board Officers

Contact information for each of the club's 18 board officers, alongside headshots and brief biographies to foster a sense of familiarity.

2022-23 Board Officers



Executive Board



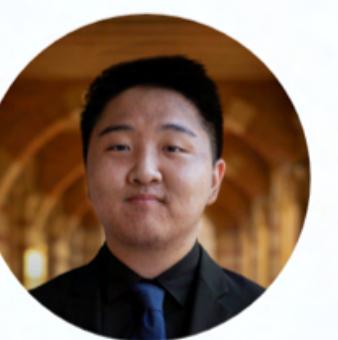
RYAN YOON

President

uclackipresident@gmail.com

Year: 2023

Major: Molecular, Cell, and Developmental Biology



ANDREW YANG

Administrative Vice President

uclackiadminvp@gmail.com

Year: 2024

Major: Mechanical Engineering



MELANIE LIN

Service Vice President

uclackiservicevp@gmail.com

Year: 2024

Major: Molecular, Cell, and Developmental Biology



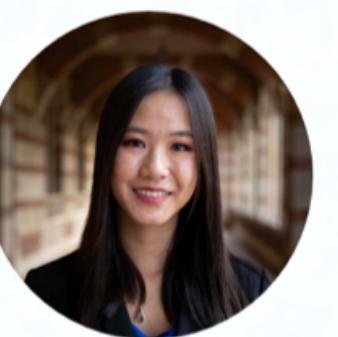
KELLY NGUYEN

Secretary

uclackisecretary@gmail.com

Year: 2024

Major: Biology



CONNIE CHEN

Treasurer

uclackitreas@gmail.com

Year: 2023

Major: Psychobiology



NGUYET TONG

Advisor

uclackiadvisor@gmail.com

Beyond UCLA

Descriptions of what Circle K looks like beyond the university level, for those who want to get more involved.

Our Division

The **Metro Division** is an intercollegiate cohort composed of the Circle K chapters of nine schools in the LA area:

- University of California, Los Angeles
- University of Southern California
- California State University, Dominguez Hills
- California State University, Long Beach
- California State University, Northridge
- Cerritos College
- El Camino College
- Los Angeles Harbor College
- Pierce College



[Learn More](#)



[Learn More](#)

Our District

Circle K is split into multiple districts worldwide. UCLA and the rest of Metro Division are within the **California, Nevada, Hawai'i District** of Circle K International.

Each year, divisions throughout the Cal-Nev-Ha District meet at **District Convention (DCON)** to celebrate a term's worth of service, leadership, and fellowship. If you are interested in attending DCON, please contact a board member and let us know!

Kiwanis Family

Established in 1915, Kiwanis Club worldwide share the common goal of improving their surrounding communities. Kiwanis focuses **serving the children of the world** through the Kiwanis family's many branches:

- K-Kids (Elementary School)
- Builders Club (Middle School)
- Key Club (High School)



Prospective Members

A succinct set of action items for those looking to join the club, along with an FAQ section, designed to facilitate and demystify the onboarding process.

Prospective Members

How to Join

Becoming a member of UCLA CKI is simple! Just fill out our [membership application form](#), which will also contain instructions for paying your membership dues. Afterwards, we highly recommend joining our club [Discord server](#) to never miss an event or announcement!

[Membership Application Form](#)

FAQ

What are the requirements to apply?

Nothing! We welcome all UCLA students, and our application form is simply a way to get to know you better; we never make cuts.

How much of a time commitment is Circle K?

Also nothing! It's up to you how many of our events you attend. However, those interested in applying for board may have to meet a certain amount of hours, which will be disclosed when applications are released.

I have another question. Who can I contact?

Feel free to contact 2022-23 Technology Chair Jeff Lu (uclackitech@gmail.com), or reach out to any of our [board members](#) over email or Discord.



Current Members

A one-stop shop for the club's most frequently accessed resources, including a link to an external repository of every resource the club has to offer.

Current Members



[Full List of Member Resources](#)

Club Happenings

[Event Sign-Up Sheet](#)

[Event Calendar](#)

[Photo Album](#)

Academic Resources

[Test Bank](#)

[CKI Bruinwalk](#)

Contact

A no-frills contact form for those with a quick question. All form responses directed to yours truly!

Contact

NAME

EMAIL

MESSAGE

[Send](#)

Conclusion

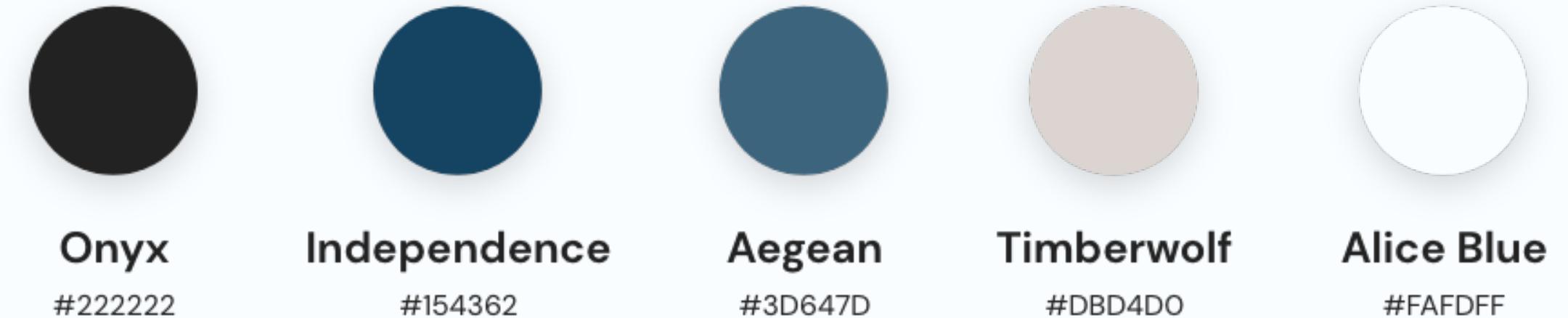
1. Style Guide
2. Takeaways

Style Guide

I sought to create a friendly, clean look to create a **welcoming presence** for new and current members alike.

Throughout, I utilized blue and beige to elicit **impressions of prestige and humanitarianism**. These colors also naturally aligned with Circle K's official colors and UCLA CKI's theme for this year, Animal Crossing.

Colors



Typography

Ag Ag Ag Ag

Headings
96pt Bold DM Sans

Subheadings
60pt Bold DM Sans

Callout Text
40pt Bold DM Sans

Body Text
32pt Regular DM Sans

Components



Takeaways

Working on UCLA CKI's website was my first foray into the art of designing for a "real-world" project, as opposed to a concept. As such, I was able use the opportunity to **streamline a design process** that works best for me, and gained a new appreciation for the **importance of visual identity and pathos-centered design** in the world of marketing.

Through the extensive research that the project demanded, I also gained new insight about the importance of **keeping the user front and center** every step of the way, as their needs and thought processes do not always align with what I, as a designer, might expect.