NYC Parks

Website Redesign

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INFO643-01 Information Architecture & Interaction Design

Overview

1. Research Recap

2. Style Guide

3. Tasks & Prototypes

Research Recap

1

Understanding Users

Target users: young people new to NYC

Identified key user flows

Location

Things to Do

Focusing on Search

2

Revised Site Maps

Refining Site Structure

Clear up ambiguity between ‘activities’ and ‘events’

Clear up ambiguity between ‘activity’ and ‘facility’

Separated Main and Secondary Functions

3

Wireframe Evaluation

Improving Layouts and Flows

ZIP code -> Location

Combined Event List and Event Calendar

Multiple Ways to Access Permits and Apps

Style Guide

Noto Serif

Poppins

Primary Color

2A7145

Secondary Color

F18360

Light Background

EFF4F1

Dark Background

304A3A

Secondary Background

FFEFE7

Default Text

333333

Style Guide

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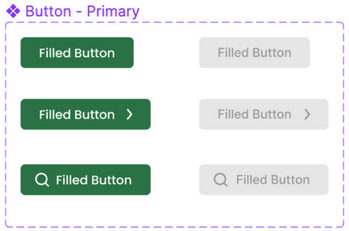
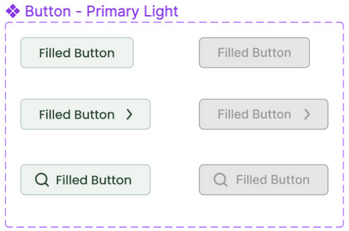
Grid + Spacing

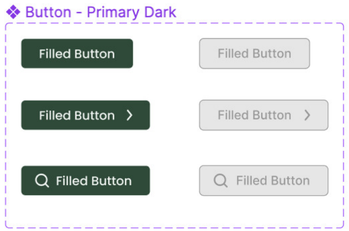
Desktop: 12 columns, 20px gutter

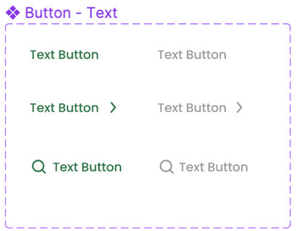
Mob: 4 columns, 20px gutter, 20px margin

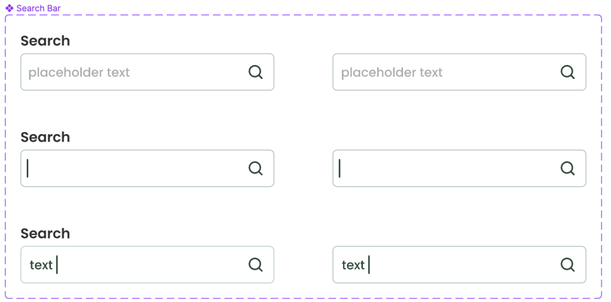
Components

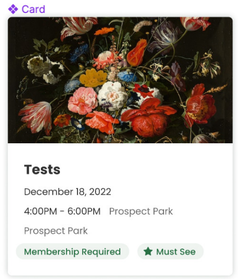


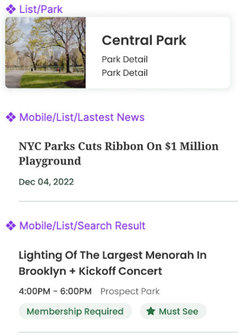












Task 1:
Find a park in Manhattan

Mobile

Desktop

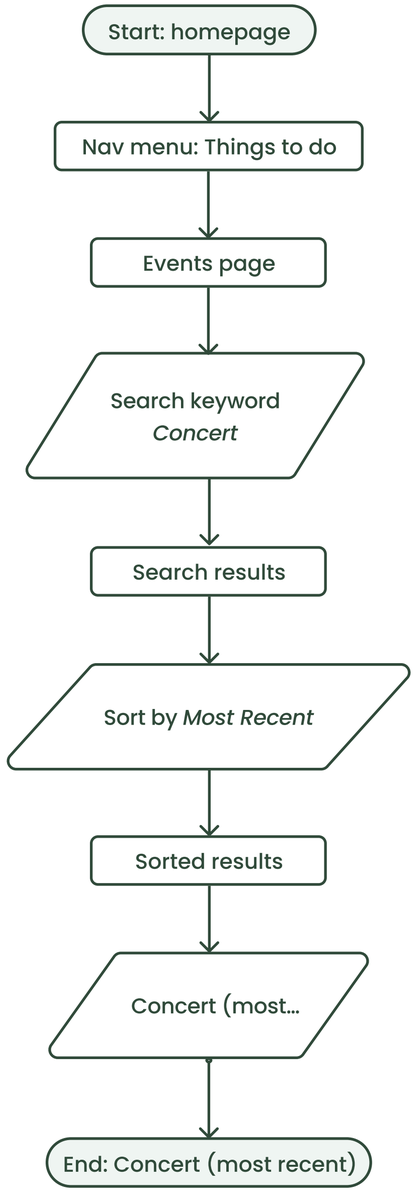
Flow 1

Task 2:
Find the most recent concert in NYC parks

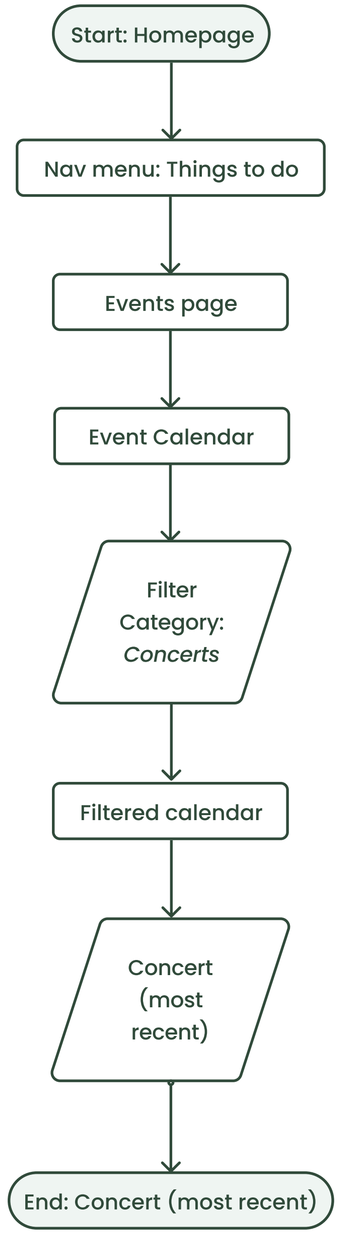
Mobile

Desktop

Flow 2-1: Via search bar



Flow 2-2: Via search bar



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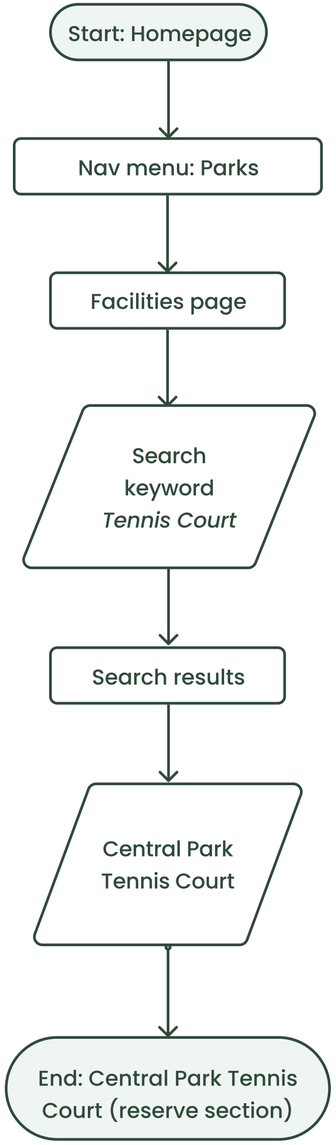
Task 3: Reserve a tennis court in NYC parks

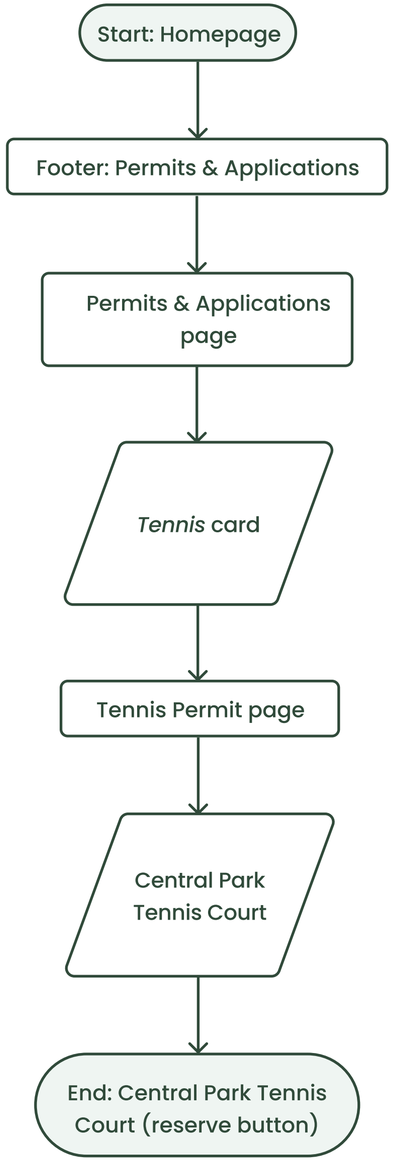
Mobile

Desktop

Flow 3-1: Via Facilities



Flow 3-2: Via Footer (Permits &Applications)



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Thank you!

Any Questions?