

Twin Cities Democratic Socialists of America

website redesign

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Outline

1. UX RESEARCH & ANALYSIS
2. THE SITE
3. USER PERSONA
4. DESIGN & ITERATION
5. HIGH FIDELITY PROTOTYPE
6. FUTURE ROADMAP

What is TCDSA?

TCDSA is a non-profit all-volunteer organization that believes in expanding democracy, building worker power, and fighting racism, sexism, and all forms of oppression.

What is Democratic Socialism?

Socialism is about collective ownership of things we need to live our day-to-day lives like food, water, housing, and healthcare. "Democratic" means decisions are made by voting of members, leaders are elected, and participation happens through people volunteering their time or making donations.

UX research and analysis

INTERVIEWS

Our UX research included three stakeholder interviews across DSA tech ops and communications as well as 5 interviews non-DSA members. Questions drafted were a result of research they provided and heuristics we conducted.

interview #1 Deborah

[interview #2](#) Pierce

interview #3 Alexis + Eugene

UX research and analysis

DSA RESEARCH

The DSA tech ops team conducted their own UX research in the summer of 2022. While the data & insights reflected in their research were helpful, they also revealed gaps in their overall methodology.

SINGULAR RESEARCH APPROACH

The team's research findings were derived through survey results from 32 unique respondents. No user interviews, competitor analysis, or other research were conducted. Additionally, survey results did not take into account non-member input. Instead, stakeholder UX research focused on existing users.

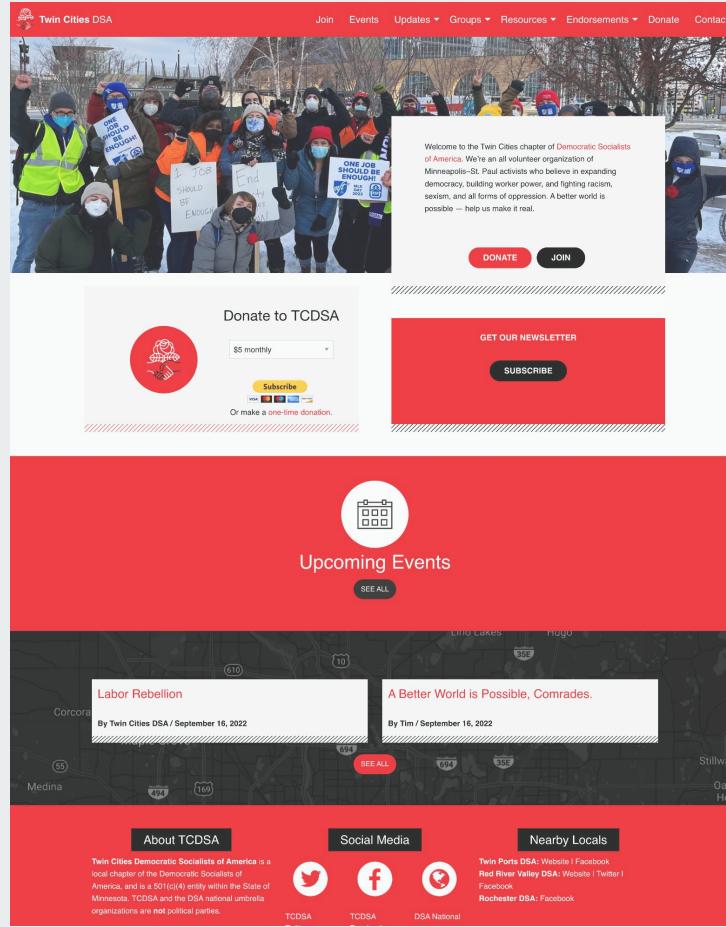
UX research and analysis

RESEARCH FINDINGS

- Many people are not familiar with the goals of democratic socialism
- Finding events is by far the main reason people use the website
- Members are having a hard time finding how to get involved
- People seek political education & news from us
- People have many ways to stay connected to DSA and our website should help facilitate all of them

The site

Homepage



The screenshot shows the homepage of the Twin Cities Democratic Socialists of America (TCDSA) website. At the top, there's a navigation bar with links for Join, Events, Updates, Groups, Resources, Endorsements, Donate, and Contact. Below the navigation is a large photo of a group of people holding protest signs in a snowy outdoor setting. To the right of the photo is a welcome message: "Welcome to the Twin Cities chapter of Democratic Socialists of America. We're an all volunteer organization of Minneapolis-St. Paul activists who believe in expanding democracy, building worker power, and fighting racism, sexism, and all forms of oppression. A better world is possible — help us make it real." Below this message are two buttons: "DONATE" and "JOIN". Underneath the photo is a "Donate to TCDSA" section featuring a red circular logo with a hand holding a rose, a dropdown menu for a \$5 monthly donation, and a "Subscribe" button. To the right is a "GET OUR NEWSLETTER" section with a "SUBSCRIBE" button. The main content area has a red background and features a "Upcoming Events" section with a calendar icon and a "SEE ALL" button. Below this is a map of the Twin Cities area showing various locations like Hugo, Stillwater, and Medina. Two event cards are visible: "Labor Rebellion" by Twin Cities DSA on September 16, 2022, and "A Better World is Possible, Comrades." by Tim on September 16, 2022. At the bottom, there are three footer sections: "About TCDSA" (describing TCDSA as a local chapter of the Democratic Socialists of America), "Social Media" (links to Twitter, Facebook, and DSA National), and "Nearby Locals" (links to Twin Ports DSA, Red River Valley DSA, and Rochester DSA).

Twin Cities DSA

Join Events Updates Groups Resources Endorsements Donate Contact

Welcome to the Twin Cities chapter of Democratic Socialists of America. We're an all volunteer organization of Minneapolis-St. Paul activists who believe in expanding democracy, building worker power, and fighting racism, sexism, and all forms of oppression. A better world is possible — help us make it real.

DONATE JOIN

Donate to TCDSA

\$5 monthly

Subscribe

Or make a one-time donation.

GET OUR NEWSLETTER

SUBSCRIBE

Upcoming Events

SEE ALL

Labor Rebellion

By Twin Cities DSA / September 16, 2022

A Better World is Possible, Comrades.

By Tim / September 16, 2022

SEE ALL

About TCDSA

Twin Cities Democratic Socialists of America is a local chapter of the Democratic Socialists of America, and is a 501(c)(4) entity within the State of Minnesota. TCDSA and the DSA national umbrella organizations are not political parties.

Social Media

Twitter Facebook DSA National

Nearby Locals

Twin Ports DSA: Website | Facebook

Red River Valley DSA: Website | Twitter | Facebook

Rochester DSA: Facebook

TCDSA TCDSA DSA National

The site

JOIN PAGE



Twin Cities DSA

Join Events Updates Groups Resources Endorsements Donate Contact

Join

DSA is funded by our membership — not corporate foundations or private companies. This ensures that DSA members are in full democratic and political control of our organization. Through national dues and local contributions, DSA members self-fund our own tools for liberation.

Become a DSA member

Being a DSA member requires paying dues to our national organization. [Click here](#) to become a member of the Democratic Socialists of America, or [click here](#) for information on waiving your dues.

If you live in one of the sixteen Minnesota/Wisconsin counties that make up the Twin Cities metro area, the national organization will add you to Twin Cities DSA's member list when you join. (If you're not sure what your local chapter is, you can look it up by [zip code here](#).)

You are welcome to come to any event on the [calendar](#) before becoming a member, but in order to be eligible to vote on chapter business or have access to members-only spaces like [slack](#) & [our wiki](#), you must appear on our member list from national with either a dues waiver or a dues payment within the last year.

Dues waivers

You can join DSA without paying dues. [Find out how to apply for a dues waiver here](#).

Support our chapter

Contributions to Twin Cities DSA are not required, but your support makes our organizing possible. You must pay dues to the national organization in order to be a voting member of the chapter.

Find information about donating at [twincitesdsa.org/donate](#).

Attend meetings and events

There are multiple Twin Cities DSA meetings and events on any given week. Find out what's next on our [calendar](#).

Join our Slack

To join our Slack group, complete this [form](#). Please use the email address you used to sign up for DSA, so we can confirm your DSA membership.

Subscribe to our newsletter

Get connected with Twin Cities DSA

Sign up here to [subscribe to Twin Cities DSA's mailing list](#). We have branches, working groups, committees, and neighborhood-level organizing, so if you're interested in any of those, let us know!

If you are interested in organizing with your neighbors, be sure to provide your address.

To join DSA, go to [dsausa.org/join](#). Subscribing here does not make you a member of DSA or TCDSA.

For information about dues waivers, go to [tcdsa.org/dues-waivers](#). Nonmembers are welcome to any of our public meetings, which you can find at [tcdsa.org/calendar](#). Membership will give you access to our chapter Slack and wiki, a vote on chapter business, and the knowledge that you're actively building a better world with thousands of other people across the country.

Find information about our data use policy at [tcdsa.org/tcdsa-data-use-policy](#) and send any questions to

The site

EVENTS PAGE

 Twin Cities DSA

Join Events Updates Groups Resources Endorsements Donate Contact

Events

Our calendar below is regularly updated with all of our upcoming events. All events are open to the public unless otherwise noted. You may need to show a copy of your member confirmation email from National DSA in order to vote if you are not already on the chapter's member list.

Fill out this form to create a new event: tcdsa.org/newevent

- Direct link to calendar
- Add to Apple Calendar
- Click on the + button at the bottom of the calendar to add to Google Calendar

Twin Cities DSA

Today  September 2022 

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28 3pm On the Left: Bank Socials	29 3pm Convention deadline: listed	30 6:30pm Convention Planning M 6pm (Post-pone) Button-Making 3pm Starbucks Cedar Ave Sol 1pm Starbucks Cedar Ave So 6:30pm Socialist Feminist Brar 7pm Steering committee mee	31 Sep 1 Convention deadline: listed	2 3	 Print  Week  Month  Agenda	
4 1pm Starbucks Cedar Ave Sol 1pm Starbucks Edina Solidarity 1pm TechOps Website Redesi 6pm Internal Organizing Phon 6pm TCDSA Convention tech r	5 2pm Electoral Committee Gen 1pm Starbucks Cedar Ave Sol 2pm Starbucks St. Anthony S-	6	7	8	9	10
11 1pm TCDSA Annual Member C 4pm Post-Convention Social	12 9:30pm Intro to the Street Cor 7pm Steering committee mee	13 5:30pm TechOps: Website Redesi	14 5:30pm Internal Organizing C 1pm Chapter Q&A with Samal	15 7pm St. Paul Branch Meeting	16 3pm Community Solidarity Fe	17
18 1pm Seize the Means of Prod. 5pm Chapter Q&A with Aaron 6:30pm Street Corps Working 6:30pm Internal Organizing C 1pm Chapter Q&A with Samal	19 3pm Socialist Reading Group 6pm Internal Organizing Phon	20 6:30pm Internal Organizing C 1pm Chapter Q&A with Samal	21 7pm St. Paul Branch Meeting	22 7pm Final 2022 Endorsement	23 1pm	24
25 Rosh Hashanah	26 Rosh Hashanah	27 Rosh Hashanah 5pm TechOps: Website Redesi 7pm Labor Branch Meeting	28 7pm Steering committee mee	29 6pm Button-Making for Tablin	30 11am TCDSA Tabling at Open	Oct 1

Events shown in time zone: Central Time - Chicago

 Google Calendar

About TCDSA

Twin Cities Democratic Socialists of America is a local chapter of the Democratic Socialists of America, and is a 501(c)(4) entity within the State of Minnesota. TCDSA and the DSA national umbrella organizations are **not** political parties.

Social Media

 TCDSA Twitter

 TCDSA Facebook

 DSA National

Nearby Locals

Twin Ports DSA: [Website](#) | [Facebook](#)

Red River Valley DSA: [Website](#) | [Twitter](#) | [Facebook](#)

Rochester DSA: [Facebook](#)



“I believe every individual has basic rights that should be protected.”

David Paloma

Personal Background

- He/Him
- Age 19
- Freshman at UMN
- Works at Starbucks part-time to pay for meal plan
- Recently moved to Minneapolis from Springfield, MO to attend the UMN

Behavioral Demographics

- Oldest of 4 siblings
- Was highschool class president Senior Year
- 2nd Generation College Student
- Loves to mingle and meet new people
- Vegetarian
- Has undocumented family-members

User Environment

- Users twitter regularly
- Sends and receives texts from friends about politics
- Acts in student theater productions
- Starbucks coworkers are discussing starting a union drive
- Bikes and uses public transit to get around town

Goals & Needs

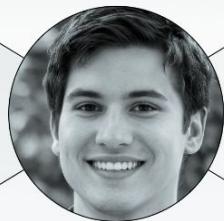
- Looking for friendships with like-minded people
- Wants to learn more about local Minneapolis politics
- Wants family to be able to visit him without fear of intimidation
- Wants to fight for positive change in the community and worker's rights

Empathy Map

Does

- Attends a day of action at the capital
- Sends and receives texts from friends about politics
- Votes in primary elections
- Researches candidates for office
- Checks twitter daily

David Paloma



Feels

- Nervous about joining a political organization
- Intrigued by the activism of his peers
- Angry about ICE raids that intimidate family members

Says

- "When is the next event happening?"
- "How do I join?"
- "How can I work on an upcoming campaign?"

Thinks

- I wonder how I can get involved in local politics?
- I wish it was easier to find events

Pains

- Needs to carpool or take public transit to events
- Juggling school and work can make it hard to find time to attend group events
- Doesn't feel very knowledgeable about leftist politics

Gains

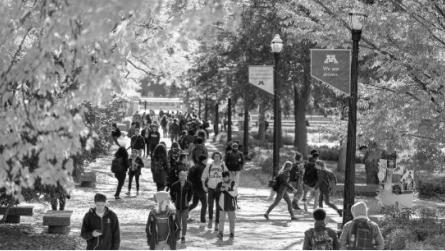
- Can participate in an organization that fits his worldview
- Can learn about things people are doing to build working class power in the community
- Can find candidates to vote for that match his values

problem statement

The TCDSA website was designed to capture people's interest in working class activism. However, it functions more as an intranet for existing members than an outward-facing site designed to inspire, educate and inform.

How might we encourage people whose politics align with the TCDSA's social democratic principles to join the organization, actively participate and become engaged in DSA activism?

Storyboard



David, a college freshman from Texas, is excited to make connections with like-minded people in the Twin Cities who share his commitment to socially democratic issues and activism.



He strikes up a friendship with Kyra, a co-worker at the Starbucks near campus, where he recently found a part-time job. Kyra begins talking with David about unionizing, and suggests several local organizations that would support their efforts.



He researches Kyra's suggestions, but the sites seem limited or the information outdated. David texts Kyra expressing his frustrations. She tells him her roommate just attended a rally for the Twin Cities DSA and to check them out.



David finds the site, and begins to navigate through the organization's mission, candidate bios, and advocacy record on worker's rights.

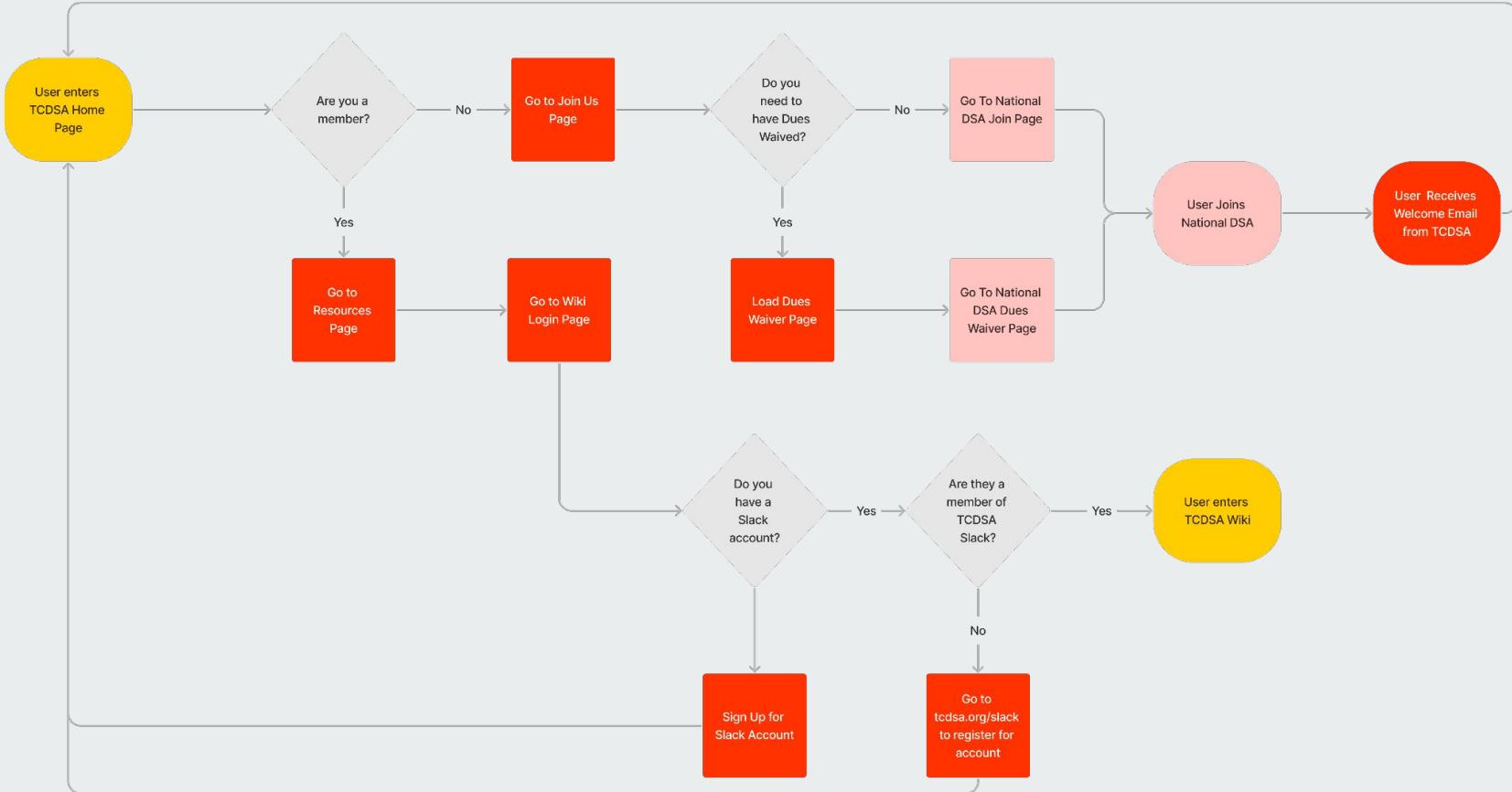


David, encouraged, joins the Twin Cities DSA and quickly finds an upcoming event titled: "Labor Rights & Unionizing Your Workplace"

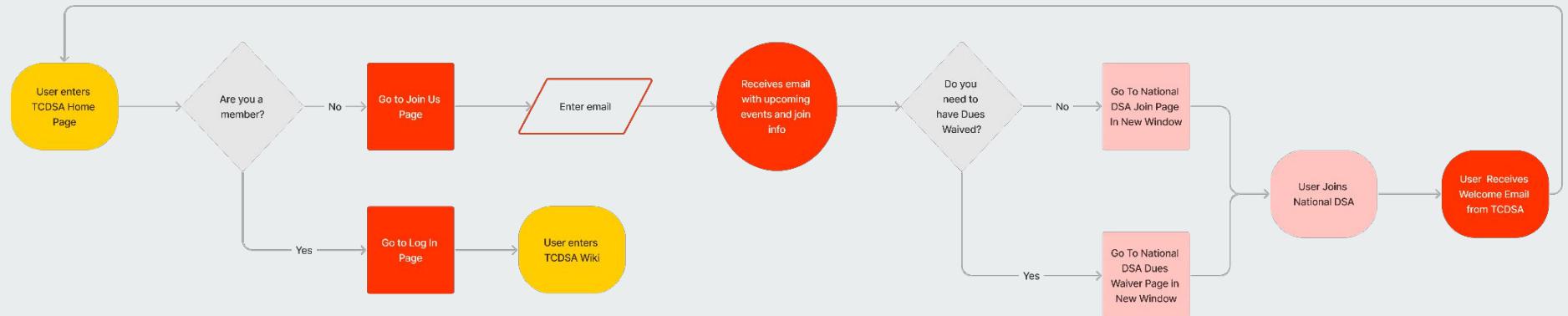


At work, David tells Kyra that he joined the Twin Cities DSA, and will be attending a meeting to discuss an action plan for their unionization efforts.

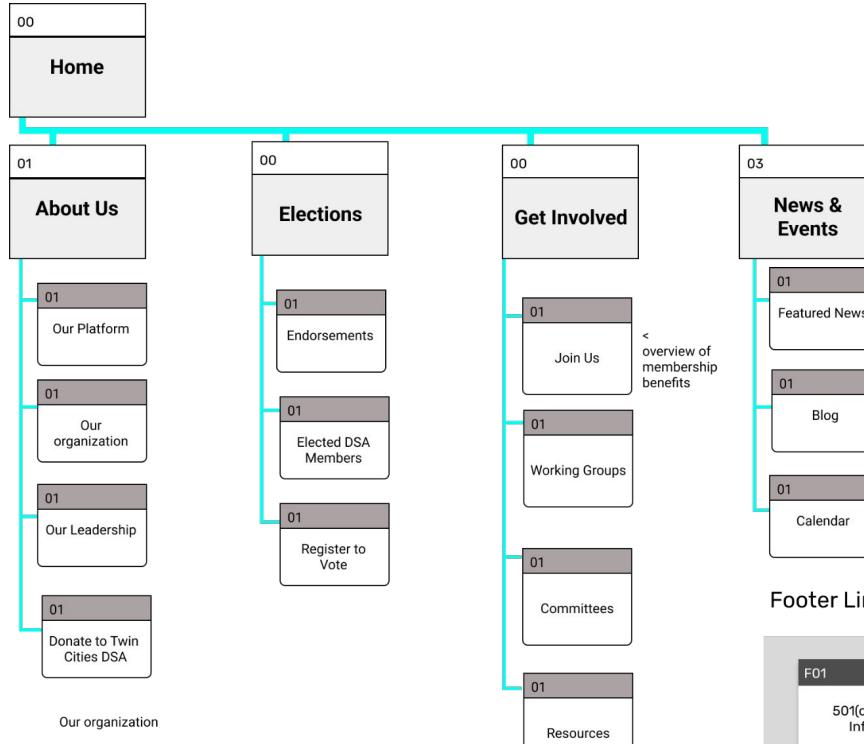
Current User Join/Sign-In Flow



Revised User Join/Sign-In Flow



updated site-map



Our organization
explains TC structure
working groups
committees
Working groups
Branches
Caucuses

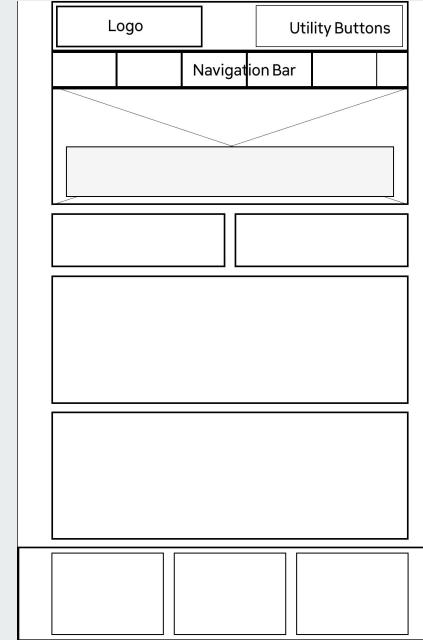
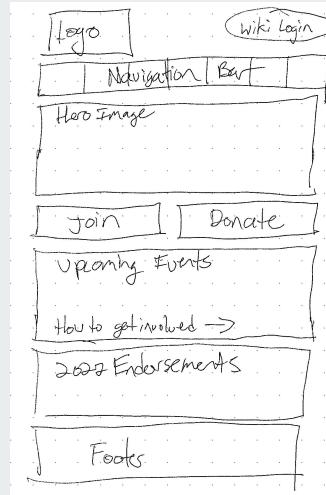
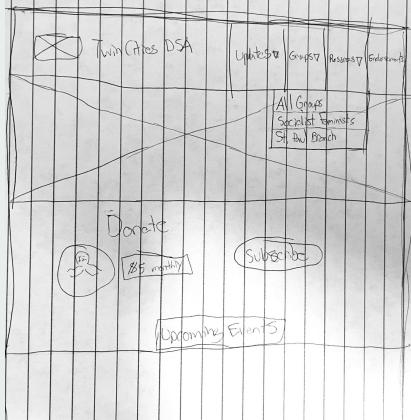
Utility Links



Footer Links

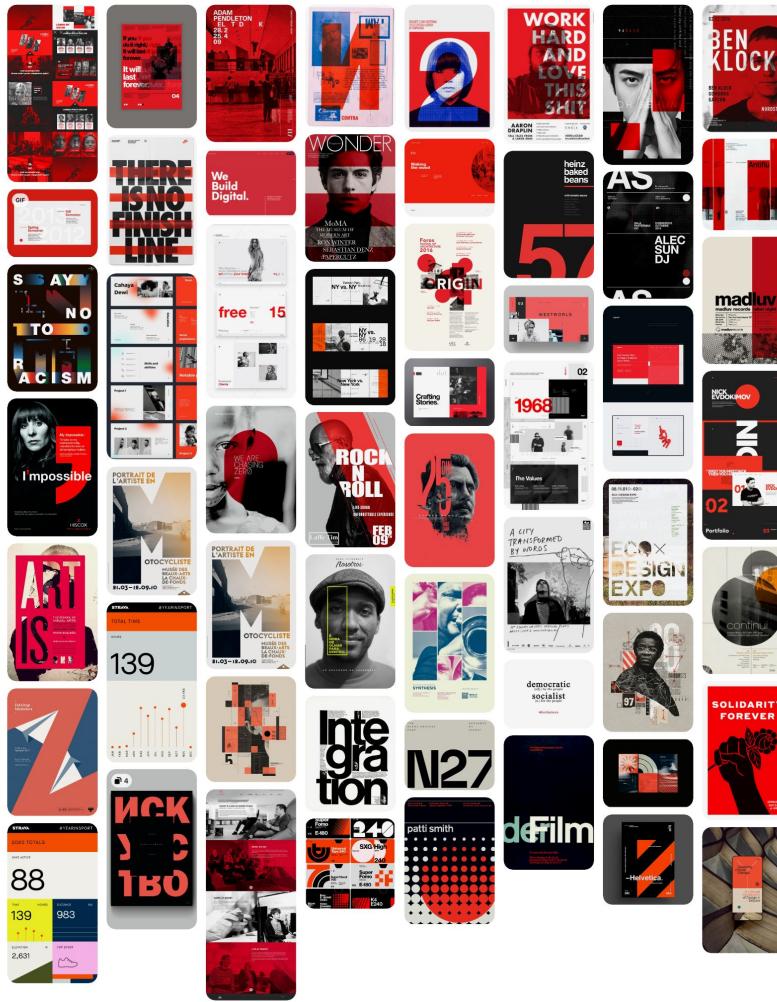


sketches & wireframes



The homepage of the Twin Cities DSA website. The header features the "Twin Cities DSA" logo, a "Join DSA" button, and a "Log-in" button. The main content area includes a "Democratic Socialists of America Twin Cities" section with a brief description and a "Learn more about TCDSA" link. A "Upcoming Events" section lists three events: "Community Solidarity Festival" (September 17, 3:00 pm - 5:00 pm), "Seize the Means of Production Zoom Meeting" (September 18, 1:00 pm - 4:00 pm), and "Socialist Reading Group" (September 19, 3:00 pm - 4:00 pm). A "Featured News" section shows a thumbnail image of people marching and a link to "Nurses Need Our Solidarity!". A "Donate" section is also present.

design inspiration

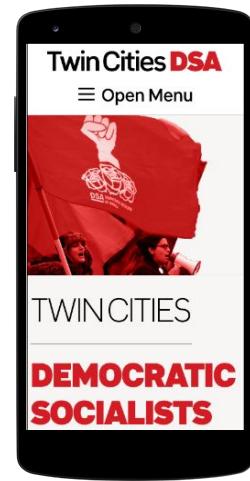


design thinking

INFUSE PERSONALITY AND A POINT-OF-VIEW

The new design is intended to give the Twin Cities DSA website a persona that reflects its values. When people traffic the site, they should feel the activism seep through the design, and be inspired to get involved.

the redesign



the redesign

Homepage

NEWS Housing rights march on State Capitol draws thousands.



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[subscribe to our newsletter >](#)

UPCOMING EVENTS



OCT 18	Seize The Means Of Production 1-4 pm	^ v
OCT 21	Community Solidarity Festival 3-6 pm	

the redesign

EVENTS

The screenshot shows the Twin Cities DSA website's "UPCOMING EVENTS" page. At the top, there is a navigation bar with links for "About Us", "Campaigns", "Get Involved", and "News & Events". A search bar and a "Log-In" button are also present. Below the navigation, a large heading "UPCOMING EVENTS" is displayed, followed by a calendar icon. A descriptive text block explains that the calendar is regularly updated with all upcoming events, noting that they are open to the public unless otherwise noted, and that members need to show a confirmation email from National DSA to vote if they are not already on the chapter's member list. The main content area lists six events with their dates, descriptions, and times. Each event entry ends with a plus sign (+) indicating more details are available.

Date	Event	Time	More Details
SEP 24	Final 2022 Endorsement Meeting	1-3 pm	+
SEP 27	TechOps: Website Redesign	5-6 pm	+
SEP 28	Steering Committee Meeting	7-8:30 pm	+
SEP 29	Button-Making for Tabling	3-4 pm	+
OCT 1	TCDSA Tabling at Open Streets	11 am-4:30 pm	+
OCT 2	Electoral Committee Meeting	2-3:30 pm	+

the redesign

prototype
walkthrough

JOIN US



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BECOME A MEMBER

Every member of TCDSA is a member of the national organization.

Being a DSA member requires paying dues to our national organization. If you live in one of the sixteen Minnesota/Wisconsin counties that make up the Twin Cities metro area, the national organization will add you to Twin Cities DSA's member list when you join.

DSA member benefits

- Participate in the Endorsement process
- Vote on changes to Chapter Bylaws
- Elect Chapter leaders
- Access the Wiki
- Access to TC DSA Slack
- Request Aid from Ezra Ishman Fund
- Organize Meetings

[Join Now](#)



CANT AFFORD TO JOIN DSA?

DSA wouldn't exist without the people that devote their time and labor to the organization, many of whom can't afford to contribute dues to the organization. Twin Cities DSA is committed to including anyone and everyone who wants to act in solidarity to defeat capitalism and build a society that's truly free and equal.

That's why DSA's bylaws (Article II, Section 2) explicitly allow new members to waive dues for just causes, including low-income and/or a large number of dependents. While we certainly encourage comrades to pay dues if they're able to do so, we don't want dues to be a barrier to joining DSA.

**Waive
Member
Dues**

future roadmap

- usability testing
- iteration and design of other pages
- mobile design
- reconnecting with stakeholder