

SevenCircles website redesign

This project entailed a comprehensive redesign of a contemporary art event website, notable for its dense textual content (8000+ words) and rich imagery.

The primary focus was centered on **reorganizing the site's information architecture**. **Defining a clear content hierarchy and developing focused text guidelines** was necessary to enhance both accessibility and user engagement.

The process entailed the application of the principles and best practices of **UX writing and content strategy**.

ROLE & SCOPE

Project Type: Website redesign
Duration: August–September 2023
Role: UX/UI Design
Project Context: Art non-profit org.
Team Size: 2 UX Designers, 1 Developer (I. Lucia Perez, Alicia Martinez)

PROJECT DETAILS

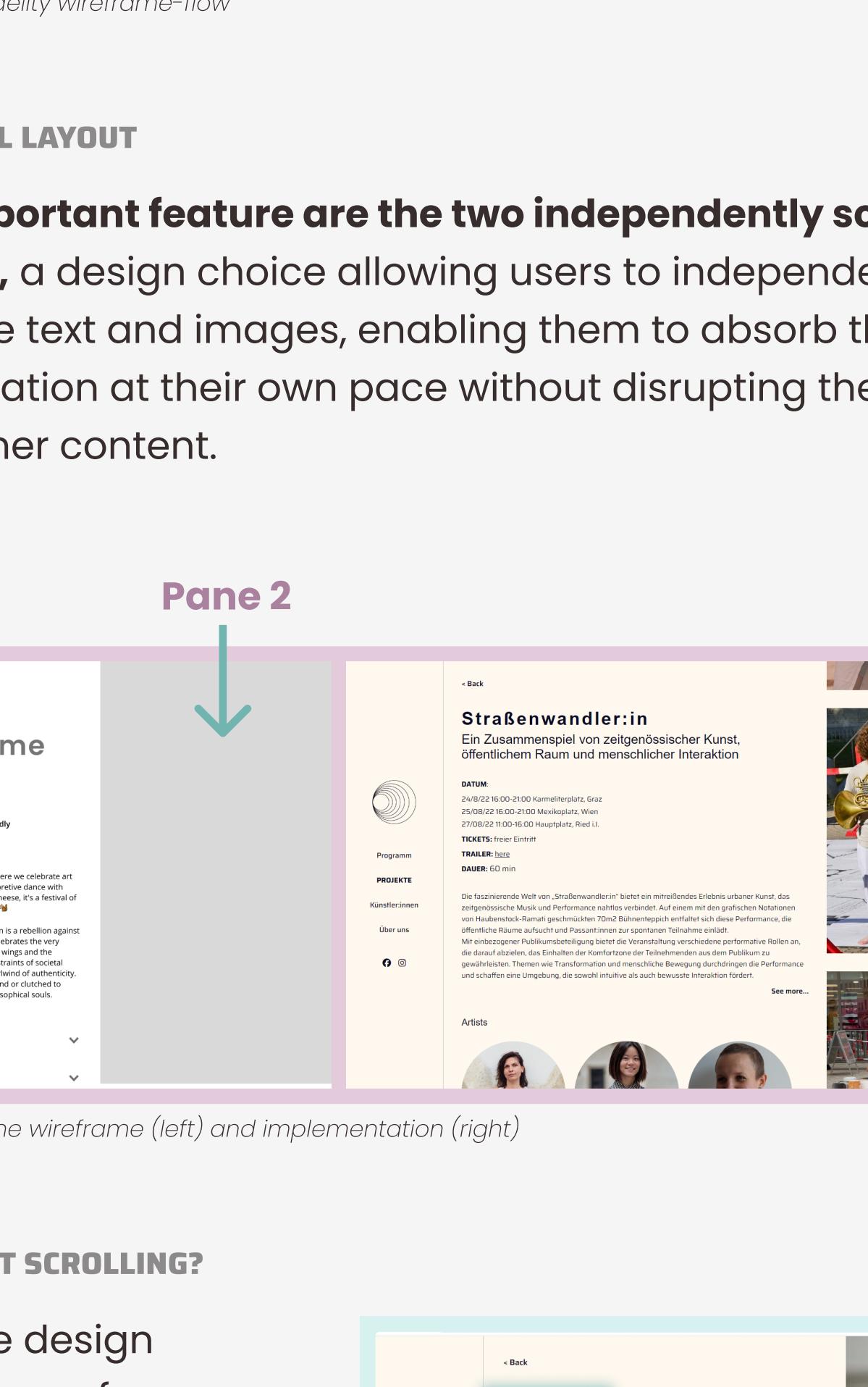
Audience: Art event enthusiasts, Government officials, Event organizers
Methods: Competitive Analysis, Surveys, Affinity Mapping, Content Strategy, Content Optimization, Information Architecture Redesign, Wireframing, Prototyping, UI, Tools: Figma, Figjam, HTML, CSS, JS.

Research

PROBLEM STATEMENT

The primary challenge is to design a website that is rich in both text and imagery, yet remains effortlessly navigable and accessible.

The objective is to develop a user-friendly interface that not only allows for quick overviews but also supports in-depth exploration. This design must cater to a wide range of user requirements, from the casual browsing of an art enthusiast to the detailed analysis sought by art industry stakeholders.



INSIGHTS & DECISIONS

The surveys revealed specific audience attitudes and preferences, which were pivotal in guiding the website redesign. Key findings included:

- 1. Need for a Clear Overview:** Audiences prioritized having immediate access to essential event information—**date, location, ticketing link, and event duration**.
- 2. Strong preference for short yet impactful event descriptions.** I created text guidelines helping meet the user's needs:
 - description length under 500 characters,
 - use of concrete, easily relatable tone,
 - focus on what makes the event special, see next point.
- 3. People are curious about what makes each event special.** This can be achieved by focusing the text on one of three key areas:
 - **Content:** Clarifying the narrative or subject matter of the event (**the story**).
 - **Setting:** Describing unique aspects of the events mechanics (**how is the story told**).
 - **Concept:** Explaining the higher-level purpose behind the event (**why is the story told**).
- 4. Event imagery should be prominently featured,** as visuals accomplish an immediate emotional connection between the user and the event.

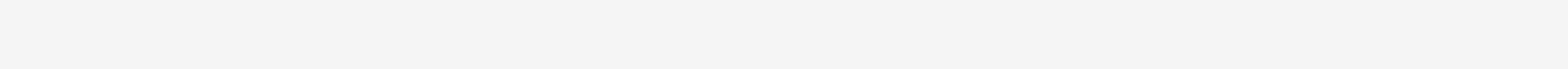
Information Architecture & Layout



STRUCTURE & NAVIGATION

The website's sitemap was designed with a **fixed menu layout**, which proved exceptionally effective for this content-heavy platform.

This facilitates intuitive navigation, enhancing the ease of overviewing the diverse content types.



GENERAL LAYOUT

An important feature are the two independently scrollable panes, a design choice allowing users to independently explore text and images, enabling them to absorb the information at their own pace without disrupting the flow of the other content.

TEXT CONTENT AND LAYOUT

This is how the defined content strategy and text guidelines were applied on an Event Page

Key event features

Main event description is <500 characters. In this case it focuses on

- "what" is being presented, and
- "why" it is being presented.

Detailed event and concept description for people that would like to know more.

Featured artists

This project's featured artists

This artist's further projects

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