

# 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/UX  
**Tools:** Figma, FigJam, HTML, CSS, JS

**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.

**Research**

**part of survey 1's affinity map**

**RESEARCH GOALS**

Two surveys were conducted aiming at:

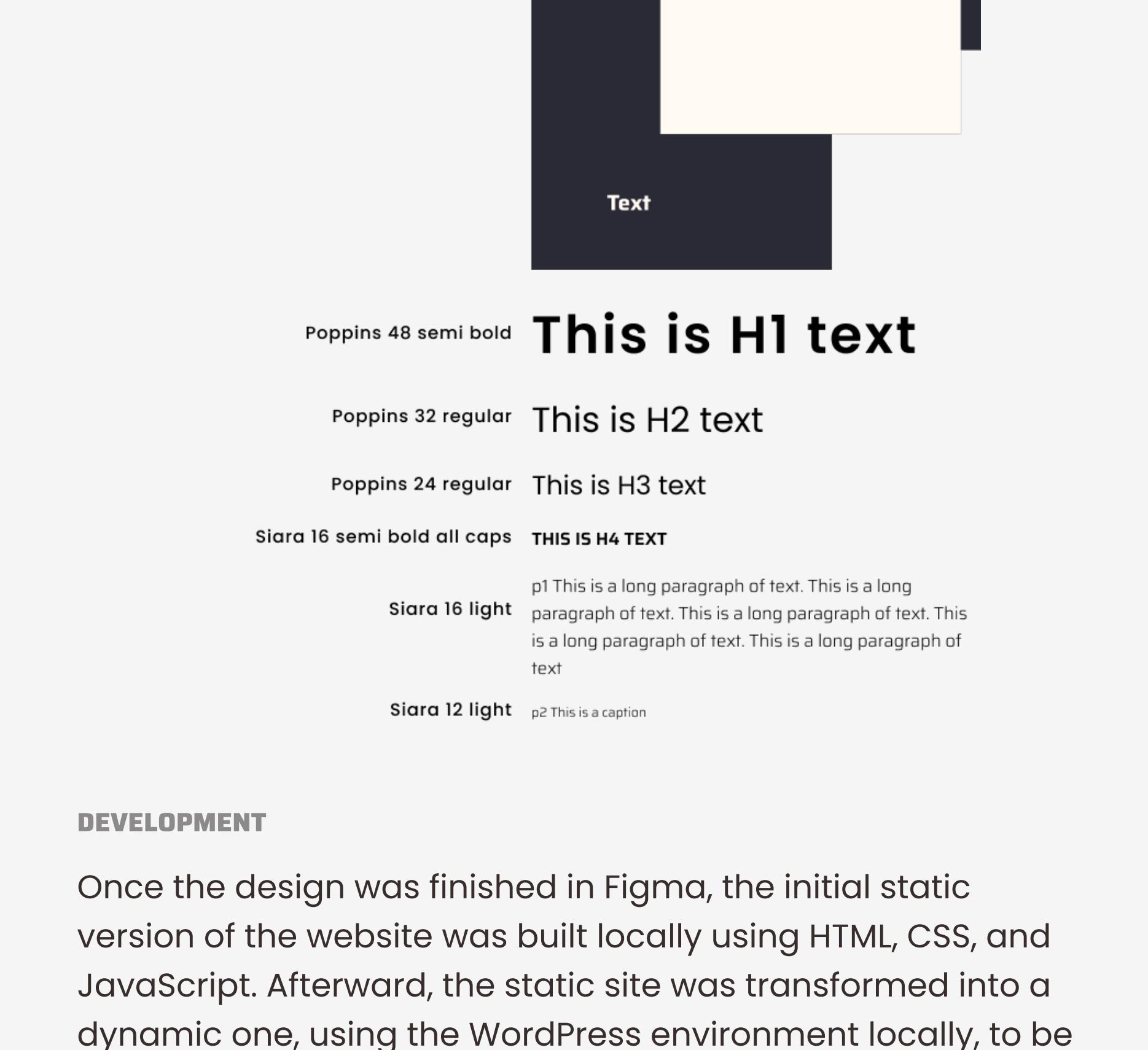
- Identifying art-event Key Information:** Determine the essential information that audiences need to evaluate their interest in an art event. This aimed to understand what specific details (e.g., event dates, artist profiles, thematic elements) are most crucial for decision-making.
- Addressing audiences Pain Points:** Uncover common issues and frustrations encountered by audiences in relation to contemporary art promotional materials. This involved exploring challenges in navigation, content clarity, and overall presentation that might discourage audience engagement.
- Understanding Attitudes and Emotional Responses:** Gain insights into general attitudes and responses towards reading contemporary art event descriptions. This sought to capture the emotional and cognitive reactions of audiences, such as interest, confusion, or excitement, when interacting with event narratives.

**INSIGHTS & DECISIONS**

The surveys revealed specific audience needs 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



**Why independent scrolling?**

The dual-pane design optimizes the use of space. **Independent pane scrolling enhances user autonomy**, allowing for a more organized consumption of information.

**The feature simplifies navigation through lengthy content** (pictures, texts, and card links).

This site is regularly visited by art industry stakeholders, whose goals include obtaining detailed overviews of projects, artists, and collaborations.

**The fixed-menu / independent dual-pane layout makes all information accessible with just a couple clicks.**

**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

**UI AESTHETICS**

In the development of the website, a deliberate choice was made to embrace a minimalist aesthetic. This design philosophy was driven by the desire to create a clean, uncluttered visual space, allowing the imagery to take centre stage. This approach aims for careful balance between aesthetics and functionality, striving to deliver an engaging user experience, where the art remains the focal point.

**Development**

Once the design was finished in Figma, the initial static version of the website was built locally using HTML, CSS, and JavaScript. Afterward, the static site was transformed into a dynamic one, using the WordPress environment locally, to be migrated later to the official domain (7circles.at) for final adjustments and refinements.

## Usability Testing

**Poppins 48 semi bold** **This is H1 text**

**Poppins 32 regular** **This is H2 text**

**Poppins 24 regular** **This is H3 text**

**Siara 16 semi bold all caps** **THIS IS H4 TEXT**

**Siara 16 light** **p1 This is a long paragraph of text. This is a long paragraph of text. This is a long paragraph of text. This is a long paragraph of text.**

**Siara 12 light** **p2 This is a caption**

**Background**

**Text**