

KQM Website Redesign Criteria

Last updated: 16 April 2024

Started by irokei

Establish criteria for the minimum viable product and anniversary goal product.

Start: 16 April

End: 22 April

Staff: All website redesign staff

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Summary

This document revisits the primary goals of the redesign established in Phase 1, expands and confirms on these ideas, and provides a checklist that we can use in the design drafts and feedback in Phase 3 for our minimum viable product and anniversary goal product.

MVP: Minimum viable product we need to have a functional website by the end of Phase 4 in July 2024.

AGP: Anniversary goal product we intend to go live in October 2024.

The MVP is the first goal in development, and the AGP is the final design that builds upon the MVP. We will break down development into milestones at the start of Phase 4.

Objectives

We are successful in this step of development if we can accomplish the following by the end of this document:

- Establish criteria for the website redesign.
- Decide what must be in the website redesign for launch date.
- Identify low-level “amenities”.
- Come to a consensus on a feasible MVP that is better than the current website.

Phase 1 Review

In Phase 1, we established 3 primary goals for the website redesign:

1. Improve user experience
2. Streamline content production
3. Expand KQM’s reach.

[The expanded bulleted list of general guidelines in Phase 1](#) was generated primarily by irokei, but we will specify, expand, cut, and adjust this list with input from the Phase 1 discussion and further staff input before 22 April. You do not have

to read the list again, but you can if you want to see what has changed since the first week of the website redesign reboot.

List of Criteria for Live Release AGP

There are 24 general criteria divided into 4 categories: general, technical, organizational, visual. Specific sub-criteria and descriptions are provided. All mentioned criteria are included for a reason! These criteria need to be considered in our Phase 3 design mockups.

General

1. Meets these criteria

- Redundant criteria to confirm that we want to meet all these criteria.
- If we don't want to use these or any criteria, then please bring up your concern in the forum post.

2. Improves the KQM user experience

- The redesign must be perceived as an improvement over the current sites.
- Increased quality of life and accessibility.

3. Aligns with KQM's desired brand identity

- The redesign should reflect the conclusions of our brand identity discussion and document led by icedsquid.
- Elements should be cohesive under the same aesthetic.

4. Features desired content

- The redesign should include all content identified as crucial in our content discussion and document led by irokei.
- Content identified as undesirable must be avoided.

5. Streamlines content production

- Allows live updates.
 - The site won't crash if we commit and have live updates. The current kqm.gg GI site has only daily cache and updates or

manual push since it crashes otherwise... Live updates are a must. HSR has live updates without commits which isn't good either (but still better).

- Uses markdown editor.
 - Minimizes transcription and update time and workload
 - No site elements need to be repositioned, reformatted, or moved during transcription.
 - There should only be a corresponding markdown template for each topic page with the only visual changes being colors and images.
- Automatically fills text with a game datamine database.
- Semantic tags should enable cross-language matching and efficient translation copying.

6. Expands KQM's reach

- Accommodate many languages
 - Has UI, in-game text, and KQM content (if translated) in these languages (if we have a translation team for it):
 - Chinese
 - Spanish
 - Portuguese
 - French
 - Russian
 - Japanese
 - Korean
 - Translates in-game text to all in-game translation languages.
 - Automatically detects browser or device language.
 - Translation staff will translate the UI via Crowdin. It will not be publicly translated. Can toggle language.
- Increase site traffic
- Reach a wider player demographic
 - [Expansive content](#) for free-to-play, low-spender, and whale.
 - [Inclusive and accessible content](#).
 - Integrates non-English content.

Technical

1. Meets as many [WCAG 2.2 criteria](#) as possible

- a. We must prioritize accessible design since it benefits everyone.
- b. Level A WCAG criteria should be achievable, while AA and AAA should be considered if applicable or feasible.
- c. Follows the 4 principles of accessibility and integrates features for disabled users.

i. Perceivable

1. Text alternatives

- a. Non-text content has a text equivalent or description.
- b. Infographics, graphs, and pictures should have descriptive text and alt text available.

2. Time-based media

- a. Videos: Any videos on the website should have captions and a readable script (YouTube feature already). Avoid auto-playing videos.
- b. Audio: Let's avoid any sound on the website except for videos we make.

3. Adaptable

- a. Info and relationships: Assistive technologies should be able to read our website (screen readers, text-to-speech, etc.)
- b. Meaningful sequence: Correct reading sequences must be programmatically determined, a.k.a., no tables unless we want a programming headache.
- c. Sensory characteristics: Operating functions of the website should not rely solely on sensory characteristics like shape, size, color, location, orientation, or sound. Make sure buttons and tabs have labels and do not require directional instructions.

- d. Orientation: Images can be scaled and reoriented.
- e. Identify input purpose: Input fields have readable labels.
- f. Identify purpose: User interface components, icons, and regions can be programmatically determined.

4. Distinguishable

- a. Use of color: Color is not the only thing that distinguishes content or elements (color is not accessible to colorblind and visually-impaired people).
- b. Contrast minimum: Contrast for text and images of text has a contrast ratio of at least 4.5:1. Contrast for visual non-text elements is at least 3:1.
- c. Resize text: Text can be resized up to 200% without loss of functionality or legibility.
- d. Contrast adjuster: Include a contrast adjuster to at least 7:1.
- e. Text adjuster: Include a text size adjuster that maximizes at 80 characters width in text blocks (not CKJ).
- f. Reflow: Content can be presented without loss of information or functionality, and without requiring scrolling in two dimensions for:
 - i. Vertical scrolling content at a width equivalent to 320 CSS pixels;
 - ii. Horizontal scrolling content at a height equivalent to 256 CSS pixels.
- g. Text spacing: No loss of content or functionality occurs by setting all of the following and by changing no other style property:

- i. Line height (line spacing) to at least 1.5 times the font size;
 - ii. Spacing following paragraphs to at least 2 times the font size;
 - iii. Letter spacing (tracking) to at least 0.12 times the font size;
 - iv. Word spacing to at least 0.16 times the font size.
 - h. Tooltip accessibility: Where receiving and then removing pointer hover or keyboard focus triggers additional content to become visible and then hidden, the following are true:
 - i. Dismissible — A mechanism is available to dismiss the additional content without moving pointer hover or keyboard focus, unless the additional content communicates an input error or does not obscure or replace other content;
 - ii. Hoverable — If pointer hover can trigger the additional content, then the pointer can be moved over the additional content without the additional content disappearing;
 - iii. Persistent — The additional content remains visible until the hover or focus trigger is removed, the user dismisses it, or its information is no longer valid.

ii. Operable

1. Keyboard accessible

- a. Keyboard only: All functionality is operable with keyboard alone.
- b. Keyboard traps: No keyboard traps.

- c. Keyboard shortcuts: If a keyboard shortcut is implemented in content using only letter (including upper- and lower-case), punctuation, number, or symbol characters, then at least one of the following is true: you can turn it off, remap it, or active focus only.

2. Time-based

- a. Any moving, blinking, scrolling, or auto-updating content can be paused, stopped, or hidden. We should avoid timing-based actions.
- b. Include a reduced motion option.

3. Seizures and physical reactions

- a. No flashing content or functions.

4. Navigable

- a. Bypass repeated blocks: A mechanism is available to bypass blocks of content that are repeated on multiple Web pages. (Skip to content link.)
- b. Page title: Web pages have titles that describe the topic or purpose.
- c. Focus order: Place interactive elements in an order that follows sequences and relationships within the content
- d. Link purpose (in context): The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general.
- e. Locate a web page in multiple ways: More than one way is available to locate a Web page within a set of Web pages except where the Web Page is the result of, or a step in, a process.
- f. Headings and labels describe topic or purpose.

- g. Any keyboard operable user interface has a mode of operation where the keyboard focus indicator is visible.
- h. Section headings are used to organize the content.

5. Input modalities

- a. Pointer gestures: Let's avoid gestures.
- b. Pointer cancellation: Completion of the function is on the up-event, and a mechanism is available to abort the function before completion or to undo the function after completion;
- c. Label in name: For user interface components with labels that include text or images of text, the name contains the text that is presented visually.
- d. Motion actuation: Let's avoid motion-based controls.
- e. Target size minimum: The size of the target for pointer inputs is at least 24 by 24 CSS pixels,

iii. Understandable

1. Readable

- a. Language: The default human language of each Web page can be programmatically determined.
- b. Unusual words and abbreviations: A mechanism (glossary) is available for identifying specific definitions of words or phrases used in an unusual or restricted way, including idioms and jargon.

2. Predictable

- a. On focus: When any user interface component receives focus, it does not initiate a change of context.
- b. On input: Changing the setting of any user interface component does not automatically

cause a change of context unless the user has been advised of the behavior before using the component.

- c. Consistent navigation and identification: Things that function the same are identified consistently.

3. Input assistance

- a. Error identification: If an input error is automatically detected, the item that is in error is identified and the error is described to the user in text.
- b. Labels or instructions: Labels or instructions are provided when content requires user input.
- c. Accessible authentication: Our feedback form captcha needs a text- and sound-based alternative that is not a cognitive function test.

iv. Robust

1. Compatible

- a. Parsing: Assistive technology no longer has any need to directly parse HTML.
- b. Name, role, value: Standard HTML controls already meet this success criterion when used according to specification.
- c. Status messages: Status messages can be programmatically determined through role or properties such that they can be presented to the user by assistive technologies without receiving focus.

2. Fully functions for users regardless of device or browser

- a. Develop for mobile first, then expand to desktop.
- b. Create components that only need CSS changes across devices. We should **not** build the same thing twice for mobile/desktop.
- c. Every device should be able to handle our website.

- d. Minimize load times (is 2s or lower feasible?).
- e. Current users by device category:
 - i. 52% mobile
 - ii. 46% desktop
 - iii. 2% tablet
- f. Current users by device model or browser:
 - i. 26% iPhone
 - ii. 25% Chrome
 - iii. 8% Opera
 - iv. 6% Safari
 - v. 4% Microsoft Edge
 - vi. 2% Firefox
 - vii. 2% iPad
 - viii. 27% Other/Unknown

3. Follows SEO best practices

- a. Enables site crawling
- b. Utilizes proper header hierarchy and semantic tags
- c. Has alt text for images
- d. Uses SEO tags
- e. Top hit for the following terms:
 - i. kqm
 - ii. kqm hsr
 - iii. keqingmains
 - iv. keqing mains
 - v. keqing
 - vi. theorycrafting
 - vii. genshin theorycrafting
 - viii. genshin tc
 - ix. hsr theorycrafting
 - x. hsr tc
 - xi. (best) character +
 - 1. build(s)
 - 2. team(s)

3. weapon(s)
4. light cone(s)
5. constellation(s)
6. artifact(s)
7. relic(s)
8. guide(s)
9. kit(s)
10. leak(s)

f. As high of SEO as possible for these languages:

- i. Chinese
- ii. Spanish
- iii. Portuguese
- iv. French
- v. Russian (if team)
- vi. Japanese (if team)
- vii. Korean (if team)

4. Features necessary site tools

a. Accessibility adjuster

- i. Adjusts contrast, colors, and text size.
- ii. Must be easily identifiable.

b. Language toggle/tool

- i. Site can be translated to our 8 languages.
- ii. In-game text can be automatically translated to any translated text language in GI or HSR.

c. Site-wide GI-HSR swap toggle

- i. This can be integrated into the menu. but if someone wants to swap to HSR or GI site, they should be able to.

d. Menu

- i. We need a menu.
- ii. Further discussion will occur after the site map work is near completion.

e. Search feature

- i. We need a search feature that appears on every page.

- ii. Further discussion will occur after the site map work is near completion.

f. Glossary

- i. Function: Tooltip glossary for game and theorycrafting names, terms, and jargon.
- ii. Database: Uses a glossary reference or database.
- iii. Upload: Our editors and translators need to be able to upload definitions for these terms into a glossary database.
- iv. Retrieve: The word should be automatically glossed and have the tooltip thing be active without us having to do anything with the markdown in paragraphs.

g. Table of Contents

- i. We need an automatically generated table of contents.
- ii. The table of contents must be fully functional on 100% of devices and browsers.

h. Internal Page Preview

- i. Internal links should have a preview tooltip show up that has text describing the page's content and purpose.
- ii. See Wikipedia previews for an example.

i. Feedback / Contact Us

- i. Feedback form that automatically generates a bot post in the feedback discord channel.
- ii. Contact us that functions the same lol.

5. Integrates with ads, analytics, and security

- a. Ads cannot obstruct content or disable site functionality.
- b. Talk to Yami for our ad space requirements.
- c. We use GA4 for analytics right now, but the site should work with the analytics program we want to use.
- d. We use CloudFlare right now, so probably stick with that.
- e. Make sure we can't be ddos'd, hacked, used for scams, get flagged by antivirus, etc.

6. Scales into the future

- a. Handles all combined KQM site traffic, future combined traffic, and any future traffic.
 - i. We expect that a better site, translations, and improved social media presence will significantly increase site traffic.
 - ii. The site cannot crash and must run smoothly regardless of simultaneous users.

Organizational

1. Follows site map

- a. We need to finalize a site map before the 1st draft of the design goes hard.
- b. Participate in the relevant forum.
- c. We need to know what kinds of pages, features, and blocks we need to design.

2. Has a highly functional and engaging home page (for each game)

- a. Home page URL: kqm.gg
 - i. More people search for KQM than keqingmains now, so the rebrand to officially be KQM was successful
 - ii. Everything that KQM officially publishes should have kqm.gg as the domain
- b. Splits info into Genshin Impact and Honkai: Star Rail
 - i. Users should be able to switch between HSR and GI.
 - ii. We can keep hsr.kqm.gg for HSR, but kqm.gg/topic should be unique for each topic anyway.
 - iii. This means kqm.gg/keqing and kqm.gg/kafka should both work.
 - iv. If a topic has the same name, we can disambiguate with a toggle or something.
- c. Can access any topic page from the home page
 - i. It is important that every topic page is accessible from the first page users visit.
 - ii. Search feature site-wide.
 - iii. Included in the site menu.

3. Uses one page per topic

- a. Topic URL: kqm.gg/topic
 - i. We will not separate character or topic information into different pages.
 - ii. We will still have basic info, TC evidence, quick guide info, and extended guide info, but they will all be on the same page.
 - iii. This means URLs like kqm.gg/q/keqing-quickguide or <https://library.keqingmains.com/evidence/characters/electro/keqing> will cease to exist and be replaced with kqm.gg/keqing (with a quick info toggle) and kqm.gg/keqing#evidence respectively (or something similar).
- b. Content: All info regarding a specific character, topic, etc. should be on only one page.
- c. Format: We can explore how to include all necessary content in our design drafts.
- d. All previous URLs should work.

4. Minimizes the time to find content

- a. Navigation across the site should be intuitive.
- b. Minimize the sequence of actions while making each action purposeful and rewarding.
- c. Topic pages need to appear immediately comprehensive and easily navigable.

5. Presents content in an engaging and simple way

- a. Increased web page engagement time.
- b. Users want to stay on the website even after finding their initially desired information.
 - i. A “related pages”, “further reading”, or even “suggested for you” section on each page.

6. Progressively discloses niche and advanced concepts

- a. Info at the top starts basic and gets progressively more complex.
- b. Toggles between quick guide and extended guide should extend the content under.
- c. Niche subtopics should have lower valency than primary topics.

- d. Advanced information and theorycrafting info should be available but not scare away casuals.

Visual

1. Ensures all design elements adapt to different user situations

- a. The design should be functional and attractive at any screen size on any commonly used device or browser.
- b. Design elements should function and appear identical across devices if possible and practical.

2. Reflects current user intuition

- a. The KQM website should appear fresh yet familiar to our user demographic.
- b. We should follow design conventions and principles where they serve us.

3. Exceeds contemporary design fads

- a. We should avoid design fads that may unnecessarily age the website.
- b. Design with timelessness, adaptability, and future proofing in mind.

4. Establishes a clear visual and organizational hierarchy

- a. More important elements and commonly used tools should be more prevalent and accessible.
- b. Less important elements should still be identifiable but not overpower more important elements.

5. Optimizes load times without compromising quality

- a. Our design should not cook devices or take longer than 2s to load on most devices.
- b. The website should still be high resolution regardless of device capabilities or screen size.

6. Avoids excessive purple

- a. No more purple everything.
- b. We can use a hint of purple in a couple repeated elements if people think that's fine (like a secondary accent).

List of Criteria for MVP

This is what we need to accomplish by July 2024 in terms of site functionality and design. These criteria should be the focus during development. We must prioritize function before aesthetic.

General

1. Meets these criteria

- Redundant criteria to confirm that we want to meet all these criteria.
- If we don't want to use these or any criteria, then please bring up your concern in the forum post.

2. Improves functionality

- The redesign must be perceived as an improvement over the current sites in terms of functionality.
 - See "4. Features necessary site tool functionality" below in technical criteria.
- Increased quality of life and accessibility.

3. Aligns with KQM's desired brand identity

- The redesign's functionality should reflect our brand identity.
- Elements should be cohesive under the same aesthetic (even if barebones).

4. Features desired content

- The MVP should include all content identified as crucial.
- Content identified as undesirable must be avoided.

5. Streamlines content production

- Allows live updates.
- Uses markdown editor.
- Automatically fills text with a game datamine database.
- Semantic tags should enable cross-language matching and efficient translation copying.

6. Expands KQM's reach

- Accommodate many languages

- Automatically detects browser or device language.
- Automatically translates in-game text to all in-game translation languages.
- Can toggle language.

Technical

1. Meets as many [WCAG 2.2 criteria](#) as possible
 - a. We must prioritize accessible design since it benefits everyone.
 - b. Level A WCAG criteria should be achievable, while AA and AAA should be considered if applicable or feasible.
 - c. Follows the 4 principles of accessibility and allows the implementation of features for disabled users identified in the AGP criteria.
2. Functions for users regardless of device or browser
 - a. Develop for mobile first, then expand to desktop.
 - b. Modular design: Create components that only need CSS changes across devices. We should **not** build the same thing twice for mobile/desktop or across different pages if they are the same asset.
 - c. Every device should be able to handle our website.
 - d. Minimize load times (is 2s or lower feasible?).
3. Enables SEO best practices to be followed in the AGP
 - a. Enables site crawling
 - b. Utilizes proper header hierarchy and semantic tags
 - c. Has alt text for images
 - d. Enables SEO tags
4. Features necessary site tool functionality
 - a. Accessibility adjuster
 - i. Adjusts contrast, colors, and text size.
 - ii. Must be easily identifiable.
 - b. Language toggle/tool
 - i. Site can be translated to our 8 languages.

- ii. In-game text can be automatically translated to any translated text language in GI or HSR.
- c. Menu
 - i. We need a menu.
 - ii. Further discussion will occur after the site map work is near completion.
- d. Search feature
 - i. This can be delayed for AGP work if necessary.
 - ii. Further discussion will occur after the site map work is near completion.
- e. Glossary
 - i. The tooltip itself can be delayed for AGP, but we need to know a format to put in glossary terms so editors can start putting those in after the MVP is done.
 - ii. Function: Tooltip glossary for game and theorycrafting names, terms, and jargon.
 - iii. Database: Uses a glossary reference or database.
 - iv. Upload: Our editors and translators need to be able to upload definitions for these terms into a glossary database.
 - v. Retrieve: The word should be automatically glossed and have the tooltip thing be active without us having to do anything with the markdown in paragraphs.
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 - i. Internal links should have a preview tooltip show up that has text describing the page's content and purpose.
 - ii. See Wikipedia previews for an example.
- h. Feedback / Contact Us
 - i. Feedback form that automatically generates a bot post in the feedback discord channel.

- ii. Contact us that functions the same lol.

5. Allows for integration with ads, analytics, and security

- a. Ads cannot obstruct content or disable site functionality.
- b. Talk to Yami for our ad space requirements.
- c. We use GA4 for analytics right now, but the site should work with the analytics program we want to use.
- d. We use CloudFlare right now, so probably stick with that.
- e. Make sure we can't be ddos'd, hacked, used for scams, get flagged by antivirus, etc.

6. Scales into the future

- a. Handles all combined KQM site traffic, future combined traffic, and any future traffic.
- b. The site cannot crash and must run smoothly regardless of simultaneous users.

Organizational

1. Follows the site map

2. Has a functional home page

- a. Home page URL: kqm.gg
 - i. Everything that KQM officially publishes should have kqm.gg as the domain
- b. Splits info into Genshin Impact and Honkai: Star Rail
 - i. Users should be able to switch between GI and HSR.
 - ii. We can keep hsr.kqm.gg for HSR, but kqm.gg/topic should be unique for each topic anyway.
 - iii. This means kqm.gg/keqing and kqm.gg/kafka should both work.
 - iv. If a topic has the same name, we can disambiguate with a toggle or something.
- c. Can access any topic page from the home page
 - i. It is important that every topic page is accessible from the first page users visit.
 - ii. Search feature site-wide.

- iii. Included in the site menu.

3. Uses one page per topic

- a. Topic URL: kqm.gg/topic
 - i. We will not separate character or topic information into different pages.
 - ii. We will still have basic info, TC evidence, quick guide info, and extended guide info, but they will all be on the same page.
 - iii. This means URLs like kqm.gg/q/keqing-quickguide or <https://library.keqingmains.com/evidence/characters/electro/keqing> will cease to exist and be replaced with kqm.gg/keqing (with a quick info toggle) and kqm.gg/keqing#evidence respectively (or something similar).
- b. Content: All info regarding a specific character, topic, etc. should be on only one page.

4. Minimizes the time to find content

- a. Navigation across the site should be intuitive.
- b. Minimize the sequence of actions while making each action purposeful and rewarding.
- c. Topic pages need to appear easily navigable.
- d. A “related pages”, “further reading”, or even “suggested for you” section on each page.

5. Allows for content migration

- a. The MVP should allow transcribers to begin work on content migration.
- b. This means the markdown system and databases need to be set up.

6. Progressively discloses niche and advanced concepts

- a. Info at the top starts basic and gets progressively more complex.
- b. Toggles between quick guide and extended guide should extend the content under.

Visual

1. The MVP prioritizes functionality over aesthetic, but it should allow the AGP design to apply (minor adjustments are fine).
2. Ensures all design elements will adapt to different user situations in the AGP
 - a. The design should be functional and attractive at any screen size on any commonly used device or browser.
 - b. Design elements should function and appear identical across devices if possible and practical.
3. Establishes an organizational hierarchy
 - a. More important elements and commonly used tools should be more prevalent and accessible.
 - b. Less important elements should still be identifiable but not overpower more important elements.
4. Optimizes load times without compromising quality
 - a. Our design should not cook devices or take longer than 2s to load on most devices.
 - b. The website should still be high resolution regardless of device capabilities or screen size.

Next Steps for Staff

1. Provide comments and suggestions on these criteria.
2. Add sub-criteria as needed.
3. Use these criteria in all pre-design, design, and development projects.
4. Provide feedback on projects with applicable criteria.

irokei will make a criteria checklist we can use in rounds of feedback if it will help.

Appendices

- [KOM Website Redesign Reboot](#)

- [Phase 1 Doc](#)
- [Phase 2 Doc](#)
- [Phase 3 Doc](#)
- [Website Redesign Content](#)
- [Website Redesign Brand](#)
- [HSR Redesign Figma](#)
- [GI Redesign Figma](#)
- [Redesign GitHub Repo](#)