KSCC
Website Redesign

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Content

01

The Set Up

Context & Goals

Context

The KSCC is an organization that provides elderly citizens all over Southern California community by hosting different classes.

Due to COVID, all of these classes have been cancelled, leaving many of our elderly citizens isolated.

Goals

- Redesign current website with an easy to navigate **online learning experience**

- Improve overall web navigation & visuals

- Help elders feel connected through learning

Link here | Link here

Pre-Research

Context

With a specific age range of our target demographics, we researched topics on UI/UX(User Interface & User Experience) for older audiences.

Resources

- **Toptal** - Age Before Beauty – A Guide to Interface Design for Older Adults

- **Usability Geek** - UX Design Thinking From A Senior Citizen's Perspective

- **Medium - UxDesign.CC** - What designing for seniors has taught me

Key insights

1. Visually contrasting UI/UX.

Similar variations of color may go unnoticed for older users. Increasing overall font sizes to a minimum of 16 px and color contrasts will help elderly users who may have visual impairments.

2. Do not use slangs or jargons.

Clear UI language is key because certain slangs, "phonetics, and wordplay can create challenges to certain age groups"

3. Easy and short sitemaps.

"Ui navigation system needs to be even more straightforward to facilitate the user journey."

4. Everyone loves beautiful products.

Don't underestimate senior users and focus too much on utility without creating visually captivating design. Everyone loves a good design!

5. Less experiments.

Similar to the concept of "Don't make me think," the UI/UX must be clear enough that users don't have to keep experimenting to find the page they want

02

The Now

Current Practices

Context

To observe our current challenges, narrow down feature additions, and remap the site navigation, our team analyzed the **current website practices.**

Current Sitemap

- **https://whimsical.com/T7FrbEAud FfVAUsxogRLnv@2Ux7TurymM1R J67wruvG**
- Password: omcfc

Current Website Review

- **https://whimsical.com/T7FrbEAud FfVAUsxogRLnv@2Ux7TurymNw4 WheK4Nqe**
- Password: omcfc
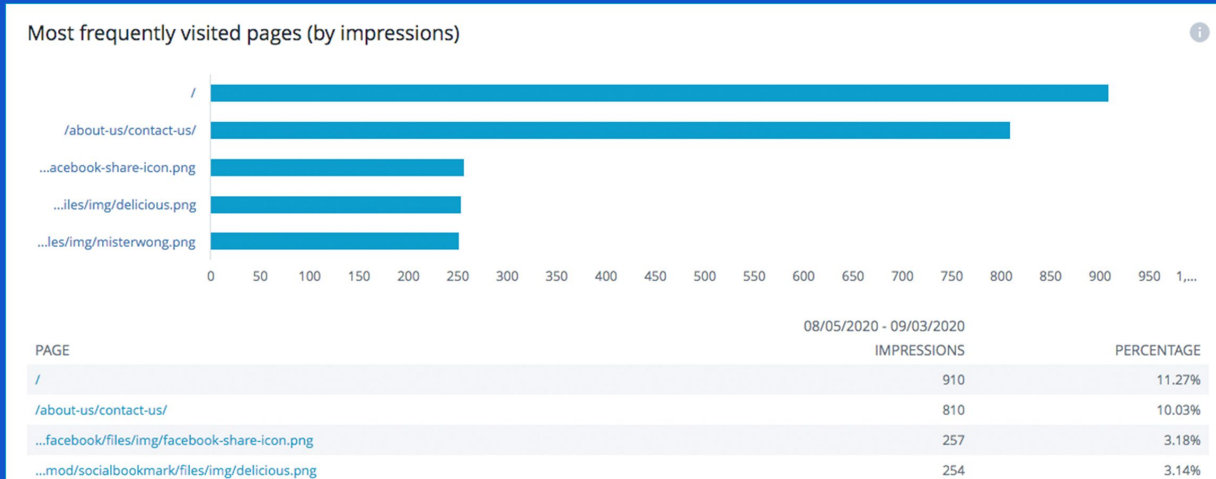
Heuristic Evaluation

- Top logo takes up too much space
- Ineffective navigation bar - placement & visual
- Inconsistent language options
- Ineffective use of site navigation
- Ambiguous buttons/images
- Random empty content pages
- Lack of font hierarchy
- No clear page layout
- No cohesive calendar for classes
- No functional footer

Website Analysis

Context

Our team also analyzed **website analytics**
provided by IONOS(current website provider)
to adjust our plan for the website redesign.

Most Frequently Visited Pages

Most frequently visited pages (by impressions)

PAGE	IMPRESSIONS	PERCENTAGE
08/05/2020 - 09/03/2020		
/	910	11.27%
/about-us/contact-us/	810	10.03%
...facebook/files/img/facebook-share-icon.png	257	3.18%
...mod/socialbookmark/files/img/delicious.png	254	3.14%

Key Insight

- "Contact Us" should be accessible easily (currently a subpage under about us)

Highest Bounce Rate

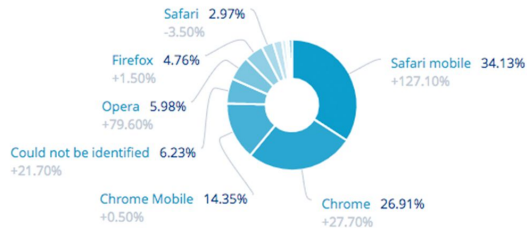Pages with high bounce rate
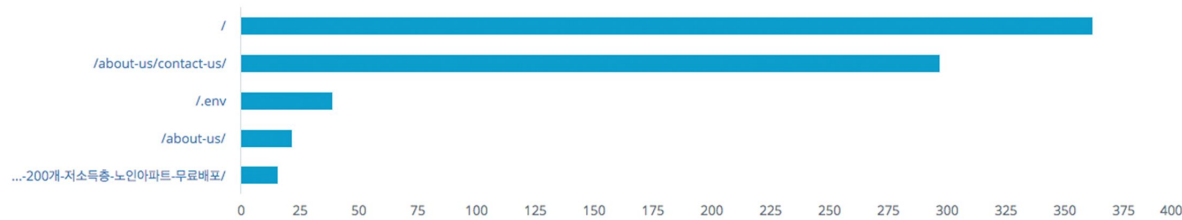
PAGE	08/05/2020 - 09/03/2020 BOUNCE RATE	PERCENTAGE
/	362	19.99%
/about-us/contact-us/	297	16.40%
/.env	39	2.15%
/about-us/	22	1.22%
/covid-19-나눔행사/도시락-200개-저소득층-노인아파트-무료배포/	16	0.88%

Key Insight

- Many users' last page before leaving the website is "Contact Us." This reinforces the previous insight on the page's need for easy access

Browsers

Browsers (by impressions)

Safari 2.97%
-3.50%

Firefox 4.76%
+1.50%

Safari mobile 34.13%
+127.10%

Opera 5.98%
+79.60%

Could not be identified 6.23%
+21.70%

Chrome Mobile 14.35%
+0.50%

Chrome 26.91%
+27.70%

BROWSER	IMPRESSIONS	08/05/2020 - 09/03/2020 PERCENTAGE	IMPRESSIONS	07/05/2020 - 08/04/2020 PERCENTAGE	CHANGE
Safari mobile	954	34.13%	420	21.15%	+127.10% ↗
Chrome	752	26.91%	589	29.66%	+27.70% ↗
Chrome Mobile	401	14.35%	399	20.09%	+0.50% ↗

Key Insight

- 2 out of 3 most commonly used browsers are mobile
- New website redesign should also be catered towards mobile users

Key Features

Objective

In order to proceed with the new sitemap and possible switch of the website provider, our team decided to narrow down the key features needed for the redesigned website.

Except the 4 narrowed down listed key features, everything else the website needs seemed to fit the criteria of every website provider (ex: simple introduction page, buttons, etc.).

Key Features

- **Calendar & Event system**

- **Big storage**

- **Easy to navigate Navigation Bars**

- **Good translation between desktop to mobile**

- **Easy switch between languages**

Website Provider

Website Builder Comparison

	IONOS	SQUARESPACE	WEBFLOW	WIX
Ease of Use	4	4	3	4
Editor	3	4.5	5	4
Mobile Editor	X	✔	✔	✔
Core Features	3	4.5	4	5
Storage	Unlimited	Unlimited	Unlimited	2GB
Pricing	$179/year	$144/year	$144/year	$156/year
Final Review	Chromebook of website builders - restrictive, lacking core elements	Apple of website builders - easy edit, clean, restrictive	Linux of website builders - big learning curve, very customizable	Android of website builders - customizable

SQUARESPACE

Final Recommendation: Squarespace

Pros:

1. Clean & cohesive visuals
2. Intuitive editor that's hard to fail
3. Core features in basic plan

Cons:

1. Limitations with customizations
2. 2 week trial - no upgrade, lose all content

** We recommend **WIX** if:

1. The current web designer for KSCCLA needs the ability to customize every aspect of the website
2. Willing to upgrade to either Unlimited $204/year or Pro 264/year

03

The Future

Next Steps

1. Sitemap

We are working on creating a new sitemap for a simpler, clear, and concise navigation through the website

2. Wireframe

After creating our sitemap, we will create a wireframe (bare bones of the website) to lay out content and functionality on a page which takes into account user needs and user journeys. This step will involve KSCC for their feedback on our recommendation.

3. User Interface

With the wireframe in place, we will create a visual language for the website that will be cohesive and simple. This include choosing fonts, website colors, button shapes, and etc. This step will involve KSCC for their feedback on our recommendation.

4. User Testing

With few members, we will be testing the usability of the website for iterations.

5. Final Website Redesign

After receiving feedback, we will make iterations and create our final website redesign for approval.

Thank you!

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