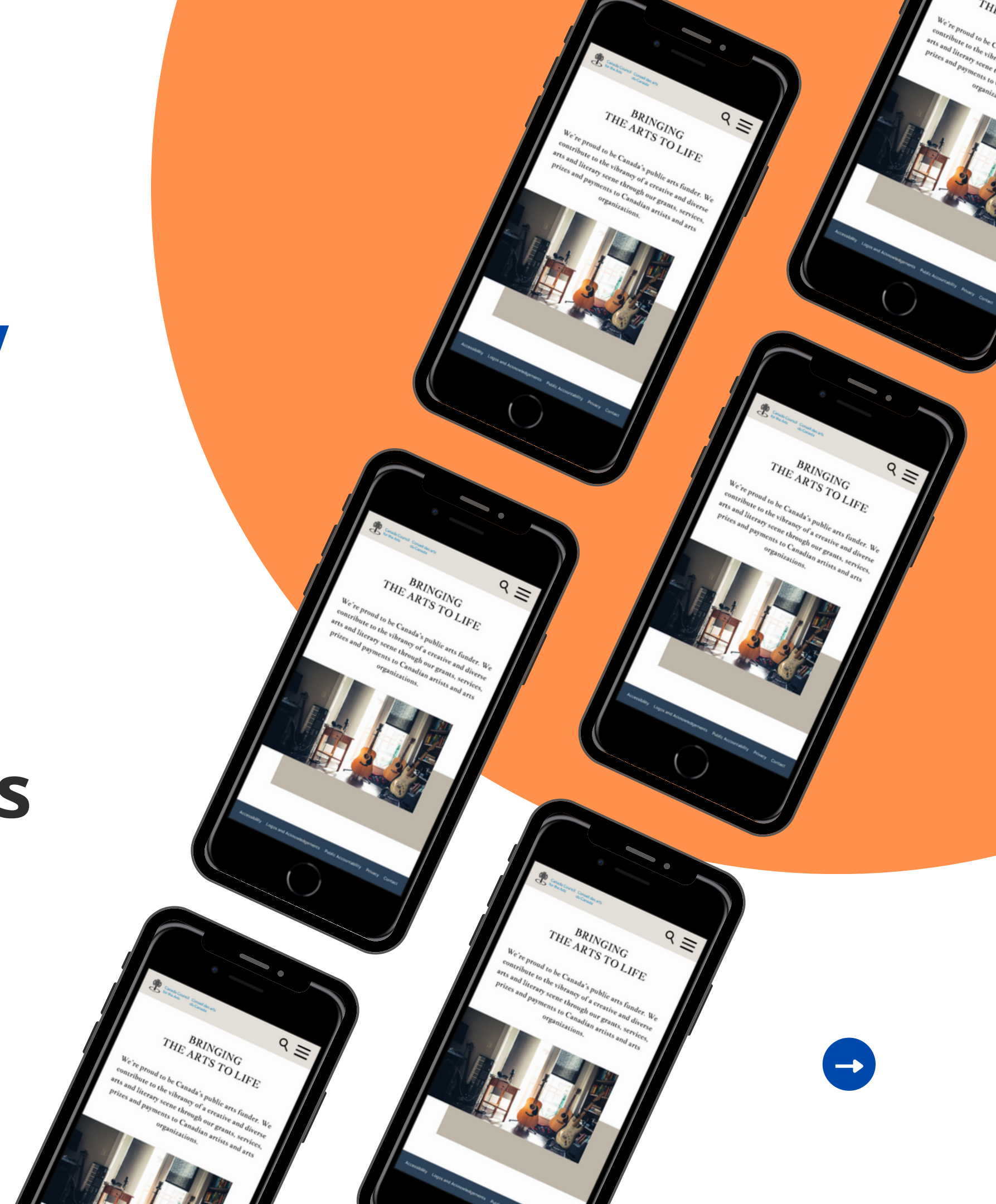# UX/UI Redesign

Government Agency Website Redesign Case Study

Canada Council for the Arts

Project Overview

Canada Council for the Arts is Canada's public arts funder which contributes to Canadian artists and art organizations through different grant programs, services, prizes, and payment solutions.

Executive Summary

Canada Council for the Arts aims to contribute Canadian artists and art organizations to promote study through different grant programs, services, prizes, and payment solutions. I have observed that the organization's website does not effectively communicate with the user experiences. How might we improve our organization's website so that the users can effectively navigate through the website and find the necessary information with ease.

Canada Council for the Arts contributes to the education funding of the Canadian artists and art organization through the grands, prizes and payments. We believe that the simplified user path of the website will assist more users to reach out the benefits of the organization.

User Research

To gain deep insights about the users' experiences, I used the following research methods:

User Interviews

User Insights

Affinity Diagram

User Persona

User Insights

I conducted 5 user interviews and recorded the answers to understand the users' expectations and frustrations about the website.

I created the user insights based on the interviews to understand what the users think and feel and get some valuable feedback.

Affinity Diagram

Then I made an affinity diagram with the gathered information and organized them by category.

User Persona

I created a user persona based on my gathered research data

Name: Paula Truman

- Canadian citizen or a permanent resident in Canada
- Married with one child
- Elementary School Teacher
- 18-50 years old
- Dedicated artist with training, experience, or accomplishments in the arts

Behavioural Demographics

- Loves teaching and being around children
- Spends spare time creating art at home
- Likes to listen to music and go to live shows
- Her child and students inspire her art
- Enjoys visiting new and upcoming artists' exhibitions

Goals & Needs

- Wants to become a professional artist and be featured in a gallery exhibit one day
- Needs extra money to pay for studio space
- Wants to network with and gain mentorship from experienced Canadian artists
- Wishes to inspire youth to pursue their artistic dreams

Pain Points and Potential Solutions

- Very uninspiring web design
- Boring layout and display of information
- Inconsistent navigation drop down
- Imbalance of white space and over crowding of information

- Add more colour and dynamic designs
- Make homepage and over webpages more appealing overall
- Condense options on Nav bar

Information Architecture

As the main goal of the project is to redesign the information architecture of the website, I conducted the following methods.

Heuristic Analysis

Card Sorting

Sitemap

Heuristic Analysis

I conducted an heuristic evaluation of the website based on LATCH principles

1 Primary goal or purpose is clear	x			
Clean, simple design	x			
Pleasing color scheme			x	boring only three distinct colours (blue, grey, white)
2 Appropriate use of white space		x		homepage above the fold very plain, too much white space
Consistent design			x	different webpages have different header styles
Text and colors are consistent	x			
3 Icons are universally understood		x		they use the same icon for multiple functions
4 Images are meaningful and serve a purpose			x	overuse of large images for some pages, used duplicate images for different article thumbnails

Homepage - above fold
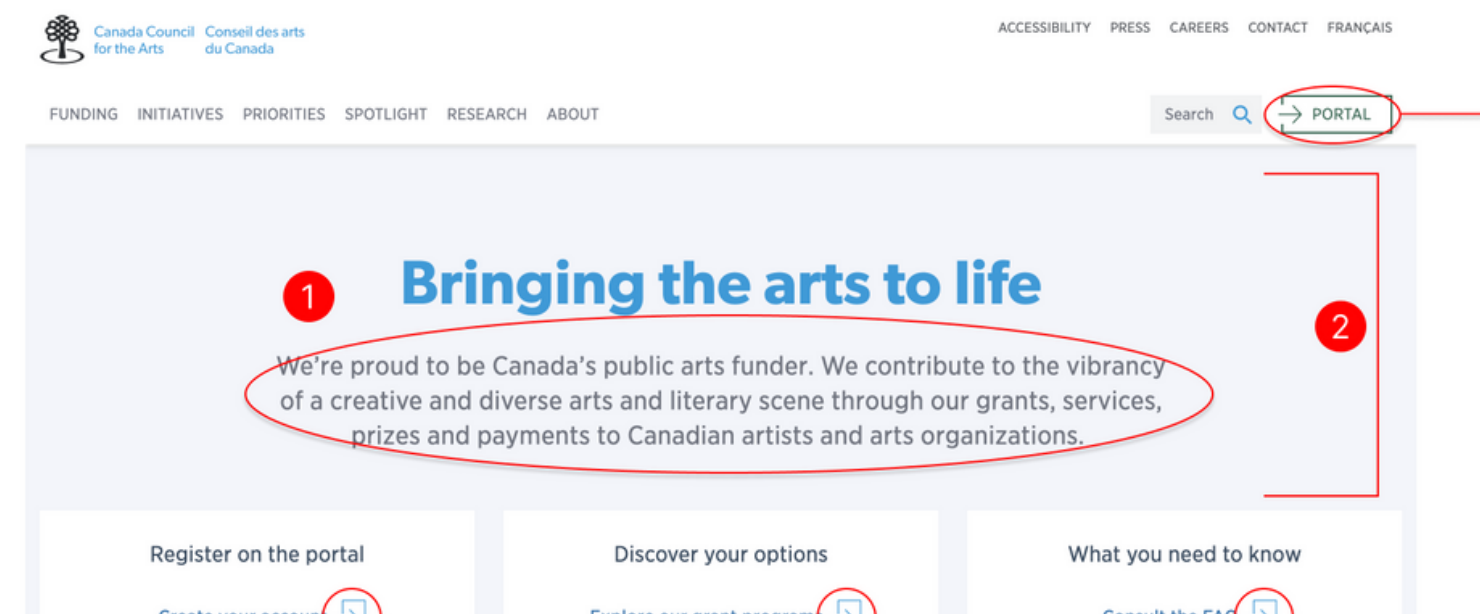
Spotlight webpage
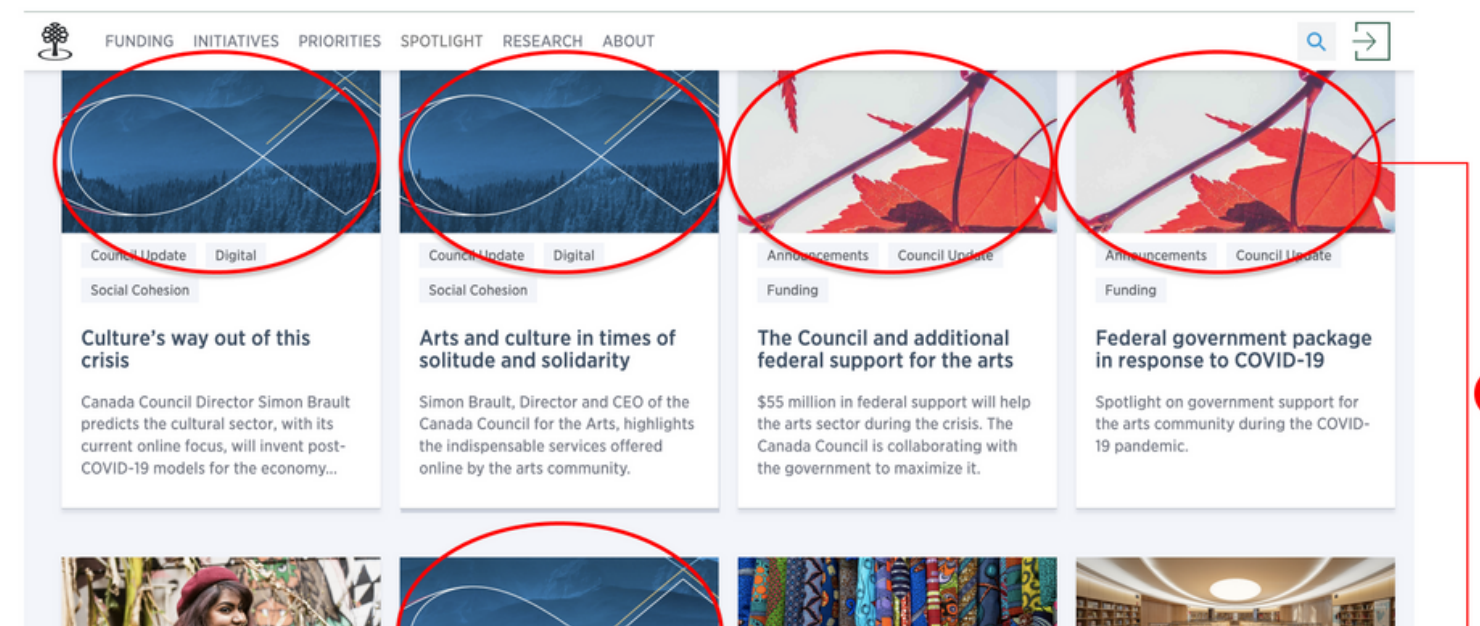
Card Sorting

I used the card sorting technique to label the website information
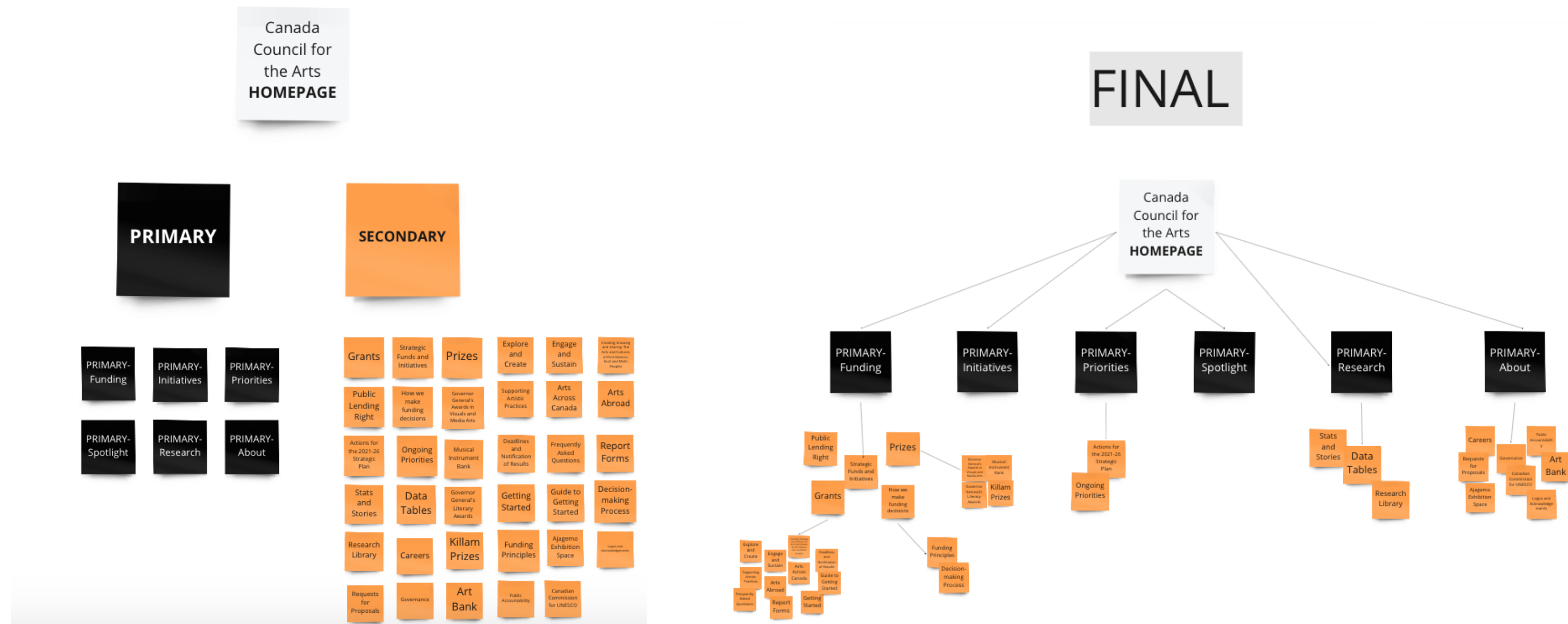
Sitemap

I created a new sitemap of the website, aiming to the main task flow: Grants and its programs.

The other task I wanted to work on was to make the PORTAL page within the website to simplify the user experience.
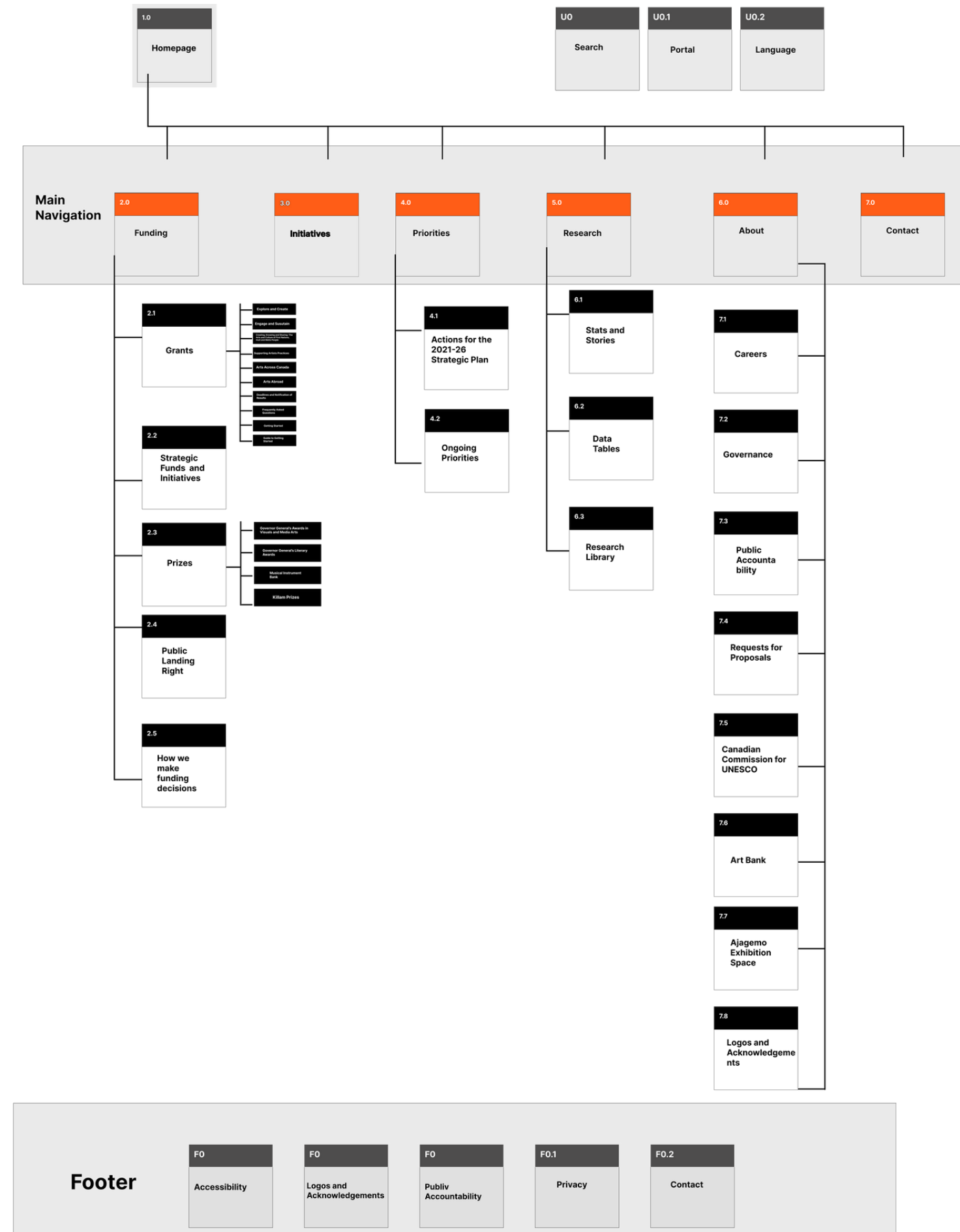
Responsive Web Design

UI Wireframes (Low-Fidelity)

Usability Testing

UI Wireframes (High-Fidelity)

UI Wireframes (Lo-fi)

For this phase, I started working on the low-fidelity wireframes by defining the main important task flow.

Usability Testing

I created website navigation usability testing plan to identify any issues and gain some valuable user feedback for the final iterations.

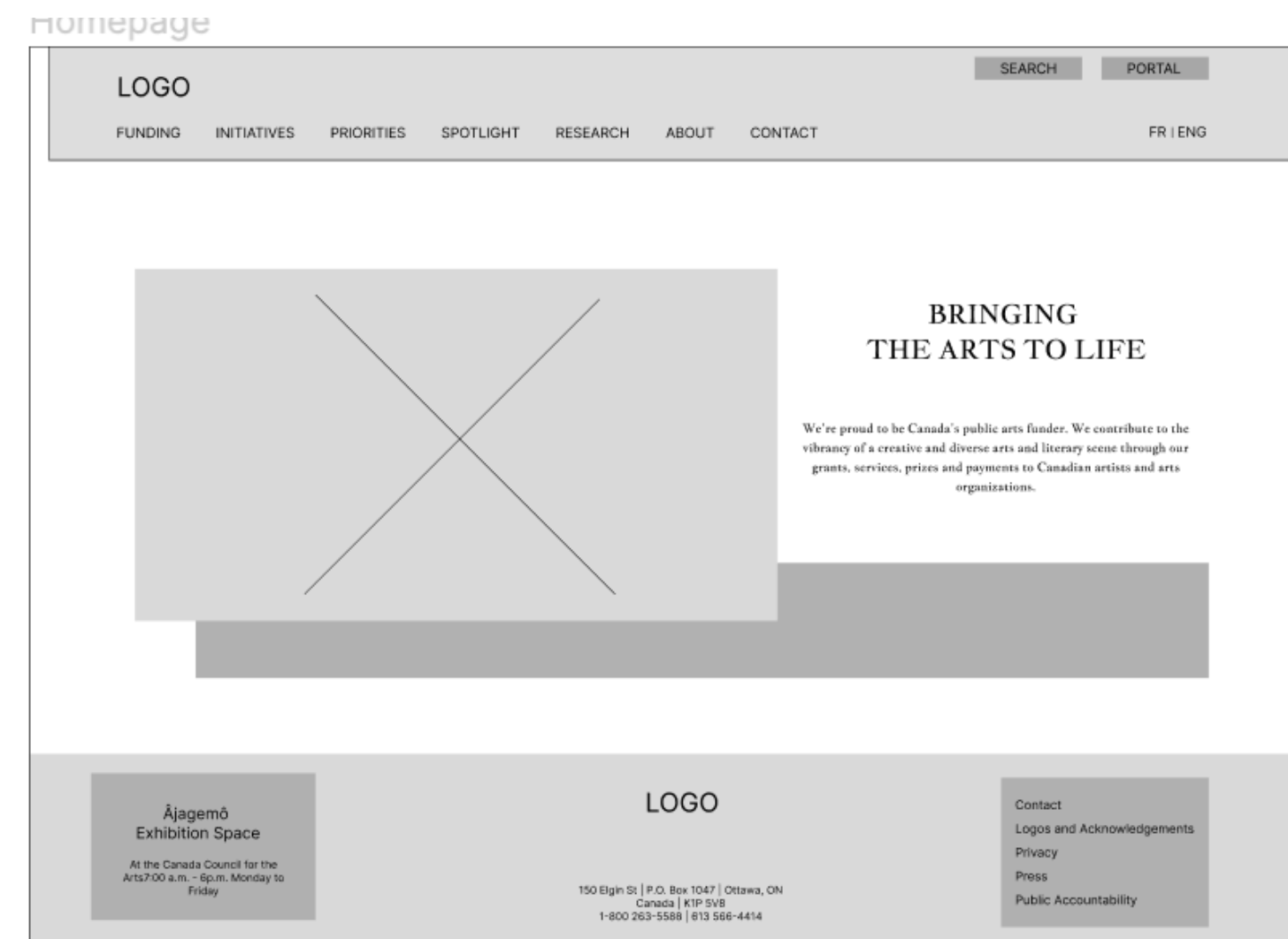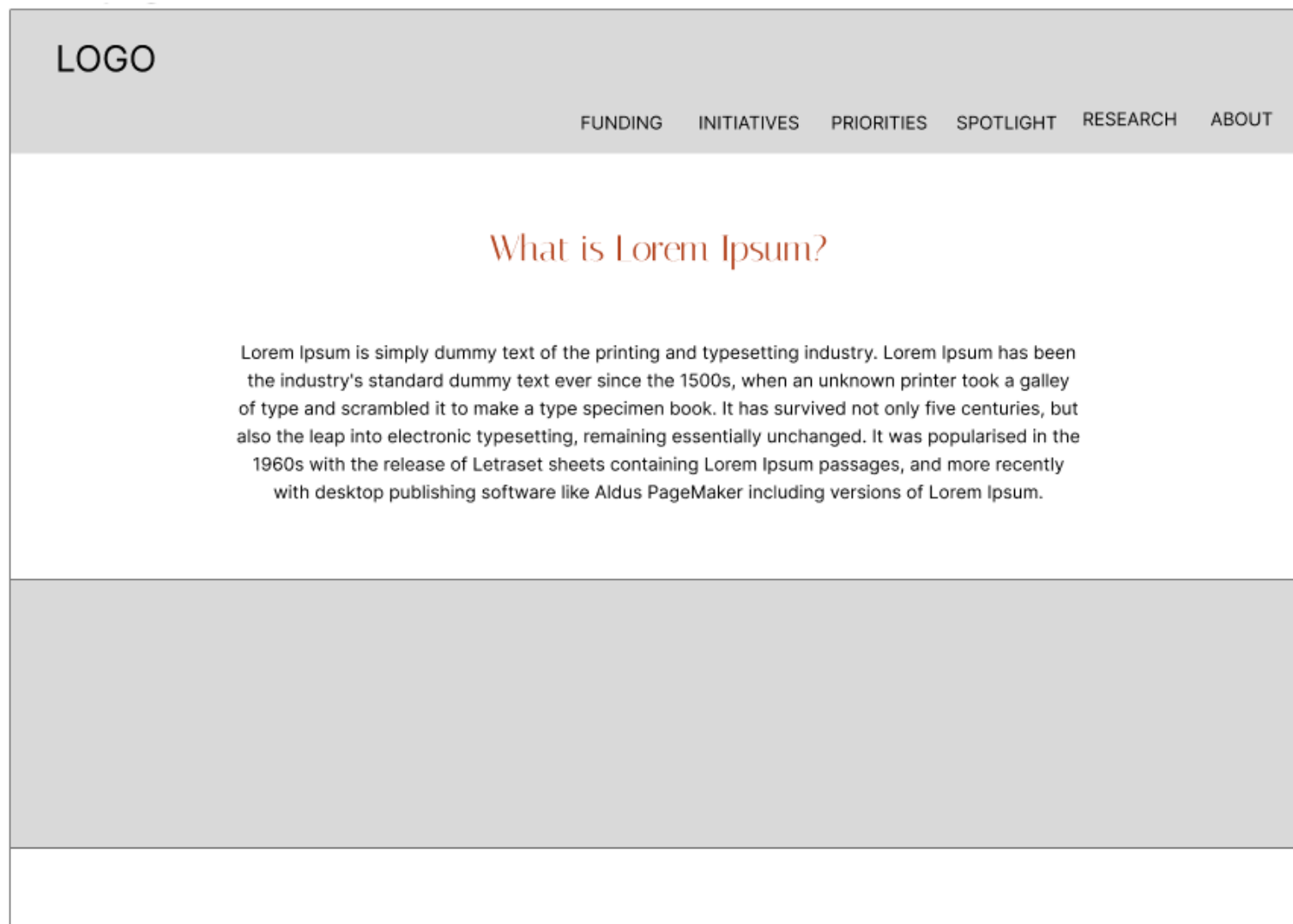|	A	B
	A1	GOAL/OBJECTIVE:
2	**TASK 1: Find out information about the eligibility of Engage and Sustain grant program.**	
3	Research Question:	Is the navigation bar clear enough for the user to navigate through?
4	Goal/Output:	To find out how easily a user can go through the navigation bar.
5	Assumptions:	An artist who is trying to make a research and find out the eligibility for a grant program.
6	Scenario/Steps:	Suppose you are an artist who is trying to apply to a grant for the project. **Steps:** Funding, Grants, Engage and Sustain, Artistic Institutions
7	Success Criteria:	
8	Notes:	
9	**TASK 2: Find information about the Travel component of the Arts Abroad program**	
10	Research Question:	Can the user effectively get the information about the program?
11	Goal/Output:	To see how can the user find the information and perform the task.
12	Assumptions:	An artist who is trying to find out about the international funding about his project.
13	Scenario/Steps:	**Steps:** Funding, Grants, Arts Abroad, Travel
14	Success Criteria:	
15	Notes:	
16	**TASK 3: Find out the information about the prize for a musical instrument.**	
17	Research Question:	Can the user find information about the musical instruments under the prize category?
18	Goal/Output:	To make sure that the user can accomplish the task effectively.
19	Assumptions:	N/A
20	Scenario/Steps:	**Steps:** Funding, Prizes, Musical Instruments
21	Success Criteria:	
22	Notes:	
23	**TASK 4: Find out the information about the grant deadlines.**	
24	Research Question:	Can the user successfully get the information about the deadlines?
25	Goal/Output:	To make sure that the user will be able to find the necessary information.
26	Assumptions:	
27	Scenario/Steps:	Suppose you applied for a grand and now you need to check the deadlines. **Steps:** Funding, Grants Deadlines and Notification of Results
28	Success Criteria:	
29	Notes:	

UI Wireframes (Hi-fi)

After user testing, I created and made all the necessary changes of Hi-Fi wireframes. After this step, i started to work on the high-fidelity prototype. Mobile version was also created.
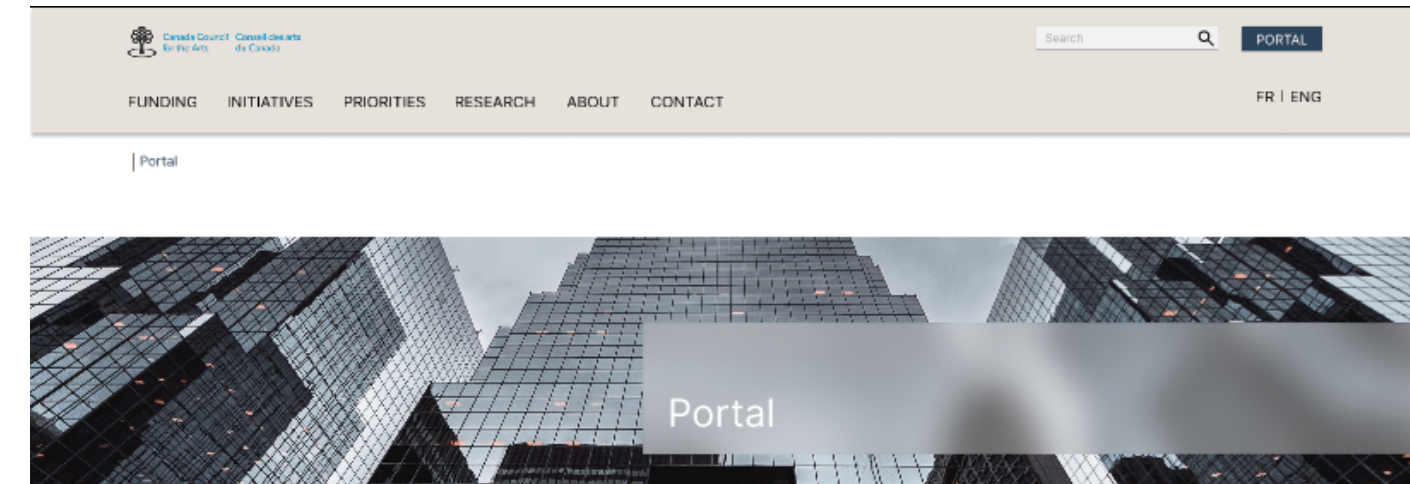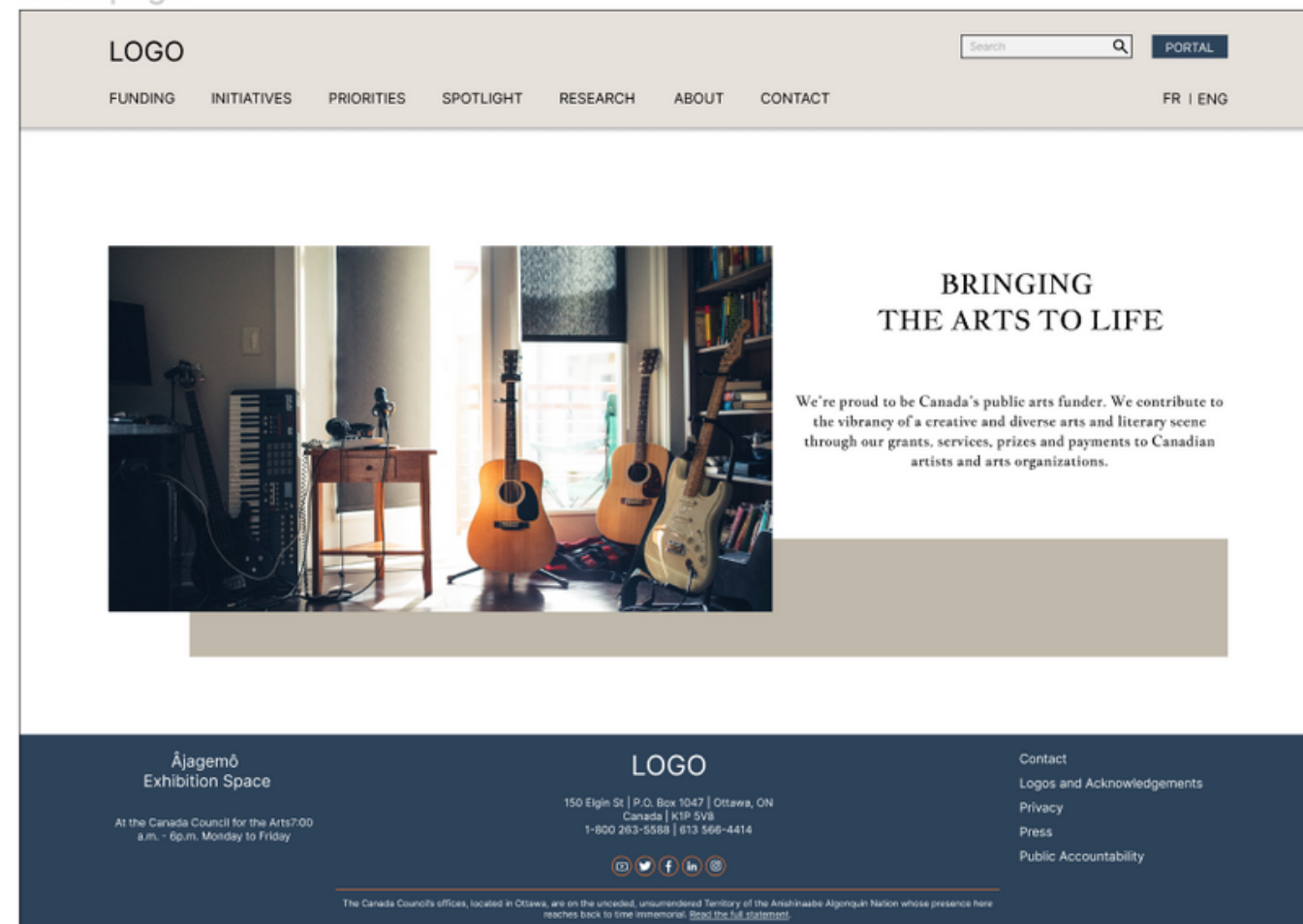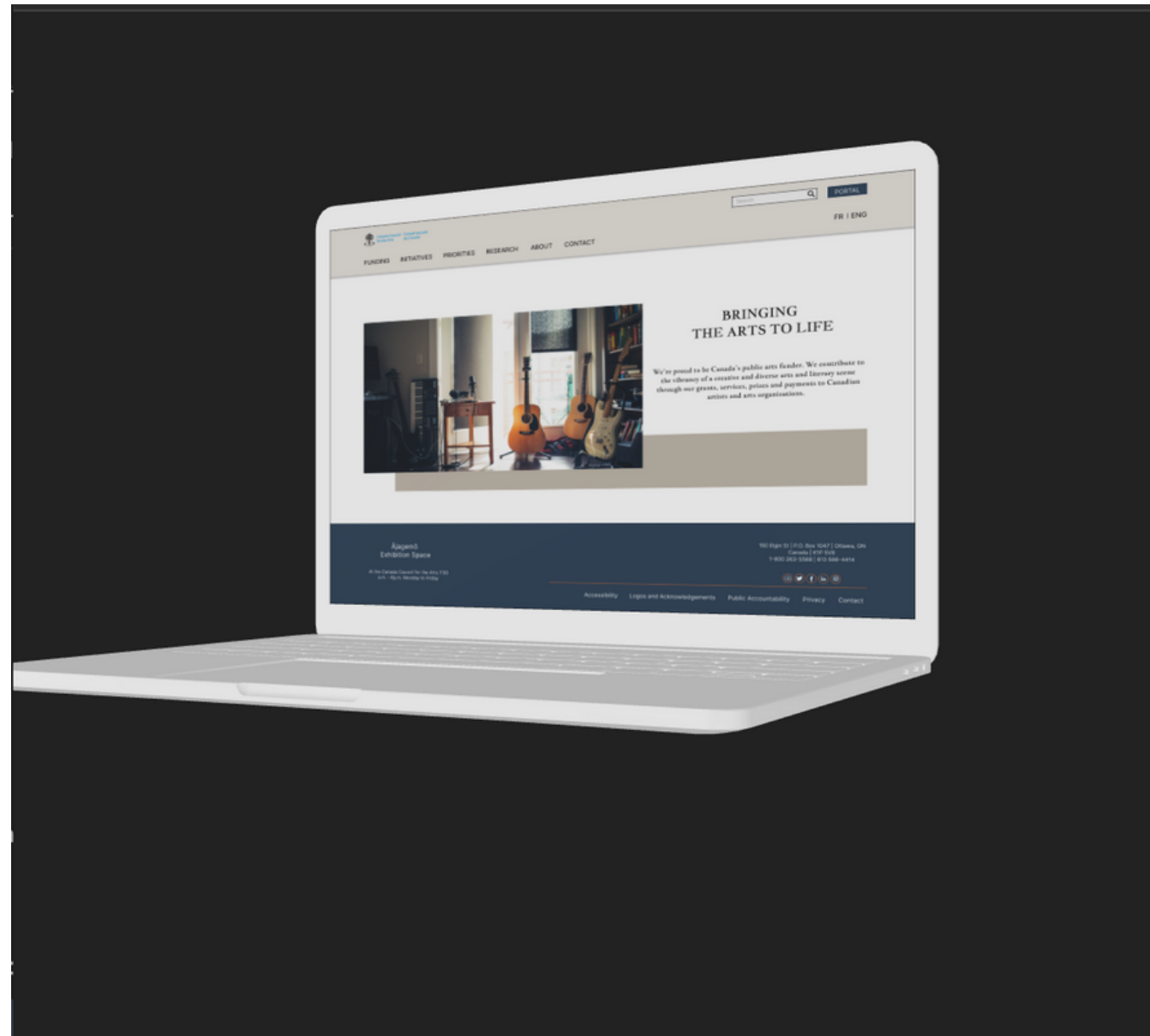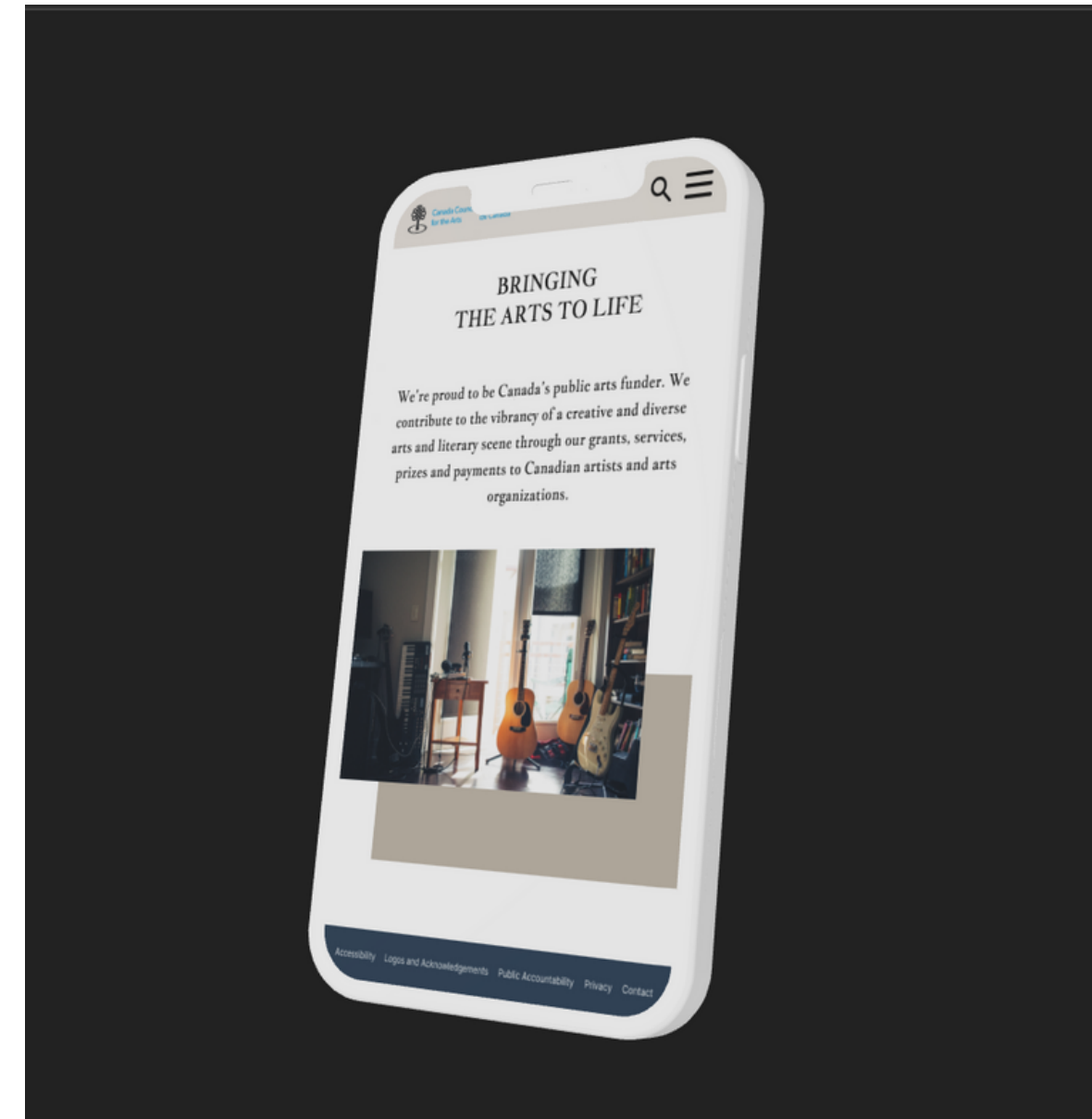
Hi-Fidelity UI Prototype (Desktop and Mobile)
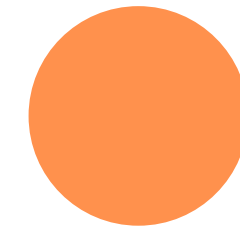

Click to view the desktop prototype

Click to view the desktop prototype

Reflection

The government agency website redesign was an interesting project which gave me an opportunity to focus on the Responsive Web Design, meanwhile working on various phases of UX design process. In terms of the project related work, I had both fun and challenges where I learnt the art of iterating to master my work at my best.
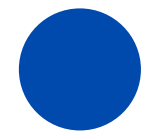
Thank You
for Watching

References

- Canada Council for the arts. Canada Council for the Arts. (n.d.). Retrieved December 6, 2022, from https://canadacouncil.ca/