

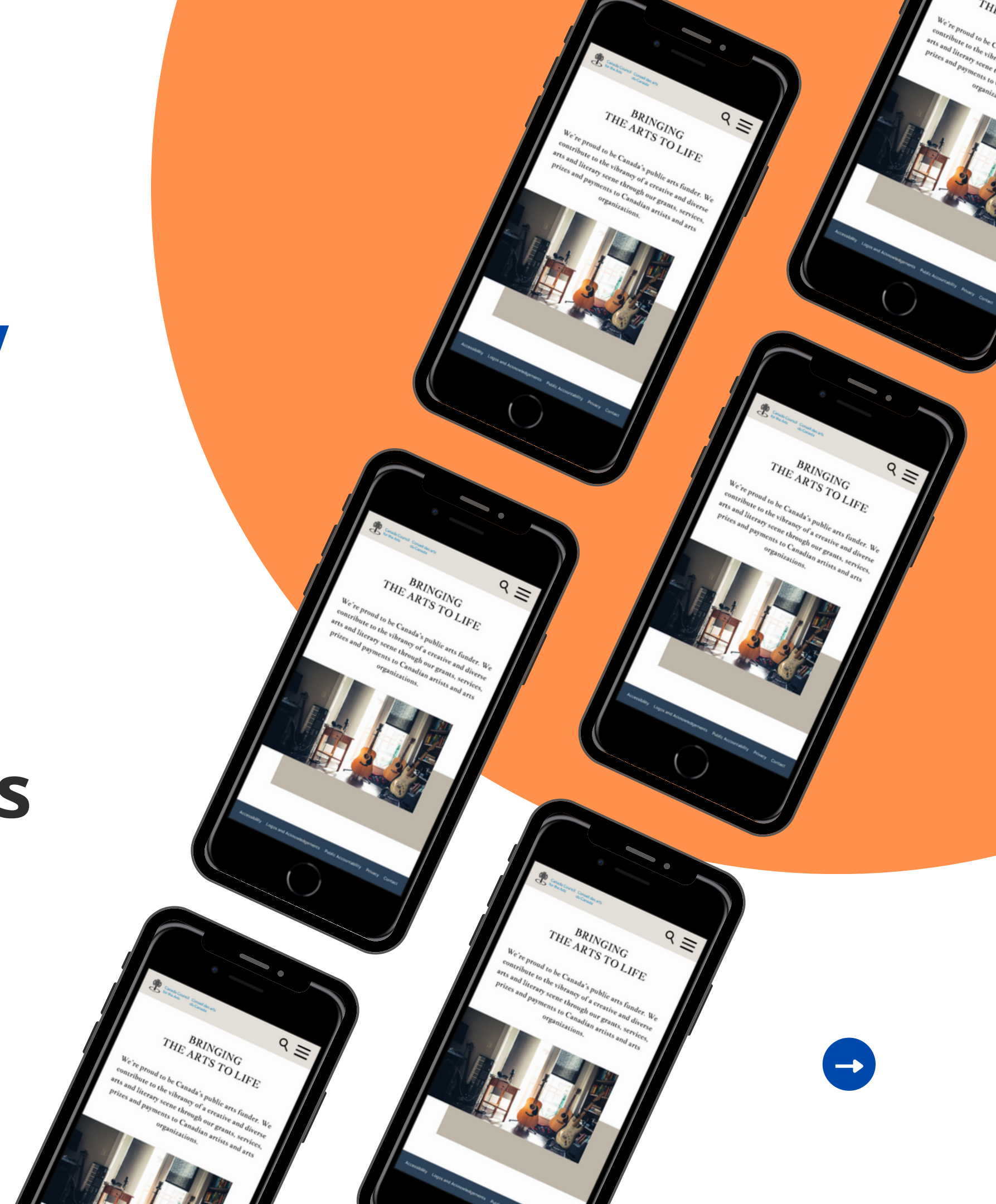
# UX/UI Redesign

## 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 grants, 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

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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.

User Insights						
Usability Test 1 - by Janelle	like the colors but said not enough contrast throughout the page	likes the breakdown of subheadings and sections	mentioned navigation options mentioning all had a dropdown	likes the layout and the Homepage	likes the negative color bar mentioned not your word down	wish the icons were uniform and more helpful about spacing what it is
	and the homepage felt cluttered, everything seemed important to bring attention to being	homepage layout is too large and unappealing	headers are not a good use of space	header text overtake the screen	boring title fonts	header images are confusing and not relevant
	likes the addition of an all right now options	"like to see" what users expect from page structure, not too much clutter and design on	"like a simple" structure, mentioning more about layout and design related	a general wish the website could be more fun and utilize	likes 100% icons in Prices page	likes that clicking a Price opens up a new tab
	mentioned also better choices design what not going to make suggestions to each page	overall feeling visually unappealing	like the back to top button especially for long content heavy pages	feature release and replace the steps they took	suggested a homepage, mentioned how could be more fun and utilize the homepage	likes the "Share" button, saying they want to share
Usability Test 2 - by Janelle	titles of price cards are not standardized	mentioned as repeating patterns for different screens in layouts	mentioned that as the content, layout and design map to help suggest			
	mentioned I have made a dropdown for each user form	too many buttons, they feel like nothing is being noticed	mentioned by respect of data, should be higher	mentioned buttons, but it looks like nothing is being noticed	strange wording for grants	mentioned as forms, it just doesn't seem arbitrary
	mentioned the grant program, mentioned about spacing	mentioned prices could be ordered by priority	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website
Usability Test 3 - by Janelle	search pop up not very noticeable and a bit ugly	generally mentioned about what the layout page is like				
	homepage very bland	header not consistent with design theme	header icons and text not clear, mentioned as to how to use the website	feature blocks are not too big and text is cramped	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website
	didn't understand the titles of the grant programs	the first two grants are mentioned as to how to use the website	very redundant information about applying for grants	mentioned as to how to use the website, mentioned as to how to use the website	"What can apply" should be on right side of page	mentioned as to how to use the website, mentioned as to how to use the website
	huge footer, mentioned as to how to use the website	three pages look too cramped and empty at the same time	like the footer, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website
Usability Test 4 - by Mariam	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website
	So far it looks pretty easy to use	Could find the grant page under funding and my help	Can perform the tasks successfully	Like the "Home" button, mentioned as to how to use the website		
	Doesn't seem appealing as an art website	Visually not appealing	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website		
	Could not find the grants under funding	It seems easy to navigate	mentioned as to how to use the website, mentioned as to how to use the website	mentioned as to how to use the website, mentioned as to how to use the website		





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                               | • Add more colour and dynamic designs                    |
| • Boring layout and display of information                  | • Make homepage and over webpages more appealing overall |
| • Inconsistent navigation drop down                         | • Condense options on Nav bar                            |
| • Imbalance of white space and over crowding of information |  |





# Information Architecture

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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**





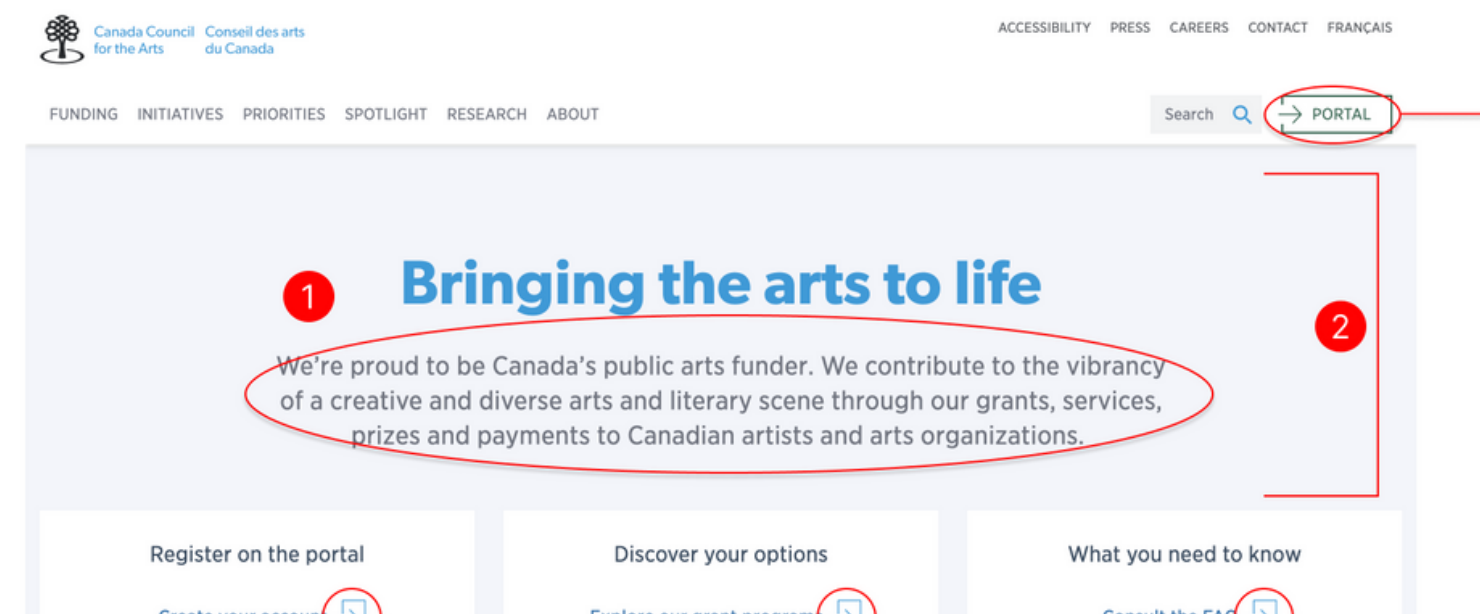


# Heuristic Analysis

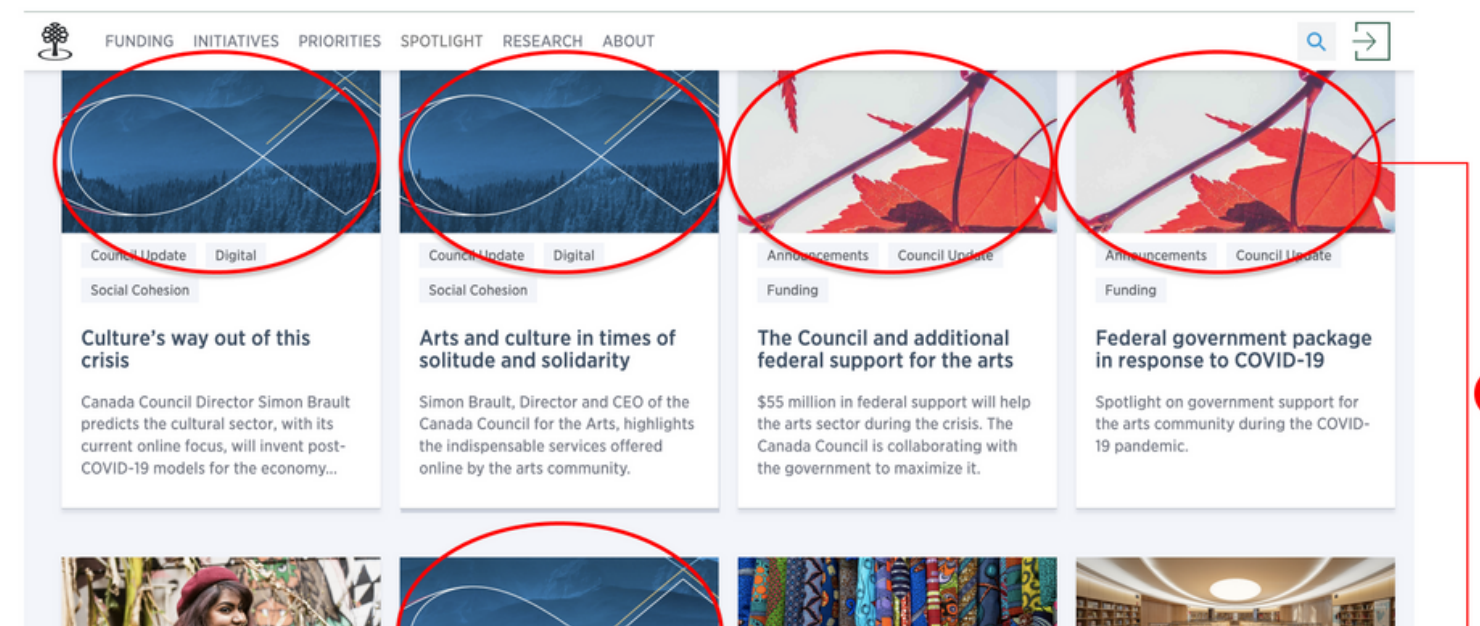
I conducted an heuristic evaluation of the website based on LATCH principles

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

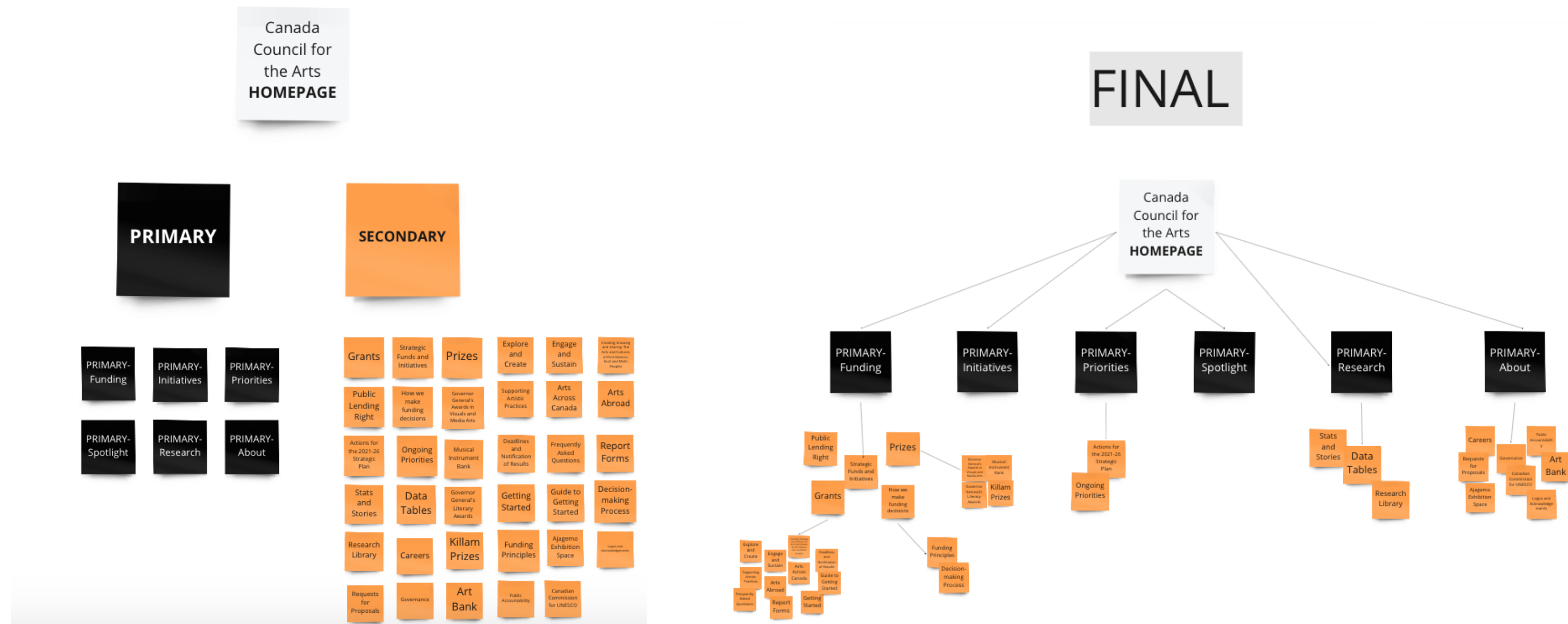


Spotlight webpage





I used the card sorting technique to label the website information





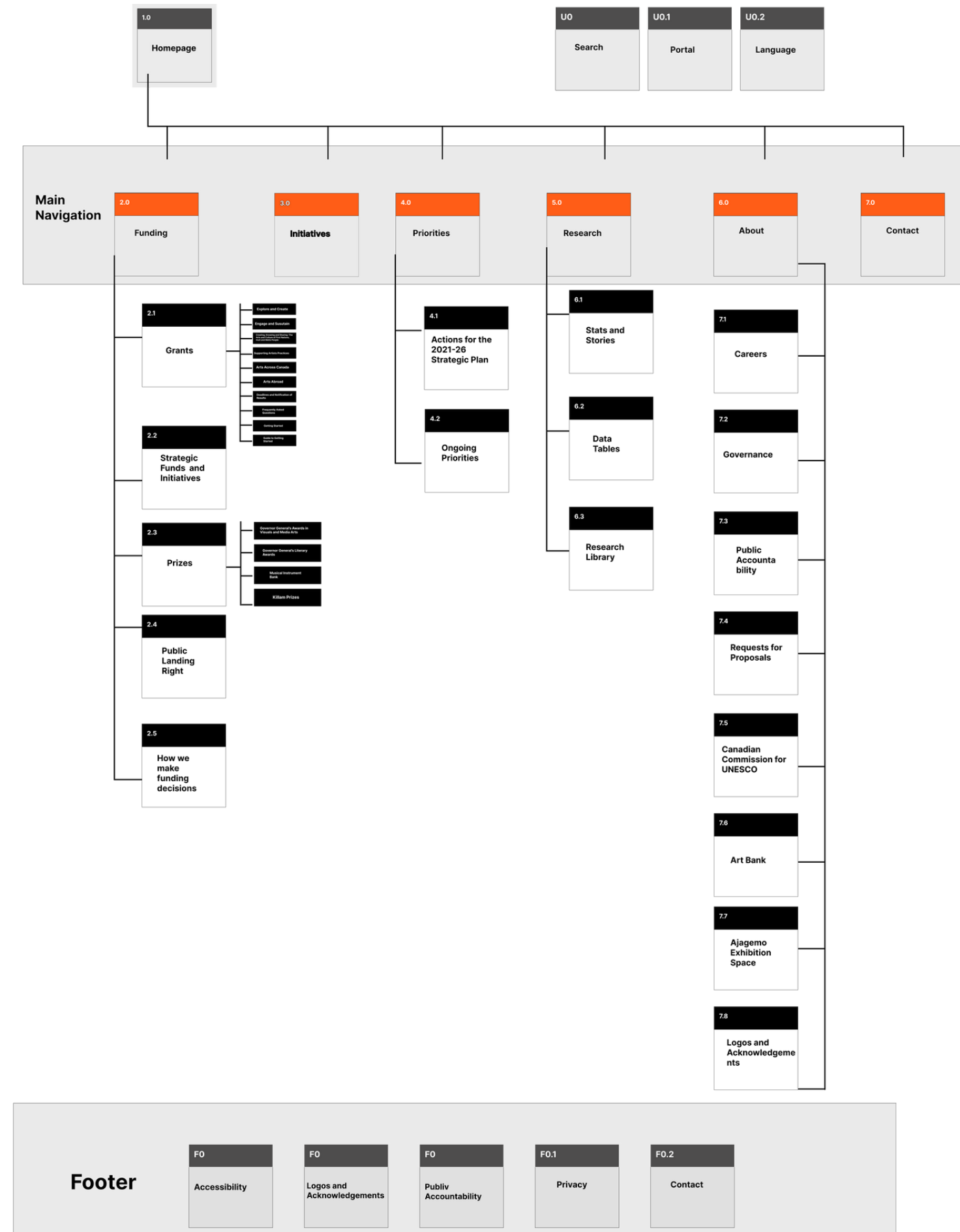
# Sitemap

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.

Primary Pages

Secondary Pages





# Responsive Web Design

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**UI Wireframes (Low-Fidelity)**

**Usability Testing**

**UI Wireframes (High-Fidelity)**

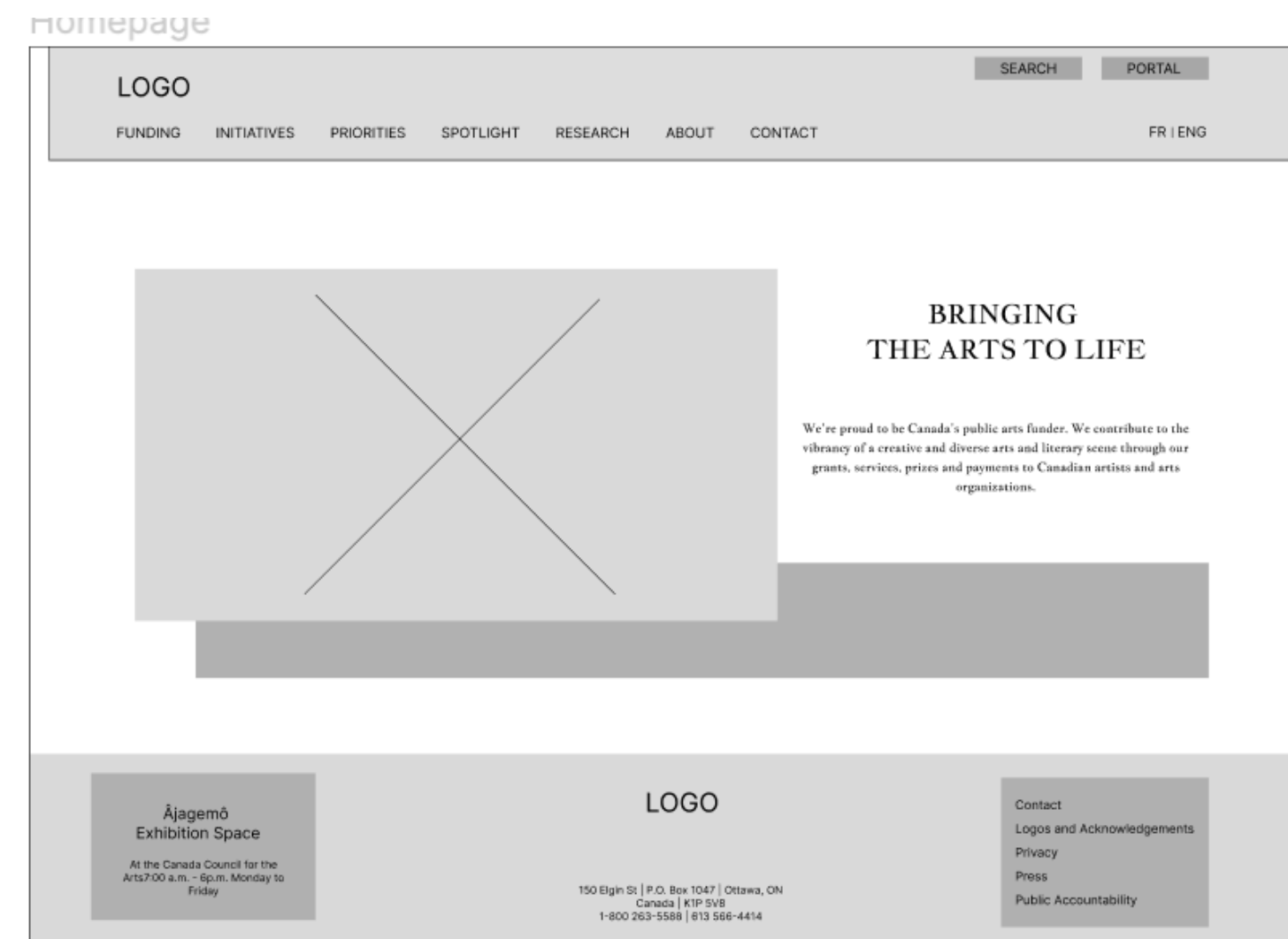
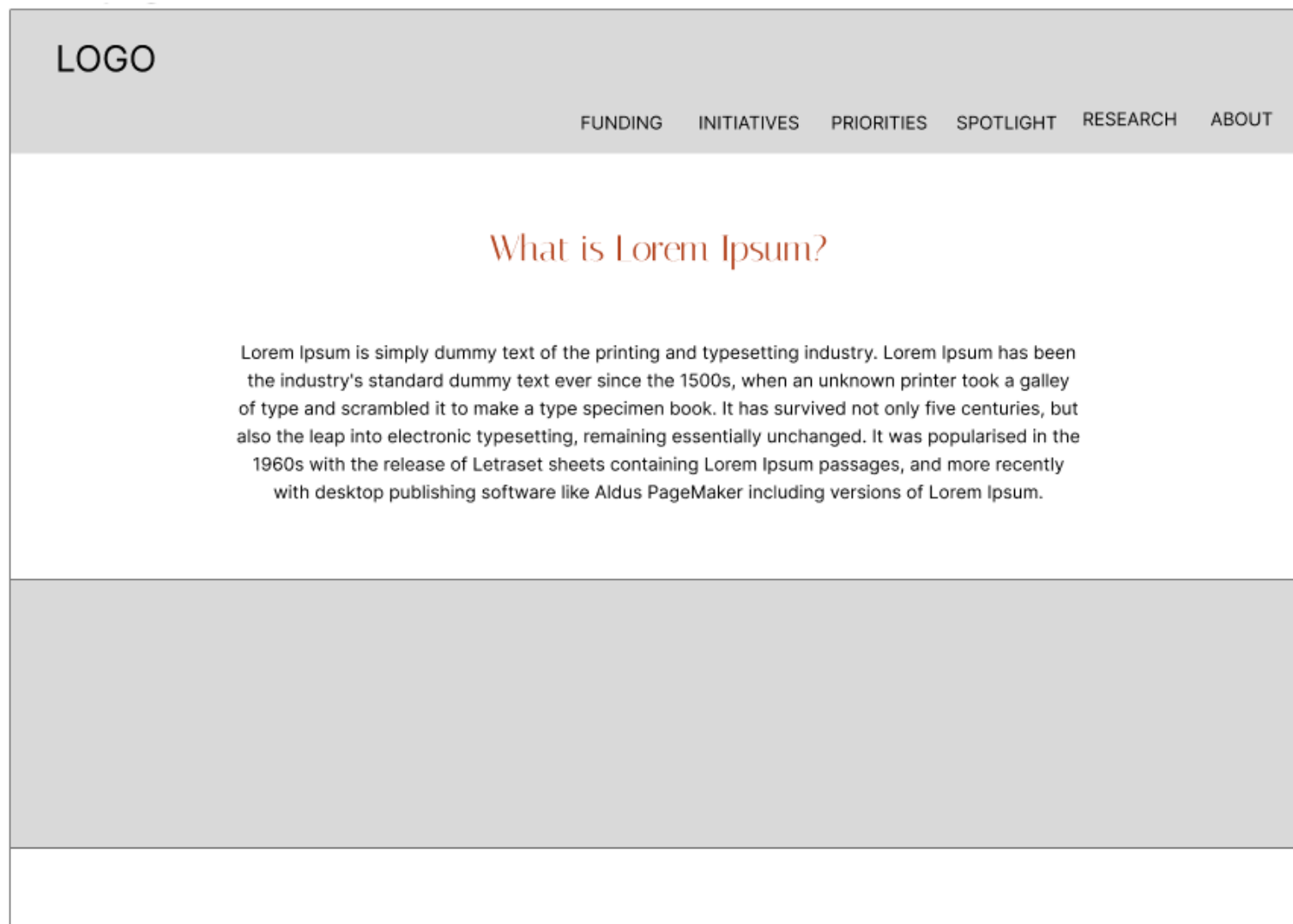






# UI Wireframes (Lo-fi)

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.

A1

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GOAL/OBJECTIVE:

	A	B
2	<b>TASK 1: Find out information about the eligibility of Engage and Sustain grant program.</b>	
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. <b>Steps:</b> Funding, Grants, Engage and Sustain, Artistic Institutions
7	Success Criteria:	
8	Notes:	
9	<b>TASK 2: Find information about the Travel component of the Arts Abroad program</b>	
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:	<b>Steps:</b> Funding, Grants, Arts Abroad, Travel
14	Success Criteria:	
15	Notes:	
16	<b>TASK 3: Find out the information about the prize for a musical instrument.</b>	
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:	<b>Steps:</b> Funding, Prizes, Musical Instruments
21	Success Criteria:	
22	Notes:	
23	<b>TASK 4: Find out the information about the grant deadlines.</b>	
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. <b>Steps:</b> Funding, Grants Deadlines and Notification of Results
28	Success Criteria:	
29	Notes:	

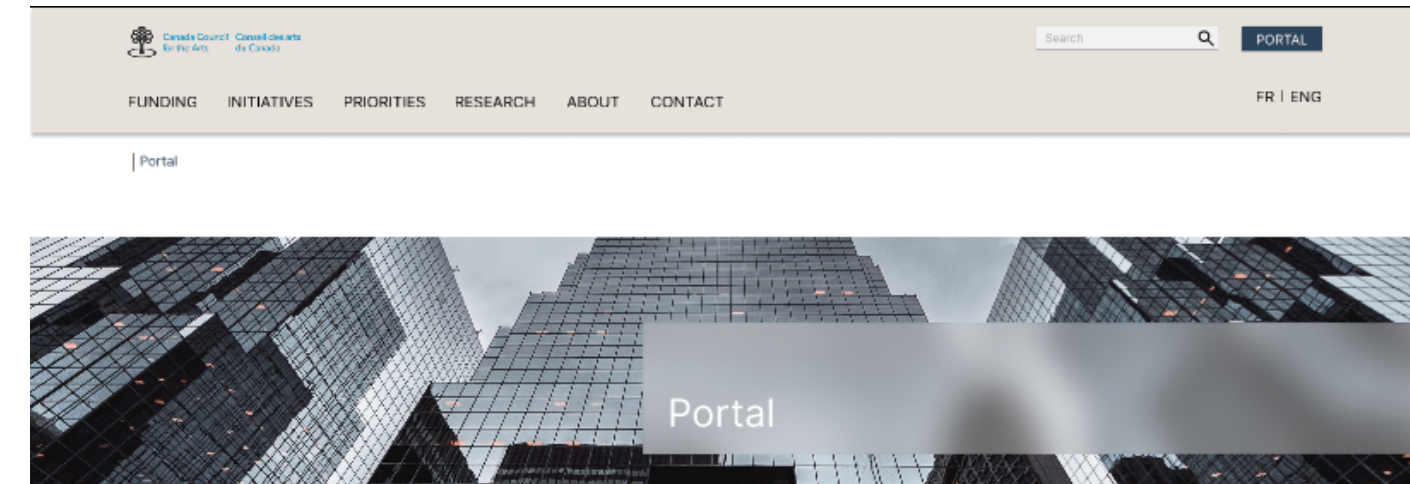
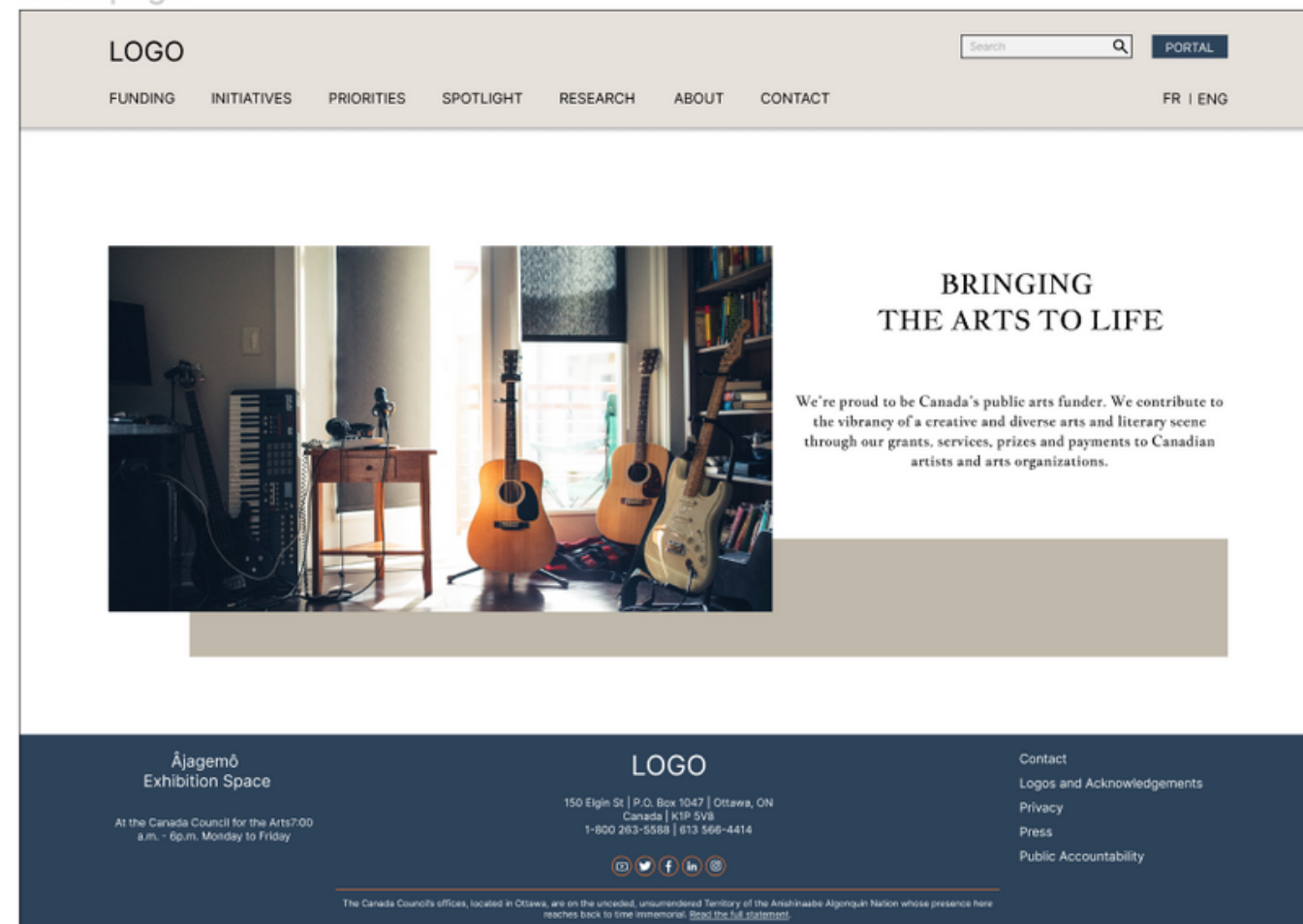




# UI Wireframes (Hi-fi)

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.

## Homepage

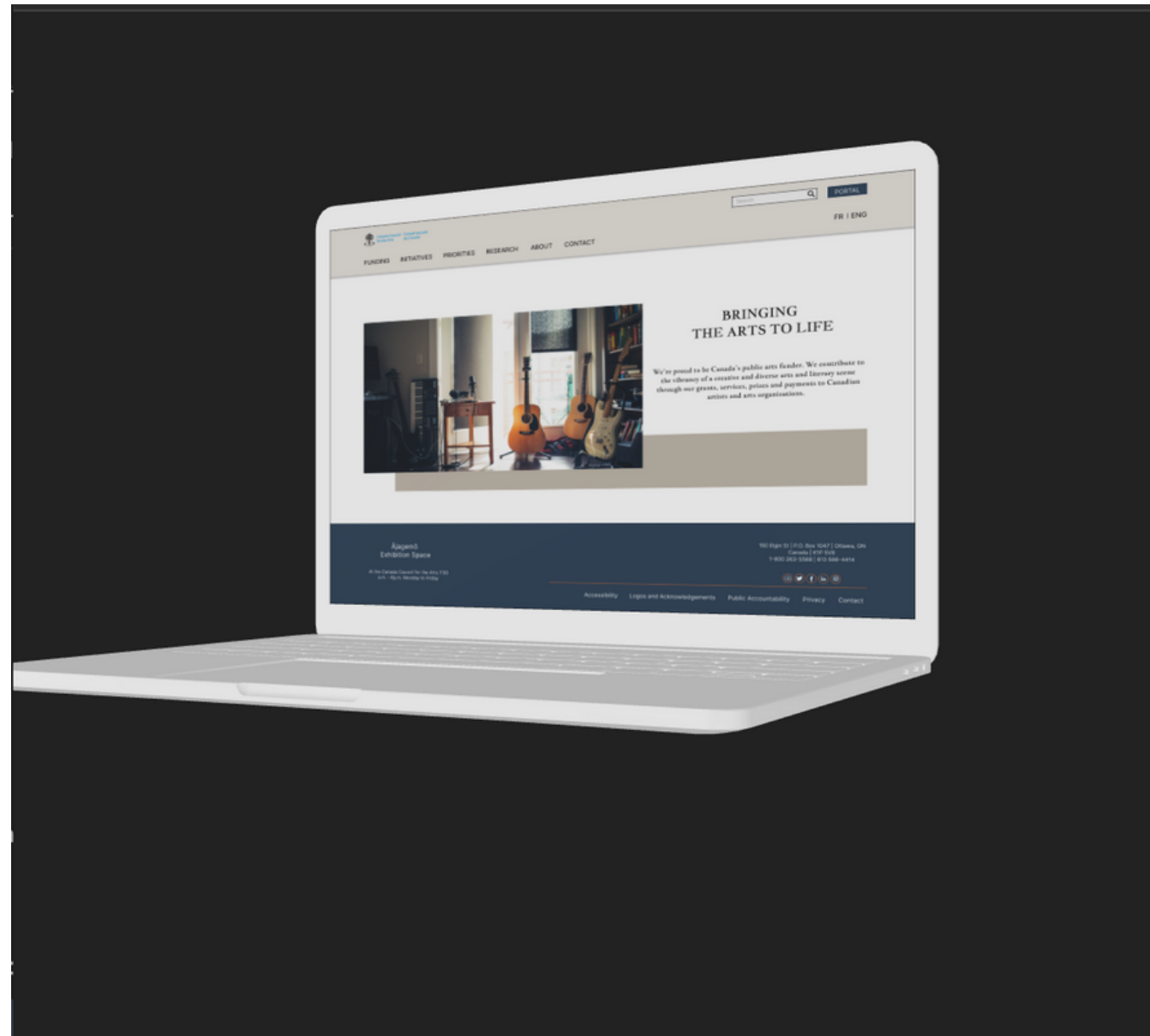


## PORTAL

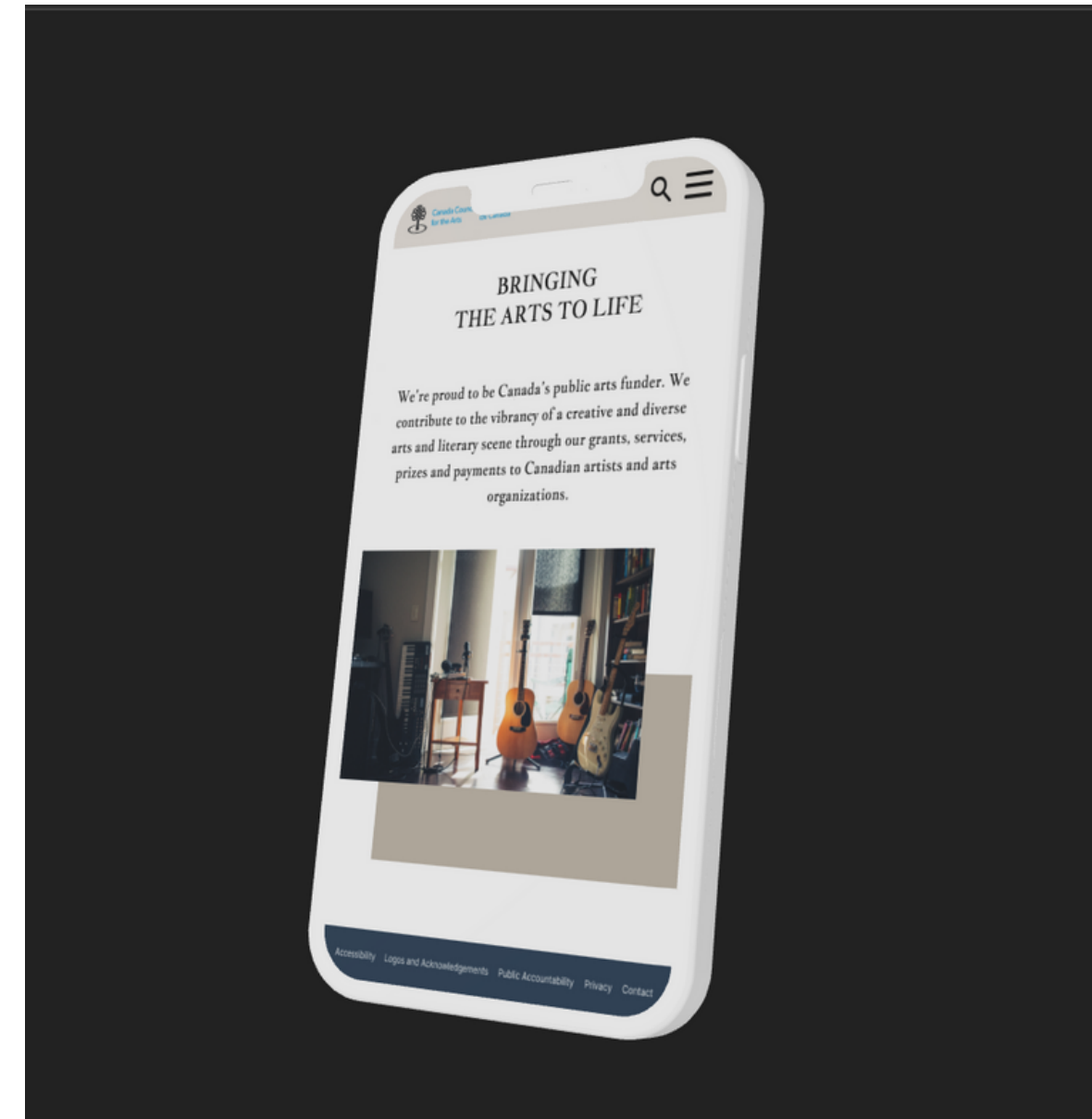




# Hi-Fidelity UI Prototype (Desktop and Mobile)



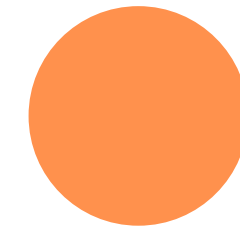
[Click to view the desktop prototype](#)



[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.

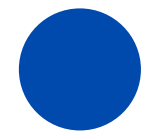




**Thank You  
for Watching**

# References

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