

# CTRL + Art

Client Project Presentation

By: Kristen, Devine, Aili, Bree, Nakhya

# Introduction & Overview of Methods

## Main Takeaways of ARTS MSU:

- Mission: Arts MSU foregrounds creativity and exploration, igniting innovation and connecting campus and communities through the arts.

## Project Methods We Relied On:

- Survey
  - Collecting data from the specified audience to receive feedback
- Review of External Websites
  - Analyzed other design websites to compare and contrast the elements the ARTS MSU website possess
- Card Sorting
  - Organizing the data to identify patterns
- User Flow
  - Journey map that shows the steps a user takes to find information

# Questions We Focused on Answering

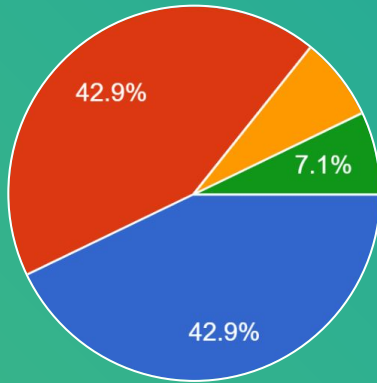
Our main focus throughout this process was looking at the bigger picture and understanding how ARTS MSU fit within that picture.

To do this, we referred back to the questions provided to guide our design process:

- **Content:** Does the information on the site make sense for our audiences?
- **Navigation:** Can visitors find what they need? Are things in the right place?
- **Reach:** What more should be done to help people find Arts MSU?

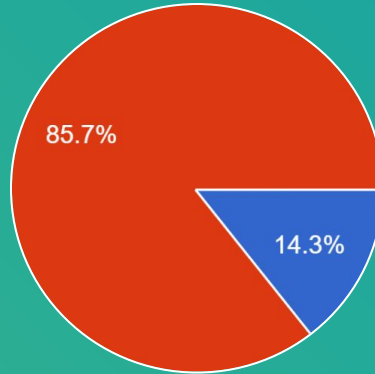
# Data Results - 13 People Surveyed

Could you tell that this organization was MSU affiliated if there no logos?



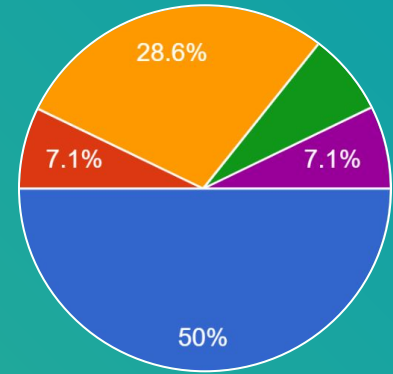
△ No    △ Yes  
△ The green makes me think of MSU, but otherwise no

Have you heard of ARTS MSU?



● No  
● Yes

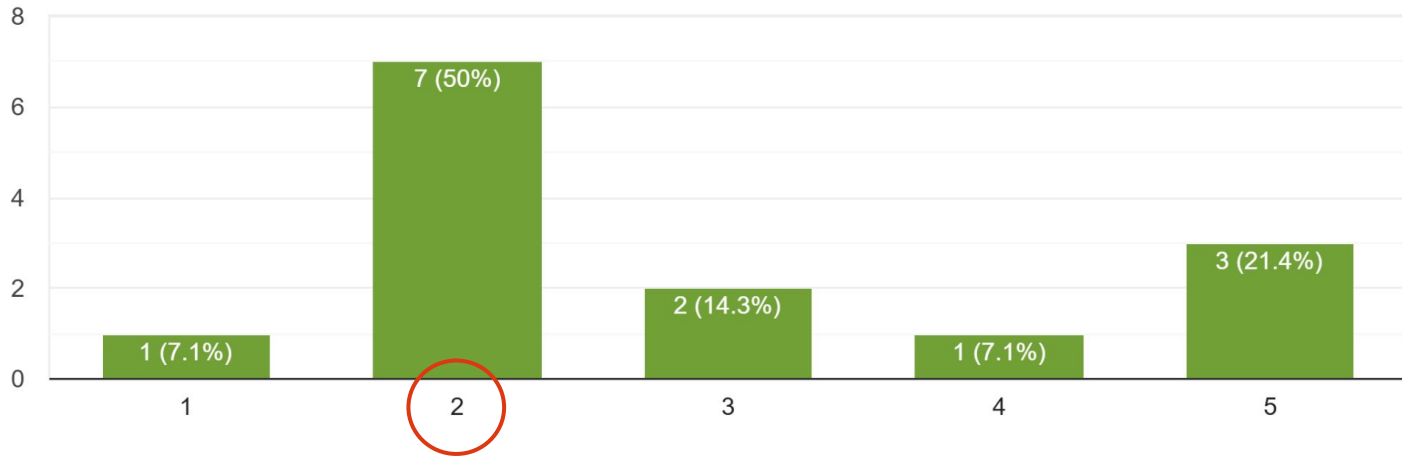
What do you think is the best way to share information about ARTS MSU?



■ Email/Newsletter    ■ Posters  
■ All of the Above    ■ Community Events/Meetings

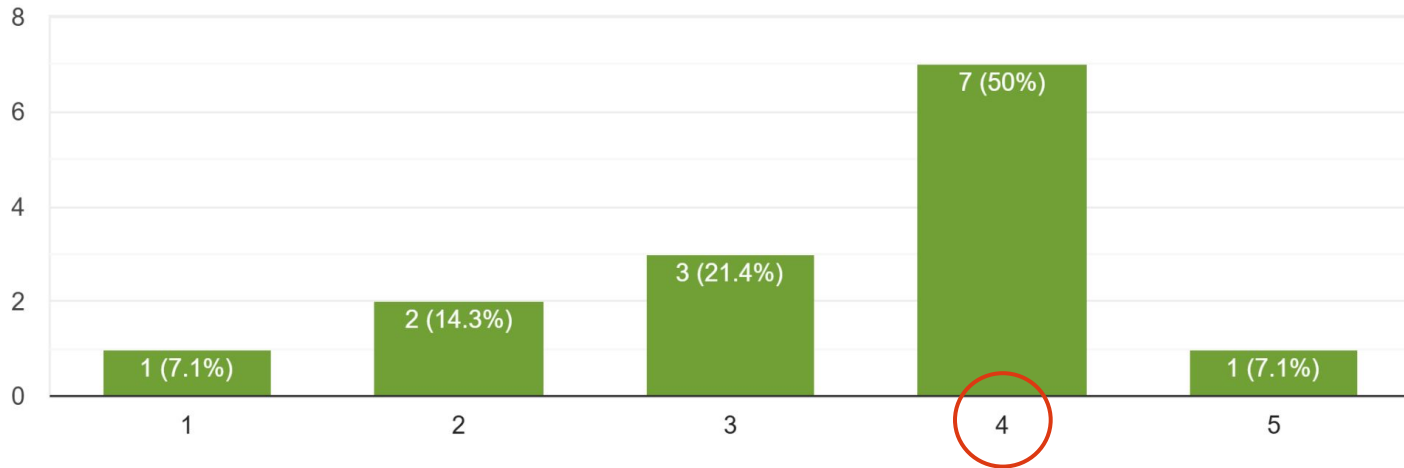
# Data Results Continued

Rate How Effective the Drop Down Menus in the ARTS MSU Website Are On a Scale from 1 (the least effective) to 5 (the most effective).




# Data Results Continued


Rate how engaging the homepage of the ARTS MSU website is on a scale from 1 (the least engaging) to 5 (the most engaging).



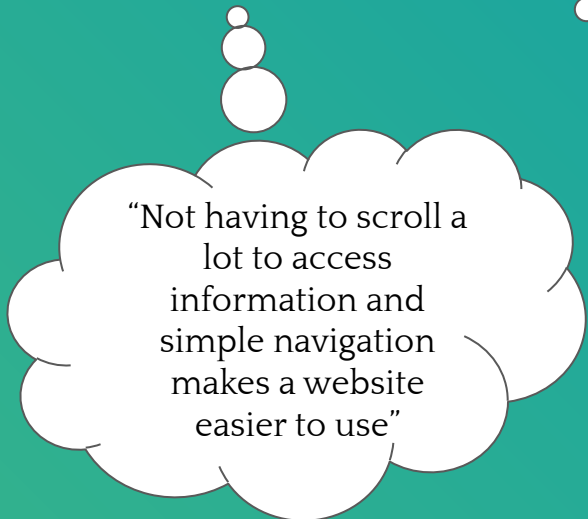
# Feedback from Participants




"Social media and emails would be helpful to have in the website"



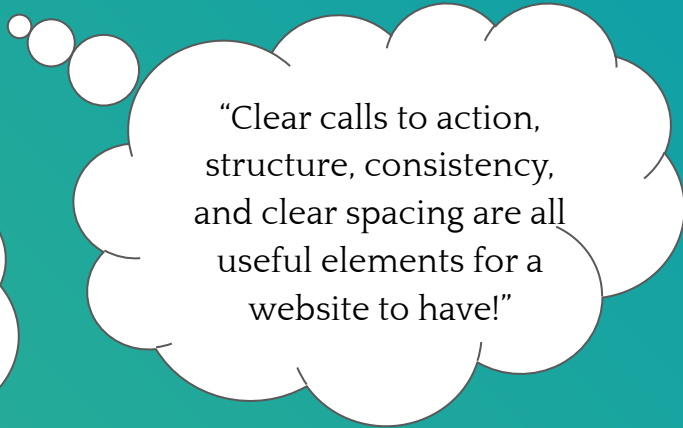
"A search feature with filters and a calendar are helpful!"



"Not having to scroll a lot to access information and simple navigation makes a website easier to use"



"I think the bold typeface and image is a great call of attention!"



"Clear calls to action, structure, consistency, and clear spacing are all useful elements for a website to have!"

# Card Sorting

The data that was shared we were able to make 4 categories.

- **Layout/Features:**
  - is the site **visually appealing/consistent** and having **useful** features.
- **Accessibility:**
  - **Easy to use/navigate. drop-down menu, bigger buttons, organization.**
- **Outreach:**
  - **Social media/ emails.**
- **Relevant:**
  - Is the information **relevant/engaging**

**Main takeaways:** The website/social medias needs more **exposure, be engaging, be visual, and be easier to use.**

**Learning objective:** Gaining more research about what people want. Gaining new perspectives and wants.

## Features / layout of website (Show Uniqueness)

Breeanna Personett

What are some features you look for in a website that makes it easy to navigate/use?

Colors and bold text.

Breeanna Personett

Any other feedback you would like to share?

I would say that the hero image/pre-scroll doesn't really provide a call to action to invite people to explore the website (e.g. check out XYZ, join us for XYZ, etc.), so I rated it as 3 and consequently, the "How likely are you to find the information you are looking for quickly on this website? (arts.msu.edu)"; but I think the bold typeface and image is a great call of attention!

I also rated the menu drop down as 3 since I feel like you could have it trigger on hover rather than on click, so that there isn't so much effort. Plus, a lot of websites usually have drop down on hover than click.

Breeanna Personett

Any other feedback you would like to share?

The homepage does not look good please reimagine it to something nicer.

Breeanna Personett

What are some features you look for in a website that makes it easy to navigate/use?

Navigation Bar, visual hierarchy of content.

Breeanna Personett

What are some features you look for in a website that makes it easy to navigate/use?

Flow and structure, consistency, contrast and spacing, minimalist text, clear calls to action.

Breeanna Personett

## Website accessibility / ease of use

Breeanna Personett

What are some features you look for in a website that makes it easy to navigate/use?

Dropdown menu that doesn't take the whole screen and easier to access rather than clicking on the arrow. Making it drop when the mouse hovers over it may be better and hyperlinks.

Breeanna Personett

What are some features you look for in a website that makes it easy to navigate/use?

Drop down menu with main pages.

Breeanna Personett

What are some features you look for in a website that makes it easy to navigate/use?

Easy to get to what I need, typically use the "search" feature first.

Breeanna Personett

What are some features you look for in a website that makes it easy to navigate/use?

Big buttons.

Breeanna Personett

What are some features you look for in a website that makes it easy to navigate/use?

Easy sorted Tabs.

Breeanna Personett

## Outreach / Arts information

Breeanna Personett

What do you think the purpose of the ARTS MSU website is?

Inform the MSU community of the ARTS field. Show potential events.

Breeanna Personett

What do you think the purpose of the ARTS MSU website is?

Highlight artists at MSU, exhibits at the Broad Art Museum, and talk about the art-related majors at MSU. Also provide resources for artists at MSU, whether that be academic or career-related.

Breeanna Personett

Any other feedback you would like to share?

Social media and emails would probably be helpful.

Breeanna Personett

Any other feedback you would like to share?

It would be nice if this site tied in and promoted the college events shown here: <https://events.cal.msu.edu/>

Breeanna Personett

## Relevant / Blend Arts with University

Aili Hamawaki

What do you think the purpose of the ARTS MSU website is?

To show info about arts-related events on campus.

Breeanna Personett

What do you think the purpose of the ARTS MSU website is?

To promote community engagement of art events across campus.

Breeanna Personett

What do you think the purpose of the ARTS MSU website is?

Sounds like a program tied to MSU Museum or MSU Broad Art Museum on campus (judging by the font in the logo). I've never heard of it, or maybe I've heard of it but it was not memorable.

Breeanna Personett

What do you think the purpose of the ARTS MSU website is?

For art at MSU.

Breeanna Personett

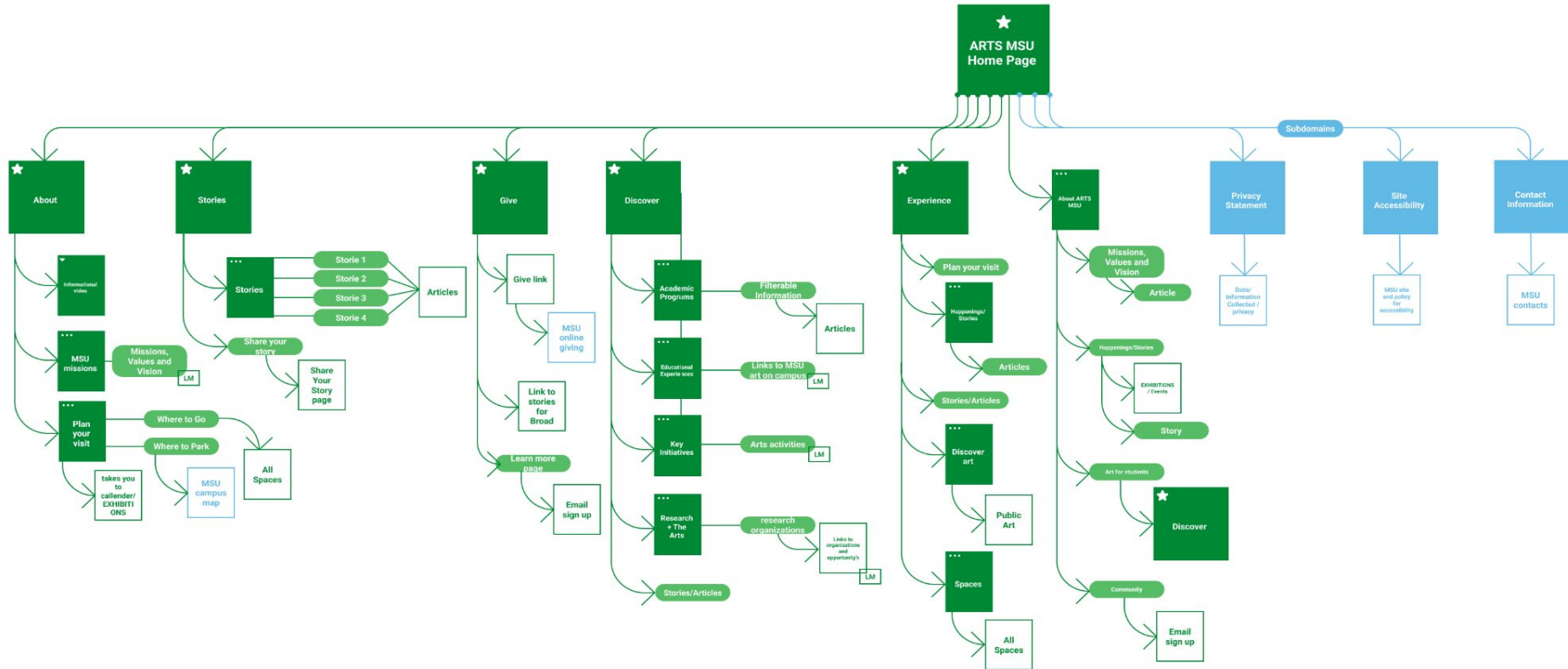


# User Flow - Before Edits

To ensure that the rearrangement of the website was more organized and relevant we created a user flow to simulate all paths a user could take on the original ARTS MSU website.

- Broke the website into smaller sections to understand the different elements of the website
- Focused on designing the web pages to be more user friendly by organizing and making the information user intuitive and relevant

# User Flow - Before Edits Diagram



# User Flow - After Edits

We met together to make iterations using the original use flow chart based on the data we gathered from the card storing and google form.

- We re-organized the categories of the website, like change Discover into Student related (Student Life)
- Added and removed certain elements and pages to establish an easier user navigation
- Reworded and moved categories to different sections



# Mockups & Prototype

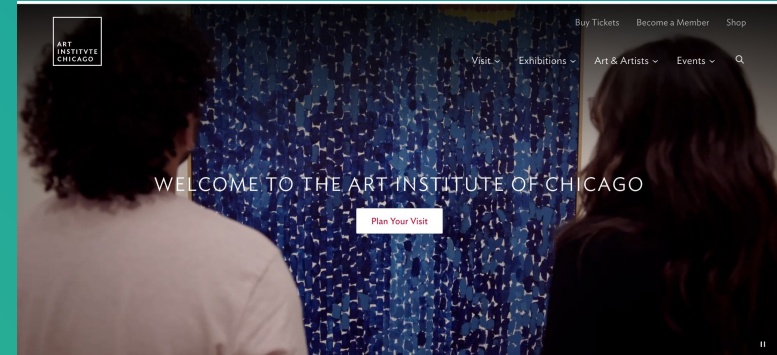
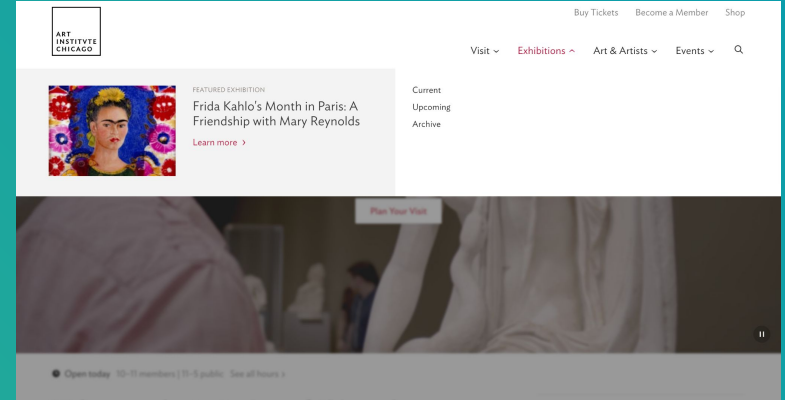
What is ARTS MSU looking for?

1. Identity
2. Outreach
3. Accessibility

Areas of focus - We wanted to look more into the home page, for example, the headers and font styles. Additionally, we wanted to redesign the dropdown menu


To create our redesign, we looked at other art institution websites. One art page we took inspiration from was the Art Institute Of Chicago. From this website, we utilized the:

- Formatting
- Hedding words
- Images
- Color







# Accessibility Checker - WAVE

## Visual and Structural Accessibility Tests ⓘ

#	Issue	Total Failing Elements	Disabilities Affected	WCAG Success Criteria
1	 Ensure touch target have sufficient size and space	2 elements	Blind Low Vision +1 more	Level AAA +3 more ^

### 1. FAILING ELEMENTS ON YOUR WEBSITE (2):

1.  **SELECTOR:** `div#standard-footer-site-nocall-links > ul > li > a`   
`<a href="https://msu.edu/contactus">`

2.  **SELECTOR:** `div#standard-footer-site-nocall-links > ul > li > a`   
`<a href="https://msu.edu/accessibility">`

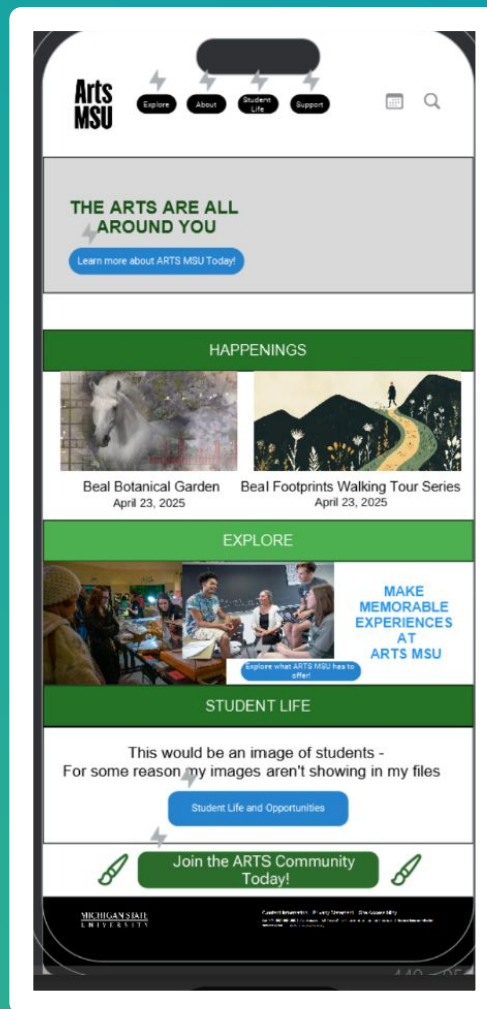
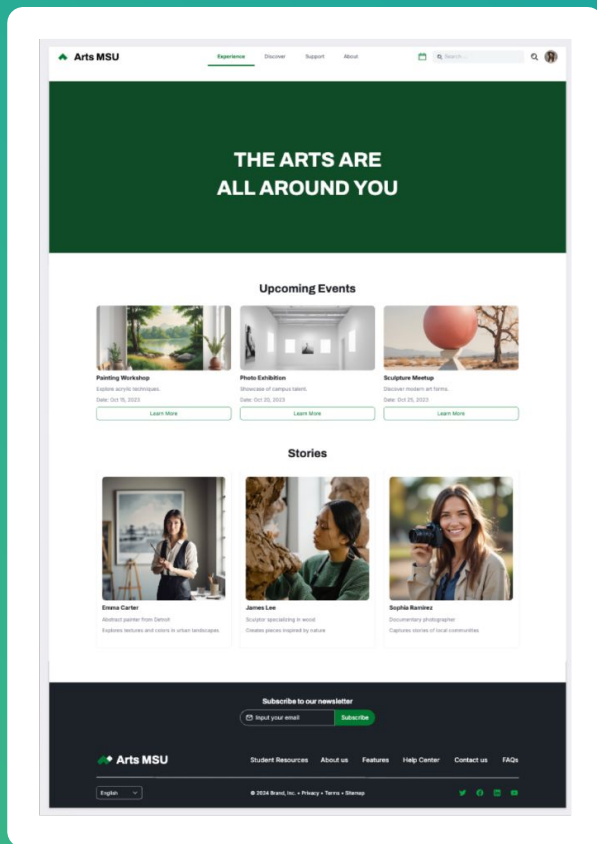
Fix issues


### 2. WHAT DOES THIS MEAN?

For users with motor impairments or those using touch devices, small or closely spaced interactive elements like buttons and links can be difficult to tap accurately. The WCAG guidelines recommend a minimum touch target size to ensure that these elements are easy to activate, improving accessibility for all users.





# Mockup Designs





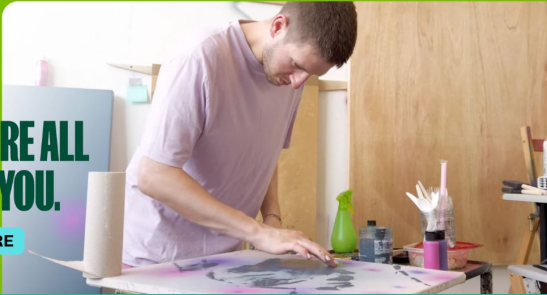
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# Final Prototype Design - Webpage


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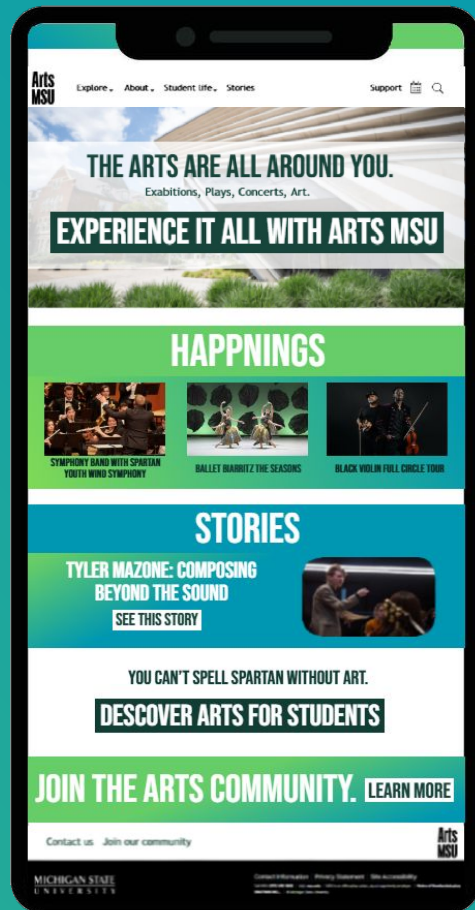
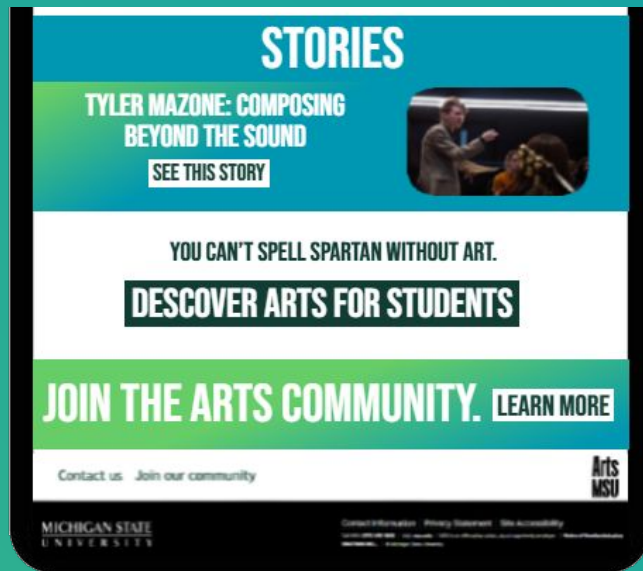
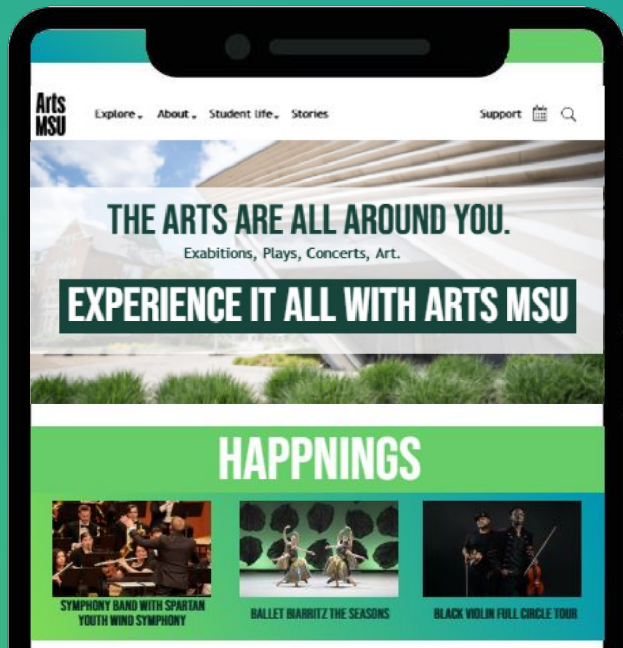


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# Final Prototype Design - Phone



## Other Elements to Consider

- Drop down menus in the “Plan Your Visit” page
  - Not being able to click out of the menu
- Increase interaction with characters and branding
  - Sparty
  - Paint brushes
- Spacing on the website
  - Full screen being too zoomed in

<https://arts.msu.edu/>

# Takeaways From This Project

This project was a wonderful opportunity to work with a client and gain experience on the UX Design process.

The main things that could be improved are...

- Having an **accessible** website
  - Bigger Buttons
  - Easy to navigate
  - Content/ words having more **contrast**
- Making sure the **colors are cohesive** and work well together
- Making sure the website is **organized in a way that's easy to navigate**
  - **Names** of the categories be more precise.
  - **Removing or relocating** the categories.
  - **Interactive** site
- Relevant information/ Getting the word out
  - **Social medias**
  - **Emails**
  - Having more **student work and shows/events** posted on the site

Questions?

Thank You!