



TDAG
DESIGN

*UX Psychology &
Interaction Design*
CONSULTANT

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Ethical & Inclusive Design TO INCREASE REVENUE

ICC SITE REDESIGN

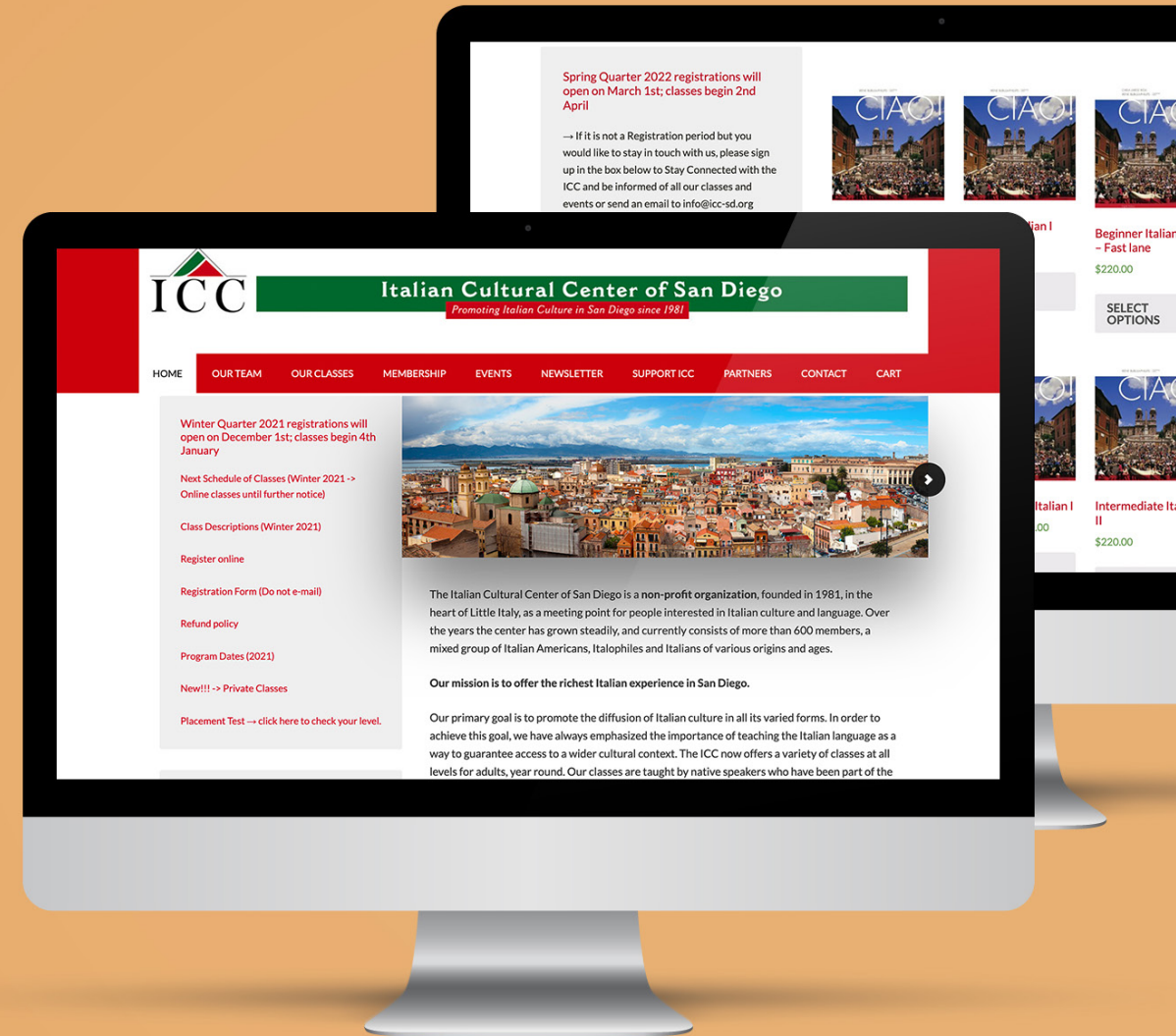
CASE STUDY

INTRODUCTION

About the Client — The Italian Cultural Center, is a non-profit organization that brings Italian culture to San Diego. With affordable language classes taught by native speakers, and fun events it aims to be a reference point for anyone who wishes to enjoy the real Italian experience. Appropriately located in Little Italy, the center has cultivated a loyal followings, but wishes to expand its reach.

The Problem — The old site looked very outdated and, even more importantly, was very difficult and frustrating to navigate: some links were broken, the navigation was inconsistent, the font size amazingly small. Registering for classes could require a whopping 15 steps! The mobile version was even worse.

The Solution — The site structure was completely overhauled, to simplify crucial task such as registering for classes or signing up for events. The site was also given a completely new look, to stay away from cliché and overused tropes.





PROCESS

My Role — UX Audit, user research, journey map optimization, task flow redesign, interaction design & visual Design, usability testing.

Wordpress was chosen to provide the customization that was needed but without sacrificing simplicity. The development is under way, with estimated launch at the beginning of May 2022

Completed Project Phases

1. UX Audit
2. User interviews
3. Preliminary user testing
4. Improved Flow
5. Clickable wireframe
6. Look and feel
7. Visual design

In Progress

1. Full Wordpress development
2. Moderated usability testing

UX AUDIT — step 1

What works and what doesn't?

My first step was a brutal audit to find crucial UX flaws using consumer and behavioral psychology principles, best practices, and established design & interaction heuristics.

My recommendations were presented in a report, and organized by degree of severity, to provide maximum ROI.

The report included the analysis of the following:

1. Usability
2. Information architecture
3. Conventions & user flows
4. Visual Design
5. Content, messaging & language
6. Performance analysis of two crucial tasks

Results Overview

Heuristic (3 Severity Levels)	Severity	Value
1. Visibility of System Status	-	0
2. Match Between System & the Real World	2/3	2
3. User Control & Freedom	3/3	4
4. Consistency & Standards		
5. Help Users Recognize, Diagnose, & Recover from Errors		
6. Recognition Rather Than Recall		
7. Flexibility & Efficiency of Use		
8. Aesthetic & Minimalist Design		
9. Error Prevention		
10. Help & Documentation		

Recommendations

- 1) Simplify the main home page: focus on what matters the most and is most persuasive

UX Audit

Commissioned by: ICC Board of Directors- Italian Cultural Center
<https://icc-sd.org>

Project Objective – To analyze the live site after the redesign and audit the User Experience, pointing out what works and what does not and offering suggestions to improve it.

Sitewide

- The design look outdated and clunky and does not offer a good user experience
- Most images are not very meaningful
- The site lacks a recognizable favicon
- Hard to guess what the main purpose of ICC is

Navigation:

1. The multiple sub-navigations are difficult to navigate, especially on mobile, where you need many clicks to reach your destination. Also on mobile, it is not possible to click on the submenu without being redirected to main category.
2. Mouse over color (black on red) has a poor contrast
3. Submenu blends in with content
4. too many links

Website Screenshot: Italian Cultural Center of San Diego. Navigation menu: HOME, MEMBERSHIP, OUR CLASSES, NEWS, EVENTS, NEWSLETTER, SUPPORT ICC, PARTNERS, CONTACT, CART. Annotations highlight issues with the navigation and content layout.

Notes:

- lots of blank space on the Learn Italian Page
- serious usability issues. See two examples below
- Summer Quarter 2022: registrations will open on June 1st; classes begin 1st July
- It is not a registration period but you would like to stay in touch with us, please sign up in the Newsletter! Stay Connected with the ICC and be informed of all our classes and events or send an email to info@icc-sd.org

USER RESEARCH — step 2

User Survey

The UX audit showed significant issues, but I needed to hear from the actual customers to make sure I have found the most crucial problems.

A survey was sent out to all current members of the center, and we received an impressive **30%** response rate. Based on the survey results we were able to update the demographic and psychographic data of the current members, and received invaluable feedback on the site.

User Interviews

A few of the survey participants were willing to give more detailed feedback. I therefore performed phone interviews, and dug deeper on their survey responses.

Each 20 minutes interview was invaluable to discover real motivations and goals for each of these users, as well similar needs. They were essential in creating updated personas.

The collage features several key elements:

- Survey Forms:** Multiple overlapping survey sheets with various questions and checkboxes.
- Summary Report:** A central document titled "ICC Website Redesign Survey Summary" containing four pie charts:
 - What is your age range?** (95 responses): 57.9% (31-40), 16.8% (41-50), 16.8% (51-60), 7.3% (60+).
 - Have you ever attended a class at ICC?** (96 responses): 74% (more than once), 18.8% (once), 7.3% (never).
 - what is your gender (optional)** (95 responses): 70.5% (Female), 27.4% (Male), 1.9% (Prefer not to s), 0.4% (other).
 - Have you ever sign up for an ICC class online?** (95 responses): 68.4% (yes), 31.6% (no).
- Other Charts:** A pie chart titled "How often do you visit the ICC website?" (93 responses) showing 31.2% for "weekly or more".
- Logos:** The TDAG DESIGN logo is visible at the bottom of the summary report.

USABILITY TESTS — step 3

Preliminary testing of the existing site

Based on the survey results, we identified the most prevalent target audiences, and summarized the finding in two distinct personas, featuring appropriate use cases and goal for each.

We invited a few non-members within these groups to test the current site. Relevant scenarios were created, focusing on class discovery and enrollment.

The testing showed a really long and complex process to enroll in any class. It took 15 steps for one user to select and register for a class.

After the test, I mapped these difficulties in a journey map, and created a screen-flow for the existing process. I presented the findings to the client, who was surprised to see how complex the task flow was.

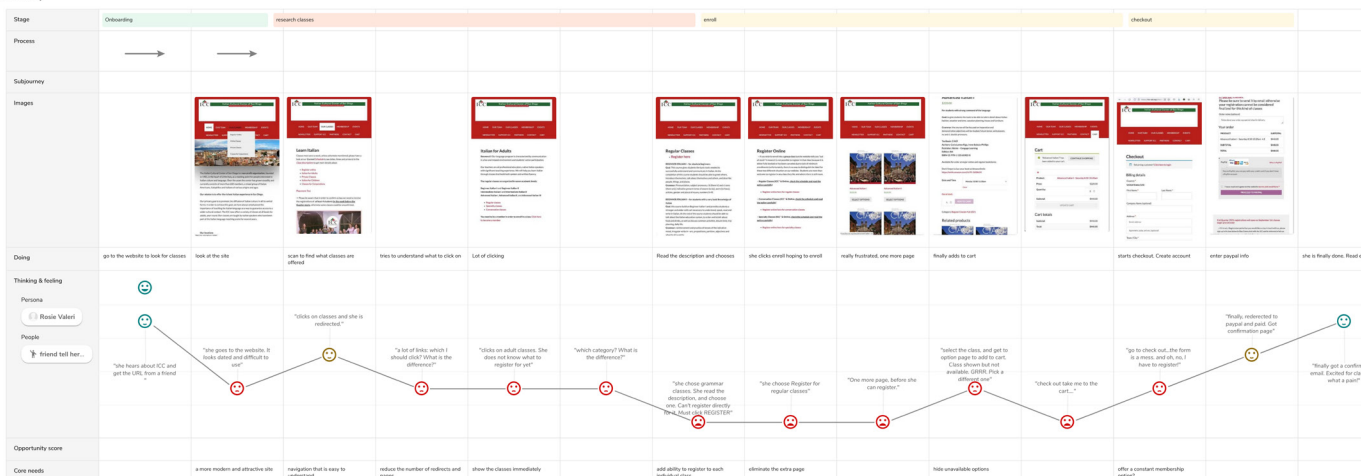


New Persona 1 journey



Rosie Valeri

"I love ICC. It is great to meet new people and learn a new language!"



USERFLOW REDESIGN — step 4

Making the process seamless

I created a new Information architecture for the site, and mapped the ideal customer journey.

I removed all the unnecessary friction, and finding classes, or registering was now simple and intuitive.

Some of the interventions were:

- Condensing and reducing the number of the main navigation items
- Collecting all the relevant information — class description, schedule and registration—in one section, accessible by one single link
- Creating cross-links between the class and its respective teachers and vice versa
- Clarifying confusing terminology
- Creating an easier hierarchy
- Eliminating redundancies

User Story

As a retired teacher I want to enroll in a beginner class so that I can communicate with locals on my Italian vacation

Main Task

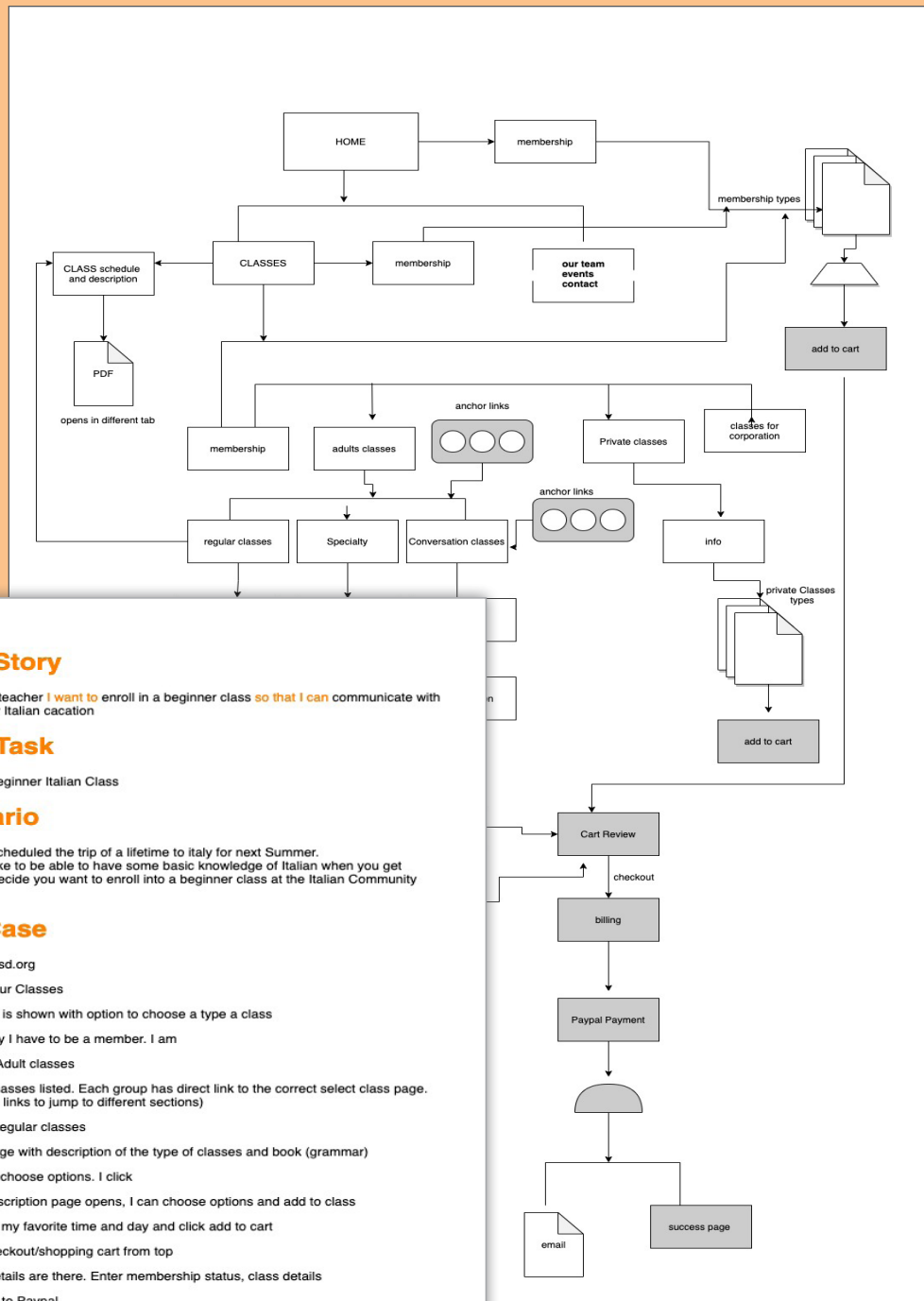
Enroll in a beginner Italian Class

Scenario

You finally scheduled the trip of a lifetime to Italy for next Summer. You would like to be able to have some basic knowledge of Italian when you get there. You decide you want to enroll into a beginner class at the Italian Community Center

Use Case

1. Go to icc-sd.org
2. click on Our Classes
3. new page is shown with option to choose a type a class
4. Apparently I have to be a member. I am
5. I choose Adult classes
6. all adult classes listed. Each group has direct link to the correct select class page. (also anchor links to jump to different sections)
7. I choose regular classes
8. I see a page with description of the type of classes and book (grammar)
9. I need to choose options. I click
10. class description page opens, I can choose options and add to cart
11. I choose my favorite time and day and click add to cart
12. Click checkout/shopping cart from top
13. billing details are there. Enter membership status, class details
14. Proceed to Paypal
15. Finish transaction on Paypal
16. Site display Success
17. I receive email receipt

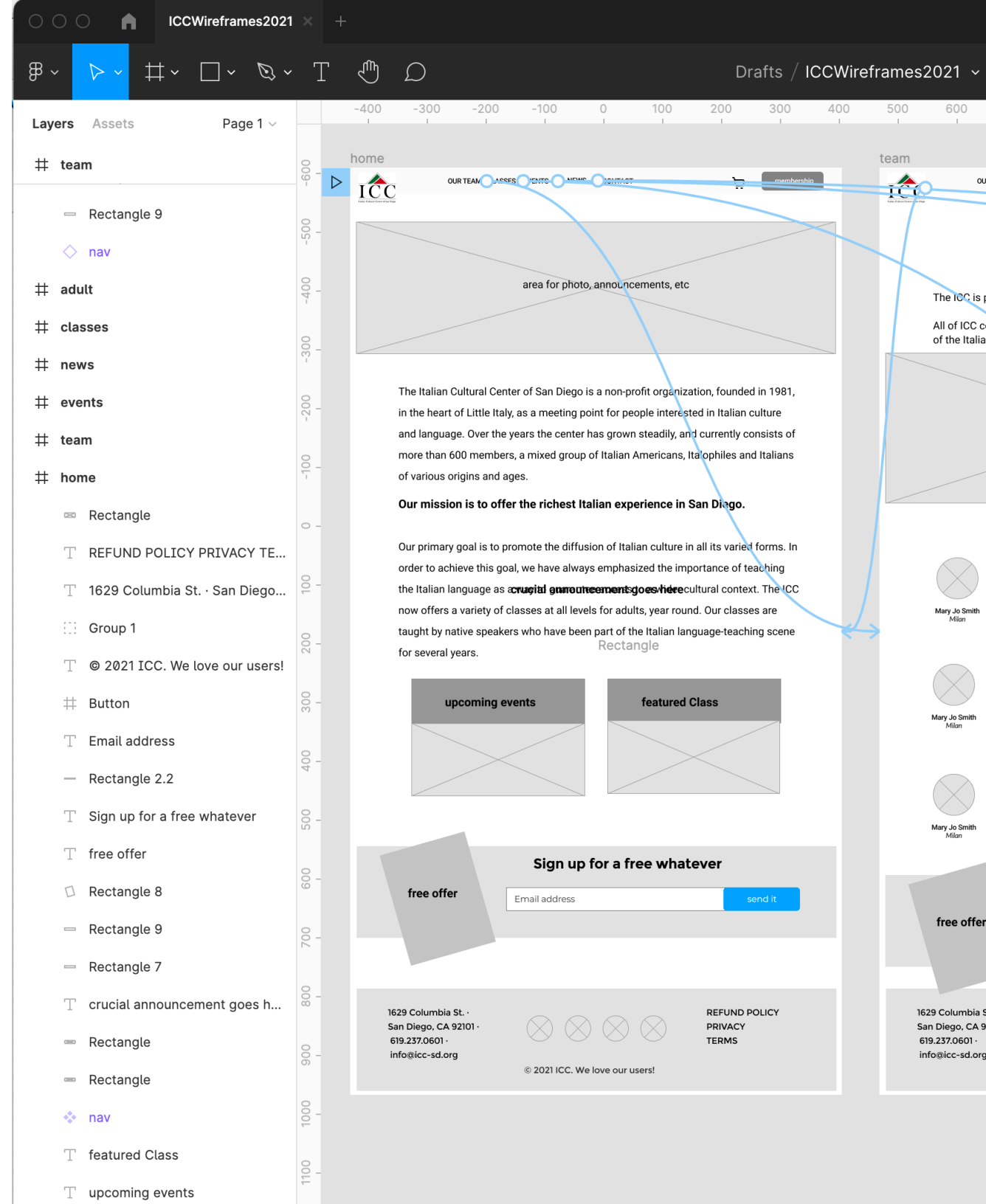
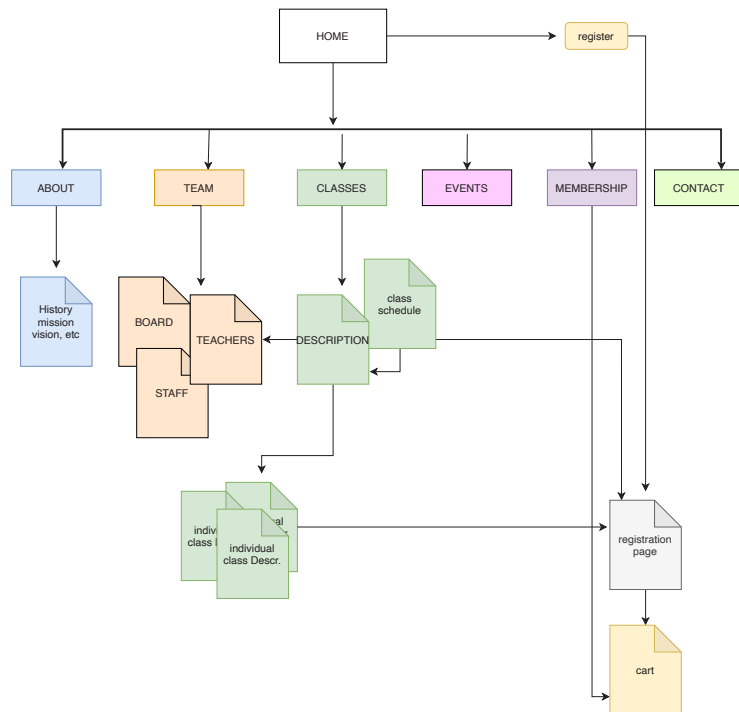


WIREFRAME — step 5

Testing the information architecture

After the approval of the improved structure, I created a clickable wireframe, to demonstrate the new flow for the site, and the new content architecture.

For example, instead of individual sub-links, I create a general category page, that summarized the sub-navigation options, and provided direct links to the area of interests.





LOOK & FEEL — step 6

Traditional, but with a twist

Keeping in mind the two main personas, I chose design element that would appeal to both. I presented three options: a more traditional one, and slightly modern ones.

I kept a red, white a green color scheme, but shifted the saturation and hue slightly, to avoid clichés. The typefaces were modern but not cutting edge.

UI DESIGN — step 7

Putting it all together

I presented the client with the wireframe and the three options for the look and feel. They loved the more traditional one.

After approval, I moved on creating the visual design, and generating hi-res prototypes for a few pages. I am in the process of creating a more complete style guide for development.

The site is now under development, and hopefully will go live in May.

SUMMARY

Lessons

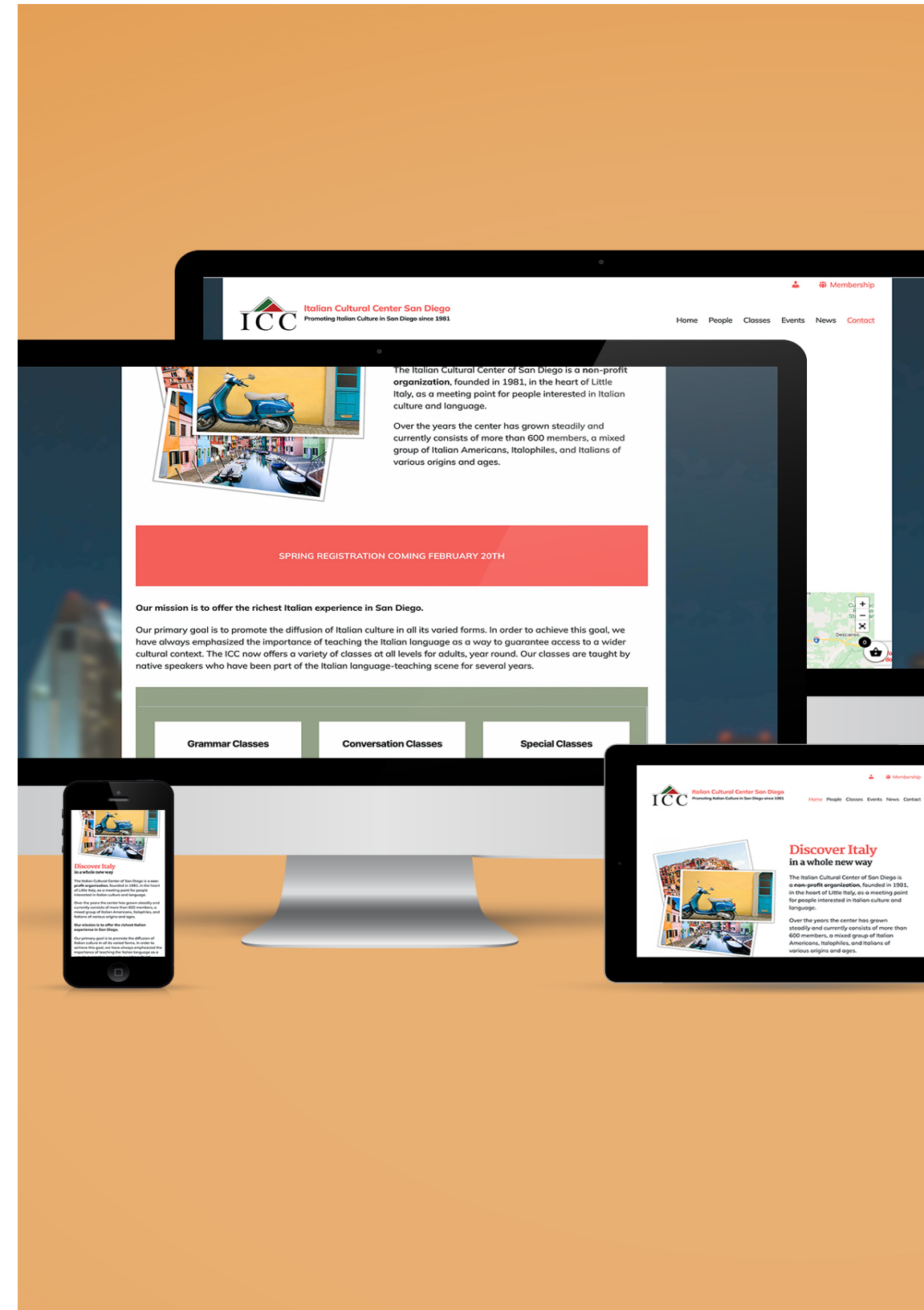
The biggest challenge was the very limited budget, which did not allow for more usability testing. I had to use some guerrilla tactics to recruit more.

It wasn't also easy to make the board of directors understand the value of UX design or uncluttered interfaces.

Compromises were necessary, but the end results is a site that will be much more useful and pleasant for the end-user, and hopefully will bring in more customers.

Next Steps

We started testing the new site with our target customers. While these testing are ongoing, so far they showed the redesign is successful, both for usability and visual appeal.



Thank you!

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