

Explanation of Redesign Process

Suzanne Collins Website

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Site Comp Link: <https://xd.adobe.com/view/2dc266c7-672f-4cb8-6778-b21863e4adad-5bf3/?fullscreen>

Introduction

The focus of the Suzanne Collins redesign was to create a better user experience based on user testing. Throughout user testing it was identified that changes to the site would benefit not only a user of the Suzanne Collins website but, the site owners and stakeholders as well. There were four main goals in this redesign:

- Aesthetics
- Structure
- Controllability
- Content

Site Aesthetics

Likert scale data from usability testing identified negative responses from users regarding if the information and elements on the site were aesthetically pleasing. Site colors on the other hand rated moderate to positive. Additionally, all users noted the site looking outdated, with user #5 noting that it “looks like they paid an amateur to do her website”. From this data, I decided to update the website with a more familiar and modern look, while still utilizing the orange colors on the site; I added blue to contrast the orange color. Also, users noted they enjoyed seeing the book covers and large graphics, so throughout the site large graphics of books and movies are utilized, along with colorful logos. All elements are arranged in grid format to achieve a more familiar and professional experience.

Site Controllability

Users during testing noted confusion with site navigation. Again stating, that it was unfamiliar and hard to find even basic control elements. Additionally, when asked if users could navigate the site easily users noted it was very confusing, links didn’t reach intended destinations, and user #2 noted “misleading interactivity”. To achieve more clarity with navigation and based on user request for movie information, I categorized and separated “movies” and “books” with series separation. I also added “about” and “contact” pages as requested by site users while trying to complete task 3 and task 2 of scenario 2. I centered the main navigation to create a more familiar experience for a user. Throughout the site I also added additional controllability to quickly link to retailers and resources (non-functional in site comp). Finally, to help users quickly identify what page they are on and get back to previous pages I added a breadcrumbs style navigation to the top of the page and additional footer navigation.

Site Content

The site was found by all users tested to be lacking expected content and extremely redundant. Users were frustrated when trying to look up biography information and contact information. Site users also noted that the content was unorganized and overwhelming. During task 1 scenario 2 while trying to find basic information on Suzanne, user 4 stated that "this was a waste of my time". With this data I elected to add specific contact and biography content with clear and easy access points. I also, simplified and organized site content, making it both scannable and hierarchical.

Conclusion

The Suzanne Collins website was identified by users during testing to not meet user expectations for aesthetics, structure, controllability, or content. My site redesign addresses all user concerns expressed during testing. By creating a more familiar and attractive design with a more functional and organized structure the Suzanne Collins website will help users to more quickly accomplish their goals and the goals of the site owner and stakeholders. Additionally, having a more user focused site will create a better site experience and increase site traffic and satisfaction overall.