Redesign of the Humber Current Website

A project by Omid Vahidi and colleagues

Nov-Dec 2022 (6-week project)

Team Members

Omid Vahidi	UX & UI Designer
Abhiraj Singh Gill	UX Researcher
Devki Choudhary	Content Strategist
Darshan Varma	Web Developer
Jaclyn Vergara Schultz	Web Developer

Omid's Participation

Competitive Analysis

Brainstorming solution ideas

Lo-fi mock-ups

Hi-fi mock-ups

Prototyping

Presentation making

Video editing (for presentation)

Used Tools

Figma

Miro

Zoom

Adobe Premiere Pro

Adobe Illustrator

Google Meet

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The Problems

⚠ No search function →

⚠ No access to the main Humber website (humber.ca)

⚠ The website looks unappealing and disconnected from the Humber brand.

⚠ Students cannot upload their projects/portfolio themselves.

⚠ Handling the work of every students by the admin is burdensome

⚠ No Footer →

Link: http://web.archive.org/web/20221202131702/https://www.humbercurrent.ca/
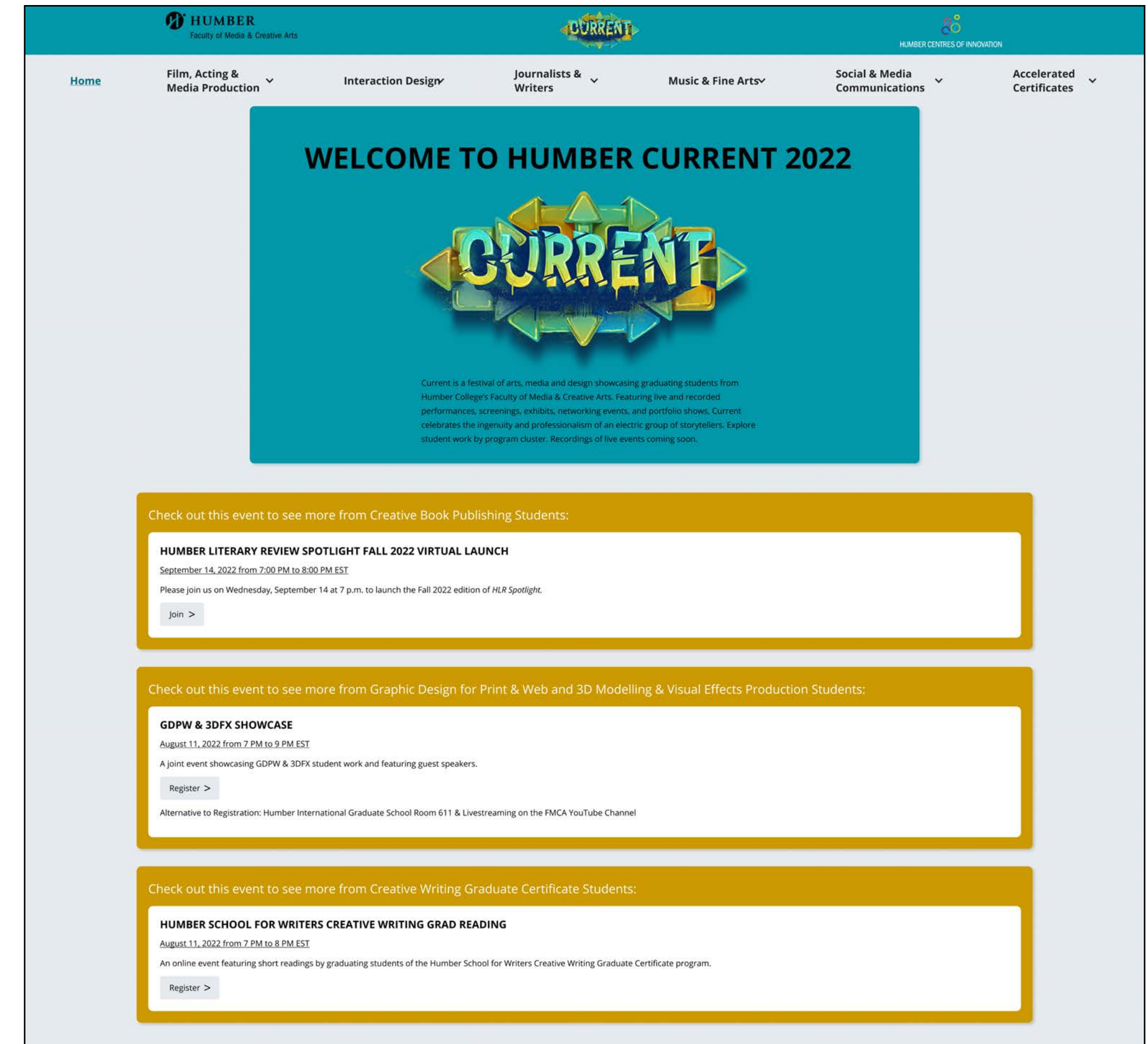
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The Problems (cont'd)

⚠ No access to the program's page on the main Humber website (humber.ca)

⚠ No access to former graduate's work

⚠ Graduation year of the students are unknown

Photography Diploma

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The Problems (cont'd)

⚠ Student's photos are inconsistent with each other and follow no guidelines/standards

⚠ The website does not allow students to showcase their work, only a thumbnail of a project and a link to the student's website is available.

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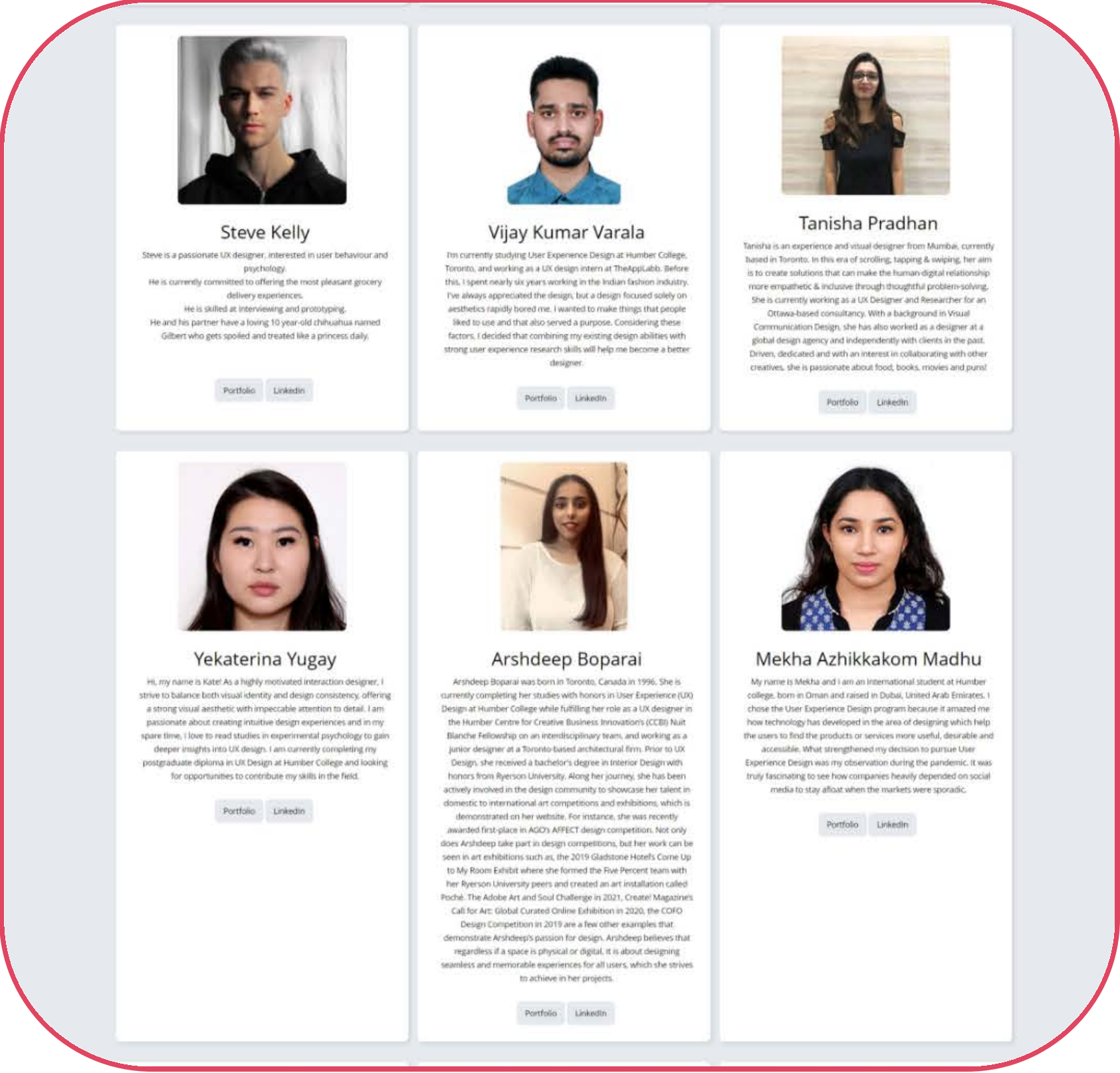
Goals, Needs & Wishes

Business

How to get more recruiters/industry experts on our website?

How can we provide our students with a way to display their work?

How can we display our students' work to attract prospective students

Users

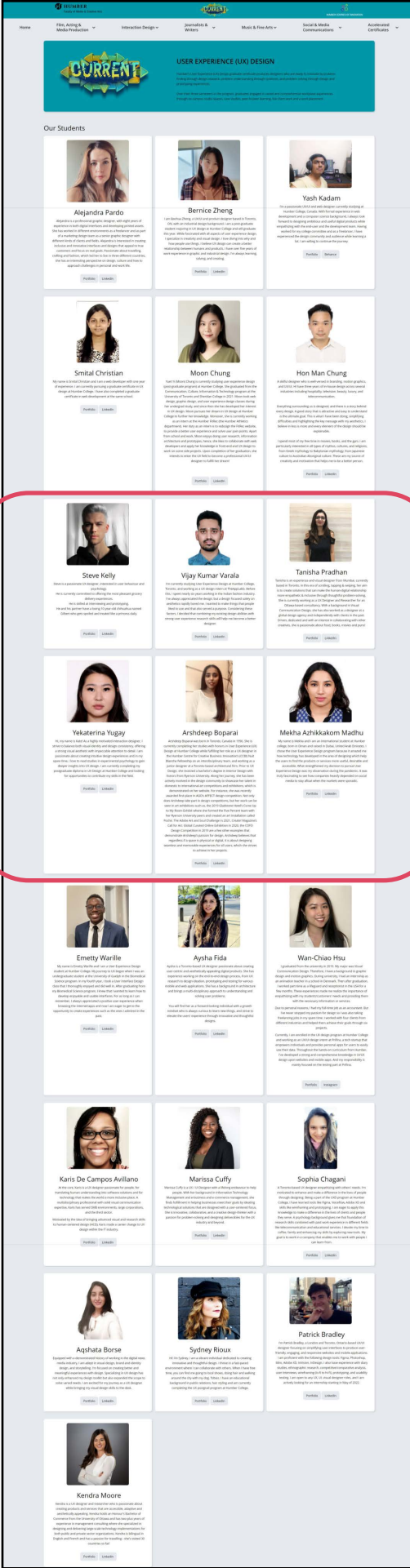Site Admins: eliminating the need to manage student's content

Students: Have a professional platform for uploading projects (like personal site)

Site Admins: Students can directly upload their projects

Recruiters: Easily find students of each program and access their projects

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The Design Process

Step 1
REVIEWING CLIENT REQUIREMENTS
ENTIRE TEAM

Step 2
COMPETITIVE ANALYSIS (WITH HEURISTIC PRINCIPLES)
UX DESIGNERS

Step 3
ANALYZE FINDINGS + SCOPE OF IMPROVEMENT
UX DESIGNERS + CONTENT STRATEGIST

Step 4
BRAINSTORM SOLUTIONS
ENTIRE TEAM

Step 5
CREATING A USER JOURNEY MAP
UX DESIGNERS + CONTENT STRATEGIST

Step 6
SKETCHING PAPER WIREFRAMES
UX DESIGNERS (WITH THE TEAM)

Step 7
LOW-FIDELITY WIREFRAMES
UX DESIGNERS

Step 8
USABILITY TESTS ON LO-FI FRAMES
UX DESIGNERS

Step 9
ANALYSE AND DISCUSS CHANGES
ENTIRE TEAM

Step 10
CREATED HI-FIDELITY WIREFRAMES
UX DESIGNERS

Step 11
POPULATED HI-FI WITH CONTENT
CONTENT STRATEGIST

Step 12
CREATED WEBPAGES
WEB DEVELOPMENT

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Competitive Analysis

CURRENT

- **+** Programs are categorized and accessible via the nav bar
- **—** No footer
- **—** No search function
- **—** Inconsistent design with the main Humber site
- **—** No student bio
- **—** No student access to post portfolio pieces
- **—** Only a thumbnail picture of the students project and a link to their external website

GradShow.ArtCenter

- **+** A separate website, but consistent with brand identity of the main Art Center site.
- **+** Each student has a dedicated page like a personal website to upload their work.
- **+** The UI is a graphical masterpiece
- **+** All Student's pages are following a standard layout and format
- **+** Easy access to archived works (former graduates)
- **+** Great search engine
- **—** Different footer from the main website
- **—** Unnecessarily complicated access to programs' pages
- **—** No access to the Art Center's main website
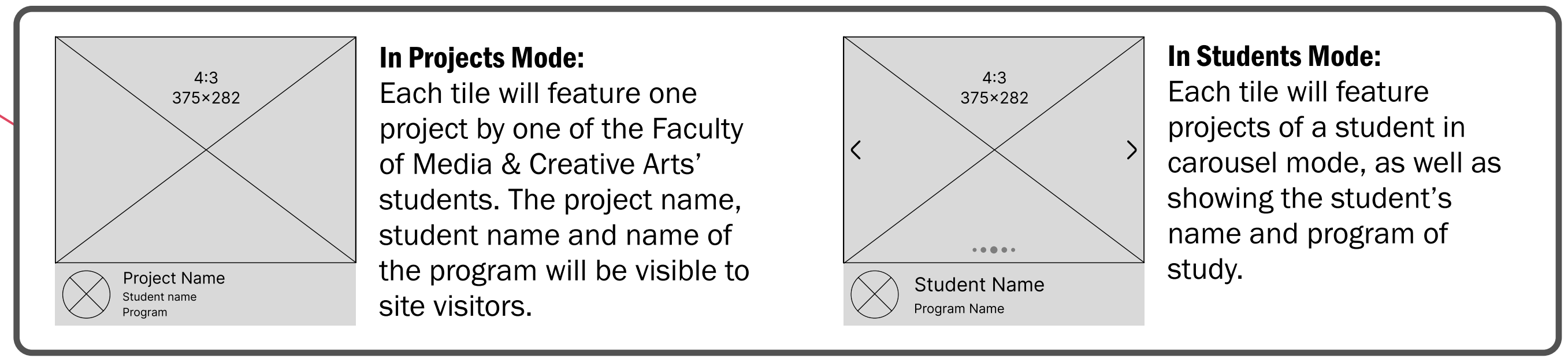
EMILY CARR
UNIVERSITY OF ART+DESIGN

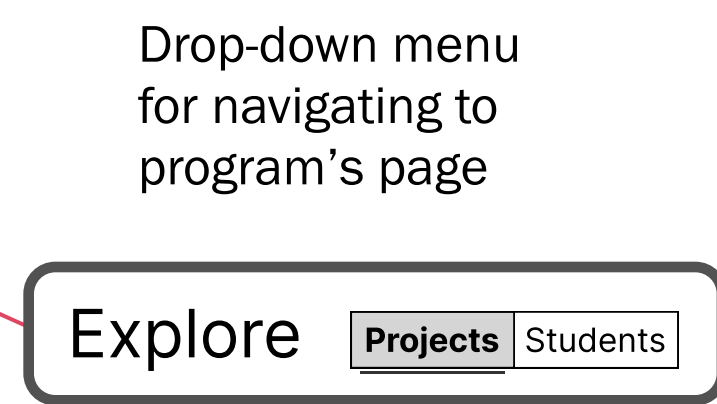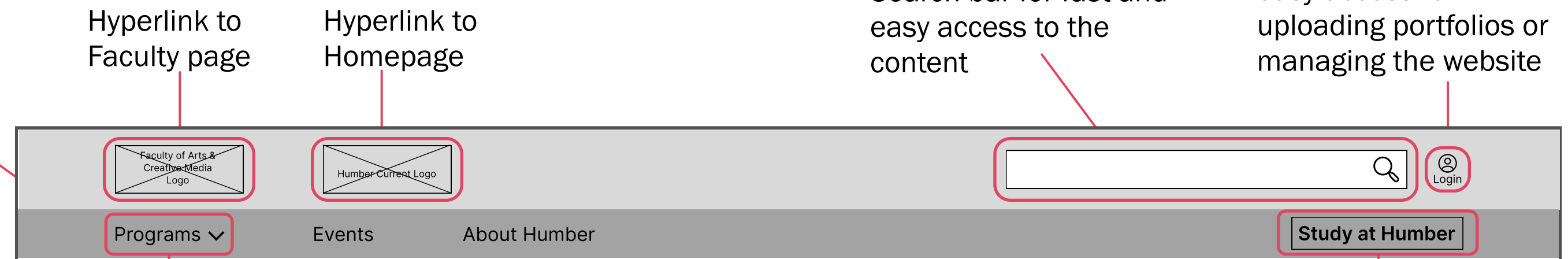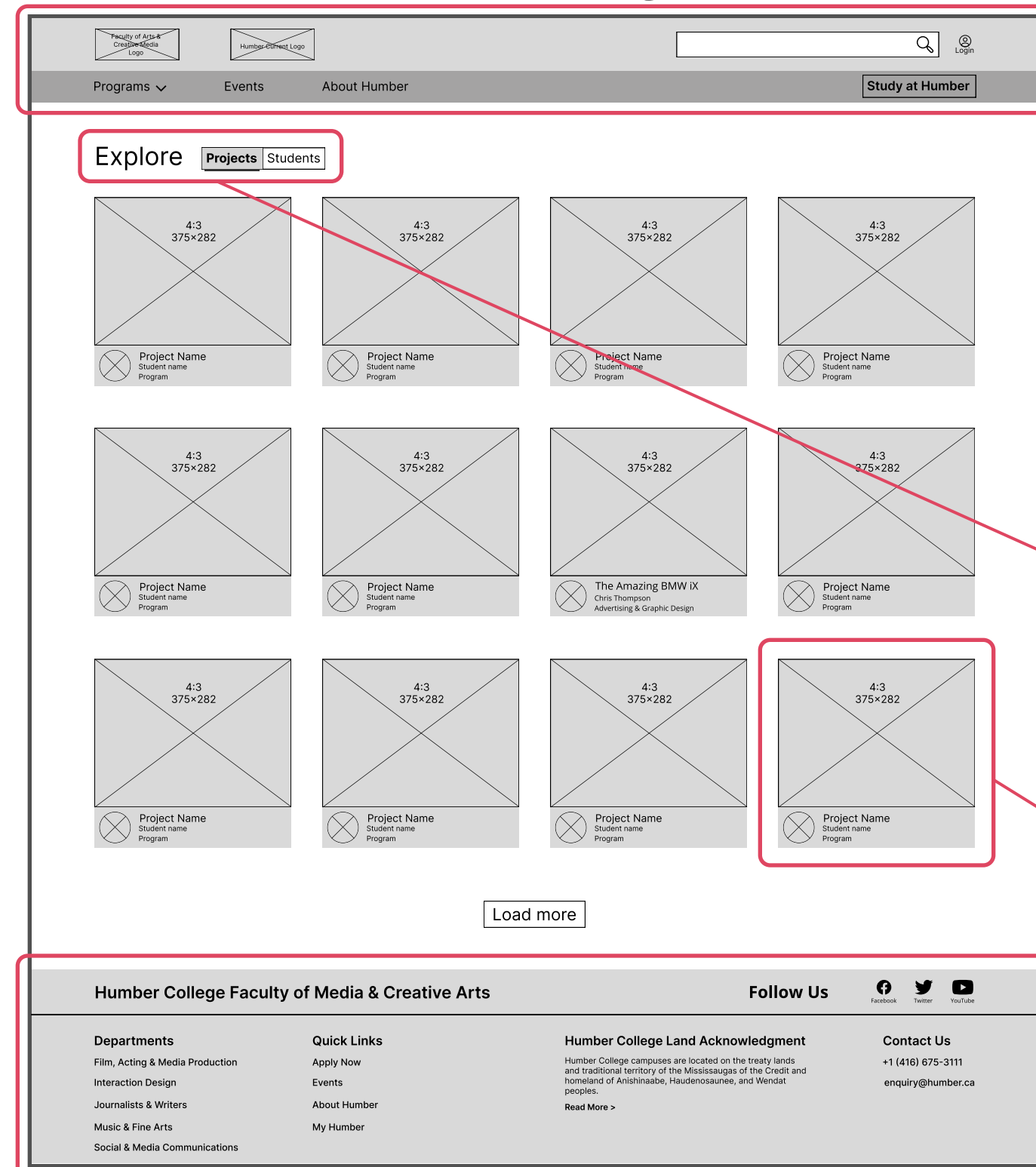- **+** Not a separate website, with access to the global nav bar and other school services
- **+** Students can send their work to the site's admin
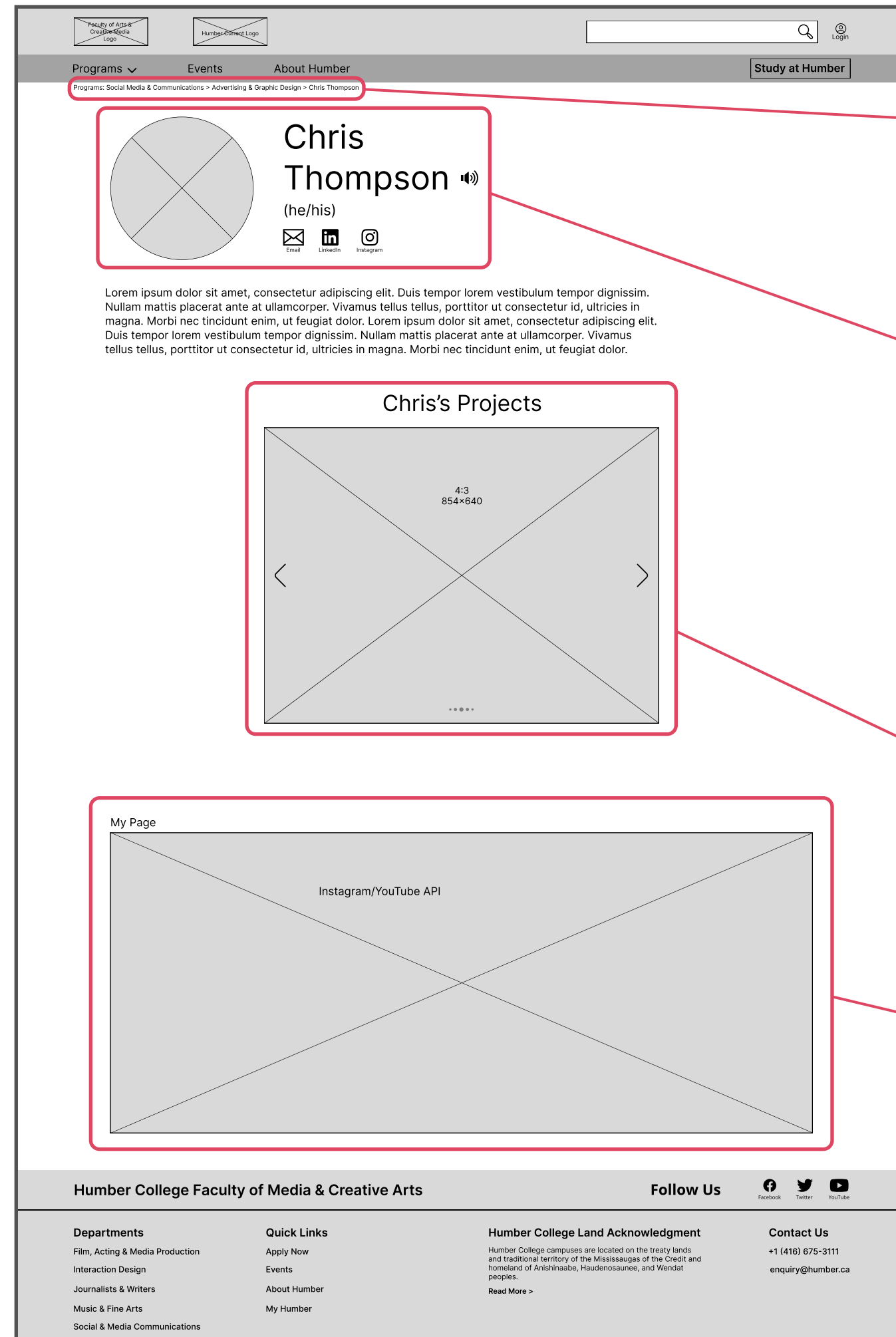- **—** Student's programs are not always known

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The Prototype
Low Fidelity

The Homepage

Hyperlink to Faculty page

Hyperlink to Homepage

Search bar for fast and easy access to the content

Login will let students and site admin have easy access for uploading portfolios or managing the website

Drop-down menu for navigating to program's page

Direct link to Humber.ca for encouraging potential students to attend Humber

Explore | Projects | Students

This toggle let the user to switch between seeing individual projects or individual students

In Projects Mode:
Each tile will feature one project by one of the Faculty of Media & Creative Arts' students. The project name, student name and name of the program will be visible to site visitors.

In Students Mode:
Each tile will feature projects of a student in carousel mode, as well as showing the student's name and program of study.

A global footer for Humber Current

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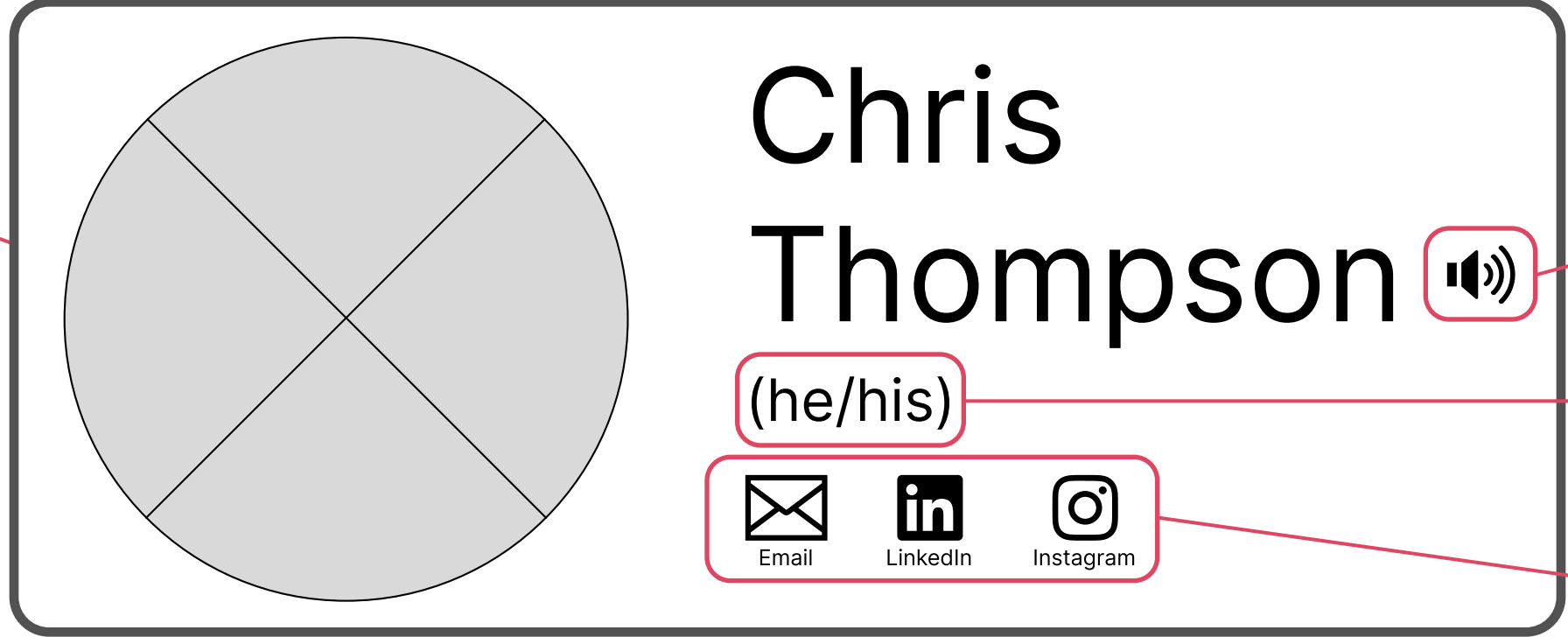Faculty of Media & Creative Arts

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The Prototype
Low Fidelity

Programs: Social Media & Communications > Advertising & Graphic Design > Chris Thompson

Breadcrumbs would show the path back to homepage and provide easy access to previous pages

Chris Thompson 🔊

(he/his)

✉ Email   in LinkedIn   📷 Instagram

Click to hear the student's name with correct pronunciation

Student's desired pronouns

Link to student's social media accounts and their email address

Student's projects are accessible in this carousel panel. each picture will direct the user to the project's page.

Embedded access to the student's social media (API)

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Usability Testing

(+) Users liked the footer having all the departments categories. Especially they admired having the land acknowledgement part

(+) The drop down Program navigation is convenient to search and find programs and students on the site

(+) Toggling the projects and students is an effective solution to the problem of sorting. We don't have to sort by just students or projects when we can do both.

(−) On the student's page, showing the student's projects in the carousel mode increases the potential of missing on the other projects. Also, it is not convenient to use. Maybe different projects can be shown in a grid layout.

(−) Users prefer to explore projects and access the student's profile from there, instead of going to the student's page and trying to find the projects.

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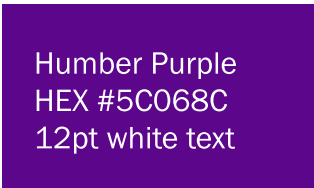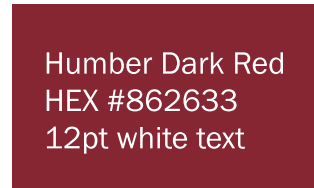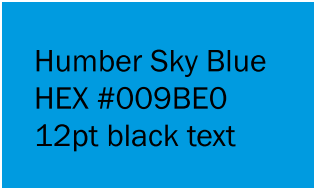
Key Brand Design Guidelines of Humber

Official Print Colours:

Primary:

Humber Dark Blue
HEX #000033
12pt white text

Humber Gold
HEX #CC9900
12pt black text

Secondary:

Humber Purple
HEX #5C068C
12pt white text

Humber Teal
HEX #0097A9
12pt Black text
18pt White text, Demi

Humber Dark Red
HEX #862633
12pt white text

Humber Dark Green
HEX #006C5B
12pt white text

Humber Sky Blue
HEX #009BE0
12pt black text

Humber Watermelon
HEX #DF4661
12pt Black text
18pt White text, Demi

Humber Light Green
HEX #B4C800
12pt Black text
18pt Black text, Demi

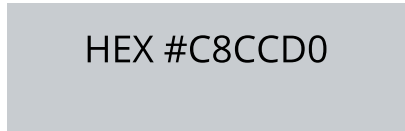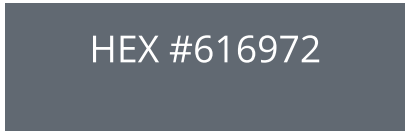## Official Web Fonts:

Open Sans ExtraBold
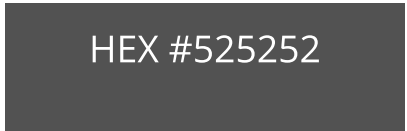
Open Sans Bold
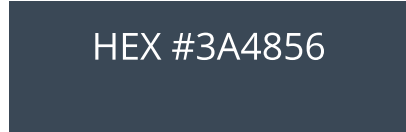
Open Sans SemiBold

Open Sans Regular
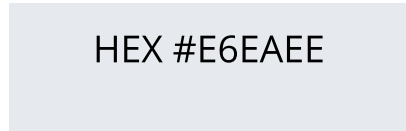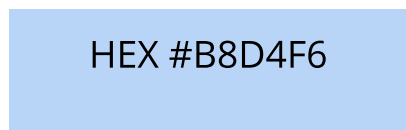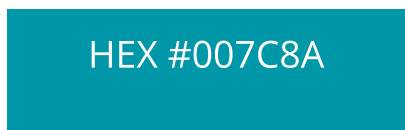
Open Sans Light

Official Web Colours:

Main Colours:

HEX #3A4856

Corporate Menu Text/Icons
Mega Menu Border/Tab
Buttons

HEX #004B78

Submenu Background

HEX #006D9C

Submenu Background
Button
Background Colour

Grays:

HEX #E6EAEE

Light Well
Background Colour
Widget Tab Background
Active Drop Down
Buttons

HEX #C8CCD0

Widget Tab Background
Inactive Drop Down

HEX #616972

Mega Menu Background
Dark Well
Buttons

HEX #525252

Widget Tab Text
Widget Icons

Accent Colours:

HEX #B8D4F6

Background
Navigation Card

HEX #007C8A

Background
Navigation Card

HEX #5C068C

Background
Navigation Card

Button Icons:

> Chevron

External Link

Email

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The Prototype
High Fidelity

Project's page

Homepage

Program's Page

Student's page

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The Prototype
High Fidelity

By hovering over the student's projects (on Students mode), visitor can explore other projects of the student using the arrows
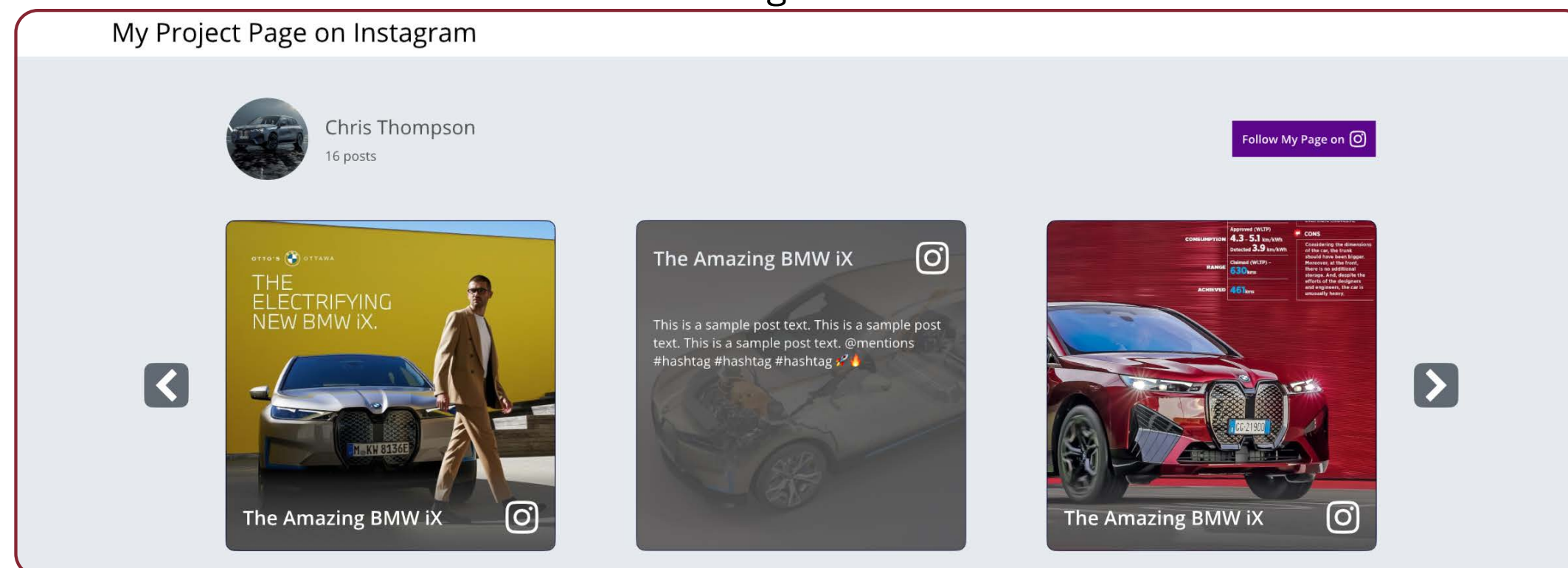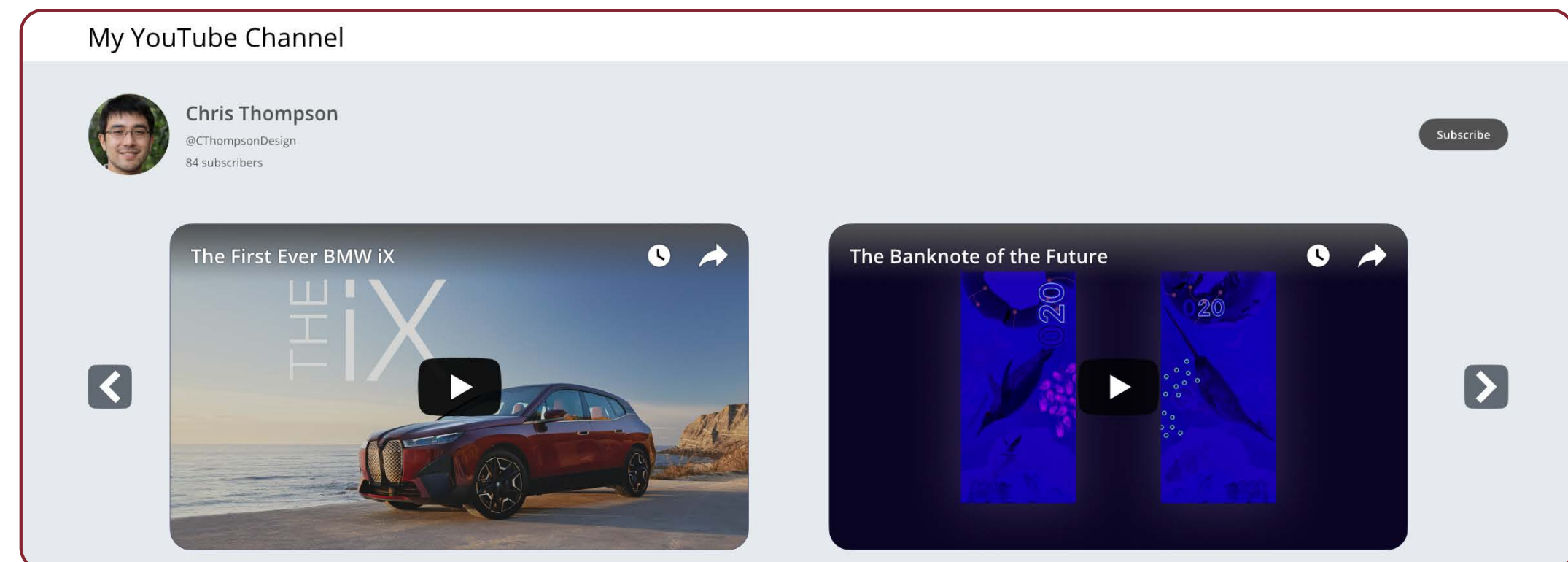
Programs' drop-down menu

school year drop-down
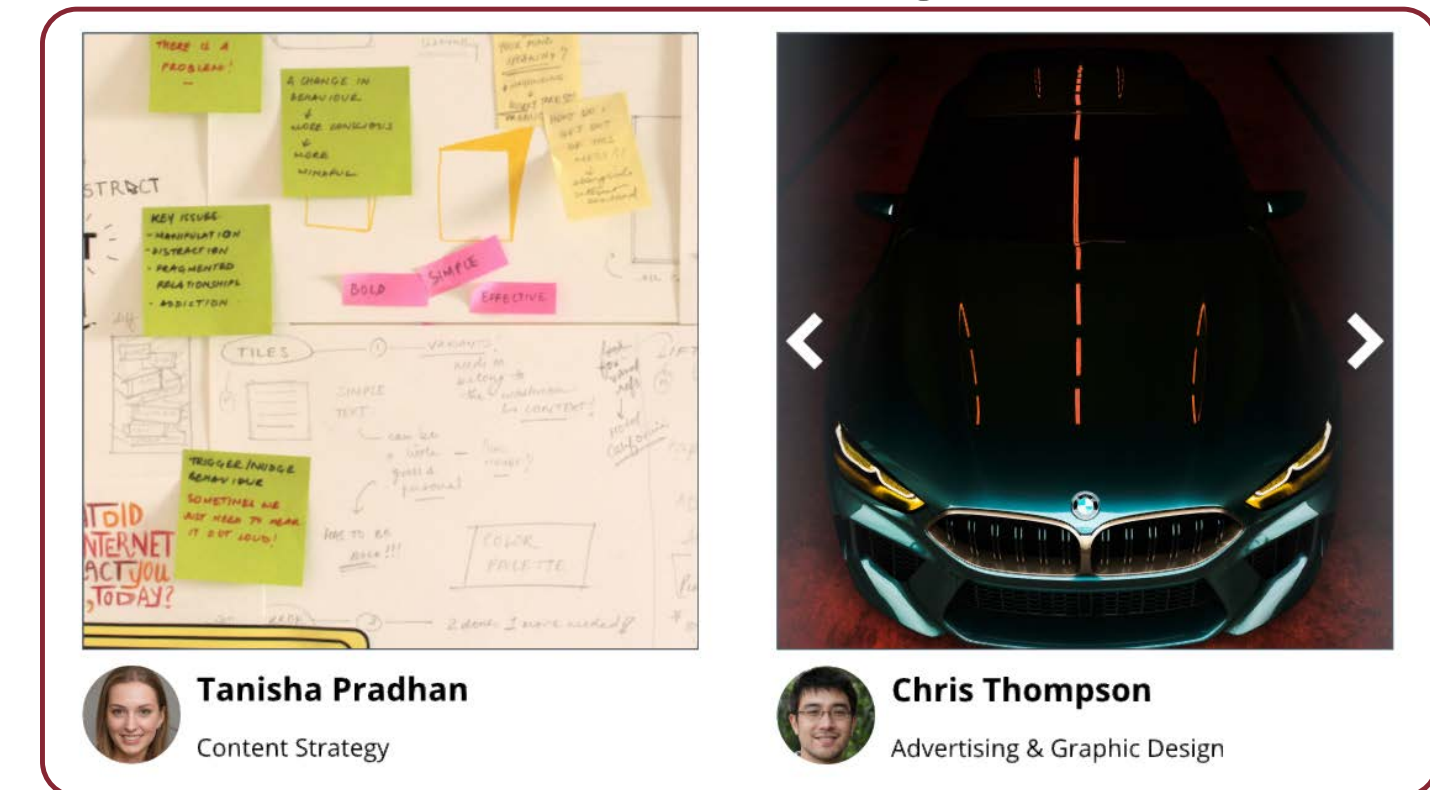
Instagram API

YouTube API

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Appendix

Link to the Figma file (Including the low-fidelity and high-fidelity prototypes and the design resources):
- https://www.figma.com/file/Xde3WW17AyPnJu5Xc1ExeZ/5105-prototype?node-id=0%3A1&t=UdBDGzkSIXo9OUXG-3

Link to the Low-Fidelity Prototype:
- https://www.figma.com/proto/Xde3WW17AyPnJu5Xc1ExeZ/5105-prototype?page-id=0%3A1&node-id=4%3A55&viewport=0%2C0%2C1&scaling=scale-down&starting-point-node-id=4%3A55

Link to the High-Fidelity Prototype:
- https://www.figma.com/proto/Xde3WW17AyPnJu5Xc1ExeZ/5105-prototype?page-id=114%3A5357&node-id=114%3A5407&viewport=751%2C532%2C0.05&scaling=scale-down&starting-point-node-id=114%3A5407

Link to the Video
- https://drive.google.com/file/d/1PvW2mmtR-WNHAzmmIL6oG7pUP62icrfn/view?usp=sharing

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