Redesign & Restructure of Toronto Zoo Website

A UX, UI and Information Architecture design project by Omid Vahidi & Colleagues

Fall 2022 (6-week project)

Omid's Participation

- Card Sorting
- IA design
- User Flow design
- Wireframing
- Lo-fi & Hi-fi mock-ups
- Usability Testing

Team Members

Omid Vahidi
Daria Markova
Joyce Ofoche
Nicole Yeung

Used Methods and Tools

- Card Sorting
- Usability Testing
- Figma
- Miro
- Zoom
- Google Meet

Table of Content

Introduction
Project Brief

Client: The Toronto Zoo

Research goal:

- Restructure the Toronto Zoo website in response to complaints from visitors that their website is really hard to use
- Help the users easily find the information they are looking for

Business objectives:

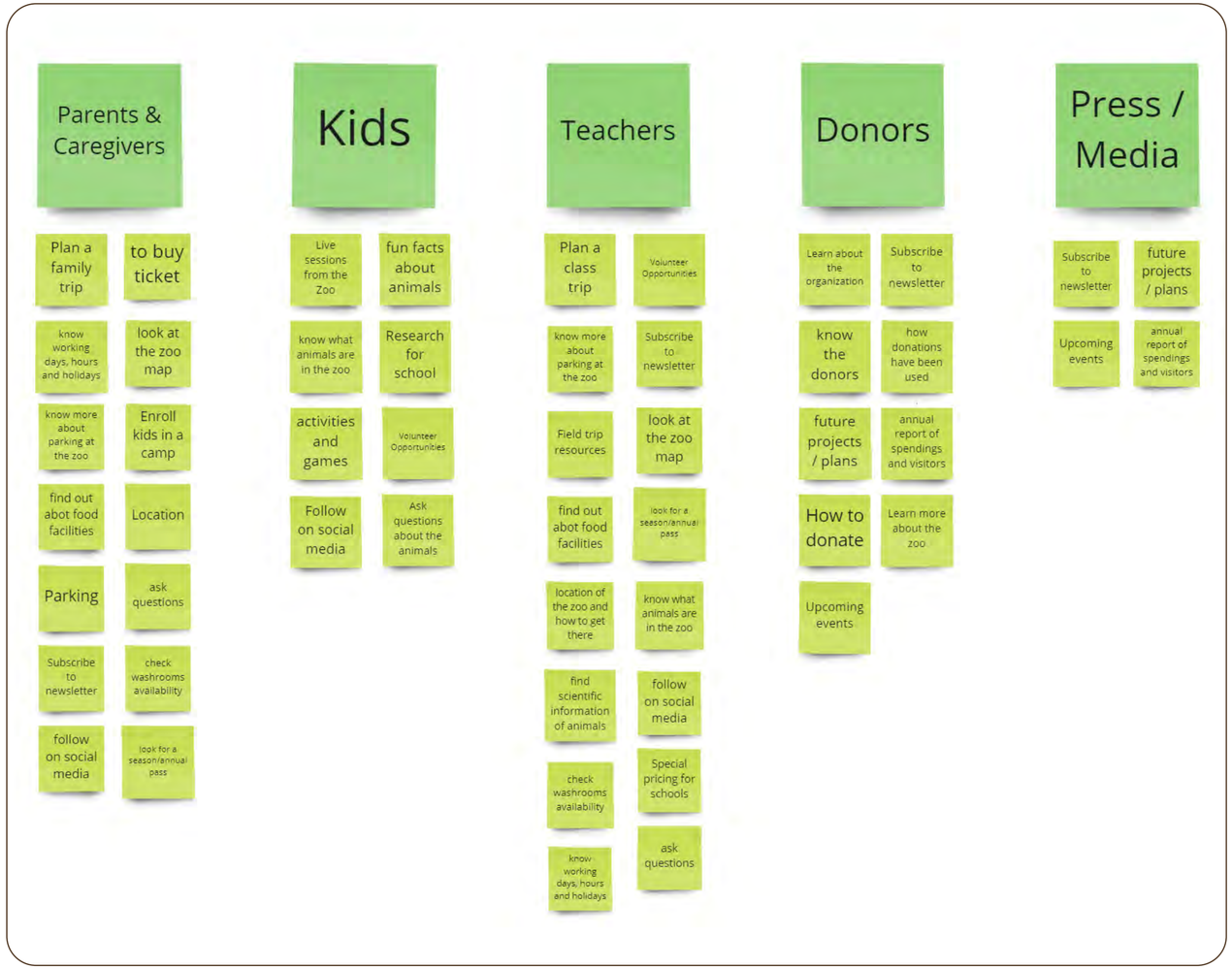
Based on the Toronto Zoo's mission from: https://www.torontozoo.com/tz/about

- Educate their community on wildlife, plants, and conservation science
- **Acquire revenue through ticket and merchandise sales**, donations, and sponsorships
- Generate revenue by having other brands do business in the zoo (i.e. restaurants, Lego toy shops etc.)

Introduction
Project Brief

Types of users and their tasks :

- Parents And Caregivers
- Kids
- Teachers
- Donors
- Press and Media



Exploration, Synthesis, & Design Implications

Card Sorting

Based on the user goals and business objectives, as well as the data provided by the Client, the Team created content for the Card Sorting.

The Team conducted **8 card sorting sessions** to gauge the users' expectation of how the content on the website should be categorized.

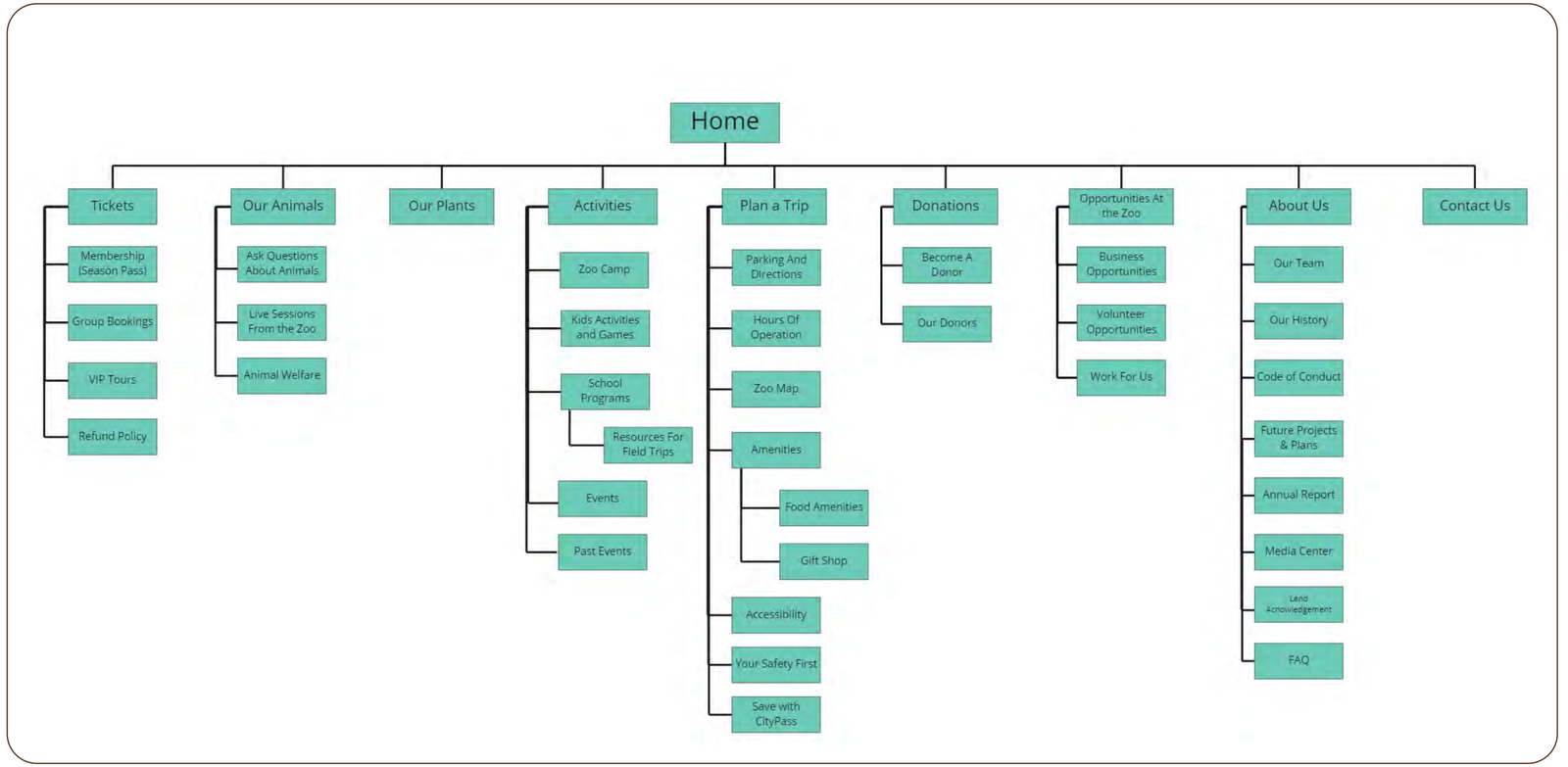
After analyzing and synthesizing the data, the Team was able to come up with the **final card grouping**.

Exploration, Synthesis, & Design Implications

IA Diagram

Using the data from the Card Sorting, the Team created an **IA diagram** for the Toronto Zoo, to illustrate how to best organize the website's existing content.

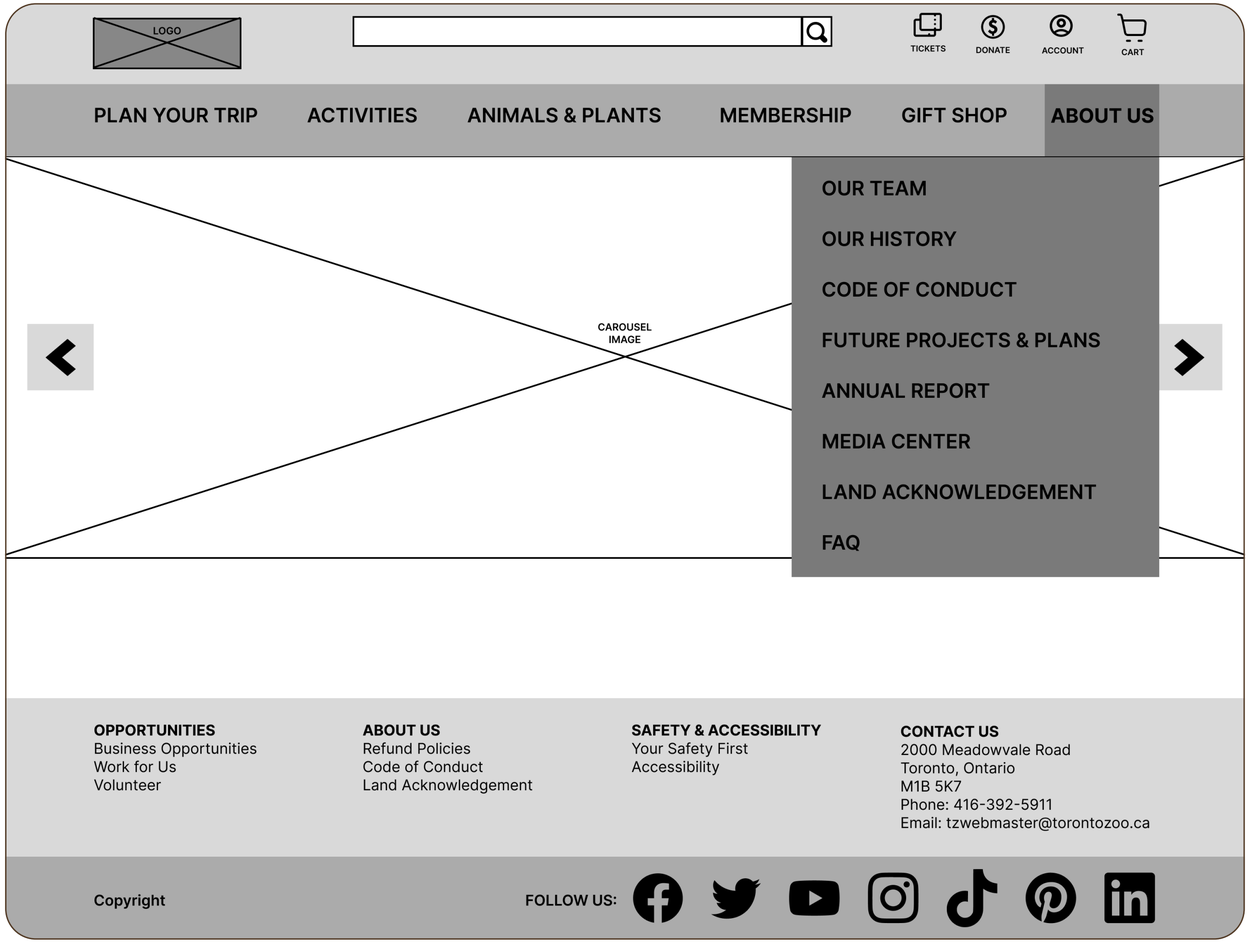
Our aim was to make the process of searching for information easy for the users.



Concept Generation

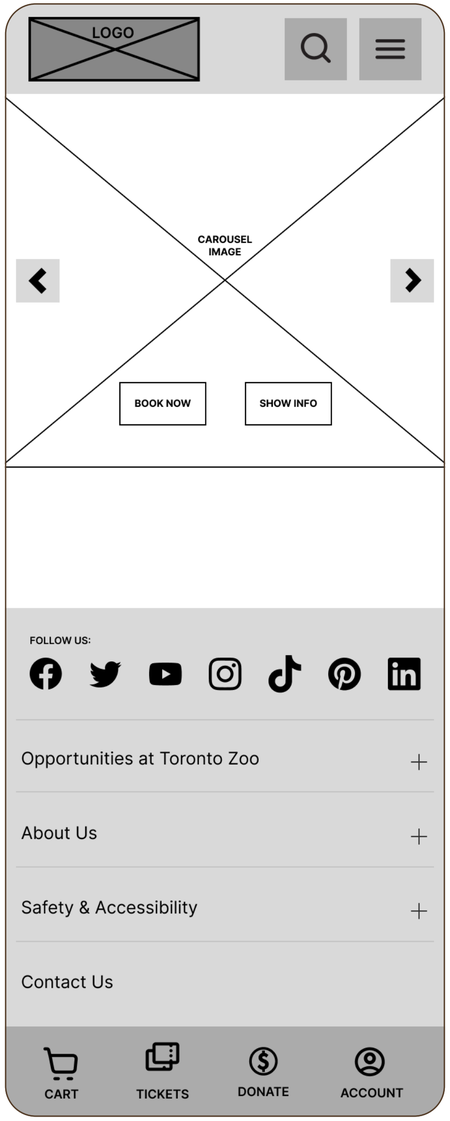
Nav Design / Desktop

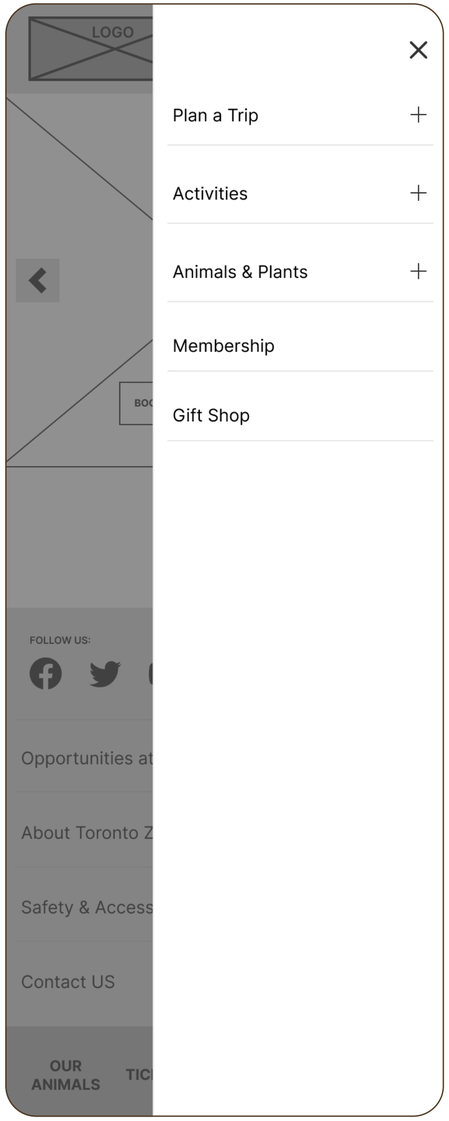
- We synthesized our knowledge about the Client and their target audience, and based on the IA Diagram designed the navigation system for our Client's **responsive website (mobile) and classic website (desktop)**
- We **prioritized specific pages that were important to our Client's business goals** (ticket sales, donations, membership)
- We **added social media icons as a secondary/utility navigation** because that's how our Client can achieve one of their business goals - **attracting new visitors**

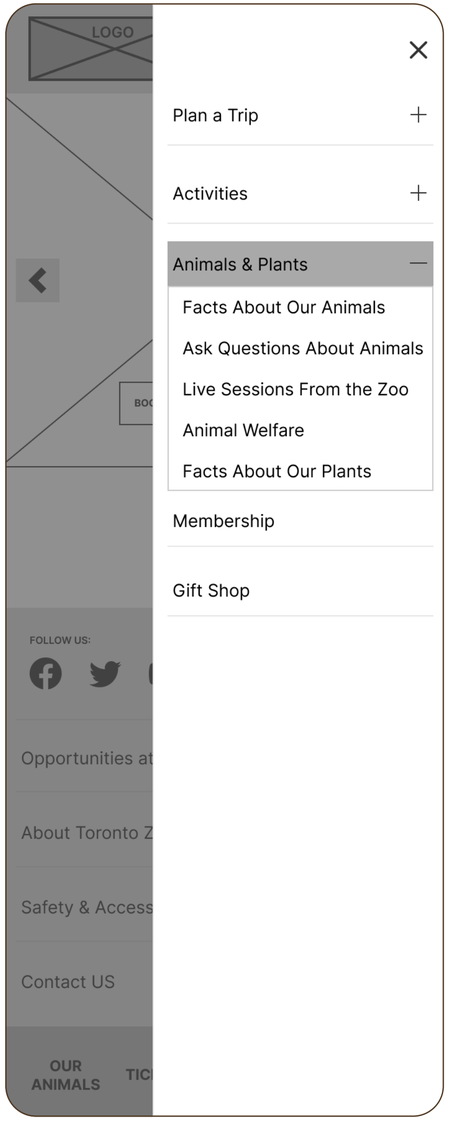


Concept Generation

Nav Design / Mobile







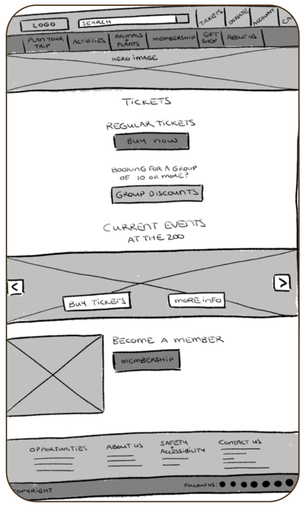
Concept Generation

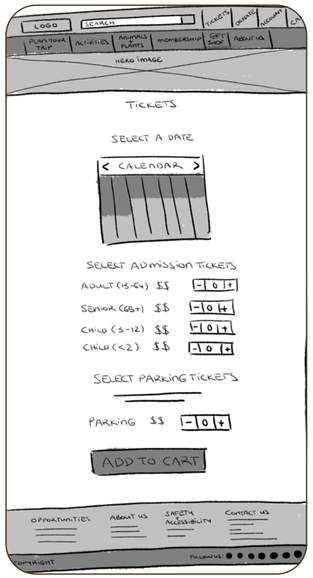
User Flow Selection and Sketches

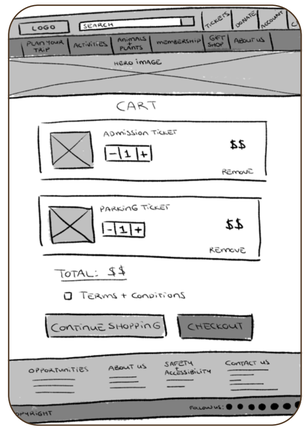
The Team decided to explore the user's experience on the website as they fulfill the task of **purchasing regular tickets online**.

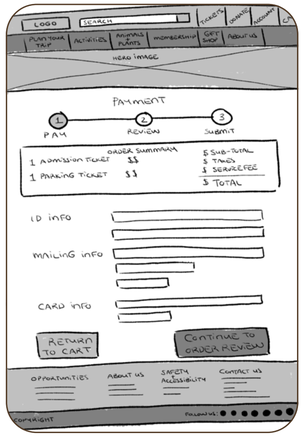
This task was selected by the Team as one that correlates with the Client's key business goal - **generating and increasing revenue**.

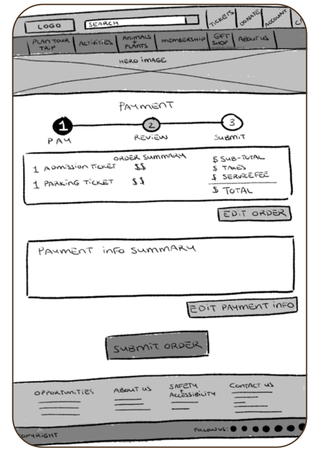
To illustrate that path, we have sketched out wireflows of the user's journey clicking through the pages to purchase a regular ticket.

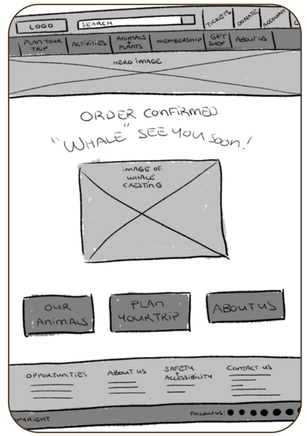












Concept Generation

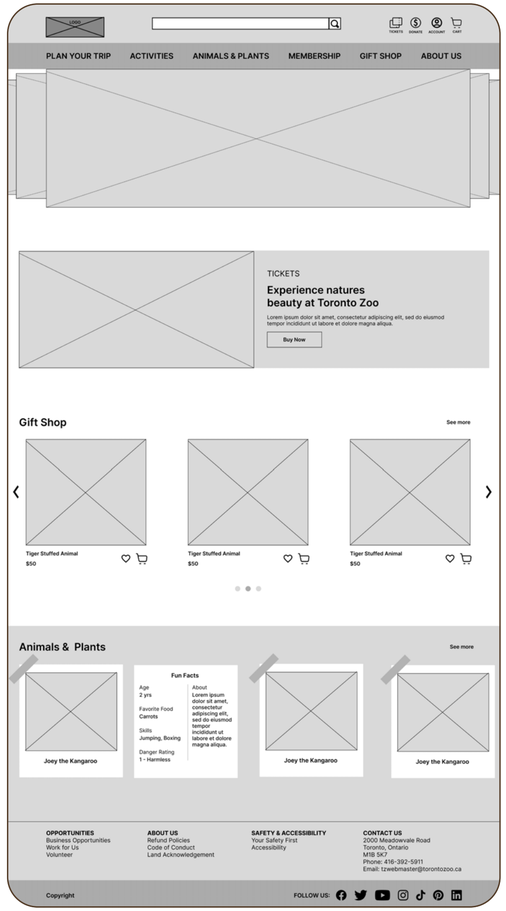
Low-Fidelity Wireframes

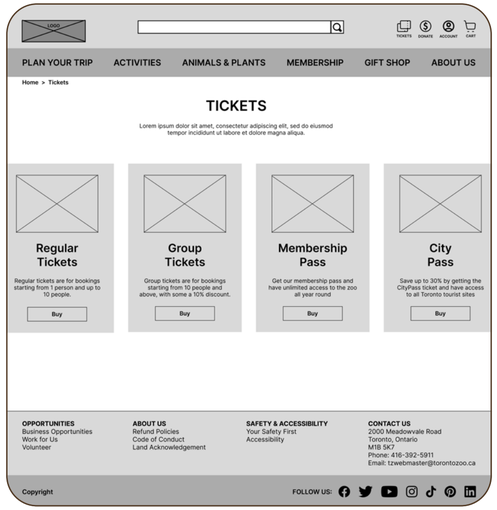
As a next step, the Team created **Low-fidelity Wireframes** for the selected experience - purchasing regular tickets online.

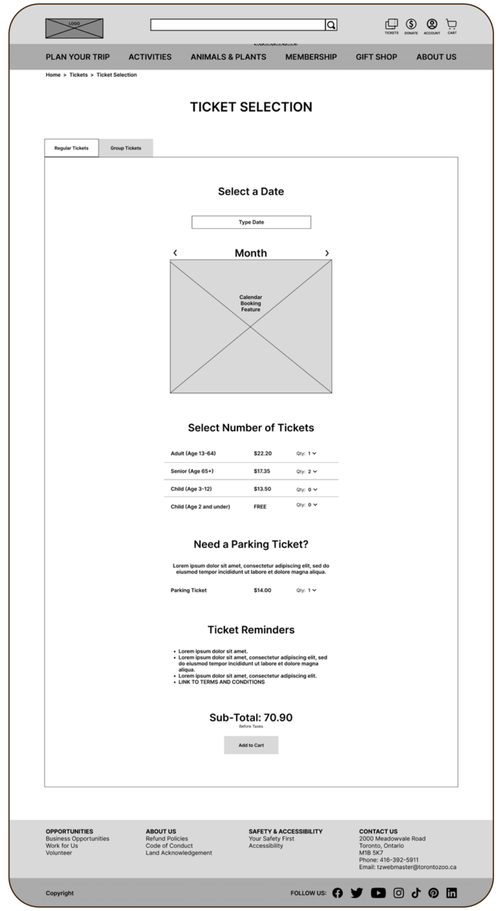
We used this milestone to conduct **usability tests of our Prototype** to get the users' insights on its improvement and integrate them into the High-Fidelity Wireframes.

Concept Generation

Low-Fidelity Wireframes

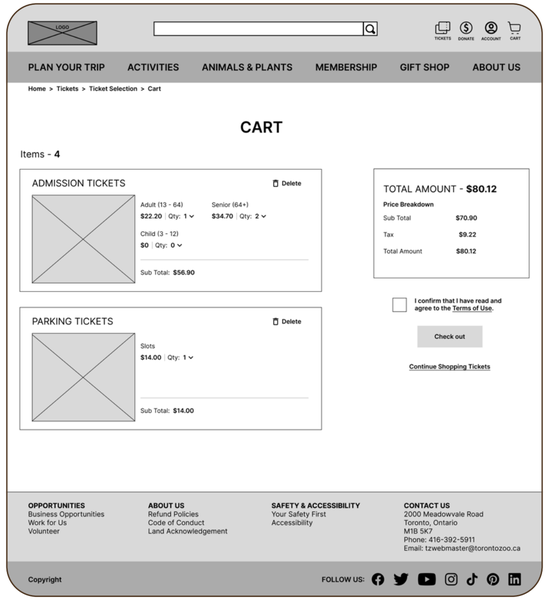


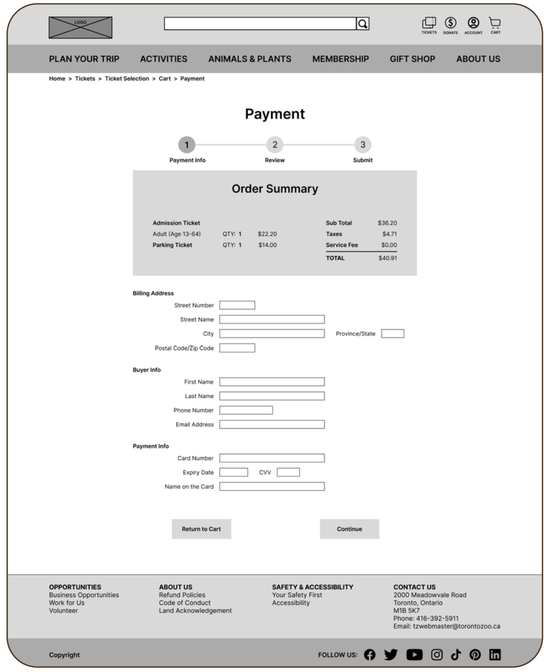


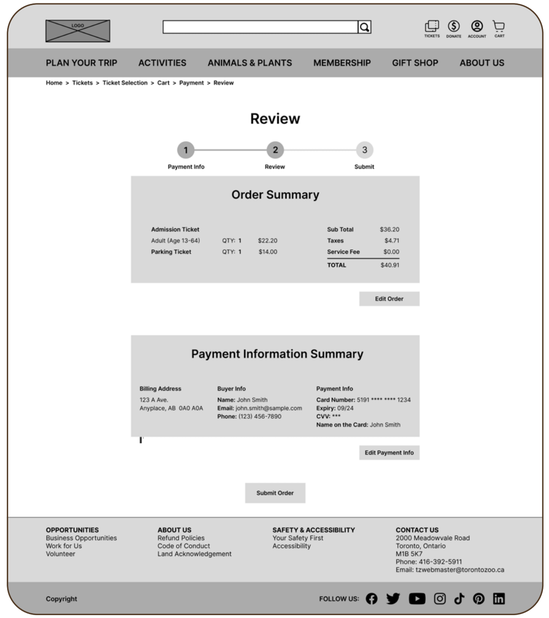


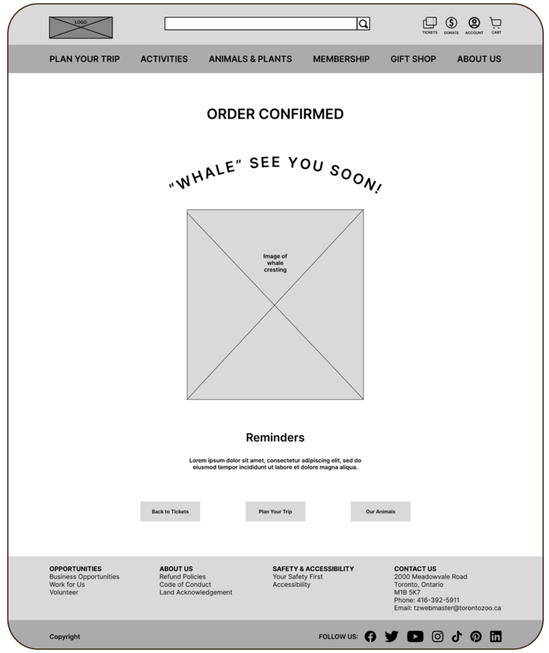
Concept Generation

Low-Fidelity Wireframes









Evaluation & Refinement

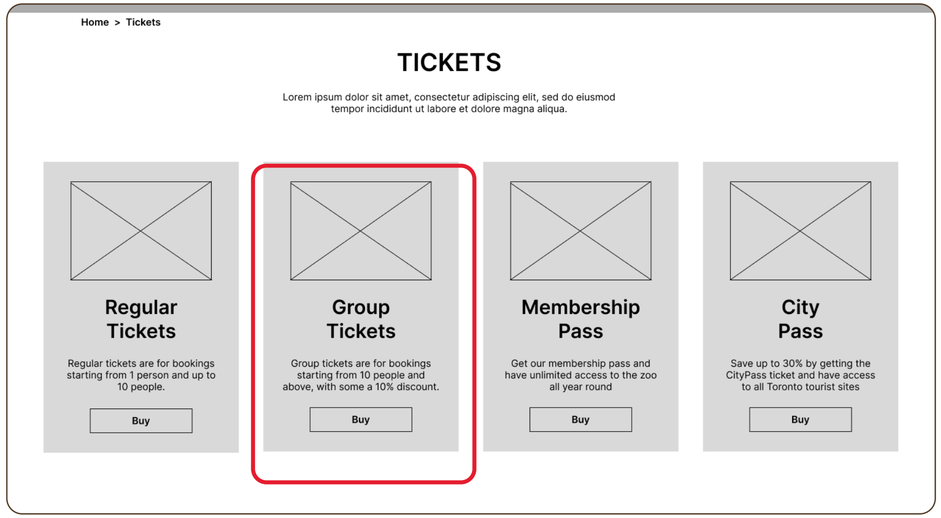
Usability Testing

#1

Group tickets and Regular Tickets: Some of the participants wanted to go to Group tickets instead of Regular tickets for checking prices before the family visit

Revisions:

- Not separating Regular and Group Tickets
- Adding a message informing the users about the group discount on the Ticket selection page
- When users insert quantities 10 and above, adding an alert they are eligible for the discount



Before testing

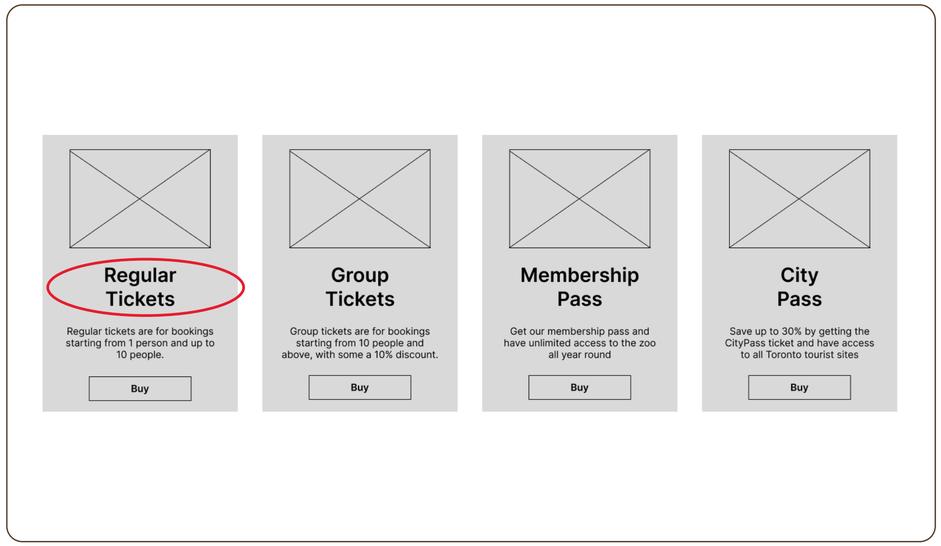
After testing

Evaluation & Refinement

Usability Testing

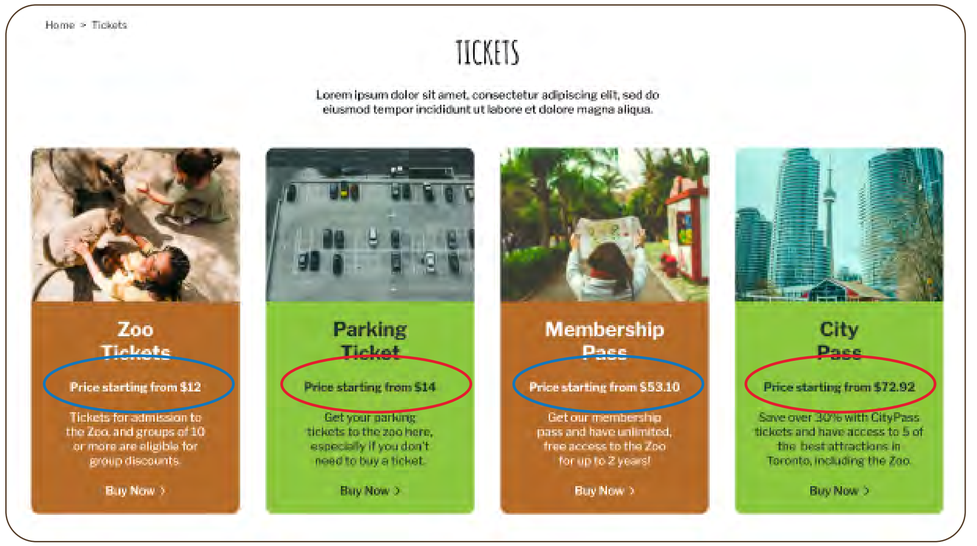
#2

Comparing prices for various tickets' categories:
Participants wanted to see prices for different categories as early as possible (on the Home page or Tickets page) to be able to compare them



Before testing

Revisions:
Adding an option to see the prices' range for all the categories on the Tickets page before clicking on them



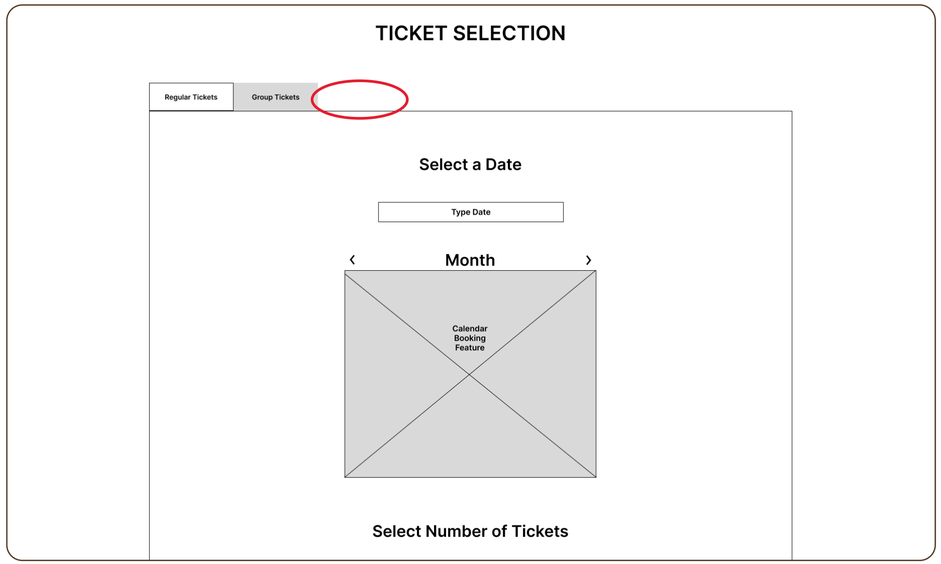
After testing

Evaluation & Refinement

Usability Testing

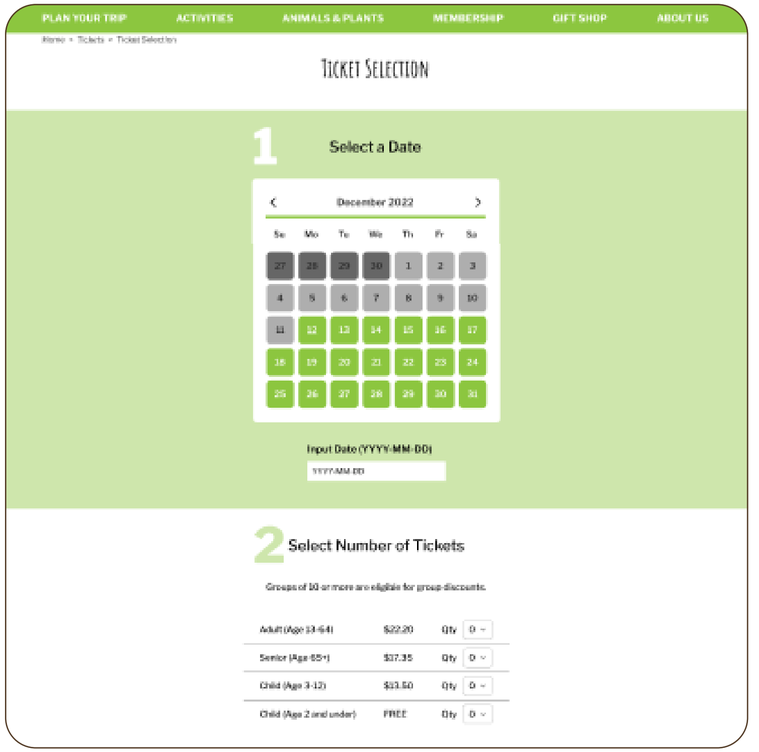
#3

Events tab on the Ticket selection page: Participants were not sure what the Event tickets are about, they would probably go there to get a discount for the Birthday in the Zoo or similar group/family event



Before testing

Revisions: We removed this tab from the Ticket selection page. Events were supposed to be under Activities in our IA Diagram



After testing

Evaluation & Refinement

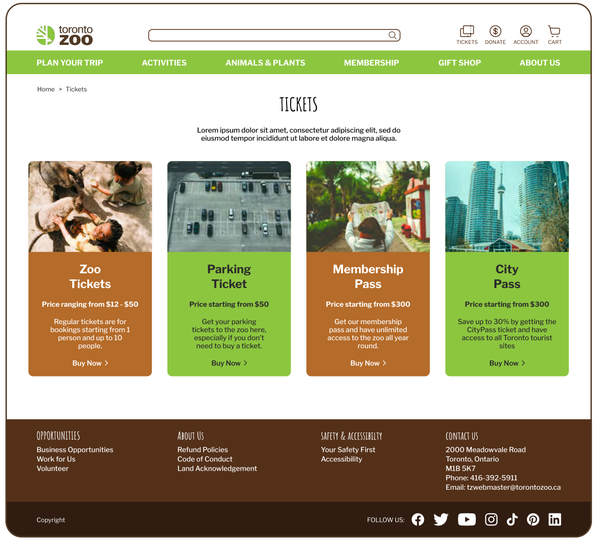
Usability Testing

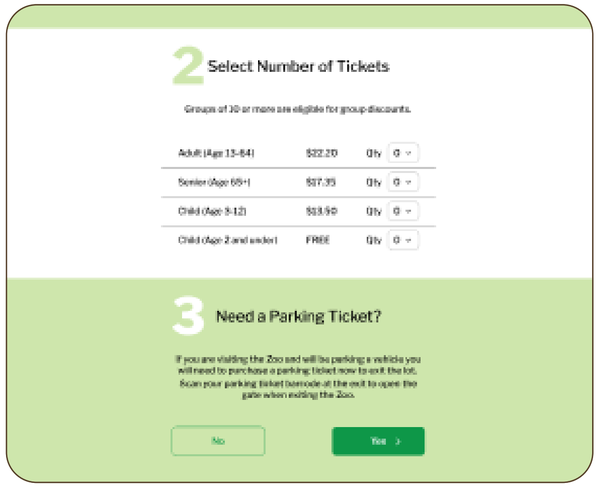
#4

Parking tickets: Participants expected to have the option to buy parking tickets or not

Revisions:

- Replace Group tickets with Parking tickets in the design
- On the Ticket selection page ask users if they want to add parking tickets or not
- If yes, they would see drop down menu with Parking tickets





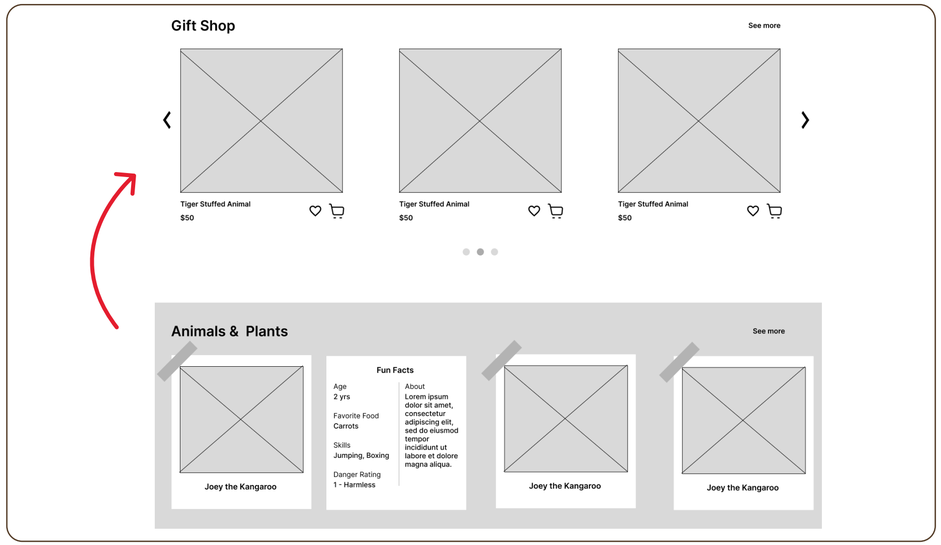
After testing

Evaluation & Refinement

Usability Testing

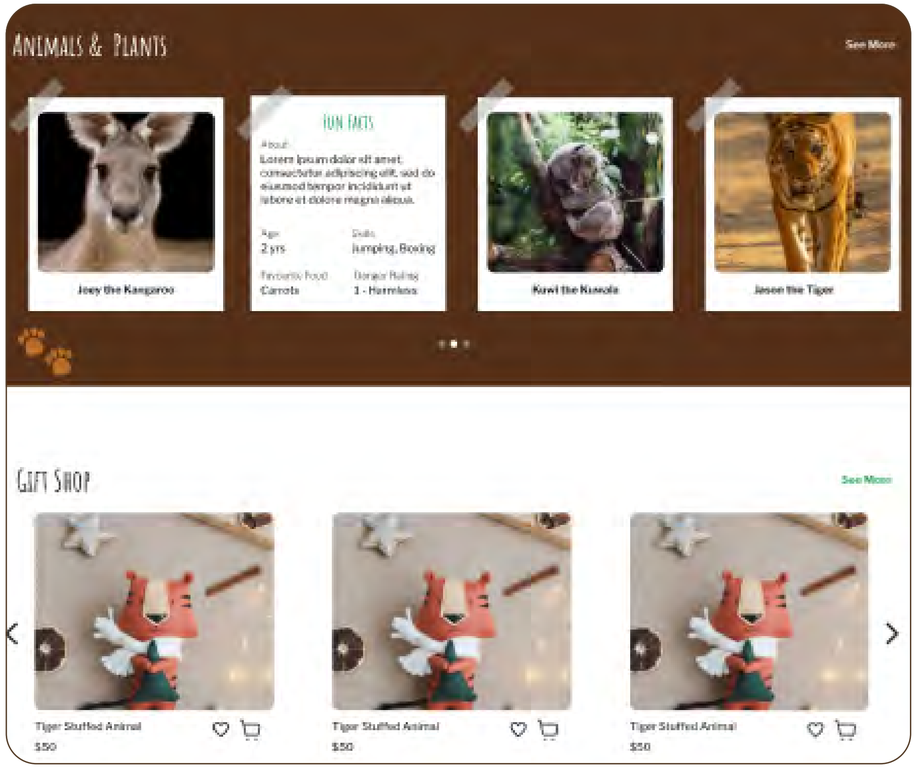
#5

The order of the information provided to the users: On the home page, Participants wanted to see Animals and Plants before the Gift shop.



Before testing

Revisions: On the home page, provide The Animals and Plants before the Gift shop



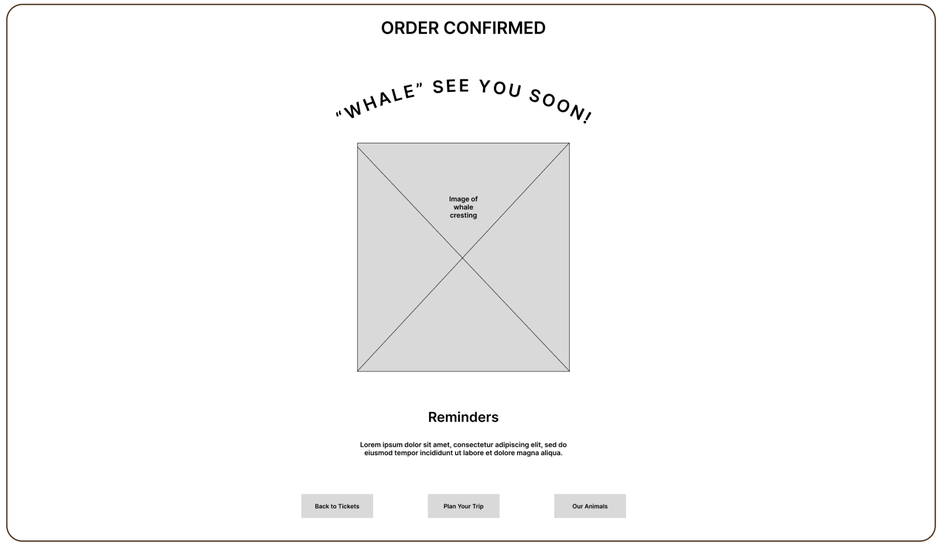
After testing

Evaluation & Refinement

Usability Testing

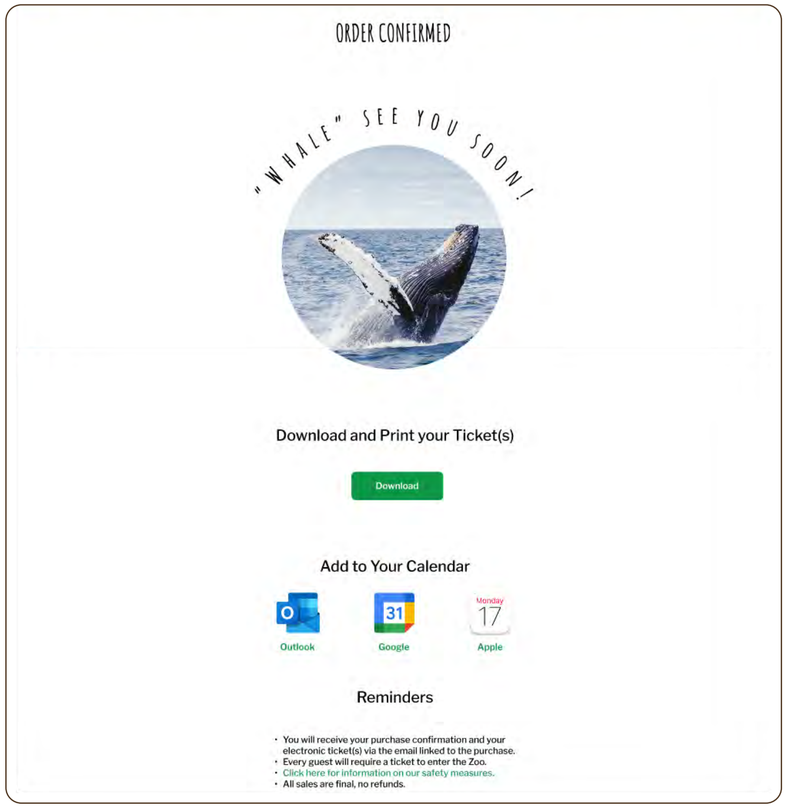
#6

Ticket confirmation: Participants needed to get ticket confirmation at the end of the purchase flow (email, link, ticket number, the option to put it in the calendar, etc.)



Before testing

Revisions: Ticket confirmation added

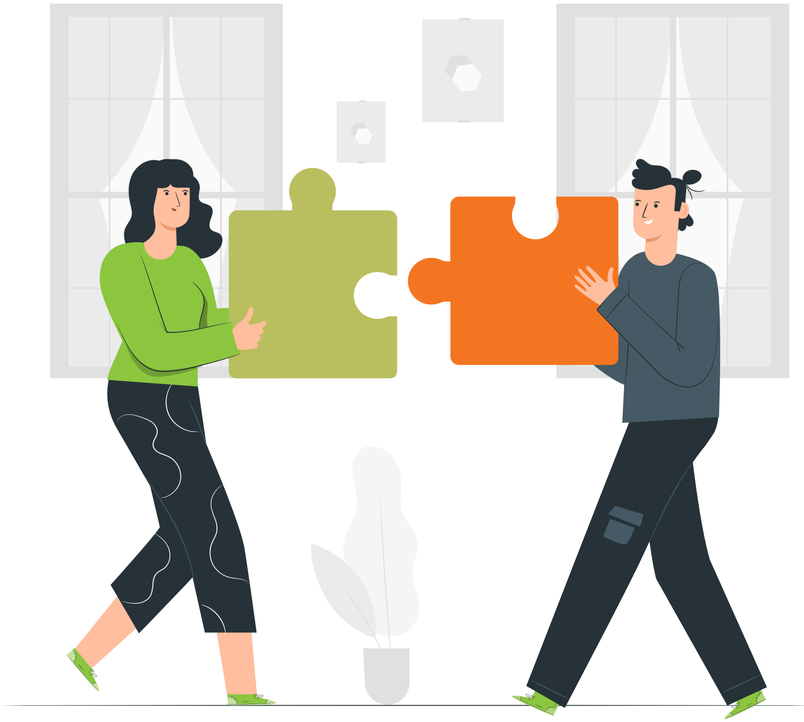


After testing

Evaluation & Refinement

Usability Testing

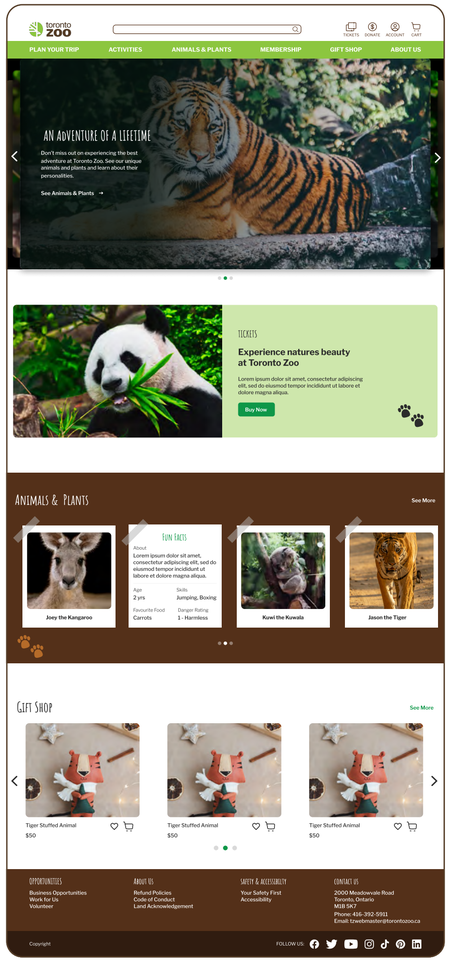
- All participants were able to complete the tasks they were given and overall, their experiences was positive and as expected
- We discovered that most of the issues we anticipated were confirmed by the users in the usability testing sessions
- Usability testing allowed us to uncover some issues that were not previously expected
- We integrated all the findings into High-Fidelity Prototype



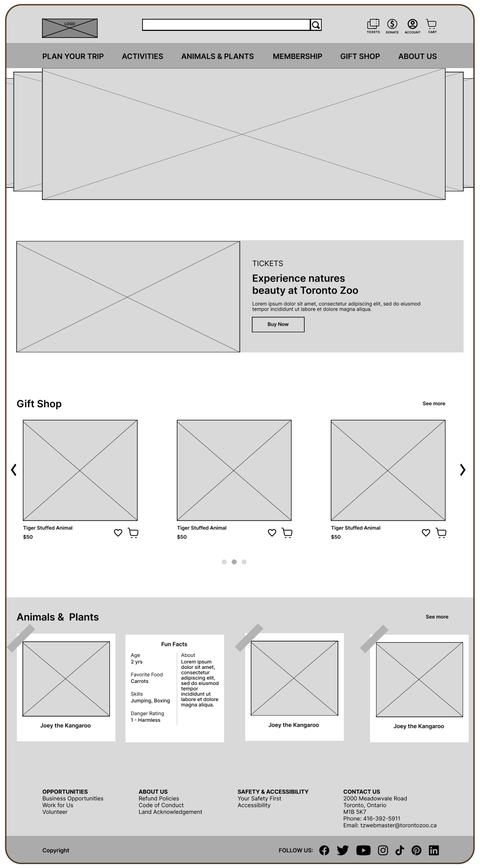
Results

High vs Low Fidelity Wireframes

Homepage

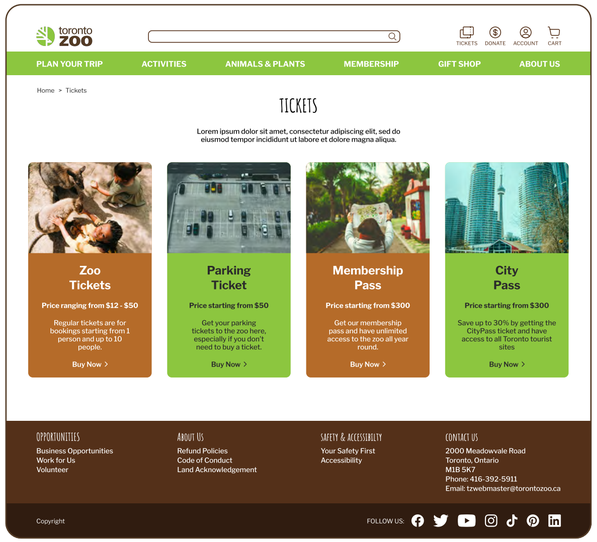


High Fidelity

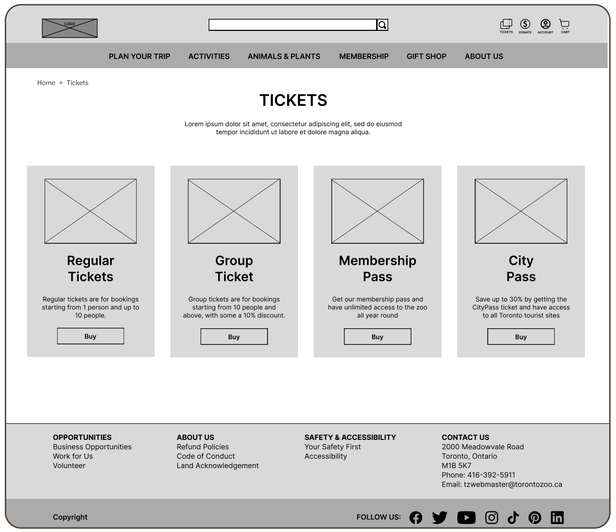


Low Fidelity

Ticket Page



High Fidelity

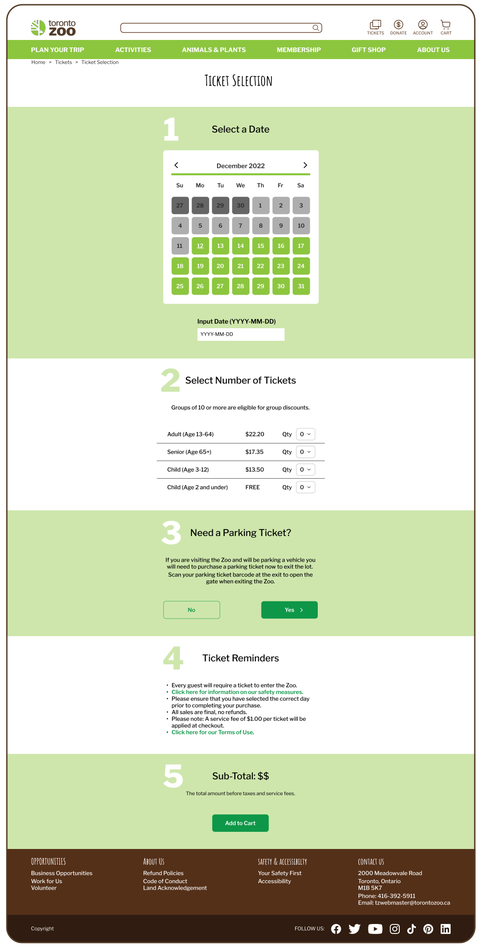


Low Fidelity

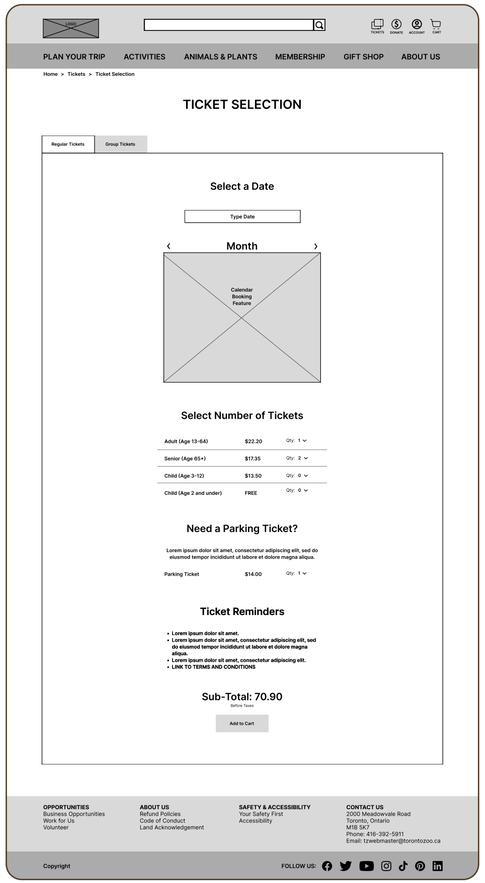
Results

High vs Low Fidelity Wireframes

TICKET BOOKING PAGE

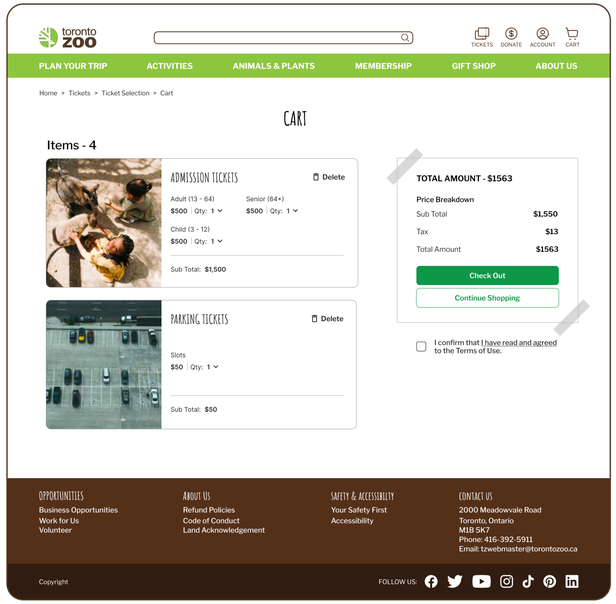


High Fidelity



Low Fidelity

CART



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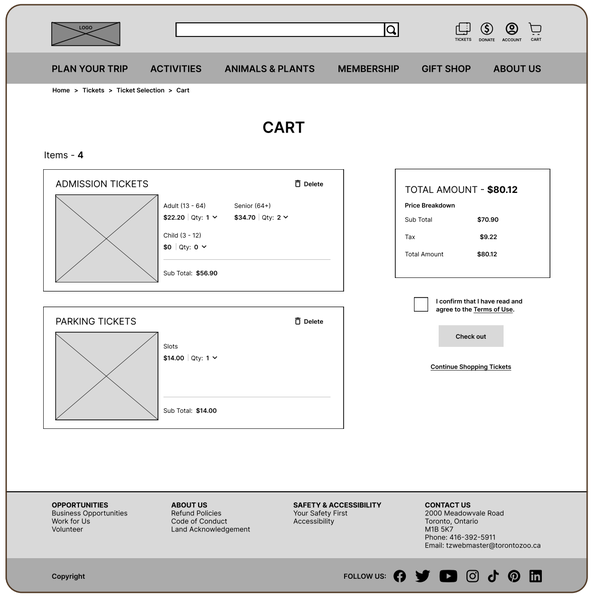
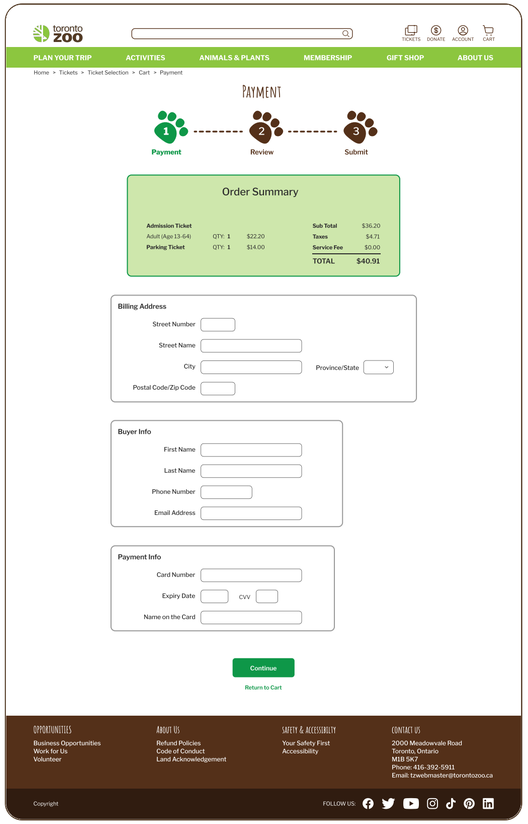


Low Fidelity

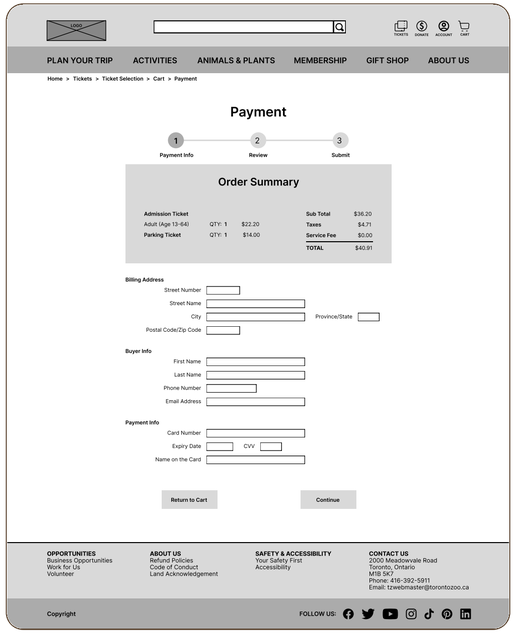
Results

High vs Low Fidelity Wireframes

PAYMENT PAGE

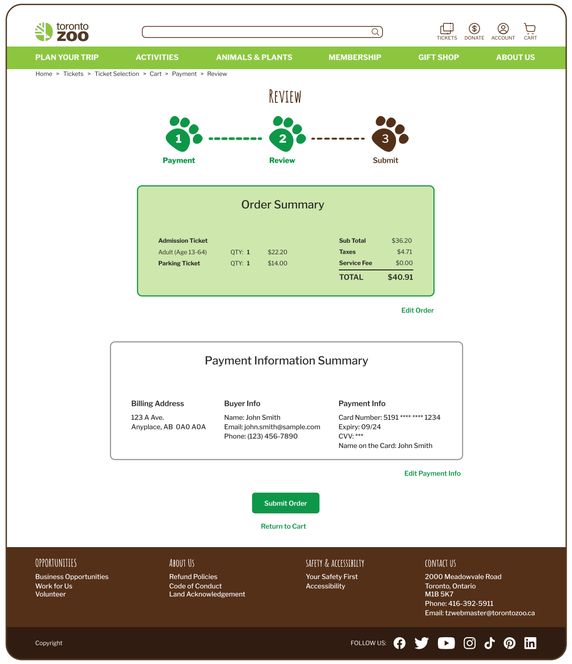


High Fidelity

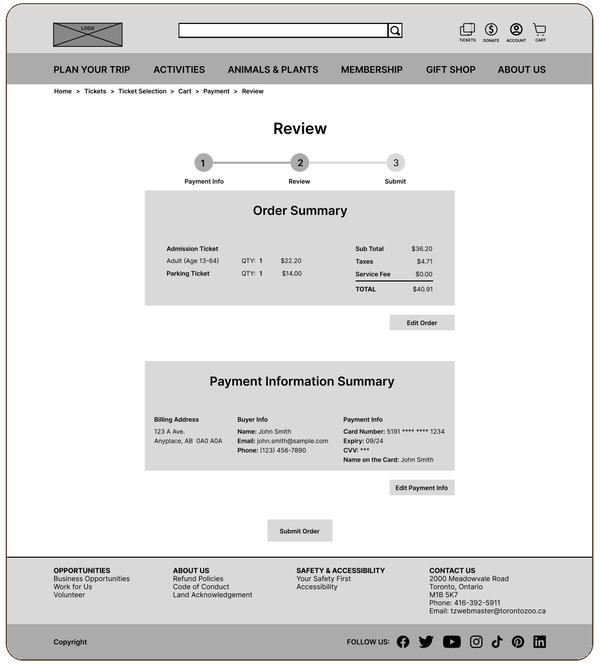


Low Fidelity

ORDER REVIEW



High Fidelity

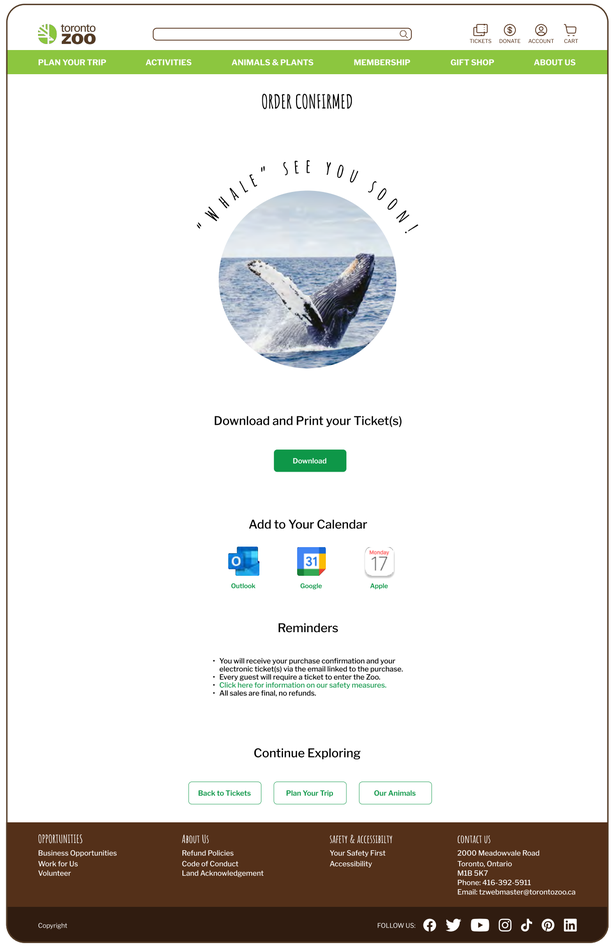


Low Fidelity

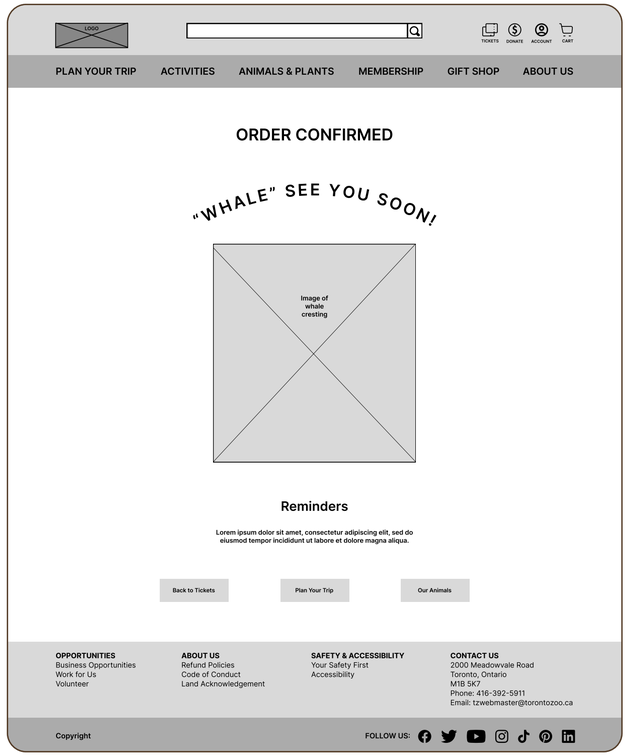
Results

High vs Low Fidelity Wireframes

Ticket confirmation



High Fidelity

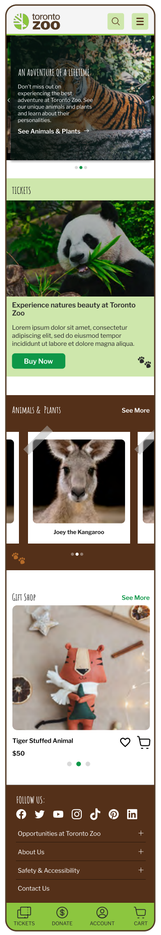


Low Fidelity

Results

High vs Low Fidelity Wireframes

Homepage



High Fidelity

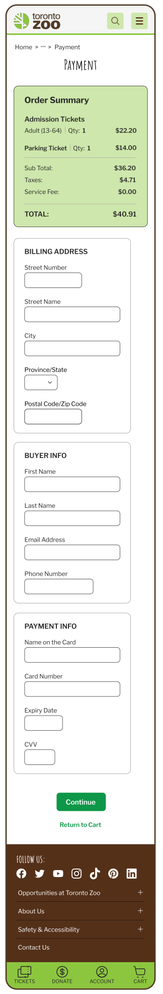
Low Fidelity

Ticket Selection

High Fidelity

Low Fidelity

Payment



High Fidelity

Low Fidelity

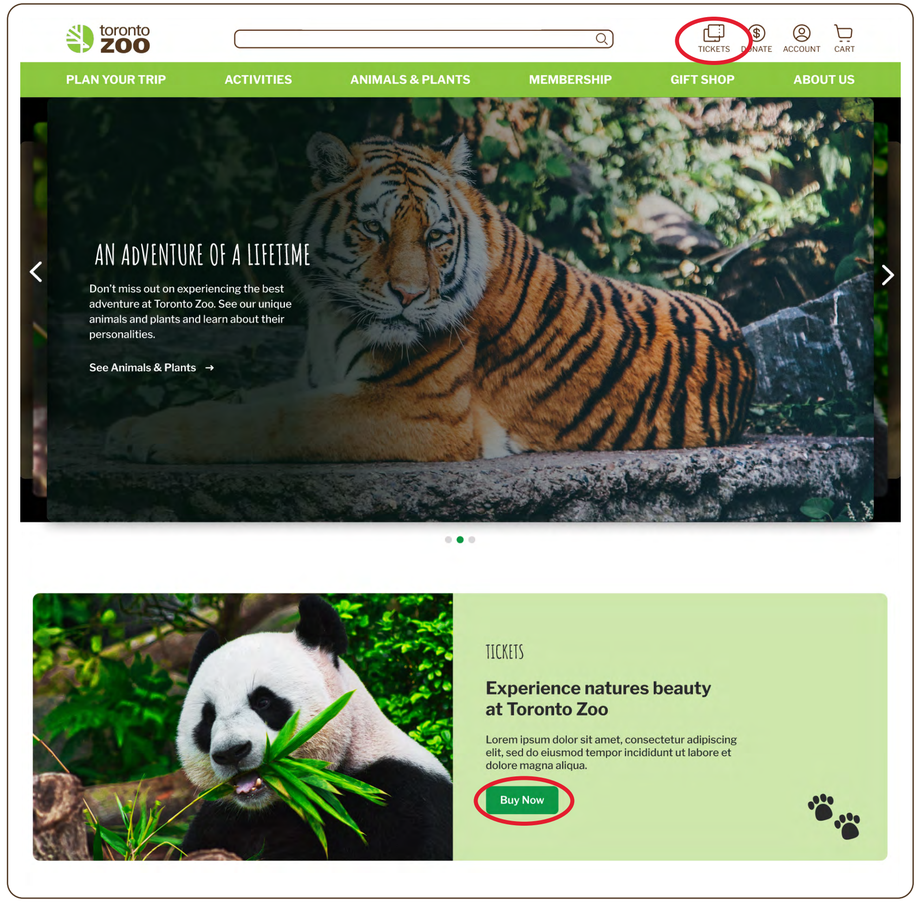
Results

Key Design Principles and Heuristics

#1

Affordance: How easy the user can figure out intuitively how to use the product

Example: Buy now or Ticket button



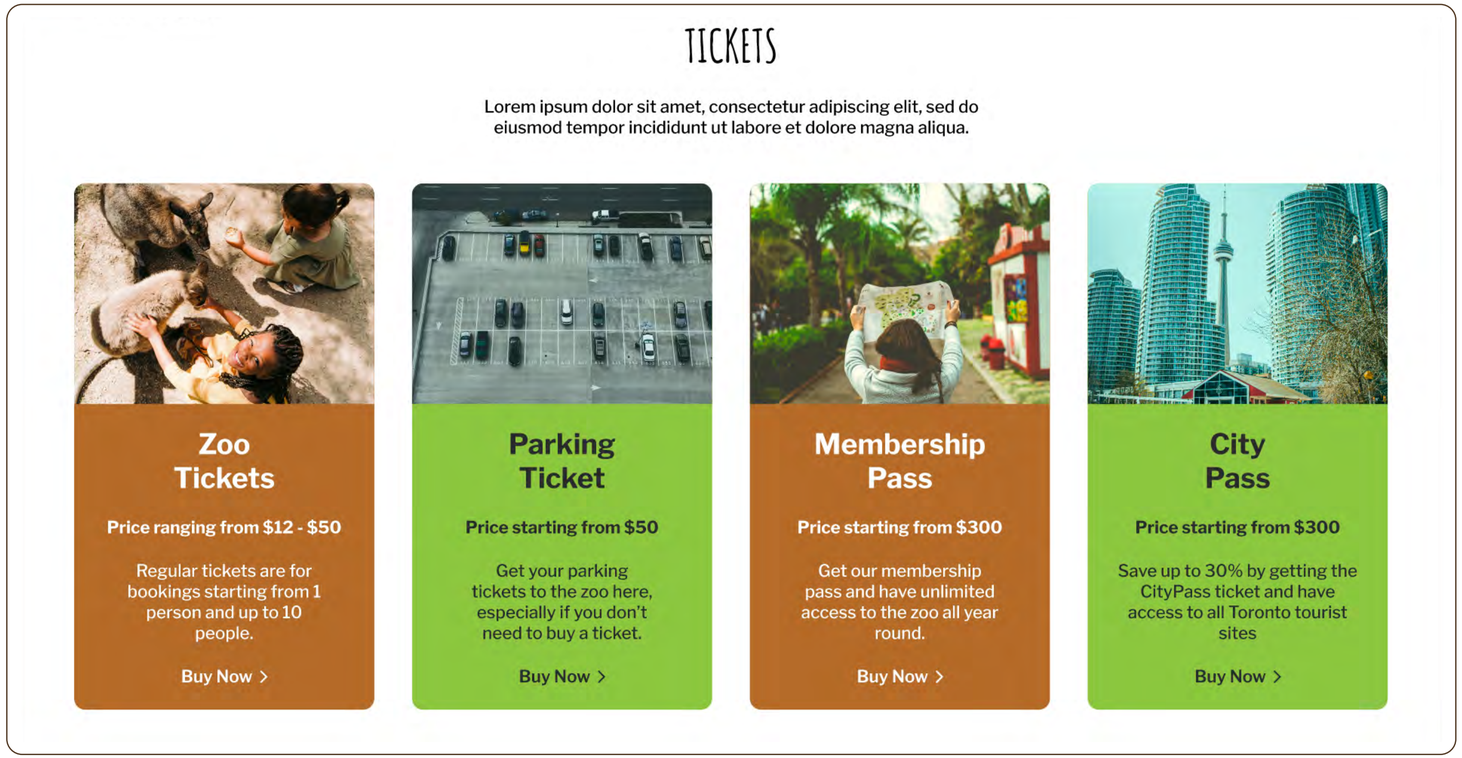
Results

Key Design Principles and Heuristics

#2

Discoverability: The degree of ease with which the user can find all the elements and features of a new system when they first encounter it

Example: Ticket's categories and their detailed description



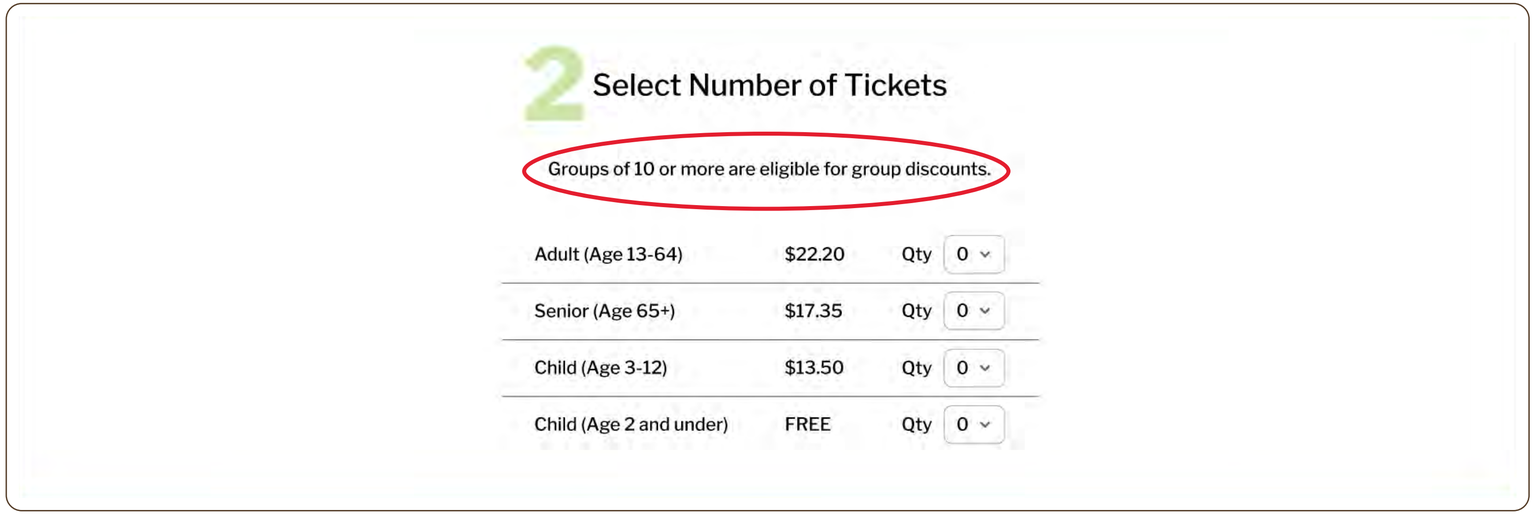
Results

Key Design Principles and Heuristics

#3

Constraints: Limiting the number of choices a user can choose to act upon

Example: If the number of tickets accesses 10, the user gets a “group” discount



Results

Key Design Principles and Heuristics

#4

Visibility of System Status: How well the state of the system is conveyed to its users

Example: Checkout “paw”gress bar

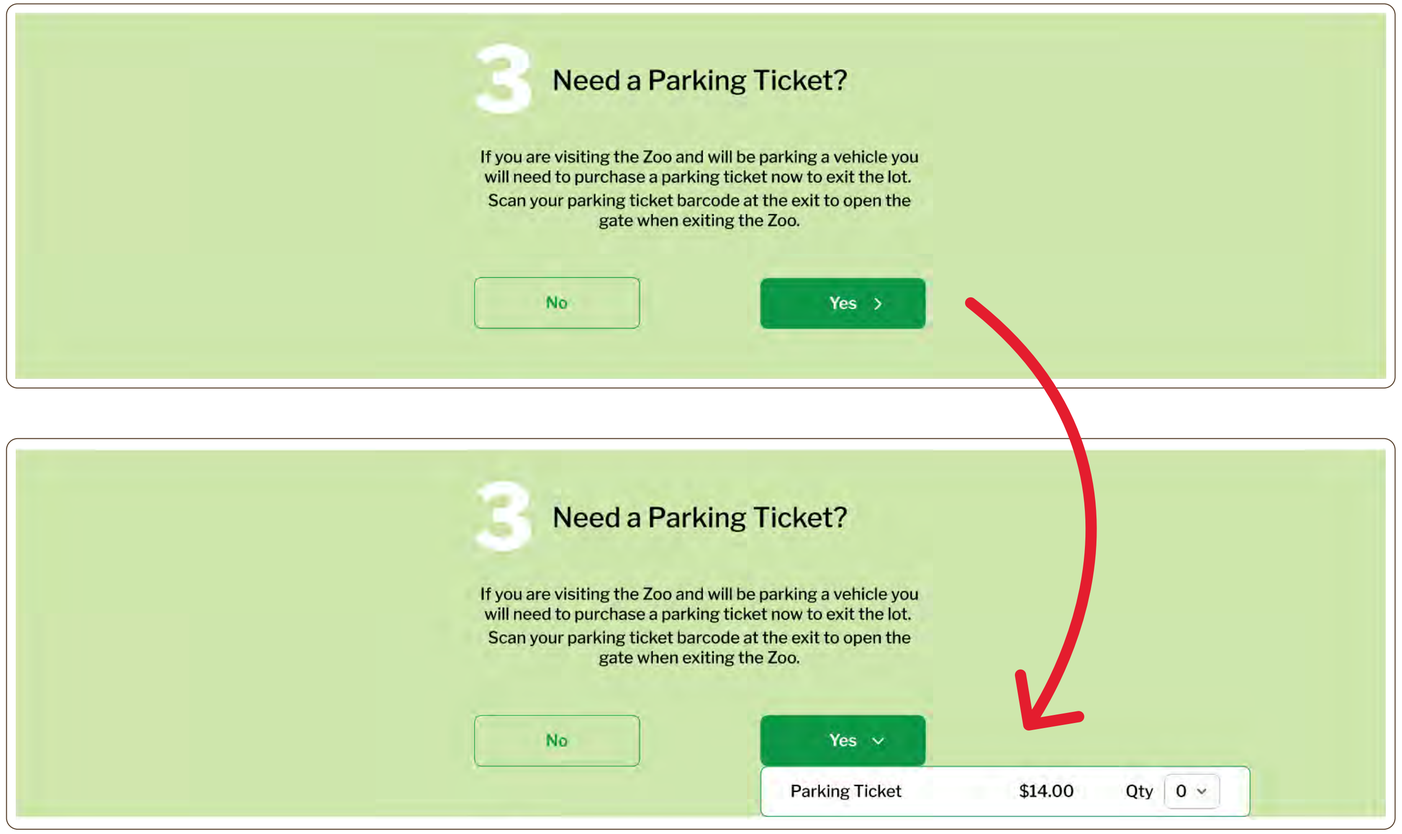
Results

Key Design Principles and Heuristics

#5

User Control and Freedom: Giving the users the control to do what they want or the option to undo something if it goes wrong

Example: Providing users with an option to add parking tickets or not



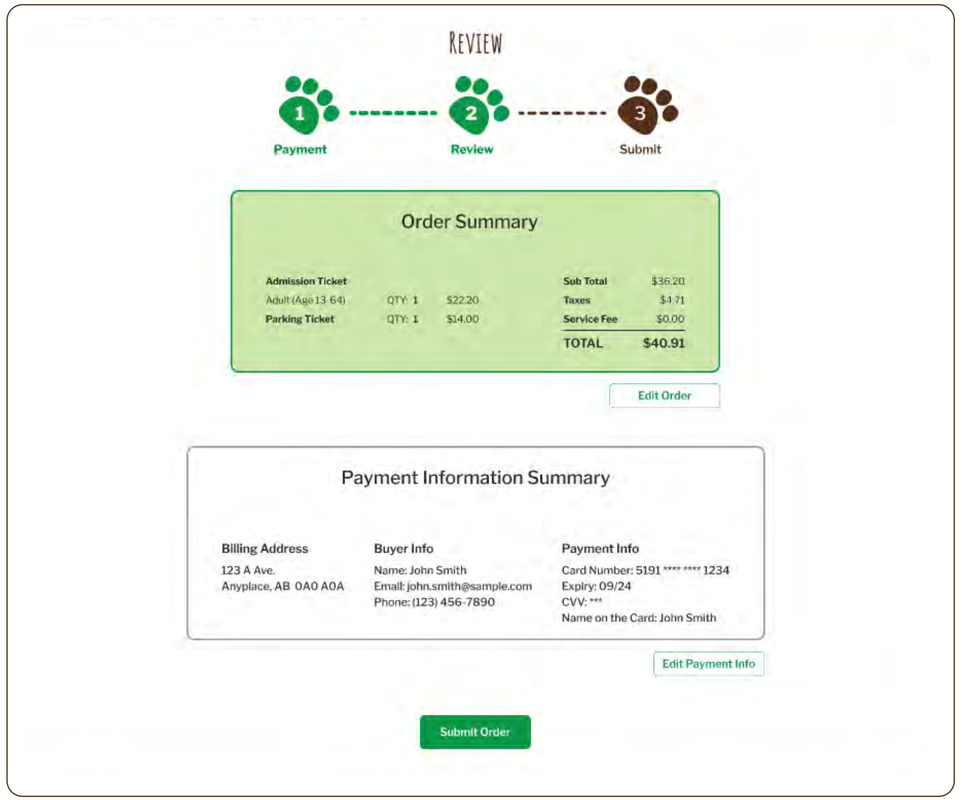
Results

Key Design Principles and Heuristics

#6

Error Prevention: Degree to which a system protects users against making errors

Example: Order review page



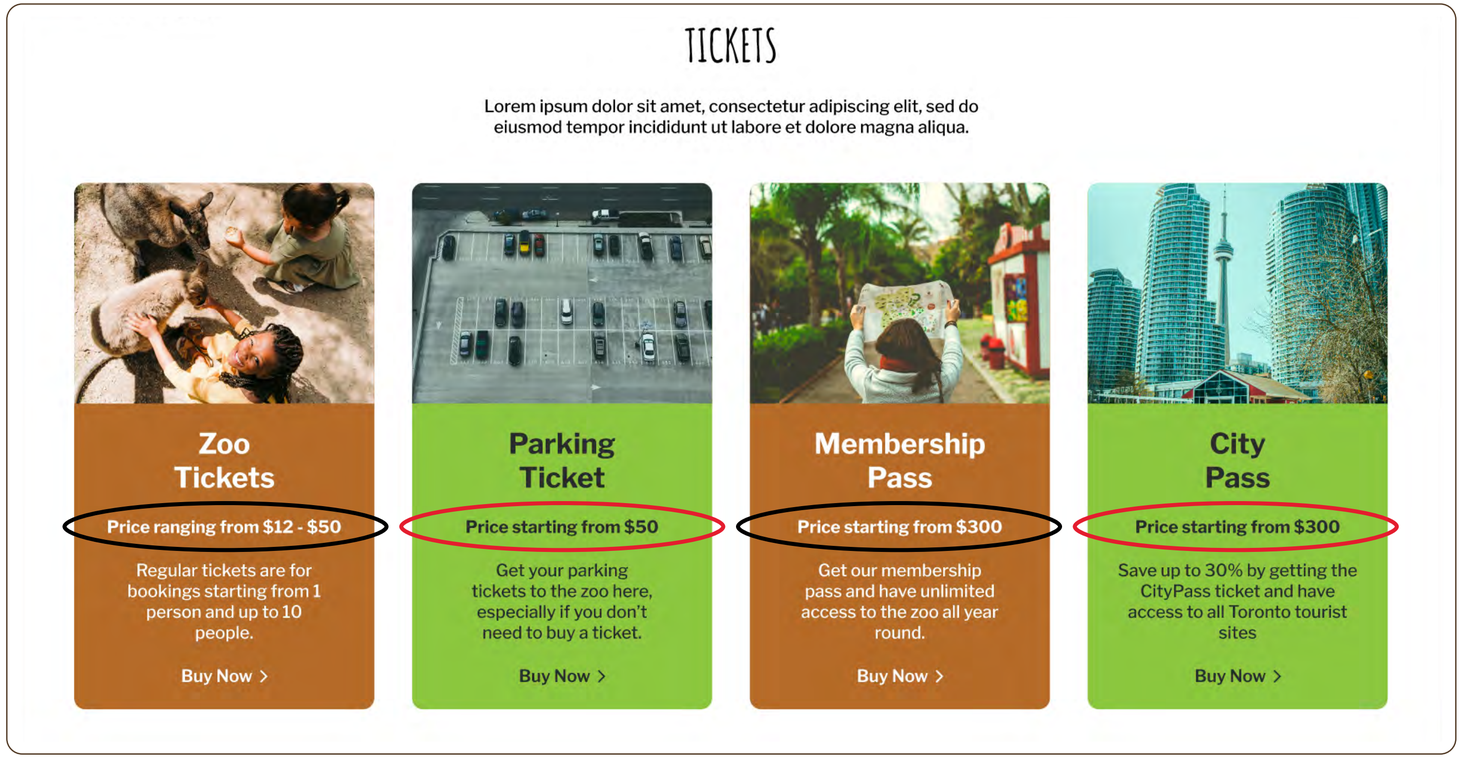
Results

Key Design Principles and Heuristics

#7

Recognition Rather Than Recall: Minimizing the user's memory load by making objects, actions, and options visible

Example: Price's range on the Tickets page



Results

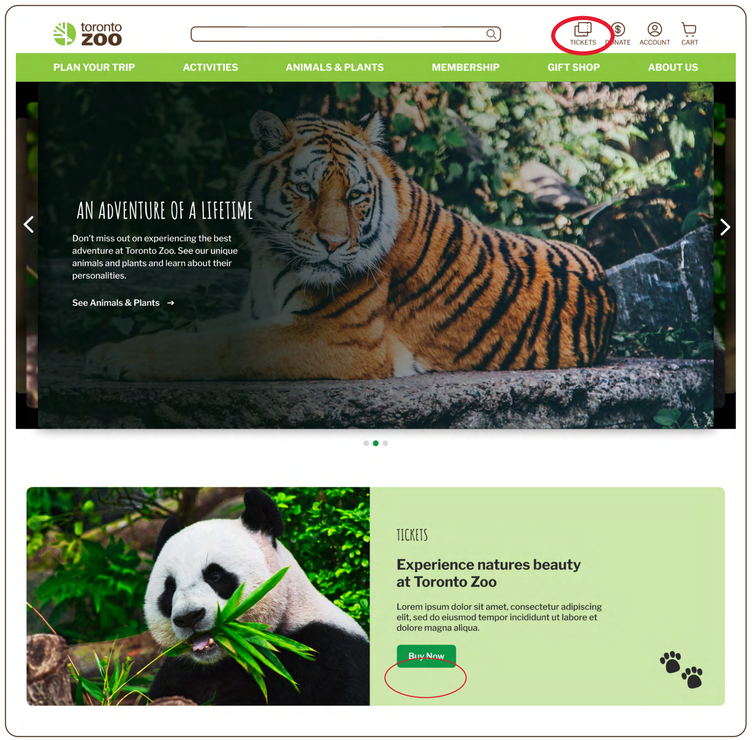
Key Design Principles and Heuristics

#8

Flexibility and Efficiency of Use: Allowing users to approach tasks in multiple ways to suit their working style

Example 1: Breadcrumbs

Example 2: Opportunity to buy tickets clicking on either Buy now in the body of the Home page, or Tickets button in the secondary nav



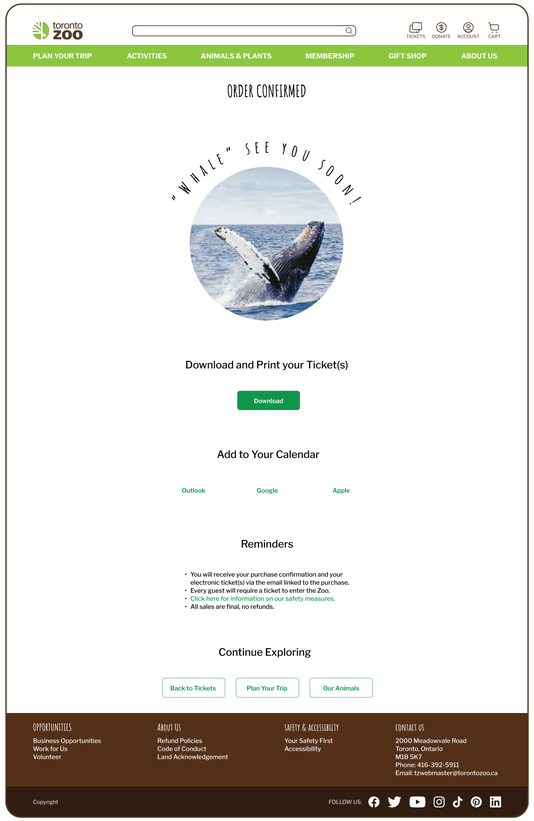
Results

Key Design Principles and Heuristics

#9

Feedback: Making it clear to the user what action has been taken and what has been accomplished

Example: Ticket confirmation and “Whale see you soon!”



Conclusion
Challenges

Challenges met as a team and individually:

- Learning Figma on the go
- Technical difficulties: Figma began to lag, slowing down our process
- Transitioning from low-fidelity to high-fidelity
  - Finding a balance between adding playful graphics and making clear design
  - Deciding between similar styles
- Determining Design Guidelines to follow (both individually and as a team)

Appendices

User Task Flow (Miro link)

https://docs.google.com/spreadsheets/d/1YYDbuX2qgmrnEwRZqviJifp8GFLtBFFaInHA_YLB9cs/edit#gid=1360646660

Card Sorting and IA Diagram (Miro link)

https://miro.com/app/board/uXjVPUL-oG0=/?share_link_id=230231933128

Nav Design (Figma link)

https://www.figma.com/file/8FLIfIWKDShmpgRPKpAE9q/A3%3A-NAV-Design-Toronto-Zoo-Group?node-id=108%3A263&t=TrScvrdlom5Tb8RD-0

iPhone 13 Prototype (Hi-Fi)

https://www.figma.com/proto/e0oc3hqolcx7yhht4vdmLH/M1%3A-Toronto-Zoo-Desktop?page-id=261%3A2875&node-id=261%3A2876&viewport=3105%2C23%2C0.92&scaling=scale-down&starting-point-node-id=261%3A2876

14” MacBook Pro Prototype (Hi-Fi)

https://www.figma.com/proto/e0oc3hqolcx7yhht4vdmLH/M1%3A-Toronto-Zoo-Desktop?page-id=261%3A1438&node-id=508%3A3987&viewport=-604%2C-1102%2C0.32&scaling=scale-down&starting-point-node-id=508%3A3987