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25-8-2022

## DDX173.1 User Centered Design : UX Report Example 2

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# Jameel Arts Centre UX Report Summary

Understanding the Digital and Physical Spaces  
to Develop Service Enhancements



# Houses

**Design = Building**

جو ART<sup>®</sup>  
JAMEEL

1945 - 2020  
7  
YEARS  
of philanthropy

# User Personas



Nate Lynes

**"Creativity must  
be unleashed,  
not confined"**

User Investigation

# Need and Problem Statements

## Nate's Need Statement

Nate needs to collect enough creative resources to self-publish a personal zine within 4 months.

## Nate's Problem Statement

Nate finds it challenging to manage his finances for the zine project because he has a limited budget as a student-artist.





Asiya Malika

**"Filling the  
pages of life  
with warmth"**

User Investigation

# Need and Problem Statements

## Asiya's Need Statement

Asiya needs to document her arts and culture visits to create a travel archive she can showcase for her family.

## Asiya's Problem Statement

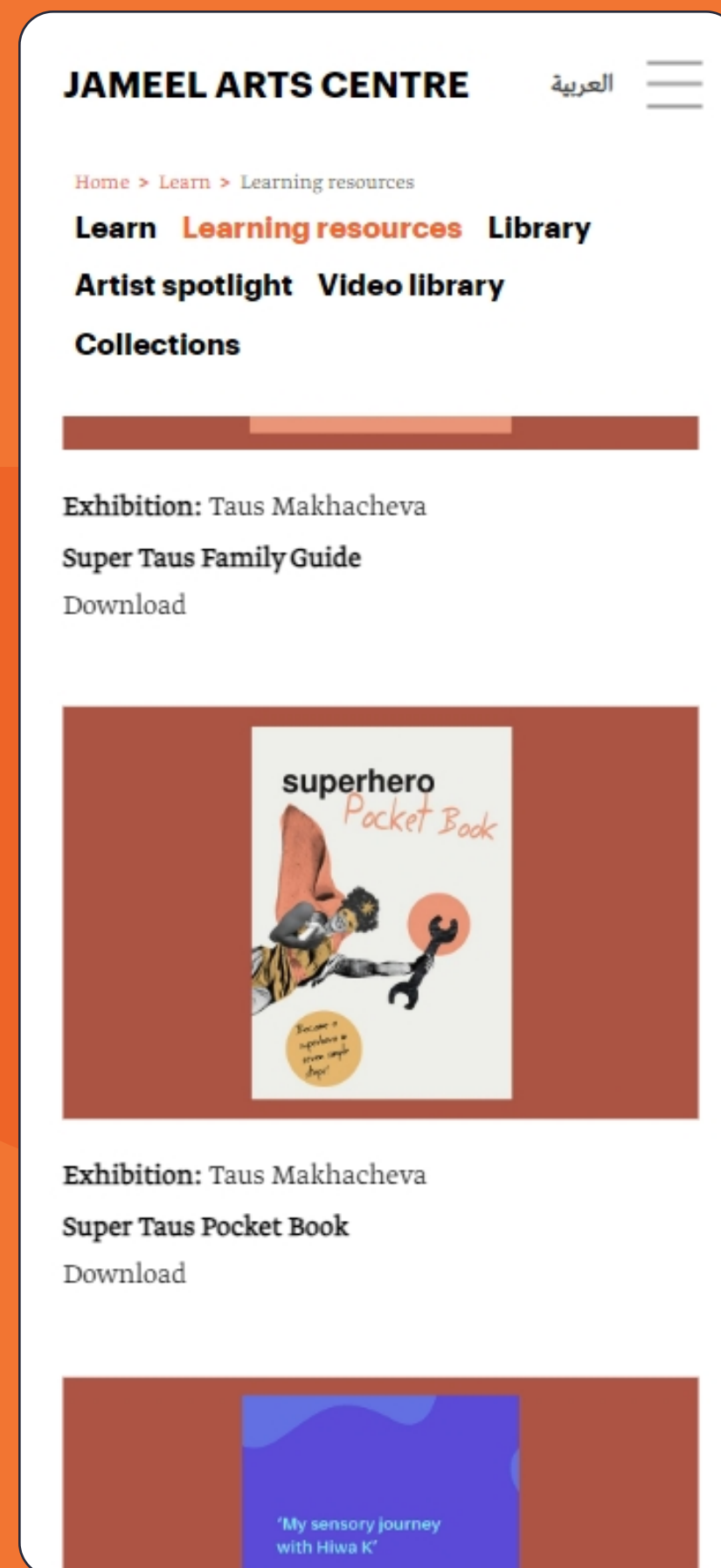
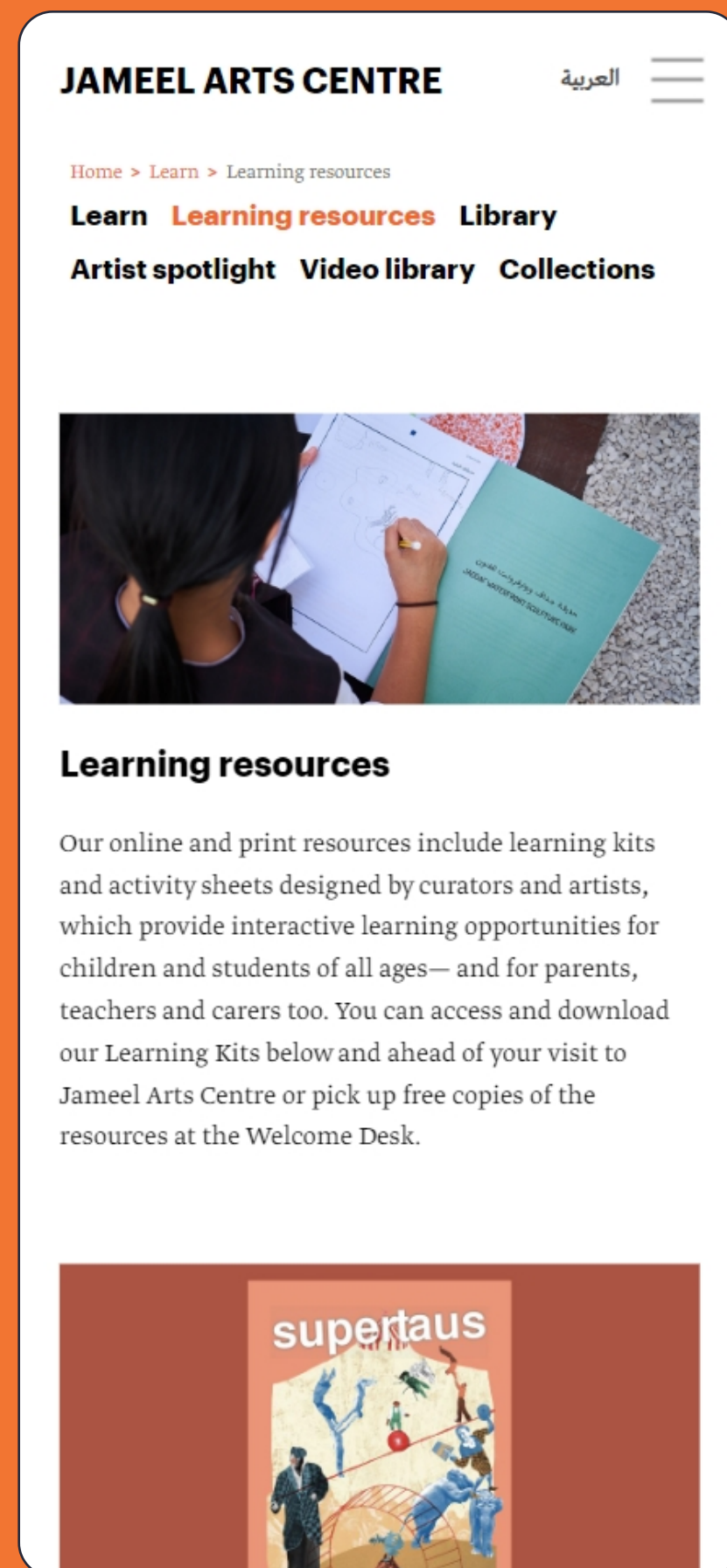
Asiya plans to take many photos and videos, however, most exhibits were closed for viewing during her visit.

The background features a large, faint, light gray watermark of the letters 'UO' in a sans-serif font. The 'U' is on the left and the 'O' is on the right. Several small, light gray circles are scattered around the watermark. A solid orange vertical bar is located on the far left edge of the image.

# **User Interface**

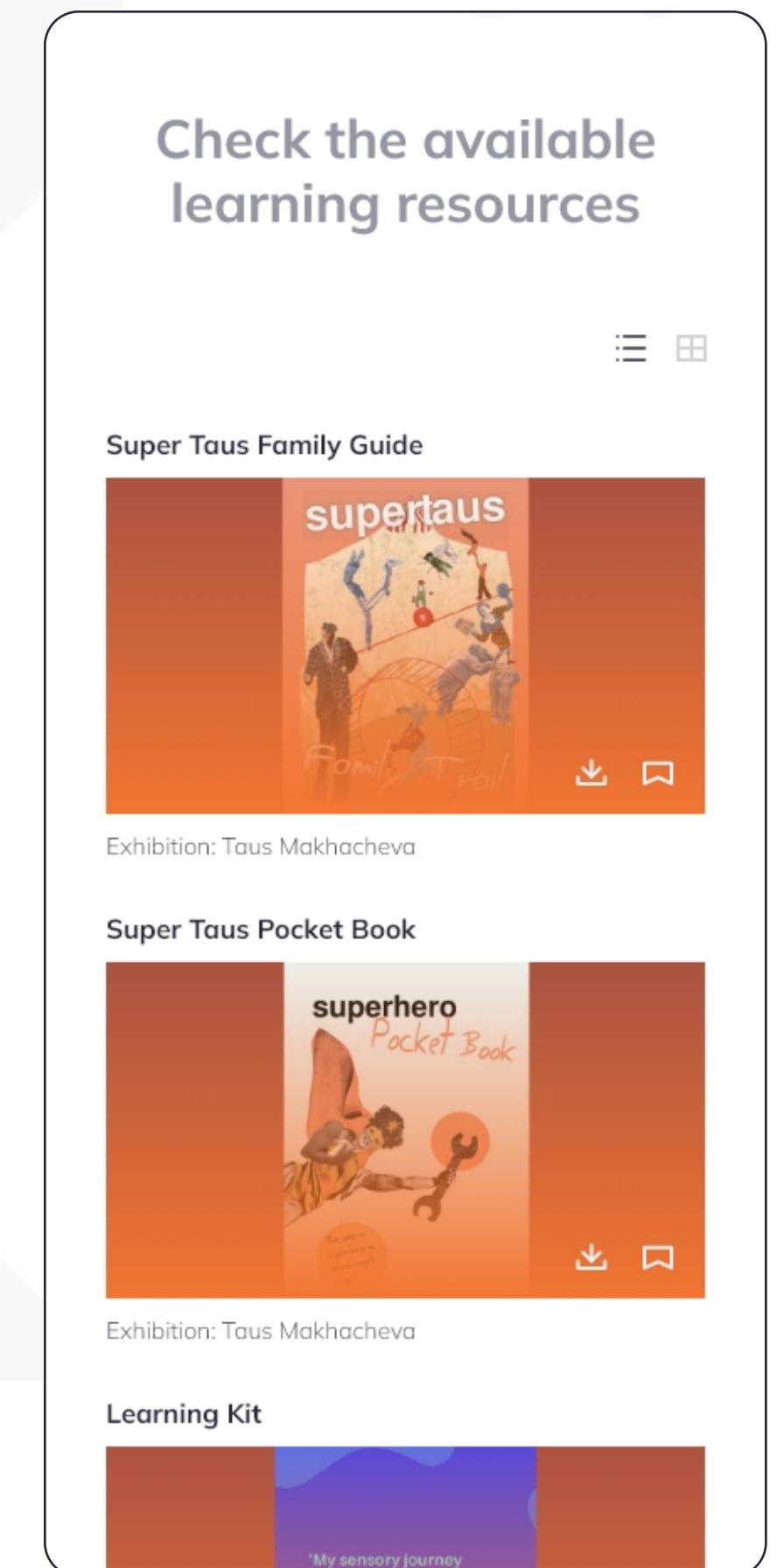
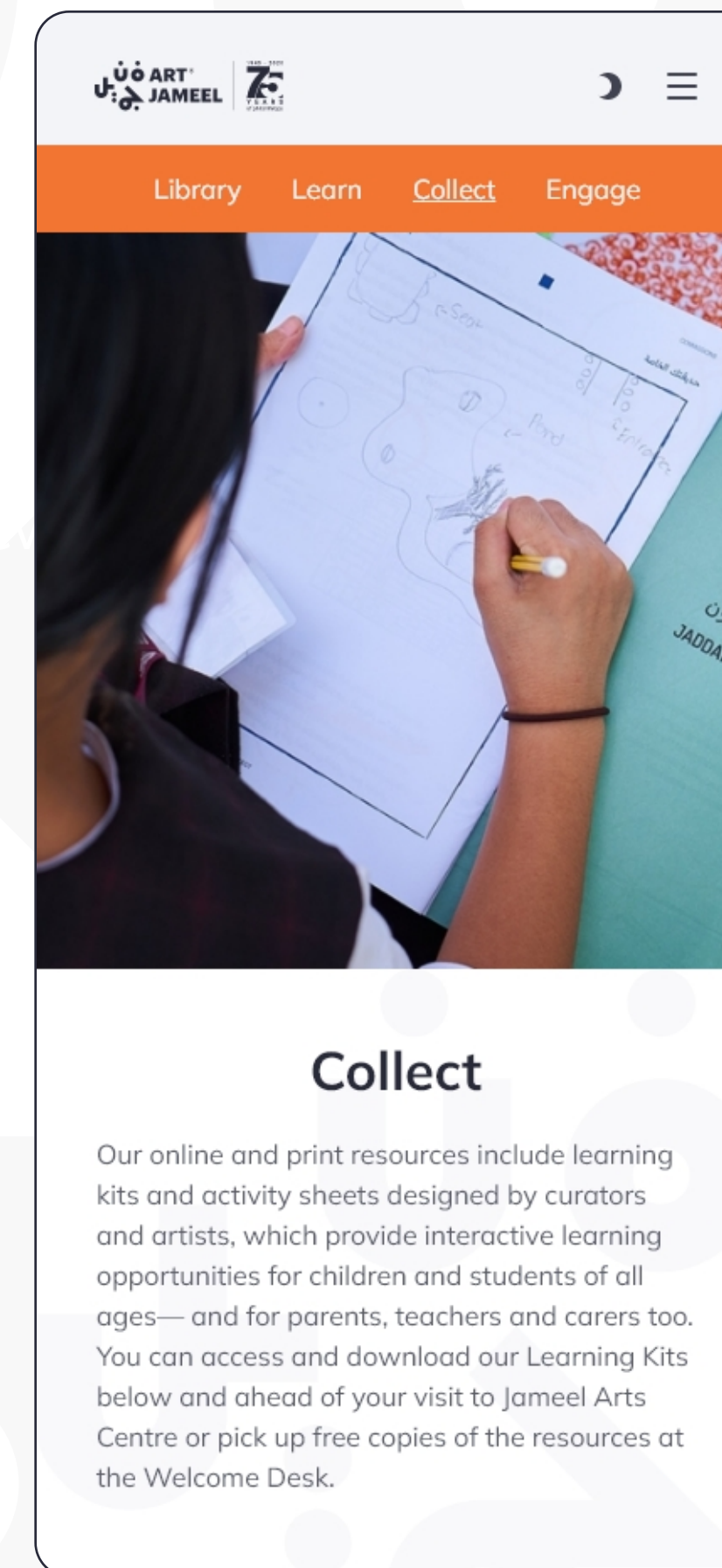
User Interface

# Current Website



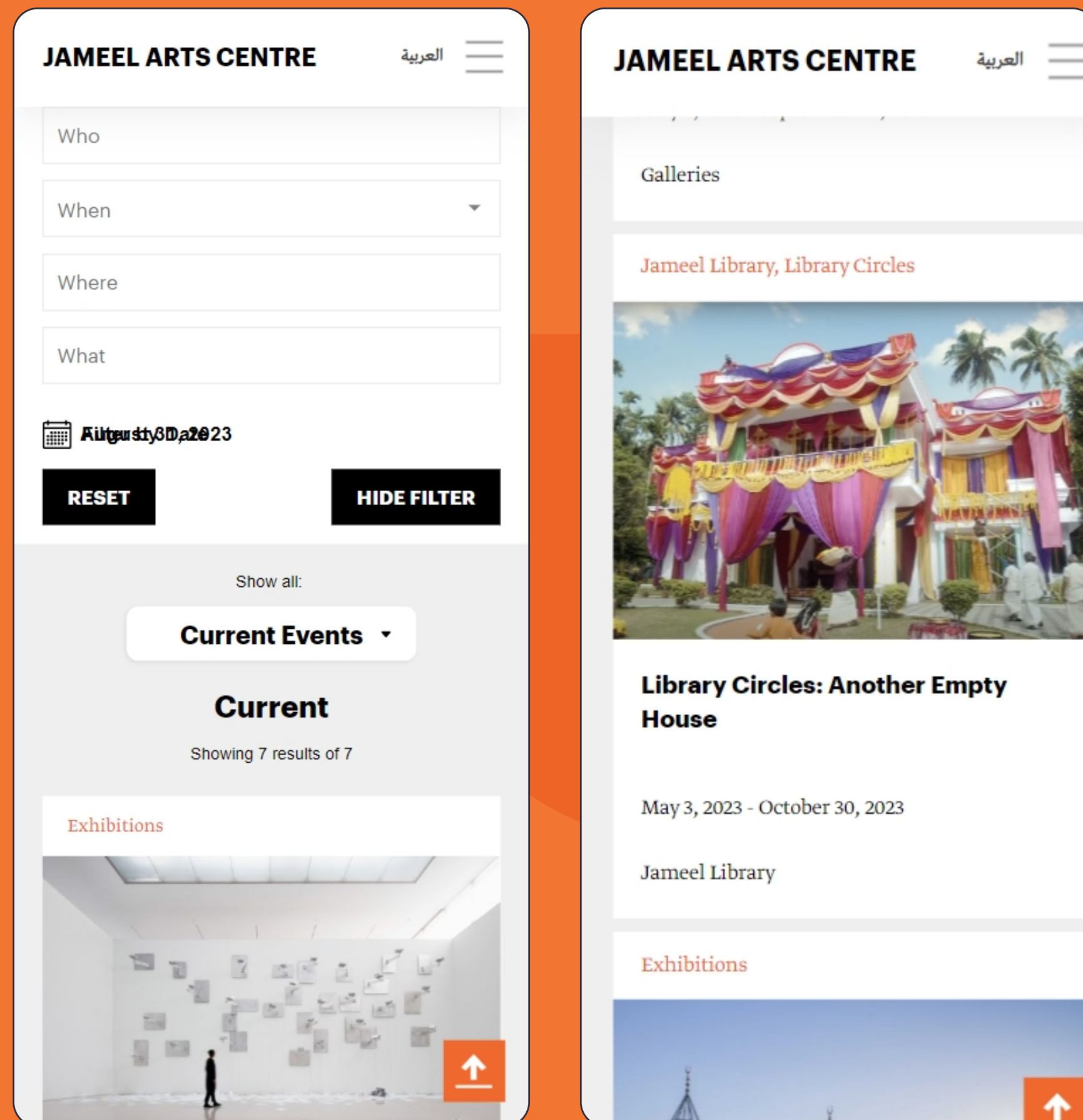
User Interface

# Proposed Redesign



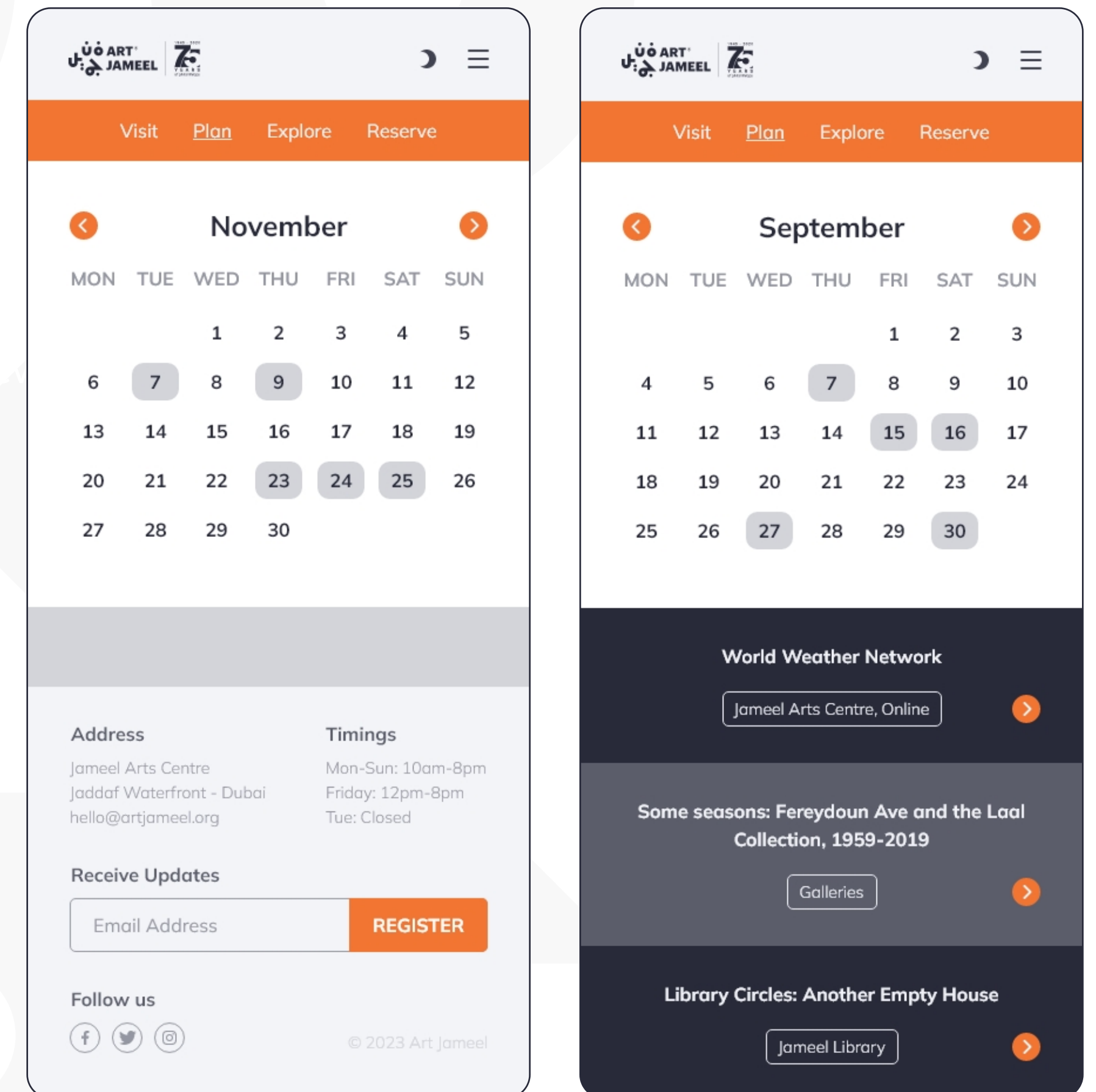
User Interface

# Current Website



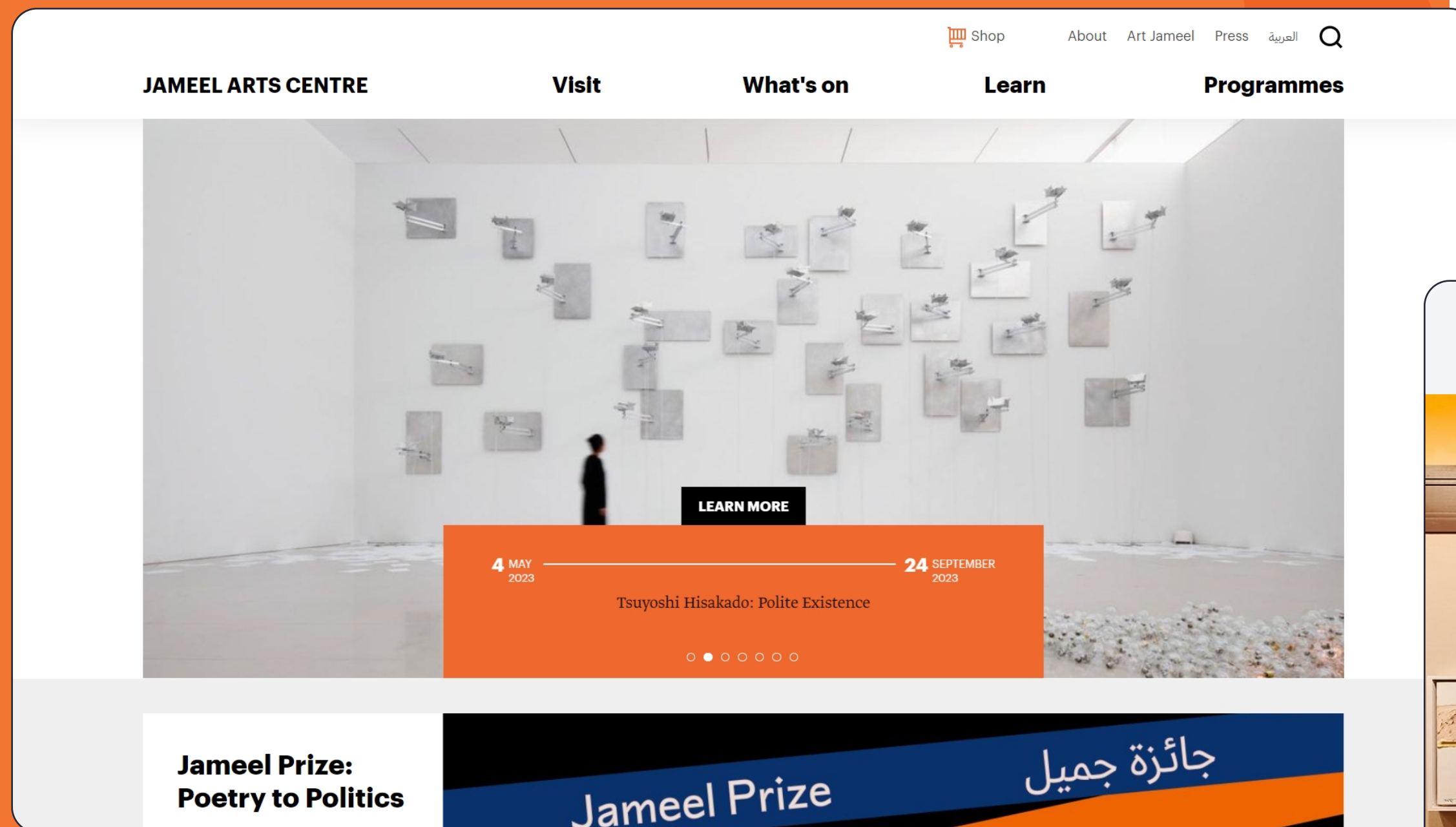
User Interface

# Proposed Redesign



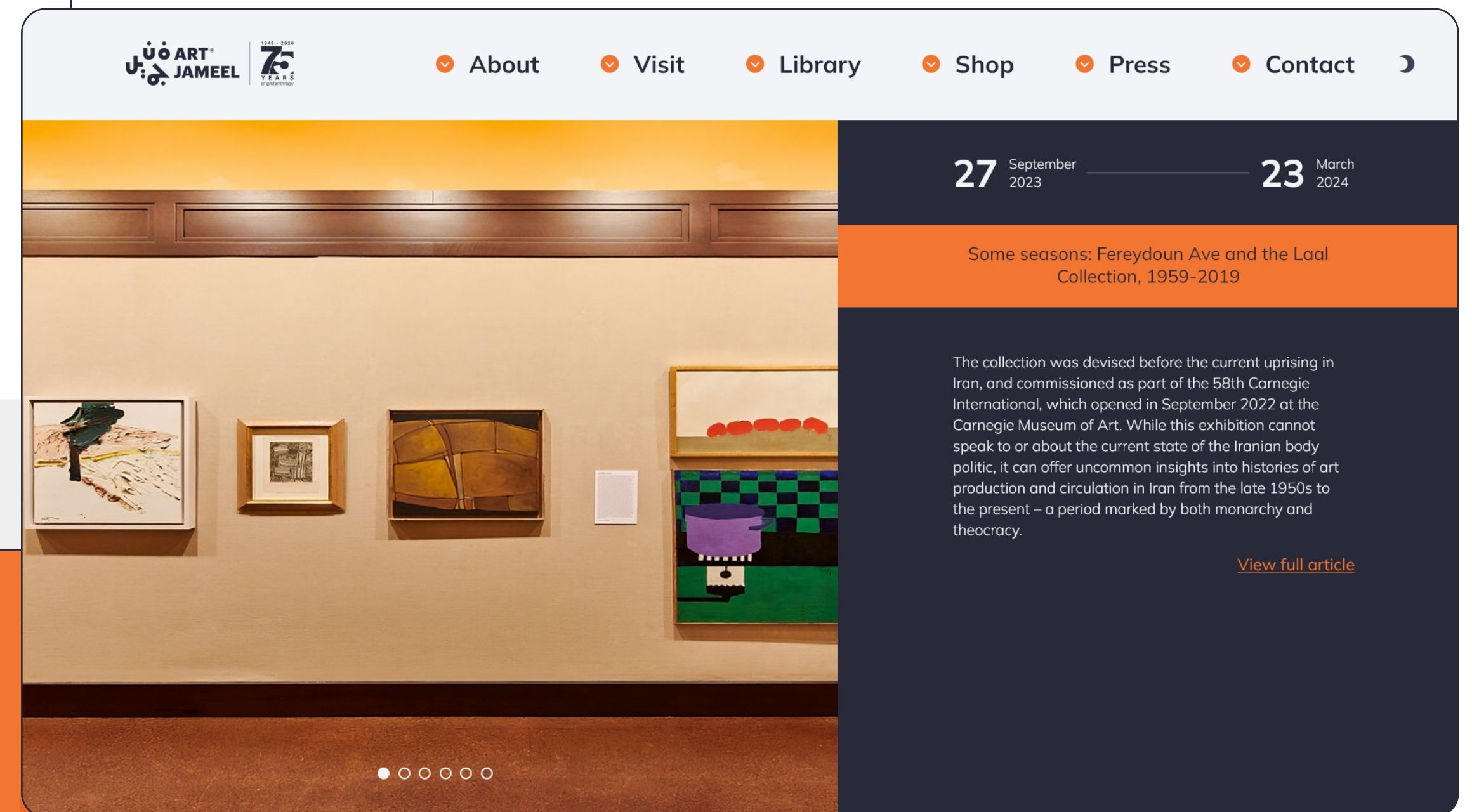
User Interface

# Current Website



User Interface

# Proposed Redesign



# User Testing

User Testing

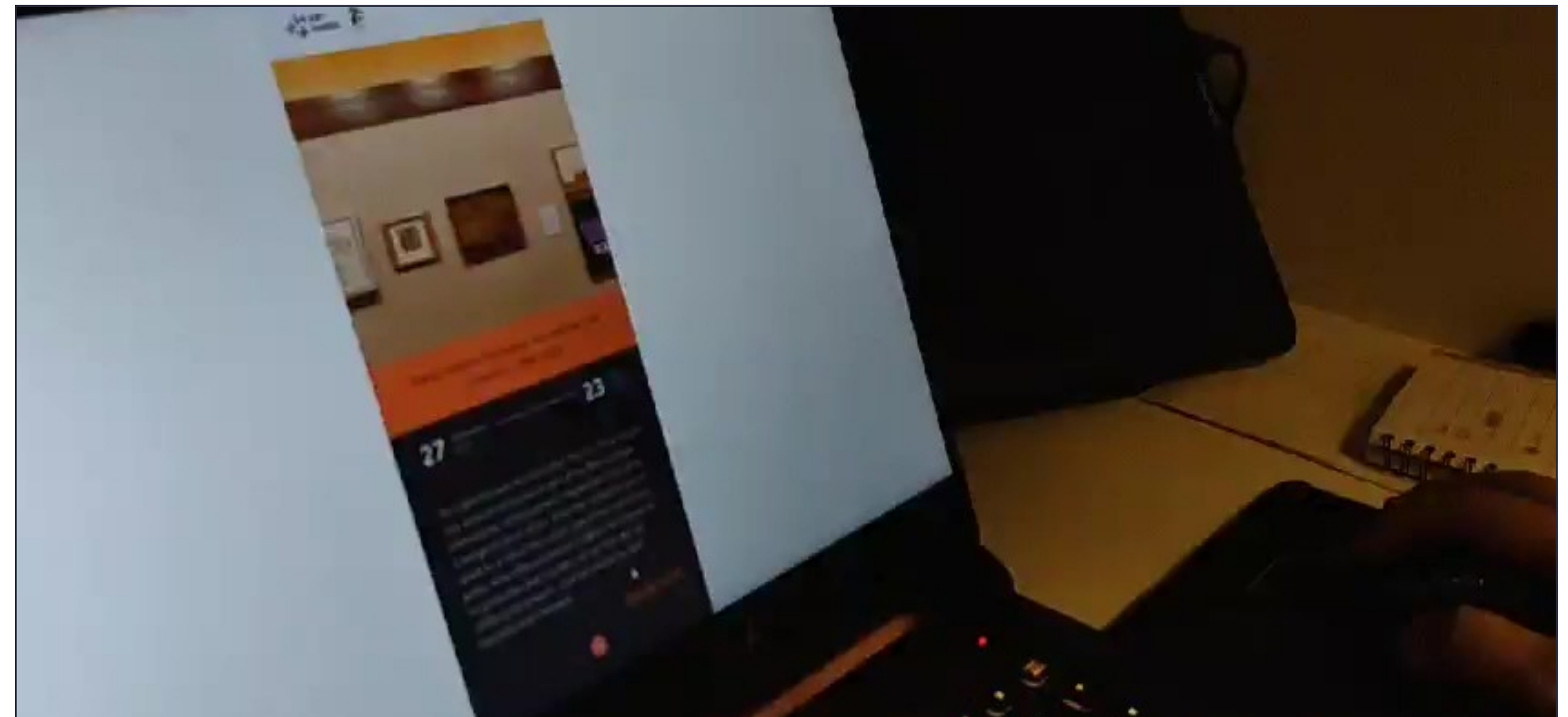
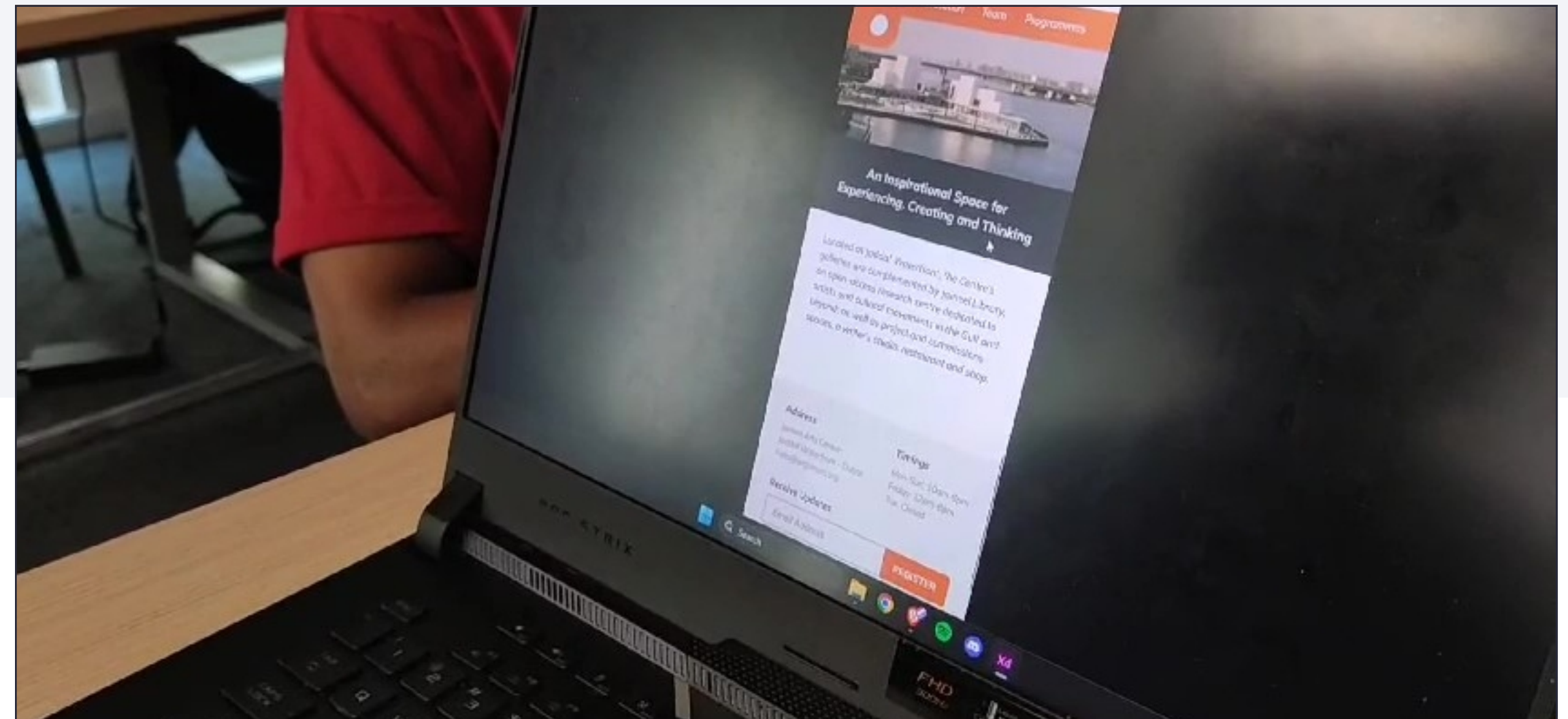
# Observations

## Feedback

For my user tests, I had two respondents. One was a peer from the campus in a different discipline (film), and the other was a family member who was not that tech savvy.

The two tested slightly different variations of the user interface, but the response was generally positive.

The common observations were the cleanliness, order, structure, and ease of navigation.





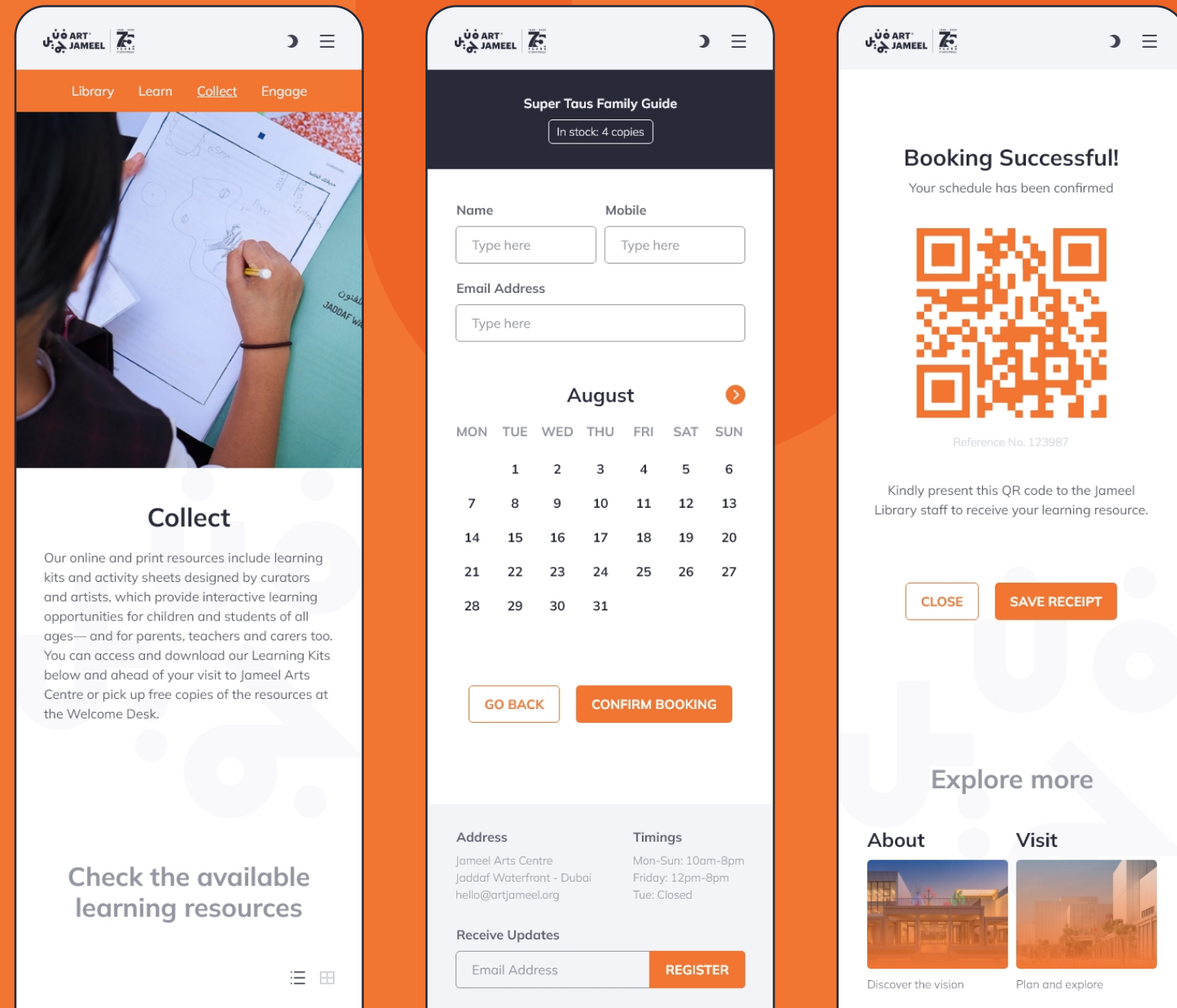


# Summary

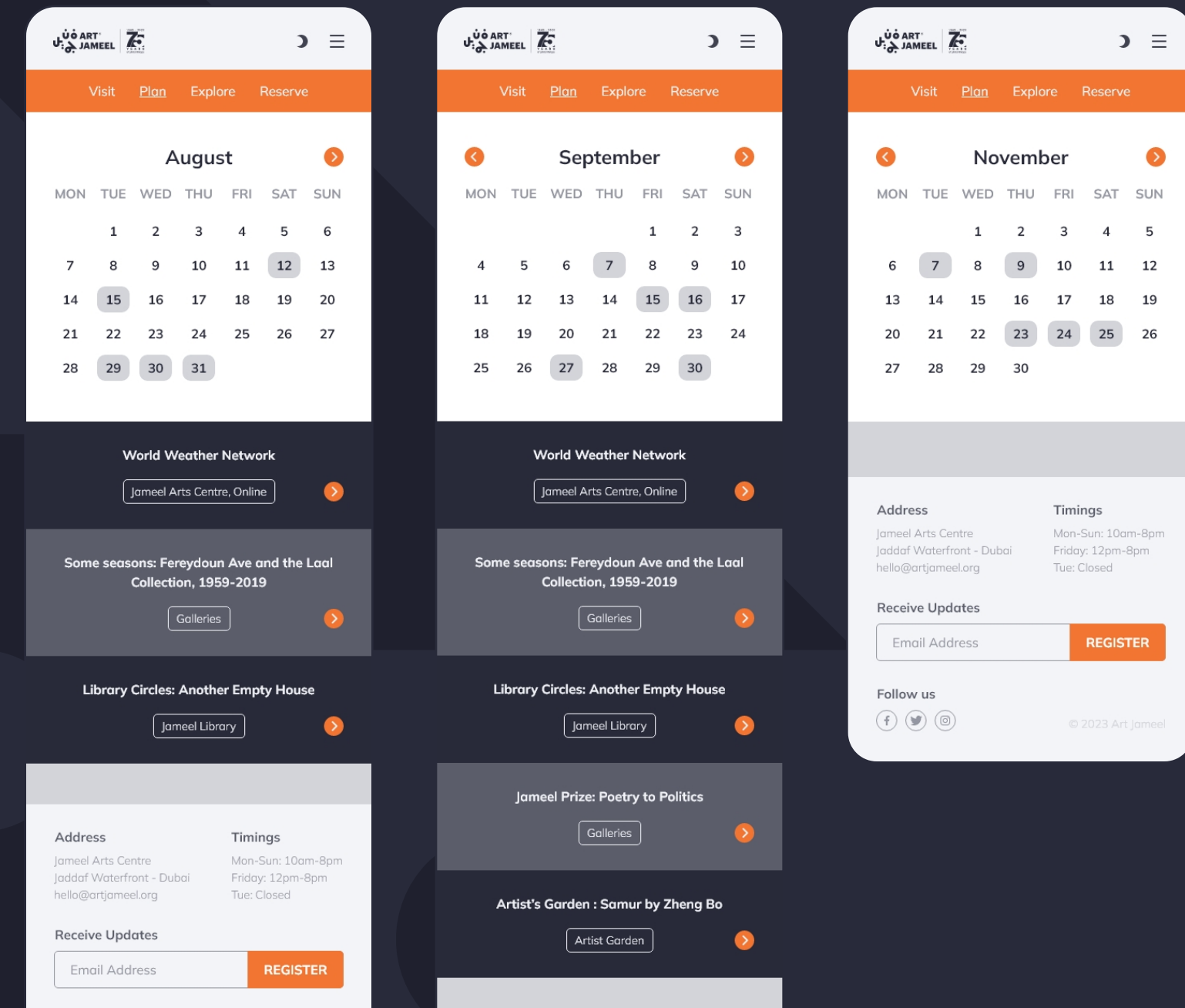
Summary

# Suggested Implementations

## Extended Resource Borrowing Service



## Live Timetable/Event Calendar



Summary

# Accessibility

## Dark Mode

Aside from the use of alt text, contrasting colors, icons as visual aids, and clear CTAs, the plan was to also include a “dark mode” feature.



(fauxels, 2019)

## Summary

# Website Structure

## Hierarchical

This structure can be seen in the arrangement of headings, images, and icons.

## Sequential

This structure is observed in the booking task flow that starts off from the collect page

## Matrix

The structure is present in most pages, as this can be seen through the six main navigation destinations

## Database

is present in the event timetable and resource listing sections as it provides a way for the info to be cataloged.



Michael, 2023

(Tranmautritam, 2017)

The background features a light gray pattern of large, faint letters and circles scattered across the white space. On the far left, there is a vertical orange bar.

# **Conclusion**

# References

## Readings

Michael, R. (2023, February 9). *Identifying common website structures*. Bootcamp. <https://bootcamp.uxdesign.cc/identifying-common-website-structures-8b2b682f5fec>

## Images

fauxels. (2019, November 5). *People inside building* [Photograph]. Pexels. <https://www.pexels.com/photo/people-inside-building-3184455/>

Tranmautritam. (2017, February 20). *Two iMacs with keyboard and phones on desk* [Image]. Pexels. <https://www.pexels.com/photo/two-imac-s-with-keyboard-and-phones-on-desk-326503/>

Jameel Arts Centre. (2023). *Some seasons: Fereydoun Ave and the Laal Collection, 1959-2019* [Photograph]. <https://jameelartscentre.org/>