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DDX173.2_UI-The William Street Bird Northbridge Example 3

Sophia Markich
SAE University College

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The Bird Website. (2024). Website [Screenshot]. www.williamstreetbird.com

THE WILLIAM STREET BIRD NORTHBRIDGE

The Bird is an alternative, eclectic & independent live music venue based on William Street in Perth's entertainment district of Northbridge. Opened in 2010, The William Street Bird (fondly referred to as 'The Bird') has been an institution for the arts and music scene for over 12 years.

A cultural hotspot for visitors to the city, the space is a vibrant, social hub that celebrates and welcomes; cultural, musical, artistic, racial, sexual, religious and age diversity.

Built on a strong sense of community, The Bird ethos is to provide a safe space for anyone who enters our walls and to enrich the lives of the whole community via a program of unique & diverse events (The Bird, 2024)

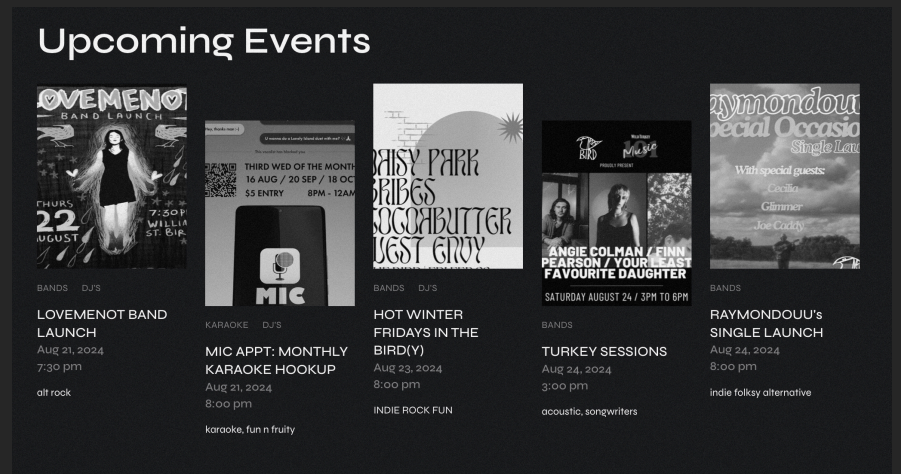


REGULAR UPDATES OPPORTUNITY

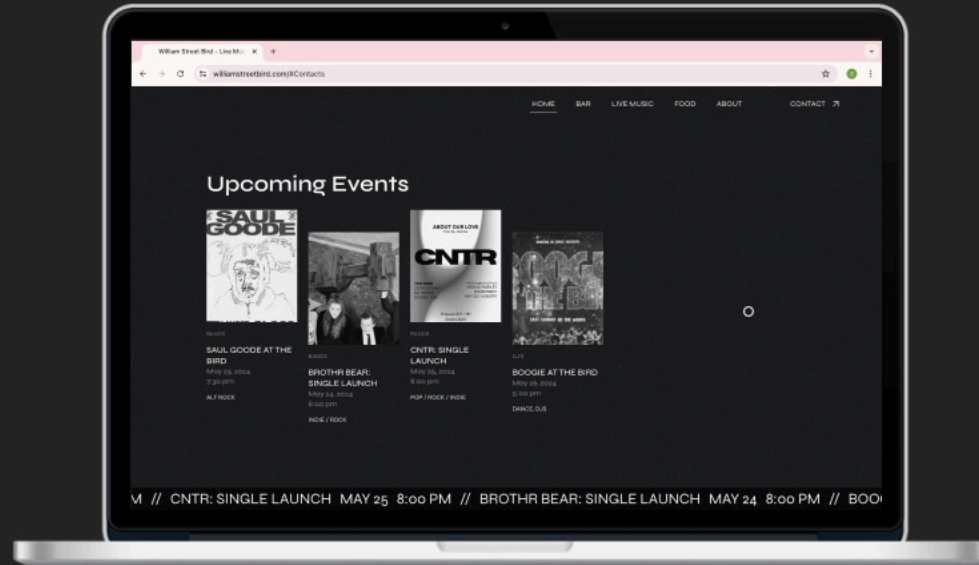
The website should be regularly updated to ensure relevant and current information is available for the site visitors.

Regular updates will also provide further opportunities for consistent review and analysis to make regular ongoing improvements the website (Lara, 2022).

Set times and specials should be prioritised and updated regularly, and appear on the landing page to lower user interaction cost.



The Bird Website. (2024). Website [Screenshot]. www.williamstreetbird.com



The Bird Website. (2024). Website [Screenshot]. www.williamstreetbird.com



REGULAR UPDATES NEW DESIGN

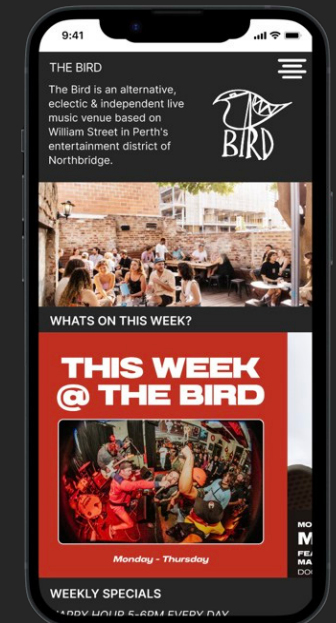
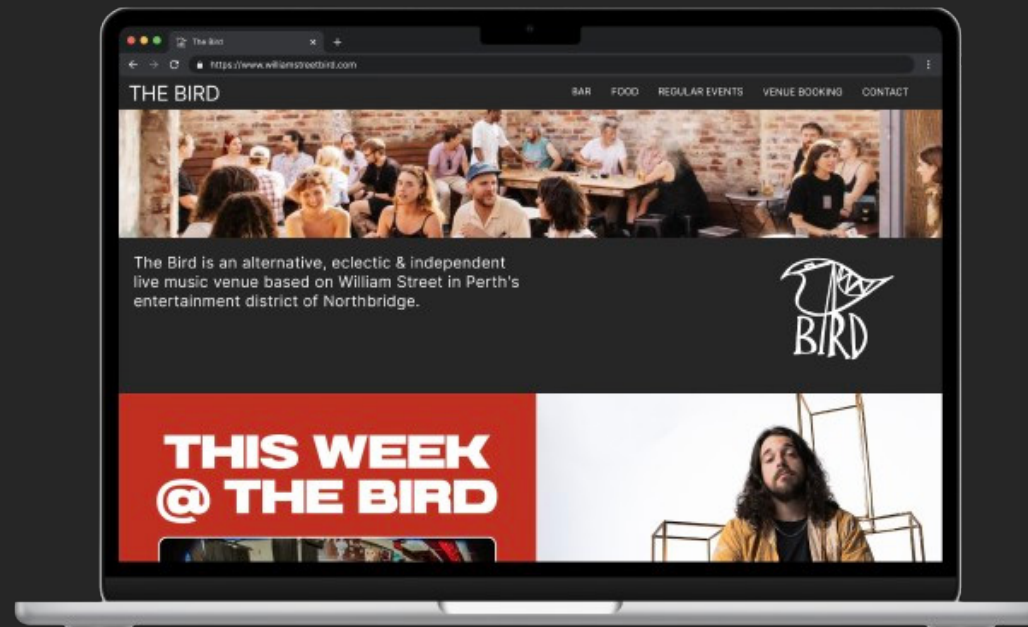
Regular updates can be implemented easier with this new website design,

Ensures a consistent aesthetic across platforms as well as not creating additional work for staff maintaining the business across multiple platforms.

While ensuring regular updates is not in the scope of the designer, this design assists with ensuring these updates can be made easily and consistently with minimal changes needing to be made to the overall website.



Desktop Carousel New Design

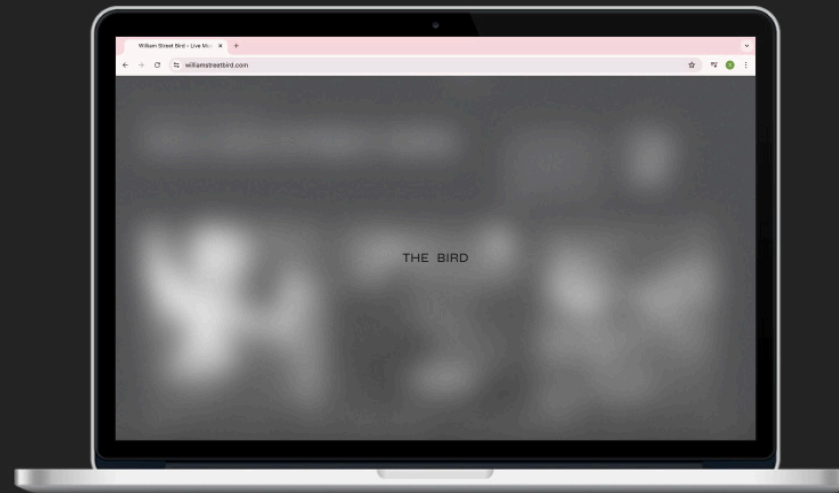


LANDING PAGE OPPORTUNITY

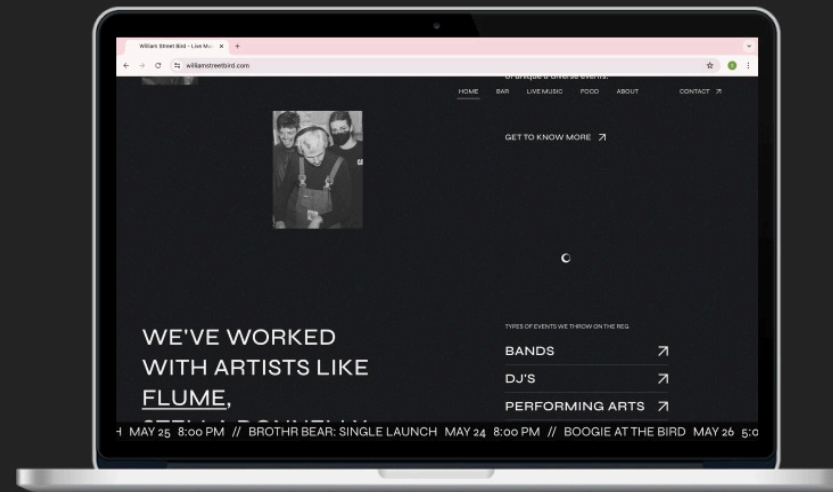
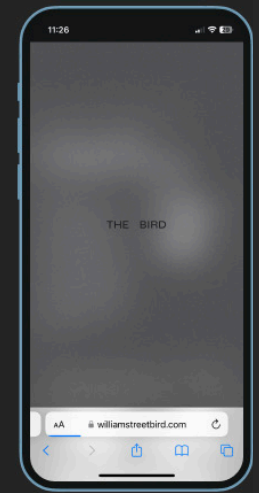
Reformatting of the landing page and the inclusion of most relevant information in a clear hierarchy.

A more legible format should be implemented with a clear hierarchy of information, with the navigation bar and alternate website pages being utilised more appropriately to 'chunk' information to enhance user understanding, navigation and experience while using the website.

Tailoring the page to the already strong and beloved community with the inclusion of other elements (short 'weekly bird' run-downs that have been recently appearing on instagram) could be included on the landing page to promote and encourage engagement and satisfaction from users.



The Bird Website. (2024). Website [Screenshot].



The Bird Website. (2024). Website [Screenshot].
www.williamstreetbird.com



LANDING PAGE NEW DESIGN

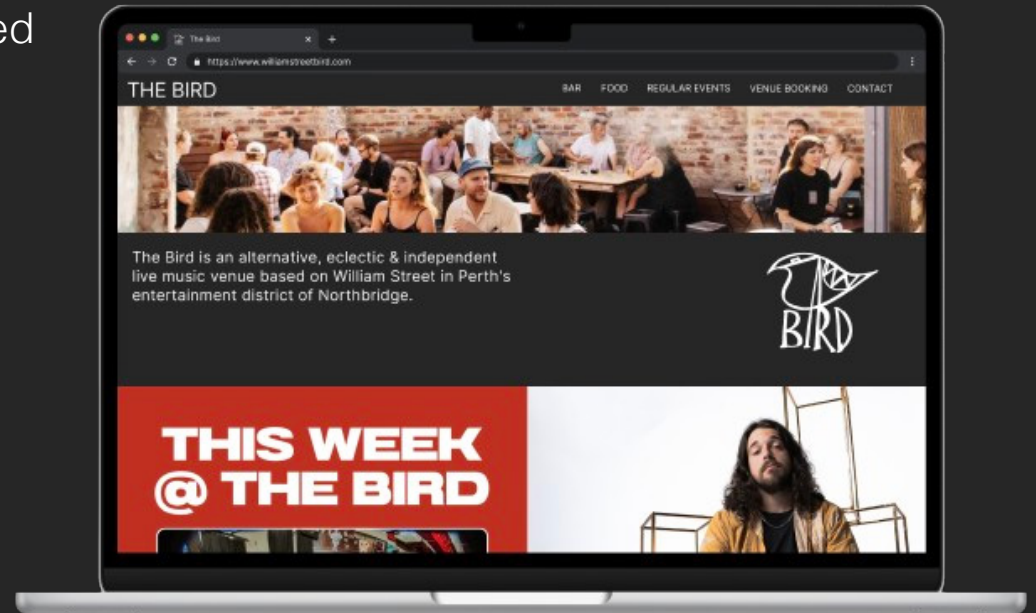
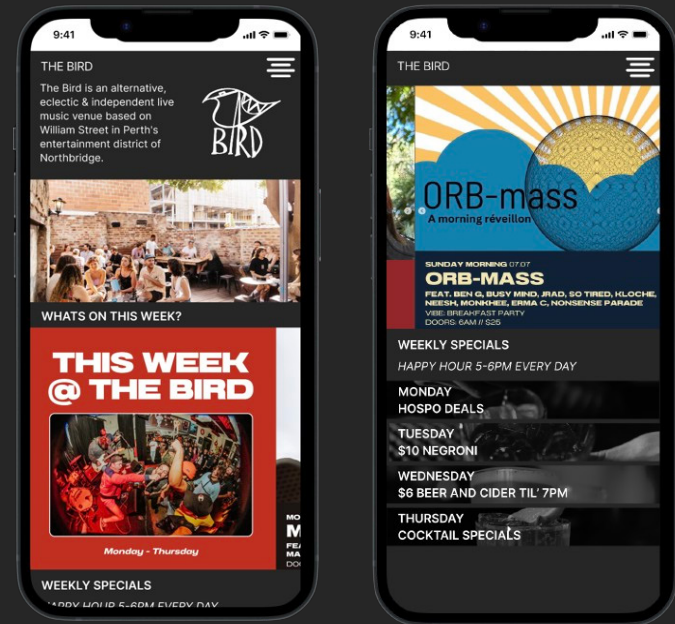
The landing page has been redesigned in a clearer format and featuring current events and specials higher on the page hierarchy informed by the user analysis report.

Current events and weekly specials now appear on the landing page reducing user time cost.

This information is immediately visible reducing the need to go to other platforms to seek this information as seen in the user journey.

Inspiration has been taken from the overall feel of the current website in this redesign, but formatted in a way that is more intuitive for the user.

Unnecessary interactive and aesthetic elements have been removed reducing user overstimulation.



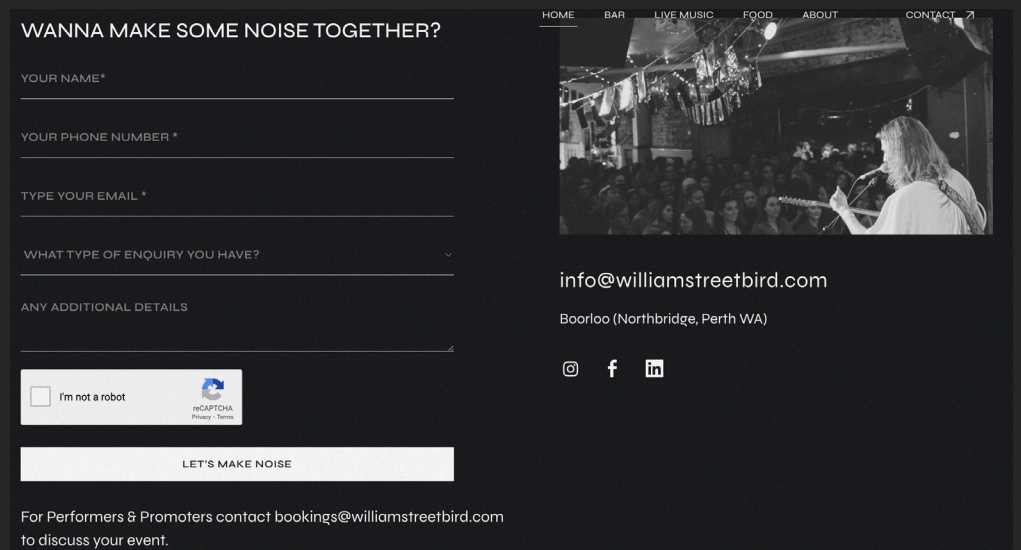
CONTACT PAGE OPPORTUNITY

The Contact Page needed to be redesigned to create a clearer and easier user experience.

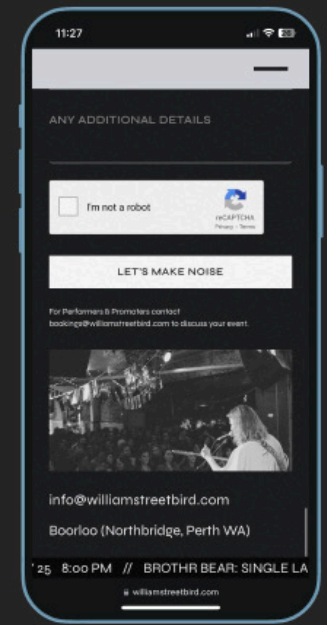
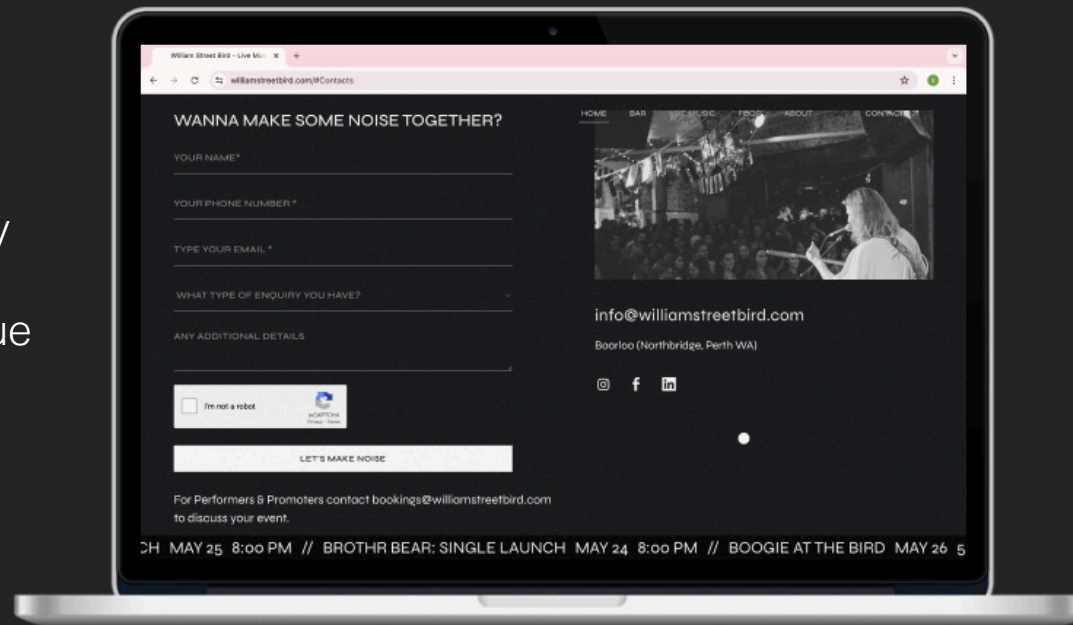
This needed to be done to improve overall functionality of the website and provide an easier flow of communication for internal staff and bookings manager.

To improve the functionality and usability of the website for both the users and staff.

A recommendation is, if the venue does not want the booking information to be given freely on the website, is to automatically send an 'information pack' to enquirers once the venue has emailed.



The Bird Website. (2024). Website [Screenshot]. www.williamstreetbird.com



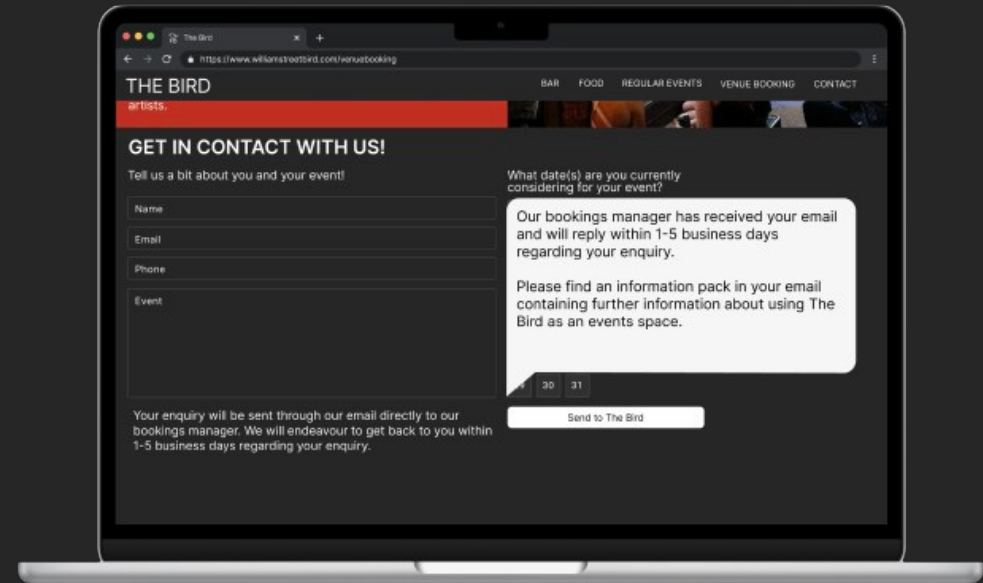
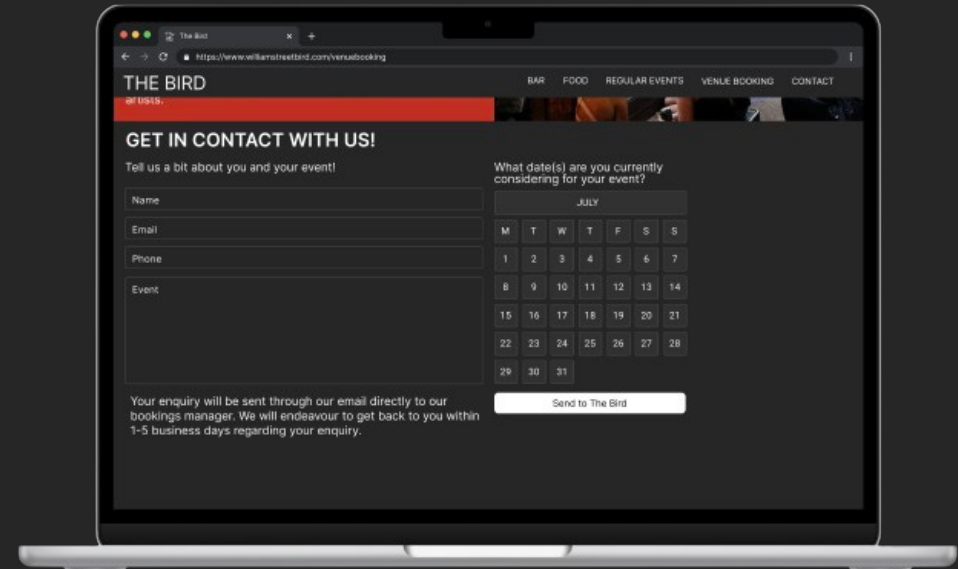
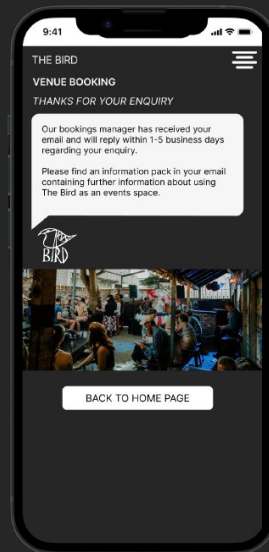
The Bird Website. (2024). Website [Screenshot]. www.williamstreetbird.com

CONTACT PAGE NEW DESIGN

Streamlined contact pages to separate general contact enquiries from 'the audience' and 'artists' looking to book the venue space.

This allows a better flow of information on the side of the business also, allowing enquiries to be sent to the relevant areas of the business.

As a part of this new 'venue booking page' more information regarding a prospective event can be provided. A calendar has also been included to show available dates on behalf of the business as well as allowing the user to select potential dates that they prefer to have the event take place.



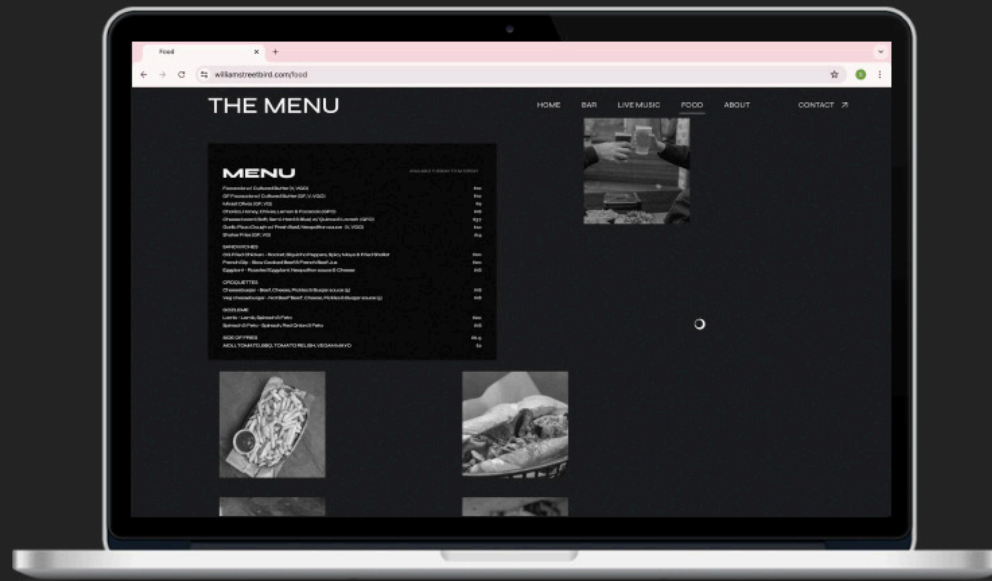
OVERALL AESTHETIC OPPORTUNITY

The overall aesthetic of the website should be updated to be a better online representation of the physical venue.

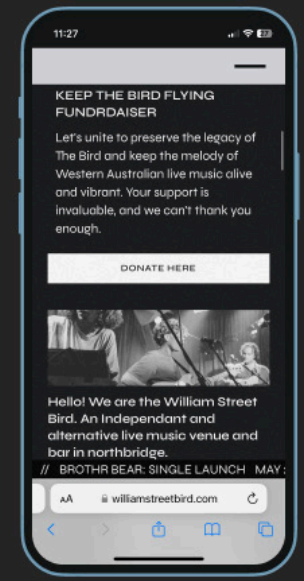
This can be achieved by including more colour and a less 'cold' overall website design aesthetic.

Removing additional decorative and moving elements should also be completed as part of this step.

Currently on Instagram, a clear attempt is being made to include more personal community content in the form of short videos, event and product updates and other community focussed content which should be streamlined across all platforms.



The Bird Website. (2024). Website [Screenshot].
www.williamstreetbird.com



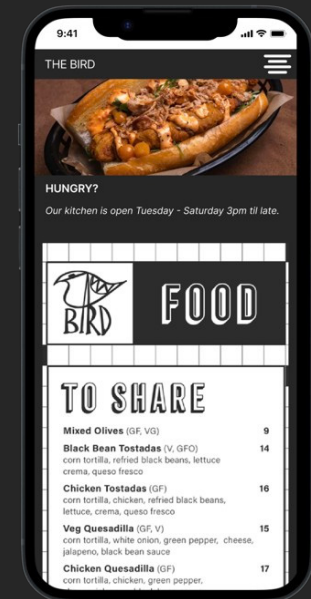
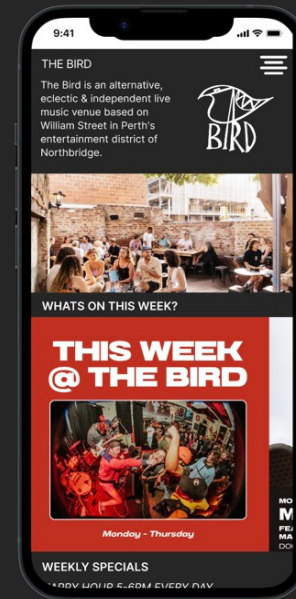
The Bird Instagram. (2024) Instagram [Screenshot].

OVERALL AESTHETIC NEW DESIGN

The overall aesthetic of the new design features more colour representative of the venue as found through user surveys and on site visits. This utilises the aesthetic usability effect.

Inspiration was taken from the current website on it's general aesthetic, but streamlined utilising clearer formatting structure on pages, reducing wasted space to ensure easier sourcing of information and better chunking of information.

The new design loosely follows the '60-30-10' rule previously mentioned in the user analysis report, including red as a bright, exciting and passionate colour on the website.



USER JOURNEY UPDATES AND COMPARISON WITH UPDATE

USER OBJECTIVE

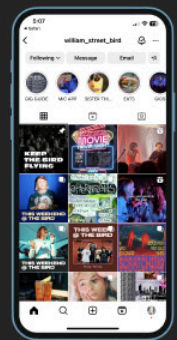
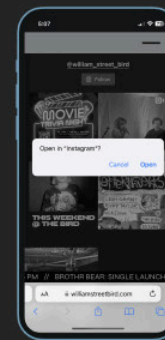
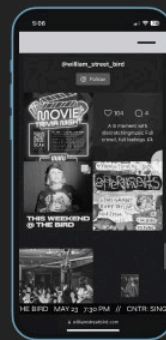
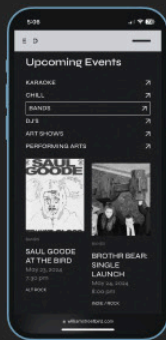
To find a place to meet up with her friends after a day at Uni hoping to see live music and also be able to order reasonably priced drinks and food.

USER PROBLEM STATEMENT

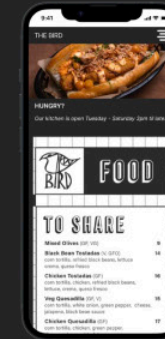
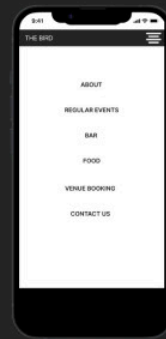
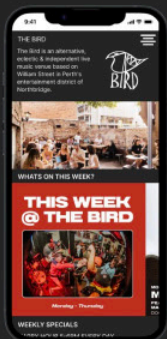
The information April was looking for wasn't unavailable on the website as it hadn't been updated to reflect the current events. They had to leave the website to find the appropriate information and feel their time was wasted going to the website in the first place.

IMPROVEMENTS

This new design provides a lower interaction cost, updated information and removes the need to leave the website.



The Bird Website. (2024). Website [Screenshot]. www.williamstreetbird.com



USER JOURNEY UPDATES AND COMPARISON WITH UPDATE

USER OBJECTIVE

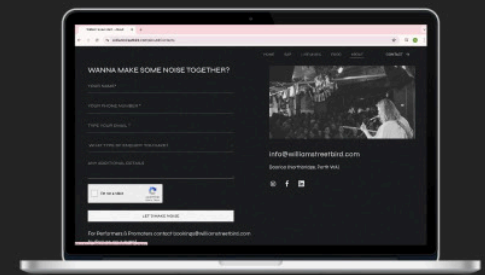
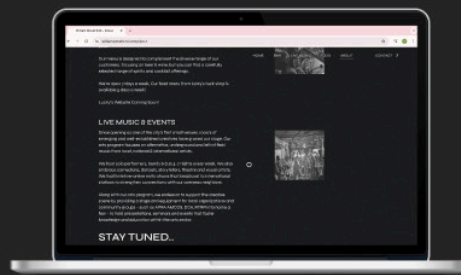
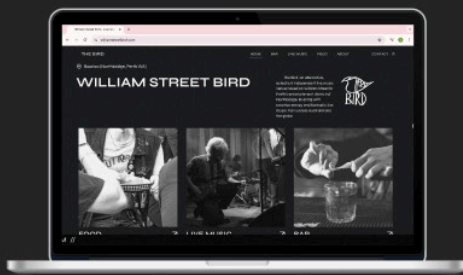
James is looking for a live music venue in the Northbridge area to host DJ events. They are looking for information on venues in this area and are interested in enquiring about and booking The Bird for an event.

USER PROBLEM STATMENT

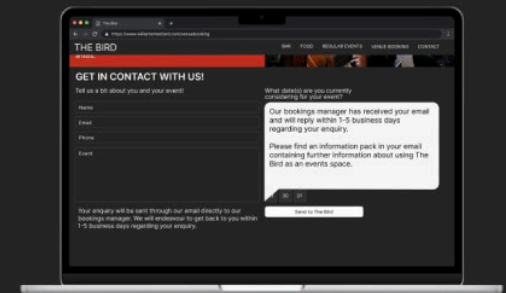
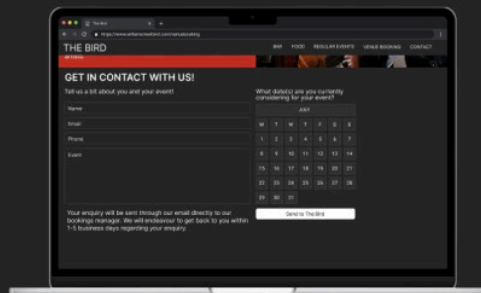
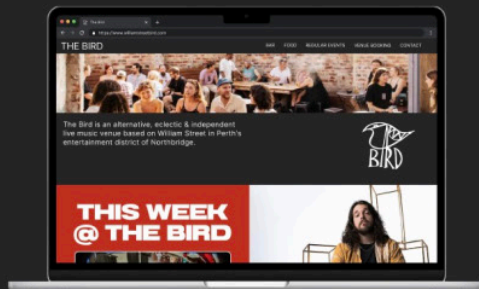
The information needed to make a decision on whether The Bird would be an appropriate venue for his event was not available on the website. The enquiry and booking process was unclear and lacked closure for the user.

IMPROVEMENTS

This new design provides a clearer user journey to complete their objective, a sense of closure and the opportunity to show more relevant information towards this user type.



The Bird Website, (2024). Website [Screenshot]. www.williamstreetbird.com



PROTOTYPE TEST AND PROTOTYPE WALKTHROUGH

Desktop

<https://www.figma.com/design/QbwKF1jEH6GIDX107xnDvc/UX-MOBILE-BIRD?node-id=9-3&t=VYgOdMNE86GcFEr6-1>

Mobile

<https://www.figma.com/proto/QbwKF1jEH6GIDX107xnDvc/UX-MOBILE-BIRD?page-id=0%3A1&node-id=113-3379&viewport=546%2C1307%2C0.23&t=GvZY4CRkAPbghqvA-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=20%3A2931>

Prototype Test Video

https://drive.google.com/file/d/1uJxsTD9wEj5-pDOILBoK2HRSp27itj-5/view?usp=drive_link

PROTOTYPE TEST FEEDBACK

An indication needs to be made that the carousel can be 'swiped through'.

More information can be found on the website, as mentioned previously videos that the business has been creating for instagram can be included on the website to promote further engagement.

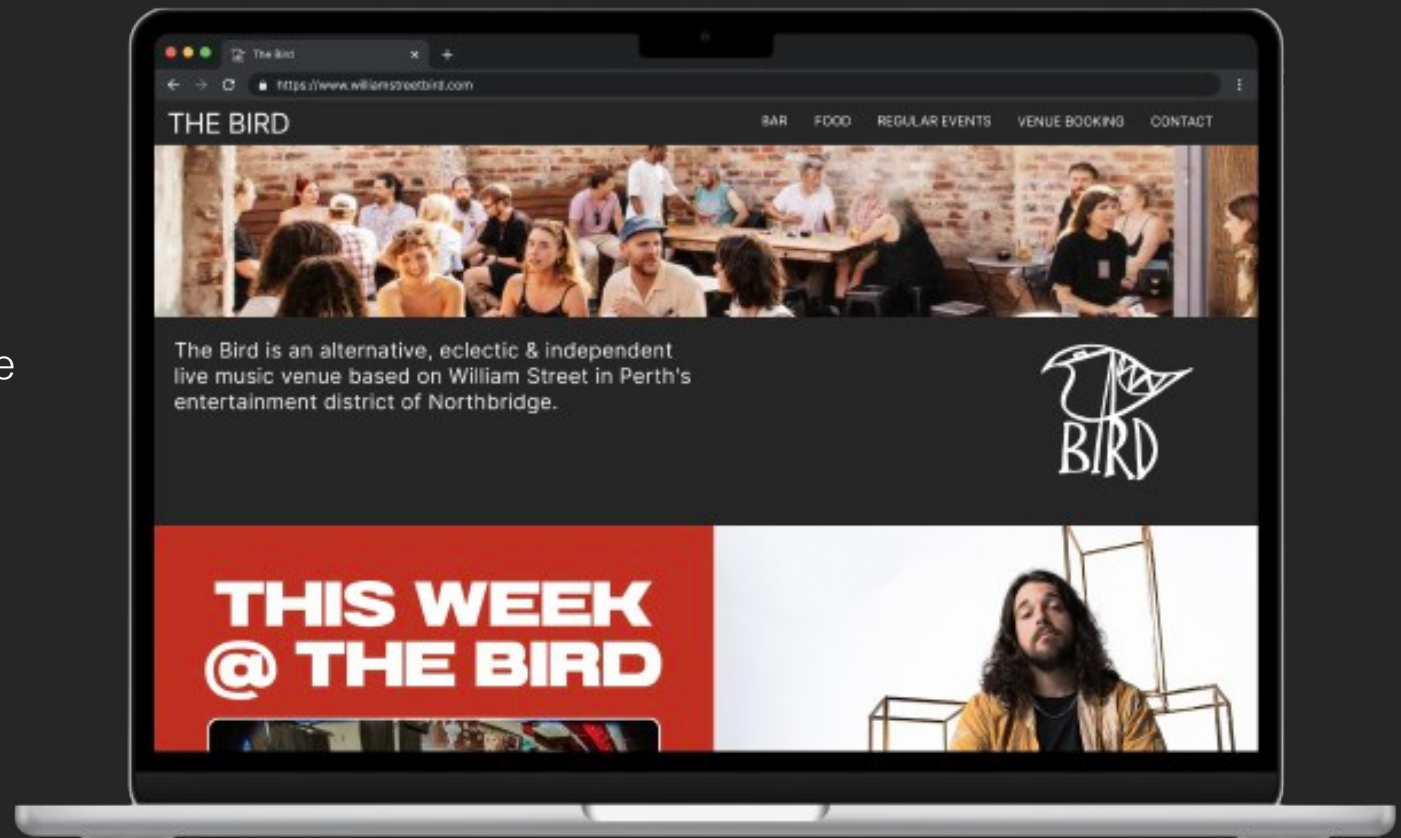
The 'hover over' special images could link to the bar and drink navigation which feels more intuitive.

NEXT STEPS

Add an indication for the carousel

Additional information on the website to improve user engagement

Link 'hover over' special images to relevant pages 'on click'.



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- The Bird Website. (2024). Website [Screenshot]. www.williamstreetbird.com

Presentation Script

The Bird is an alternative, eclectic & independent live music venue based on William Street in Perth's entertainment district of Northbridge. Opened in 2010, The William Street Bird (fondly referred to as 'The Bird') has been an institution for the arts and music scene for over 12 years.

After completing a user experience report for the current website, today I will be taking you through the new design and how it improves upon the main issues found when completing the user experience report. These issues were Regular Updates, Landing Page, Contact Page and Overall aesthetic.

Regular Updates

THE OPPORTUNITY

The website should be regularly updated to ensure relevant and current information is available for the site visitors. Updates should be completed in both terms of the interface to ensure the website is running smoothly and is functional, but also to ensure current and up to date information is available.

This will also improve the websites SEO and improve the 'overall image' of the business in an online context. Regular updates will also provide further opportunities for consistent review and analysis to make regular ongoing improvements the website (Lara, 2022).

As found through the use of 'the audience' user persona and journey analysis current and upcoming events, set times and specials should be prioritised to be updated regularly, and appear on the landing page to lower user interaction cost.

THE UPDATE

Regular updates can be implemented easier with this new website design, with weekly current events and specials being designated to the landing page of the website.

Images updating customers of weekly events can easily slotted into the carousel utilising the same established formatting as seen on the business instagram page.

This feature was created with the hours already being put into the instagram platform of the website in mind, as to not create additional work creating new formats specifically for the website. This also ensures a consistent aesthetic across platforms as well as not creating additional work.

While ensuring regular updates is not in the scope of the designer, I have made design choices to assist ensuring these updates can be made easily and consistently with minimal changes needing to be made to the overall website.

Presentation Script

Landing Page

THE OPPORTUNITY

The landing page needed to be reformatted and contain up-to-date information on events and specials.

The page should contain the most relevant and common searched for information by website visitors (as explored in the user persona and journeys in this report).

As well as this, a more legible format needed to be implemented with a clear hierarchy of information, with the navigation bar and alternate website pages being utilised more appropriately to 'chunk' information to enhance user understanding and experience.

As well as this, the opportunity to improve the aesthetic component of the website should be considered keeping in mind the user survey findings that

THE UPDATE

The landing page has been redesigned in a clearer two column grid format and features information that was found to be important through April's user journey in the user ui/ux report. Current events and weekly specials have been moved to the landing page reducing user time cost and the need to go to other platforms to find information. It is likely that a majority of users in 'the audience' category visiting the website will be seeking this information, so ensuring this information is easily found is a priority considered in the redesign. Inspiration has been taken from the overall feel of the current website in this redesign, but formatted in a way that is more intuitive for the user, implementing a hierarchy as well as providing clearer chunking of information.

As well as this, a number of interactive and aesthetic elements have been removed reducing user overstimulation.

Presentation Script

Contact Page

THE OPPORTUNITY

The Contact Page needed to be redesigned to create a clearer and easier user experience. This will improve overall functionality of the website as well as potentially provide an easier flow of communication for internal staff and bookings manager. Not only will this lessen the opportunity for human error when organising emails to their relevant departments, it will ensure a more positive and user friendly experience for enquirers and remove potential confusion and frustration (seen in the user journey map for “the artist’.)

A recommendation is, if the venue does not want the booking information to be given freely on the website, is to automatically send an ‘information pack’ to enquirers once the venue has emailed via the ‘fill out’ email section eg. “Want to book The Bird for an event? Email us to receive an booking info pack”.

THE UPDATE

The two main contact reasons based on the user types found in the user analysis have been streamlined to allow a seperate option from general contact enquiries from ‘the audience’ and ‘artists’ looking to book the venue space.

As part of this redesign, these two forms of contact are on seperate pages in the website design to remove confusion when contacting the business.

This allows a better flow of information on the side of the business also, allowing enquiries to be sent to the relevant areas of the business, booking enquiries being sent directly to the bookings manager and general enquiries to the relevant department.

As a part of this new ‘venue booking page’ more information regarding a prospective event can be given including a description of the event.

A calendar has also been included to show available dates on behalf of the business as well as allowing the user to select potential dates that they prefer to have the event take place.

This removes additional labour for both parties in emailing back and forth and provides clear direct information to the bookings manager to be discussed when initial contact is made.

A lack of closure when making contact via the contact page of the current website was also an issue for the user.

In the new design the user is met with a confirmation pop-up/ page when their email has been sent providing additional information

Presentation Script

To see the improvements made to the website based on the analysis, we can follow the user journey of James and April.

April is looking to find a place to meet up with her friends after a day at Uni hoping to see live music and also be able to order reasonably priced drinks and food.

In the original journey, this information wasn't readily available and the website wasn't updated to provide them with this information leading them to leave the website to seek information on another platform.

As previously mentioned the new design assists by providing an easy template to insert updates into, so can be made easily and consistently with minimal changes needing to be made to the overall website.

Due to the hierarchy and information chosen to feature on the landing page user time cost is greatly decreased and the user no longer needs to go to another platform to find the information they need.

For the second user journey detailed in the anaJames is looking for a live music venue in the Northbridge area to host DJ events. They are looking for information on venues in this area and are interested in enquiring about and booking The Bird for an event.

On the current website James wasn't able to find relevant information on the website that fulfilled his needs to decide whether book The Bird for an event. James found the contact page to be unclear and confusing, with multiple emails provided and an unclear description given to the 'fill out' contact section. The 'fill out' email section becomes redundant when multiple emails are provided. Didn't receive a sense of closure once emailing the provided contact information.

On the new design a page has been created tailoring to his user type of 'The Artist', with a brief outline of previously held events at the venue, an opportunity to provide contact details and an outline of their prospective event. A calendar has also been added for the benefit of both the user and the business, days that are unavailable can be locked to show they are unavailable, and the user can select prospective dates for the event they prefer. This provides the user with the opportunity to provide as much information as they can when reaching out, and will ultimately reduce time wasting back and forth between the venue and the enquirer.

As well as this, enquiries made through the venue booking page can be automatically sent to the bookings manager, as opposed to a general 'enquiry' or 'contact' email where the email could be missed or overlooked. This could also assist in reducing time between enquiring and booking the venue for an event due to the direct contact and initial information provided from the user.