



Juxta UX

Meet the Team



Lead Designer
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Project Manager
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Project Goals

- Update Juxtaposition's website to reflect more modern design ideals
- Streamline navigation
- Improve client experience, specifically



User Problems

- Layout - Site elements could be better arranged for clarity and function
- Navigation - Movement through the site is stifled and often unclear
- Flow - Interaction with the site is awkward and unintuitive
- Accessibility - Elements of the site are difficult to interact with and utilize
- Redundancy - The reuse of certain elements is confusing and inconsistent

The User



Brian Duran

Age: 27

Local business owner • Loves spending time in his community • Needs to find new graphic design services • Wants to collaborate more with local organizations

The User Story

Brian is the owner of a new startup, Easy Furnishing Co. He's looking for graphic design services to help him design a logo for his business and decides to collaborate with Juxtaposition Arts.

Market Research

COMPELLING LAYOUT

WALKER ART CENTER



CONFUSING SITE



STUDIO 7 FINE ARTS



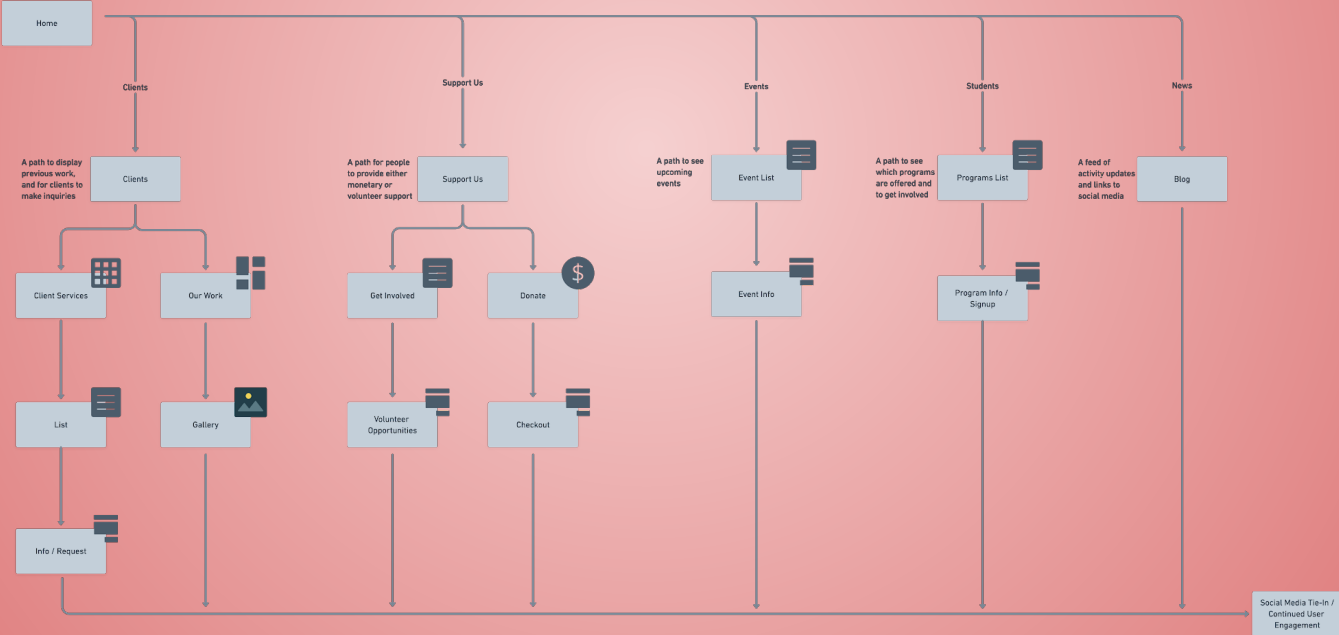
EASY TO NAVIGATE SITE



BLAND/BUSY LAYOUT

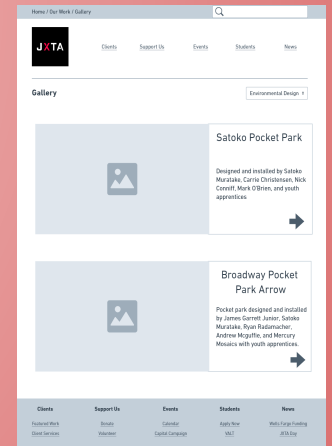
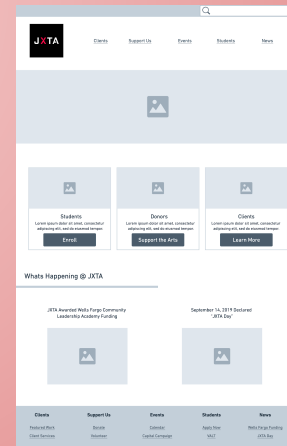
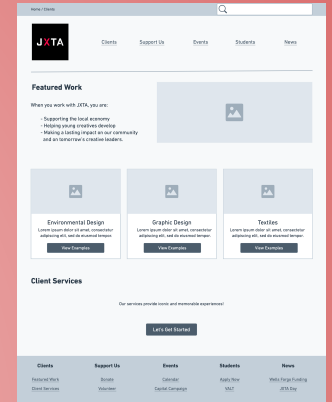
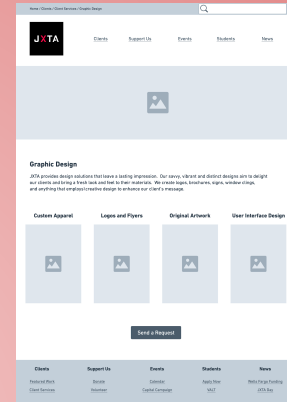
User Flows

- Clearer choices
- More deliberate progressions
- Cyclical interaction



Wireframes

- Pattern use and familiarity - increase intuitive use, and develop design continuity
- Adherence to shape - reinforce design continuity and allow modular arrangements
- Layout similarity - easier navigation and content engagement due to repeated methods of delivery and dependable site behaviors



User Research

Navigation

Many scrolled over the 'client services' section on the 'featured work' page.

Functionality

The whole tile (header, picture, and button) should be interactive.

Organization

The gallery shouldn't be under the 'clients' tab, the 'about us' tab would be more appropriate.

Suggestions

Add an 'about us' tab with a 'contact us' option.

Overall Outcomes

- Users found that their experience was easier to understand, navigate, and utilize
- Users had differing opinions about specific page order, but otherwise understood easily the progression of the site
- Specifically, users liked the amount of prototype detail, the footer construction, and simple forms