

# LAURELHURST COMMUNITY CLUB

## Website Design Proposal

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# PROPOSAL OVERVIEW



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# INTRODUCTION

**Laurelhurst Community Club**, founded in 1920, is a nonprofit organization residing in Seattle, Washington that **identifies and addresses community problems** within the Laurelhurst neighborhood. The club **focuses on improving the community by communicating these issues and working with different levels of government to solve them**. Some current concerns of the club include the Telaris property and the Seattle Children's Hospital expansion.





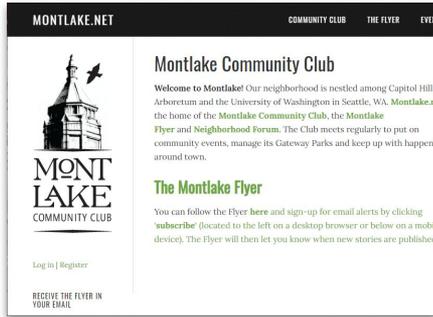
With an increase in use of digital technologies, the website for Laurelhurst Community Club **does not meet standards for effective communication**. This issue **becomes more prominent as the neighborhood population becomes more diverse**. Board members of the club are proposing a redesign of their website so they can easily manage, update, and promote information about community happenings. This creation of a **simple, accessible, and intuitive design** would enable the residents of the Laurelhurst community to have positive and intuitive interactions.

# RESEARCH ANALYSIS

Serving over 2,800 households and businesses in the neighborhood, the club communicates to the community through their website, email subscriptions and a semi-monthly published newsletter known as the Laurelhurst Letter. Board members meet on a monthly basis to address and discuss issues concerning the neighborhood and the residents. The Laurelhurst Blog also communicates neighborhood happenings, but is a separate entity from the Club.

Leslie Wright oversaw the Club's communication as Newsletter Editor and Webmaster, but with her retiring at the year's end a new Communications Specialist will be hired to continue oversight of communication efforts.





Montlake Community Club



Sunset Hill Community Association

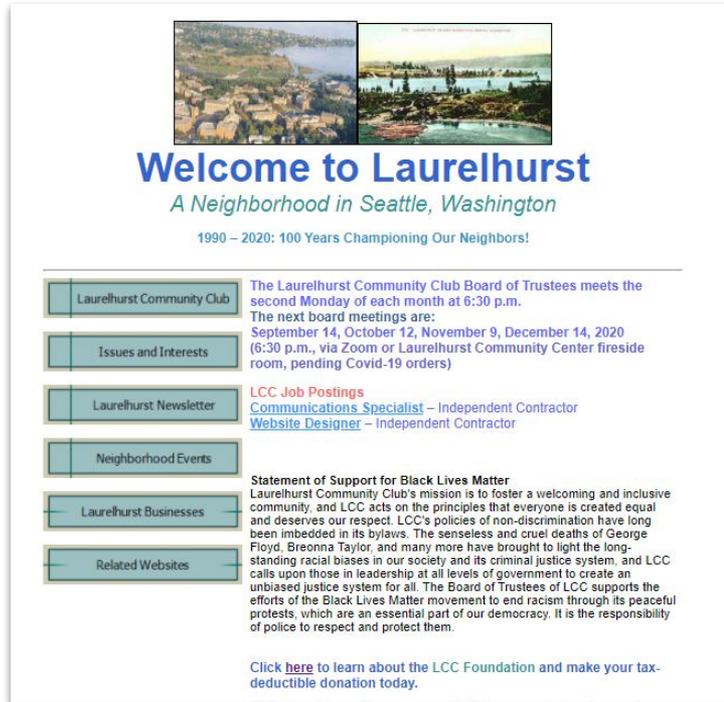


Kenmore Community Club

## OTHER NEIGHBORHOOD WEBSITES

Nearby communities such as Montlake, Sunset Hill, and Kenmore provide websites with a strong and **clear organizational structure**, along with a **consistent layout on all pages**. Each community's site has its own individual strengths, weaknesses, and distinctive features that define their neighborhoods and their presence in a digital world.

Some aspects that stand out among the three designs are the layout for digital media content, mobile accessibility, distinct font stylization, and minimalistic use of color.



## WEBSITE CHALLENGES

One of the biggest challenges currently facing the website is that **the current methods to deploy and update content is outdated and not supported through today's practices.** This results in its **difficulty to maintain**, which is crucial for a website to remain relevant.

With no major update to the design since its creation about twenty years ago, the website is also **not mobile-friendly**, making it challenging to access and interact with when using devices such as smartphones and tablets.

## CURRENT TAKEAWAY

For the Laurelhurst Community Club to successfully communicate with members, the website **must be able to support easy management to edit and update its information** in order to provide easy access and positive interactions.

The updated design will be **responsive** to both desktop and mobile platforms, and **have a clean modern look**. Some features will include a **standardized navigation and a reorganization of information** to provide a better user flow, **interactive elements** to encourage and engage users with their desired tasks, and **fillable forms** to simplify communication between the Club and their members.

# CONCEPT DEVELOPMENT

The Website will be designed and maintained through **WordPress**.

To ensure that the website fits the needs of the club, **the content must be reformatted to ensure intuitive usage** of identifying elements.

A **consistent theme** will be established throughout the entire website to convey the message of the club appropriately.

Several **new features** will be introduced to make experience more dynamic, which will encourage users to be more engaged to use and interact with the website.



## ABOUT WORDPRESS

**WordPress is a popular Content-Management System** that is used in at least over 30% of current websites. One of the aspects that makes WordPress popular is that the service **makes site management easy to handle at any skill level**, which is suitable to the Club's needs for handling and supporting information about current community happenings.



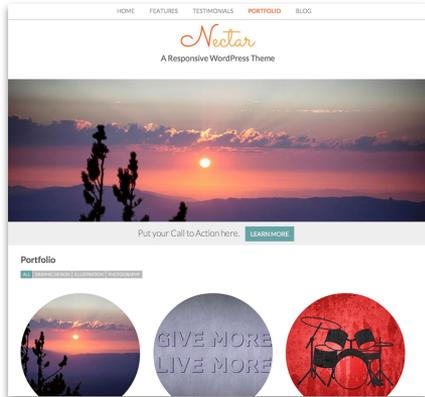
## DESIGNING THE WEBSITE

**WordPress offers multiple variants of themes** that provide a basis for the design and styles of a page. Themes provide a general idea of what the layout and user interactions can be had, and **can be built off of to fit specific needs.**

Considering the maintainability needed from the website, premium themes provide not just **better customization options** but also **good reliability** in terms of support. Premium themes require a one-time purchase, which on average range around \$50-\$100.

We provided a set of templates as examples of what could fit the needs of the website.

**Figure 1: Researched WordPress themes and their pricing**



## Nectar

\$59.00

[www.mojomarketplace.com](http://www.mojomarketplace.com)

- Flexible customization
- Contact Form Plugin
- Mobile-friendly

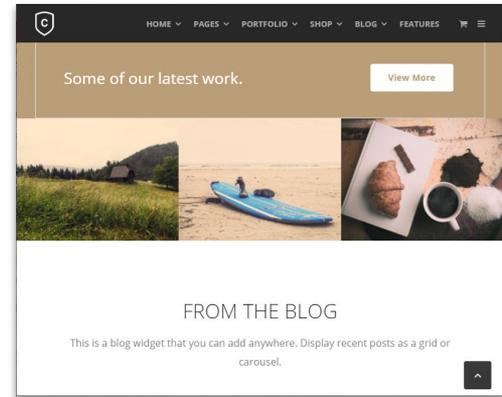


## Outreach Pro

\$99.95

[my.studiopress.com](http://my.studiopress.com)

- Flexible customization
- Closely Matches Mockup, see Figure 3
- Mobile-friendly



## Create 2.0

\$58.00

[themetrust.com](http://themetrust.com)

- Flexible customization
- Contact Form Plugins
- Mobile Friendly

# STRUCTURE REORGANIZATION

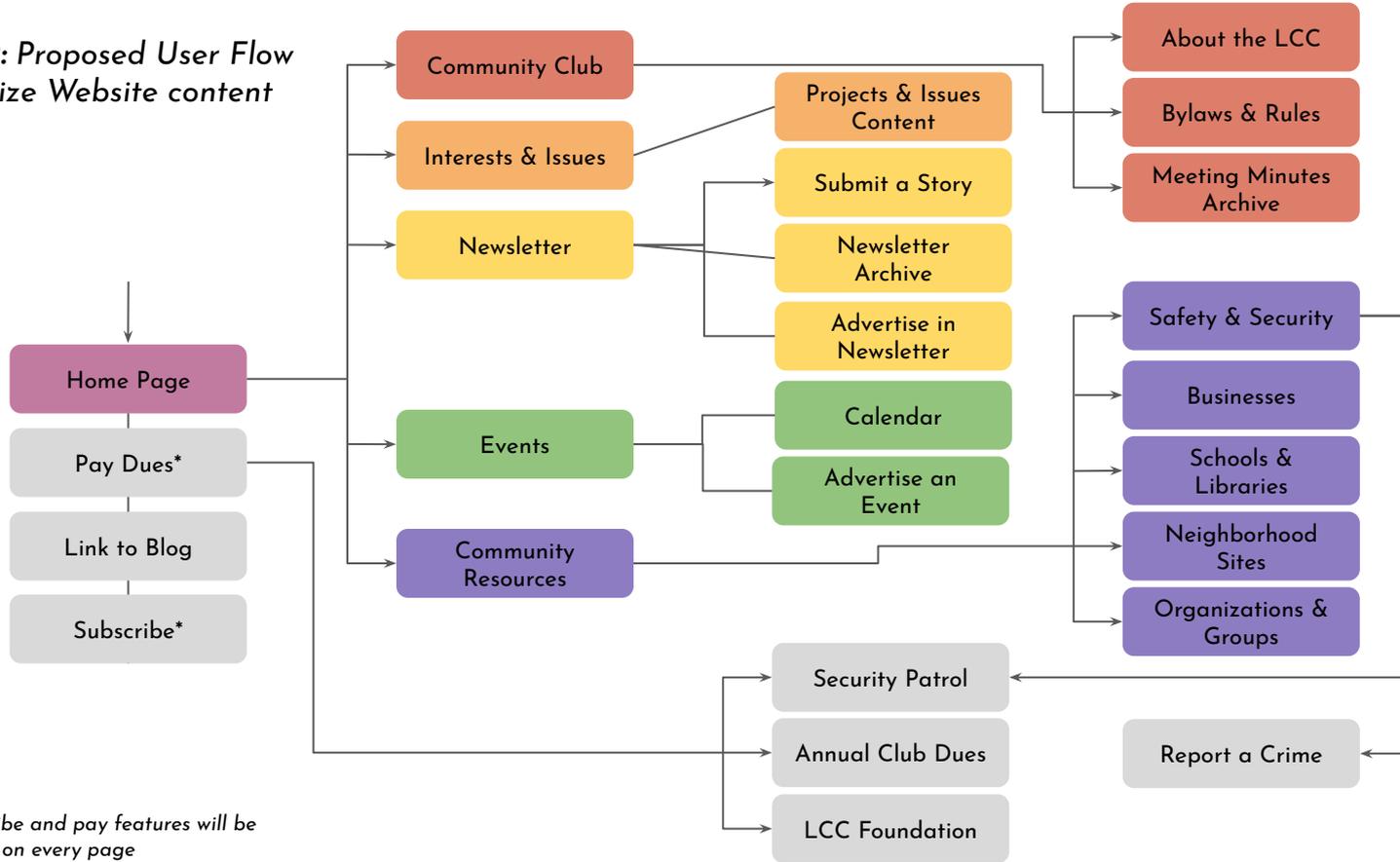
The information will be **reorganized to promote better functionality and easier identification to perform desired tasks**. This should increase user understanding by reducing the user's cognitive load when identifying a specific task and how to accomplish it.

Current information will be continue to be organized by the pre-existing set up in Community Club, Issues & Interests, Newsletter, and Events.

***Businesses, Related Websites, and Safety & Security pages should be combined under the same hierarchy known as "Community Resources" for simplicity. Payment and Subscribe options should be displayed on all pages, and would be primarily featured on the home page along with the most recent Issue & Interest.***



**Figure 2:** Proposed User Flow to organize Website content



\*Subscribe and pay features will be present on every page



*Header for the Laurelhurst Letter*

## THEMES

To match the physical media of the newsletter, we propose that website theme should inherit some of the Newsletter's styles and layouts to retain familiarity and branding with existing members..

The website will be revamped to display information using **visual media cues** and **strong textual hierarchy** to appeal to the diverse population of Laurelhurst.

Making the website more minimalistic in its design will also allow for more contrast and a clean modern look, giving users less distractions when using the website.

## WIDE OPTION OF FEATURES

With WordPress's expansive **library of plugins**, adding dynamic features to the website becomes **easier to support more interactive and engaging experiences**. Some plugins may have additional fees.

## SOME OF THE PROMINENT FEATURES

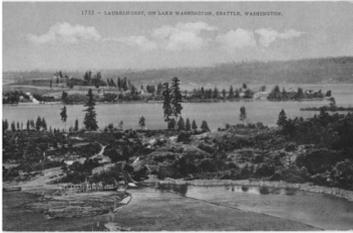
- One of the primary features of the website will need to be a **navigation header** that will allow for easy navigation from any page on the site.
- The Events Page will include a **dynamic calendar** that will allow displaying of events to be more organized and intuitive.
- The Issues and Interests will provide a **Search Engine Optimization for all posts to be filtered based on a user's search criteria**.
- **Contact and Payment forms** will add a more dynamic user experience to simplify communication needs between the club and its members.

# LAURELHURST

SEATTLE

Serving the Laurelhurst community since 1920

Home Community Club ▾ Interests & Issues ▾ Events ▾ Newsletter ▾ Community Resources ▾



## Welcome to Laurelhurst

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MORE >

## Quick Links



### Pay Annual Dues

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PAY NOW



### Subscribe to the Laurelhurst Newsletter

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SUBSCRIBE



### Donate to LCC

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DONATE



### Laurelhurst Blog

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VIEW BLOG

Laurelhurst Community Club  
PMB #373  
4616 25th Avenue NE  
Seattle, WA 98105

WORD PRESS THEME HERE

# LAURELHURST

## WEBSITE MOCKUP

Based off of the club's needs and the design insight, we drafted a sample mockup of the Homepage to give an idea of what the website could potentially look like. We increased the amount of visuals cues, established a main navigation in the header, and gave it a clean modern look.

Figure 3: Homepage Mockup

# DESIGNER CONTACTS



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