

LAURELHURST COMMUNITY CLUB

Preliminary Design

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Amelia Espiritu-Santo
Martin Smith



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INTRODUCTION

In the Website's transition to a new design, user interactions need to be planned out to ensure that the Club's goals and the Website's functionality will align.

Since the average person spends about 15 seconds on a webpage, the main goal of this redesign is to **simplify website content** so that users can **reach their destination page without losing interest**. Other goals include providing a **consistent and modern aesthetic, more visuals** (photos, icons, etc.), and **emphasis on titles and headings** to increase user awareness of a page's goals.



USER FLOW

The one core concept to keep in mind is that there will be a diverse range of users that will be using this website to accomplish various goals, which is needed to be reflected in the user flow of the website. Condensing the current website information down, the flow is improved through increased Home page functionality of current club happenings, and simplified navigation for Club Information, Projects & Interests, Newsletter, and Community Resources pages.

Potential Users



Club Members

Potential Goals: Pay member dues, check events and community happenings, find neighborhood resources



Board of Trustee Members

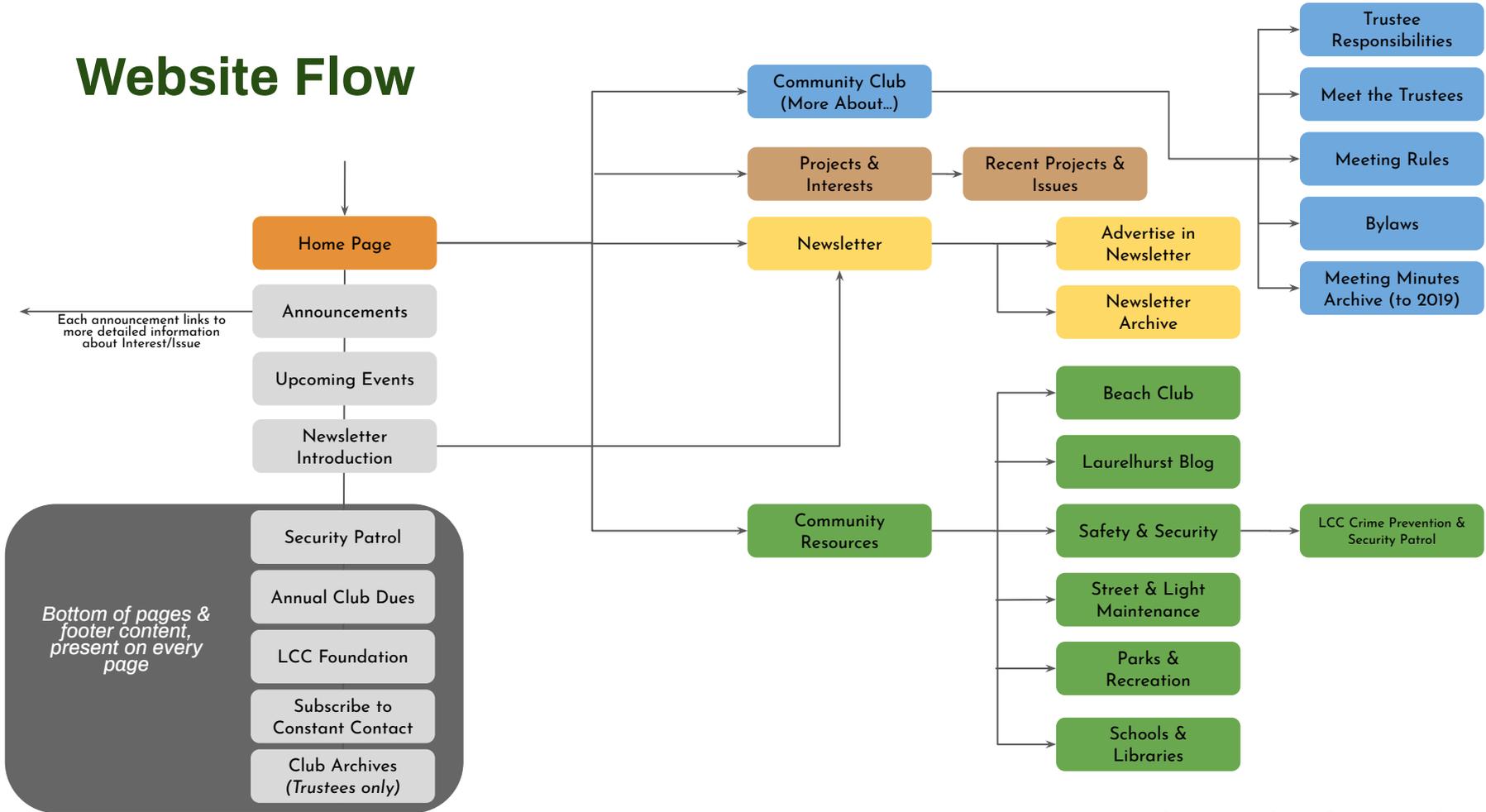
Potential Goals: Schedule events, keep track of community project developments and history, communicate to the community, organize meetings



Businesses

Potential Goals: Advertise to the community, sponsor local community events

Website Flow



PROTOTYPE OVERVIEW



Home Page

The landing page of the Laurelhurst Community Club website. The home page gives the user a broad introduction to the Laurelhurst community.

Announcements

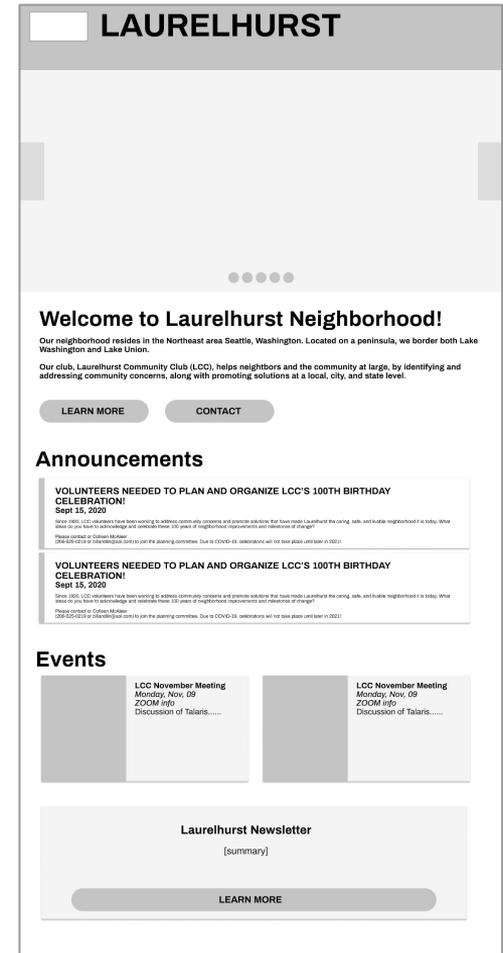
Announcements should be easy to distinguish from each other and easy to read. Each announcement made will have their own subsection emphasized with a bold title and date.

Newsletter

With the newsletter being a major monthly artifact for the community, a card to learn more about the newsletter is provided for quick access.

Events

By simplifying event advertisement, event cards are utilized instead of a calendar view. Placement on the Home page allows direct access to learn about Club events.



About the Club Pages

The landing page for the Club details provide a general overview about what the club does and its role within the community. The rest of the Club's information is split between separate pages for clarity.

The main changes that have happened on all these pages are that headers are highlighted and emphasized to give users a general overview of the webpage's content.

Bylaws

Moving from a PDF to webpage format, the Bylaws are organized into its sections using collapsible content. This structure allows for more focus and easier readability.

Trustee Responsibilities

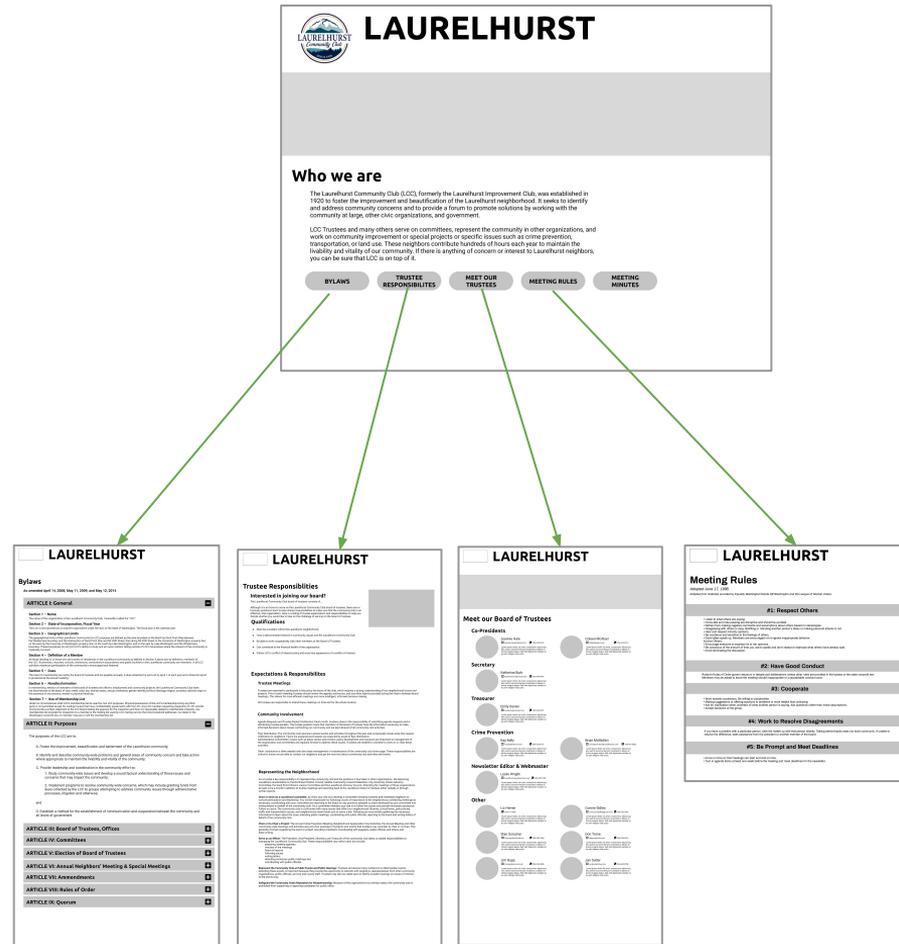
The main change that needs to be done in this section is the rephrasing of Qualifications and Expectations details so it is more reader-friendly. This will allow prospective trustee members to not be intimidated and quickly understand the trustee's roles in the Club.

Board of Trustees

To add a more personalized touch between the board and other members, pictures and a brief biography are introduced. This reinforces ideas of a close community, and allows general members to relate and connect more with the Club itself.

Meeting Rules

The rules are the central theme of the page as they are emphasized as titles within each section. This general overview allows users to quickly understand the general basis for meetings.



Newsletter

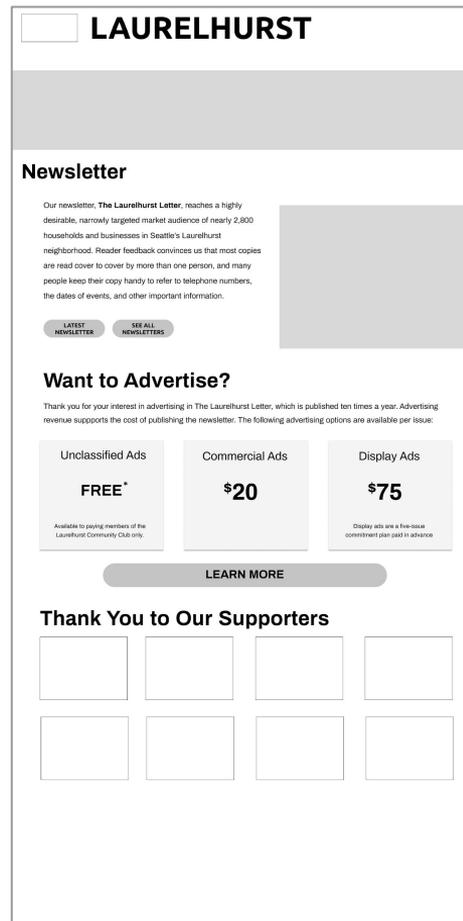
Condensing what was originally two pages into one, the Newsletter page now provides a general overview of who receives the Newsletter and what residents use it for.

Advertisements

The big change to the advertisement layout is the Payment Cards, which brings emphasis the types of advertisements available for purchase, and their prices. With a variety of different methods and required content a user will need to provide for advertisement,

Supporters and Sponsors

Bringing out a feature seen in the Newsletter, Display Ads will also be allowed on this page to bring a presence to which businesses are getting involved with the Newsletter. This will increase community awareness of affiliated businesses within the Laurelhurst community.



Community Resources

The major change done with this page was to update the available resources, and adding visuals to show what the resources are explicitly.

Most resources that have been added pertain specifically to the **Laurelhurst community, nearby neighborhoods, and Seattle** as a whole.

Laurelhurst Blog, Laurelhurst Beach Club

These resources are unique to the Laurelhurst community, and are thus given the highest priority in the resource listing.

Safety & Security

This displays both the local and city resources available for Safety and Security.

Street & Light Maintenance

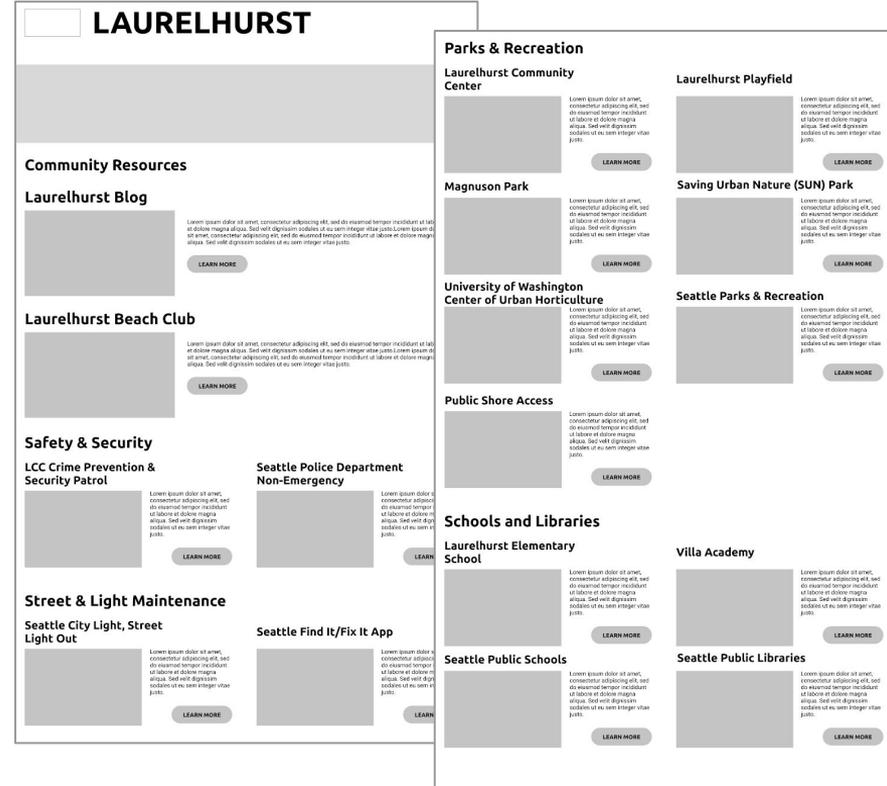
These are city resources explicitly, leading to the Seattle City Light's websites.

Parks & Recreation

With multiple parks in the Laurelhurst and surrounding areas, each park will lead to its correlating website. Saving Urban Nature (SUN) Park and Public Shore Access should only contain quick details since these are local neighborhood resources.

Schools & Libraries

With the main school in the area being Laurelhurst Elementary School and Villa Academy, those two are displayed first followed by the more general resources of the Seattle Public Schools and Libraries.



Projects & Interests

To solve the club's expanding set of projects and issues, a search bar has been introduced to quickly find desired information. The content for the projects and issues have also been chunked into smaller components for easier clarity and readability.

Major Neighborhood Topics

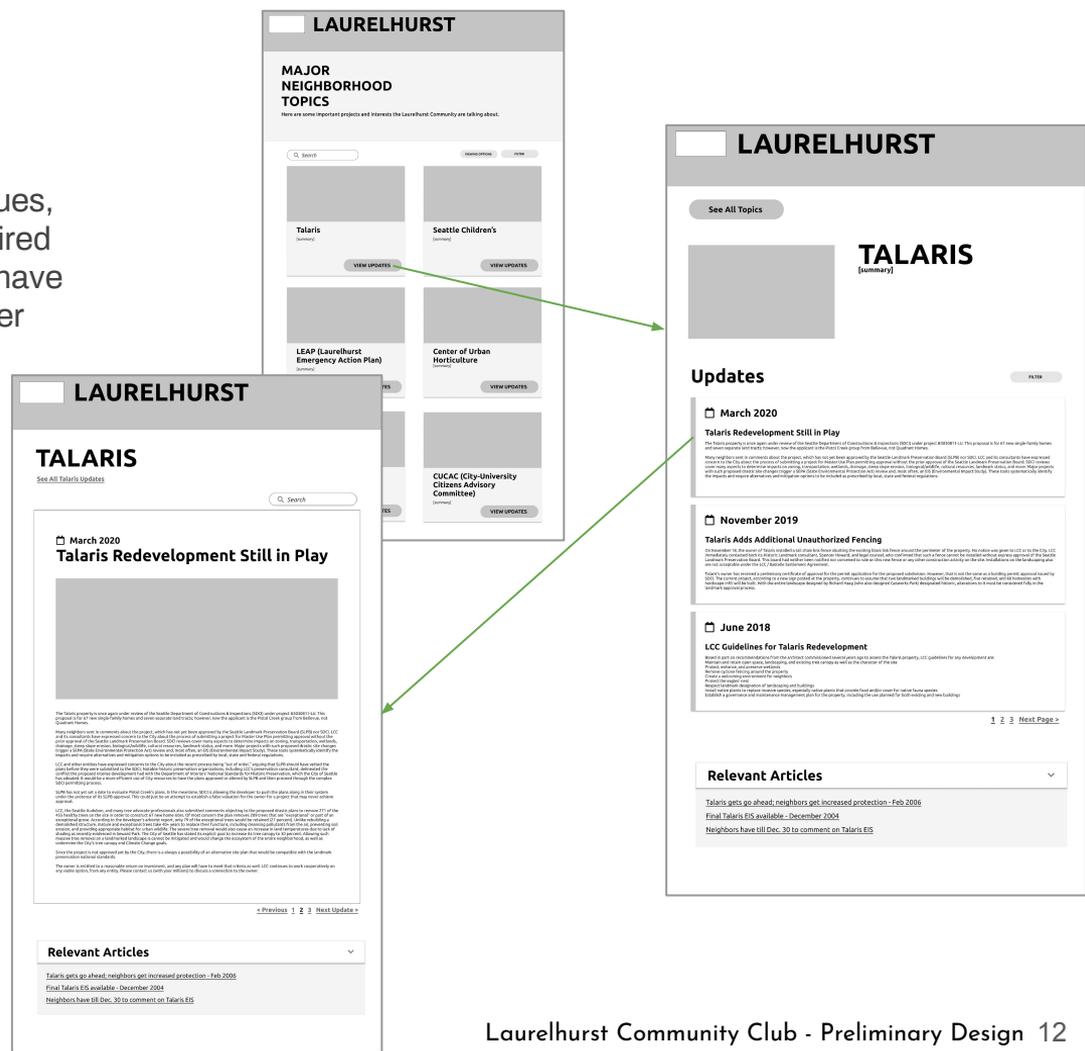
The landing page for the Projects & Interests. Each project is represented with a clickable card with a title and short summary, where each of these cards can be filtered or searched by the search bar for quick learning.

Project Overview

The project overview provides a short summary of the project, followed by updates and relevant articles sections. The chunking of this section allows for easier navigation and less scrolling overall.

Project Update

Displaying just one specific update, this hierarchy allows for increased focus on reading the content of the specific update.



Footer Information

Present on every page, the footer information contains a second set of navigation, along with general accessible information. The presence of this content on every page will allow for users to keep exploring without needing to scroll back up to the navigation bar, and provide specific features that experienced users will frequently use.

Subscribe for Club Updates

The big change to the advertisement layout is the Payment Cards, which explicitly state the types of advertisements available for purchase, and their prices. The payment forms for Newsletter Advertisement will need to be created based on the Club's criteria for advertisement information to put on the Newsletter.

Support the Club

To make payment for dues more accessible, a link to the Payment forms pages will be accessible based on the type of payment users want to make to the club.

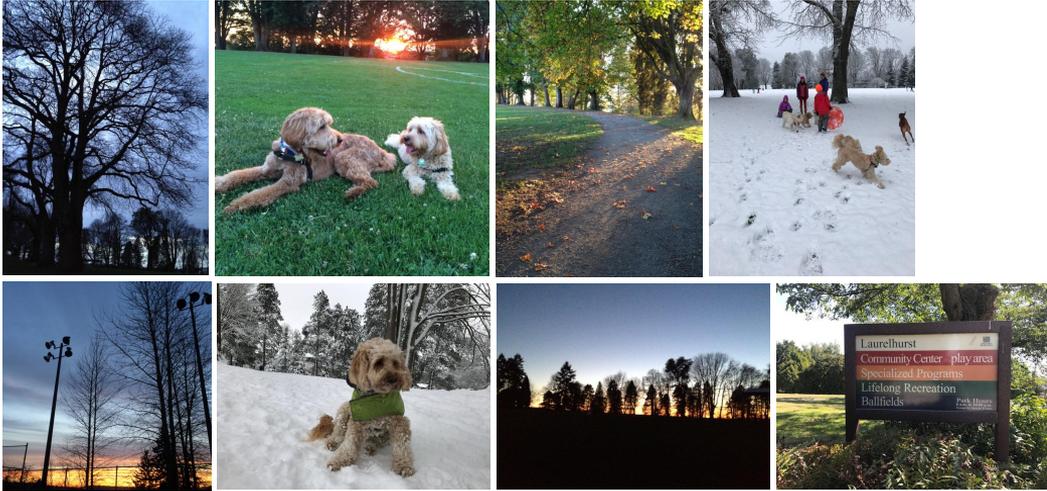
Footer Navigation

Providing a similar set of navigation similar to the top navigation, this set of navigation also includes the Club Archives. This placement of the Club Archives link allows Board Members to access the archive without disrupting the user navigation of other potential users.

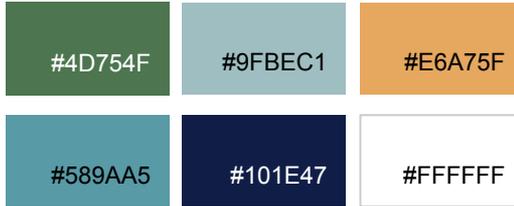
Subscribe for Club Updates [summary]	Support the Club [summary]
<input type="text" value="Enter your email here"/>	PAY DUES
<hr/> Laurelhurst Community Club PMB #373 4616 25th Avenue NE Seattle, WA 98105	Home About Neighborhood Updates Newsletter Community Resources Club Archive

STYLE GUIDE

Inspiration



STYLE GUIDE



Archivo Bold (Heading)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Archivo Regular (Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors

To emphasize the natural surroundings of the Laurelhurst Neighborhood, we want to utilize blues and greens as the primary colors of the website. These colors provide contrast and will improve overall user accessibility.

Typography

Archivo is a very versatile and accessible font because of its wide geometric shape and simple capital letters. It also pairs well with the Verdana font, which is used in the Laurelhurst Letter.

Archivo Bold is best for headers because of emphasis to draw attention, while Archivo Regular is best for body text .

