

Sanctuary for Independent Media Mobile Site

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Objectives Then

Branding that is:

- Consistent across all media
- Versatile (looks good on various platforms and mediums like signs, websites, T-shirts, flyers, etc.)
- Comprehensive (includes all Sanctuary programs and projects)
- Engaging (convinces people to attend events)
- Explanatory (illustrates who/what the Sanctuary is/does)
- Aesthetically pleasing (draws the user in, is pretty)

Objectives Now

Our objective was to use our user centered design experience and knowledge to develop the visual interface for an accessible mobile web experience.

Cohesive Mobile Experience

- Versatile
- Comprehensive (includes all Sanctuary-affiliated programs and projects)
- Engaging (accessibility encourages visitors to become more involved)
- Explanatory (illustrates who/what the Sanctuary is/does)
- Aesthetically pleasing (draws the user in, is pretty)

Ideal User Experience

User opens the Sanctuary website on their **mobile** device

Home page is **descriptive** and **informative**

Information about upcoming **events**, special **projects** and opportunities to **get involved** are easy to find

User is able to easily find the **information** they are looking for

The user understands the **mission** and **goals** of the Sanctuary and is **motivated to get involved.**

Feedback for Current Site

- “First thing I noticed was the giant Donate button”
- “Way too much stuff going on in their website right now”
- “Not very mobile friendly at all”
- “I don’t like having to zoom in to read the text”
- “It’s such a pain to zoom in and zoom out”
- “When you click on the dropdown menu, it immediately disappears on mobile”
- “I’d rather look up information on a website than download an app. I don’t have space on my phone”

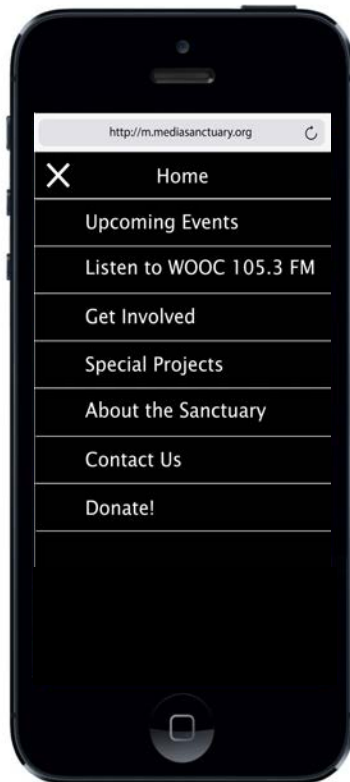
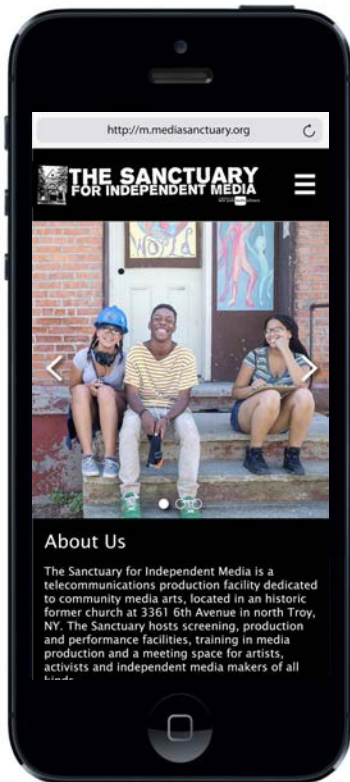
Mobile Experience Prototype #1



Prototype #1 Feedback

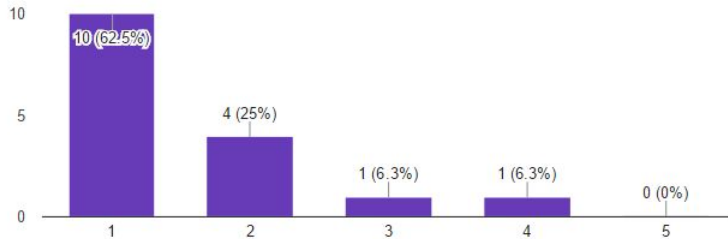
- “The 'Donate Now!' is a little overbearing”
- “The icons are a little goofy and could be made more our style”
- “Would be curious to see it in a different font”
- “The idea of a sparse splash page with a prominently placed intro video”

Mobile Experience Prototype #2



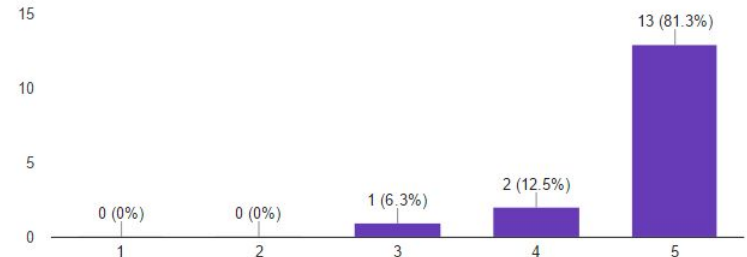
Survey Results: Descriptive and Informative

The landing page is descriptive and gives an overview of the organization
(16 responses)



Current SIM Mobile Site

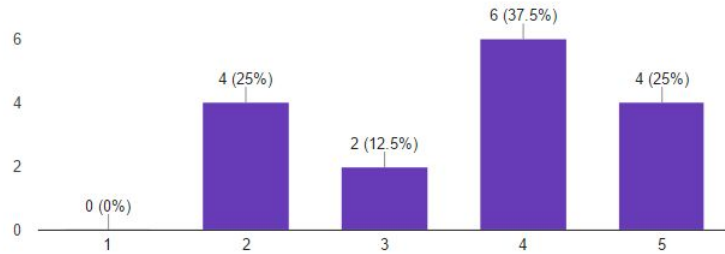
The landing page is descriptive and gives an overview of the organization
(16 responses)



Prototype SIM Mobile Site

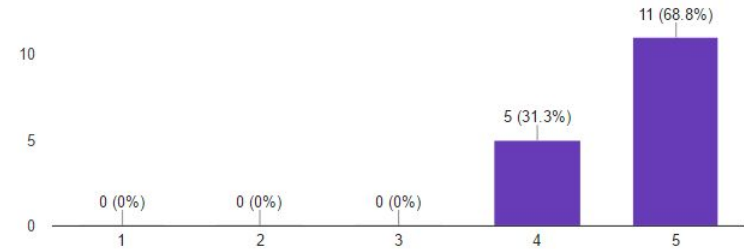
Survey Results: Upcoming Events

How easy is it to find the upcoming events? (16 responses)



Current SIM Mobile Site

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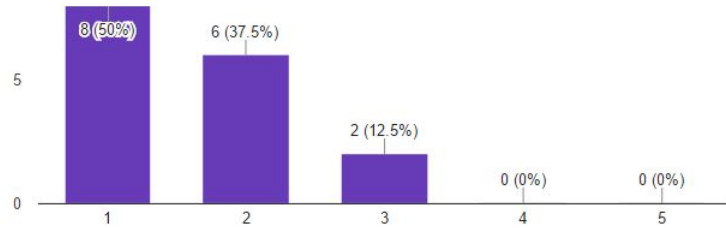


Prototype SIM Mobile Site

Survey Results: Mobile Readability

Overall, the information is easy to read on a mobile device (based on font size, contrast and layout)

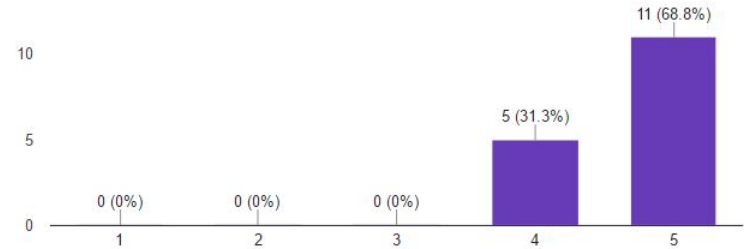
(16 responses)



Current SIM Mobile Site

Overall, the information is easy to read on a mobile device (based on font size, contrast and layout)

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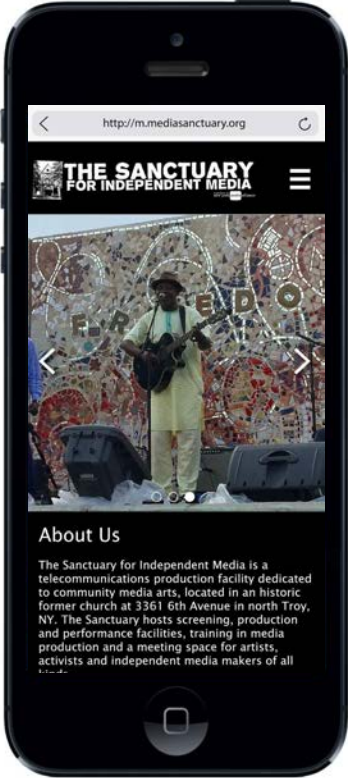


Prototype SIM Mobile Site

Changelog

- Added more visually appealing photos
- Added missing visual cues
 - Poor indicator showing that upcoming events had another layer of information accessible to users
 - Lack of obvious exit button after clicking on projects
- Expand home page information & visuals
 - “The home page could use a little more. It’s too short. I’d like to see some projects on there that represent the Sanctuary so that I am interested in digging past the first page.”

Mobile Experience Prototype #3



Looking Forward

- Incorporate feedback into next iteration of visual interface
 - Concerns over phone demographics
 - Concerns over implementation & integration with Drupal
 - Hamburger menu accessibility
 - Radio placement on home page (two big things)
 - Listen to...
 - See what's playing...
 - They have a new logo!
- Pass on visual design to Rensselaer Center for Open Source (RCOS)
 - Coding and systems integration expertise
- Evaluation table for feedback from Sanctuary-goers on Dec. 17th
 - North Central Holiday Justice and Peace Celebration (“it’s lit” —Branda)