



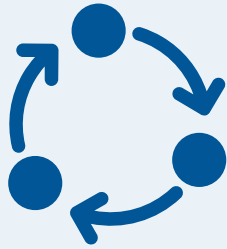
UX 2011 Final Project
International Institute of Wisconsin
Website Redesign

Tiffany Dabrowski, Alex Hyde,
Debra Nygren & Aidan Regan

Agenda



Issues with
Existing Design



Design
Process



Proposed
Solution



Closing
Thoughts



Issues with Existing Design

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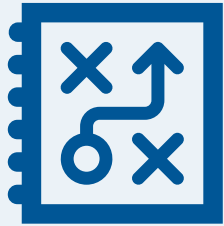
- ◇ Irregular font & formatting
- ◇ Header & footer too bulky
- ◇ Green is problematic
- ◇ Home page architecture
- ◇ Parent Page troubles
- ◇ Funky links on Job and Volunteer opportunities
- ◇ Donate page doesn't say it links to PayPal



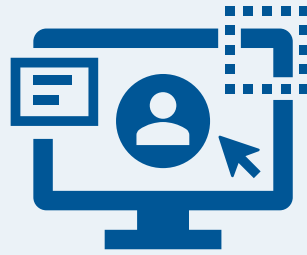
Design Process

The background features a series of concentric, semi-circular blue lines that curve from the bottom right towards the top left. Small, solid blue dots are scattered across these lines, creating a pattern reminiscent of a fingerprint or a stylized orbital path. The overall color palette is a range of light to medium blues.

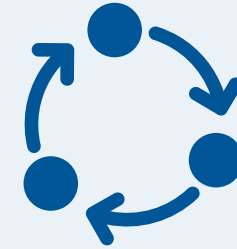
Everett's 3 Stage Design Process



Planning Phase



Design Phase



Refinement Phase

Planning Phase

- ◇ Product concept and vision
 - ◇ What do people go to the website to do?
- ◇ Target users, goal, tasks & problems
 - ◇ Audience = Joe Schmoe who wants to learn, help and donate
 - ◇ Audience ≠ Refugees
 - ◇ Make it easy for people to see what IIW does & donate
- ◇ Things to keep in mind
 - ◇ We have about a week and a half to get this thing together
 - ◇ Make a website that is current & clean

Design Phase

- ◇ Sketches & Brainstorming
 - ◇ Avoid needless changes
- ◇ Which one is best and why
 - ◇ Incorporated a mix of elements from the sketches, and improvising along the way
- ◇ Start making things in XD

Sketches



International Institute of Wisconsin

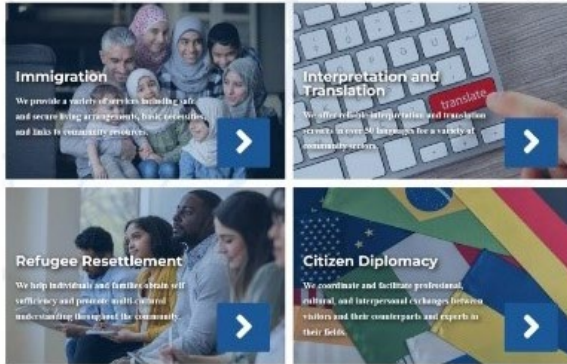
The *International Institute of Wisconsin*, established in 1936, assists immigrants and refugees in transitioning into the community by offering programming and support services. From immigration and social services to refugee resettlement, the IIW promotes international cooperation, understanding, and a multi-ethnic, multi-cultural perspective.

Mission Statement

The International Institute of Wisconsin is an organization dedicated to the promotion of international cooperation, understanding, and a multi-ethnic, multi-cultural perspective through education, arts, exchange, communication, social activities, and immigration and naturalization services. The Institute initiates, coordinates, and sponsors a variety of activities and programs appropriate to the fulfillment of this primary purpose.



From <<https://iivwiscnsin.org/about-us/>>
From <<https://iivwiscnsin.org/>>



Breadcrumbs > ~ > ~

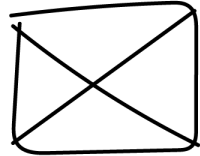
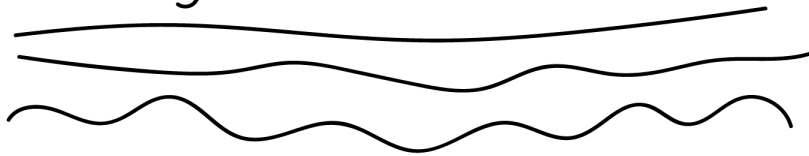
Title



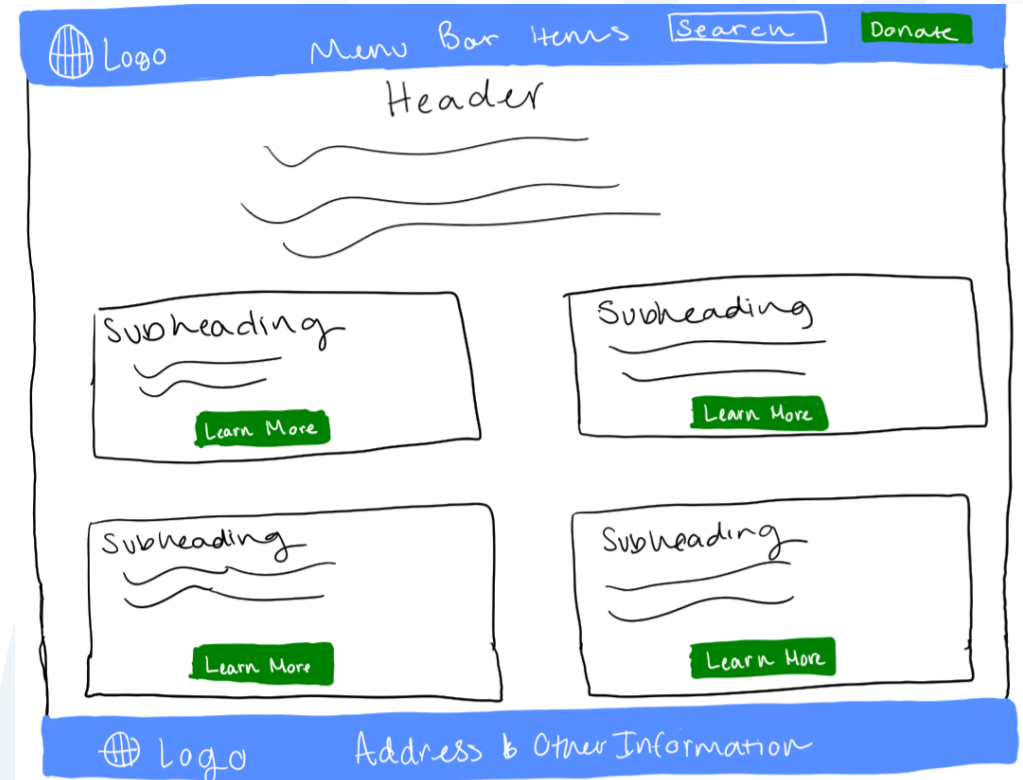
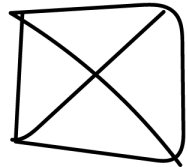
Sketches



Heading



Subheading



Refinement Phase

- ◇ Make sure everything works
- ◇ Make changes when you see something that could be improved



Proposed Solution

The background features a series of concentric, semi-circular arcs in various shades of blue, ranging from light to dark. Small, solid blue dots are scattered across these arcs, creating a pattern reminiscent of a fingerprint or a stylized globe. The overall aesthetic is clean, modern, and professional.



Style Guide

All text in prototype is in Tw Cen MT, a free font pre-installed on Windows machines

Headings & buttons are Tw Cen MT Bold
Paragraphs are Tw Cen MT Regular

Text: #000000 & #FFFFFF
Accent + Link Hover: #005696
Secondary Accent + Link: #6A747C
Button background: #33BC7C

Aside

Background: #EBF2F7
Corners 10pt radius
[Link](#) [Link Hover](#)

Big Title 72pt

Heading 1 60pt

Heading 2 48pt

Heading 3 36pt

Paragraph 28pt
◇ Bullet Point
[Link](#) [Link Hover](#)

BUTTON 28pt

BUTTON HOVER

Form

Input field outlined 1pt gray

Form

SUBMIT

Things we changed

- ◇ Green accent was brightened and only used for buttons
- ◇ Asides have light blue background
- ◇ All content is left aligned
- ◇ Consistent formatting
- ◇ Rearranged things on home page
- ◇ Added more pictures
- ◇ The amount of text

Limitations of this prototype

- ◇ Nothing scales with window
- ◇ Giving in-line links a hover state is goofy
- ◇ Gallery is nearly impossible
- ◇ No embedded videos
- ◇ News releases
- ◇ Forms/search

Closing Thoughts

The background features a blue gradient with a series of concentric, semi-circular arcs on the right side. Small, solid blue dots are scattered across these arcs, creating a pattern reminiscent of a fingerprint or a stylized globe. The overall aesthetic is clean and modern.

Lessons Learned & Takeaways

- ◇ You can create dropdowns in XD with hovering and stuff all in them
- ◇ Components
- ◇ Can only link text to outside links
- ◇ Gained experience trying out a new design process
- ◇ XD lags sometimes for no reason

Questions

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Appendix



Roles & Responsibilities

Tiffany

Information Coordinator

- ◇ Recorded communications
- ◇ Managed info in PowerPoint

Alex

Interaction Manager

- ◇ Ensured prototype functionality
- ◇ Combined function and visual design

Debra

Lead Designer

- ◇ Guided design process
- ◇ Guided visual style

Aidan

Chief Writer

- ◇ Inspected & managed all copy
- ◇ Consultant for wording rationale

Refugee Resettlement

The International Institute of Wisconsin facilitates services and programs for immigrants, refugees, and the community to assist with cooperation and integration into society. The IIW's goal is to help individuals and families obtain self-sufficiency and promote multi-cultural understanding throughout the community.

According to the United Nations High Commissioner for Refugees, a refugee is defined as someone who has fled his or her home due to a "well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group or political opinion."

Currently, 10.5 million people are considered to be refugees by current standards, and less than 1/2 of 1% of refugees in the world are resettled in a third country, with the United States resettling the largest number of refugees of any country.

Currently, our resettlement efforts are focused on two groups of refugees. The first group is comprised of individuals coming to Wisconsin from Myanmar (formerly known as Burma) who are escaping over 50 years of conflict between ethnic groups and a repressive military regime.

Iraqi refugees make up the second population IIW currently resettles. This group of Iraqi refugees has been seeking sanctuary from religious or political persecution since 2003.

The range of resettlement services the International Institute of Wisconsin provides to refugees include providing safe and secure living



Read more about refugees

- [Infographic of refugee screening process](#)
- [Video of refugee screening process](#)
- [UN Refugee Agency](#)

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