



Taylor Ward UX Portfolio



Overview

In this portfolio I have presented projects that I have completed at Arizona State University while working towards my Masters in User Experience from Fall 2023 to Summer 2024. This portfolio is meant to demonstrate my ability to professionally execute design principles and processes with the user in mind.

Project One: Buttery Bakery Website Redesign

A standout project involving bringing wireframes and sketches to life through direct engagement with potential users at a Bakery. Unlike creating personas based on online data, this project allowed me to develop personas rooted in actual user interactions. This hands-on approach to user testing improved the usability and relevance of the final product and highlighted the importance of empathy and user-centered design principles in creating meaningful designs.

Project Two: GreenPath Volunteer Website Audit

One of the most challenging and rewarding projects I undertook was evaluating and enhancing the accessibility of the GreenPath Learning Forward website. This project required meticulous attention to detail and a deep understanding of the W3C Web Accessibility Guidelines. Through font updates, alt text images, user-friendly language, and videos with closed captions and transcripts, I transformed the learning environment into a more inclusive space. This experience underscored the importance of detail-oriented work in design, especially when working with tight deadlines. Achieving a 100% on this project was a testament to the time and effort I invested in it.

Project Three: Rose Family Bakery Website Design

This was the most challenging project that I have ever taken on. It required a huge amount of trial and error all while trying to keep the design cohesive and satisfactory to the guidelines and client. I admittedly struggled with paying attention to the very fine detail that the completion of this project required of me and it helped me grow in a very positive direction in the design world. Especially because there are not a lot of designers that are willing to take their time with the details as there are a lot of really short deadlines that they need to work with. I earned a 100% on this project which was well deserved because I put so much time and thought into it.

Taylor Ward

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EDUCATION

Master of Science in User Experience

Arizona State University

- 3.55 GPA

May 2024

Remote, Tempe AZ

Bachelor of Science in Consumer Behavior

University of North Texas

- 3.82 GPA

May 2023

Remote, Dallas TX

Associates in Business Administration

Austin Community College

- 3.7 GPA

June 2022

Remote, Austin TX

PROFESSIONAL EXPERIENCE

Junior UX/UI Designer

Issio Solutions

July 2022 - May 2023

Remote, California

- Headed design and prototyping for "Weekly Templating" as an addition to original Issio Software - it allowed for users to create mass weekly templates for scheduling purposes.
- Researched Nurse Managers and VA hospital staff extensively in order to design solutions to various issues these personas would run into when using scheduling software.
- Collaborated with the developer and design team closely to brainstorm and get feedback on designs, ideas and prototypes.
- Maintained and followed the company design system keeping everything streamlined and uniform throughout the website and future add ons.
- Practiced the UX/UI processes-creating user flows, sketching, wireframing, hi-fidelities and prototyping to solve complex user issues and add value to the platform based on user pain points.

PROJECT EXPERIENCE

Buttery Bakery Website redesign

(Class Project)

January 2024 - April 2024

Remote

- Audited and developed a usability report for the ButterBakery.com with recommendations for website changes to improve user experience
- Performed interviews with 5 users/potential users in the local bakery and used data collected to create personas for emphasizing with the users when designing
- Conducted a user test for 3 different tasks on the original site with 5 users and thoroughly recorded results for the site rebuild
- Analyzed results to build design solutions to issues users ran into during testing. This was followed by building a prototype which could then be user tested again.

Redesigning the Payment Kiosks at Chilis

(Personal Project)

May 2024 - Present

Capitola, California

- As I bartender at Chili's I found several issues users ran into when trying to make payments on restaurant kiosks. I set out to design a solution that would save users time and frustration.
- Wrote up a report addressing problems users would encounter regularly and supplemented some potential solution suggestions. Included issues employees run into as well as the kiosks are not just for the customers.
- Designed a mock up of what the Payment Kiosks could potentially look like with user issues in mind

Keep it Real

(Avocademy Bootcamp Project)

October 2021 - February 2022

Remote

- Conducted interviews with people who have been in long distance relationships as I was aiming to create an app which would make these relationships a little easier
- Established personas and potential app sketches for brainstorming led to user flows and wireframes
- Wireframes were user tested to finalize design choices for the hi-fidelities and prototype creation

LEADERSHIP EXPERIENCE

Content Moderation Team Lead

September 2018 - June 2022

TaskUs

Remote, Texas

- Analyzed Employee Net Promoter Scores quarterly in order to develop business plans addressing areas of opportunity and enhancing our teammate experience.
- Trained team using visuals and content I designed in order to meet and exceed campaign goals. Quality target of 85% has been exceeded by my top performing team for the majority of the campaign's time with a 93% average. Each presentation was catered to my team's learning style.
- Built presentations with campaign performance data which told a story and included thematic pop culture references. It gained a positive response from the entire leadership team and was formally recognized by our Senior VP.
- Focused on developing teammates into servant leaders through an 11 weeks of leadership coaching plan that I created. Topics were self awareness, motivation, social capital and contingency thinking.

SKILLS AND INTERESTS

Invision, Figma, Miro, Coding HTML, CSS, Javascript, Prototyping, Wireframing, UX Research, User Interface Design, User Experience, Customer Service, Sales, Leading Teams

I am passionate about pursuing a UX/UI role that allows for me to make a positive impact within the community. I really enjoy the idea of working for a company that cares for the environment and the mental health of their users. I aspire to merge my creative abilities with a sense of social responsibility to build something that will challenge the status quo. I also enjoy rock climbing and surfing in my free time and I am working towards getting my certification in Marine Biology and scuba diving so that I can design products/software for the purpose of Ocean Conservation.

The Buttery Bakery

Project 1



Background

The Buttery Bakery is local bakery in Santa Cruz that makes pastries, pies, cakes and wedding cakes. They also serve food and take catering and food orders. The website is older and really hard to use.

As someone who used to work for the Buttery Bakery, I wanted to redesign some of the original website and make changes to their product pages. After performing a detailed Heuristics Evaluation using Jakob Neilson’s Heuristics as a guide - I found that the product pages were missing items such as prices, descriptions and "buy now" buttons that would initiate a products purchase.

Timeline

This project was 6 weeks long and required the following in order to have a successful redesign:

- Heuristic Evaluation
- User Research
- Persona Creation
- User Stories
- Usability Testing Materials
- Usability Testing Data
- Hi-Fidelity Prototype

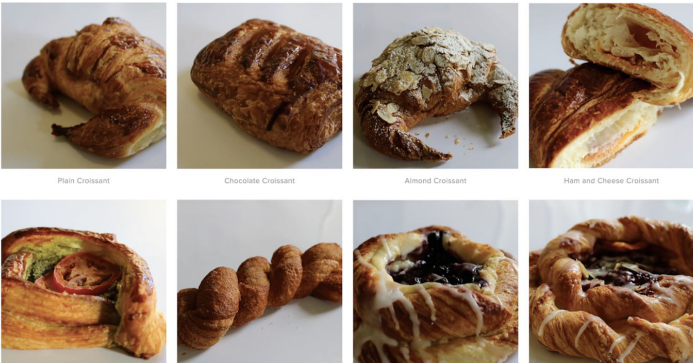
Tools Used

- Figma
- Microsoft Excel

Heuristics Evaluation

As mentioned above, I found that the most severe violation of the 10 Heuristics was with *Aesthetic and minimalist design* because the product pages lacking information about the food items. The current design is too minimal and requires prices, a description, and perhaps a way for the user to purchase the products. I rated the severity as **Catastrophic** based on a scale of **Cosmetic**, **Minor**, **Major** and **Catastrophic** and made some recommendations for immediate repair. This information missing on the website would definitely be a cause for lost online revenue.

Heuristics	Violation	Recommendation	Severity
Aesthetic and minimalist design <i>Dialogues should not contain information which is irrelevant or rarely needed.</i>	1. The current pastry page has no prices and no descriptions and no ingredients listed at all. This is super minimalistic but customers need information about the products	Include prices, descriptions and ingredients, it answers a lot of questions for the user	Catastrophic



Original Homepage



WELCOME TO THE BUTTERY CAFE & BAKERY

The Buttery's beloved cakes have been a delicious staple of Santa Cruz gatherings since Janet Platin first opened the bakery in 1984. Our online shop, makes it easier than ever to find the perfect cake, pastries, cookies, or catering for your event.

ORDER ONLINE NOW!

HOURS
Bakery: 7AM - 5PM Everyday
Cafe: 7AM - 1:45PM Everyday
PHONE
(831) 458-3020
LOCATION
702 Soquel Ave. Santa Cruz, CA



User Research

I chose the demographic of people that I was going to interview by visiting my local Buttery Bakery down the street from me. I asked 6 people the following questions with a mixed- method survey in order to collect qualitative and quantitative data for the creation of user personas.

The interview included six participants aged 24 to 61, with most being familiar with ordering food online, except for one who relies on their grandkids. Participants rated their technology savviness from 2 to 10, indicating a broad range of tech comfort levels. They expect a bakery website to facilitate ordering cakes, food, and snacks, provide ingredient and calorie information, and support custom orders and price searches. Only one participant has a dietary restriction (gluten-free). Preferred website features include high-quality product images, easy ordering processes, detailed menus, comprehensive information, and various customization options. Dislikes focused on unused blogs, excessive ads, random content, poor navigation, pre-made items without customization, and numerous ordering rules. Participants buy pastries at varying frequencies, from whenever they crave them to only on special occasions or for their children. Suggestions for improvement highlighted the need for customization options with visual previews, a search bar, clear pricing, a dedicated ordering page, and overall ease of use. The current website received low ratings (1-5), reflecting a general consensus that it requires significant improvements.

Personas

From the data I collected with my survey, I created user personas that would best fit the Bakery and audience that I would be redesigning this website for. I had a wide range of ages and wildly different levels of tech savviness to work with. I also had people on restricted diets that need to pay attention to the ingredients in their food as well as people who really wanted to use this website to customize their orders.

Janice The Cake Connoisseur



AGE 64
EDUCATION Some College
STATUS Married
OCCUPATION Retired
LOCATION Santa Cruz, California

I will definitely be telling my friend Nancy at church about your business.

Brief story

I order my friends and family sweets for every occasion. Whether it's birthdays, holidays, graduations, or just celebrating life, I feel as though there should at least be cake involved. I love the Buttery Bakery because they let me customize my orders and their customer service has that special small business touch. They answer all of my questions and I have a lot of them. I just want to make sure that everything is done correctly and that my family is going to enjoy the goods that I am getting. I will recommend the business to everyone as long as my needs are met.

Goals

- I want to try everything in the bakery so that I know what sweets are the best for my friends and family. I don't want to get them a bad cake.
- To make sure that I am getting sweets with quality ingredients.
- To bring the community together with good cake and conversation.

Frustrations

- I pay very close attention to store signage and sometimes I feel as though it's not straightforward enough for me .
- When bakeries focus more on marketing than the quality of their goods .
- I have to drive 30 minutes to get to the bakery so quality is important to me and would make it worth my time and gas money.

Research Questions

1. How old are you?
2. Are you familiar with ordering food online?
3. Rate your technology savviness on a scale of 1-10. (10 being extremely familiar with technology)
- 12345678910
4. When using a website for a bakery what are some tasks you think you should be able to complete?
5. Do you have any dietary restrictions that make it hard for you to order certain items from the bakery?
6. What do you like to see on bakery websites?
7. What do you dislike seeing on bakery websites?
8. When do you usually buy pastries, cupcakes, cakes or pies?
9. Do you have any suggestions on features that we could add to the current bakery website?
10. What would you rate the current website on a scale of 1-10? (10 being the best website you've ever seen)

Stephanie The Dieter



AGE 27
EDUCATION In College
STATUS Single
OCCUPATION Teaching Assistant
LOCATION Santa Cruz, California

If those cookies are more than 200 calories, then I'll be taking the icing off.

Brief story

I really love sweets but I try not to splurge. It is important to treat yourself but maybe only a few times a week. I workout everyday and I really enjoy my busy day to day routine. I would really like to eventually try everything in the bakery but only in moderation. I prefer sweets that have lower calories like maybe small cupcakes. I am always looking for healthy options and I only eat the cactus cookies after I take off the icing.

Goals

- I just want to be able to stay fit and be knowledgeable about what is going into my body.
- To have a local bakery that I can go to in order to hang out and do my homework.
- To save money because I am paying for my own college and I need something more affordable
- To use any custom services provided on the cakes and cupcakes because I really enjoy making my sweets healthier

Frustrations

- This bakery has no mobile ordering. I really just want to be in and out really quickly but also have a way to know the calorie count and ingredients of each sweet treat I'm buying.
- There are barely any sweet and healthy alternatives offered here.

Anthony The Dad of the Year



AGE 32
EDUCATION High School
STATUS Divorced
OCCUPATION Software Engineer
LOCATION Santa Cruz, California

My daughter loves the sugar cookies and I love when she's happy.

Brief story

My daughter and I visit The Buttery Bakery a few times a week because it's right next to the ballet studio that she goes to. The routine is dancing and then cookies! I really enjoy the fact that this bakery is owned by a small family and that they really prove that families come first. I will support this business for years to come and I am open to all the new changes that they've been undergoing. From new marketing to even new sweets!

Goals

- My daughters opinion is the most important thing to me. So the bakery should be kid friendly!
- To save money because we go so many times a week. I wish there were coupons or something

Frustrations

- It's sometimes hard when the good sweets are on the top shelf of the counter and my daughter can't see all the selections.
- There is no loyalty program at the bakery. I am here so often that I believe I should be benefiting from my frequent visits in some way.

As a...	I want to...	So that I...	Acceptance Criteria
Family Oriented Person	Be able to easily put in a custom cake order	Can make sure everyone's dietary needs are met for each of my celebrations	The system should allow users to make custom cake orders
Loyal Customer	Be able to sign into a rewards program and get discounts	Can save money on the little things	The system should allow users to use a rewards program
Paying Customer	See the prices on the website	Can see what I am going to be paying for each item	The system should have prices listed for the users for all products
Individual who cares about my diet	See the ingredients listed	Can make sure I can eat what you are selling	The system should have the ingredients listed for all products
Individual with dietary restrictions	Customize my food and cake orders	Can make sure I can eat what you are selling	The system should allow for the customization of products to support dietary restrictions

User Stories

I created user stories that would aid me in determining what features would be the most important to my personas. User stories are crucial to UX/UI design because they provide clear, concise descriptions of user needs and preferences, helping designers create features that directly address these needs. In your project, user stories were instrumental in identifying key features for your personas. For example, feedback from the interviews indicated a strong desire for the ability to make custom cake orders, suggesting that personalization is a significant user need. Additionally, the suggestion to implement a rewards program addresses user motivation and loyalty, while listing prices and product descriptions caters to the need for transparency and informed decision-making. By focusing on these specific user stories, you ensure that the design enhancements are aligned with actual user expectations and behaviors, ultimately leading to a more satisfying and effective user experience.

Usability Test Plan

The 5-User test rule was first proposed by Jakob Nielsen - He argued that testing 5 users would uncover about 85% of user problems which you can read more about in [this article](#). Following this test rule, I created 3 test tasks that I would have 5 users perform:

Can the user order 6 Carrot Cake Cupcakes for tomorrow?

Can the user oder a custom cake for tomorrow?

Can the user order a Turkey Basil Sandwich?

PRODUCT UNDER TEST

What’s being tested? What are the business and experience goals of the product?

The Buttery Bakery website is being tested for its ease and usability. Users should be able to use the website for gathering information about the products (pastries, cakes and cupcakes) and for placing orders.

BUSINESS CASE

Why are we doing this test? What are the benefits? What are the risks of not testing?

After this test users should benefit from alterations that would make the site more user friendly when it comes to placing orders and finding out prices and information for products. The risks of not testing would involve losing customers due to lack on information on the site.

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

Goals of the usability test:

- Test Ease of Product ordering
- Analyze layout of current website for future optimization
- See what information should be omitted or added to product information and guidelines pages

Can the user order 6 Carrot Cupcakes for tomorrow?

Can the user order a custom cake for tomorrow?

Can the user order a Turkey Basil Sandwich?

The hypothesis is that the current usability is very low.

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?

5 participants will be recruited

Key Characteristics:

- Buttery Bakery Consumer
- Ages 18-90
- Any technology knowledge level

EQUIPMENT

What equipment is required? How will you record the data?

5 participants will be recruited

Key Characteristics:

- Buttery Bakery Consumer
- Ages 18-90
- Any technology knowledge level

TEST TASKS

What are the test tasks?

Can the user order 6 Carrot Cupcakes for tomorrow?

Can the user order a custom cake for tomorrow?

Can the user order a Turkey Basil Sandwich?

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

The user chosen within demographics expectations will be performing the test tasks. The author of this form will be observing the tasks performed by the users and recording the results.

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

The test will take place on March 7th, 2024 at the Buttery Bakery.

Results will be shared through my UX workbook documents

PROCEDURE

What are the main steps in the test procedure?

Have user sign and acknowledge test consent form

Present user with website and read script

Present user with task

Observe the user navigate through the website to complete assigned task

Record findings

Repeat test procedure until all tasks are completed

Usability Test Write Up

Summary of Usability Testing Components:

1. Write-Up and Usability Test Plan Dashboard:
 - Developed a detailed plan outlining the objectives, methodology, and metrics for evaluating the website's usability.
2. Participant Consent Form:
 - Created a form to obtain informed consent from participants, ensuring they understand the purpose of the test, their rights, and how their data will be used.
3. Pre-test Questionnaire:
 - Designed a questionnaire to gather demographic information and baseline data on participants' familiarity with technology and the bakery's website.
4. Post-test Questionnaire:
 - Prepared a follow-up questionnaire to capture participants' feedback on their experience using the website, including any difficulties encountered and suggestions for improvement.
5. Script:
 - Wrote a script to standardize the instructions and tasks given to participants during the usability test, ensuring consistency and reliability in data collection.
6. Observation Sheet:
 - Created a sheet for noting participants' actions, behaviors, and comments during the usability test, providing qualitative data to supplement the quantitative metrics.

Usability Testing Data

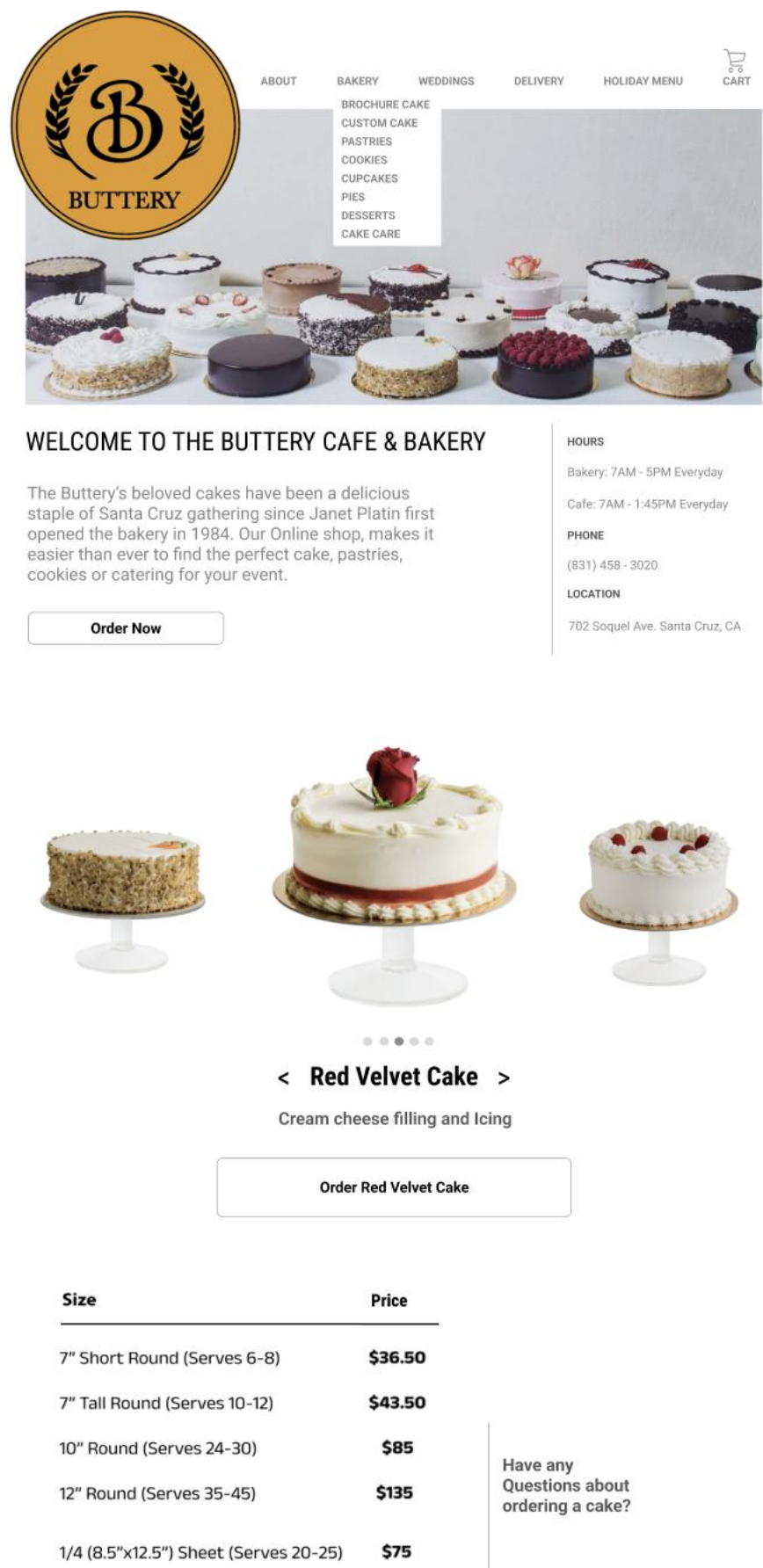
The expected outcomes of the study included understanding the time it takes to order cupcakes due to unclear pricing and navigation, proving the need for a more user-friendly website, analyzing the current layout for future optimization, and assessing the ease of product ordering to identify necessary changes.

The results revealed several major issues: users had trouble finding the "Order Now" button, couldn't modify food items, and noted the absence of prices and descriptions. Additionally, users suggested improvements such as larger text, fewer ordering rules, and better navigation. Comments highlighted frustrations with pre-made items, random content, and a poorly made navigation bar. Users expressed a desire for comprehensive information, easy modification options, and the ability to mix and match cake flavors.

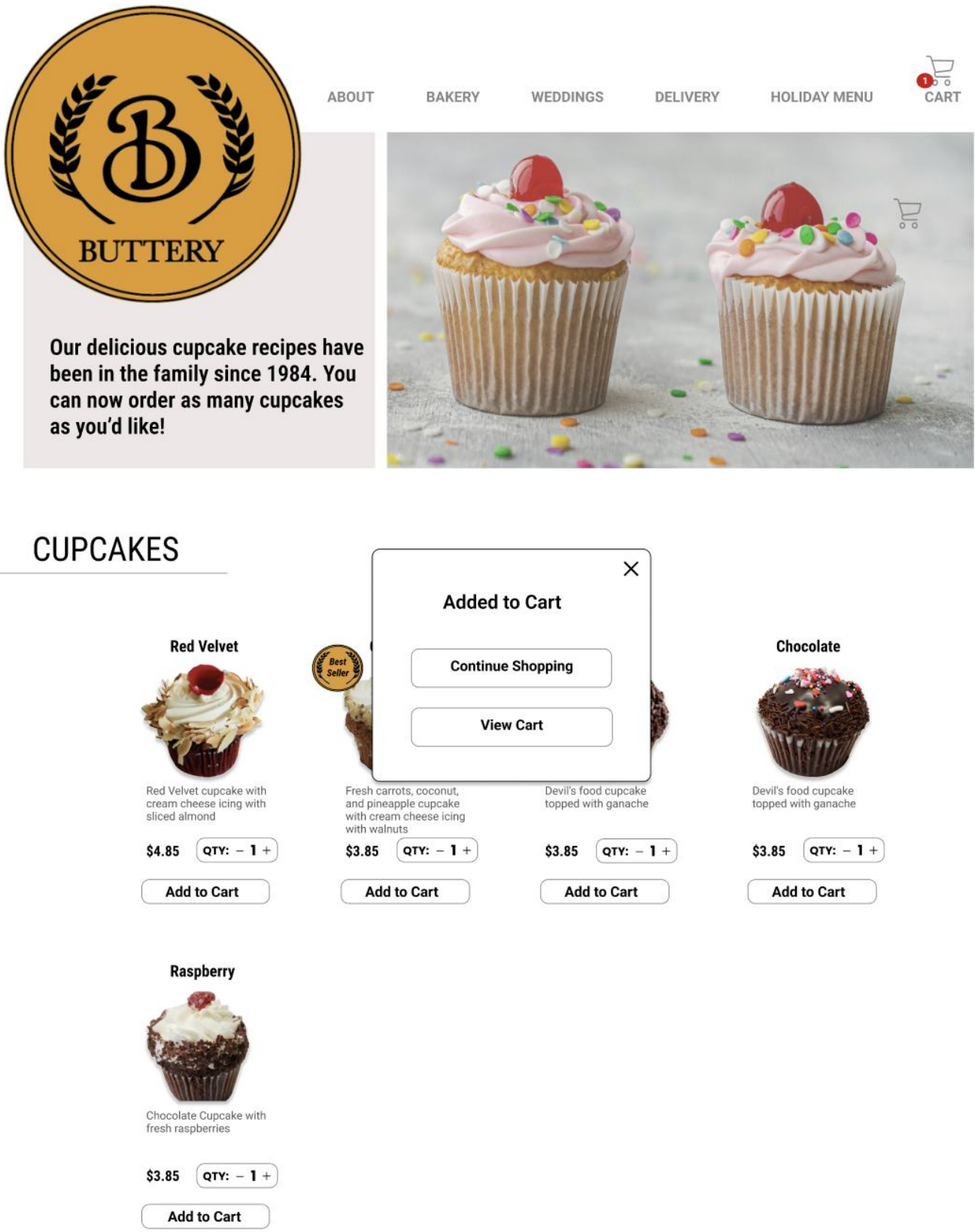
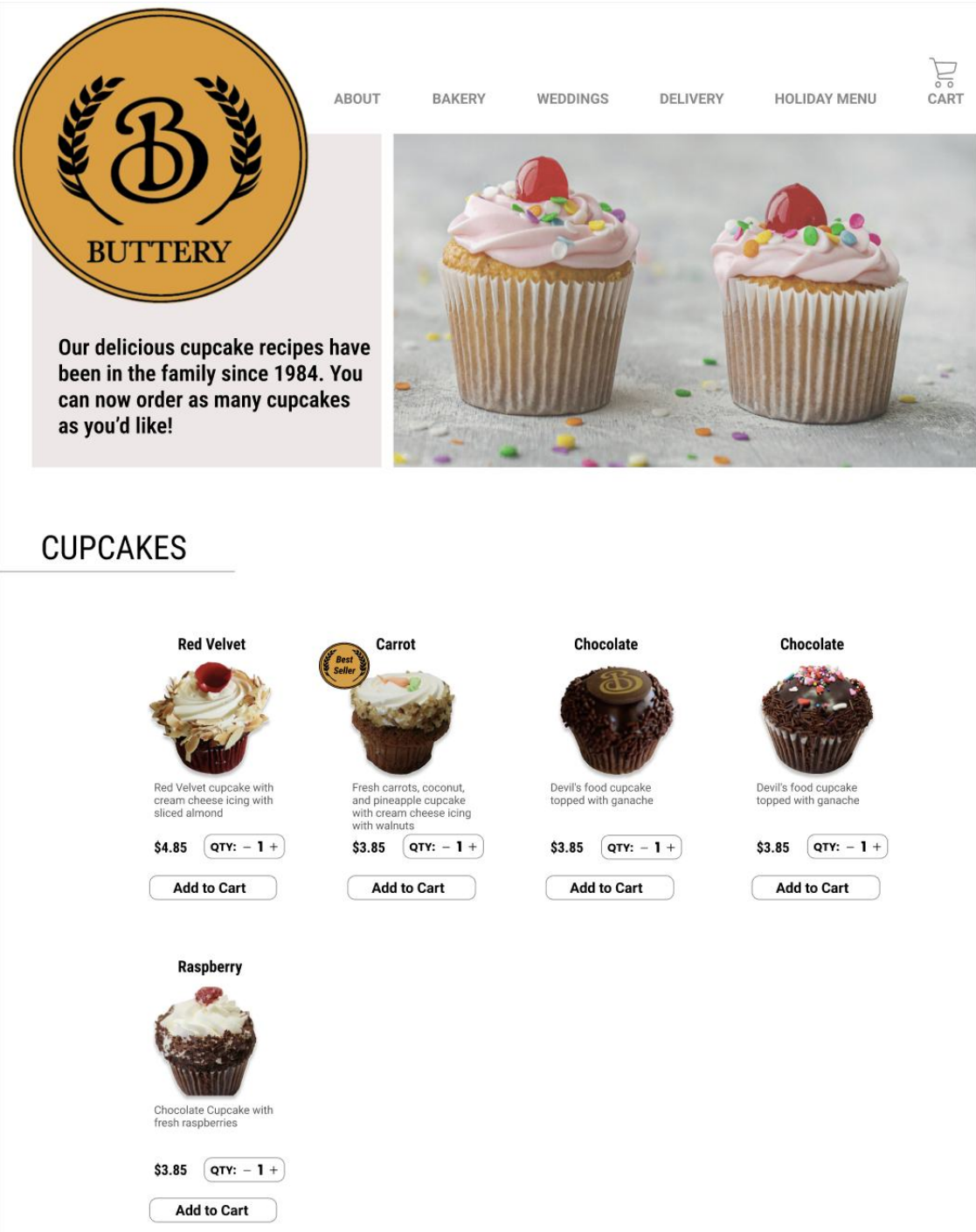
METHODOLOGY	
Location (Participants' locations (remote? In person?))	The Buttery Bakery in Person
Moderation (Moderated by the researcher?)	Moderated by the Researcher
Participant recruitment (how you found participants)	5 participants were recruited in store with an offer of a carrot cupcake in exchange for their participation
STUDY OBJECTIVES	
Which are the outcomes expected for this study?	
ID	Description
1	Ordering 6 cupcakes for tomorrow is expected to take a longer amount of time because there are no cupcake prices or clear direct path that the user can find without there being some exploration
2	The study is expected to prove that the website could benefit from being more user friendly
3	Analyze layout of current website for future optimization
4	Test Ease of Product ordering and See what information should be omitted or added to product information and guidelines pages

Prototyping The following is the Hi-Fidelity prototype that I created from the data that I analyzed. The Buttery Bakery sticker is proudly displayed on every page and is also the homepage button.

New Homepage with clear navigation menu and Order now buttons



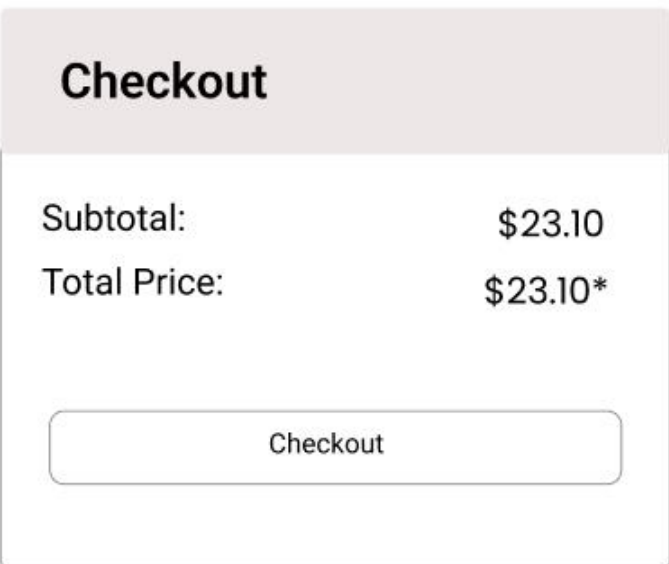
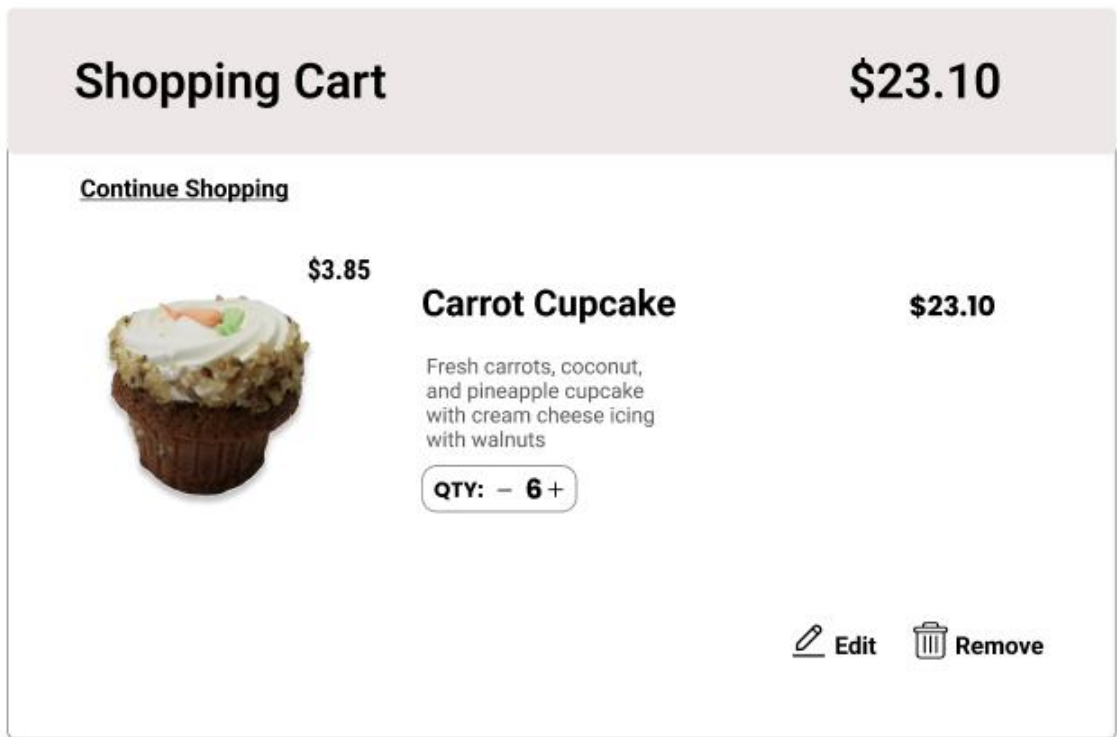
Cupcakes page where you can see ingredients, prices, quantity, product names and a way to add cupcakes to cart



Cupcakes page with a functional grocery cart for items added to cart by user. User can either continue shopping or view their cart after adding an item. The cart also shows how many items are in it.



CART



Functional Cart page that allows the users to edit the items in the cart, remove, or add more. Prices are marked clearly and there is are the price totals with the checkout button as well.

Reflection on Significance

Bringing wireframes and sketches to life is one of my favorite things to do. This project was especially significant because it allowed me to engage directly with potential users at the Bakery, incorporating real people's perspectives into my design solutions. Unlike creating personas based on online data, I was able to develop personas rooted in actual user interactions, which brought authenticity and depth to the design. This hands-on approach to user testing not only improved the usability and relevance of the final product but also underscored the importance of empathy and user-centered design principles in creating effective and meaningful designs.

Evidence of Accomplishment

This project showcases my proficiency in key design principles such as user-centered design, empathy, and iterative testing. By successfully translating user feedback into practical design solutions, I have proven my capability to create designs that are not only functional but also resonate with the end users. This experience highlights my readiness to tackle complex design challenges and contribute valuable insights to future projects.

Summary

For this project, I conducted a comprehensive process that included heuristic evaluation, user research, persona creation, user stories, usability testing materials, usability testing data, and the development of a hi-fidelity prototype. I started by creating user stories, which were crucial in determining the most important features for my personas. User stories provide clear descriptions of user needs and preferences, guiding the design process to directly address these needs. For instance, interview feedback highlighted the desire for custom cake orders, indicating a significant user need for personalization. This structured approach not only refined the design but also made the final prototype more user-centric and responsive to the real needs of the Buttery Bakery's Customers.

GreenPath Forward Learning hub



Background

I pretended to be an instructional designer for GreenPath Forward, a non-profit organization dedicated to environmental conservation and community engagement. Their mission is to empower communities to protect and preserve their natural surroundings through education and active participation. As part of their efforts, they rely heavily on a dedicated team of volunteers who access our training materials through our online platform, GreenPath Learning Hub.

Unfortunately, recent feedback has highlighted significant accessibility issues with their website, which may be preventing some of their volunteers, especially those with disabilities, from fully engaging with our training content.

Timeline

This project was 3 weeks long and required the following deliverables:

- Instructional Program Accessibility Evaluation
- Making Digital Learning Content Accessible
- UDL Implementation

Tools Used

WC3 Guidelines and Accessibility Checkers

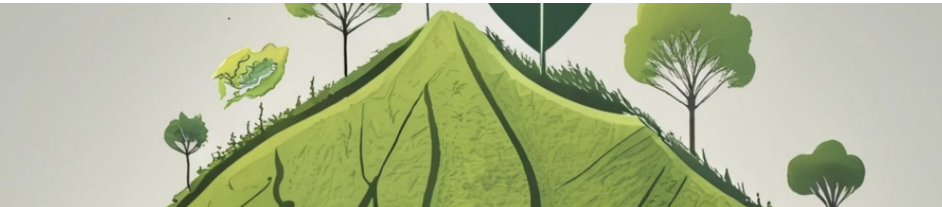
Youtube for Closed Captions

Google Slides for editing the presentation on the GreenPath Forward website

Grackle for Google slide accessibility check

Instructional Program Accessibility Evaluation

I used W3C's website to critically evaluate the accessibility of an instructional website. My task was to identify barriers that might hinder diverse learners' access to the website's content and propose practical solutions to enhance its accessibility. By leveraging W3C's comprehensive guidelines and resources, I was able to pinpoint specific issues, such as the lack of closed captions for videos, insufficient alt text for images, and poor navigation structure. Based on these findings, I recommended implementing closed captions, providing accurate and descriptive alt text, and improving the site's navigation to make the content more accessible and user-friendly for all learners.



GreenPath Learning Hub

MISSION:

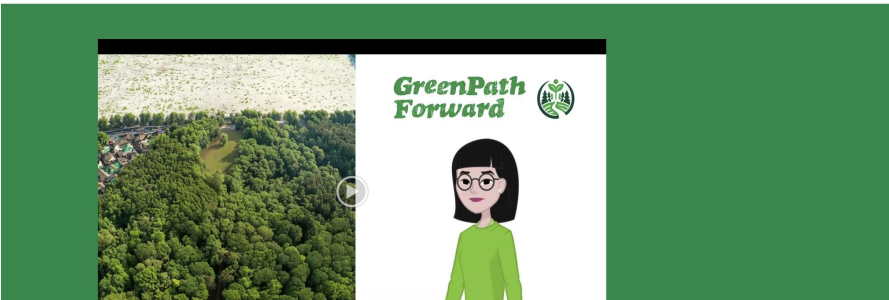
To empower communities to protect and preserve their natural surroundings through education and active participation.

LEARNING MODULES

- **MODULE 1** - Introduction to GreenPath
- **MODULE 2** - Understanding Local Ecosystems
- **MODULE 3** - Conservation Techniques
- **MODULE 4** - Community Engagement Strategies
- **MODULE 5** - Volunteer Feedback and Reflection



- GreenPath's Goals**
- **Environmental Stewardship:** Research and promote sustainable practices and knowledge about environmental issues and sustainable practices through comprehensive educational programs. These programs are designed for all ages and focus on providing accessible information that individuals and communities can use to make a difference.
 - **Community Engagement and Empowerment:** By working with local communities in conservation efforts, GreenPath strives to empower individuals to take meaningful action in their environments. This includes organizing and supporting local initiatives such as clean-up events, tree-planting, and educational workshops.
 - **Conservation of Natural Resources:** GreenPath works to promote and implement strategies that protect and sustain natural resources. This goal is pursued through advocacy, stewardship programs, and by working closely with local environmental friendly organizations.
 - **Sustainability Practices:** The organization promotes sustainable practices within communities, helping to integrate these practices into everyday life. This includes initiatives that reduce waste, improve recycling efforts, and encourage responsible consumption and production.
 - **Research and Advocacy:** GreenPath is committed to supporting research that contributes to environmental and sustainability practices. The organization also advocates for policies that support ecological sustainability and protect vulnerable ecosystems.



Criteria	Pass/Fail	List the page(s)/document(s) and element description that failed
Language of Page	Pass	
Page Title	Fail	Page title should be Green Path Learning hub, not 'A' -Subpages are also named 1-5
Headings	Fail	Learning module heading needs to be reformatted
Links	Fail	Page 2 contains a word document link that is a URL
Typefaces and Fonts	Fail	There is a fancy font on subpage 4 Fine print should be avoided for the conservation technology slideshow
Color Contrast (text and background color)	Fail	Module 1: Font needs to be a more dark readable color Module 2: Title cannot be on that picture background The word document needs to have a different font color instead of green

Summary of Findings and Recommendations

Based on the evaluation of the Green Path Learning hub website, there are several areas that I would recommend improvement in accessibility. I found that the Home page title should be revised to something more descriptive than just 'A.' The hamburger menu on the top right also should have the different navigation links that are more clearly labeled like "Module 1: Introduction to GreenPath" and so on. The fonts need to be addressed across the whole website to be something more legible than the script that has been chosen. Roboto is a really safe choice instead. There should be closed captions on the module 1 video. Module 2 should have a descriptive link and the document should be made accessible (no green font.) The module 3 tables should be tagged and described in the conservation technology slideshow and the use of empty cells are not recommended. For the module 5 google form, the form fields need to be labeled properly. This website is overall not accessible and fails every accessibility criteria except for the language of the page. I would recommend a serious redesign in order to make this website more inclusive and user friendly

Criteria	Pass/Fail	List the page(s)/document(s) and element description that failed
Image Alternative Text	Fail	Missing alternative text on images in the conservation technology slideshow
Video Captions	Fail	Closed Captions on Module 1 need to be made available
Video Transcripts	Fail	Closed Captions on
Form Field Labels	Fail	Labeled incorrectly
Required Form Fields	Fail	Not labeled
Tables	Fail	Tables should be tagged and described in the conservation technology slideshow and the use of empty cells is not recommended

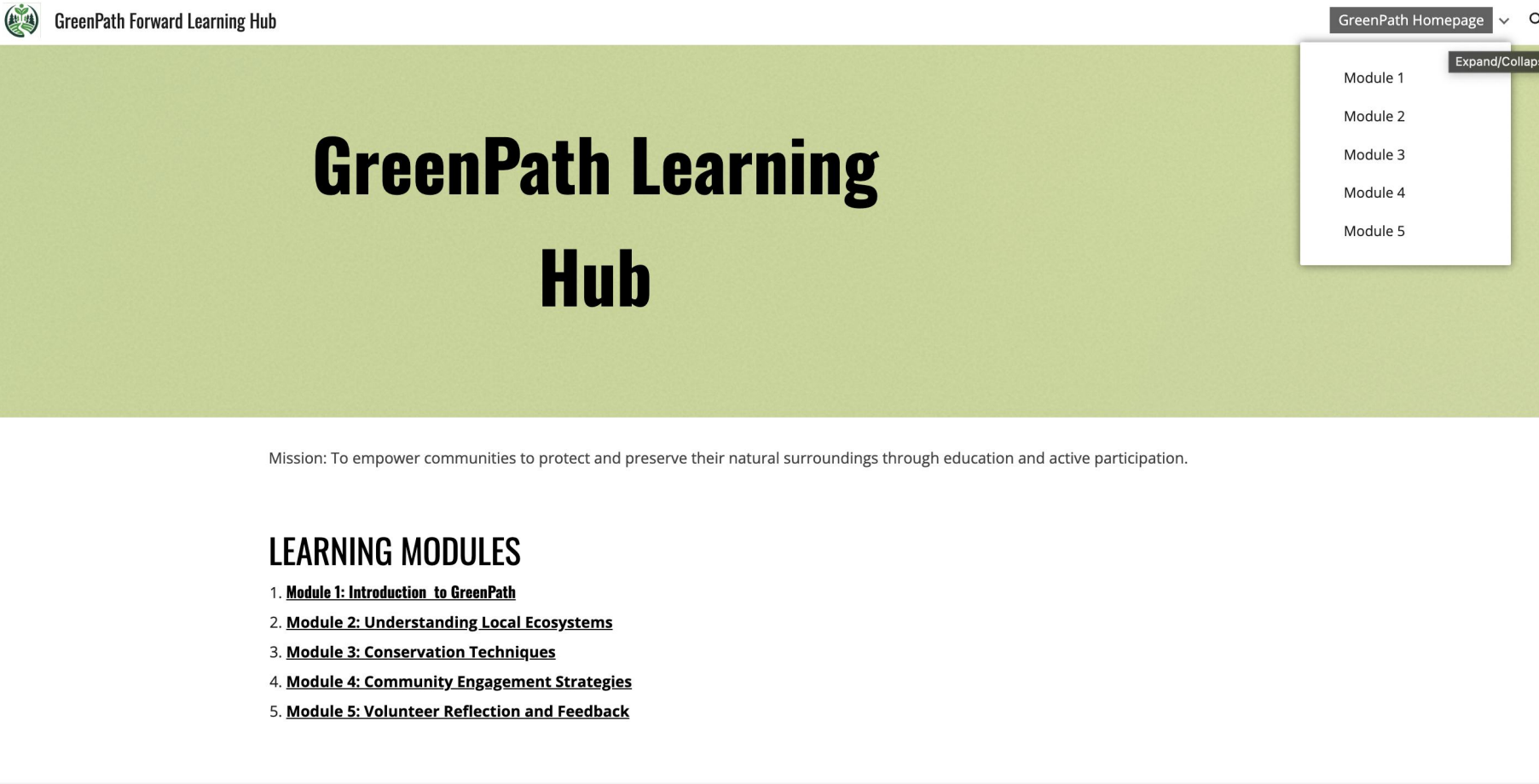
Making Digital Learning Content Accessible

After my initial review of their training platform I moved on to putting the assessment into action. I was tasked with implementing the accessibility improvements I previously outlined.

I learned several key concepts during this unit in order to prepare for the implementation of these accessibility suggestions that I compiled. I mastered creating accessible Word documents, ensuring that content is structured and formatted to be easily navigable by all users, including those using assistive technologies. I gained proficiency in composing accurate and descriptive alt text for digital images, crucial for providing context to visually impaired users. Understanding how HTML impacts accessibility, I learned to structure web content properly to enhance usability and accessibility. I also delved into the process of captioning videos, learning to apply captioning guidelines effectively to create subtitle files for instructional videos, ensuring that audiovisual content is accessible to individuals with hearing impairments.

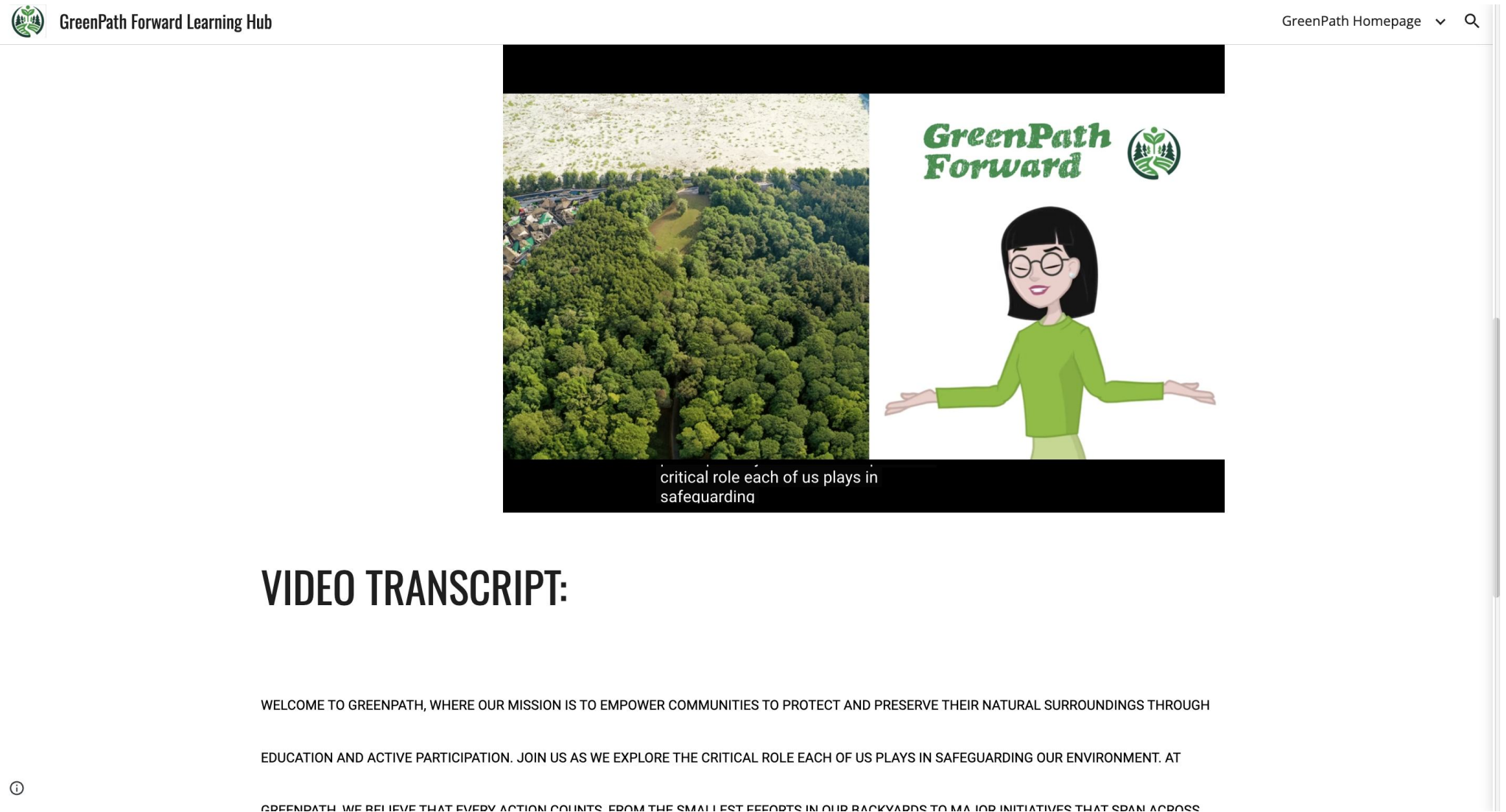
Learning how to create accessible documents and media for this project allowed me to be able to execute on the accessibility changes that I was suggesting to GreenPath Forward.

Below are some big changes that I made to the Original GreenPath Learning Hub Website. Firstly, I made sure to change all fonts to something that is easily legible in darker colors . I also changed the header background to something that was less distracting. The Navigation menu has also been modified to Include the module numbers so that the menu can be easily read with a screen reader.



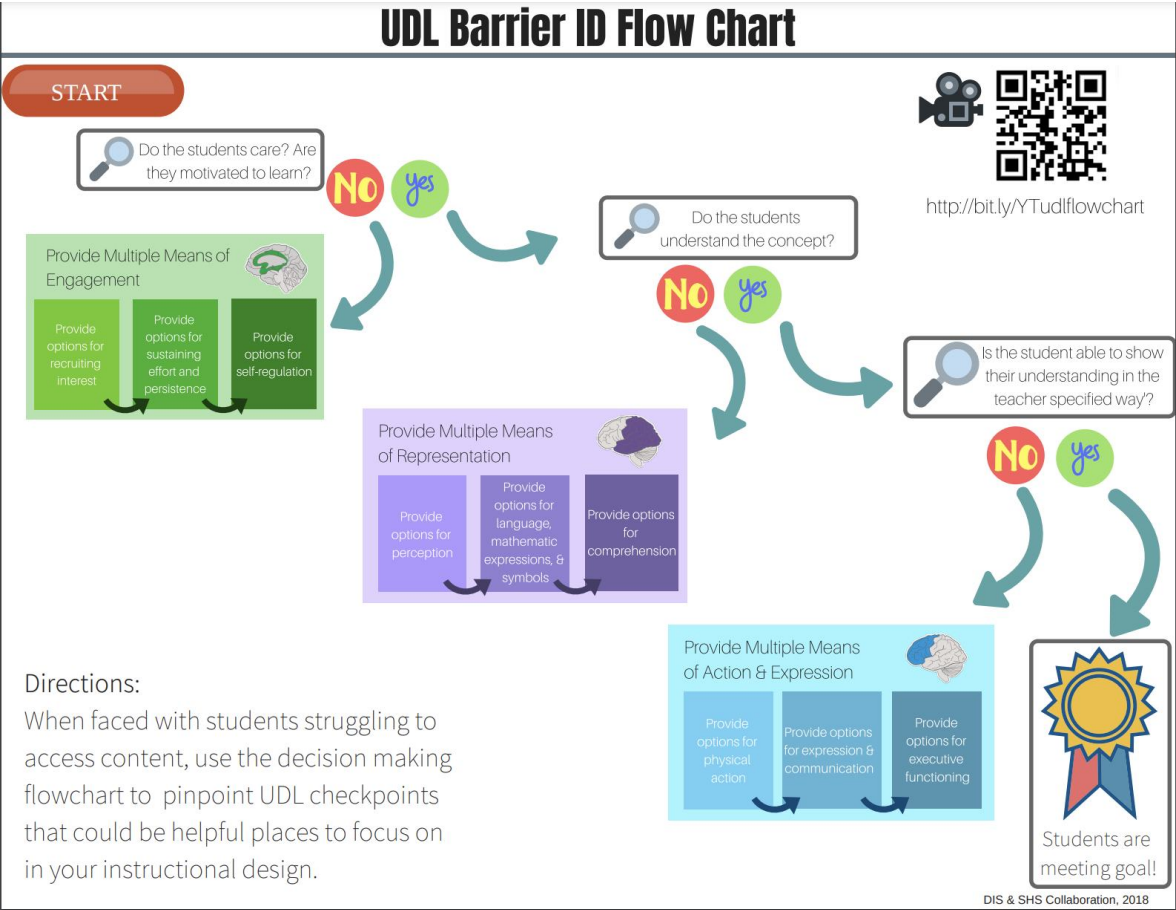
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On this Module 1 Page, I edited the video on Youtube so that it would have closed captions as an option to the user. Closed captions are crucial to accessibility because they ensure that audiovisual content is accessible to a wider audience, including individuals with hearing impairments. I also added the option to view a video transcript in case of a slow internet connection or if someone was in need of being able to access the video through a screen reader.



UDL Implementation

Building on the accessibility enhancements I’ve implemented my next task was to further refine the GreenPath Forward Learning Hub by integrating Universal Design for Learning (UDL) principles. This integration will focus on optimizing the educational experience so that it caters to a diverse range of learning styles and needs, ensuring all volunteers not only access content but also engage with it meaningfully and effectively.



I used this UDL Engagement flowchart in order to identify what areas of the GreenPath Learning Forward website could be improved upon in order to make it easier for these adult volunteers to learn the massive amount of information that was being presented to them.

Universal Design for Learning, or UDL, is a set of principles that can be incorporated into your design to make sure that everyone in your target audience has an equal opportunity to learn. The underlying philosophy of UDL is to proactively remove barriers, and that same underlying philosophy also serves as the foundation for accessibility.

Barrier	UDL Checkpoint	Website Update
Students don't know the goal of the lesson	7.3 Minimize threats and distractions	Clearly stating the lesson's objectives and success criteria at the start of the lesson
The Conservation Techniques Presentation uses complex language and may be difficult to understand for volunteers	2.1 Clarify vocabulary and symbols	Using plain language and avoiding jargon as much as possible throughout the presentation
The Conservation Techniques Presentation has no pictures or diagrams that learners could benefit from	2.1 Offer ways of customizing the display of information	Consider adding visuals such as diagrams, animations or videos to supplement the written content and support different learning preferences
The Conservation Techniques Presentation does not state learning goals so that volunteers have a clear idea of what they should be learning	7.1- Provide explicit learning goals	Clearly communicate the learning objectives and success criteria for the lesson or the unit so students understand the purpose and expectations
There are no clear goals that the volunteer could set in order to make connections between the conservations techniques and their personal lives	7.2 Scaffold- goal setting	Encourage volunteers to set personalized learning goals based on their interests and needs

These are the barriers, checkpoints and website updates that I suggested based on how I saw Universal Design for Learning should be implemented.

The evaluation of the instructional website identified several barriers to accessibility and proposed updates aligned with Universal Design for Learning (UDL) checkpoints. To address the issue of students not knowing the lesson's goal, it was suggested to clearly state objectives and success criteria at the beginning. For complex language in the Conservation Techniques Presentation, using plain language and avoiding jargon was recommended. To overcome the lack of visuals, adding diagrams, animations, or videos was proposed. Explicitly stating learning objectives and success criteria was suggested to ensure volunteers understand what they should be learning. Finally, encouraging volunteers to set personalized learning goals based on their interests and needs was recommended to help them connect conservation techniques to their personal lives.

Below are two examples of the UDL principles being implemented into the website

GreenPath Forward Learning Hub

GreenPath Homepage

UDL Principle 7.2, Scaffold - Goal Setting, is important because it helps learners develop self-regulation and autonomy in their learning process. By setting personalized learning goals, students can better understand their own interests, strengths, and areas for improvement. This approach encourages active engagement, motivation, and a sense of ownership over their learning journey. Scaffolding goal setting also provides a structured way for learners to track their progress, make adjustments as needed, and achieve a clearer understanding of how the material relates to their personal and professional lives. Ultimately, this principle fosters a more inclusive and effective learning environment by accommodating diverse learning needs and promoting individualized success.

GreenPath Homepage

GreenPath Forward info@greenpath.org (555) 555-5555

Reflection on Significance

I was happy to be able to put the design principles into practice paired with the [W3C Web Accessibility Guidelines](#) in order to evaluate a website called GreenPath Learning Forward for it's accessibility and enhance this learning environment to something more inclusive through font updates, alt text images, easy to understand jargon, videos with closed captions and transcripts and more.

This was my first digital learning accessibility class and as someone who really wants to design learning materials geared towards Ocean Conservation- I realized that inclusivity goes beyond accessibility. It's about creating content that resonates with diverse cultural backgrounds and learning styles. Moving forward, I am committed to applying these insights to create an inclusive learning environment that teaches the world to take care of the ocean and respect it's inhabitants as well as help them understand how they can play a part in saving it.

Evidence of Accomplishment

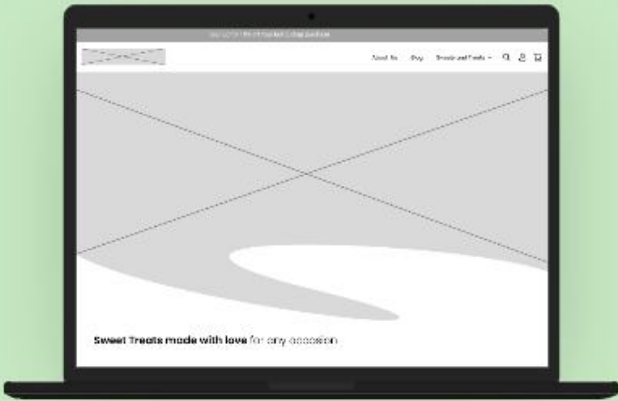
I did get a lot of positive feedback towards my alterations to the website. I was excited to hear that I was moving in the right direction with UDL improvements and accessibility adjustments especially because learning experience design is something that I was to pursue in the future.

Summary

This was my first time designing a website that is focused on accessibility and inclusive digital learning. I started with the auditing stage and implemented the suggestions for improvement one step at a time as there were a lot of improvements to be made. I learned how to make digital media like videos, pdfs, and powerpoint presentations into accessible pieces of content that can make website navigation easier for students with disabilities. I also made sure to follow the W3C Web Accessibility Guidelines at all times because everything that needs to be addressed regarding accessibility improvements on your site can be found there. I learned overall how imperative it is for me to be an advocate for designing inclusive materials in the digital and real world.

Rose Family Bakery

Project 3



Background

Here's a little company history - Beebe Rose loved baking before the pandemic, but during the pandemic her hobby exploded into a business! Ordering supplies online, she started by baking (and delivering) her awesome cakes, cookies and cupcakes for extended family and friends. Word soon got out and she was overwhelmed with baking requests! Beebe's cupcakes, cakes and fancy frosted sugar cookies were being delivered all over the east valley.

Everything was kind of tracked in random spreadsheets and through email, text and Instagram DMs, and Beebe found she was spending a lot of time trying to find and coordinate orders. Then orders started to outgrow her kitchen! She could only hire one person to help before there were literally too many cooks (bakers) in the kitchen. She made the decision to start working toward her dream of owning a freestanding bakery, hopefully somewhere near her home.

Beebe saved as much of her profits as she could and in late 2022 opened the Rose Family Bakery near University and Ash in Tempe. Let's GO!

Unfortunately, foot traffic at the bakery has been a little bit slow, but is growing due to some help from Beebe's son Kareem's idea to create TikTok videos showing Beebe & her staff frosting cupcakes, slicing the 6 layer rainbow cakes, and showing her precision sugar cookie decorating skills. Kareem's next big idea - create a website where someone could order Beebe's baked goods ahead of time for pickup or delivery - and of course use social media advertising to bring people to the website!

Timeline

This project was 6 weeks long and required the following deliverables:

- User Personas
- Empathy Map
- Site Map
- Walkthrough on how the website will work
- Desktop Wireframes
- Mobile Wireframes

Tools Used

Figma



Getting to know the Client and what they are looking for

After getting to know Beebe and Kareem, here is a summary of notes that I made during onboarding and during meetings where we discussed website functionality:

The Cute Cactus Cookies, a customer favorite, should be prominently featured on the home page with a large graphic. For custom orders, Kareem emphasized ensuring customers that vague requests will prompt a follow-up call or text. Non-custom orders require a minimum of 2 days' notice, while custom orders need 4 days. Orders can be placed up to 60 days in advance. The bakery operates Monday to Friday from 9 am to 4 pm, and weekends from 10 am to 3 pm, with deliveries available daily between 11 am and 2 pm. A text reminder for scheduled pickups would be beneficial. The site must function well on both mobile and desktop, accepting Visa, Mastercard, American Express, and Discover. Delivery fees are fixed at \$15, regardless of order size. Beebe also wants to integrate a baking blog, consisting of 14 posts, with the same large-image format as the current template on the Rose Family Bakery site.

User Persona

From the research that I had done to pin point what the audience for the Rose Family Bakery would look like, I decided that this bakery was going to be really family oriented.

Below is a user persona that I created of a dad that really loves to take his daughter to the bakery to get those cactus cookies.

Anthony The Dad of the Year



AGE32

EDUCATIONHigh School

STATUSDivorced

OCCUPATIONSoftware Engineer

LOCATIONTempe, Arizona

“ My daughter loves the cactus cookies and I love when she’s happy. ”

Brief story

My daughter and I visit The Rose Family Bakery a few times a week because it’s right next to the ballet studio that she goes to. The routine is dancing and then cookies! I really enjoy the fact that this bakery is owned by a small family and that they really prove that families come first. I will support this business for years to come and I am open to all the new changes that they’ve been undergoing. From new marketing to even new sweets!

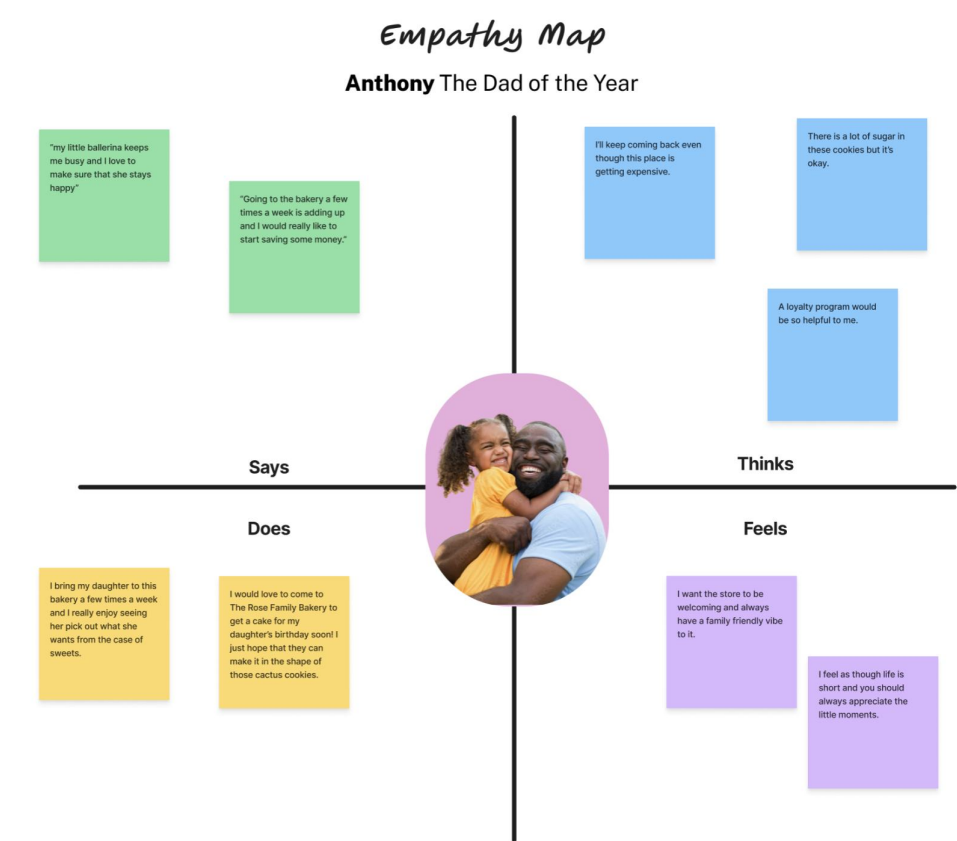
Goals

- My daughters opinion is the most important thing to me. So the bakery should be kid friendly!
- To save money because we go so many times a week. I wish there were coupons or something

Frustrations

- It’s sometimes hard when the good sweets are on the top shelf of the counter and my daughter can’t see all the selections.
- There is no loyalty program at the bakery. I am here so often that I believe I should be benefiting from my frequent visits in some way.

Empathy Map



The most important thing you should be thinking about when creating personas and using them to design is: "How can I make this person's life easier while they are using this product?"

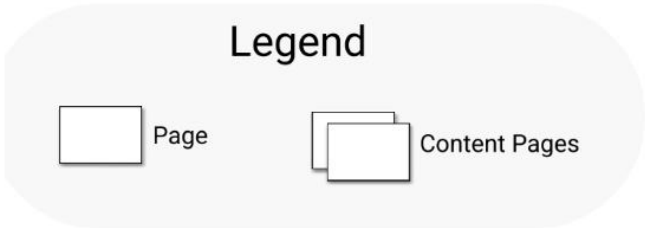
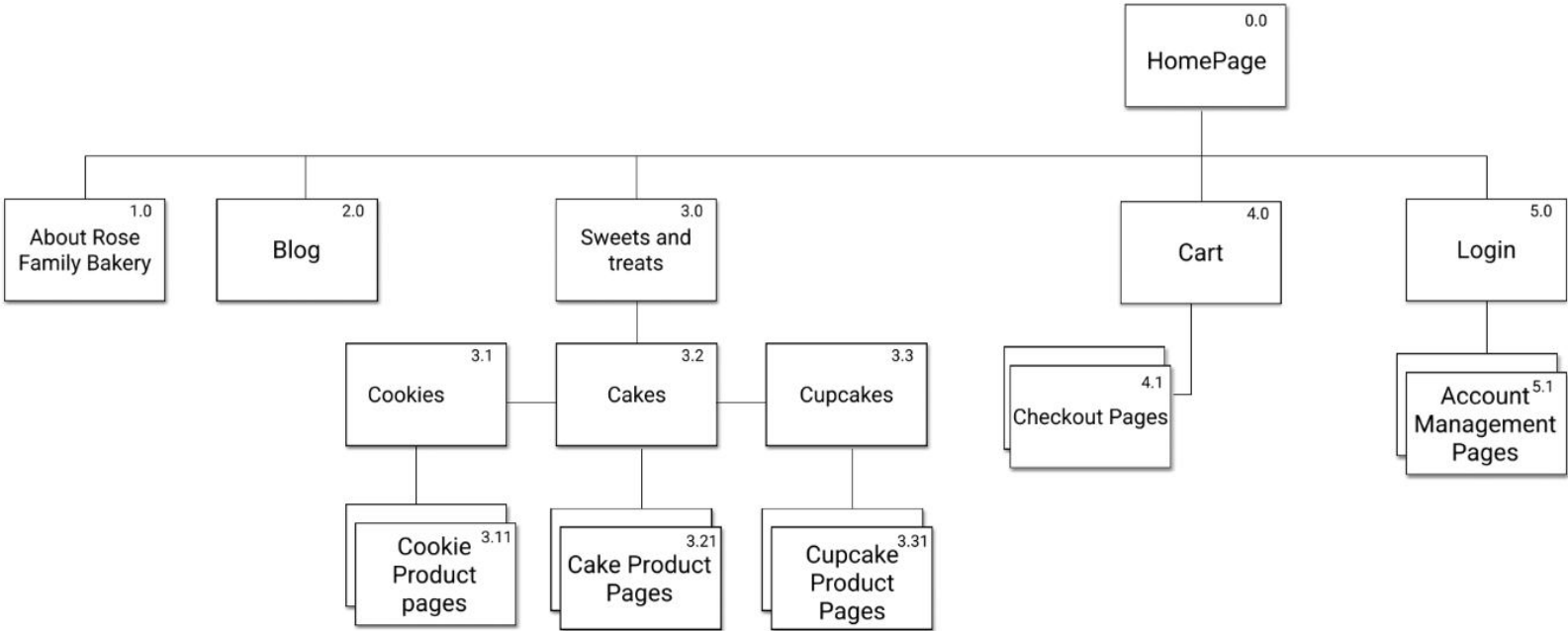
Empathy Maps are really helpful for Identifying pain points and opportunities. By mapping out users' emotions and behaviors, designers can identify specific pain points and opportunities for improvement. This leads to the creation of more effective and satisfying user experiences.

Site Map

Based on the user persona and empathy map I came up with a couple ideas on how the site would work and what kind of content I was wanting to implement into the design.

The Rose Family Bakery attracts loyal clientele who often recommend the business to others, provided they have a positive experience. The new website should highlight the bakery's sweets, making it visually appetizing while maintaining a welcoming small business vibe. The navigation bar will feature the logo on the top left for brand recognition, and links to the About page, shopping cart, login/account management, and blog on the top right. A central search bar will aid users in finding products, utilizing an AI plugin to recognize misspelled words and improve search accuracy. The search functionality will include feedback options to enhance AI training and provide suggestions based on user queries, displaying results by individual products and categories.

Below the navigation bar, an interactive banner will allow users to subscribe to marketing and informational text messages for a 10% discount on their first pickup purchase. This feature aims to attract discount-seeking customers and can be used to promote future discounts or loyalty programs. The overall design should blend visual appeal with user-friendly functionality, reinforcing the bakery's reputation and fostering customer loyalty.

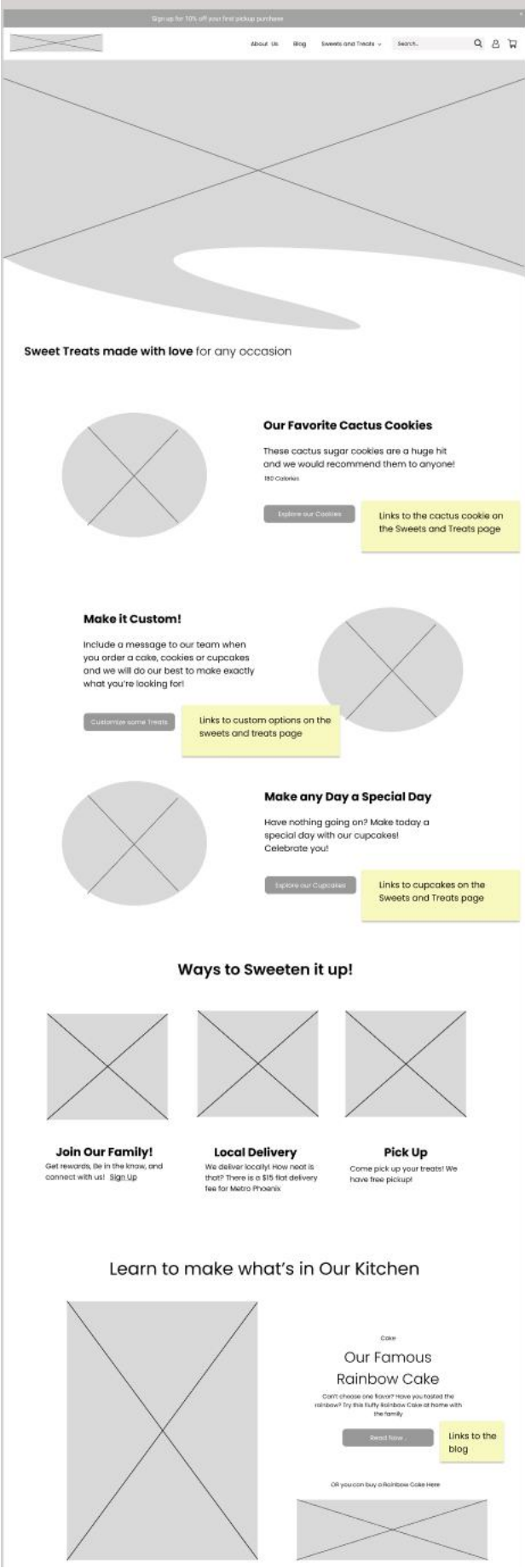


Wireframes

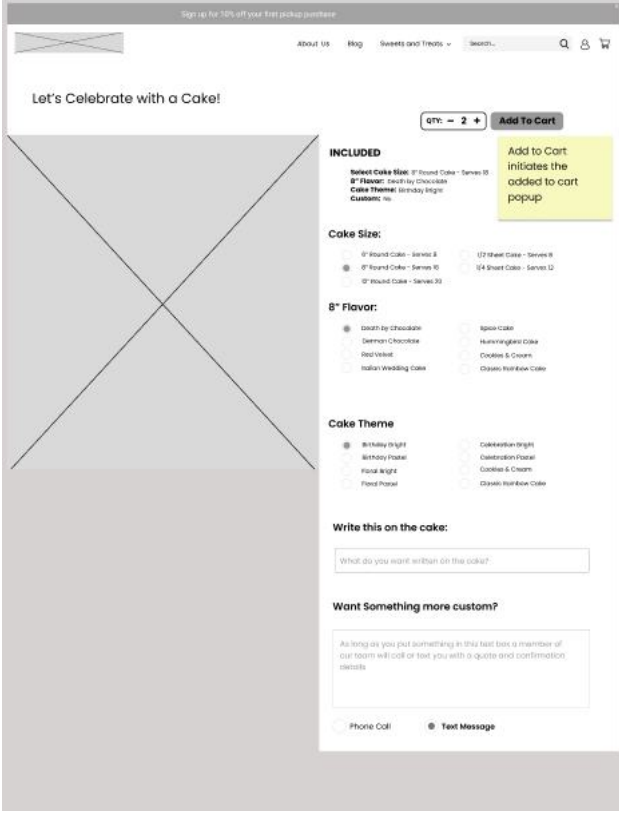
These wireframes are what I came up with from the project guidelines, user personas, empathy maps, and site plan. They are in order of Homepage, Sweets selection to checkout process

The homepage includes an eye catching banner and an easy to use navigation bar. I have included several links to the blog and sweets and treats page so that the user can read about the bakery as well as buy products. There were more than 10 desktop wireframes created - Therefore, I will highlight 5 as there is so much content on the pages that I created. Each wireframe has sticky notes attached to it that help me organize the function of each piece of the website. There was an extensive list of requirements that the client had for the creation of this website and I aimed to address every single one.

Homepage



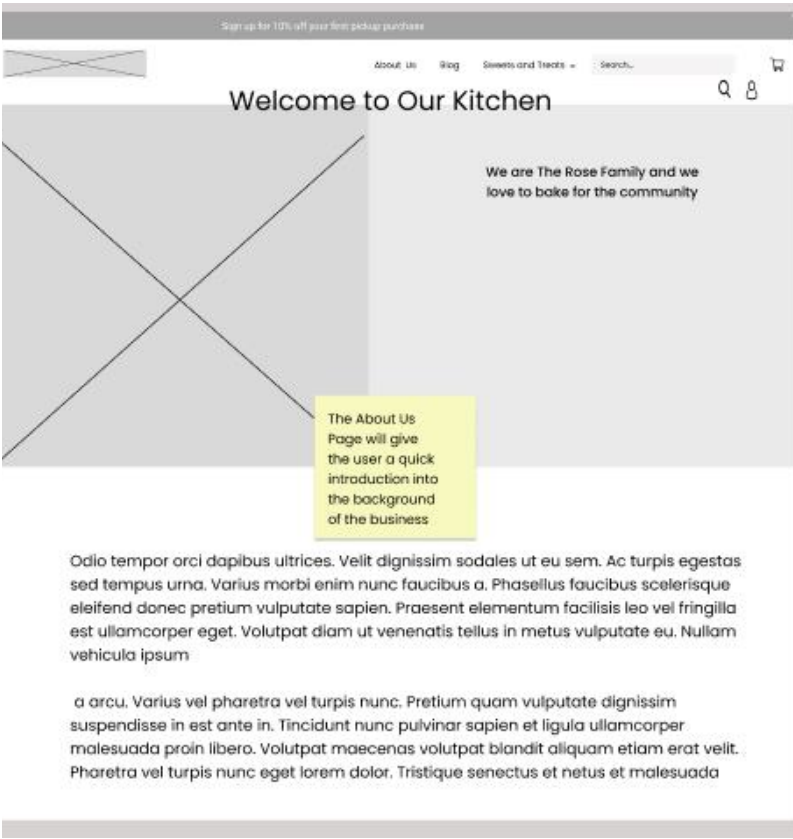
Buying a custom cake page



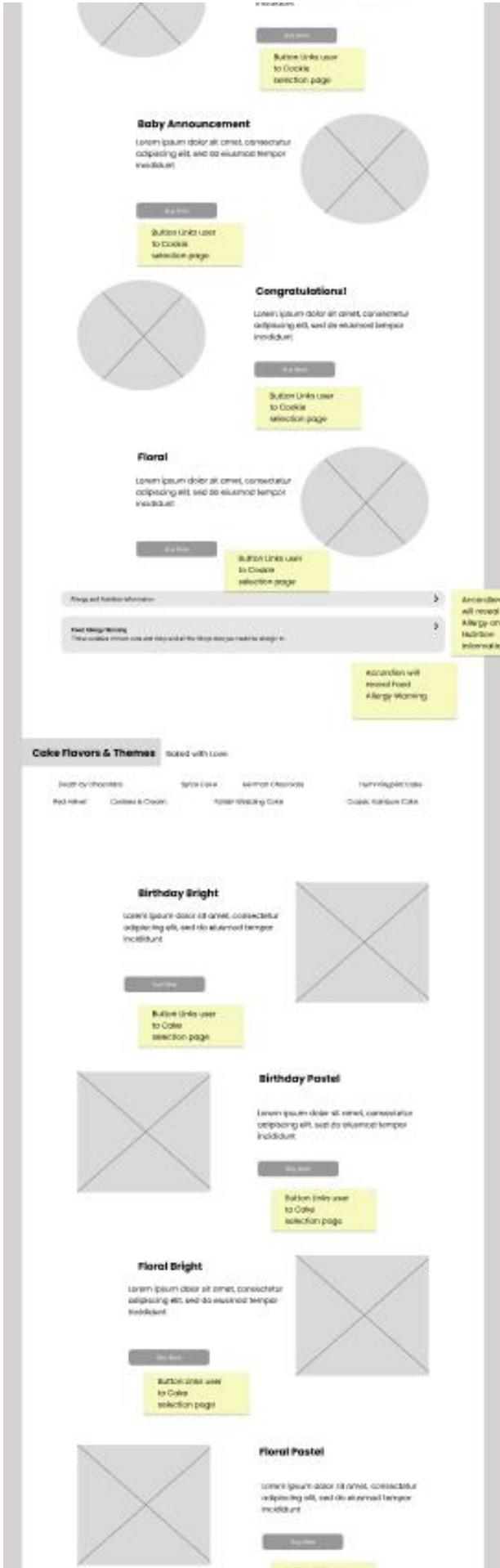
Blog Space for Beebe with Recipes



About Us



Products page for cookies, cakes and pastries

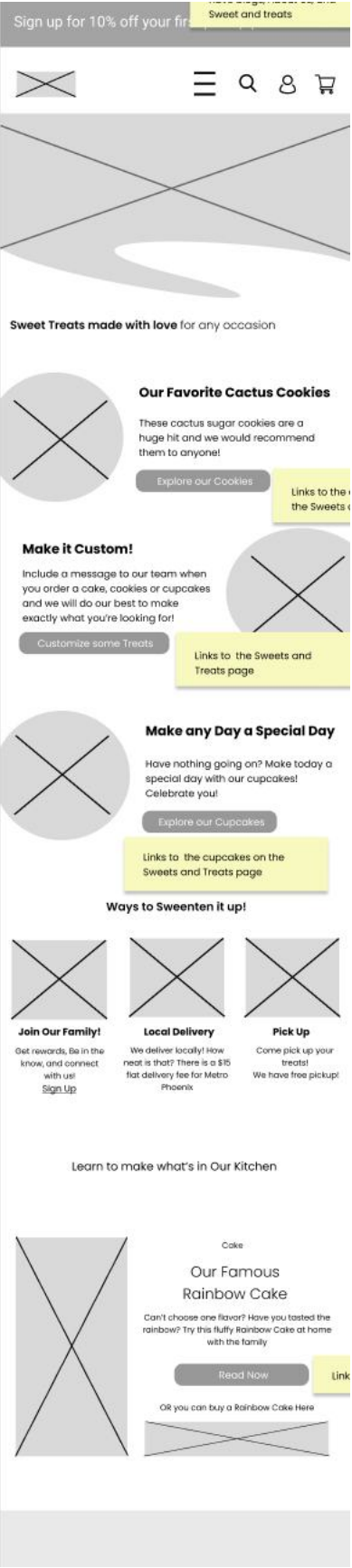


Mobile Wireframes

The constraints and opportunities presented by mobile devices necessitate a different approach to design, focusing on simplicity, touch interaction, performance optimization, and user context. There were a lot more things that I needed to consider when designing for mobile because the user is using a small touch screen. I had to really determine which content was more important to showcase because the information presented is going to be stacked and the first piece of information that is shown is considered the most important to the user.

With this in mind, I created some pretty user friendly wireframes considering all of the guidelines I needed to follow regarding the client.

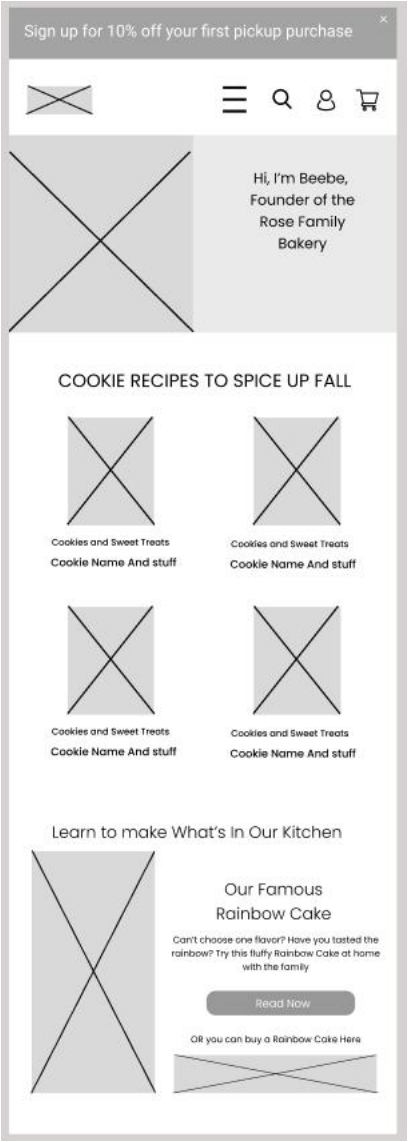
Homepage



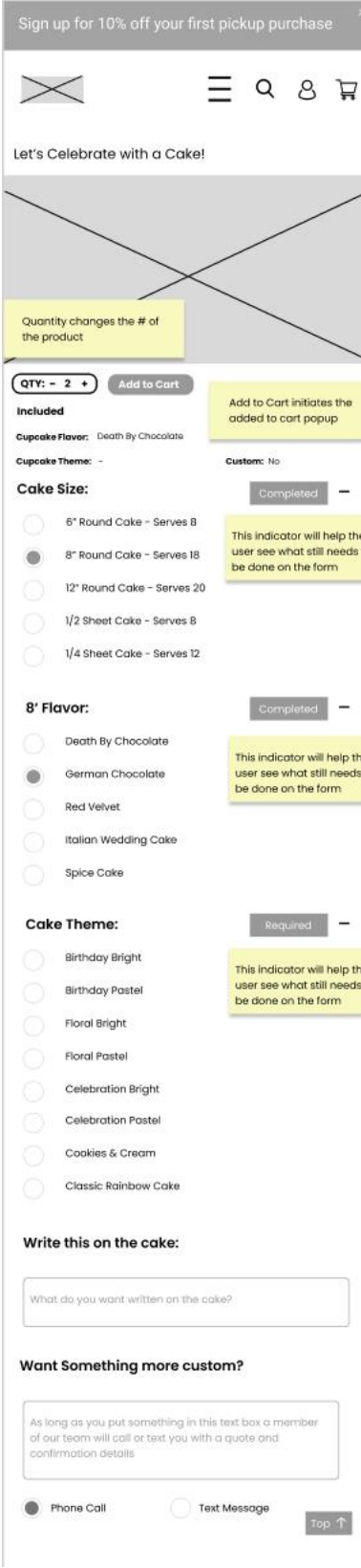
About Us



Blog with Recipes



Buying a custom Cake



Reflection on Significance

This project for GIT 598: Inter Design, Planning and Implementation seriously challenged my ability to map everything out from what the buttons are going to look like to how they are going to be used. The Guidelines given to me by my client/Instructor gave me enough room to be creative but still be forced to color inside the lines. I was honored to be apart of such a big project from just an idea to a full on wireframed website that considers every part of the user journey.

Evidence of Accomplishment

This was the most challenging project that I have ever taken on. It required a huge amount of trial and error all while trying to keep the design cohesive and satisfactory to the guidelines and client. I admittedly struggled with paying attention to the very fine detail that the completion of this project required of me and it helped me grow in a very positive direction in the design world. Especially because there are not a lot of designers that are willing to take their time with the details as there are a lot of really short deadlines that they need to work with. I earned a 100% on this project which was well deserved because I put so much time and thought into it.

Summary

From receiving the client's guidelines to creating website wireframes page by page, I successfully built a skeleton for the Rose Family Bakery website that my persona would appreciate. Throughout this process, I learned to differentiate between visual mockups and wireframes, understand the importance of the site planning phase, and recognize the role of personas and stakeholder input. Constructing site plans and wireframes for existing websites, describing a website's audience and purpose, and analyzing user paths were all part of the journey. I developed a keen eye for detail, learned to distinguish between deliverables for development and business stakeholders, and honed my skills in designing wireframes with both static and interactive content.

Reflection

Reflecting on my time in the Arizona State University Masters program, I am filled with a sense of pride and accomplishment. I have always been drawn to the idea of working for a company that cares for the environment and the mental health of its users. This aspiration has only grown stronger as I have progressed through my studies, especially because of all the projects that have made me more confident in myself as a designer.

Throughout the program, I have sought to merge my creative abilities with a sense of social responsibility, striving to build designs that challenge the status quo. My passion for rock climbing and surfing has inspired me to pursue certifications in Marine Biology and scuba diving, with the ultimate goal of designing products and software for ocean conservation. This personal mission has been a guiding force in my academic and professional journey.

One of the most significant influences during my studies was the LDT 508: Design Accessible & Inclusive Digital Learning class. Surprisingly, this class was one of the last ones I needed to take for my degree plan and it turned out to be incredibly impactful. It was filled with valuable information on the importance of being an inclusive designer, a concept I hadn't fully grasped before. The class helped me realize that inclusivity goes beyond mere accessibility; it's about creating content that resonates with diverse cultural backgrounds and learning styles. This realization was pivotal, helping me find my niche in designing digital learning for the purpose of ocean conservation.

The projects I completed at Arizona State University, which I present in this portfolio, demonstrate my ability to professionally execute design principles and processes with the user in mind. They are evidence of my proficiency in key design principles such as user-centered design, empathy, and iterative testing. By successfully translating user feedback into practical design solutions, I have proven my capability to create designs that are both functional and resonate with end users.

After this chapter of my life comes to a close, I hope that I can bring this accomplishment paired with the knowledge that I've gained throughout this program into the Non-profit realm and really make an impact on changing User Experience Design to Human Experience Design.