Midstream Wrestling

Backstory

midstreamwrestling.co.za is a website that provides online resources for those planning on getting involved in the wrestling community. Existing platform has a lot of UI issues that make it difficult for users to navigate and use.

Objective

Explore the existing issues with midstreamwrestling.co.za

Understand the pain points of stakeholders and underlying patterns

Iterate on new ideas, gathering information, signing up to be an organising member.

Outcome

Educate parents about the benefits of wrestling for their children, specifically children.

Encourage parents to take action.

Project Overview

midstreamwrestling.co.za is a website that provides online resources for those planning on getting involved in the wrestling community. This project designs the website to improve the user experience of visitors and make it a one-stop-wrestling resource page.

Project Type

Freelancing

Timeline

March - Present

Team

UI/UX Developer(1)

Outcome

Redesigned Information Architecture

My Role

Heuristic Evaluation, Sitemap, Task Analysis, Content Audit, User Scenarios, Content Writing, restructured information architecture

The Design Process

Discovery

Contest Study
Heuristic Evaluation
Content Audit

Ideation

Design Principles
User Flows

UX Design

UX Flow
Information Architecture
Wireframing

UI Design

Typography
Colour Palette
Colour Explanation

Testing

Usability Testing

The Design Challenge

Business Goal

Boosting registrations by sharing our vision of how wrestling can make a tangible difference in a participant's life, with the hope of improving the community.

User Goal

A place to find information about wrestling opportunities in Midstream and the surrounding areas.

Solution: The Redesigned Information Architecture.

- Intuitive Navigation Bar
- Increase discoverability of relevant information.
- Consistent structure throughout the website

Tools Used:

HTML CSS JS Figma Claude Lucidspark

View Website

The Design Process: The story behind the Product.

1. Discovery : What are the issues with the current website?

1. Heuristic Evaluation

Why Heuristic Evaluation

- Help identify and focus on website issues without the involvement of users.
- Help discover usability issues of minor interface elements that affect the overall user experience.
  Conducting Heuristic evaluation this early in the design process provides the design with feedback without having to spend a lot of money or time.

Usability Issues from Heuristic Evaluation as Key Oppurtunity Areas

01	02	03	04
Broken system visibility.	No natural navigation and mapping.	Slightly inconsistent structure throughout the website.	The website is not aesthetic and minimalist

2. Content Audit

Why Content Audit

- Make an inventory of the information that the website is providing.
- The quality of website content and its relevance.
- Identify the opportunities for redesigning the information architecture.
- After identifying the interface issues, I did a content audit for a more in-depth understanding of the website's content and the quality of information provided. So I decided to **evaluate each pages based on 3 criteria**:

  1. Effectiveness
  2. Accuracy
  3. Value

It was during this stage that **I came up with a set of goals for the Users and the Business** to help me further with the redesign as I did not have direct contact with the users of the website or the business.

2. Ideation: How do I make the website experience better for the visitors?

1. Sitemap

With the knowledge of business and user needs, I created the original sitemap of the website and then based on the information from the heuristic evaluation and content audit. I created the iteration of the sitemap.

Original Sitemap

Final Sitemap

3. UI/UX Design

1. Wireframe

To wireframe, I started off with hand sketches. Once I had an idea of overall wireframe design, I started wire framing in Figma.

Typography

Aa Montseratt

Light | Regular | Semi Bold | Bold

Colour Palette

#3D4A87 #9AAD9F8 #C1C1C8 #C0C8C3

Low-Fidelity Wireframe

High-Fidelity Wireframe

New Website

Old Website

4. Usability Testing

After building the website, I tested the site to see if it was responsive and to see if a calendar was allowing users to add wrestling bout dates to their Google Calendar. The Bible API is working fine and pulling the relevant dates.

I'm still working on the exclusive page's content and security system as well as the Instagram Basic Display API.

Challenges

- **Designing an information architecture that matches the mental model of users:** While doing task analysis, I observed that users independently needed similar kind of information at similar stages which didn't map well in the existing website.
- **Figuring out what is business need without a stakeholder:** This website was built with a goal to be a rich resource of information the users might need to visit the website. Without any market research and stakeholders to tell the requirements, as a designer, it was challenging and fun at the same time to have the independence to figure it out on my own.
- **Designing the website from wireframe** : Having worked on this website, I really wanted to redesign it based on the wireframe I created.

Design Takeaways

- **User attention is a commodity:** One of the things I learnt about is how in today's world, user's attention is a commodity and to make designs usable it is important to learn to structure and provide relevant information in a clear manner.
- **Importance of language:** It is very important to be fluent and professional in the language one wants to design in, it makes the process of designing faster.
- **Observing users can provide most answers** : When in doubt, it is always best to go back to user and observe them to find answers to design blocks.