Final Design Journey Map

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Section 205

Our client: The Ithaca Physics Bus

Our client is a small company called Physics Bus, founded by Erik Herman. Physics Bus is a refurbished old style bus that travels to schools and events as a mobile physics exhibit. The mission of Physics Bus is two fold: first, to spark interest in physics and science in audiences of all ages through fun and interactive exhibits, emphasizing the artistic and creative aspects of physics rather than straight equations; second, the exhibits in the bus are made from also entirely recycled and/or junk materials. The current URL for the Physics Bus site is http://ithacaphysicsfactory.weebly.com/ (physicsbus.org), but our client has expressed his unhappiness with the overall theme, color scheme, and even logo of the site (which is just a slightly modified version of the logo for the parent organization, Physics Factory).

What our client was looking for in their site was something that embodies the fun and interactive elements of their project. In particular, our client mentioned that he likes the look of hero images and requested a slideshow on the website's main page. He was also looking for a site that effectively uses social media, blogging, and videos/images to give users a taste of what the Physics Bus is like. Our client has also mentioned that he has plans for the Bus to start going on tours outside of the Upstate NY, but for now he had requested that we just leave an empty tab for the purposes of visualizing how the tab would look in the navigation of the site. On that same note of visual appeal, our client emphasized to us the need for an updated color scheme, something a lot less distracting than the brilliant yellow of the old site. In addition, our client requested somewhere to put a few short bios about some of the regular volunteer staff that work with the bus, to give the site a more personal touch. Finally, our client was looking for a way to emphasize the Bus's mission more effectively, rather than just having a few sentences amidst a slough of other information, as the old site had organized it.

Here is what the old site looked like:
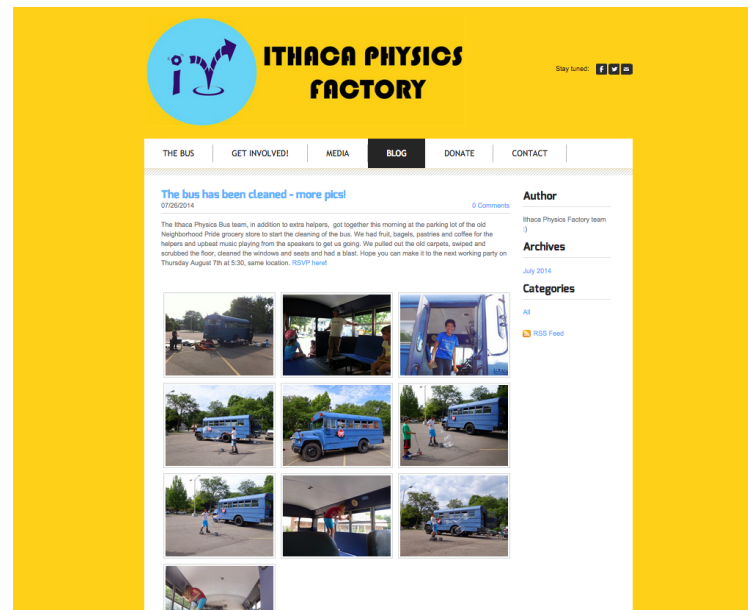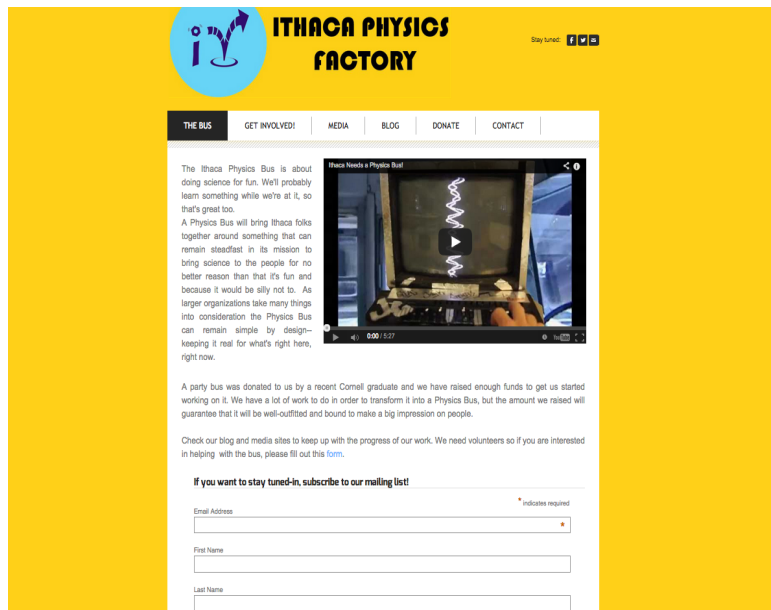
Ithaca Physics Factory is a chapter of the Tucson, AZ based Physics Factory, a nonprofit, IRS 501(c)(3) organization (EIN 202894569) founded in 2004. Its programming depends entirely on the generous support of sponsors and donors. Your contribution is fully tax deductible and will provide the materials, equipment, and volunteer support necessary to maintain the operation and programming of Ithaca's Physics Bus and stimulate the growth of the Ithaca Physics Factory.

Click here to donate through Network For Good (please type "Ithaca" in the designation box):

I Want to Donate!

One way to show your support is to purchase a T-shirt.
They are only $20 and all proceeds go to supporting our programming.

Sizes
Small $20.00 USD
Buy Now

ITHACA PHYSICS FACTORY

Coriolis Effect in Fall Creek due to the AZ Mel...
0:00 / 0:32

Physics Theater PF
0:00 / 3:14

GIAC JunkGenies Capture the Magic

Ithaca Needs a Physics Bus!

The Ithaca Physics Factory, and its Physics Bus are excellent for anyone who wants to directly experience physics phenomena. We offer many ways to take advantage of, and participate in, this unique venture:

- Volunteer to join the bus at Maker Faire NYC on 9/20. Fill out this form if you are interested in participating.
- Are you very organized? Be part of our organizing board and take on administrative tasks.
- Like writing or social media? Become our official blogger and social media administrator.
- Science Tinkerer? Share your ideas and develop exciting science demonstrations to go on the bus.
- Looking for outreach opportunities? Participate and help facilitate our traveling shows.
- Find this a valuable cause? Support the non-profit Ithaca Physics Factory through your monetary donation. Donate!
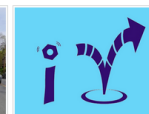
There are also many things to do behind that scenes that will make this venture a success. We are at the beginning of this exciting project and we are looking for enthusiastic people who want to join in the fun. Please contact us if you would like to be part of the action.

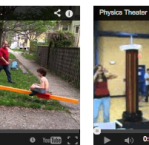
Contact us :

Name *

First   Last

Email *

Comment *

Submit

Our client's target audience

The Physics Bus is designed to appeal to all ages with fun and universal exhibits. So far the bus has visited crowds ranging from pre-school classes to teachers' conventions. That being said, the Physics Bus's primary audience is school-aged children, students, and teachers. Our client described Physics Bus as being a "complement to classroom physics," really emphasizing the hands on experience of obtaining the tacit knowledge necessary not only to understand physics, but to develop a passion for it (anybody can drop a ball on the ground and call it acceleration, but where's the fun in that?). With this in mind, the people most likely to visit the site are students that are old enough to use a computer without supervision (i.e. high school or college aged kids) that either feel very passionate about science or are maybe looking for a way to do more tactile learning, parents of kids of all ages, and teachers or professors looking for a fun way to spice up science. While the Physics Bus itself might appeal to younger audience members, it is far more probable that the older members of the audience will be those that will be frequenting our site. As such, we have tried to make the visual theme of the site science-related and fun (with the bright accent colors and starry-themed background) but also elegant and clean at the same time in order to appeal to this slightly older audience.

Personas

When thinking of appropriate personas for our site, we aimed to have a variety of age groups and interests, but tried to focus on personas that would have some sort of relevant connection to either education in general or in science in order to both incorporate the Bus's main mission to promote scientific learning but while also emphasizing its appeal to a diverse group of people.

Persona 1:
Dan Habib is a high school junior with an older brother and sister. He's outgoing and enthusiastic about his interests which include video games, baseball, and just hanging out with his friends. Being in high school Dan is still unsure of what he wants do in the future and so is curious about many areas such as physics and is the kind of person will to go outside of school to pursue his interests.. However, Dan is not the strongest student and so has issues enjoying physics when in a standard academic environment. Dan knows that college applications are coming up soon, and that means he has to start thinking about things like SAT's and majors. Though he might not be the strongest in science, he knows that he definitely wants to study something science-related in the future.

Persona 2:
Professor Lou Parry is one of the most well liked teachers at Ithaca High School. He is extremely dedicated to his students, and spends most of his free time preparing engaging lesson plans and hands-on activities. Rather than bombarding the kids with formulas and worksheets, Prof. Parry enjoys using visual demonstrations to capture a student's interest and imagination. Outside of school, he is still avid about education. Almost every weekend he takes his children to museums or some other kind of cultural experience. As a physics teacher, he is always looking for new real life examples to show his students so they can make a concrete connection to the textbook, however, some of the concepts he teaches are very hard to reproduce on such a low school budget and minimal time. Usually field trips to museums of science or in-class videos are popular with his students, however he has been looking for a different approach that would be more engaging.

Persona 3:
Paul is a father of four children and a husband to his loving wife Jane. Pauls children are 11 13 14 and 18. Paul is a retired FDNY firefighter and had worked with the department for 22 years; before that he was in the USMC (united states marine corp) and before that he worked in a machine shop that built parts for airplanes. when he was a kid he worked as a paperboy amongst other odd jobs. He loves to do all kinds of family fun activities that involve his children whether that is boating, going to the beach, fishing, or any number of water sports. He really loves being out on the water; it is extremely relaxing to him as well as a great way to bond with his amazing family. Paul has always pushed his children to excel academically because he understands how hard it is to make a living doing manual labor. He was always a smart person and has raised his kids to be smart and use their brains to do the heavy lifting of life instead of their bodies. Paul jumps on seemingly fun opportunities that will expose his children to the world of academia. He loves giving his children opportunities to explore different fields of academia; especially because he did not have such opportunities as a kid.

Person 4:
Emily is in fifth grade. She is the oldest of her four siblings; her littlest sister, Isabella, is only 2 years old, and her twin siblings, Matt and Carrie, are in second grade. Obviously, with so many young ones, Emily's parents can feel pretty overwhelmed most of the time. In addition to busily attending to her schoolwork Emily also takes karate lessons Tuesdays and Thursdays and goes to her school's Science Club after class on Wednesdays with her best friend, Jake. On a regular school day, Emily's teacher usually goes over math or reading, so the class only has science rotation once a week, even though science is Emily's favorite subject, besides lunch of course. Emily didn't start going to Science Club until a few months into the school year because she was scared to go alone, but when she realized she had a friend to go with her she was all for it. Now she is getting ready for the big Science Fair at the end of the year, and she is hoping to qualify for her school district's regional competition.

Information Architecture, Content, and Navigation

Our navigation bar consists of six tabs: Home, About, Contact, Donate, Gallery, and Tours.

Home	This tab contains a hero image slideshow, a statement about what the bus is (essentially a reflection of the mission statement), a blog entry live feed that the client can update using a custom blogspot feed, and a social media feed that updates live from the Bus's Twitter and Facebook accounts.
About Sub-categories: History, People, Mission	The About tab links the user to the same page as the "History" sub-tab, just in case. This tab contains information about the history of the founding of the Physics Bus as well as a video of some of the Bus's past exhibitions. The People sub-tab has bios and coordinating images for Erik Herman, the founder, as well as three of the Physics Bus's regular volunteer staff, the people that make everything about the Bus possible! The Mission sub-tab contains the Physics Bus's two-part mission, with a brief outline of each mission and a fun image to go along with them.
Contact	This tab contains a form for questions and comments with an option to sign up for the newsletter. On the previous site this information was divided amongst two forms, but here we have consolidated this point of contact between our client and user into one location.
Donate	This tab contains information both on how to donate directly to the Bus and how to donate through the purchase of one of the Bus's super cool t-shirts.
Gallery	This tab contains a plethora of pictures of the Bus's adventures, with the option to click on each image and enlarge it for a better view.

We have also included links in the footer of each of the website's pages with colorful links to the Bus's various social media platforms in order to increase access to these venues for the user.

We aimed to organize our tabs in a logical fashion based on our client's requests. By giving the Mission statements their own tab, as well as by paraphrasing them on the homepage, this aspect of the Bus receives much more attention that it previously could have. Also, in creating a home page (which the previous site was lacking), we create a central hub for the users to return to. The live feeds on this page provide the user with the client's most up-to-date information and incorporates several of the client's requests in an elegant and organized fashion. By creating the separate Gallery, we achieve this same effect and give the users access to more of the client's content in one convenient location rather than in the scattered format of the old site.

Almost all of the content that is currently on the site was either given to us directly by Erik Herman (this is how we obtained most of our images for the slideshow and gallery), was taken from the existing Physics Bys website, or was paraphrased from interviews we conducted with Erik at the beginning of our design process. Our interview provided us with the most clear idea of what the Bus's mission was and how we could try to emphasize this throughout the site in addition to having the necessary functionality items, i.e. the contact form and donate buttons.

Interactivity

For our "Contacts" tab we used PHP in order to create forms for the users to fill out. We incorporated text boxes on the form for providing contact information and a second set of buttons for subscribing to the newsletter. We had originally planned to include a second form for potential volunteers to sign up somewhere under the "about" tab, but ultimately decided that ultimate forms was redundant. Instead, we included a link to the Bus's google doc volunteer form just below the contact form.

On the homepage, created a large picture slideshow, using JQuery effects. This slideshow has a set of buttons on either side of the images so that the user can change the pictures at their own pace if the automatically set pace is too fast/slow for their liking. Since the blog/social media feed will be more relevant to the slightly older audience members (high school plus), the large hero image slideshow will provide a more interesting visual element for the younger audiences (elementary-middle school aged kids).

The social media feed on the Homepage has incorporated JavaScript elements in order to be able to switch between the different social media feeds. . For the gallery page, we have incorporated a jQuery lightbox element in order to enlarge images in the gallery that have been clicked on and also allow the user to click on buttons (similar to those on the main page slideshow) to sift through all of the photos in the galley.

On our "Donate" tab, used elements previously designed and implemented by PayPal in order to create buttons that will link the users directly to Pay Pal to either make their donations or purchase their cool t-shirt. We have also organized the two Donation options into two separate bars which, when click on, will drop down, using a fade effect, to reveal more information about each respective option and the subsequent buttons that will link the user to the Pay Pal page. We also included drop down menus in the navigation bar to link to the sub-tabs of the "About" section.

For common code for the headers and footers, all of this code is stored in a php file that has been included on the code for the main tab pages.

User Testing

Round One:

We tried to have a variety of users, given that our target audience spans across so many different age groups. As such, we will be selected users of all ages, also bearing in mind that our user testers needed to maintain a gender balance. Our first round of users consisted mainly of associates on the Cornell campus, i.e. fellow students (to address the more tech-savvy end of our audience spectrum and also as users who have relevant ties to education) and, in one case, an employer (to get the perspective of an older audience member and also one who has their own family and thus concerns/priorities regarding the school education of said family). We conducted the majority of our second round of testing over the Thanksgiving holiday so as to be able to reach out to younger potential users, namely those either high school-aged or younger, from our respective pools of family and friends. This also added a useful location component, because it was beneficial be good to test audience members from different locations given the Physics Bus's intention to expand in the future and plans to begin touring beyond the Upstate NY area.

The following is the set of tasks we used for the first round of testing:

Task Name	Task description	Task goal/what was being tested/expected outcomes
Find information about the founder of Physics Bus	For this task the user will navigate the site to find the Bio for Erik Herman, the founder of Physics Bus, which is located in the "People" subsection of the "About" tab	The goal of this task is to see whether the subdivisions of the "About" tab are clear for users interested in learning more about the background of Physics Bus (and thus our client) in a way that is conducive to quick navigation about the site.
Where can you subscribe to the newsletter?	For this task, the user will navigate the site to find where they can sign up for the Physics Bus newsletter. (Answer: it's under the "Contact" tab as a question on the form)	The goal of this task is to address a common point of interest for potential users and an important source of public relations for the client: how to stay involved with the bus. Newsletters are important for client outreach and important for users staying up-to-date, so the expectation is that the user will find the newsletter subscription option with ease in the "Contact" section
What was the Physics Bus' latest tweet?	For this task, the user will have to do minimal navigation, since the Twitter and Facebook feeds are located on the homepage.	The goal of this task is not so much to measure navigability as to measure the quality of the homepage. The social media feeds should be obvious for the users because, like the newsletter, social media is an important interface between the client's actions and recent exhibitions and what is consumed

		by the user.
Find pictures of some of the exhibits on the bus	For this task, the user will have to navigate the site to the "Gallery" tab, which has all of the most recent pictures of the Physics Bus's outings	The goal of this task is to test how evident the naming of the "Gallery" tab is. The expectation is that the user will find that Gallery is a logical choice to host any extra pictures that haven't already been displayed in, say, the homepage slideshow
What is the mission of the Physics Bus?	this task requires the user to navigate to the missions tab. the tab should not be hard to find as it is a main tab	the goal of this task is to assure that navigation works and is clear to the user. the client has a strong belief in stressing how the Physics Bus is different from traditional science education and it is important that the user can see the clients mission statements. doing the right thing is important but doing the right the for the right reasons is crucial.

Round One Users

User 1

User 1 was a 14 year old girl who goes to a public high school in New Jersey. she has three siblings two younger brothers and an older sister. She loves playing soccer as well as learning in school. Her favorite class this year is French, but she says that she really enjoys Chemistry as well. This user was a part of the target audience because she is a high schooler, which is part of the age group that Physics Bus has done exhibitions for in the past. She is also at the start of her high school career, which means that she stands to gain a lot from the client's "inspiring love of science beyond the classroom" approach as she gets ready to explore her interests leading up to college.

The main thing we gained for testing with this user was information about how to change our visual theme and the organization of the Mission tab. Prior to this round of testing, we had the Mission tab as a main tab on the navigation bar. However, our user noted that the tab was far too short in content length relative to the other tabs, so we decided to incorporate it into the About section as a logical supplement to the other background information organized there.

She also mentioned that she liked the blue background color but said that we should add something to make the background less plain. We used this feedback to work to create a design that will was visually interesting/relevant in place of the solid blue coloring.

User 2

User 2 was a 35 year-old mother of two kids, ages 3 and 6 respectively, originally from Minnesota but now living just outside of Newfield, NY. She is the director of a public outreach program for low income high schoolers operating out of Cornell's Public Service Center. She is a very dedicated worker, but when she isn't busy in the office or tutoring in schools she likes to spend time at home with her family watching baseball, reading, or building (usually with Legos, as per her son's preference). As an outreach director for high schoolers, this user can provided insight into what kinds of things appeal to younger audiences from an educator's viewpoint. As a mother, she also provides relevant perspective for the part of the "family" end of the target audience spectrum. Our client interfaces a lot with parents and so it is important to see how parents (as well as older members of the target audience) interact with the available information on the site.

This user mentioned to us that she couldn't really see the people clearly in the pictures we had selected for the "People" tab. We then selected more close-up photos in the re-design.

User 3

User 3 was a 20 year old male who is currently a senior at Cornell University, majoring in Psychology. He also grew up in Ithaca, so he is very familiar with a lot of the people and traditions and activities in the area. He is incredibly excited to be graduating in the Spring, but admits that it is going to be very hard leaving Ithaca for the first time (for an extended period of time) for graduate school (hopefully Stanford!). When he's not busily working on his honors thesis, he enjoys playing video games and works on research with Professor Gilovich.

This user was a relevant member of our target audience because he is a highly tech-savvy young individual who is involved with the sciences, as opposed to extremely young or extremely older members of the audience who might have less tech experience. While Psychology is not necessarily in the Physics realm, it is still a part of the general Physics Bus mission to extend scientific learning beyond the classroom.

This user had trouble navigating through the contact page. We originally did not have different colors for the header and the normal text next to the inquiries on the form. We then decided that to fix this we needed to alter font sizes and header color in order to avoid confusion with the Contact page in the future to make the content more clear for our client and users.

Round One Testing: Overall Takeaways

We learned from this round of testing that our users needed more aesthetic appeal from our design. The solid background, while clean, was not as visually interesting as it could have been. A more science-related and exciting background is a better fit for the fun feel the client was looking for and the interest needed to keep users on the site. We also had most of our choices confirmed in terms of the organization and naming of tabs; there was very minimal confusion amongst our users on where to actually find things.

Our first major change was the integrate the "Mission" tab as a subsection of the "About" tab. This is an appropriate change because several users commented on how short the page was, which indicated to us that it did not justify having its own tab. An alternative would have been to add content to the tab, but we were trying to stick to the specific content provided by the client as much as possible.

Our second major change was to add a background to the site. This solves the problem of the lack of visual appeal because we have designed a background that incorporates visual interest in a relevant way to the client's goals. We have created a background with a gradient and designs meant to emulate a starry night sky, which invokes thoughts of space and planets and such which are associated with physics. The changing blue and white coloring adds contrast to the color of the background compared to the background color used for the rest of the content. We repeatedly use the same tones of colors in this background image for different elements in the site, such as header text and the logo.

Our third major change was altering the structure of the header. We added a search function to make the site more navigable and to add balance to the header. We made sure the move the search bar so that it would be properly aligned with respect to the different color divisions of the page. We also changed the background color of the logo to match the color of the text headers on each page so as to keep the color scheme consistent. Also, by adding a contrasting background color to the portion of the header above the navigation bar, we created a clearer division of space (as opposed to just having the starry sky image extend above the nav bar).

User Testing:
Round Two

The following is the set of tasks we used for the second round of testing:

Task name/id	Task description	Task goal/what's being tested/expected outcomes
When was the Physics Bus company created?	Find information about the creation of the company.	Expected that this will be a straightforward exercise.
How do you get a Physics Bus tshirt?	Find the section of the site where users can go to to purchase a Physics Bus t-shirt.	We personally have come to mixed feelings about how the current donation page is structured to include the t-shirt so we are testing to confirm our beliefs that the current setup is no intuitive.
Find the most recent information about the physics bus.	Will test the ability to use all active sources of information provided by the site to browse for information.	Another basic task to ensure people are able to easily find basic but important information about the physics bus.
How can you get in contact with the physics bus?	Find the methods available to a user that allow contacting the physics bus.	Another simple and yet important feature that should be very straightforward.
Where is the physics bus going to be/where can you go see the physics bus?	A test to see how well users can find information about future plans for the physics bus.	Even though the page itself is incomplete this test is to confirm that the way we guide the user to this information via the architecture of the navigation menu is intuitive as it will most likely be some of the more highly sought information from the site.

User 1

Our first user was a sophomore Information Science student at Cornell. She grew up in New York state and took physics in high school, but didn't like it very much. She considers herself an average web user and is relatively tech savvy (given that she's an Information Science student). This user represents one potential age group for the Physics Bus, i.e. the college age student demographic. As someone who uses the web regularly, she represents the upper end of the technically capable potential users of our site and has familiarity with the Cornell community that Physics Bus is associated with.

During her test, this user noticed that when using the arrows to navigate the slideshow on the front page it could switch right after you manually switched it, which we fixed for the final iteration of our design. She also suggested that we split donations and the store aspect so they are more clear, the only issue is that it is kind of strange to have a store page with only one item. The solution we decided to implement was to have the two interactive bars because they offered a clean way to display the two options without occupying too much of the page unless the user wanted more information.

User 2

User 2 was a principal of a Catholic high school in long island new york. He is 63 years old, a Franciscan monk and he graduated from NYU with a degree in History. User 2 is an educator of one of the best high schools in New York state so we figured it was quite possible that he would express interest in the kind of very open learning experience that the physics bus provides especially since it is not in his field so he may be more likely to get interested in the novelty and fun of it (which he did!).

User 2's testing experience revealed to us that the icons in the footer were underrated. Prior to this test, the icons in the footer had the same gray color background as the rest of the footer bar and were a bit too small. We concluded that, though they are slightly redundant, they allow access to those features from any page on the site so they were worth keeping and making more prominent.

User 2 was also very interested in why we left the blank Tours tab and why we would give our client an empty page (even though we explained to him that this is what the client wanted). We then concluded that we needed to implement a way for the client to add tour information on his own, and we then decided to use the same system as we use for the blog feed on the home page: our client can make a blogspot account (or use the same account they have for the home page blog feed) and use a #tours tag in order to draw the feed to the Tours page, if they so choose.

User 3

User 3 was a 9 year old boy from Yorktown, NY. He is the second oldest in a family of four children, with a 5 year old sister, and 14 year old twin brothers. He is currently fourth grade and his favorite thing to learn about in school is outer space (though he said that his classroom only goes to the science lab on Fridays as part of a science/music/art rotation schedule). When he grows up he says he wants to be a space engineer, but when he isn't busy with his head in

the stars he likes to play soccer with his brothers. This user represented what we see as being the lower bounds age-wise of who may be looking at the site for their own interest and represents some more special needs because as a young child what we assume to be intuitive in terms of navigation may not yet have become standard in a user of this age's mind so it is very important that our information architecture be quite clear to meet those needs.

This user had some more difficulties due to age as we expected but we were pleased nonetheless that he was actually able to navigate around and find all the information in a relatively timely manner. He really appreciated the new starry background, in particular.

Round Two Testing: Overall Takeaways

We learned that while most things were working as intended there were a few small tweaks we needed to make to improve usability along with giving info on the donation / buying a shirt page which confirms what we had been feeling which was that it is kind of weird to group them together under the name donation and that we can make adjustments to clarify what it is your navigating to. Mostly we found that there wasn't all that much left to be tested on the site, we of course had to get the information from our client to populate the tours page, but other than that the website very much seems to be in the polishing state where most changes were small tweaks.

The main changes we made after this round of testing was to fix the confusion with the donations page and better clarify the difference between navigating to buy a shirt vs donating, probably by changing the navigation name to something like "support us: or something that gives the idea that you are supporting the physics bus but doesn't limit it just to donations because we felt that is was not enough content to warrant a full page of it's own. Additionally, in order to make the footer icons more evident/ relevant seeming, we added colors from the original logos of the respective social media sites and made the buttons much bigger in order to make them stand out more at the bottom of each page. Finally the slideshow button stammer was fixed so that it's time to advance gets reset after a user clicks either of the navigation buttons so that it doesn't immediately take them away from the picture they may have just swapped to.

Final. Notes to Clients

First, describe in some detail what the client will/would have/ to do to make this go live -- aka what is the deployment plan?

The website has a newsfeed sort of system on the main page which is ran through a blog. Currently we are using our own test blog for the purposes of formatting and making sure everything works but when we're ready we'll help set the client up with the blog (google offers a service called blogspot which is completely free, so it is very easy) and then just swap the url that is getting used by the feed and it should be a seamless transition. Additionally the client will have to host the site themselves, all this requires is that they get some hosting service which should not be an issue because the client is affiliated with a larger organization that has it's own main website and upload the site files, along with setting up the new blog that should be all that is required of the client for the site to be ready. This also be relatively easy for the client given that they already must have had some sort of hosting for their previous site. However, in terms of the initial presentation of the design to the client, we plan to meet as a group and give the client a demonstration of the site. We will explain to him which of his needs/wants we addressed and how we addressed those choices in our design and will clarify any feature that may be unclear. We will also make sure to notify the user that the website is compatible for mobile (which will be a surprise, the client never requested mobile compatibility and the previous site was not at all mobile friendly!) and demonstrate that as well.

Second, include any other info that would be pertinent for your client to know about your final website design (like things you were not able to do as discussed with your client and why).

We had originally discussed the idea of having a page that showcased the different experiments that the client has and maybe even the ability to donate with specific projects in mind, however, there was never really the information there to create a system in such detail. However, we did develop a potential system for updating the Tours tab whenever the Bus does evolve into its touring stage. After a quick demo of how we created the blog feed, we can demonstrate how the user of tagging can create the same effect for the Tours tab. One other thing that we would have liked to do but simply did not have time to in the grand scheme of things would have been to have edited some of the photos in the slideshow to make them slightly brighter. It's a relatively minor detail in the scheme of things, but if in the future the client would still like our help with the site that is something that we would be more than willing to help with.

Final. Notes to Graders

First, give us three specific strengths of your site that sets it apart from the previous website of the client (if applicable) and/or from other websites. Think of this as your chance to argue for the things you did really well, really wow.

Something that was important to our client that was important was coming off as friendly and trying to show that the website is for fun. We were able to implement this in a better way than the old website through things such as a large slideshow of images that the client requested we add, as well as the ability to add a gallery of all the pictures so that people can look through different events and learn about the physics bus visually. The old site was stark with the use of only two colors, black and yellow, which didn't at all match with the bright blue and purple in the logo. This made the site, right of the bat, appear less than inviting. With the addition of the fun new background, a variety of bright accent colors throughout the site, and a mix of fonts, the overall visual appeal of the site is enhanced greatly. With the inclusion of larger images (and more of them) on each page, the site becomes more fun and personal because users can see exactly how much fun other people have had interacting with the Bus.

Another strength was the added presence of getting informed about current events with the physics bus. The old site was very static and wasn't really being updated very often at all (even when it came to the blog). We feel that by adding social media (twitter/facebook) feeds to the homepage, as well as moving the blog there, it helps keep the site somewhat dynamic and additionally helps to engage users by showing new events right on the home page which is, of course, the most frequented page on the site. Previously, the fact that the twitter and facebook were being actively updated had no impact on the site, but now the site actually works to tie everything together and can really be used as a hub of information about the physics bus which is much more helpful to the users than the old rather static web page was. Also, with the addition of much more prominent social media buttons in the footer means that the user can link to the client's other affiliated sites at any point in their perusing, rather than having to search around for tiny buttons as on the original site.

Finally we feel that the information architecture we introduced is much more intuitive for users than what the old site had. The old sites main page was a brief history of the physics bus accompanied by some media and also by a form to sign up for a mailing list, in essence a very brief and mashed together combination of what we have divided into our Home, About, and Contact pages. By creating a homepage that has recent (and therefore probably more relevant) information, and then having a clear navigation menu to access history, general information, methods of contact, media, etc. we feel like the user experience is much more clear and directed which we see as an accomplishment over the preexisting website. As such, we are also giving the user more information, not just clearer information. We were able to pull content from the old site, interviews, and emails to build a more comprehensive vision for the site as a whole.

Second, tell us about things that don't work, that you wanted to implement, or that you'd do if you keep working with the client in the future. Give justifications.

As was noted above what we would most likely add were we to continue working with the client would be a section of the site dedicated to all the individual projects that the physics bus has. It just has many great implications such as perhaps allowing users to express interest in new projects or in bringing back old

projects which would be useful for the client. At this stage though it just wasn't too feasible as ideally something like this would involve database interaction to store the projects and the information about them such as whether or not the are currently active and maybe some sort of "like system" for them, but at this time that just isn't something we are able to provide. If we were to continue working with the client in the future, we would be able to help with keeping the blogging system updated for both the home feed and the tours tab. One thing that we also did not have time to do was edit all of the photos in the main slideshow: all of the photos we used were photos provided to us by the client, but some of them could have benefitted from some basic things such as brightness.

Finally, tell us anything else you need us to know when we're looking at the project.