

Visually representing a small business through their website.

Tools: Figma, Miro
Timeline: 6 week sprint, October/ November 2024



Overview

We are.. UXPA Penn State!

We are the only collegiate chapter of the User Experience Professionals Association, hosting career development workshops, Figma sponsored events, and design projects.



Our Client: Peaceful Kingdom Farms

Drove a 6-week design sprint to enhance the digital customer experience for Peaceful Kingdom Farms, a local health and hygiene business.



Timeline

Design Thinking Model



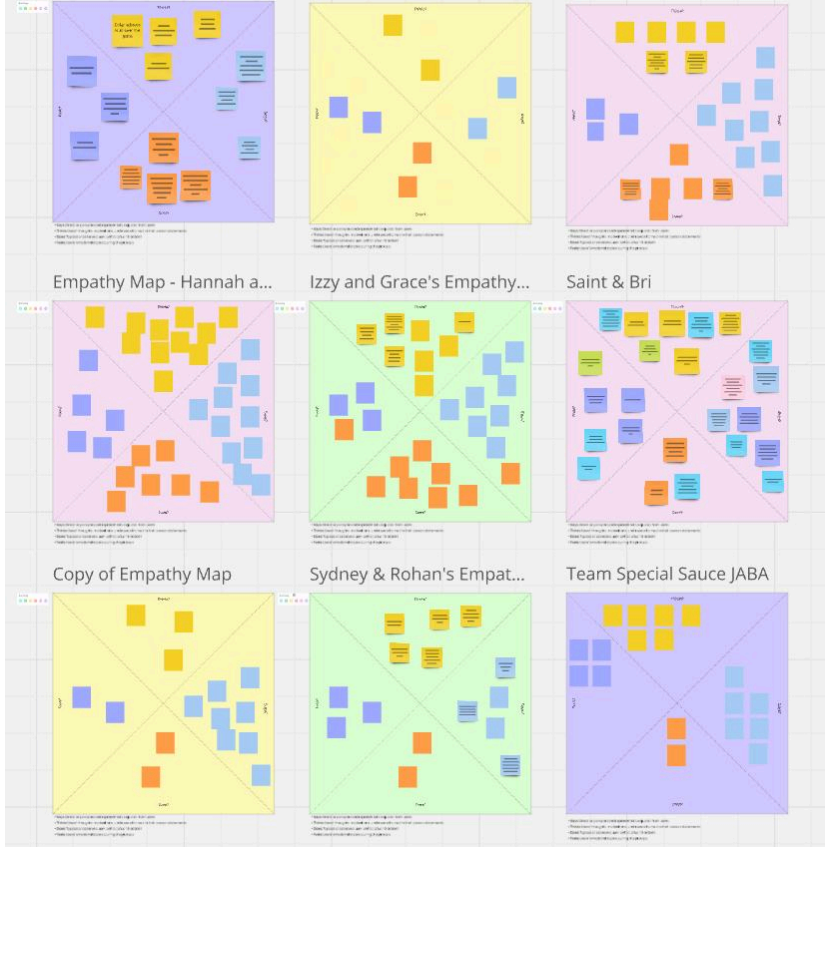
Week 1: Empathize

Empathy Maps

About: Empathy maps allow us, the designers, to understand the user's goals and frustrations when using the website through direct observation.

Team Activity: In our first project meeting, we split into pairs, consisting of a User and an Observer. The User navigated the old website and vocalized their thoughts and design critiques. The Observer took note of the User's thoughts, words, actions, and emotions.

Result: The deliverable helped uncover important user pain points and stylistic issues with the current website, setting a solid foundation to launch the project.



Week 2: Define & Ideate

Problem Statement

Based on the business needs of Peaceful Kingdom Farms and our findings from the empathize stage, we agreed on the following problem statement:

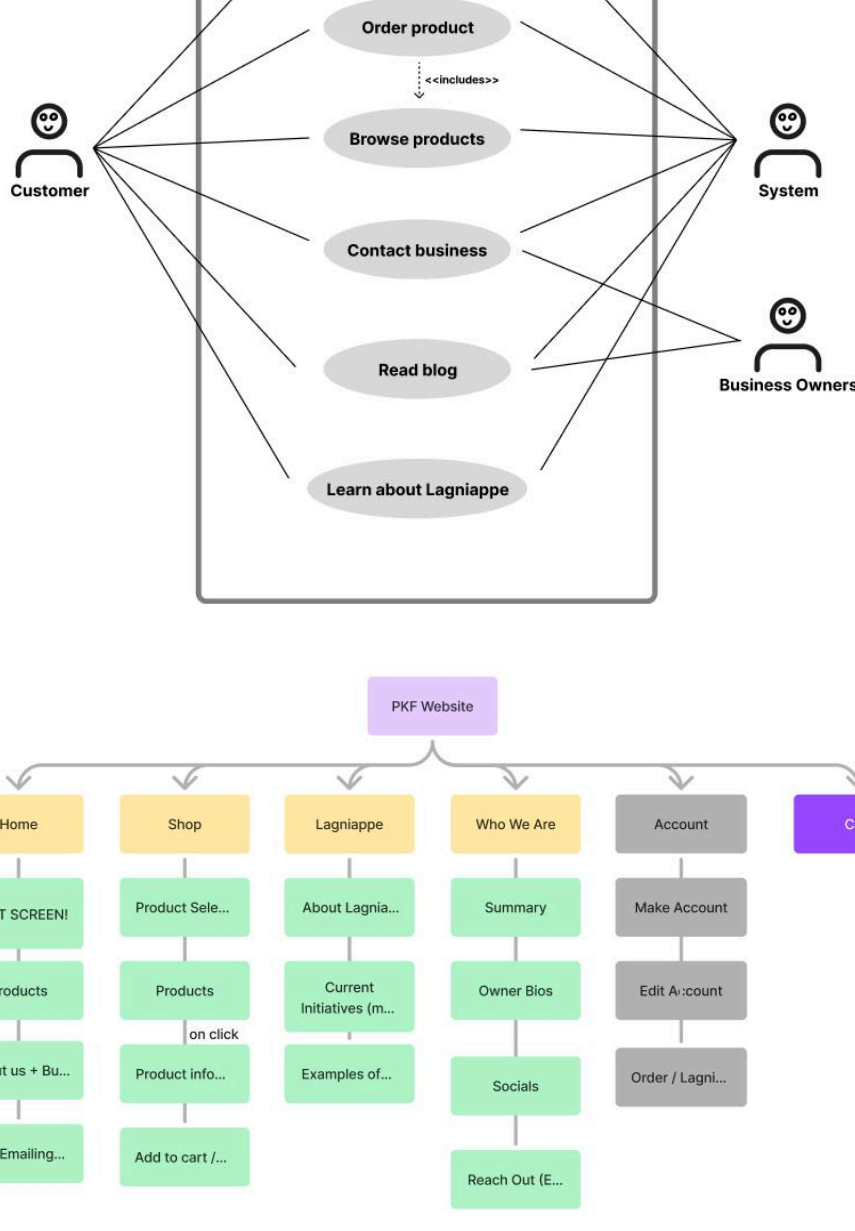
"Peaceful Kingdom Farms needs a website that visually represents their mission of making a positive impact through their products and non-profit, Lagniappe. The current website's inconsistent aesthetic and poor usability negatively affect the customer's experience when interacting with the brand. This inhibits business growth and appeal with the Gen-Z audience they hope to attract."

Use Case Diagram + Site Map

About: Use case diagrams organize what use cases the website should support, and site maps list what pages the website should have (based on use cases) and the information architecture of each page.

Team Activity: In groups, we brainstormed use cases that the website needs to support. We converged on one use case diagram to guide the rest of the project. To support each use case, we created a site map organizing the high-level website architecture.

Result: The site map set a foundation for what information should be shown on the website, and how it should be structured. This would eventually help the team stay aligned during the prototype stage.



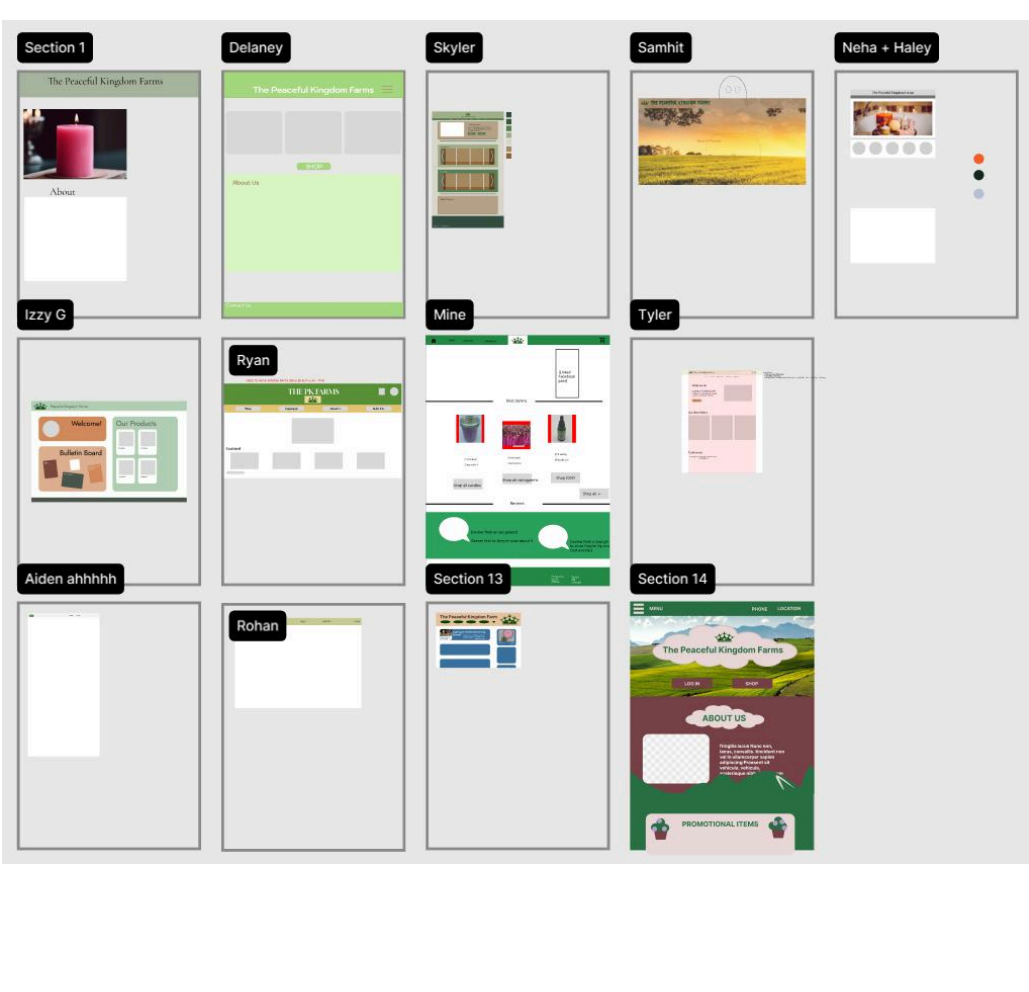
Week 3: More Ideate

UXPA Gut Designs

About: Gut designs are a UXPA Penn State tradition where we have everyone individually (or collaboratively) design the homepage based on their own gut. There are no right or wrong designs, only putting ideas to the canvas.

Team Activity: Started with individually hand drawing Gut Designs of the home screen. Then, we all made our Gut Designs in Figma. Ended the meeting by offering feedback on everyone's designs.

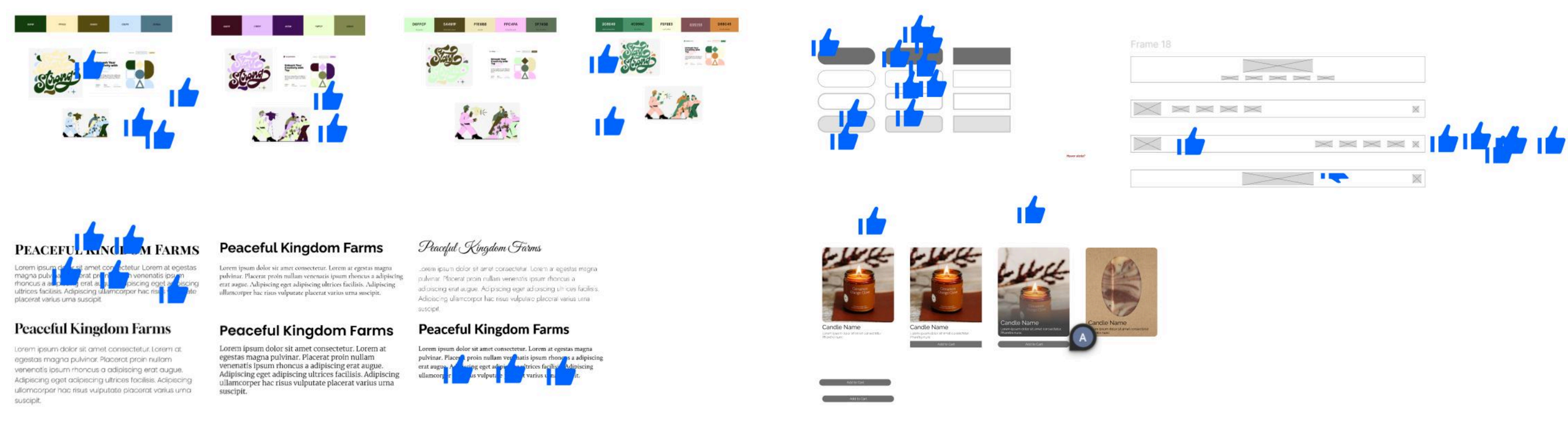
Result: This activity enabled everyone to share their unique ideas on these design patterns, resulting in alternatives to critique and converge on going into the prototype stage. Additionally, this activity encouraged constructive feedback for everyone's designs, fostering an environment where no opinion is excluded.



Week 4: Prototype

Choosing Themes

Team Activity: Using themes from our Gut Designs, we gathered possible color schemes, fonts, and UI components for the team to choose from. We voted, modified, and finalized themes that best aligned with the story we were trying to tell.



Style Guide

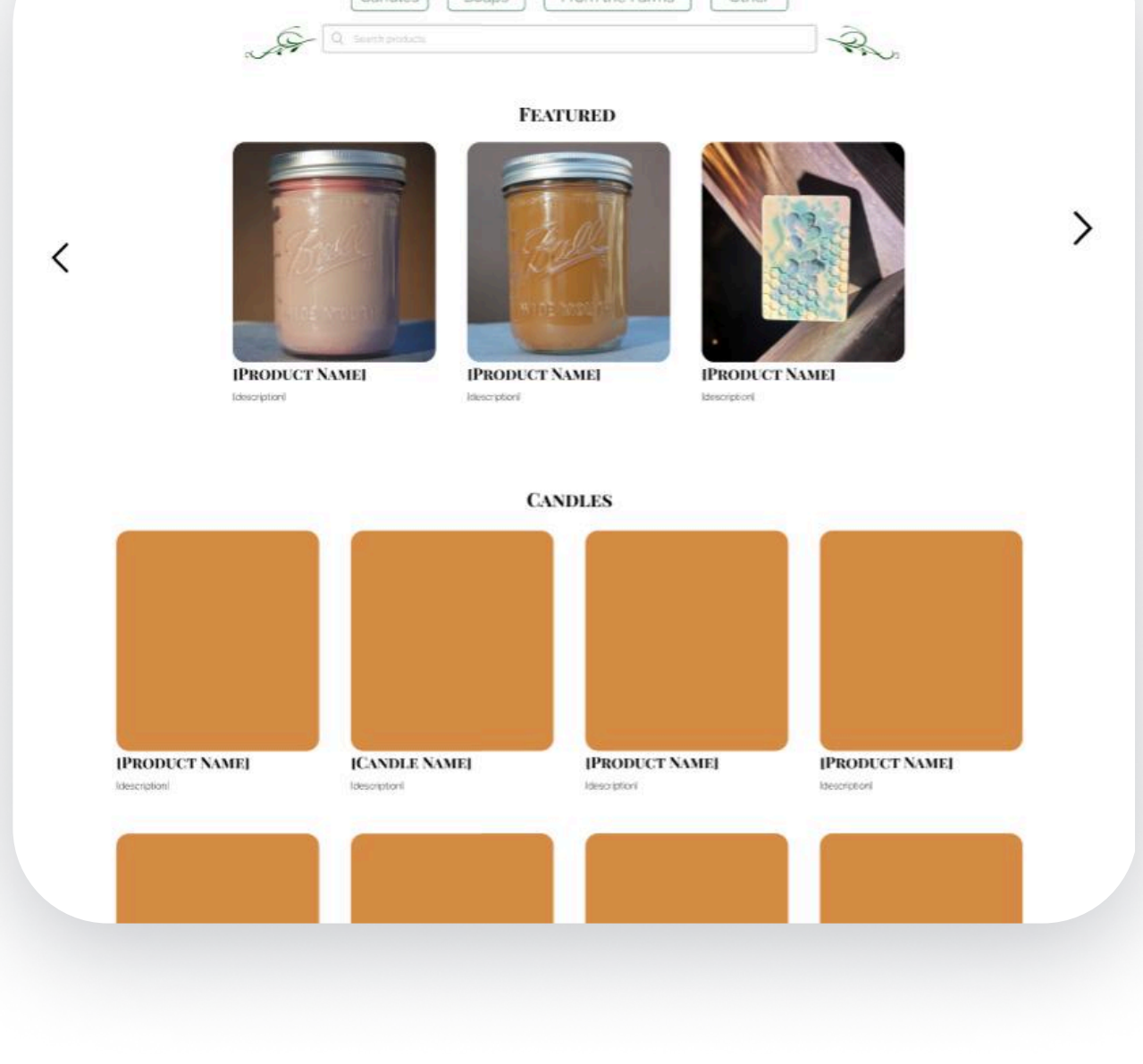
Designed a style guide in Figma to ensure consistency and scalability across our designs. The style guide streamlined color scheme, font family, UI components, and spacing/sizing guidelines.



Week 5 and 6: More Prototype

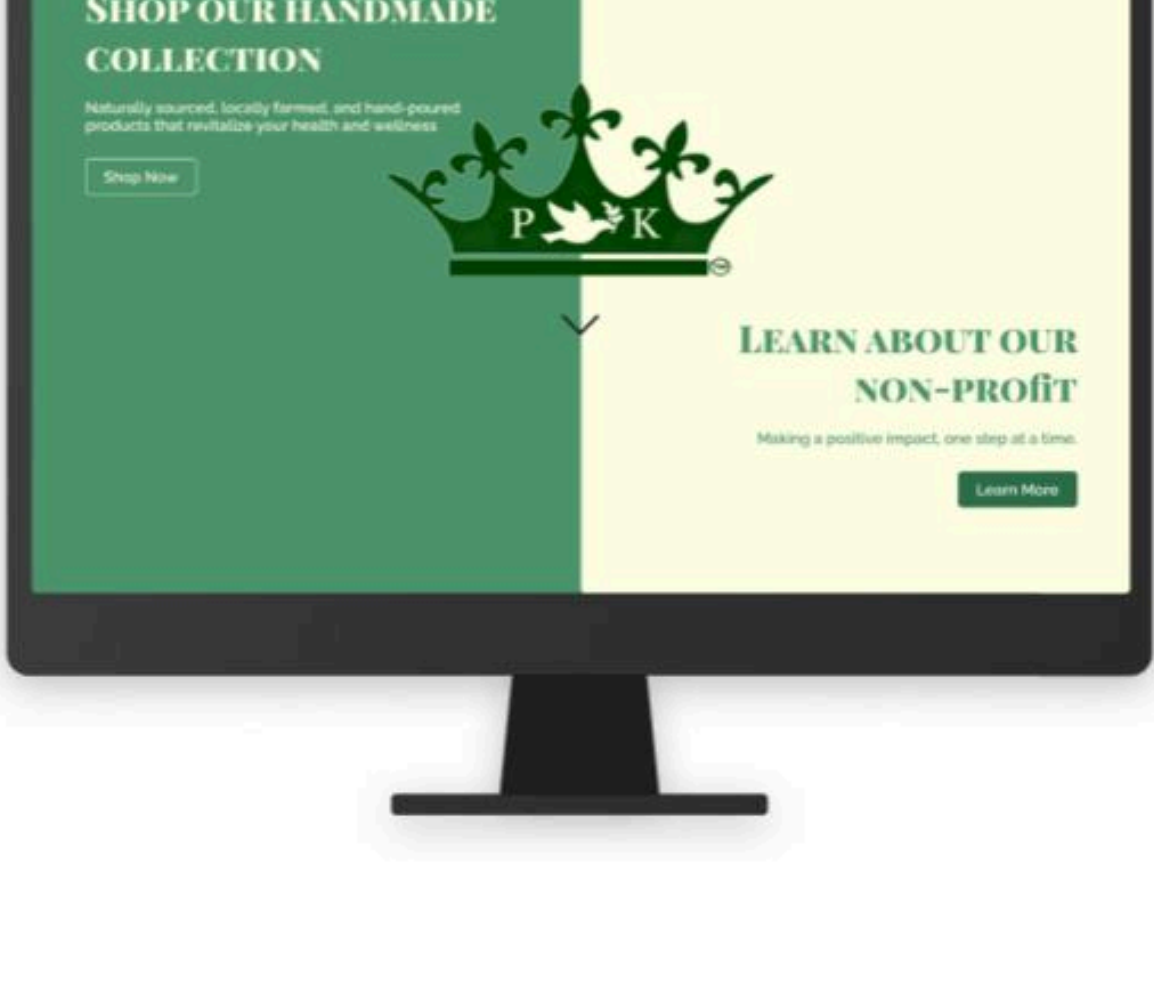
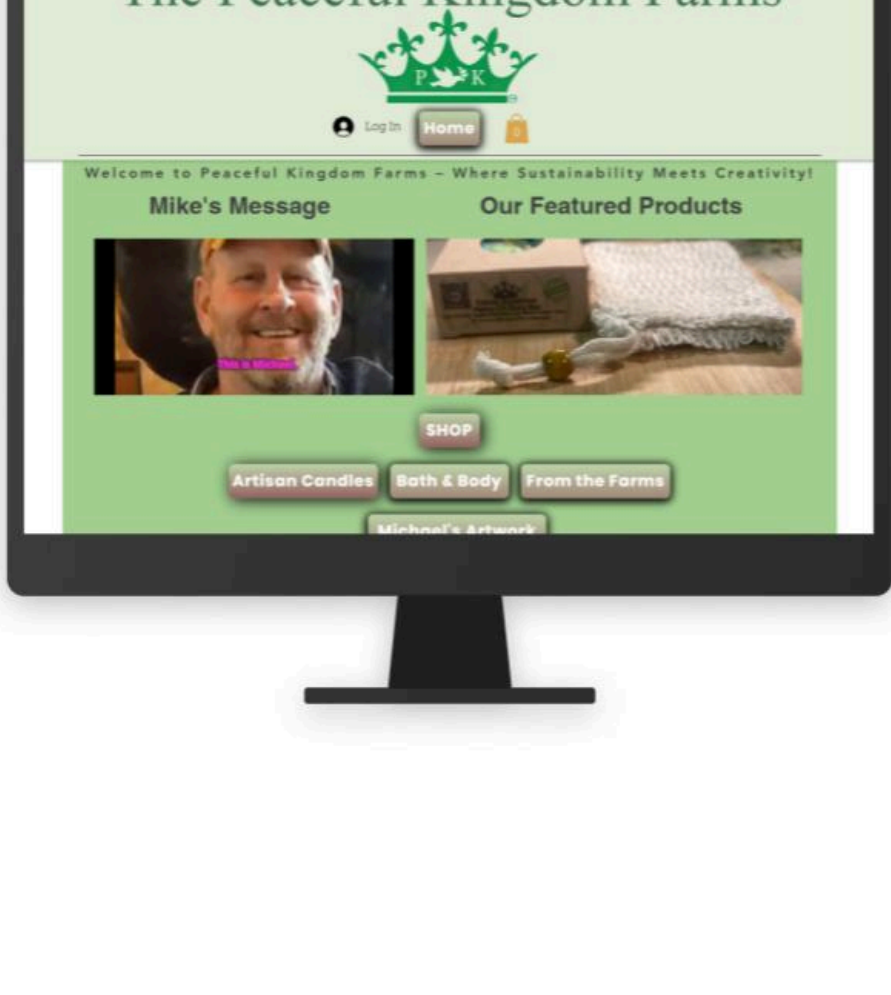
Prototyping

Designed each page based on our sitemap, using the design system to style and structure the UI. Continuously offered and leveraged feedback on our designs, always seeking ways to improve the prototype.



Before

After



Takeaways

- Takeaway 1. About takeaway 1
- Takeaway 2. About takeaway 2
- Takeaway 3. About takeaway 3