

Proposed Redesign of Starfire Website

Proposed by

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Purpose and Goals

The objective of the project was to reinforce the new Starfire vision through the reconstruction of their website. We understand that Starfire's new vision for 2019 is a very complex idea. Saying that, we have formatted for ourselves a methodology of steps and envisioned their potential site visitors so that we could prepare for Starfire what we believe to be their vision.

Given this objective, we developed the following goals for Starfire's redesigned website:

- Create a more accessible website (one that is "friendly" to both those with disabilities and those without)
- Succinctly state what Starfire is and does
- Align the structure and content of the site with the visitors' likely goals

Methods

The two methods we used to decide upon the criteria for Starfire's new website were

- Conducting background research
- Creating profiles of the site's likely users

Background Research

Information from Starfire

The most important source of information for our project was the information we gathered from representatives of Starfire. It was our understanding that Starfire showed determination to change the way in which people view Starfire. Part of this changing process, the decision to reconstruct their website became our task to create a more professional and well respected website.

Background Reading

We also did several readings on different types of articles relating to disabilities, website necessities, and appropriate content for websites.

Internet Research

In order to get the best results, we researched other similar websites to match important themes and information and to see that we were effective in utilizing all necessary compounds that are needed to create the most effective and useful website.

Using this information, we were able to identify what particular type of website and what sort of organization we believed Starfire seeks. In order to put the website together we needed to recognize which types of people would be the most frequent visitors of the site.

Targeted Users

From our research, we determined that the main users of Starfire's site would be

- Teens and young adults with developmental disorders
- Parents with children who may have developmental disorders
- Potential volunteers
- Potential donors

Teens and Young Adults with Developmental Disorders

Young people with disabilities will likely use the website to access a variety of important information that is relevant to them, including class dates, events, photos, and contact information. These visitors are also likely to want to learn more about Starfire's current members and see what kind of community Starfire is.

In addition, these users need a website that makes it easy for them to read from the size of the text and have an audio option for those who have vision problems.

Parents with Children Who May Have Developmental Disorders

Parents with children involved with Starfire will want to acquire information regarding their children's activities and experiences. They will want to be able to

see other children's experiences and what Starfire can do for them. Parents who do not have children involved with Starfire will want information that explains what Starfire can do for them.

Potential Volunteers

Volunteers will need the correct contact information as well as types of volunteer opportunities that are available. They will also need to understand what Starfire is all about and see how they'll benefit from volunteering.

Potential Donors

Donors will need to have an easily accessible way to donate funds. They will also need to be able to see up front what kind of organization Starfire is and what kind of good they do for both the members and the larger community.

Getting into the mindset of the possible users helped us design a structure and layout that we feel would serve all of these groups of users well.

Overview of Site Structure

Navigation Bar

The redesigned site is organized around the seven most important access points for the major user groups (navigation bar). These seven access points take the form of seven tabs across the top of the homepage. For quick reference, the tabs are shown below in bold, with their sub-tabs un-bolded and indented.

Home

About

Mission Statement

Staff Qualifications

Staff Hierarchy

Events and Programs

Evening and Weekend Program

Weekly Program

Past Starfire Events

Future Starfire Events

Join Starfire

Volunteer

Become a Member
Support Starfire
Frequently Asked Questions (FAQ's)
Starfire U

[See the Starfire U website project for proposed subpages.] The following sections describe the proposed contents for each of the seven main pages for the site.

Home

As the previous section indicates, the homepage will contain seven main navigation tabs. Moving from the top left corner of the screen to the right corner, they are

- Home
- About
- Events and Programs
- Join Starfire
- Support Starfire
- Frequently Asked Questions (FAQ's)
- Starfire U

The homepage will have a short welcome statement, which will comprise the majority of the textual information on this page. The homepage will also contain a slide show, the partners, icons to click to adjust text site for a more user-friendly webpage.

About

This page will have three sub-pages, which will consist of the following:

- Mission Statement: The mission of Starfire
- Staff Qualifications: Graph/chart found on current website
- Staff Hierarchy: Graph/chart found on current website

On the "About" homepage, we propose text that tells the history of Starfire and provide any other background information. There will also be links to the above three subtopics.

Events and Programs

This page will have four subpages, which will consist of the following:

- Evening and Weekend Program: Details of the evening and weekend programs for Starfire
- Weekly Program: Details of the weekly programs for Starfire
- Past Starfire Events: Photo albums with brief captions of past events
- Future Starfire Events: Events that are in the near future.

On the “Events” home page, the viewer will have the opportunity to read up on the present events (whether that be daily or weekly—whatever Starfire decides to put here) as well as the two links mentioned above.

Join Starfire

This page will have two subpages, which will consist of the following:

- Volunteer: Contact information for the employees that handle volunteer workers as well as information on volunteer jobs/opportunities
- Become a Member: Explanation of the membership services/benefits of Starfire and what to do to become a member.

On the ‘Join Starfire’ homepage we recommend featuring a picture of members working together with a brief explanation of the difference between what it means to become a volunteer versus what it means to become a member.

Support Starfire

There will be no tabs on this page. This page will direct the user to donate money to Starfire.

Frequently Asked Questions (FAQ’s)

This page will enable Starfire to answer users’ likely questions about the organization.

Examples:

1. What does it mean to be a member? (Gives an opportunity to respond with Starfire's new ideals regarding bringing together both members with disabilities and those without.)
2. How much does it cost to become a member?
3. What types of volunteer opportunities are there at Starfire? (Can include the benefits of volunteering.)

[Starfire U](#)

This is a direct link to the Starfire U website.

[Proposed Layout](#)

[Header and Footer](#)

The header will contain the Starfire logo while the footer will contain the contact information for Starfire. The colors and design will match the criteria that the Style Guide team created. Starfire logo will remain the same.

[“Welcome to Starfire”](#)

Just below the seven main tabs and the logo is text welcoming website users to Starfire. This text is on the left and is a combination of a welcome statement and their mission statement.

[Slide Show](#)

The slide show will be to the right of the “welcome” text and will show a selection of photos from past events at Starfire's choice. We have provided text captions for each photo that describes the photo and also enables those using screen readers to hear what each photo is about.

[Member Stories](#)

This section is below the slide show and to the left of the “News” section. It is a blue button that links to profiles of different types of Starfire members within Starfire. Those who want to learn more about who belongs to Starfire and what Starfire does can click here.

[News](#)

This section was created to give Starfire the opportunity to update their members and users on current events or news. Starfire can decide what types of news to post on the front page for all users to see.

Partners

The partners are located on the bottom left-hand side of the website just above the footer. These icons are included to sustain their credibility for a strong partnership with Starfire.

Deliverables

- Diagram of site structure
- Screen shot of homepage
- Screen shot of sample subpage
- CD with a folder containing all relevant files for the website