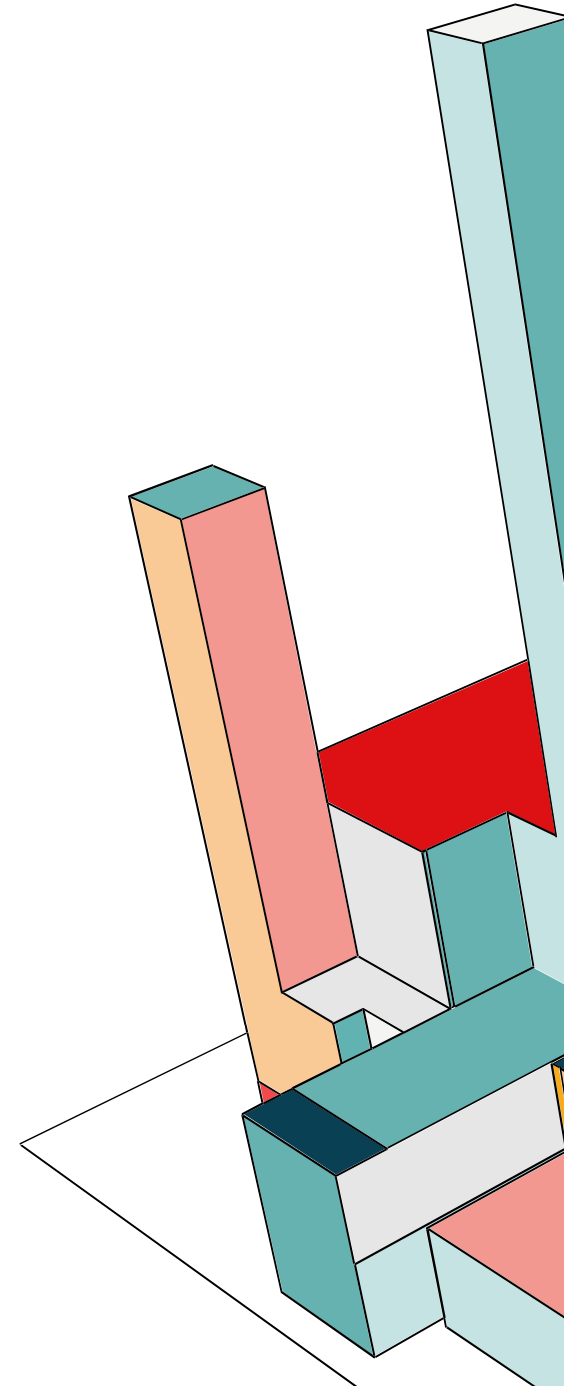


UNIVERSAL DESIGN YAKIMA VALLEY MUSEUM

AGENDA

- Visual Design
- Functionality
- Design
- Conclusion



VISUAL DESIGN

- Load times
- Readability
- Color contrast

YAKIMA MEMORY



The Yakima Memory project is a cooperative effort between the Yakima Valley Regional Library and the Yakima Valley Museum.

EFFECTIVE PERFORMANCE

Here are a few issues and solutions to boost site performance:

- Home page images are slow to load
 - Optimize performance by adjusting image size
- Dropdown menus are hard to read
 - Strengthen readability by changing menu backgrounds to solid colors
- CTA buttons are low contrast
 - Increase contrast with darker color choices and bold font

A good website should load quickly and be easy to read.

When there is a delay or key information is hard to see, users may be left unsatisfied.



FUNCTIONALITY

- Broken links
- Pop-ups

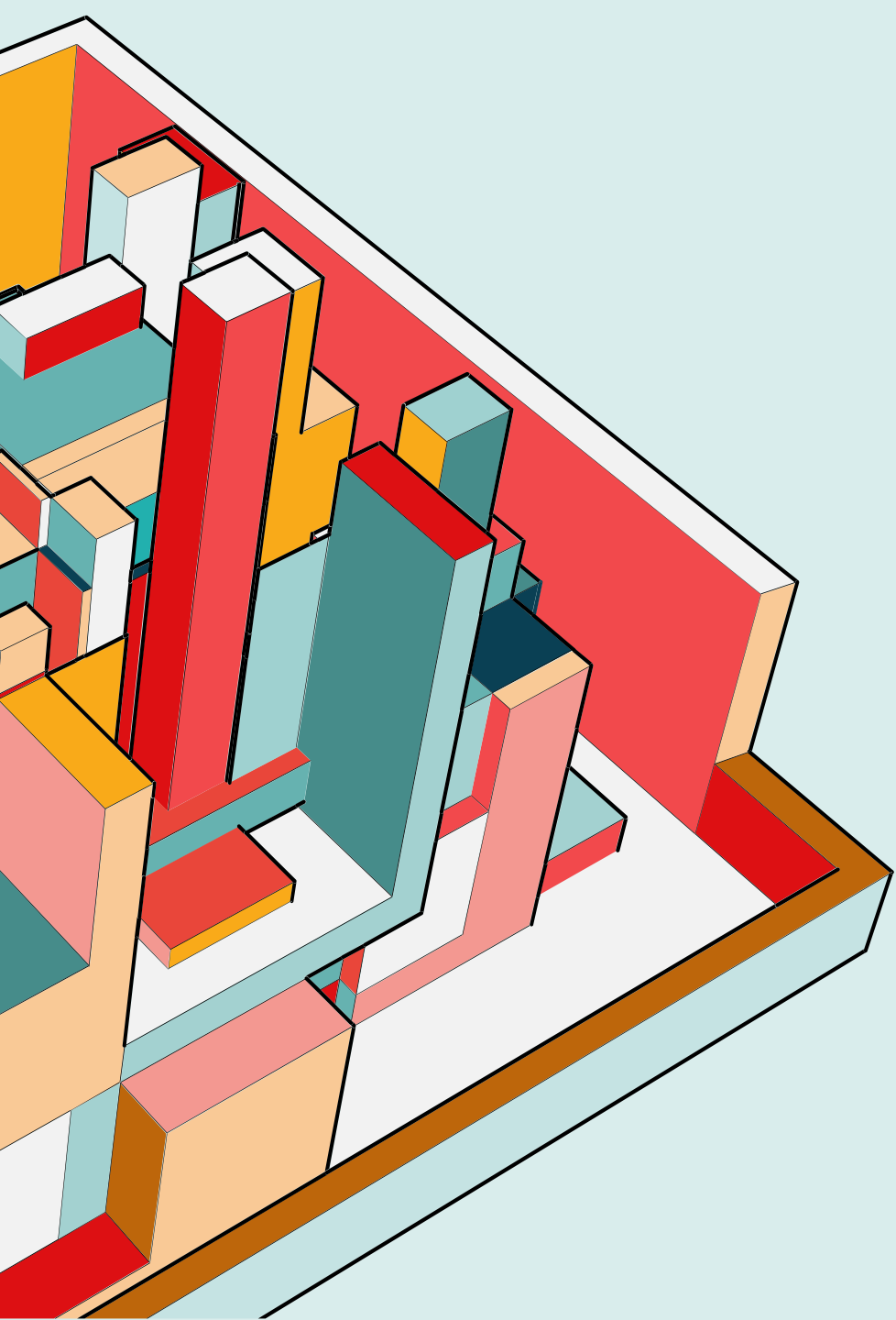
SUPPORT AND GUIDE THE USERS PATH

Here are some issues and solutions to help users easily navigate and interact with all aspects of the website:

- Broken links in dropdown menus
 - Improve navigation issues by fixing any broken links to redirect to working pages
- Pop ups are difficult to close
 - Provide users with an easy way to close pop ups by adding and Exit or X button

These small changes to improve functionality will streamline the user experience.





DESIGN

- Elements work together
- Balanced design
- Accessible design

EVERYTHING IS A SYSTEM^[1]

Here are some components that work together already to create a positive user experience:

- Important information, such as hours and location, is easy to find
- Buttons and images are consistent in size and not crowded

A user-centric design matters. Here are a few things to consider to ensure an accessible design:

- Checking contrast and color choices should be done for users with visual impairments
- Ensure information is broken up in a balanced way

CONCLUSION

The homepage is crucial as it's where users start exploring, a central hub connecting to other pages. It needs to show users what they can do and guide users to take their next steps easily.

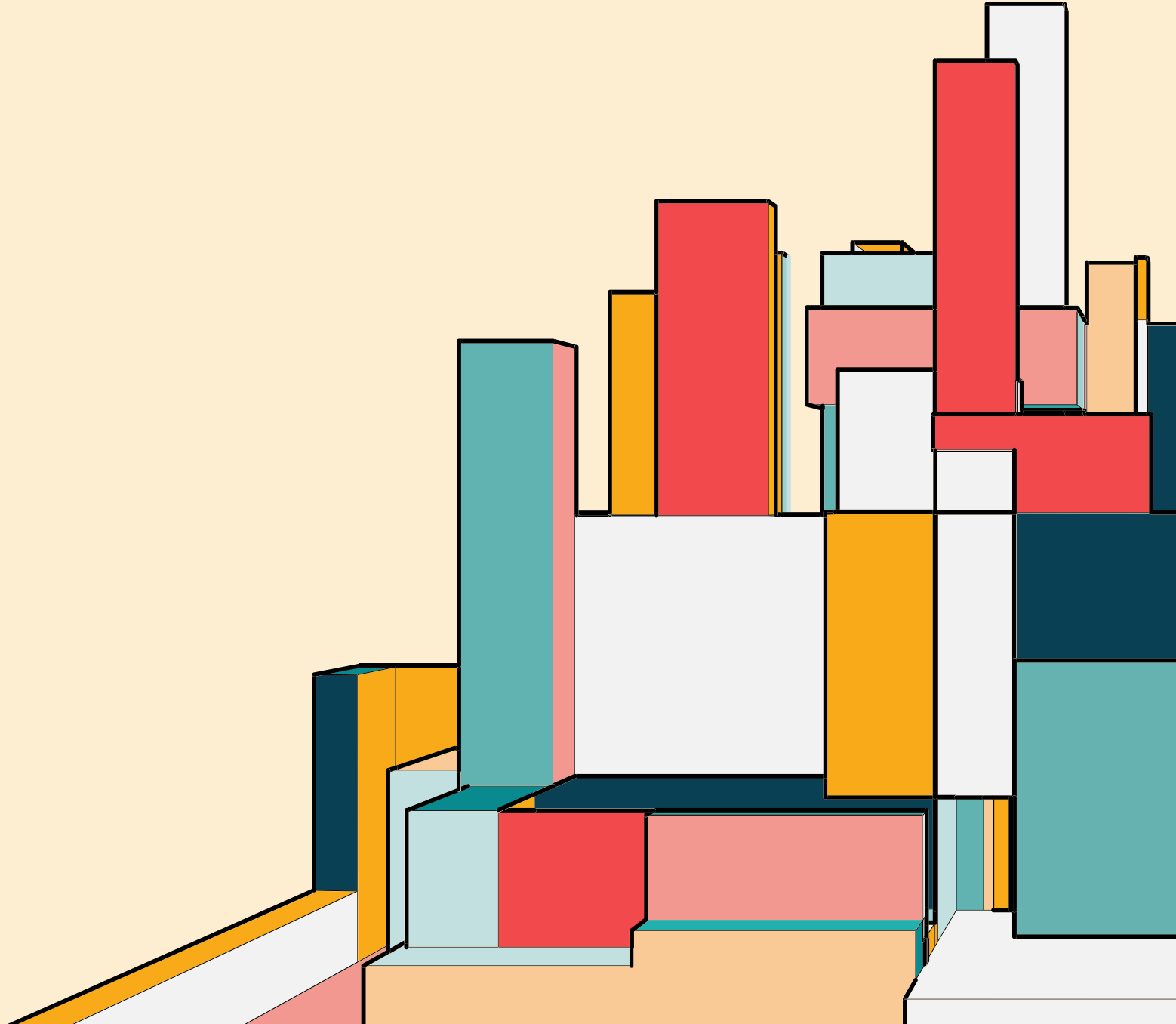
Using human-centered design principles will not only make your site easy to use, it will reach a wider community of new users.



THANK YOU

Pam Kent

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CITATIONS

Yakima Valley Museum & Historical Society Inc.
"Homepage" 2023 [online] <https://www.yvmuseum.org/>

[1] Cynthia Vinney, "What is Human-Centered Design?" 2023 [online] <https://www.uxdesigninstitute.com/blog/what-is-human-centered-design/>

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