

UP-GRADE 2024

MPA Collaborative Network

INTRODUCTION

Who is MPA Collaborative Network?

MPA Collaborative Network empowers diverse communities to engage in **marine protected area (MPA)** stewardship for a healthy ocean.

Together, the team helps oversee **14 MPA Collaboratives** pictured on the right:



INTRODUCTION

What They Do



Connect community members at the local and state level



Operate as MPA resource hub for anyone and everyone



Conduct field work, research, and more!

The Problem:

How might we redesign the MPA Collaborative Network website experience to reduce cognitive overload for its diverse users, thereby ensuring they **understand MPA CN's purpose** and **navigate its resources & services seamlessly**?

01

Research

Surveys

Gathered initial impressions on site usability and user wants/frustrations

Received 27 total responses

- MPA Collaborative Network staff (8 out of 27)
- UCSD students
- Members of the general public

Used affinity diagrams to organize findings and identify trends/patterns



MPA Collaborative Network - Website Survey

Thank you for participating in this survey in order to help us make improvements on the MPA Collaborative Network website. We appreciate all your feedback to implement changes that will create the best possible experience for site users. **PLEASE MAKE SURE YOU ARE USING A DESKTOP** (eg. Computer or Laptop) **TO COMPLETE THIS SURVEY.**

This survey should take about 5 minutes to complete.

ljoo@ucsd.edu

Switch account

Not shared

* Indicates required question

Email *

Your answer

Name *

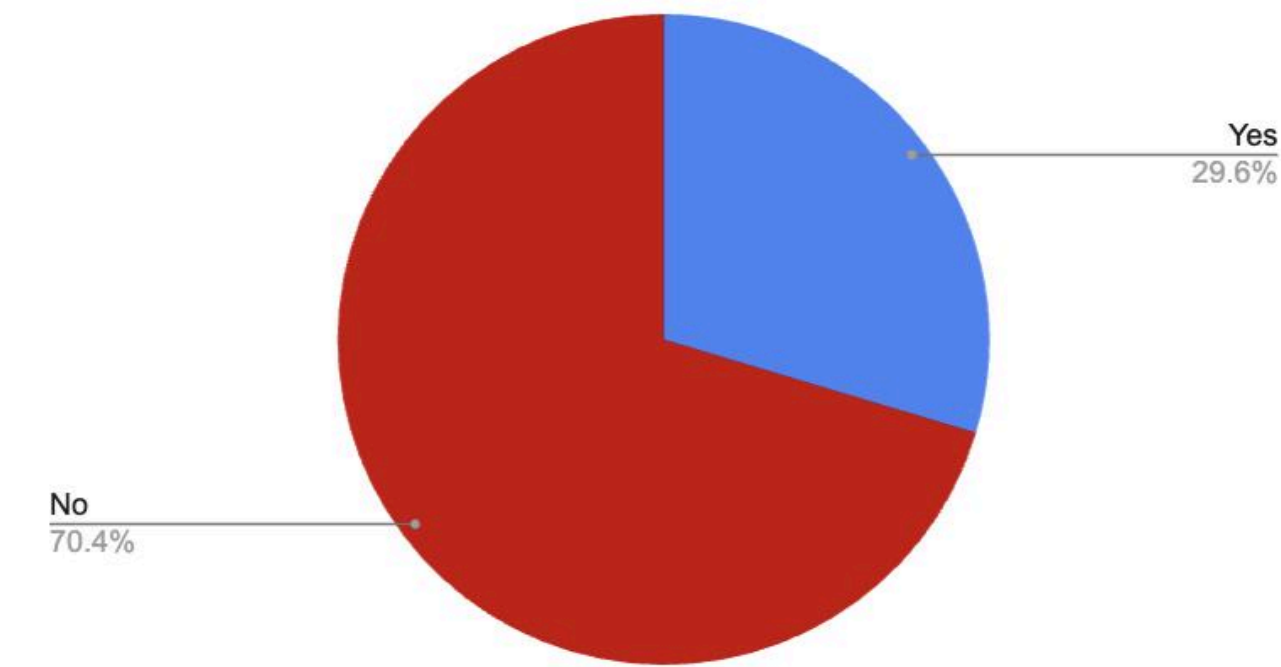
Your answer

Age *

Your answer

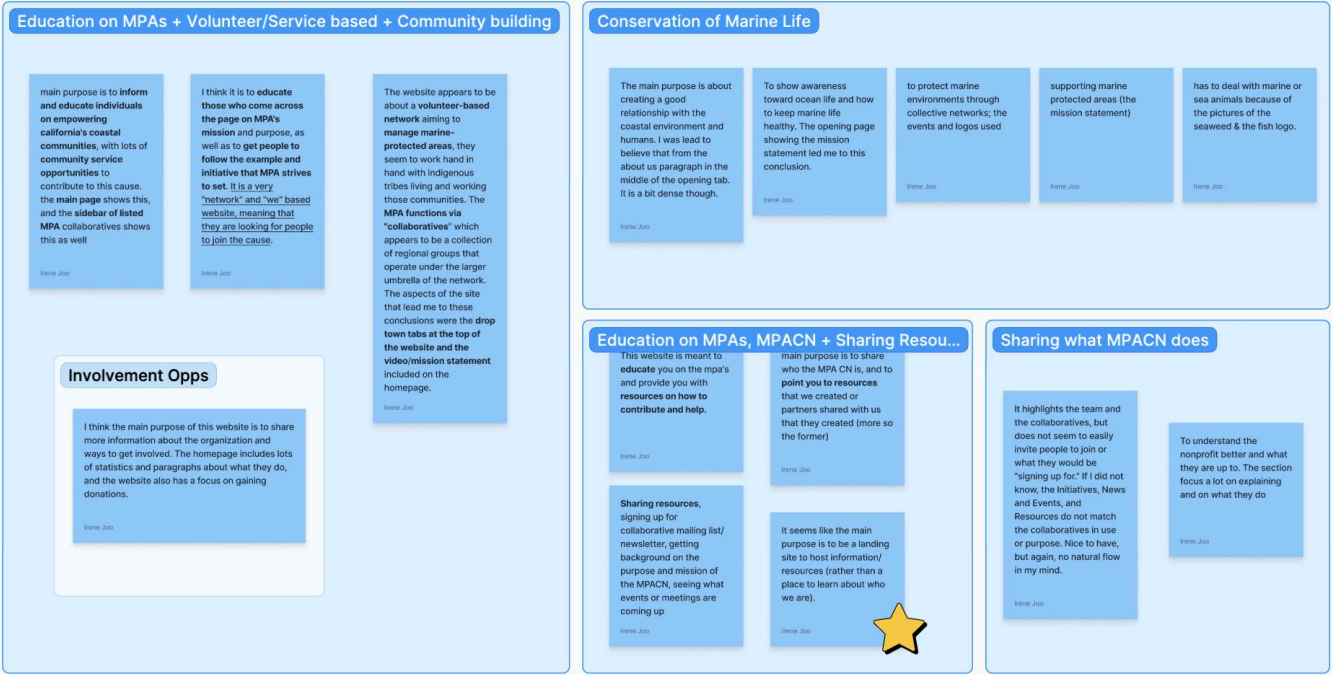
Survey preview

Are you affiliated with MPA Collaborative Network?



Example Background Question

What do you think is the website's main purpose and what aspects of the site led you to that conclusion?



Example Affinity Diagram for a specific question

Interviews

Interviewed 8 total participants, all of which **7 were MPA CN staff members**

- Asked open-ended pre-task, task, and post-task questions

Here are our **main takeaways** from our interviews:

Unclear who MPACN is, what they do, how to get involved, and what makes them unique

Pages are **text-heavy** and **are hard to read** for key information/takeaways

Resources are scattered in multiple pages and poorly organized, difficult to find/navigate valuable info

Many pages **require unnecessary scrolling** to find relevant/important content, causing user fatigue

Site uses **lacks clear visual cohesiveness** and has **inconsistent design/branding** across pages

Some **buttons/links are not properly set up** or instead direct to the wrong page/site

Analysis

Website Audit

- Familiarizing ourselves with the website and discovering areas of improvement

Homepage

- Needs Improvement:** Color of the header is not used in other pages of the website, establish a cleaner color palette.
- Needs Improvement:** Place the title a little higher, currently links to map of Collaborators, should be about?
- Needs Improvement:** Improve copywriting to convey MPA mission/what MPA does in a brief, clear, and more appealing way.
- Stats:** Make those STATISTICS stand out more to show MPA's impact.
 - Count our miles
 - Explore most popular sites
- Stats:** Show map of MPA collaborations below this content to visualize the area.
- Good!** Created by upcoming events on homepage, aligning with what the stakeholder wants.

Competitive Analysis

- Build understanding by evaluating other similar organizations' websites

Section 1	Marine Conservation Institute	The Ocean Breeze Alliance	California MPA	Shell the Bay	
Mission	Dedicated to the protection and enjoyment of the world's oceans, seas, and fisheries, for all people, through a powerful activist network.	Marine Conservation Institute is dedicated to ensuring protection for the ocean's most important places — its coral reefs and fisheries, for all people, through a powerful activist network.	The Ocean Breeze Alliance International is a marine conservation and education organization that advocates for the protection of marine resources. We use our unique position to advance marine conservation, build marine habitat, conduct education, protect coastal areas, and connect communities through art.	The mission of California's Marine Protected Areas Education and Outreach Initiative is to enhance MPA education through outreach partnerships to empower Californians to protect what they know and love.	Help the Bay staff work to establish a life science community and protect our coastline, reduce our carbon footprint, and speak out for clean water policy across our watersheds.
Target Market					
Key Features	- Home - Learn - Get Involved - What We Do - What's New - Support Us - Shop - Donate	- Home - About - Mission - History - What We Do - Support Us - Projects - Education and Engagement - Our Products - Donation Modules - Our Impact - Our Team - Our Partners - Our Future - Our Shop - Our Blog - Our Events - Our News - Our Contact - Our Privacy - Our Terms - Our Sitemap - Our Search	- Home - Our Guide - This site was created to serve as an online library for marine protected areas resources. - About MPA - CA MPA - MPA education & outreach in CA - Science and management - Planning resources - MPA stories - Our Impact - Our Team - Our Partners - Our Future - Our Shop - Our Blog - Our Events - Our News - Our Contact - Our Privacy - Our Terms - Our Sitemap - Our Search	- Home - What's New - Our Impact - Our Team - Our Partners - Our Future - Our Shop - Our Blog - Our Events - Our News - Our Contact - Our Privacy - Our Terms - Our Sitemap - Our Search	
Screenshots					
Strengths	- Clear CTA - Clearly convey their mission - Highlight the featured sections (science, campaigns, programs, ways to get involved, etc.) in an organized way - Content centered on the right - Good use of statistics to showcase impact	- Clear problem statement on homepage - Take clear CTA of the ocean's effectiveness - Ready clear organization overall - Navigation length of pages	- Clear mission statement, wording is concise - Highlight on the conservation theme - Organized header, users can find specific and appropriate resources in the drop-down menu	A comprehensive hub of resources	- Clear mission statement - Very clear about the organization - Clear about the organization - Clear about the organization
Weaknesses	"Shop" link navigates to a new page, making it a bit hard and confusing to go back to the original site.	- The background picture on several "Take Action" pages makes it hard to read the text - Visual design could be more appealing	- Typography is not consistent - Header text makes it a bit difficult to read the website - Header text makes it a bit difficult to read the website - Header text makes it a bit difficult to read the website - Header text makes it a bit difficult to read the website	- The content on homepage switches too fast, leaving insufficient time to read the text - Header text makes it a bit difficult to read the website	- Lack of consistency in text and style - Header text makes it a bit difficult to read the website

SWOT Analysis

- Brainstorming potential opportunities that tackled trends we saw in our research

Marine Conservation Institute Marine Conservation Institute			
Strengths	Weaknesses	Opportunities (for MPA)	Threats (for MPA)
Clear problem statement on homepage: "less than 3% of the ocean is effectively protected"	Hard to read text because of background picture on several "Take Action" pages	Clear problem statement engages users from the start	Balance website's design functionality AND visual appeal
Simple and clear categorization of the footer	Visual design and typography lacking appeal and engagement — feels like a newsletter	Page length optimization to improve readability and user experience	Carefully consider background image overlay's impact on text readability
Appropriate length of pages		Clear CTA section	

Who are our Users?

We had to consider several potential users and there are still many more *we did not* include.
These are the 5 main user personas we created:



Sarah M.

South Coast Specialist



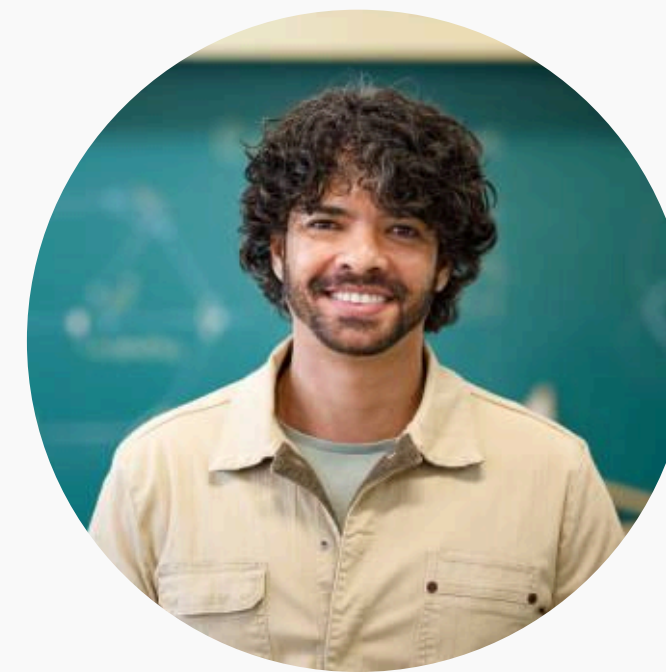
Megan L.

Monterey Collaborative
Co-Chair



Laurie C.

MPA Program Manager @
Ocean Protection Council



Greg B.

Middle School Biology
Teacher



Steven R.

Del Norte Fisherman

UX RESEARCH

What our participants had to say

Moving forward to our design process, we kept these user insights in mind:

1

Information Overload

“There is a lot of information packed onto the homepage, which I find overwhelming. **Visually it's just overstimulating.**”

- UCSD Alumni

2

Unclear who MPA CN is

“I like the colorful, visual aspects, but **it could be clearer on what the CN** is...it is more important to get the point across about who we are first.”

- MPA CN Staffer

3

Difficulty navigating the Resource Library

“The Resource Library has untapped potential, there are so many great resources **it can be overwhelming and challenging to navigate and find exactly what you are looking for.** I also tend to forget this is here and available!”

- MPA CN Staffer

02

Design

VISUAL BRANDING

Our Initial Impressions: Visual Issues

Seeing how MPA CN's initial branding translated onto the site, we identified some key visual issues and how we could approach them:

1

Lack of readability → [New Typography Guidelines](#)

Their style guide aimed for ADA accessibility and clear legibility, but users faced readability issues on content-rich pages due to inconsistent font sizes, decorative fonts, insufficient spacing, poor text contrast, and misaligned lines.

2

Color disorganization → [New Color Palette](#)

The website suffered from inconsistent shades of blue, leading to contrast issues and a visually overwhelming experience. A dominant green background for the UI distracted from the content, and a lack of accent colors further reduced clarity and effectiveness.

3

Confusion with navigation → [New UI Elements/Components](#)

The navigation bar and footer lacked content representation, and pages needed better content hierarchy, making key information overlooked. Incorporating accent colors or hover features in components would help highlight important elements, providing clearer visual cues for user interaction.

Style Guide

Initial Iterations

1

01

Typography

Primary Typeface

Poppins

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins is the main typeface used. All header and body text should be in this font. It has somewhat rounded edges that complement the lightbulb logo, but still maintains a degree of professionalism while avoiding a cliché appearance.

To establish hierarchy amongst statements, font sizes will vary. For legibility, set letter spacing to 2% and line height to 150%.

*See Applications section for examples of usage

Display Typeface

Alternate Gothic No3 D

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate Gothic No3 Dis only used for display text.

*See Applications section for examples of usage

2

Style Guide

TYPOGRAPHY

Display

weight: semibold
font-family: Raleway
font-size: 70
line-height: 150%

USE FOR: Text on Hero Images

Display

SemiBold

h1

weight: bold
font-family: Raleway
font-size: 55
line-height: 150%

USE FOR: Main headings on pages

H1

Medium

h2

weight: medium
font-family: Lato
font-size: 40
line-height: 150%

USE FOR: subheadings

H2

Medium

h3

weight: medium
font-family: Lato
font-size: 40
line-height: 150%

USE FOR: names on introductions, article titles, anything text preceding body text

H3

SemiBold

body

weight: regular
font-family: Lato
font-size: 16
line-height: 150%

USE FOR: body text, will be used for the majority of the text, articles ...

Body

Regular

button

weight: semibold
font-family: Raleway
font-size: 22
line-height: 150%

USE FOR: most buttons

Button

02

Iconography

Color Palette

Previous

#252093

#1642AD

#0083C9

#FFFFFF

Buttons/popup

Buttons/popup

Buttons/popup

Primary text

Updated

#011F4B

#03396C

#005996

#5497B1

#B3CCE0

Secondary text

Secondary text

Logo

Primary button

Primary button

Primary Text

Secondary

Aa

Aa

Primary Buttons

Click here!

Click here!

Primary Text

Secondary Text

Aa

Aa

Aa

Aa

Primary Buttons

Click here!

Click here!

Secondary Buttons

Click here!

Click here!

Iconography

icons, buttons, popups

Style Guide

COLORS

Primary

Eg. background of website, icons

Secondary

Eg. "about" sections, small buttons

Accent

Eg. footer, hover, icons

Text

Eg. headings, buttons, socials, descriptions

Gradient

Eg. image overlay

Final Style Guide

Style Guide

TYPOGRAPHY

Display

weight: semibold
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USE FOR: Text on Hero Images

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USE FOR: Text on Hero Images

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USE FOR: Main headings on pages

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line-height: 150%

USE FOR: Main headings on pages

h2

weight: medium
font-family: Lato
font-size: 40
line-height: 150%

USE FOR: subheadings

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weight: medium
font-family: Lato
font-size: 40
line-height: 150%

USE FOR: subheadings

h3

weight: medium
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USE FOR: names on introductions, article titles, anything text preceding body text

h3

weight: medium
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font-size: 40
line-height: 150%

USE FOR: names on introductions, article titles, anything text preceding body text

body

weight: regular
font-family: Lato
font-size: 16
line-height: 150%

USE FOR: body text, will be used for the majority of the text, articles ...

body

weight: regular
font-family: Lato
font-size: 16
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USE FOR: body text, will be used for the majority of the text, articles ...

button

weight: semibold
font-family: Raleway
font-size: 22
line-height: 150%

USE FOR: most buttons

button

weight: semibold
font-family: Raleway
font-size: 22
line-height: 150%

USE FOR: most buttons

Style Guide

LOGOS



COLLABORATIVE

NETWORK







Style Guide

IMAGE EFFECTS

Overlay (Banners)



Overlay on Hero Images

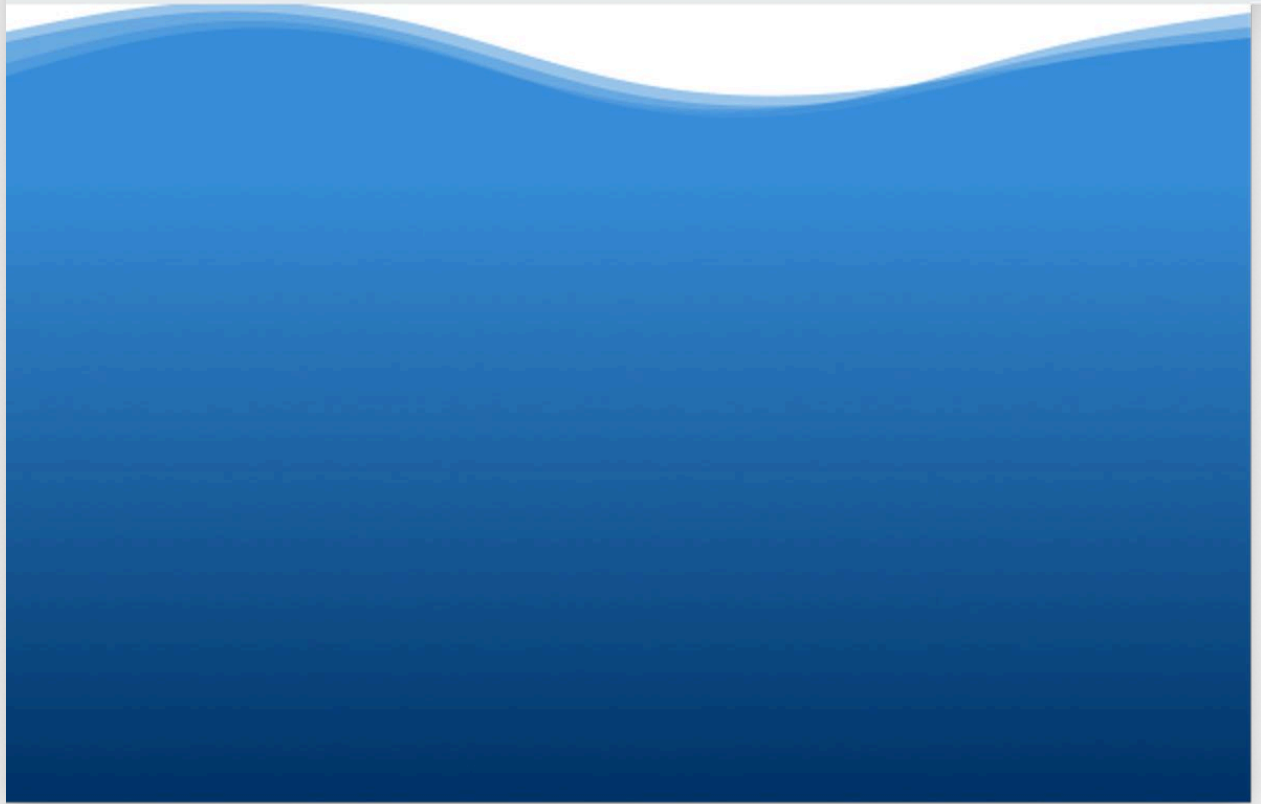


1440 x 600

80% Opacity

Style Guide

GRAPHICS

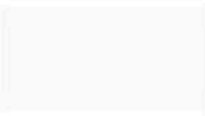


Style Guide

COLORS

Primary

Eg. background of website, icons

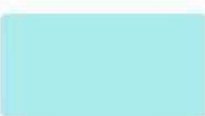






Secondary

Eg. buttons, "about" sections





Accent

Eg. footer, hover, icons



Text

Eg. headings, buttons, socials, descriptions





Gradient

Eg. image overlay

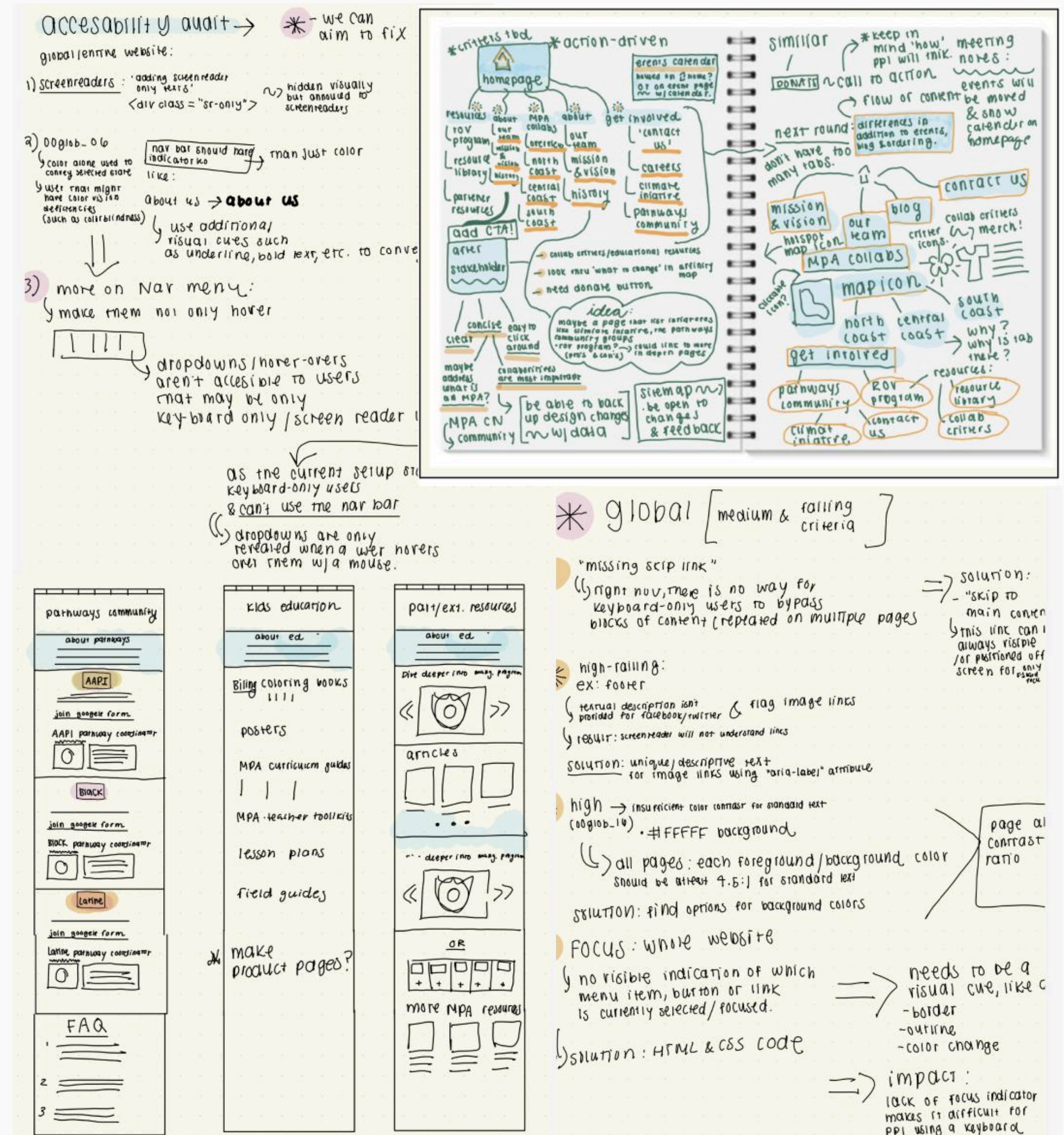




PROCESS

Design thinking off-screen

Before jumping into Figma, we took time to think off-screen to ensure our final designs were thoughtful.



Accessibility Overview

Working with accessiBe Audit

Understanding global issues and adopting a phased approach were essential, as full accessibility exceeded the program's scope.

1

Priorities

Low: Minor issues that, while not urgent, still improve accessibility

Medium: Issues with a significant impact on accessibility

High: Critical barriers that require immediate attention to ensure usability

2

The issues

The audit identified 109 accessibility issues across the MPA CN website, covering both site-wide and page-specific concerns.

Our Focus

We chose to focus on a few high-priority issues:

- Global Background Color,
- Navigation Bar
- Color Contrast.

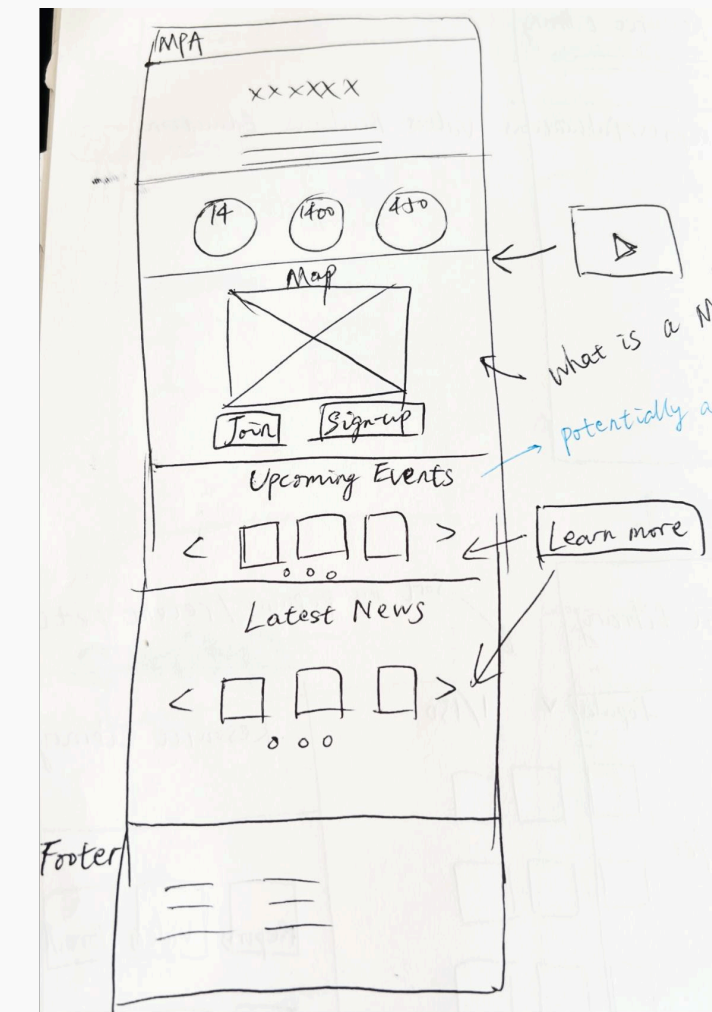
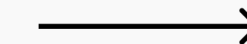
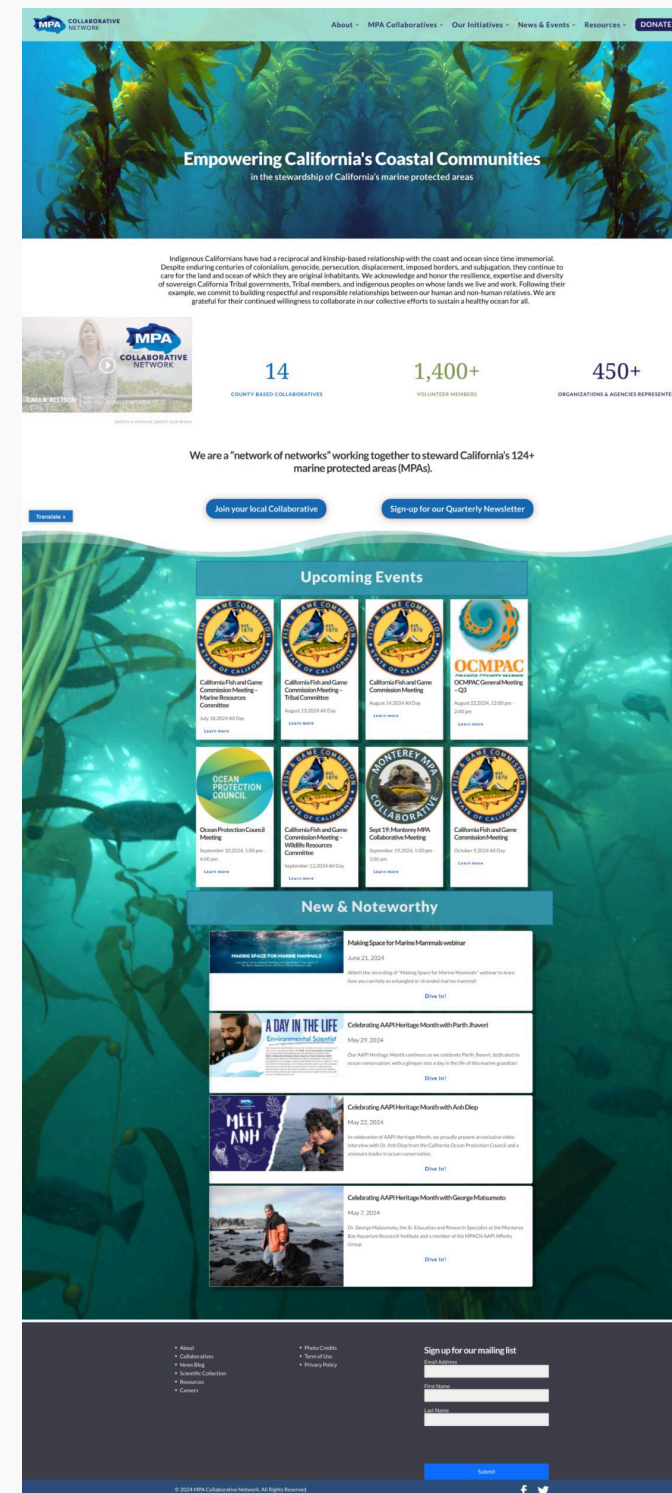
3

LOW FIDELITY WIREFRAMING

Wireframes to Address Existing Problems

1

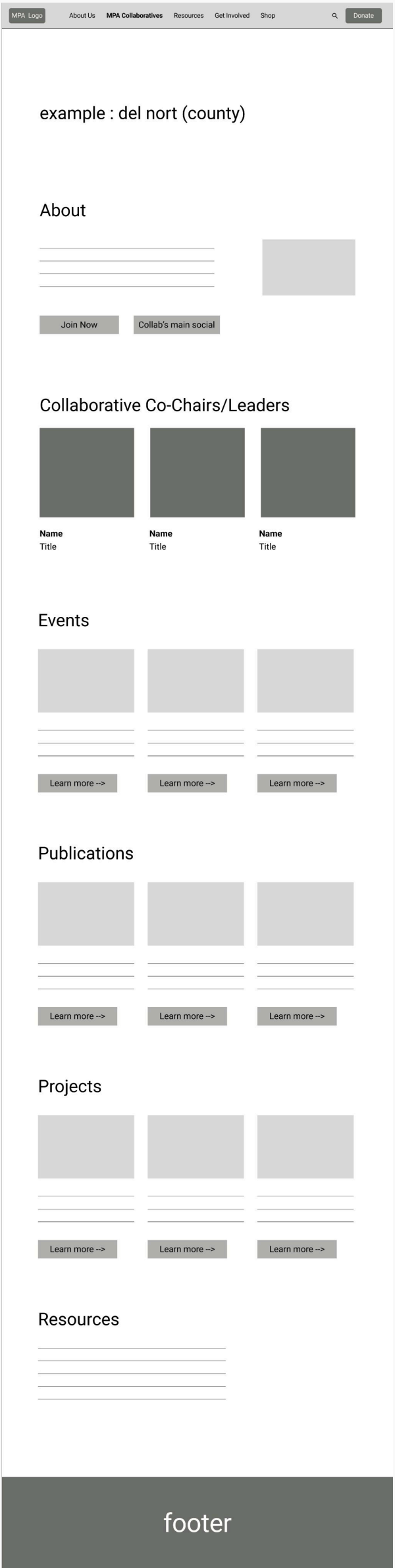
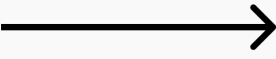
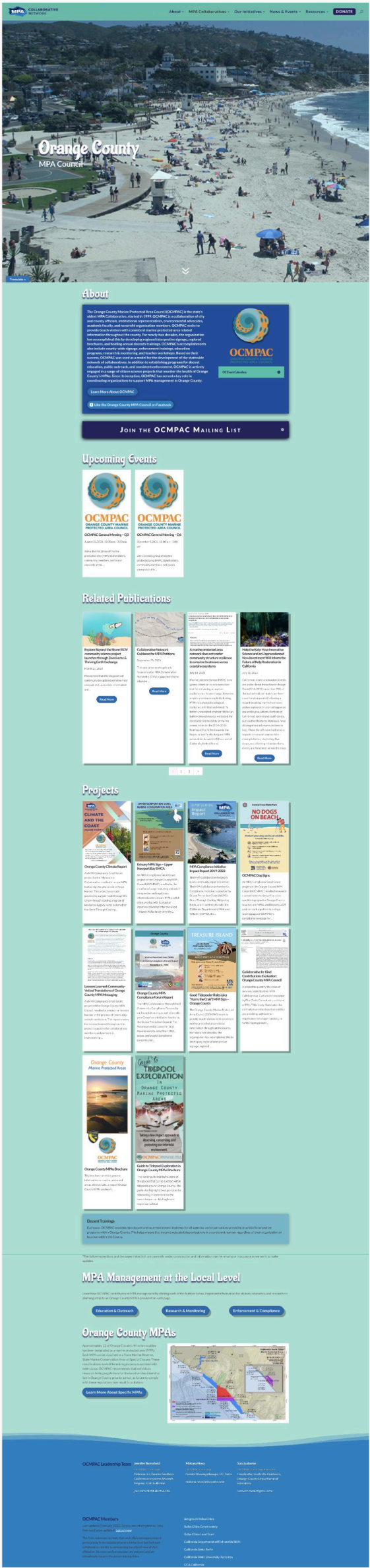
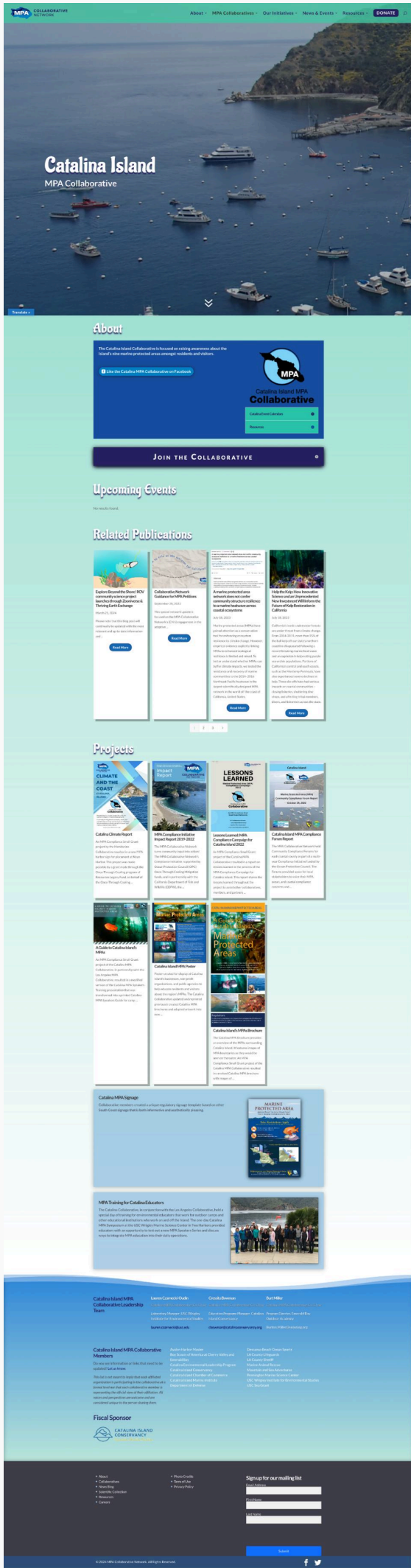
Rearranging Homepage to **convey mission statement** more clearly and effectively



LOW FIDELITY WIREFRAMING

Wireframes to Address Existing Problems

2 Reducing scrolling and increasing visual cohesiveness across 14 MPA Collaboratives

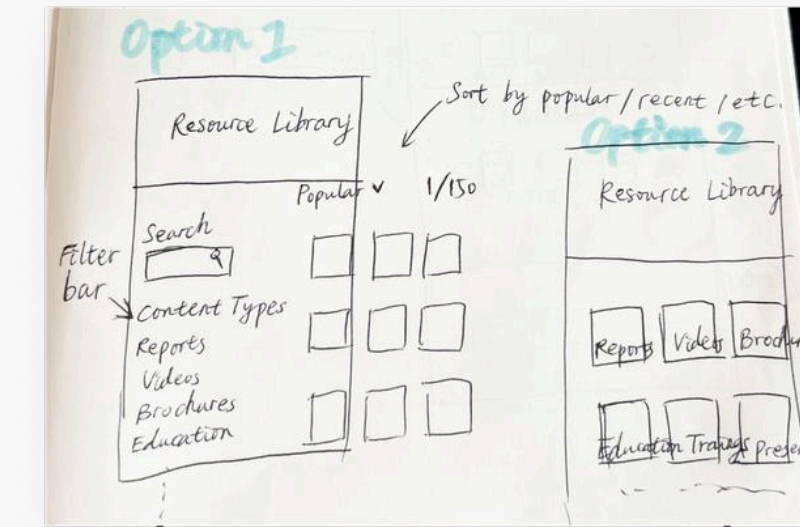
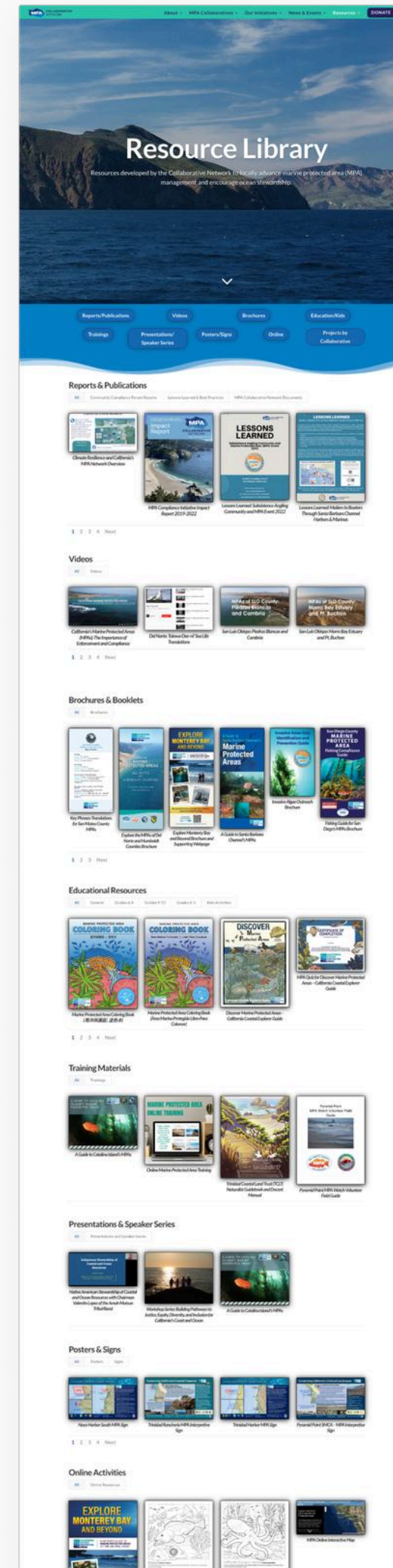


LOW FIDELITY WIREFRAMING

Wireframes to Address Existing Problems

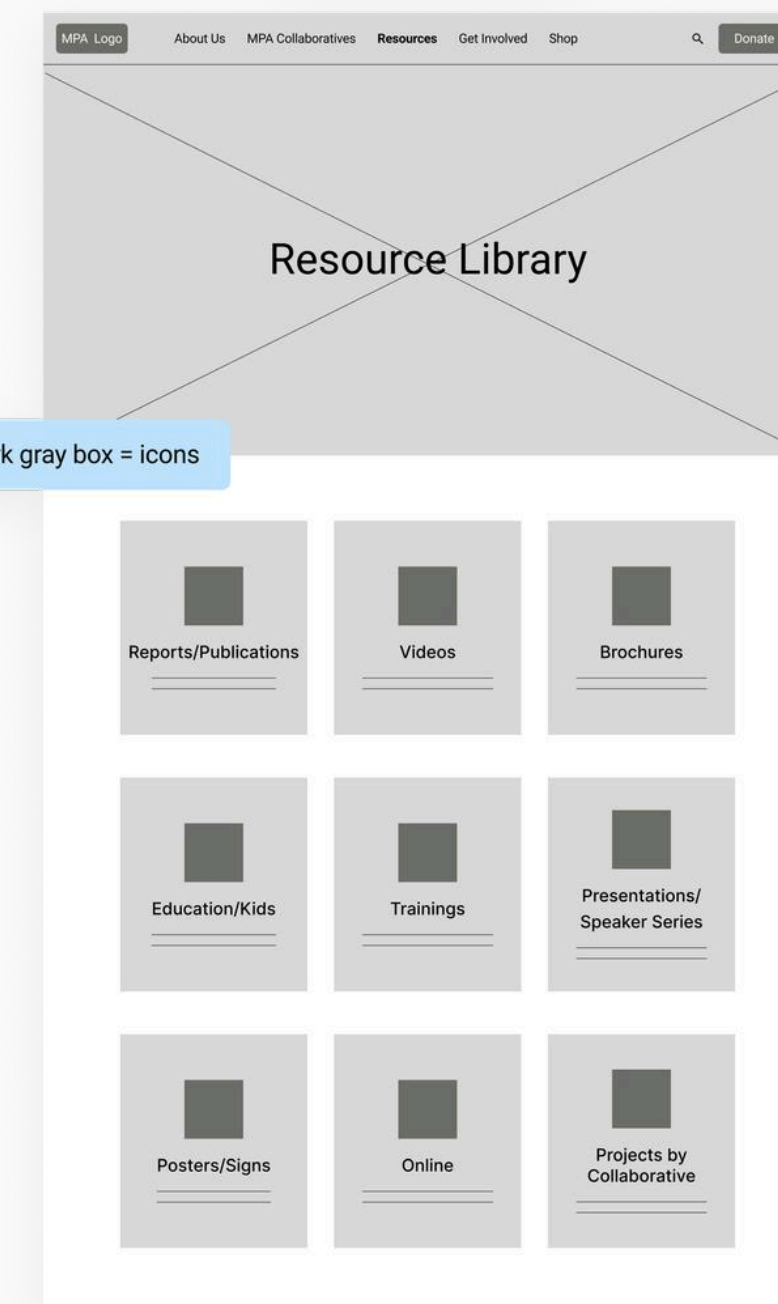
3

Adding search and filter options to enhance navigation on Resources Library page



Option 1

Option 2

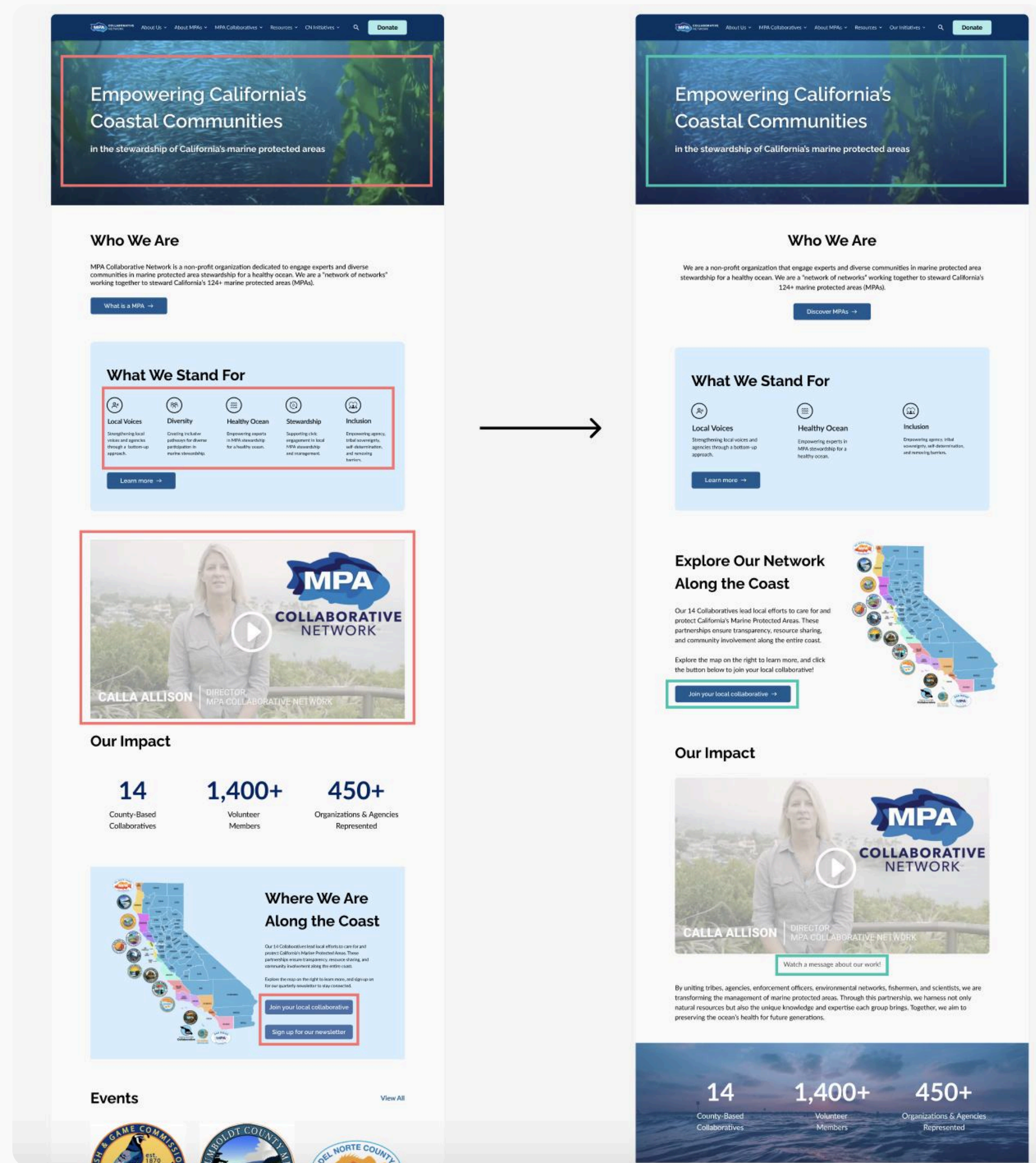


MID-FIDELITY WIREFRAMING

Design Strategies

1

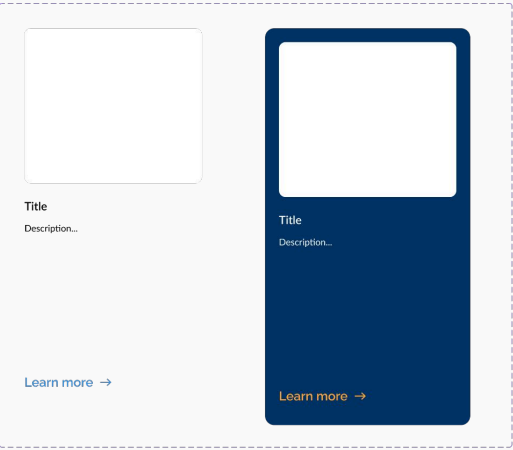
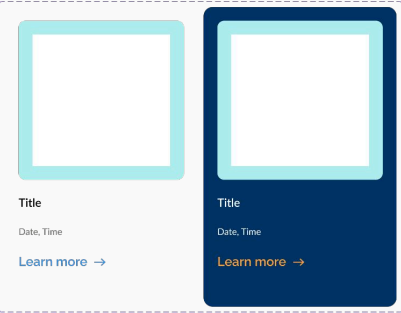
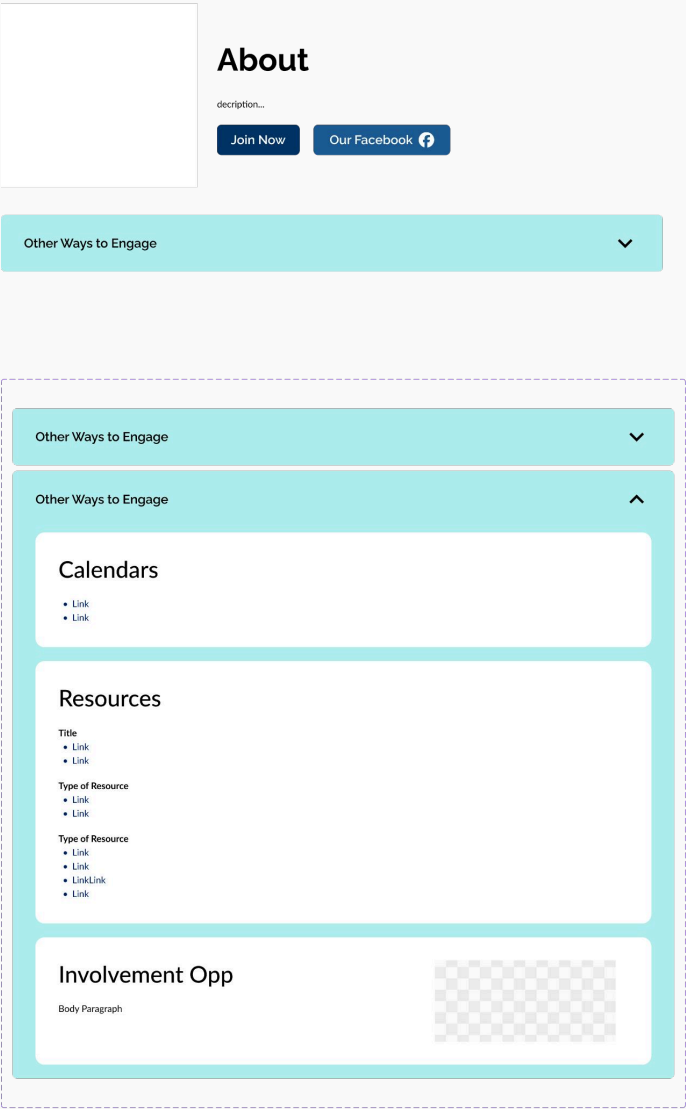
Improving storytelling
on homepage after
mentor's feedback



MID-FIDELITY WIREFRAMING

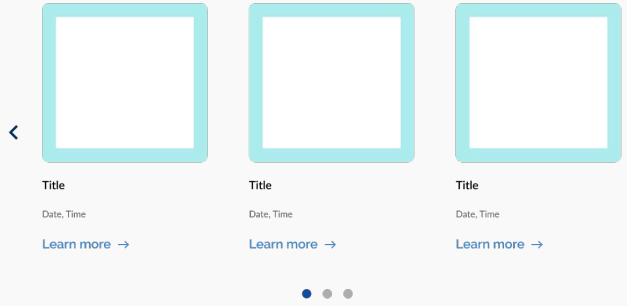
Design Strategies

2 Utilizing components to streamline 14 MPA collaboratives pages



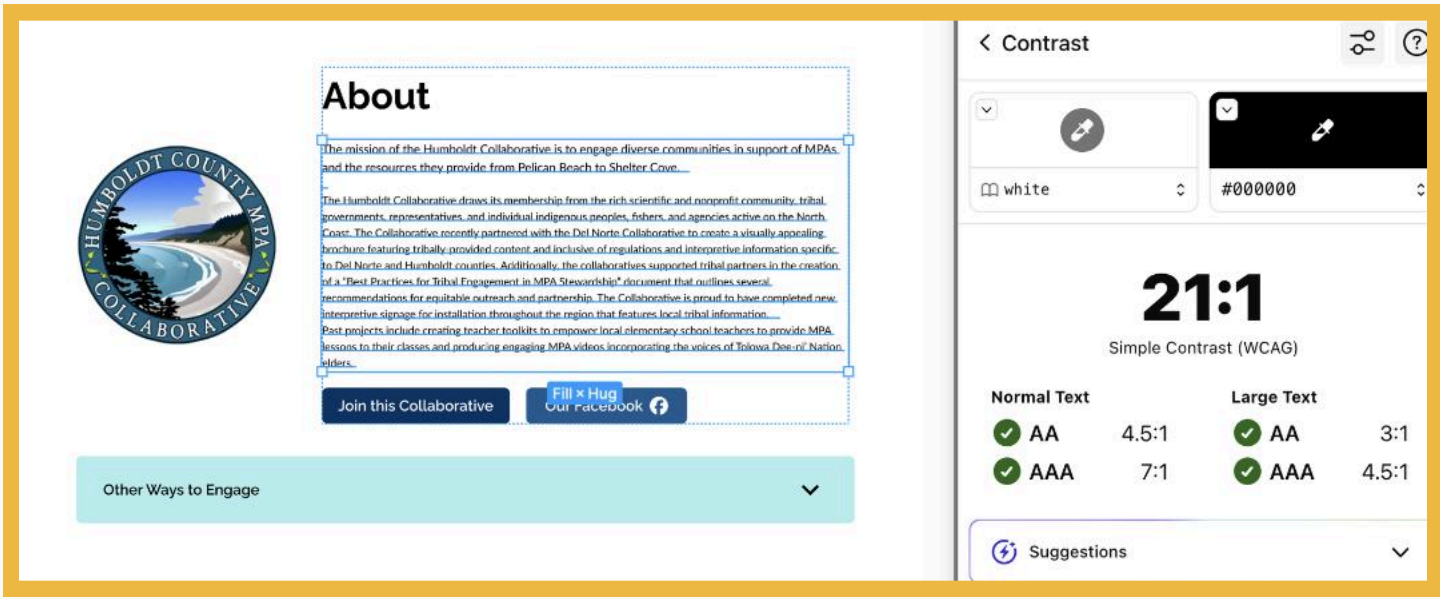
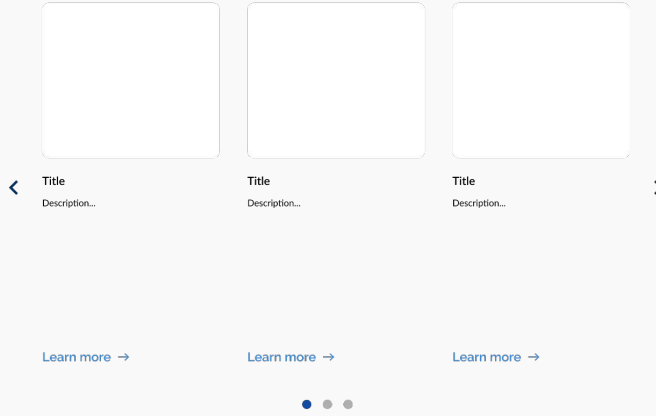
Events

View All



Projects

View All



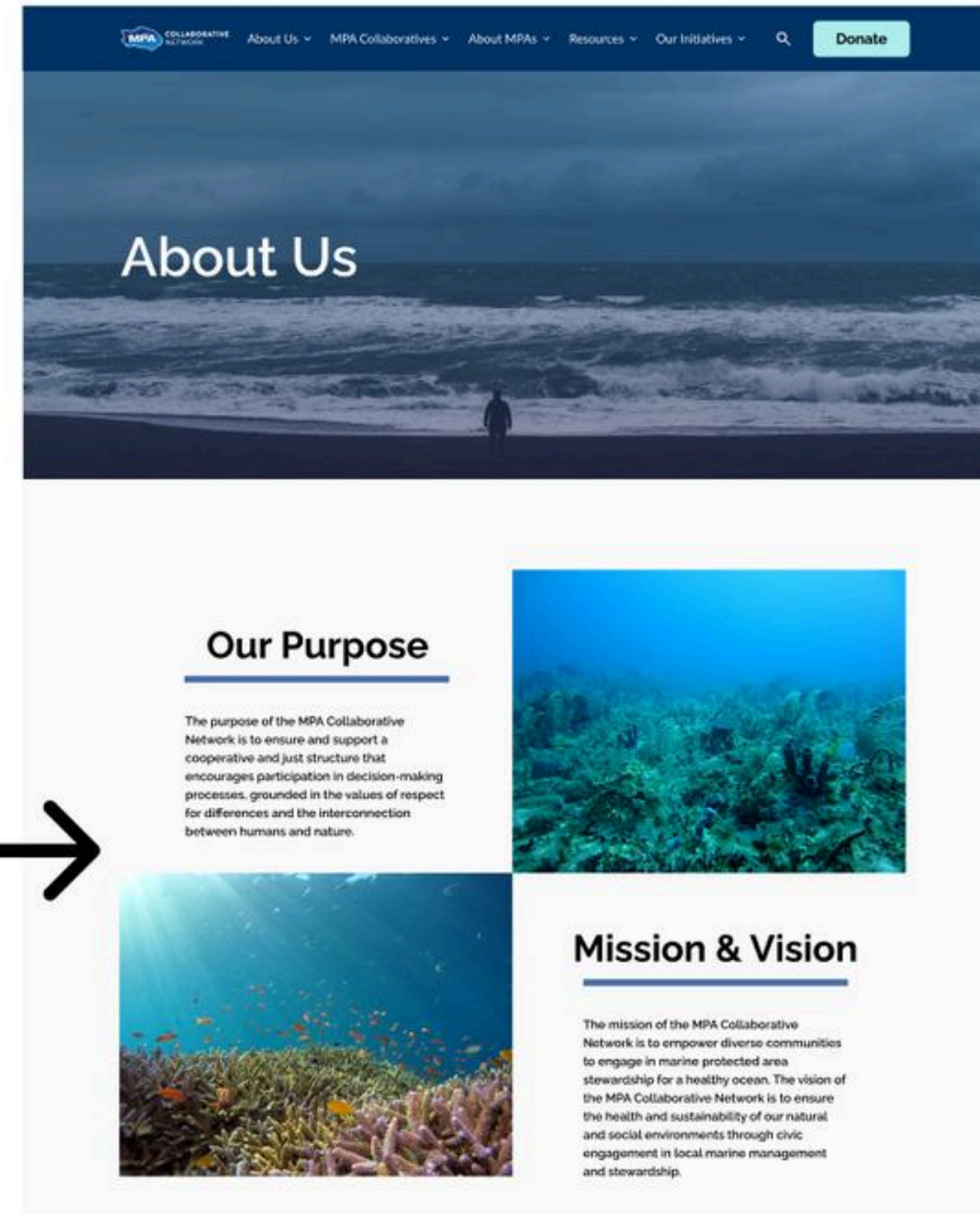
Design Strategies

3

Simplifying text-heavy sections on About Us page



about us



New UI Elements

Navigation Bar

We streamlined the user experience by reducing and reorganizing the tabs into more intuitive categories, making it easier for users to find important sections quickly. The navigation bar colors were also darkened to enhance contrast and align with the site's overall design.

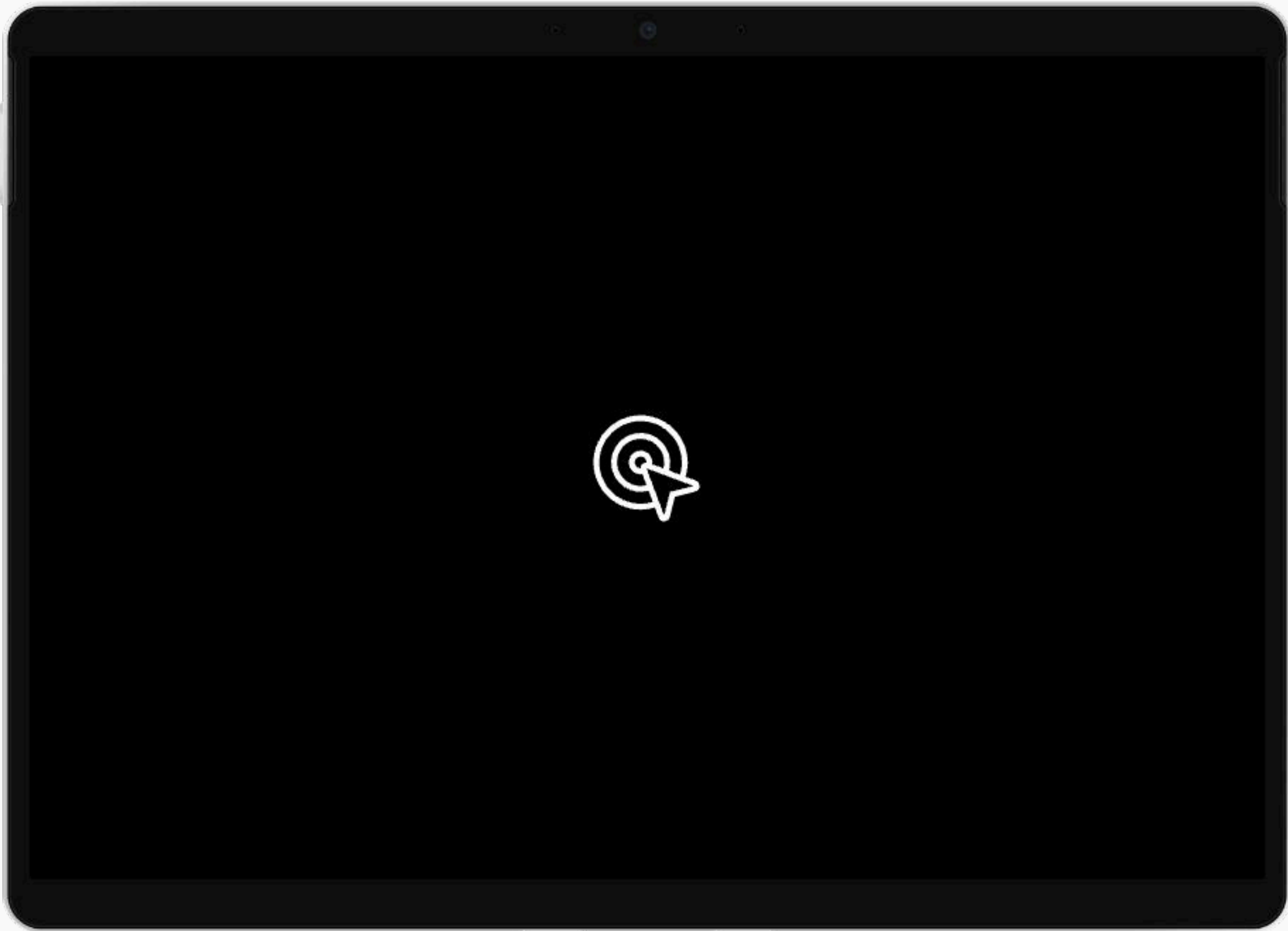
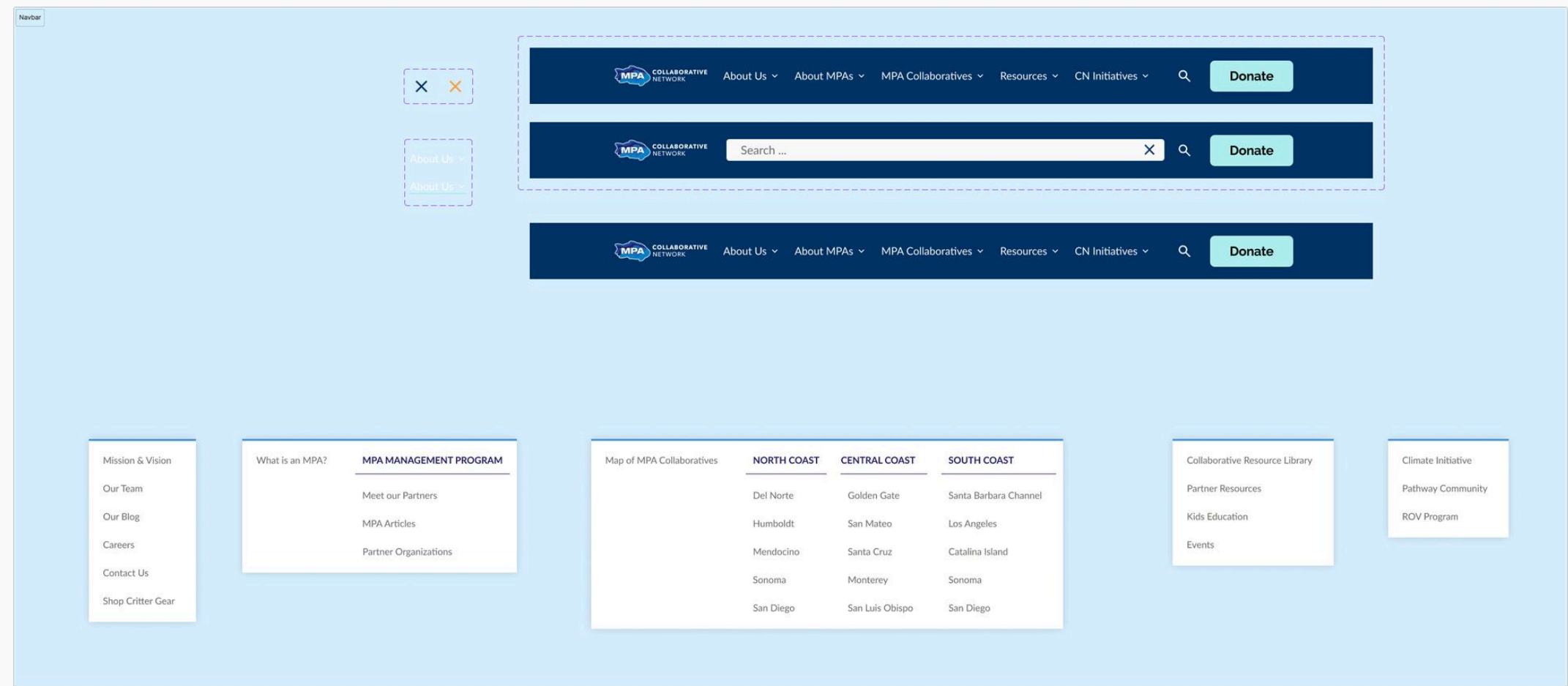
Old Bar



New Bar



1

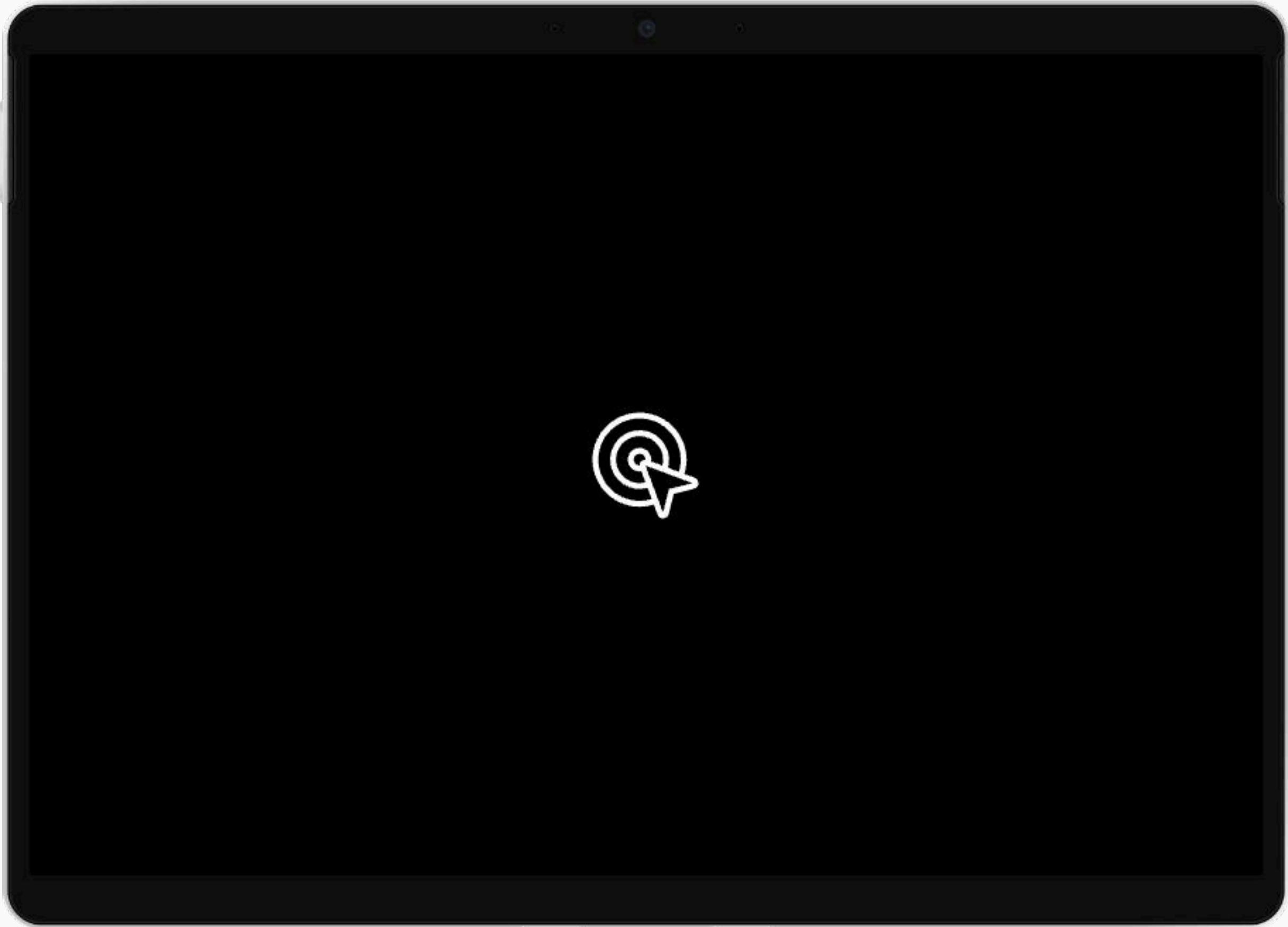
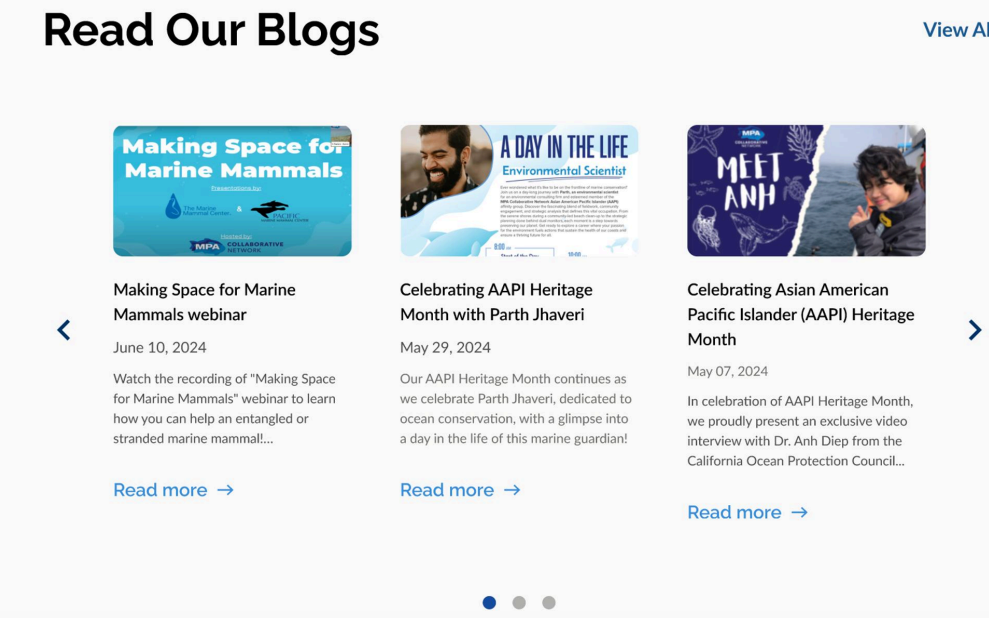
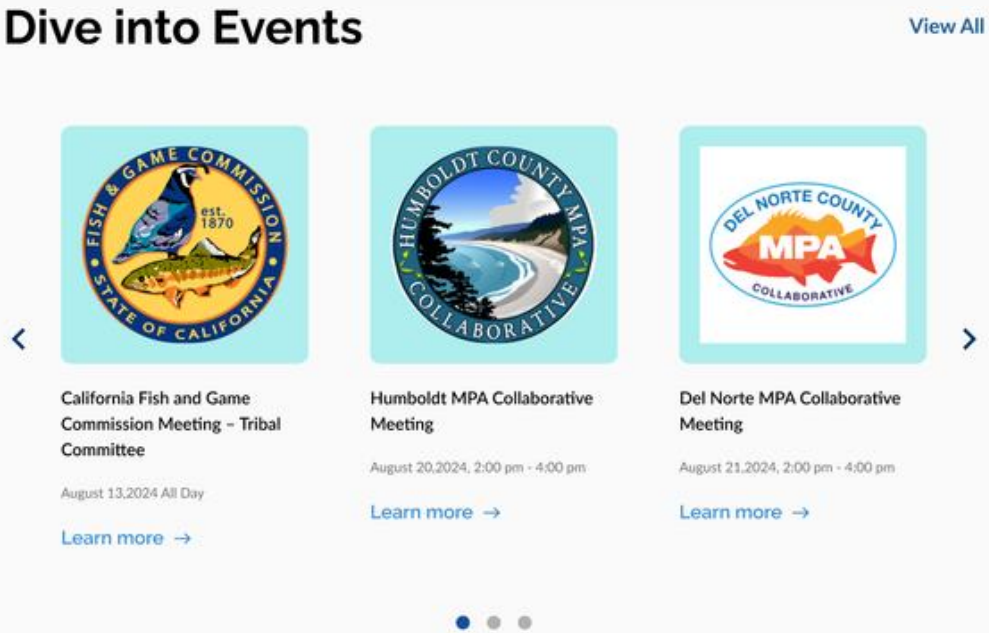
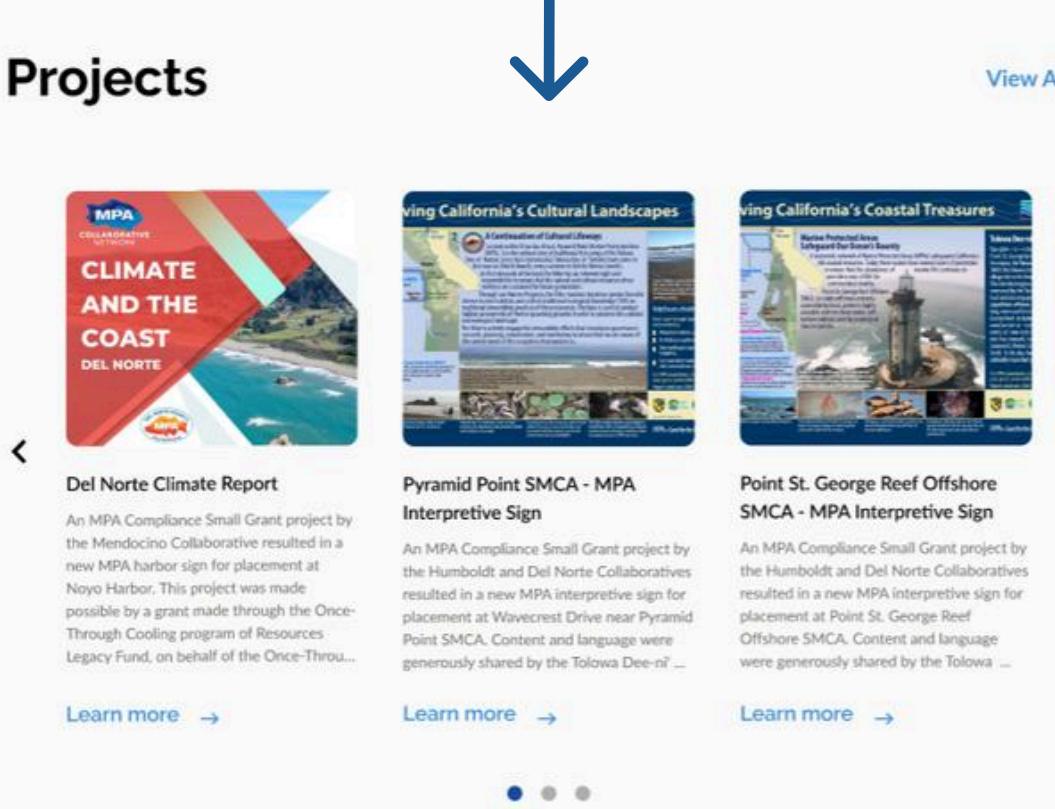
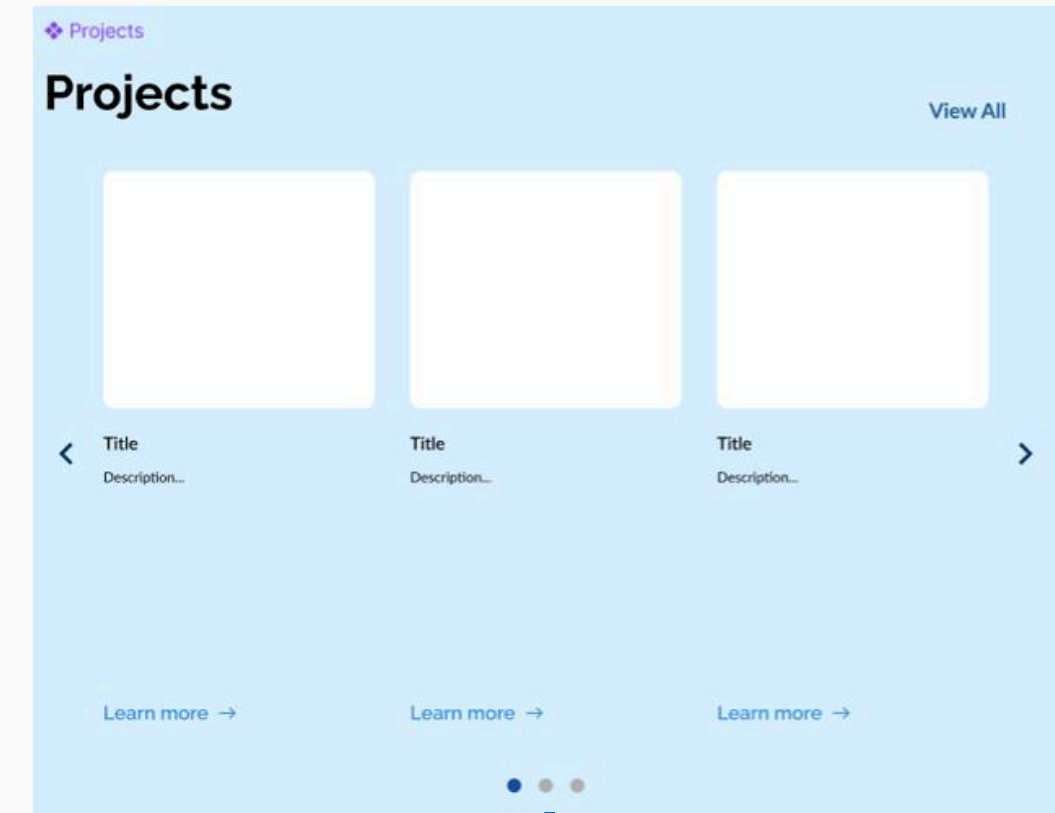


2

New UI Elements

Carousel Integration

To reduce scrolling and cognitive overload, we added carousels for events, blogs, and projects, allowing users to access key information more efficiently. Each carousel features progress-tracking ellipses and a "View All" option, enabling easy access to full content within each category.

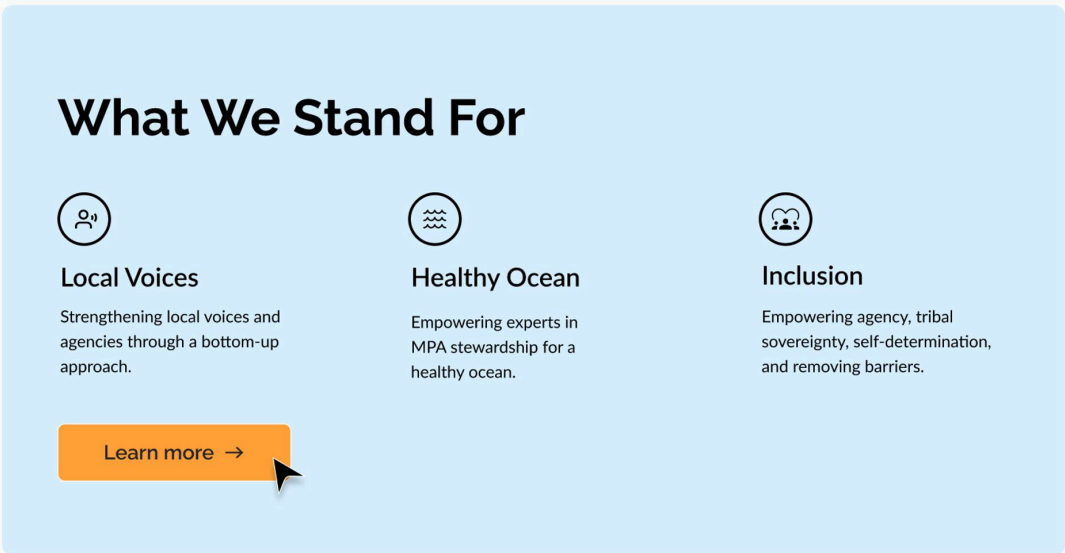
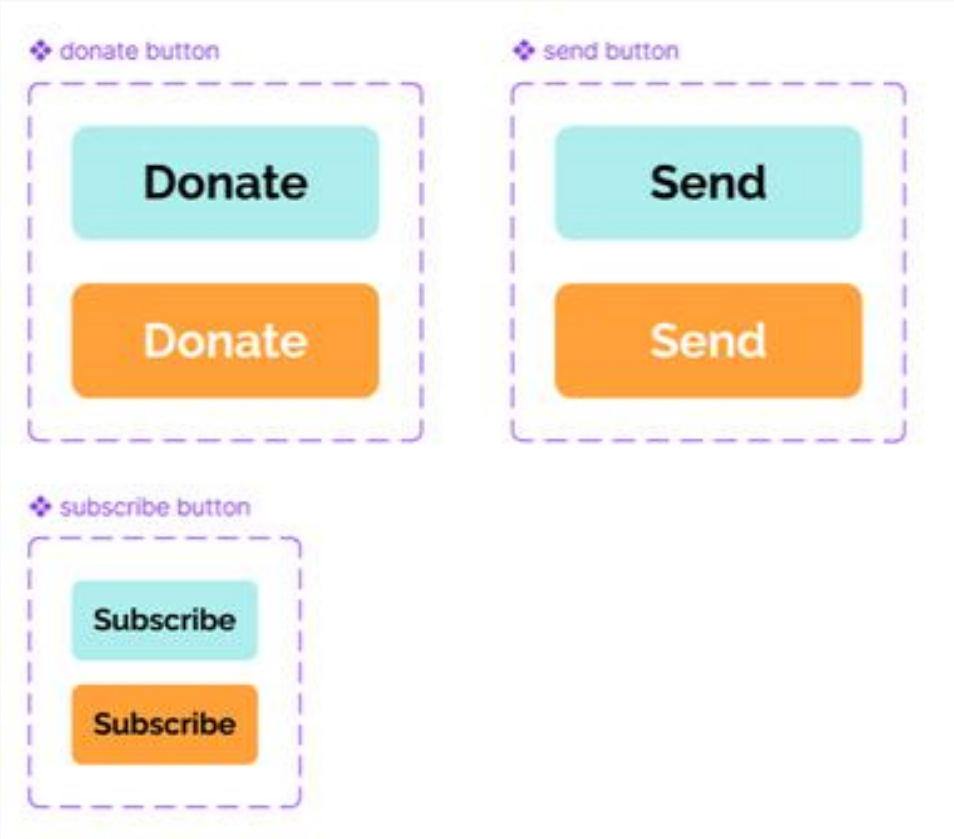
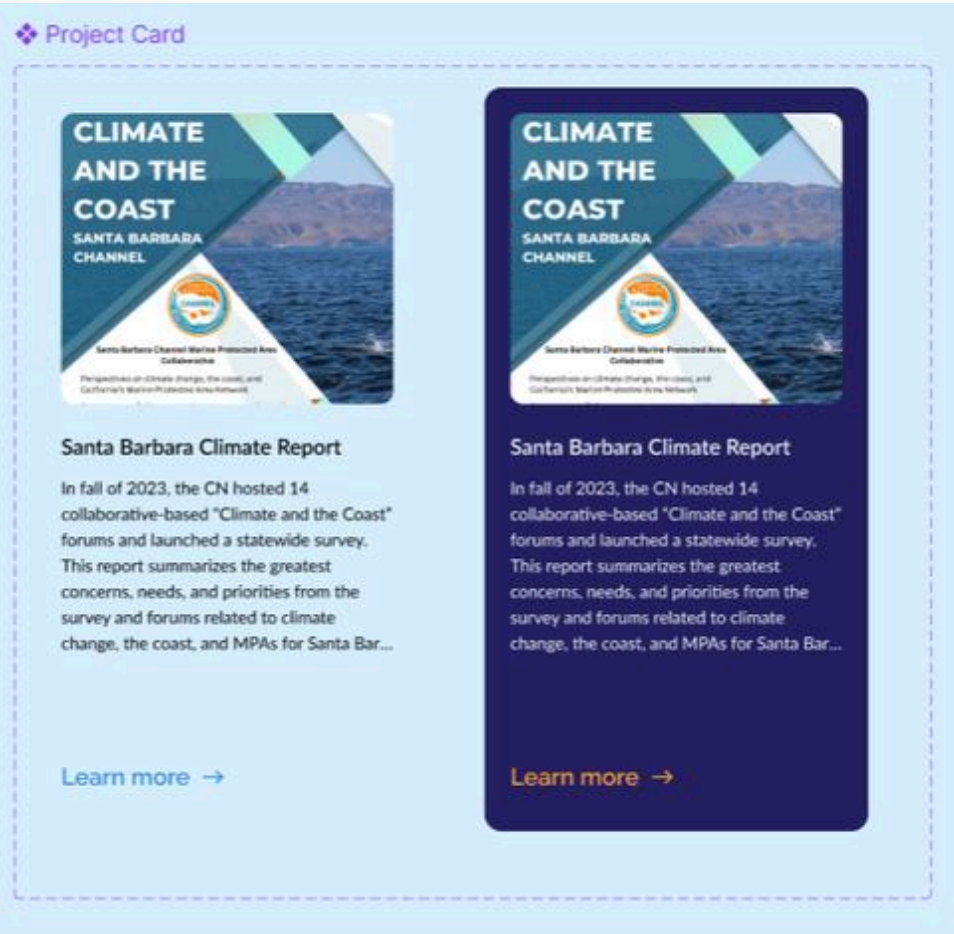
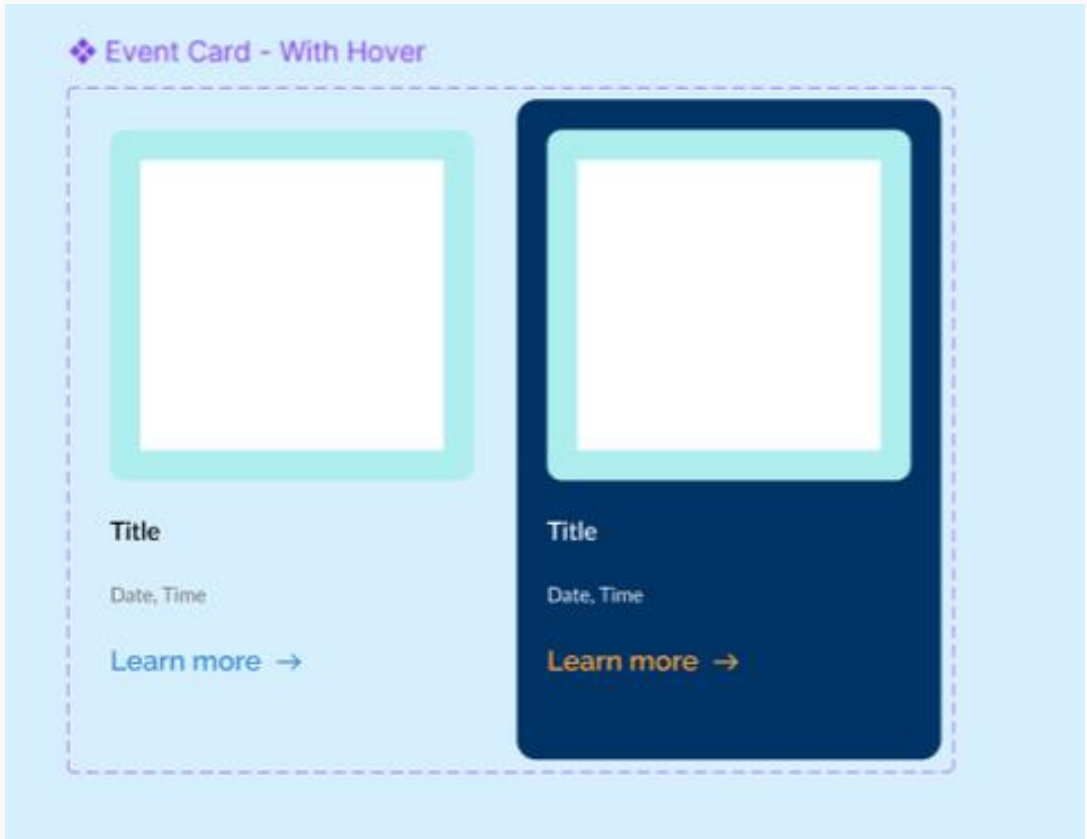


3

New UI Elements

Hover Effects

We introduced hover effects for pages like the Critter Gear, information cards, Meet the Staff sections, enhancing interactivity and user engagement. Buttons are also given this hover effect by turning into the accent orange, granting visual cues to users.

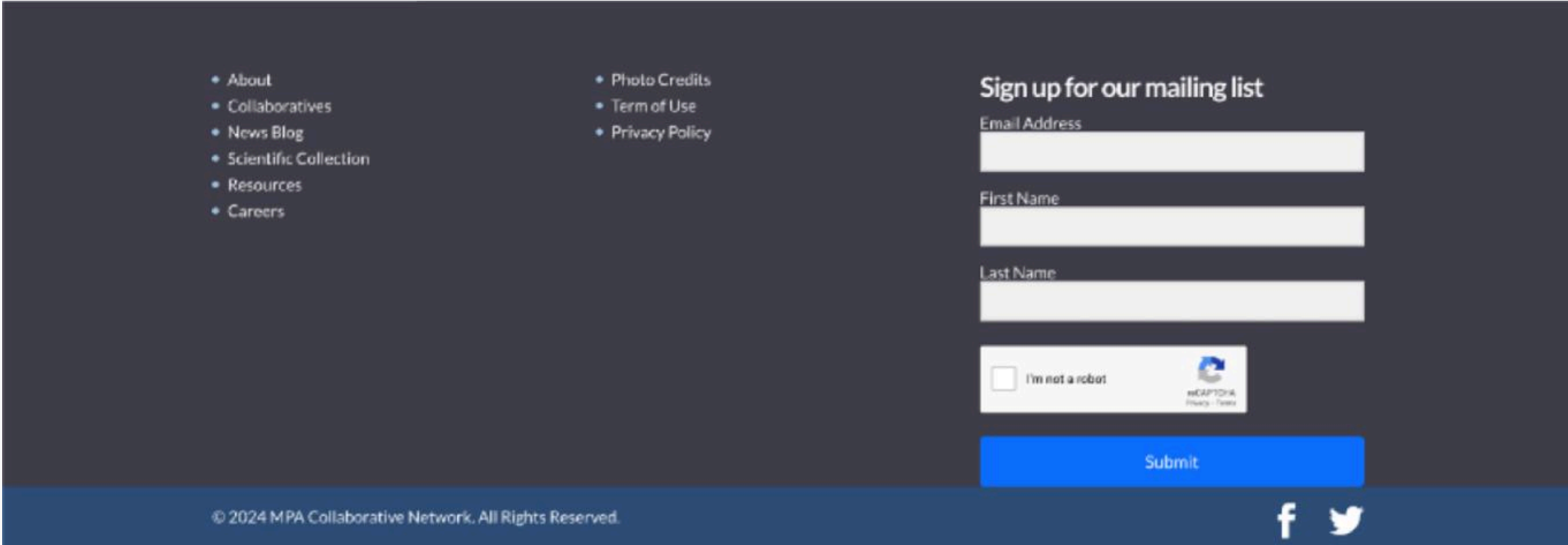


New UI Elements

Footer

We redesigned the footer to highlight essential links, simplifying navigation and ensuring critical resources are easily accessible. The new layout organizes links into clear categories and we also added a redesigned newsletter signup and updated social media icons to enhance user connectivity.

Old Footer



New Footer



USABILITY TESTING

Positive Feedback Overall

9 Participants:

- 3 MPA CN members
- 6 new users

Method:

- Task and post-task questions
- 30-60 min each
- Encouraged users to **think aloud** and took notes on their steps and whether they **succeeded or failed** in completing the tasks



4.44

Ease of completion
(+0.40)



4.83

Information Organization
(+1.42)

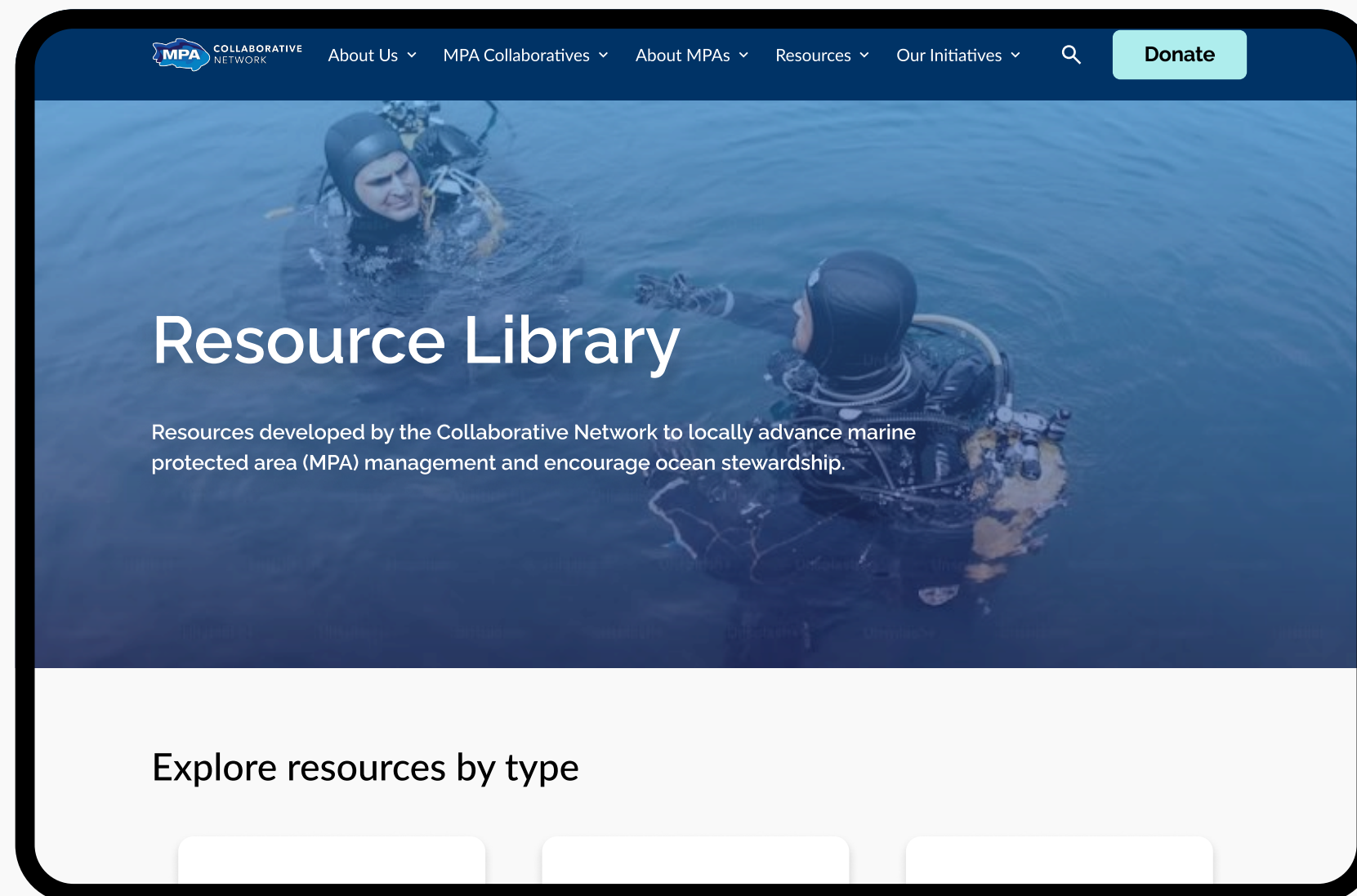


4.03

Visual Appeal
(+0.51)

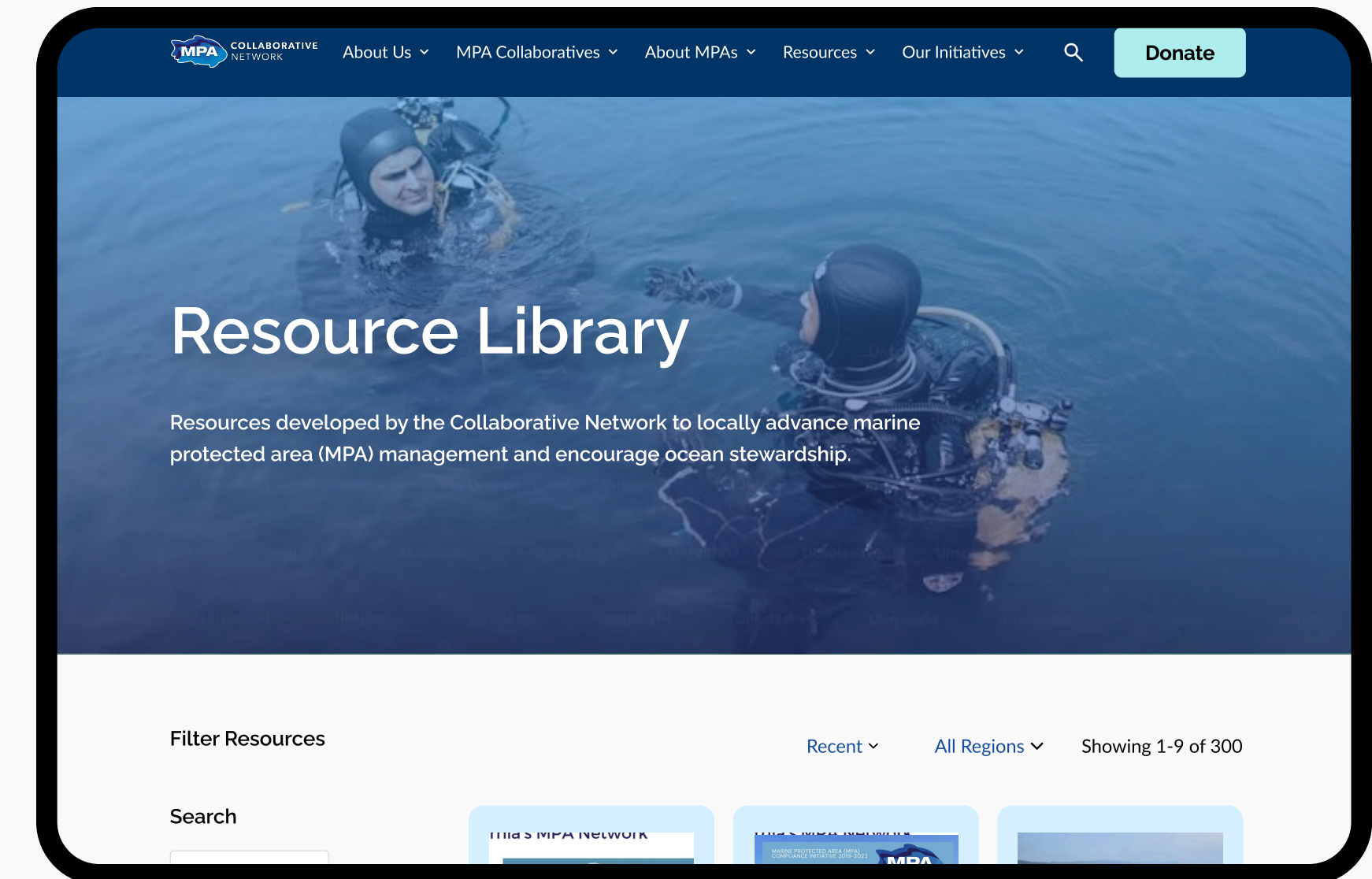
Resource Library A/B test results

A



- Preferred by 4/9 users
- 2 of them were MPA CN staff who had a clearer understanding of where each category belongs

B



- Preferred by 5/9 users
- Allowed for a complete view at once, eliminating the need to navigate between categories
- More effective and user-friendly for the general audience ✓

USABILITY TESTING

How Testing Informed Final Design Decisions

1

Improving site structure clarity

8/9 users had difficulty finding the Shop function immediately.

➡ Moving “Shop Critter Gear” to “About Us” tab to enhance visibility

5/9 users were confused on where “About Us” info would be, mixing it up with “About MPAs” or searching elsewhere.

➡ Renamed “About Us” to “About MPA CN”

➡ Moved the “MPA Collaboratives” tab before “About MPAs”



USABILITY TESTING

How Testing Informed Final Design Decisions

2

Highlighting “Joining a Collaborative” on Homepage

As 6/9 users expressed uncertainty about what it means to join a collaborative, we added a “Why Join a Collaborative” section to Homepage explaining its meanings and benefits.

Explore Our Network Along the Coast

Our 14 Collaboratives lead local efforts to care for and protect California's Marine Protected Areas. These partnerships ensure transparency, resource sharing, and community involvement along the entire coast.

Explore the map to find your local collaborative, and join us in making a difference!

[Explore the map →](#)



Why Join a MPA Collaborative?

Everyone is welcome to join their local Collaborative and contribute to managing Marine Protected Areas (MPAs) at the local level. After joining, you'll receive occasional emails about upcoming meetings and locally-relevant updates from Collaborative leaders.



Learn About Your Local Marine Protected Areas

Discover the unique marine ecosystems in your community and how they are preserved for future generations.



Contribute Your Voice to Your Community

Collaborate with others who share your passion for ocean stewardship. Your input is vital in shaping the future of our MPAs.



Support Ocean Stewardship

Play an active role in advancing MPA management and fostering a healthy ocean that is vital to all life on Earth.

[Join your local collaborative now →](#)

03

Development

DEVELOPMENT

Implementing our design!

The original website for MPA CN is hosted on WordPress. After completing our hi-fi designs, it was time to move onto implementation!

Currently...

Due to time constraints, we weren't able to fully implement our redesign WordPress. But we plan to continue working with MPA CN to bring them a completed redesign!



DEVELOPMENT

Challenges

Learning how to navigate WordPress

- WordPress has a steep learning curve!
- Compiled WordPress guidelines on relevant features to ease process

The screenshot shows the WordPress dashboard for the website mpa collaborative.org. The interface includes a left-hand navigation menu with links to Dashboard, Home, Updates (3), Insights, SEO Statistics, Marketing Education, Posts, Draw Attention, Media, Links, Pages, Comments, OptinMonster (1), Standards, Projects, Events (37), Curriculum, OER, Elementor, Templates, WPForms, Topics, and Replies. The main content area displays several widgets:

- Dashboard:** A message titled "You're almost there..." encouraging the user to add the website to ManageWP or GoDaddy Pro dashboard for backups, uptime monitoring, and website cleanup. It includes a "Learn more" button.
- Feedback:** Two prompts asking for 5-star ratings on WordPress.org. One is for "All in One SEO" and the other is for "TaxoPress".
- AIOSEO Setup:** A progress bar showing "Step 0 of 7". It states, "You're almost there! Once you complete the SEO setup your site will be optimized to rank in search engine results!" and includes an "Improve SEO Rankings" button.
- WPForms:** A section for managing forms.
- 404 Error Log:** A table listing recent 404 errors.

Date & Time	Target URL	User Device
1.8 mins ago	/sites/default/files/u1099...	Chrome
2. hours ago	/wp-content/et-cache/72...	Android Chrome
2. hours ago	/wp-content/et-cache/72...	Android Chrome
2. hours ago	/manager/html	unknown
3. hours ago	/boaform/admin/formLo...	Linux Firefox

At the bottom of the 404 Error Log, there is a link: "View the entire 404 error log in the 301 Redirects plugin or create new redirect rules."

DEVELOPMENT

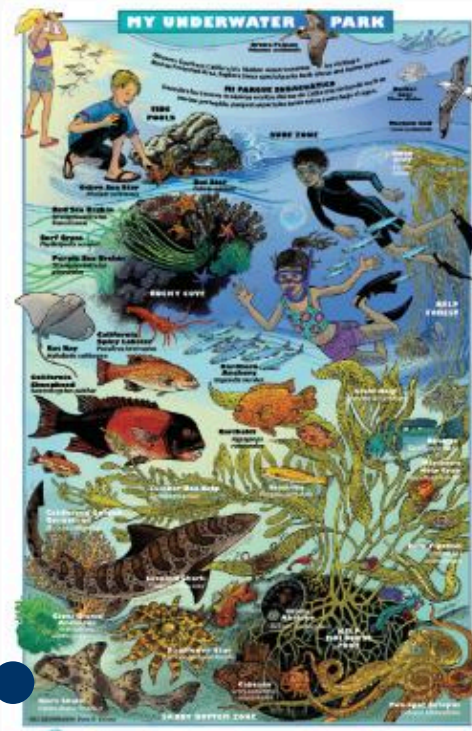
Challenges

Replicating the Figma design

- Basic Wordpress features could not make website resemble the final design exactly
- Utilized custom CSS coding to refine visual design and interaction details

Projects

Inconsistent thumbnail sizes



Underwater Parks Posters

One part of a complete MPA Outreach Toolkit featuring conveniently packaged MPA curriculum, materials, and related activities for educators.

...

[Learn more →](#)

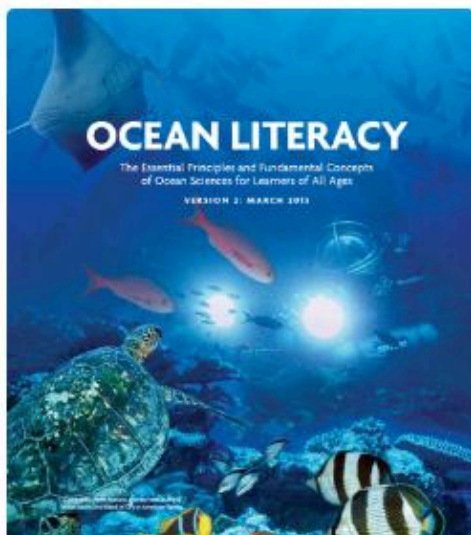


Talking Trash and Taking Action Guide

One part of a complete MPA Outreach Toolkit featuring conveniently packaged MPA curriculum, materials, and related activities for educators.

...

[Learn more →](#)



Ocean Literacy Guide

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...

[Learn more →](#)



MPA Activity Brochure for Kids

One part of a complete MPA Outreach Toolkit featuring conveniently packaged MPA curriculum, materials, and related activities for educators.

...

[Learn more →](#)



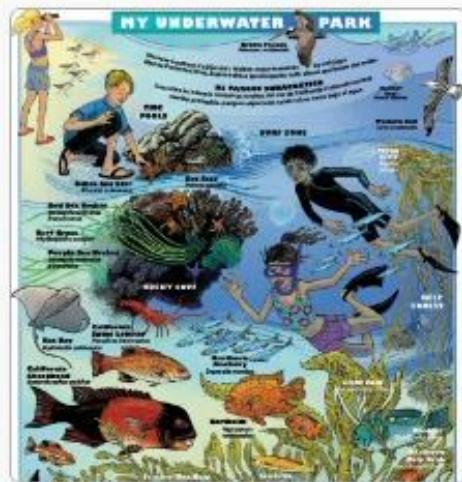
Learn more button not anchored

Challenges

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Projects



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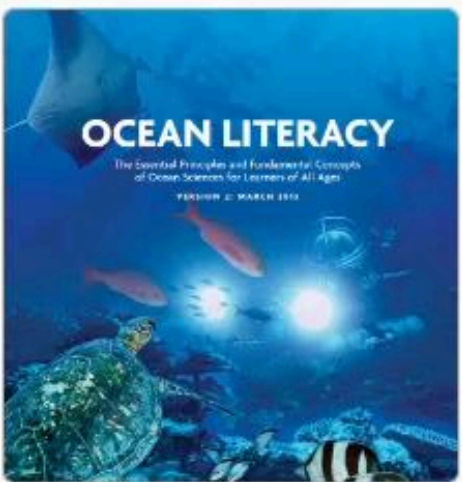


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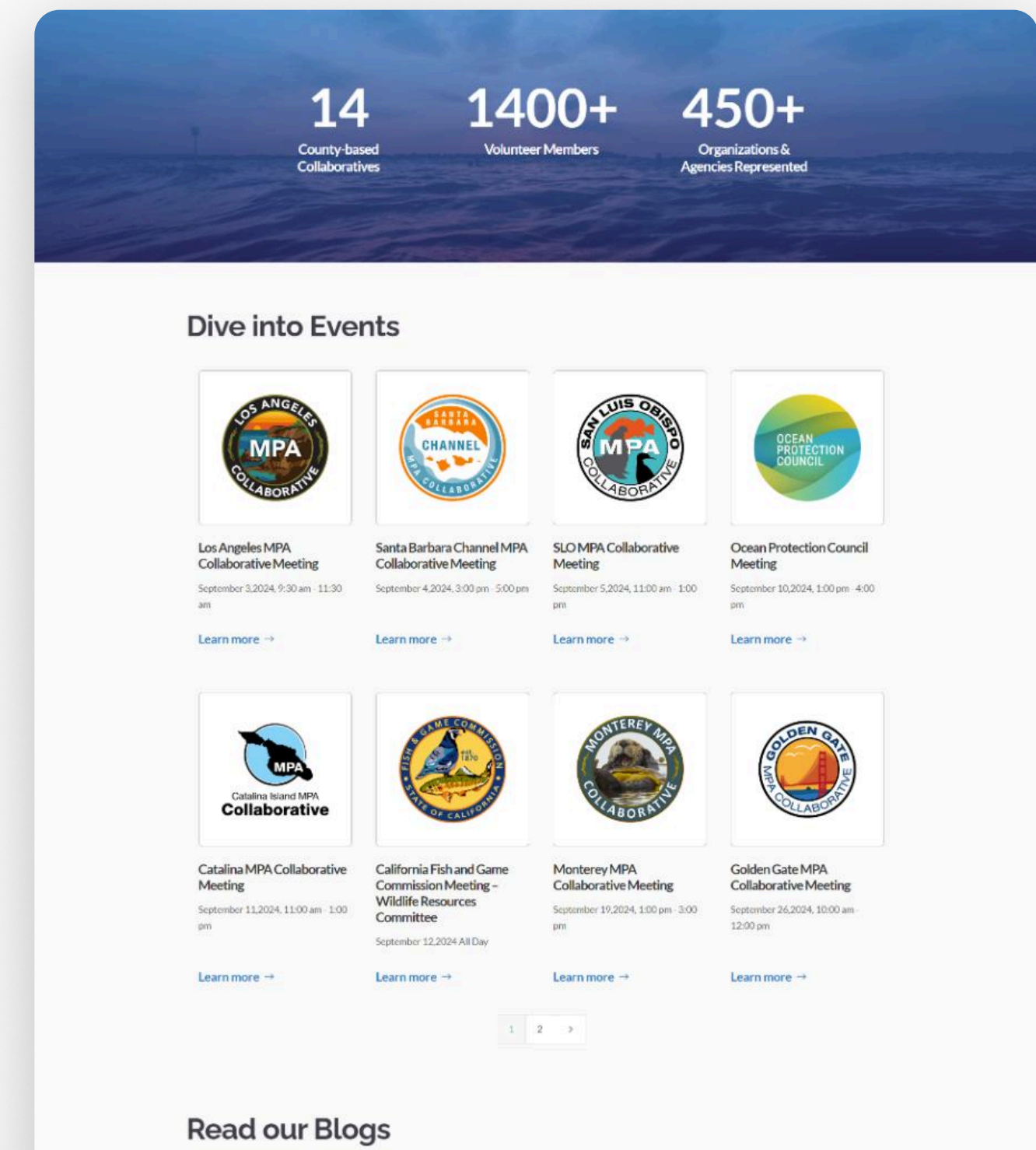
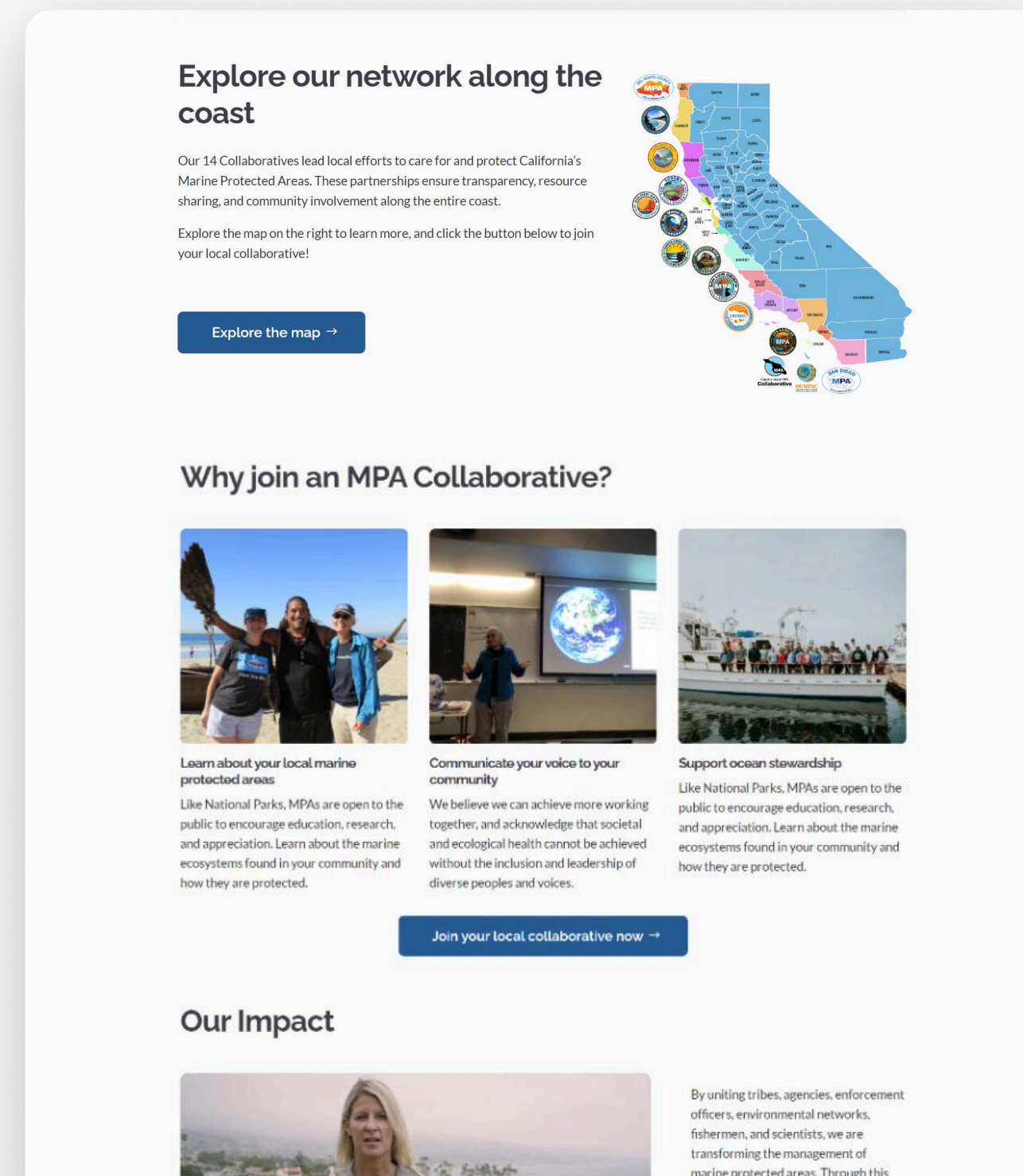
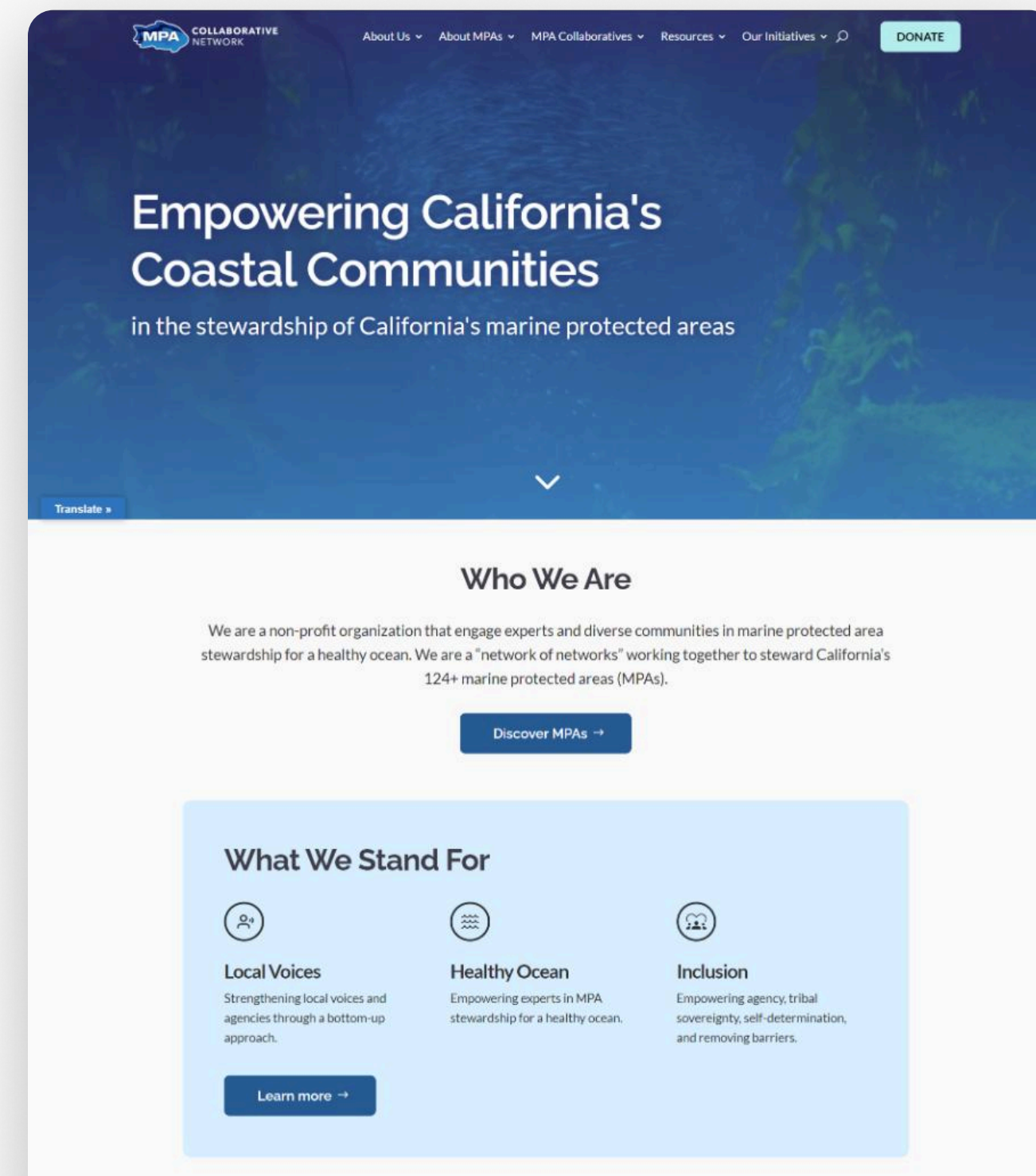
...

[Learn more →](#)

DEVELOPMENT

Our progress so far

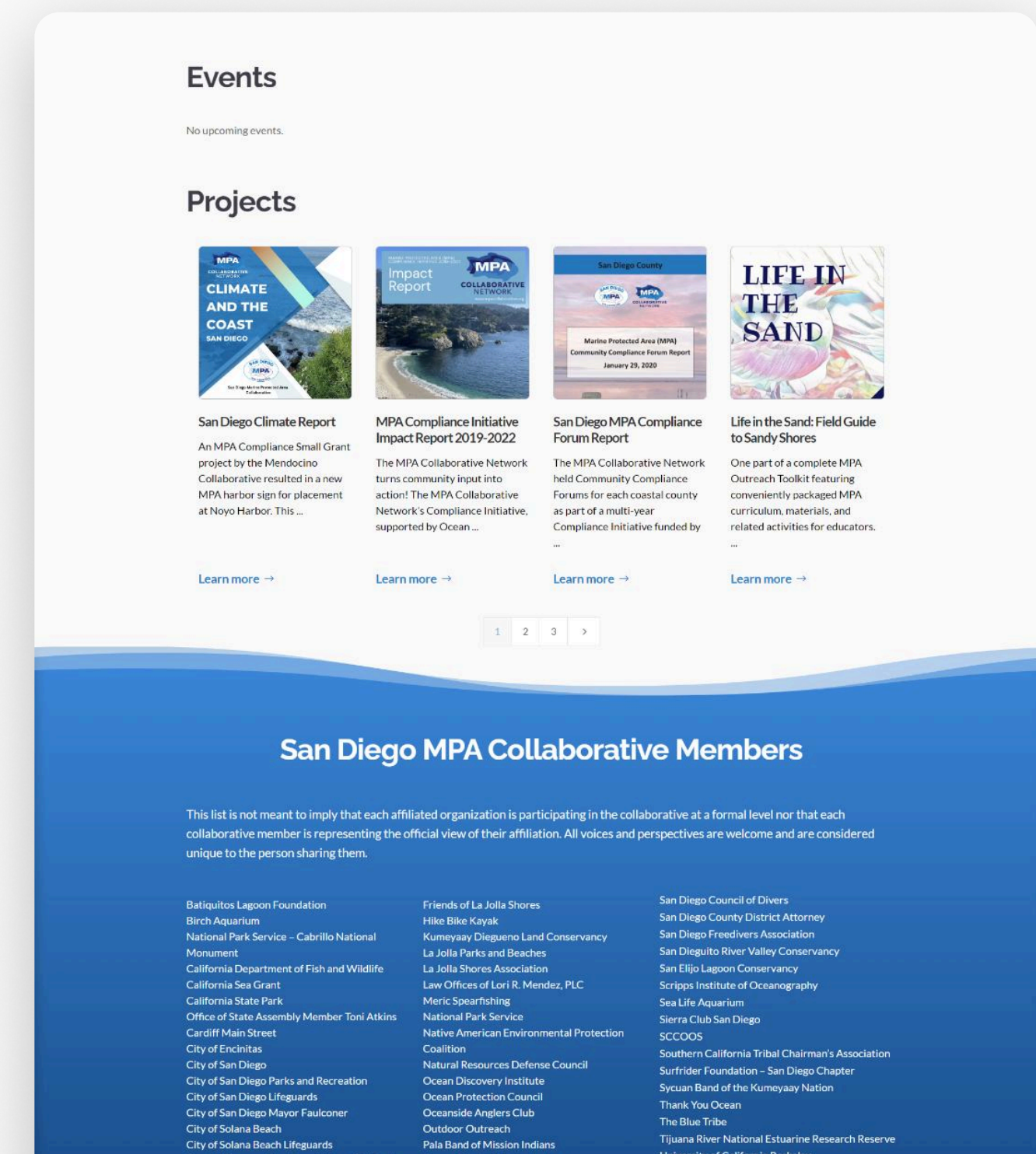
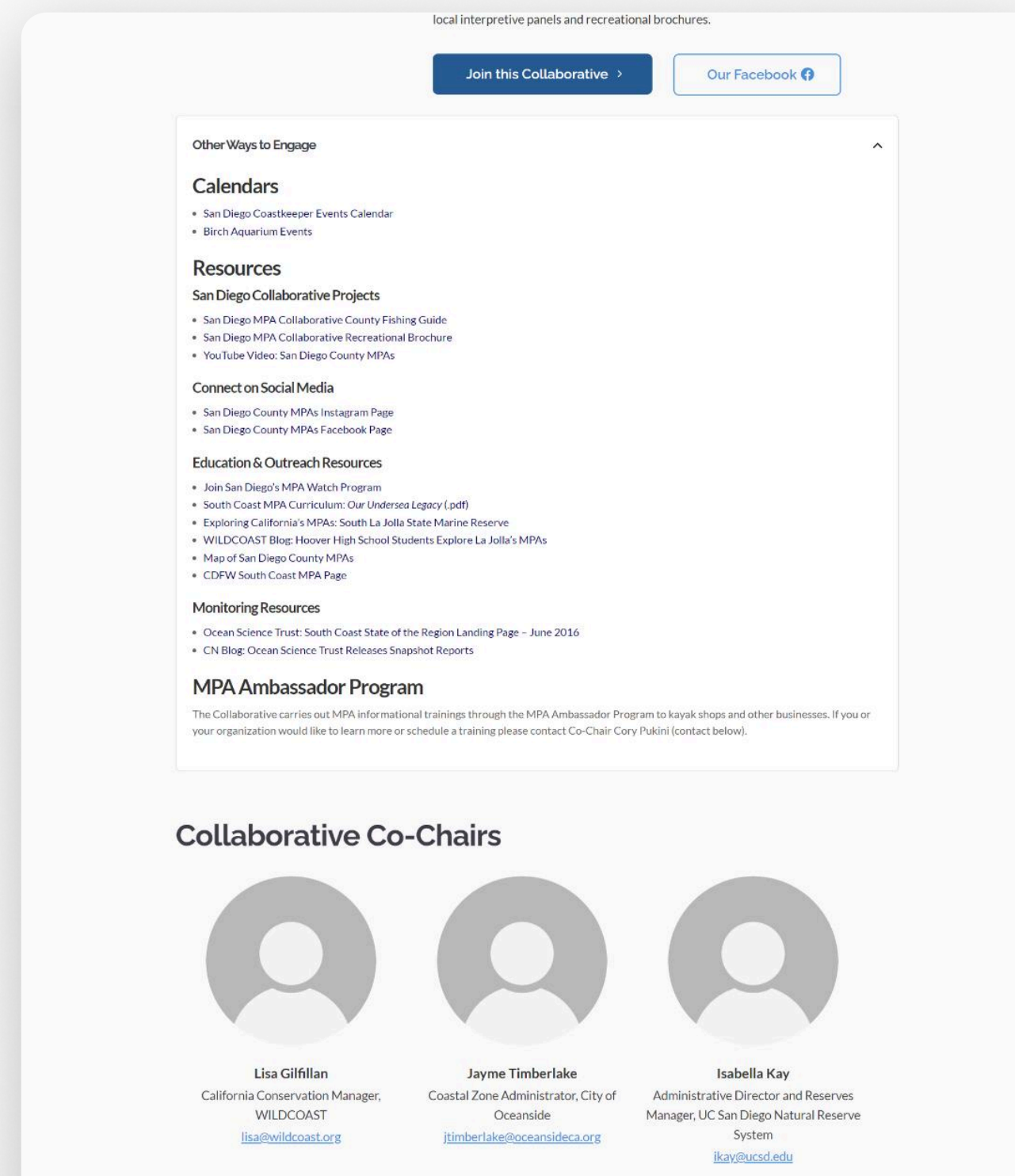
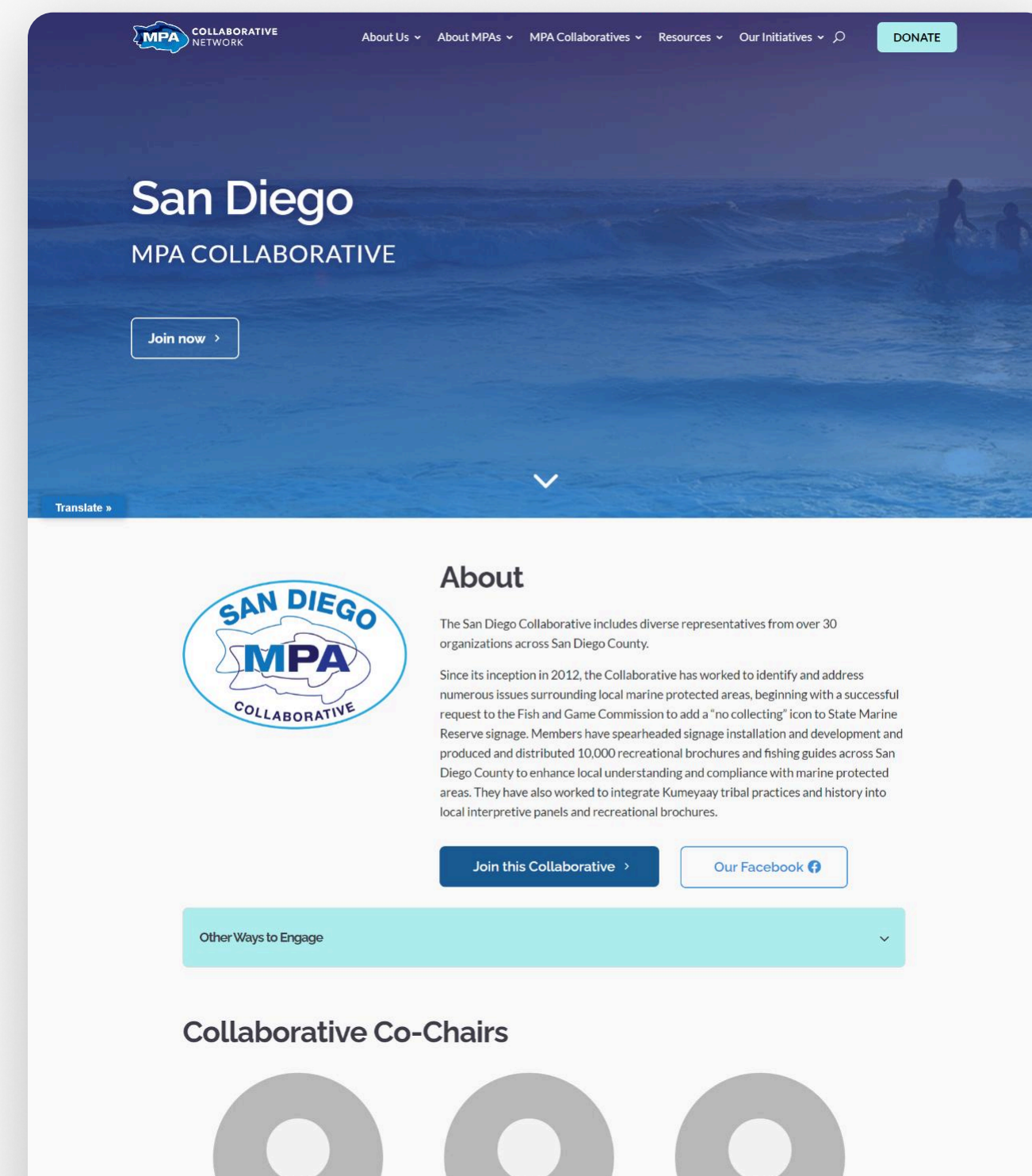
Home Page



DEVELOPMENT

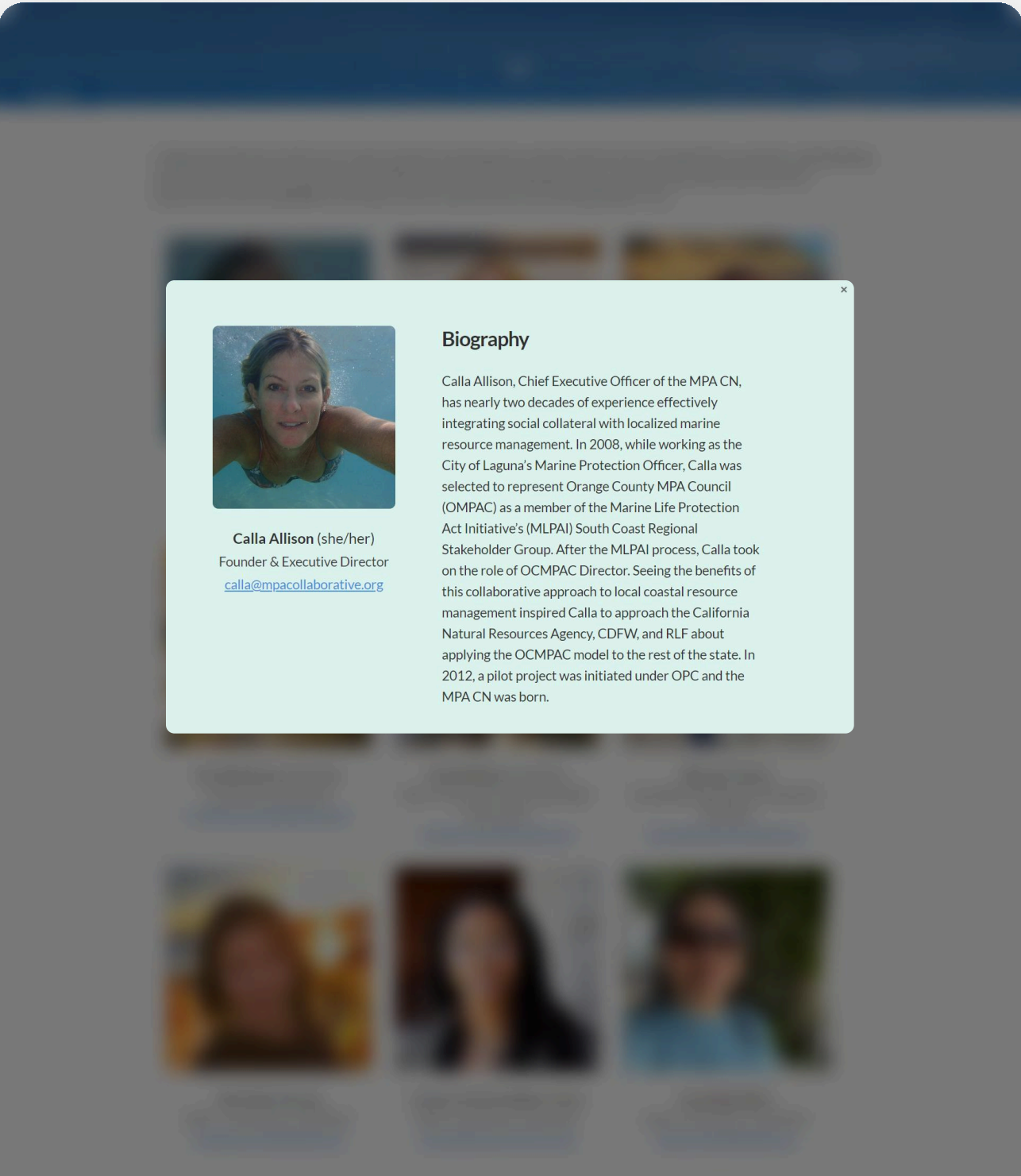
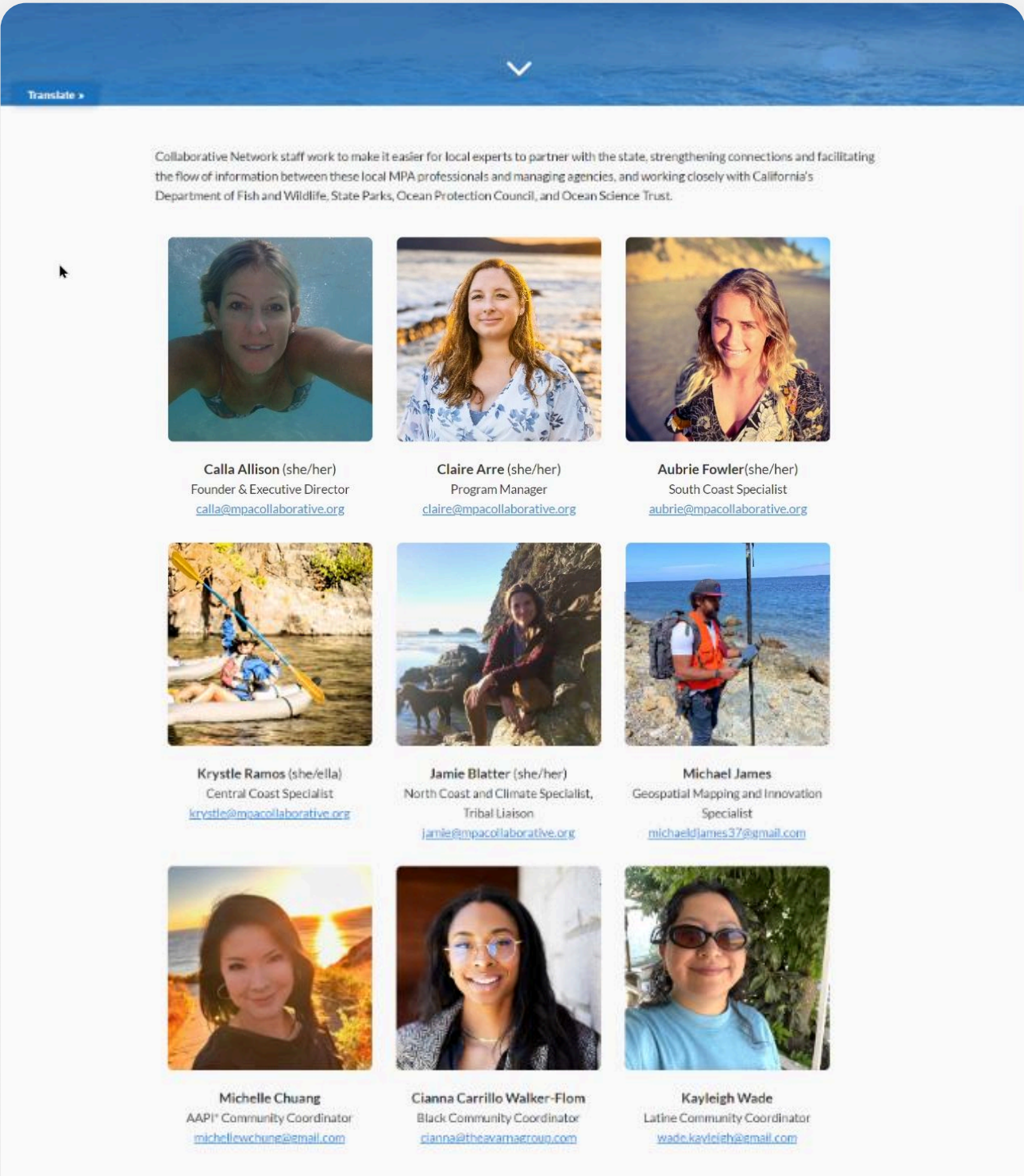
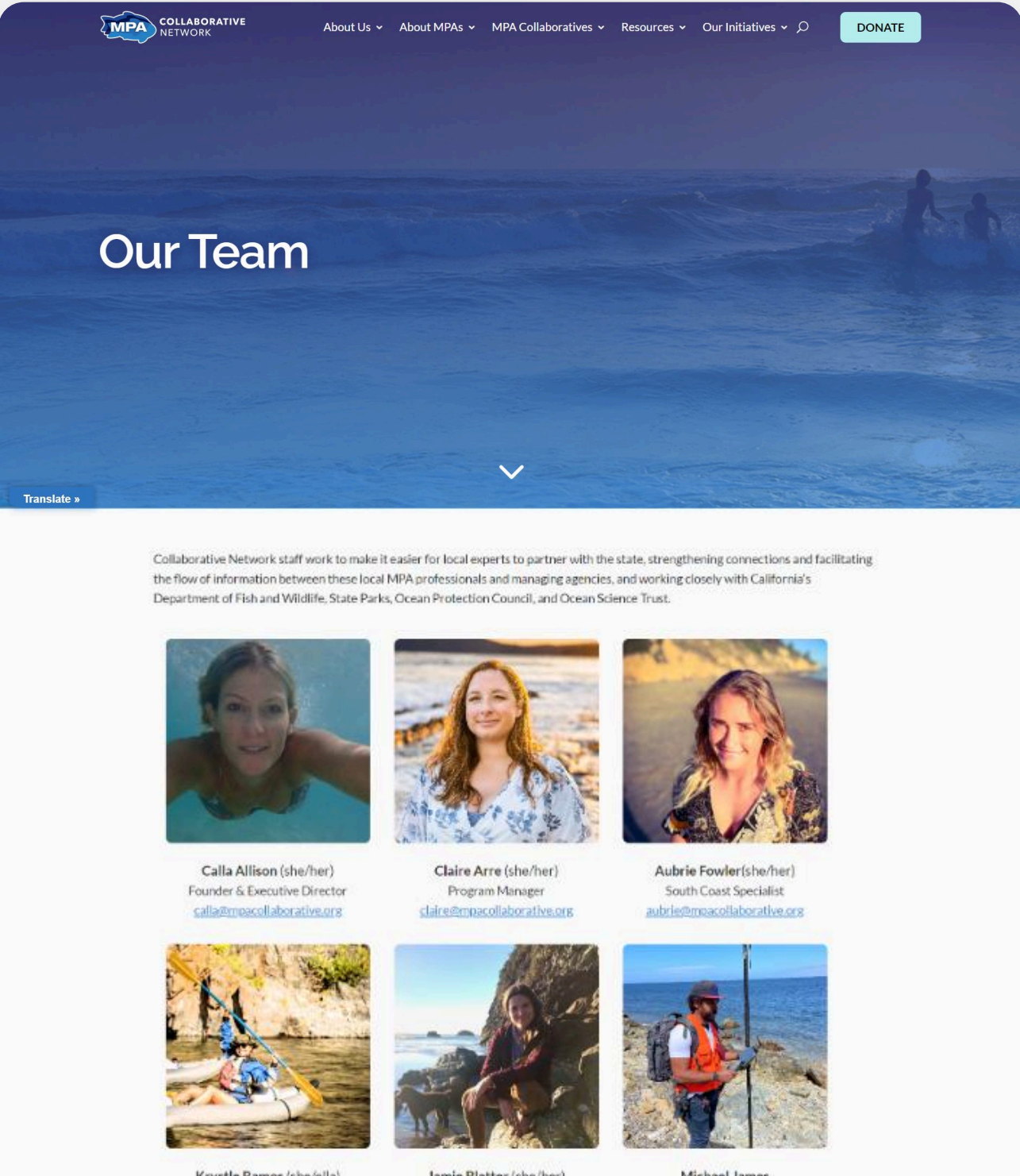
Our progress so far

Collaboratives Page



Our progress so far

Team Page



04

Marketing

Introduction and Goals

- MPA CN aims to increase its social media presence, follower count, and website traffic while raising awareness about its mission. Current social media platforms include Instagram, Facebook, and YouTube, with plans to expand to TikTok and enhance content consistency.
- To begin tackling the marketing upgrade for MPA CN, I dove into the structure of the non-profit: identifying the market, what the organization stands for and can offer, and their current marketing model. Next, I conducted a SWOT analysis for their Instagram and inquired about their marketing objectives to come up with a marketing strategy. Finally, I made a Marketing Plan for the organization.



Future Suggestions

Instagram	Facebook	YouTube	Other Suggestions
Create a set templates for different categories, such as webinar/meeting announcements, call to action posts, fun informational posts, etc for a clean and aesthetic feed	Facebook is in alignment with Instagram, so as they post on Instagram, Facebook automatically follows. Instagram suggestions are applicable for Facebook as well.	Create a template for thumbnails so that the channel is cohesive.	I would suggest the expansion to TikTok, which is how MPA CN can reach the goal of growing their follower demographic base to more than just what they're currently at, which is fairly specific. Take note of the last Instagram suggestion box for TikTok.
Create cohesive highlight covers and reorganize them for more useful topics (suggestions: ABOUT, FAQ, UPDATES, FUN STUFF)			Continue the use of mailing list to update and reach out the active MPA CN members.
Update the links section for a quick and easy way to get to popular pages (homepage of website, collaboratives page, shop page, YouTube channel)			
Brainstorm content ideas that will interest and engage new demographics. This includes following trending sounds and video ideas but twisting them to be relevant to MPA CN. Reels are an especially popular way to grow an account recently.			

05

Reflection

REFLECTION

What We Learned



Consistent stakeholder communication

Allow for alignment in goals through sharing weekly progress, asking for feedback, and making sure our changes reflect MPA CN values and objectives.



Cross-functional collaboration

Being a team of 9 students, all with the same project objectives but with different areas of expertise may simulate industry when needing to work with different roles.



Accessibility Design & Guidelines

Accessibility guidelines when working with webpages - whether that be increased contrast, text size, etc.

REFLECTION

Next Steps

- Further implementation of our wireframes into Wordpress
- Wrap up communications with MPA CN stakeholders to ensure we met program expectations in delivering changes and updates into their website

REFLECTION

Special Thanks



Design Co for creating this program, UP-Grade, to instill industry project experience in design students!



Stakeholders at MPA-CN, specifically Krystle, for their constant communication and feedback throughout our research and design process!

Thank You!



💙 MPA-CN Team