



Room Magazine Website Redesign

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Problem Space

“I’d like to read Canadian feminist literature online. A friend of mine suggested RoomMagazine.com. Where do I begin browsing this site to find my favourite genre. And how do I subscribe so I don’t miss an issue?”

How might we improve the online experience of new and returning visitors to RoomMagazine.com to help them find and read different types of genres and then encourage them to commit to 1 or 2 years subscription.



Project objective

Redesign the website that will improve user experience by helping them easily find information on

- Feminist literature from emerging writers
- How to subscribe to print issues online
- Contest deadlines and how to participate
- Submit their work to be featured in the magazine
- What Room Magazine does and support by donating



User Persona

Hannah

- Female, 30 years old
- Studying in university
- Lives in Canada
- Wants to be a published writer someday
- Loves to read, write, art, movies
- Sensitive, compassionate, politically and socially aware
- English is her first language
- Social media- she tweets and has an Instagram account
- Just discovered Room from a friend and searched in Google





Heuristic Evaluation

Heuristic Evaluation is a method for examining usability issues in a user interface based on usability principles.

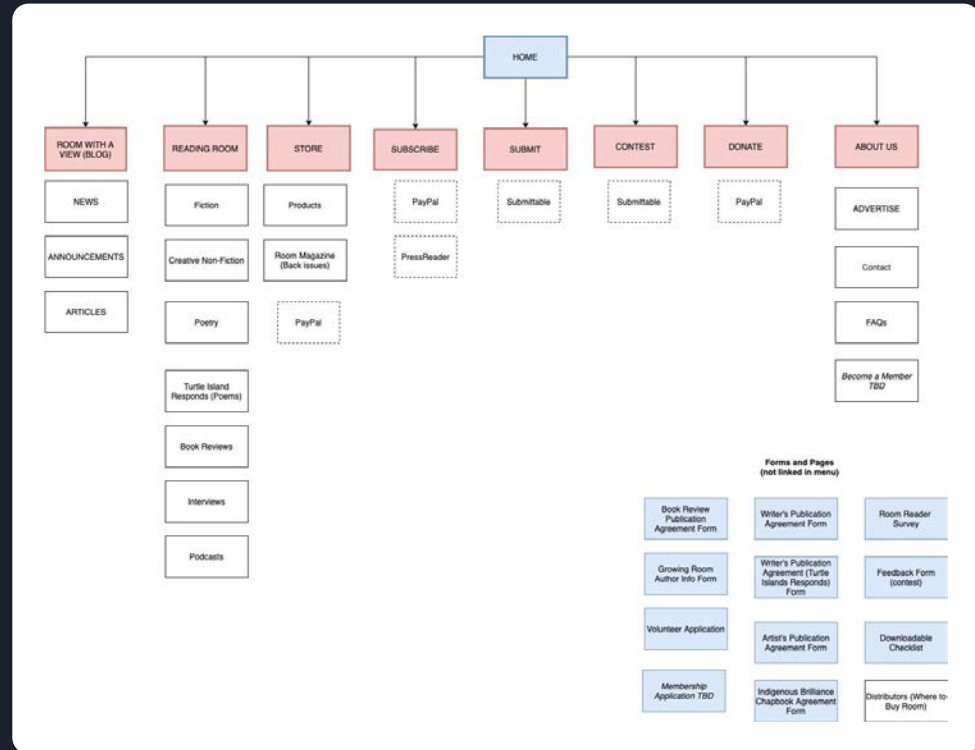
These are the pages evaluated

- Subscribe page
- Donate page
- Contest
- Submit
- Room with a View (Blog)

You can [view the complete evaluation online](#) that includes screenshots on pages and areas needing improvement and recommended steps to fix or improve the user experience.

Information Architecture

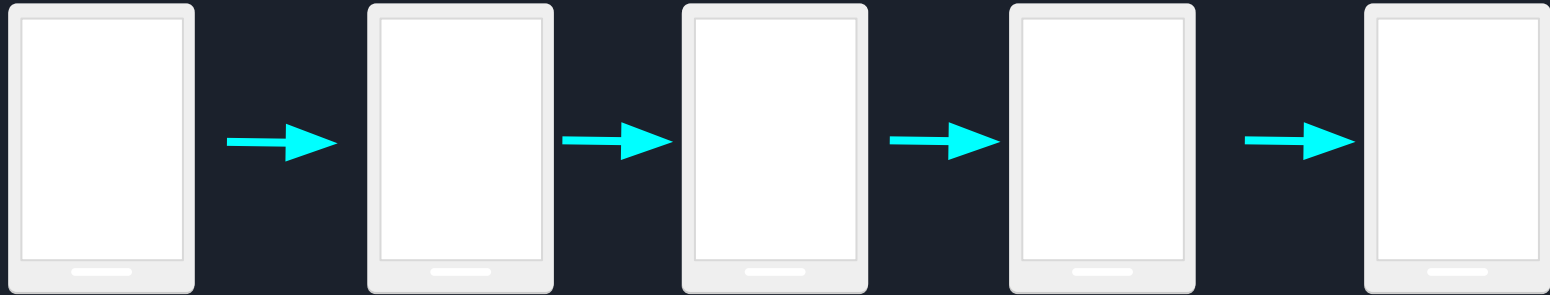
Information architecture is all about organization of information in a clear and logical way. It follows a clear purpose — helping users navigate complex sets of information.



User Flows

Task One : Subscribe to Room

"I love what I'm reading online. I want to subscribe and get the latest issue delivered to my home."



User clicks on
Subscribe button
on header

User browses
page and
identifies which
subscription type
she prefers

Selects, year,
country to ship,
promo code and
clicks Subscribe

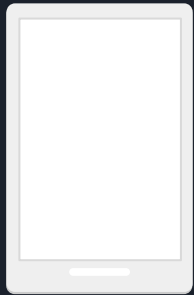
Page goes to
payment page
(PayPal)

After payment is
processed, user is
redirected to
Thank You page

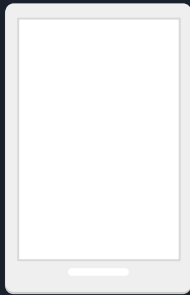
User Flows

Task Two : Browse and read different genres from Reading Room

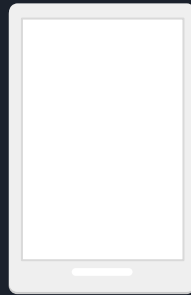
"I'm interested to submit my work or join the contest. I want to get an idea what the editors of Room chooses to publish"



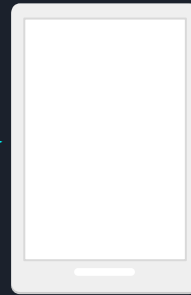
User visits Home page and finds latest works published



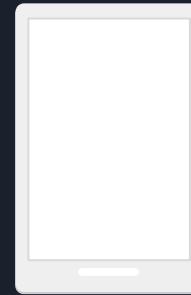
Clicks Category page and browses work



Clicks to select a genre, chooses one and reads work online



Sees other work of the same genre or same author when she reaches bottom of page

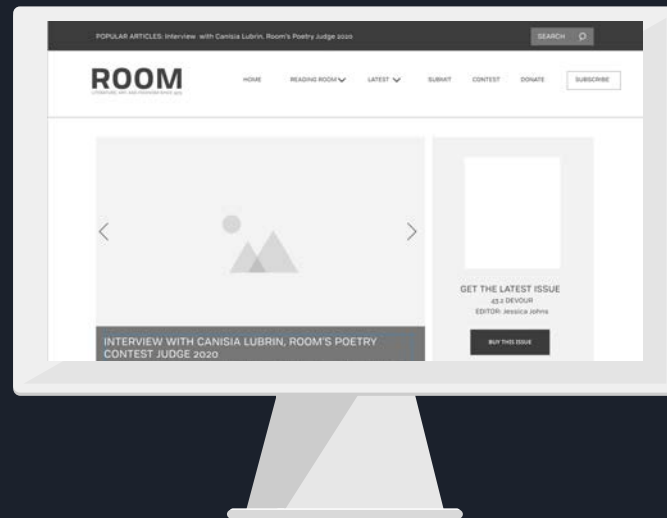


Selects from related works below the post or other options to navigate (sidebar or top/bottom menu)

Wireframes

A wireframe is like an architectural blueprint in the design process. It serves as a reference point for functional specifications and gives the product team a basis to begin creating screens.

You can [view the interactive wireframes](#) and add your comments.





Thank you!

Thank you for viewing this presentation. Next Step: Please review the wireframes by using the link provided and add your comments.