

Raymond Yeo [2023]
Sc.B. Computer Science-Economics
Fugetsu-Do Website Redesign
Senior Capstone Assignment
Project Link: <https://ray-yeo.github.io/fugetsu-do>

Why I decided to concentrate in Computer Science-Economics

My decision to concentrate in Computer Science-Economics stems from my desire to run a series of my own businesses. During my first few years of college, I was heavily influenced by my peers and startup culture, and thus felt pressured to go after billion dollar, world-changing ideas. As I've reflected and matured, I've come to the conclusion that my entrepreneurial desires lie in more grassroots and socially beneficial domains. Upon graduation, I hope to gain business and life experiences that equip me with the skills and connections necessary to make positive impacts on the lives of everyday people.

Motivation behind capstone project

During my Fall 2022 semester, I took the course CSCI1300: User Interfaces and User Experience. In the class, an assignment we worked on was the redesign of a pre-existing business' website. I decided to choose a local family-owned mochi shop. The project was designed to be an intensive analysis of a singular page of a website, with no requirements to create functioning buttons or links. The link to my original assignment can be found here: <https://icygoblin001.github.io/redesign/>.

Small businesses face several challenges in creating a website. They must establish credibility and attract new customers, while also preserving traditions associated with the business. This is a challenging task for small businesses who often don't have the financial and temporal leverage to focus on marketing.

Implementation

To extend my assignment from CSCI1300, I decided to 1) make all buttons and links interactable and 2) redesign the entire website to better address the usability, learnability, memorability, and accessibility problems I identified with the site.

Overall, I sought to create a homey theme with the webpage, which motivated the color palette, font, and simplicity of the site. In the following sections, I will delve more deeply into the design decisions I made for each page of the website.

My final capstone project can be viewed at this link: <https://ray-yeo.github.io/fugetsu-do>.

1. Navbar / Footer

Navbar / Footer Goals

- Make it clear what the page has to offer
- Provide a top and bottom “barrier”

Current Issues

- Navbar doesn't look clickable
- Footer holds useful information, but that information should be further up the page

Solutions

- Navbar links take the shape of button, conforming to the user model of what is clickable
- Such buttons change color upon hover
- Footer is simplified, acting more as a stopper preventing the page from abruptly ending

2. Home

Page Goals

- Quickly obtain store information
- Provide links to other important parts of the site

Current Issues

- Store hours and location are at the bottom of the page
- Oversized images on desktop are slow to load and visually overwhelming
- “Our History” section is formatted poorly
- Lack of hierarchy and section titles

Solutions

- Condense large images into a slideshow
- Store information is explicit
- Provide quick links on the page to other parts of the site

Aesthetic Choices

- Integrate pink sakura background into welcome message, drawing eyes to it
- Pink and green colors allude to mochi colors
- Fugetsu-Do name is swapped between English and Japanese spelling

3. History

Page Goals

- Educate interested customers about Fugetsu-Do's history
- Champion family heritage and history
- Establish credibility by emphasizing dedication to craft

Current Issues

- Full sized images are inefficient
- Text overload is overwhelming

- Gallery at the bottom is inefficient and redundant; does not add new dimension

Solutions

- Card decks to separate generations, longer description only expands upon selection

Aesthetic Choices

- Continue consistent usage of color palette and hierarchy
- Font and background color combine to create a non-eye-straining reading experience

4. News

Page Goals

- Establish credibility
- Maintain record of various segments done on Fugetsu-Do
- Serve as another beacon of information for interested browsers

Current Issues

- News is spread out inconsistently and across all parts of the website

Solutions

- Condense and organize all news segments into a singular page

Aesthetic Choices

- Card gallery is something that users are comfortable with using when browsing media

5. What is Mochi?

Page Goals

- Dive deeper into the mochi-making process
- Identify the specific techniques and styles used at Fugetsu-Do

Current Issues

- Topics are not organized effectively (lack of hierarchy and grouping)

Solutions

- Add boxes around each section and establish a more consistent image-to-text scheme

Aesthetic Choices

- Alternating orientation of image and text keeps page engaging

6. Contact

Page Goals

- Quick reference guide on how to get in touch with Fugetsu-Do
- More in depth ways to get in touch than home page
- Methods for press to get in contact

Current Issues

- Carriers of Fugetsu-do retailers are listed on this page
 - No connection with contact
 - Risky to have volatile store partnerships on a rarely updated website

Solutions

- Identifying that this page is fully functional/utilitarian, accepting that plain text is most effective

Aesthetic Choices

- Google map embeddings are not visually appealing and do not save the user much time, so I decided to remove them

7. Buy Mochi

Page Goals

- Assumption: people know that they can buy mochi at the store
- Tab can re-emphasize that store sells mochi, but should focus on online ordering and different ways of purchasing mochi

Current Issues

- Images are overwhelming and make the entire page confusing
- Links are all broken

Solutions

- Users want to quickly know how to purchase mochi, so an accordion balances quick information access while preventing information overload

Aesthetic Choices

- Ideally, there would be images and links on this page; however, the ones on the current site look outdated and broken, so I opted to save implementation for later