

CS1300 Responsive Redesign for Buckskill Tennis Club's Website
By Isabelle Towle

For my capstone project, I extended our Responsive Redesign assignment to fully redesign the website for [Buckskill Tennis Club](#). As it currently stands, Buckskill's website incorporates several different fonts and colors and visually looks dated. Pages that are loading provide no indication to the user that they are doing so, causing the user to believe that the website did not register their click and potentially try to repeat the same action multiple times. Language used does not match convention or user expectations — for example, the page titled "Buy Online" enables you to purchase packs of private lessons, clinics, or memberships, however, it doesn't enable you to actually book them on the website but instead requires you to call the club. I initially thought this page was an online store for club-branded apparel and other tennis equipment. Many pages of the website are redundant, with nearly every page having a side bar with a mini schedule (despite having a dedicated schedule page and schedules on each of the sub-pages for the different types of clinics), and booking is enabled from almost every page of the site. Many of the buttons on the page just look like regular text until you hover over them, creating confusion. There are many different levels of headers, differentiated by font size, font color, font weighting, highlighting/banners, etc. This unclear hierarchy creates many sections which are constantly competing for the user's attention.

In my redesigned website for Buckskill, I addressed all of the problems mentioned above. I enabled purchasing of memberships, clinic packs, and private lessons, in addition to registering in clinics and lessons. By dividing the site into three pages for memberships, clinics, and lessons, each of those pages becomes a one-stop-shop through which the user can intuitively visit and both purchase and book these services. On the clinics page, a calendar lets the user choose which options fit best with their schedule, and they can register for it simply by clicking on the calendar event and following the instructions in the modal which pops up. From the backend, a function generates this schedule automatically by extending a single week of programming for as far as Buckskill would like to enable booking in the future. On the lessons page, instead of having to call Buckskill to book lessons as was previously the case, the user can filter various properties such as lesson date, preferred instructor, lesson site, etc., and then the available lessons fitting the filtered description will populate. The site also has a login function, such that users can login to their account and, in theory, will have all of their data saved, so they can avoid tediously having to enter their credit card information every time they want to book a lesson or purchase a clinic pack (since I did not have access to Buckskill's backend, this functionality is simulated on my website). I addressed the visual design issues as well, incorporating a more modern design, with more muted colors and a more cohesive theme. There is a clear hierarchy of information at every level of the website, and the entire layout is clean and minimalist, helping with readability.

Links to my [Figma design](#) (please feel free to explore the design as well as the prototype), my [redesigned website](#), and my [Github repository](#) can all be found here. My project made use of MaterialUI reusable components.