OAHS website rework

CHECK IN MEETING

October 17th, 2022

Agenda

> QUICK RECAP & MEETING INTRODUCTION

> PERSONAS – THEORHETICAL USERS

> SITE MAP – HOW DOES A USER NAVIGATE THROUGH THE SITE?

> WIREFRAMES – INDIVIDUAL PAGE BLUEPRINT

> STYLE GUIDES – HOW DOES THE SITE LOOK? WHAT IS THE VIBE?

> STYLIZED HOMPAGE – STYLES APPLIED TO HOMEPAGE WIREFRAME

> QUESTIONS AND COMMENTS

Introduction

Today we are going to be looking at the first steps of the process that we have been working through as part of the OAHS website redesign.

Together, we will look at the needs of people that would potentially use the site, how the site will be laid out, some color and style schemes, and those schemes applied to a potential homepage. Sound good?

After we finish our presentation, we'll have ample time for questions & comments, but please feel free to ask questions as they arise.

Any questions before we get started?

Personas

Personas are hypothetical people who are likely to use your website. They allow us to better understand the motivations and frustrations of potential users.

Carol

"I'd love to give back to the community while having fun and learning."

Age: 60
Work: Retired
Family: Widowed with 2 Kids & 3 grandkids
Location: Oregon, WI

Bio

Carol is recently retired and looking to fill up some extra free time by possibly volunteering at the local historical museum. Her husband was a history buff so they would often spend a lot of time there together, so she grew to know a lot of the other volunteers there.

Personality
- INTROVERT — EXTROVERT
- THINKING — FEELING
- SENSING — INTUITION
- JUDGING — PERCEIVING

Goals
- Have something to do
- Feel like she's helping out the community
- Look for possible projects that she could partake in

Frustrations
- Not as technologically-savy
- Not sure how to get involved
- Wants fast and clear navigation

Motivations
- INCENTIVE
- FEAR
- GROWTH
- POWER
- SOCIAL

Technology
- DESKTOP
- MOBILE/SMARTPHONE
- APPS
- SOCIAL NETWORKS
- SOFTWARE

Brand Associations
Facebook   KOHL'S

Gabriel

"I've lived in Oregon my whole life. I love it here!"

Age: 15
Work: Part-time @ Culver's
Family: Oldest of 3
Location: Oregon, WI

Bio

Gabriel is a high school sophmore who is interested in studying either psychology or political science. Gabriel enjoys going to movies, playing saxophone, and skateboarding. They grew up in Oregon and are interested in learning more about the early politics of the area.

Personality
- INTROVERT — EXTROVERT
- THINKING — FEELING
- SENSING — INTUITION
- JUDGING — PERCEIVING

Goals
- Understanding how early politics took shape in the Oregon area.
- Having a cool place to hang out (for free) with friends
- Ability to access information from multiple platforms

Frustrations
- Mobile unfriendly websites
- The rules involved in traditional brick and mortar libraries
- Lack of resources related to early Wisconsin politics

Motivations
- INCENTIVE
- FEAR
- GROWTH
- POWER
- SOCIAL

Technology
- DESKTOP
- MOBILE/SMARTPHONE
- APPS
- SOCIAL NETWORKS
- SOFTWARE

Brand Associations
VANS   Spotify

Analytical   Ambitious   Gnarly

Hannah

"I have so many distractions that I need things to be easy, or I won't do them."

Age: 35
Work: Stay-at-Home Mom
Family: Married with 4 Year-Old S on
Location: Oregon, WI

Bio

Hannah is a busy stay-at-home mom. With a background in library sciences, she always wants to take her son on activities that teach him something but doesn't have much time to plan and research.

Personality
- INTROVERT — EXTROVERT
- THINKING — FEELING
- SENSING — INTUITION
- JUDGING — PERCEIVING

Goals
- Wants to take her son on education activities
- Wants to learn more about her community
- Wants to find kid-friendly activities near home

Frustrations
- Lack of free time
- Trying to avigate a site with one hand while holding her son
- Not having an add-to-calendar feature
- Anything with a lot of steps

Motivations
- INCENTIVE
- FEAR
- GROWTH
- POWER
- SOCIAL

Technology
- DESKTOP
- MOBILE/SMARTPHONE
- APPS
- SOCIAL NETWORKS
- SOFTWARE

Brand Associations
Fat Brain Toy Co.   GoGo SqueeZ

Smart   Busy   Nurturing

Site Map

Site maps are a very simple outline that represents how a user would navigate through the website.
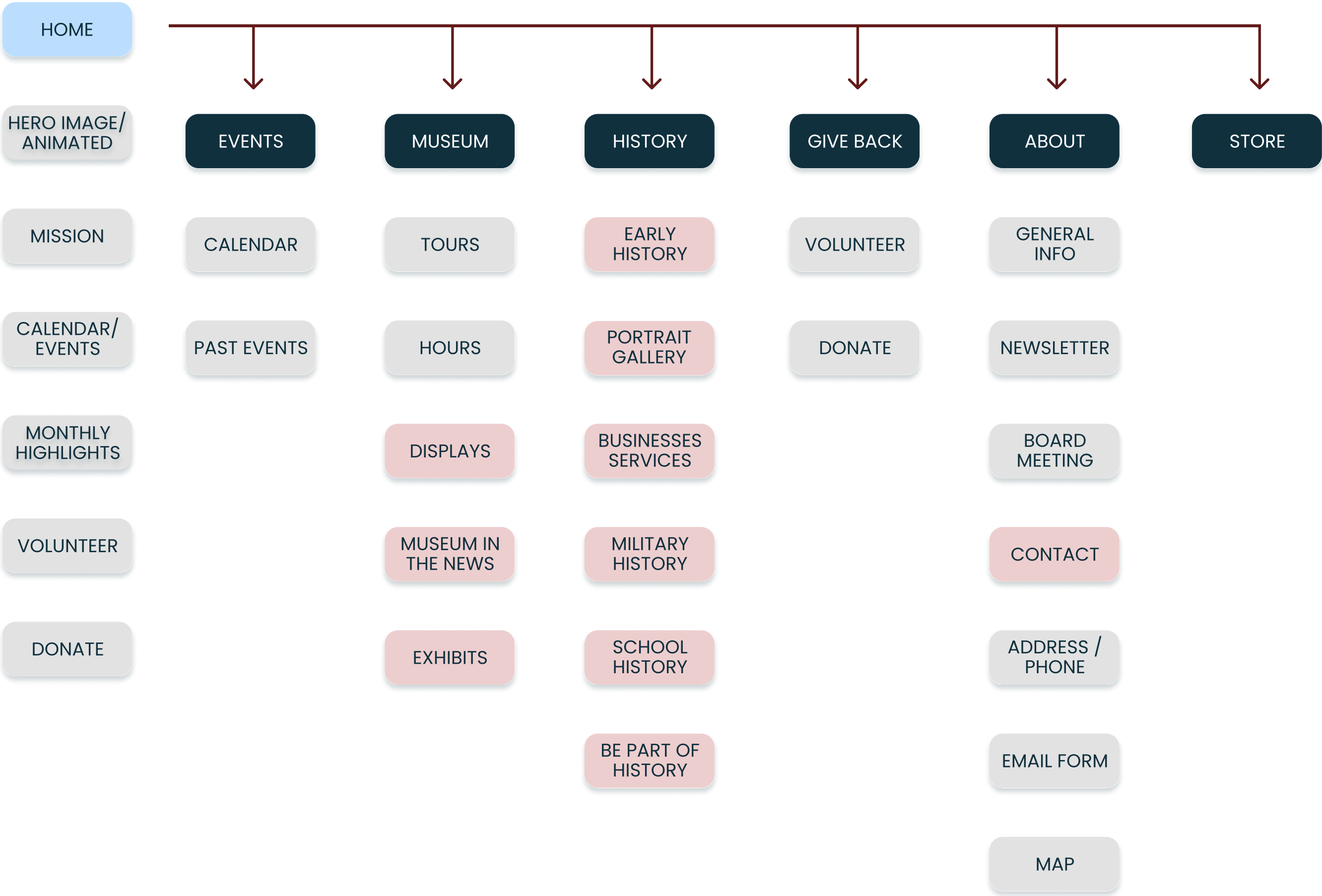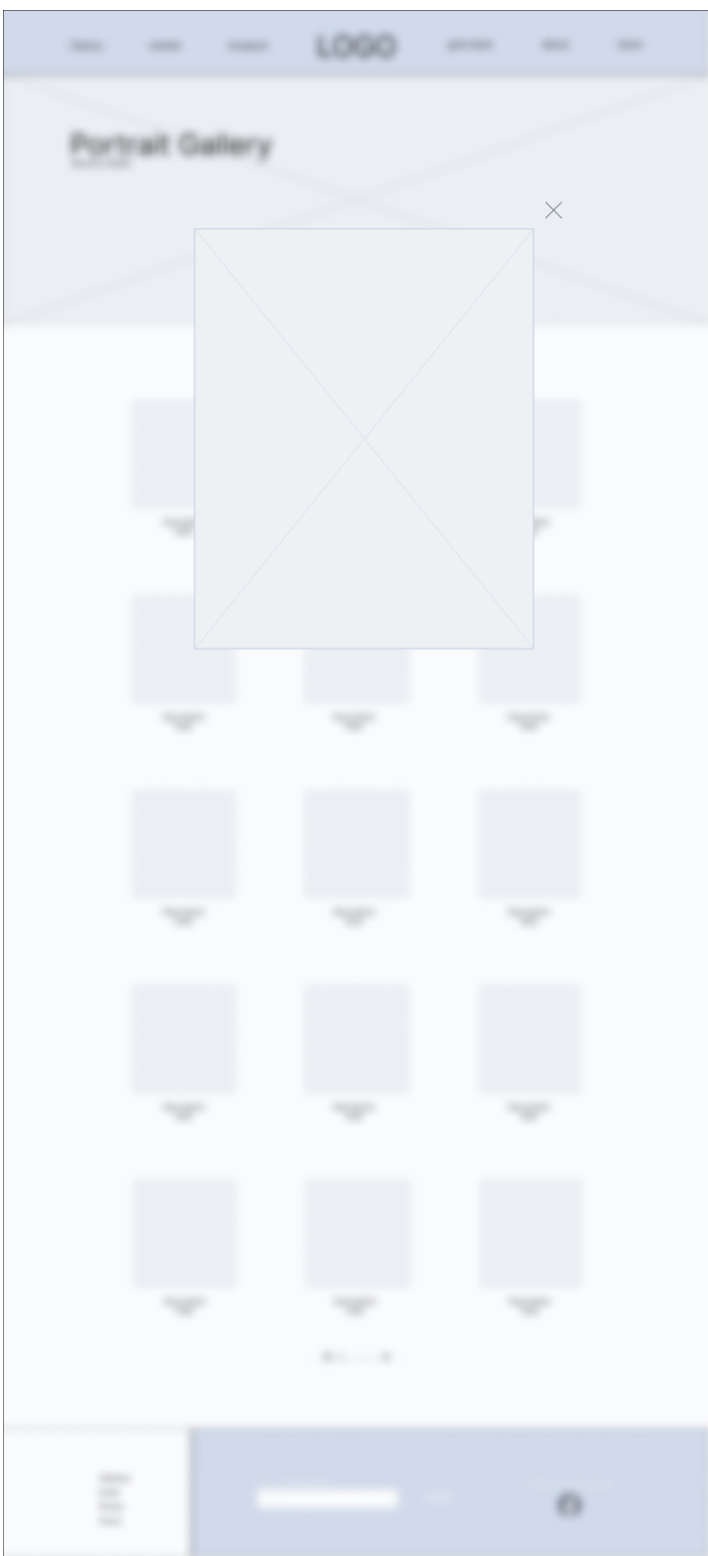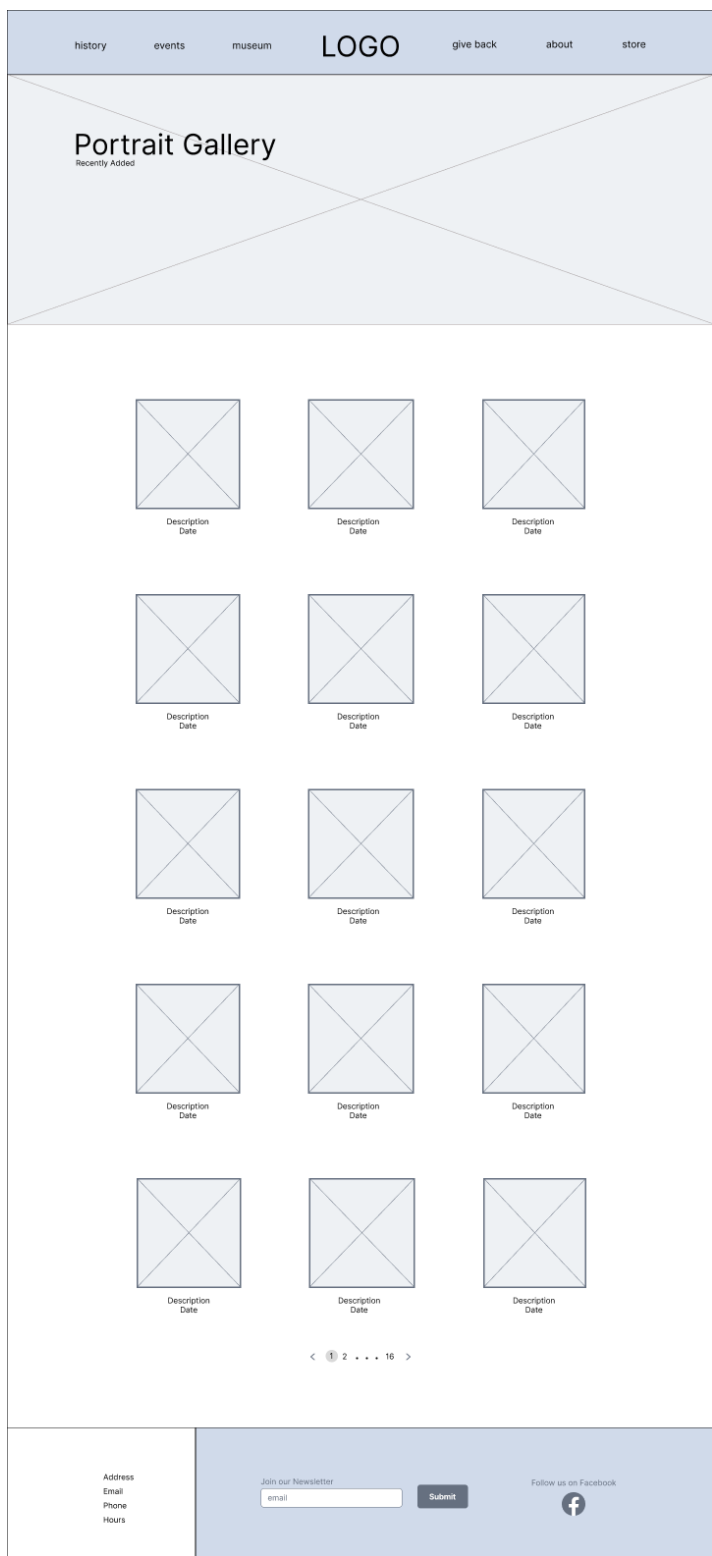
KEY

▮ (light blue)	HOMEPAGE
▮ (dark navy)	MAIN PAGES NAVIGATION
▮ (pink)	SUB-TABS
▮ (grey)	PAGE ELEMENTS

HOME

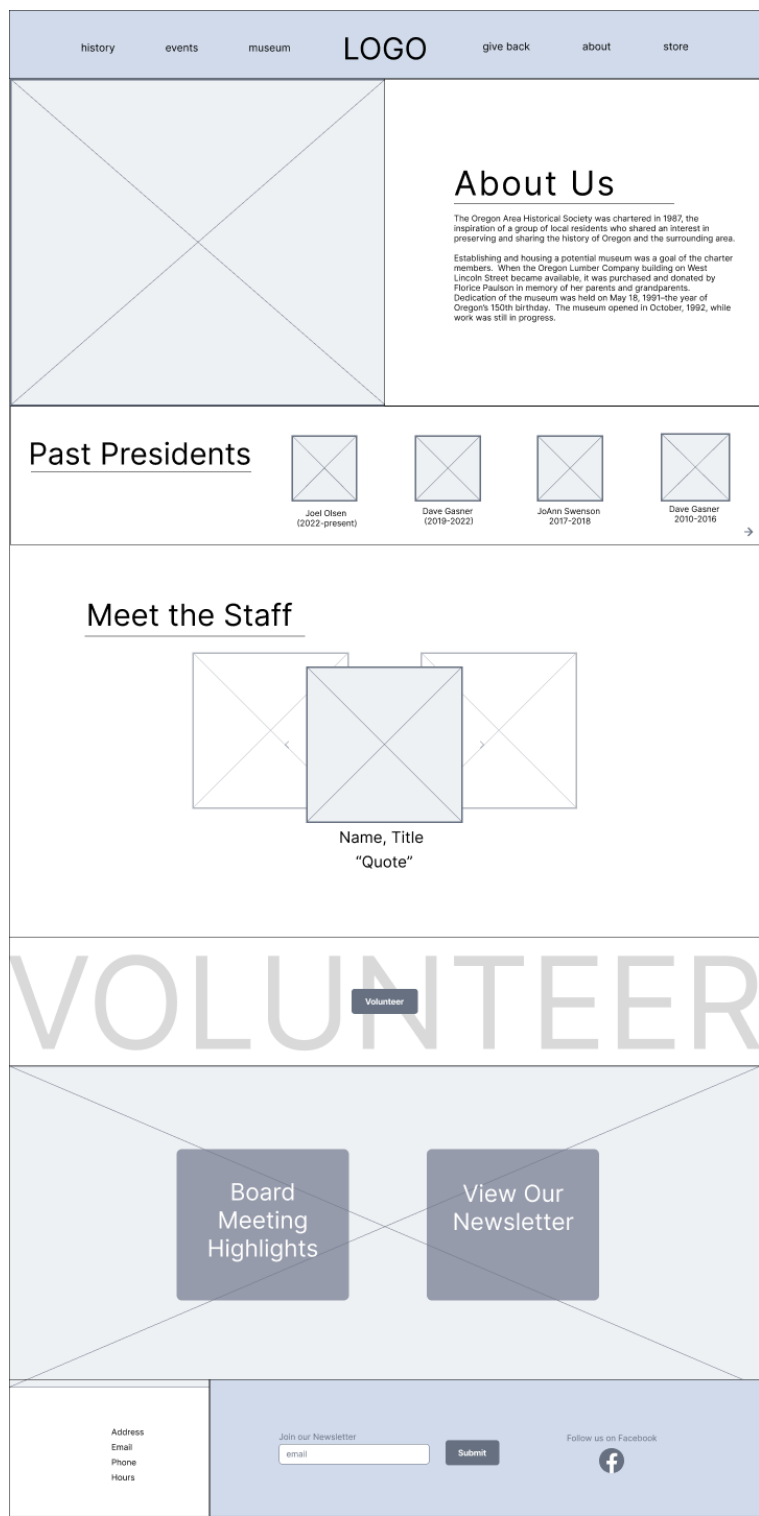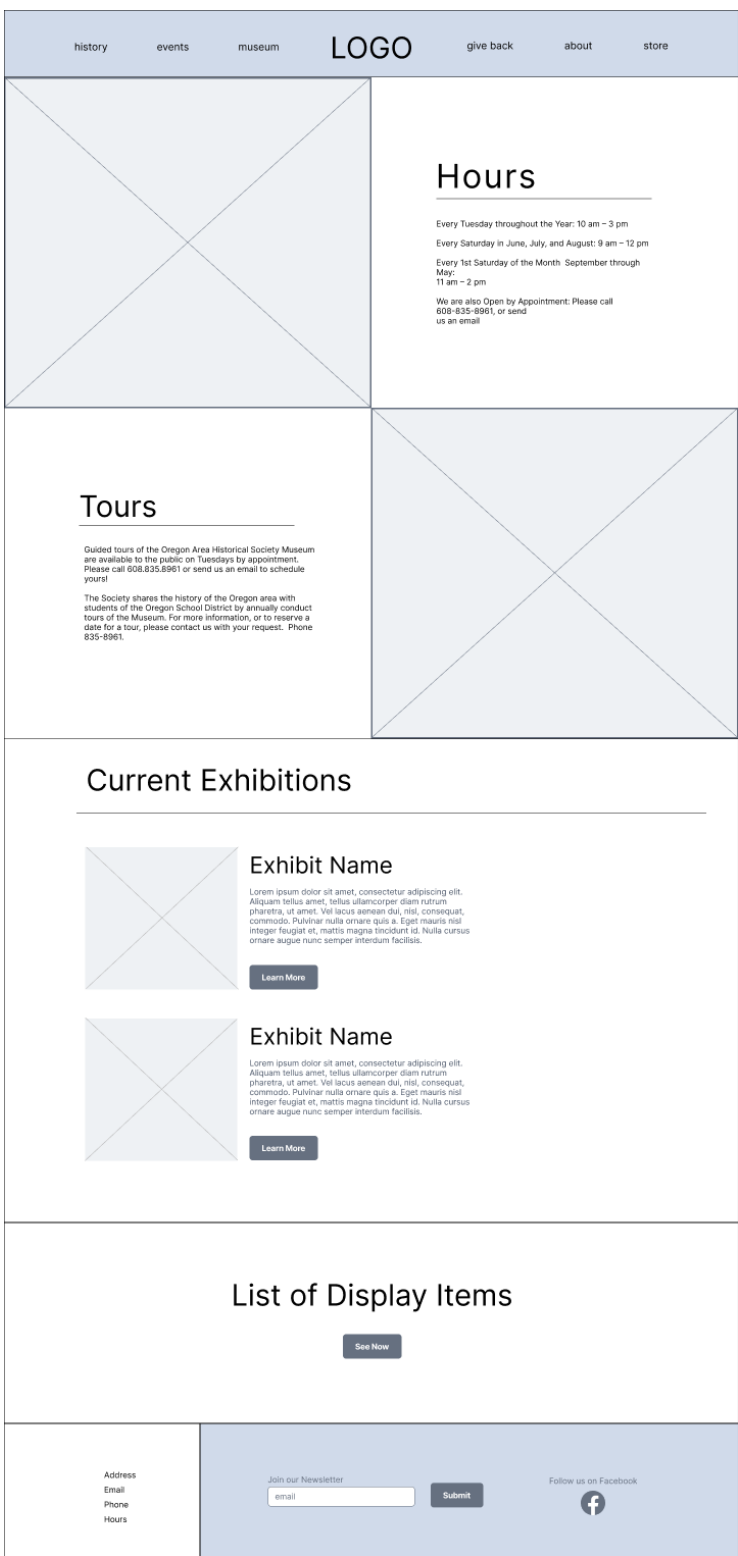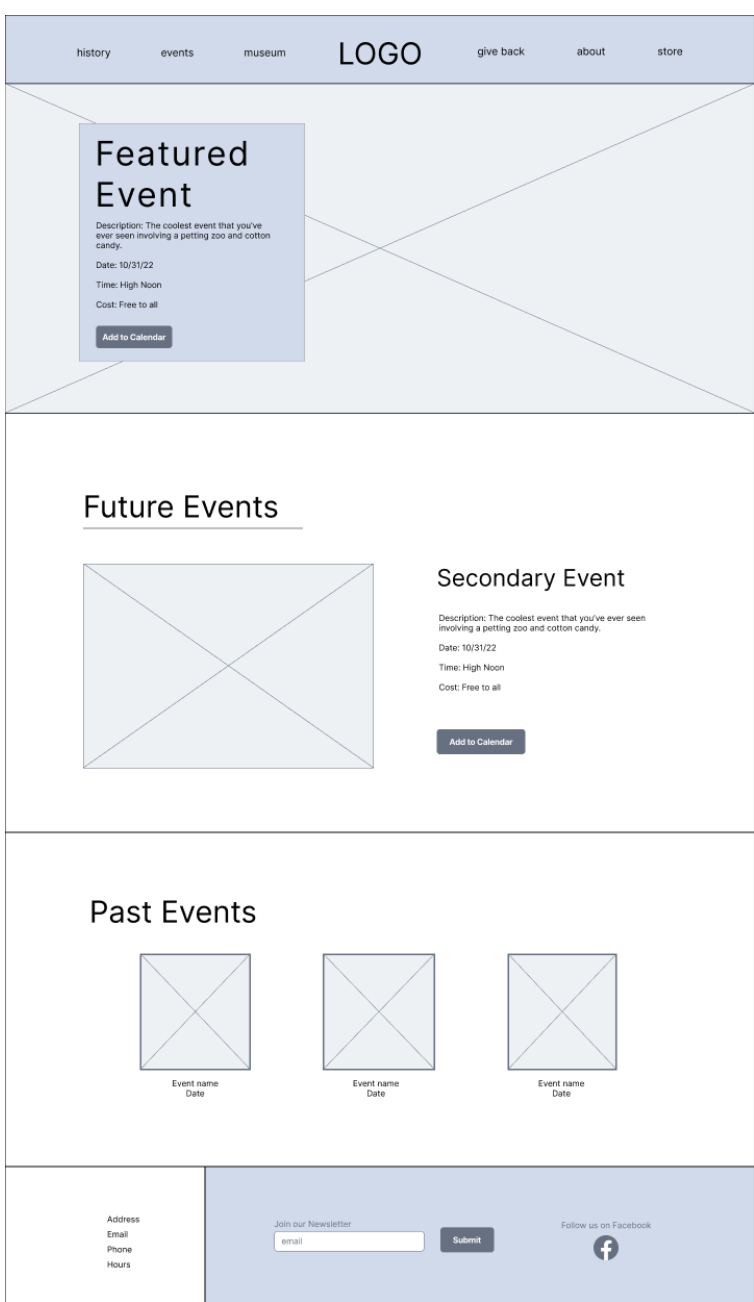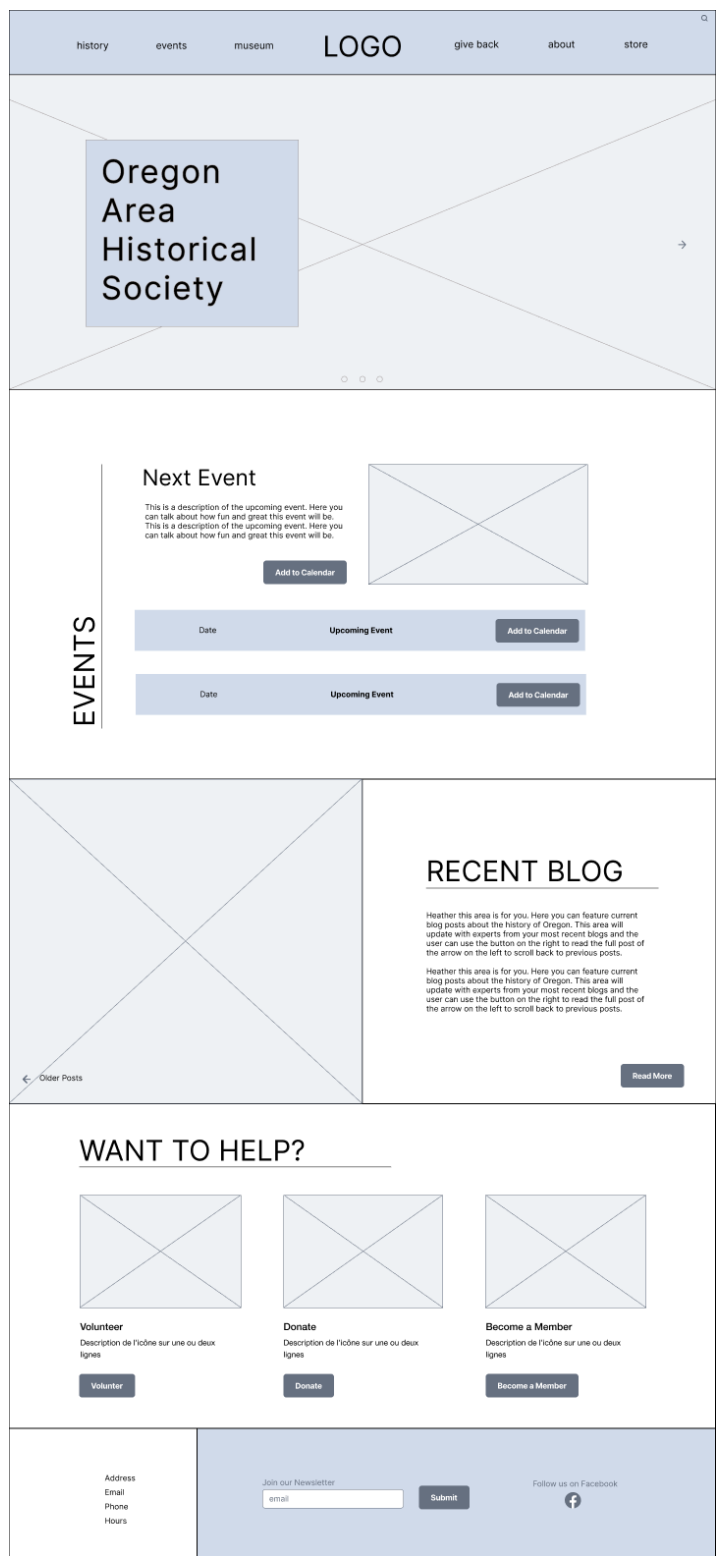| HERO IMAGE/ ANIMATED	EVENTS	MUSEUM	HISTORY	GIVE BACK	ABOUT	STORE
MISSION	CALENDAR	TOURS	EARLY HISTORY	VOLUNTEER	GENERAL INFO	
CALENDAR/ EVENTS	PAST EVENTS	HOURS	PORTRAIT GALLERY	DONATE	NEWSLETTER	
MONTHLY HIGHLIGHTS		DISPLAYS	BUSINESSES SERVICES		BOARD MEETING	
VOLUNTEER		MUSEUM IN THE NEWS	MILITARY HISTORY		CONTACT	
DONATE		EXHIBITS	SCHOOL HISTORY		ADDRESS / PHONE	
			BE PART OF HISTORY		EMAIL FORM	
					MAP	

Wireframes

A wireframe is a basic outline of how a specific page may look. Wireframes are the blueprint for which we will base our final design.

THIS IS A HEADER
H1, Dapifer- Black, 80pt

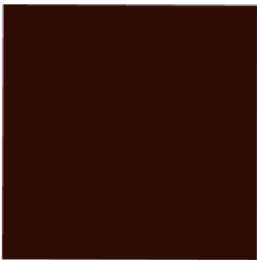## THIS IS A SUBHEADER
H2, Dapifer- Semibold, 40pt

C.H. Cronk's built the Opera House as a roller skating rink. It was the center of social activities for many years in the early 1900's. It was a two-story building. Early high school graduations, plays and other entertainment took place here. Early silent films were shown here. Later sound pictures were shown for $.10 or .25. During the last few years it was used as a roller rink. Colby had his photography studio upstairs.

P, Komet- Regular, 20pt
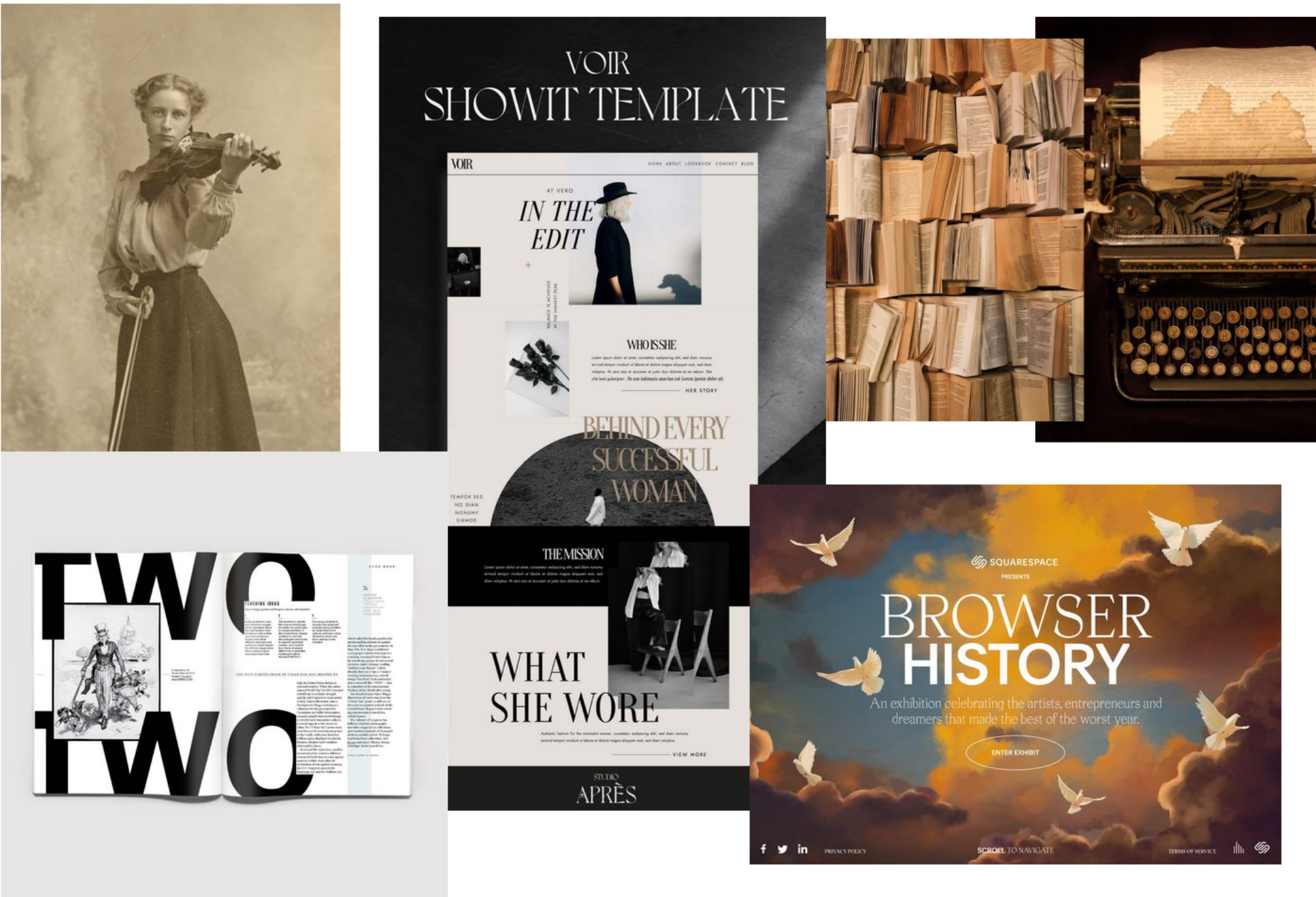
Button   Button

2E0B05	75300C	C07E2F	F0D488	3E9988
Friendly	New		Inviting	Warm

Vintage — Weathered — Cyanotype

Style & Mood

THIS IS A HEADER

h1: Frank Ruhl Libre, 85pt, Google Fonts

THIS IS A SUBHEADER

h2: Frank Ruhl Libre, 50pt, Google Fonts

C.H. Cronk's built the Opera House as a roller skating rink. It was the center of social activities for many years in the early 1900's. It was a two-story building. Early high school graduations, plays and oth–er entertainment took place here. Early silent films were shown here. Later sound pictures were shown for $.10 or .25. During the last few years it was used as a roller rink. Colby had his photography studio upstairs.

Body Copy: Assistant , 20pt, Google Fonts

Oregon Area Historical Society

FIRST · NATIONAL · BANK

Page Header Example

Button	Button
Default	Hover

FFFBF4   FBEC60   184542   282829

Color Palette

Valuable   **Trustworthy**   **Engaging**   **Elegant**

GLACIER FROSTED MALTED

STRONGEST WORKSHOP
Do The Work.

World wildlife day
04 MARCH FRIDAY

1925
1924
1913
1920
1923
1908

Modern Design - Historic Content

Style & Mood

THIS IS A HEADER
h1: Biz UDMincho, 80px, Google Fonts

THIS IS A SUB-HEADER
h2: Biz UDGothic, Bold, 35px, Google Fonts

C.H. Cronk's built the Opera House as a roller skating rink. It was the center of social activities for many years in the early 1900's. It was a two-story building. Early high school graduations, plays and other entertainment took place here. Early silent films were shown here. Later sound pictures were shown for $.10 or .25. During the last few years it was used as a roller rink. Colby had his photography studio upstairs.

p: Biz UDGothic, Regular, 16px, Google Fonts

Add to Calendar	Add to Calendar
Default	Hover

F26430	8DB7E8	EEEDF2	2E2836

optimistic   neighborly   caring   helpful   reliable

Old to New – Revitalizing – Modernized

Style & Mood

A style guide represents the general vibe of a project. In this case we are showcasing a color pallette, typography, and styles of image treatments.
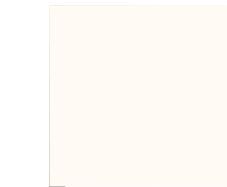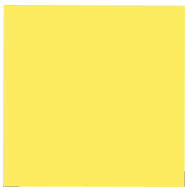

THIS IS A HEADER
h1: Frank Ruhl Libre, 85pt, Google Fonts

THIS IS A SUBHEADER
h2: Frank Ruhl Libre, 50pt, Google Fonts

C.H. Cronk's built the Opera House as a roller skating rink. It was the center of social activities for many years in the early 1900's. It was a two-story building. Early high school graduations, plays and oth–er entertainment took place here. Early silent films were shown here. Later sound pictures were shown for $.10 or .25. During the last few years it was used as a roller rink. Colby had his photography studio upstairs.
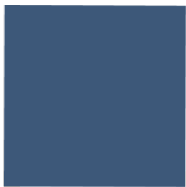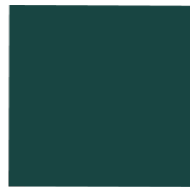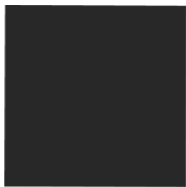
Body Copy: Assistant , 20pt, Google Fonts

Button	Button
Default	Hover

Oregon Area Historical Society

Page Header Example

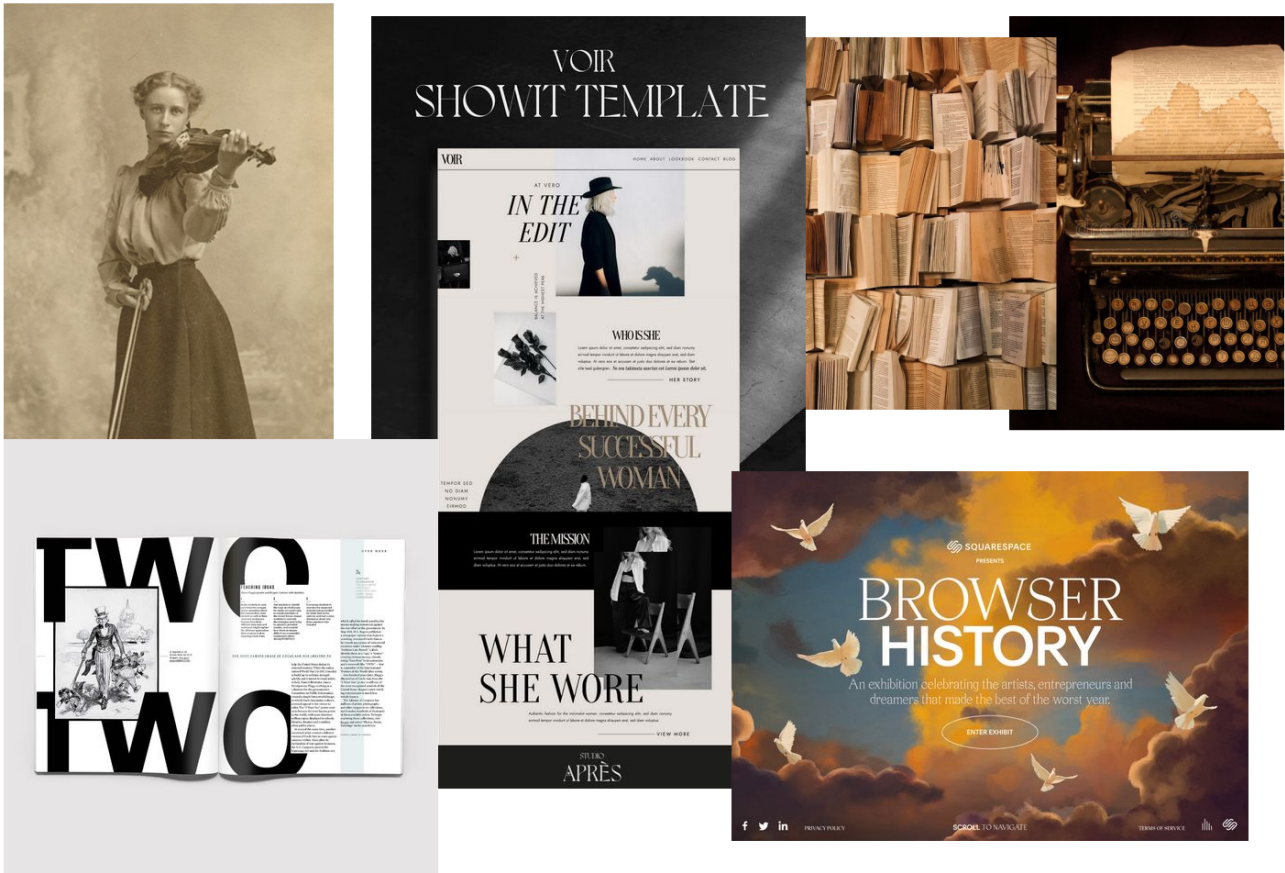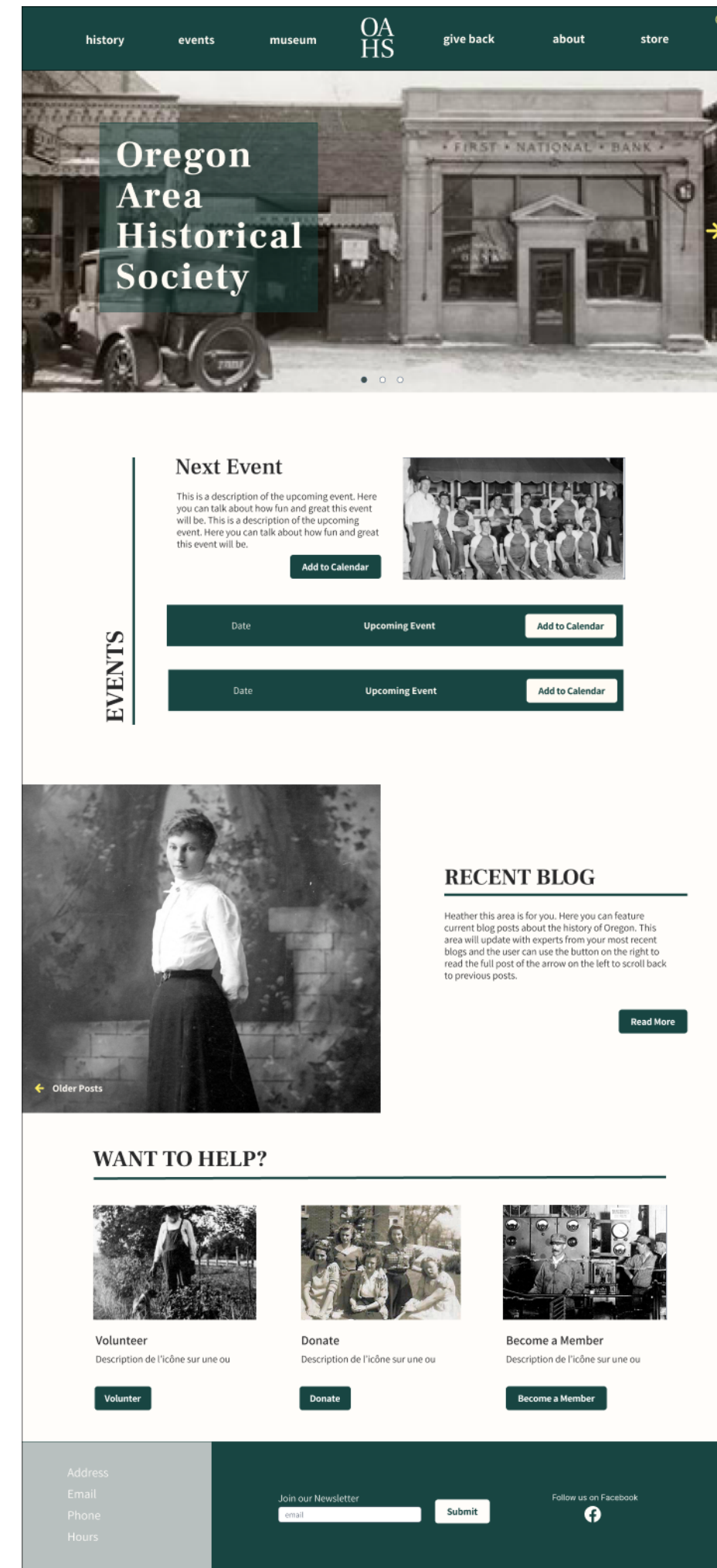| FFFBF4 | FBEC60 | 3D5879 | 184542 | 282829 |

Color Palette

Valuable   Trustworthy   Engaging   Elegant

Homepage Styles

Questions & Comments

New site/transfer vs. take down site while we work?

Use content from current site? OAHS provides new content? Build
site with placeholder content and OAHS will add once completed?

NEXT STEPS:

OAHS decides on a style direction and any other feedback by Friday, October 22nd.

Design team will build and share a prototyped version of the website based on your
design choices. This is the last step before we start building the actual site.

Deadlines

Pick Style Direction by Friday, October 22nd

Check-in Meeting w/ several prototyped pages

NEXT MEETING:

Thursday, November 3rd @ 2pm

~~Thursday, November 10th?~~