

# Research Money

Events Website Re-design

# Overview

- ▶ THE PROBLEM:

The old Research Money Events website has a confusing navigation, lacks hierarchy, and is over crowded with information. Users struggle with finding the information they need (navigation) and also with purchasing tickets online, which are the main two goals of the website.

- ▶ MY ROLE:

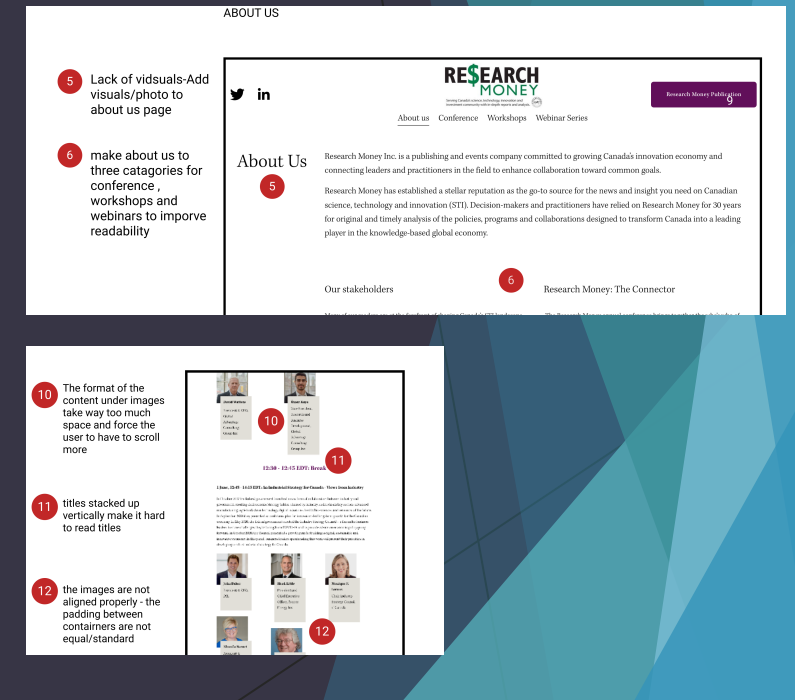
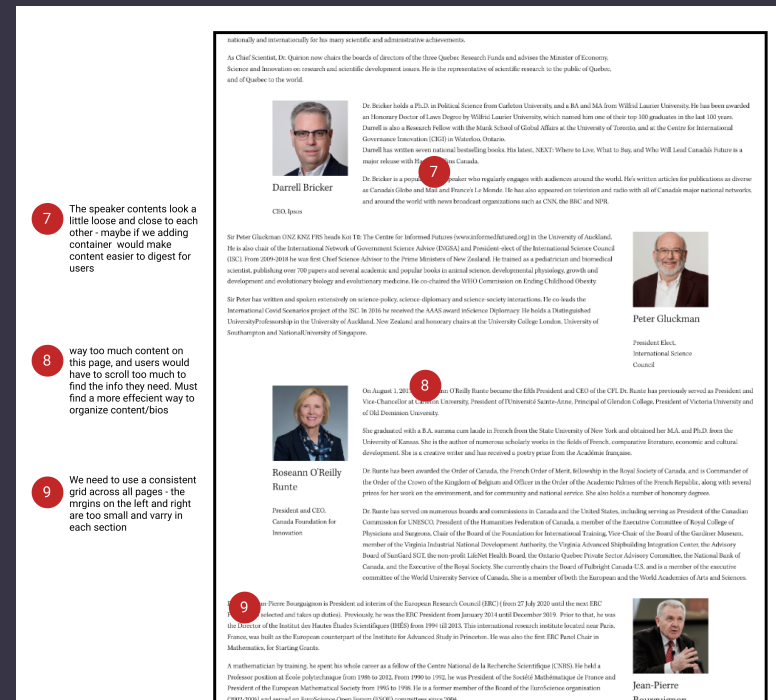
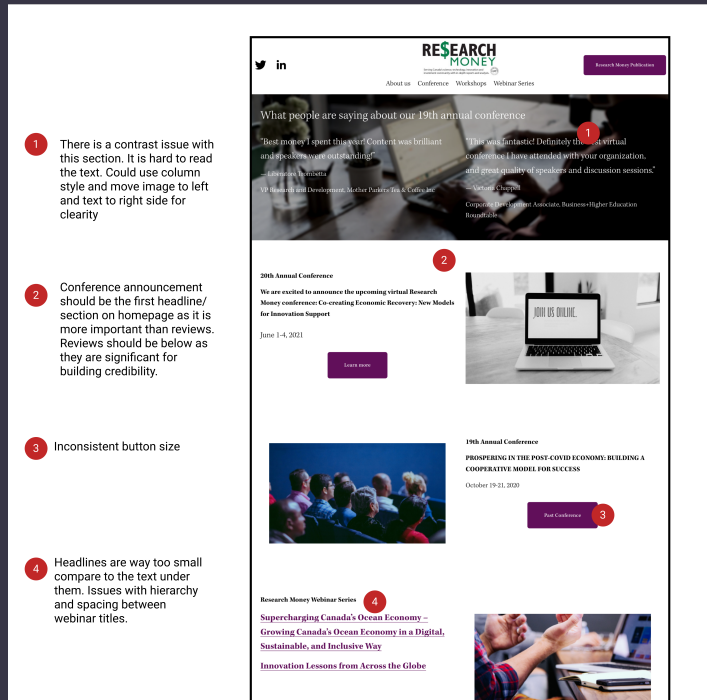
UX/UI Designer

- ▶ TOOLS:

Figma, Wix

# Heuristic Evaluation of old website

Conducted a heuristic evaluation on web pages with a focus on usability based on best practices



\* Images shown here are snap shots of homepage, about us page and speaker bios

# Redesign Focus Areas-Solution

- ▶ **Branding**

The old website does not reflect the Research Money brand - implement new brand colors and messaging

- ▶ **User Interface**

Create design components and add visuals to make the website interactive and user friendly to encourage users to take action

- ▶ **Hierarchy**

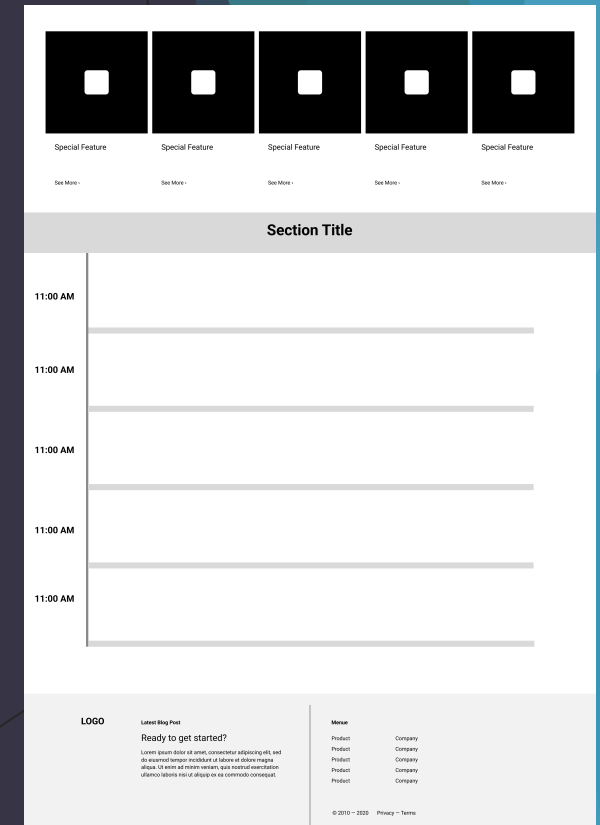
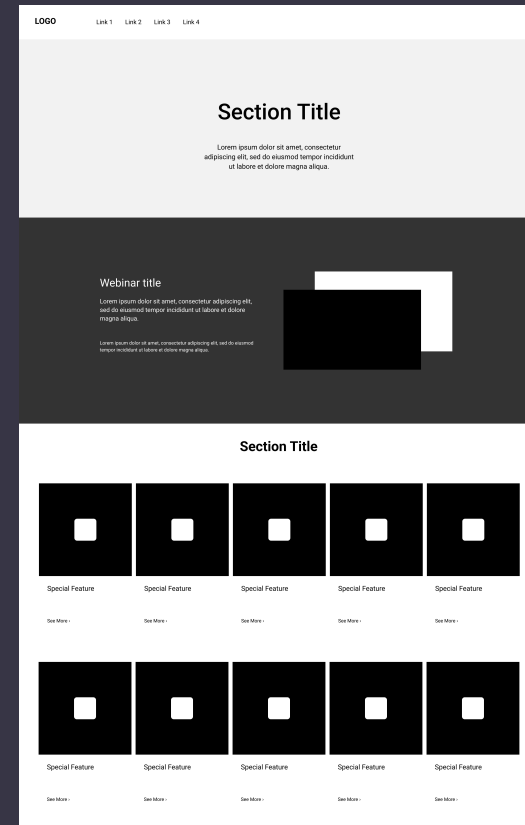
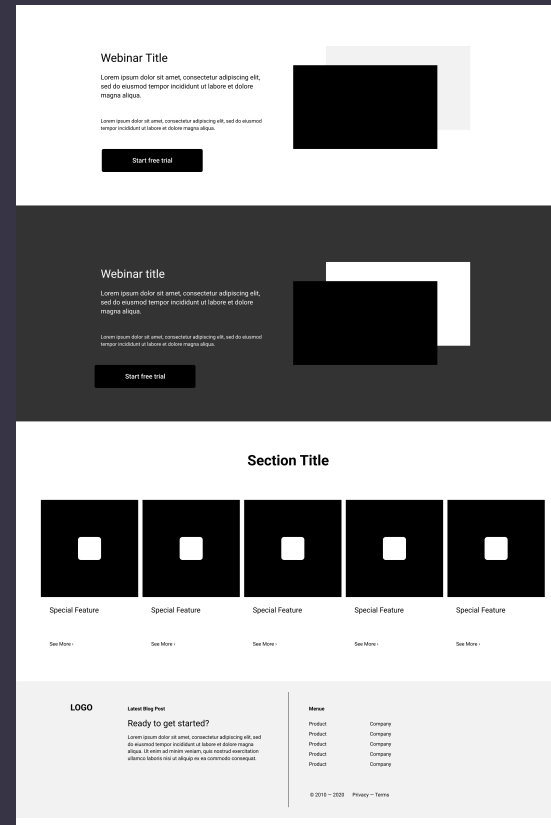
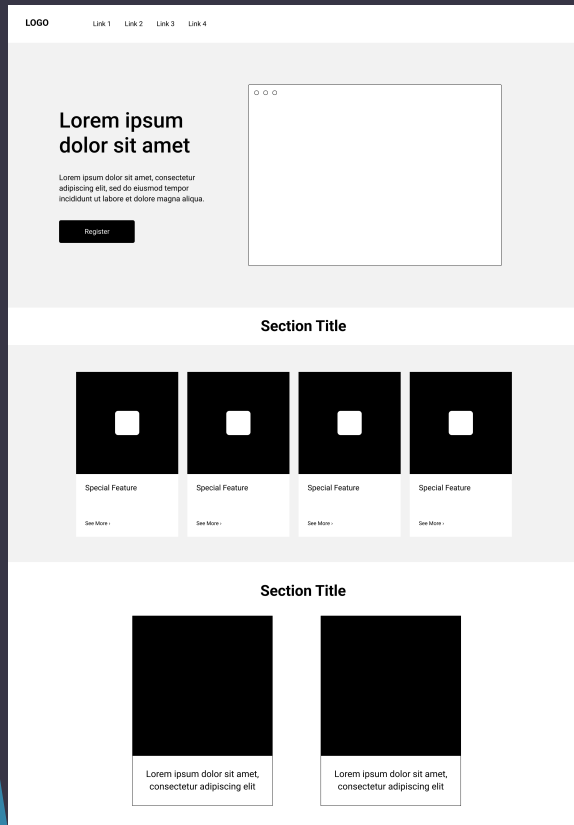
By improving the hierarchy and information architecture the functionality of the site will improve, and users will find what they're looking for faster

- ▶ **Accessibility**

Improving accessibility will improve readability and make consumption of information simpler for users.

# Wireframes

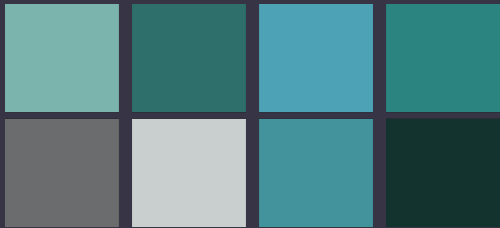
Some of the mid-fidelity wireframes I created in Figma to share with my team and collect feedback before starting the design in Wix




# Style Guide/Design Components

I started by creating the design components on Figma based on Research Money's new brand identity


## Color Palette




## Feature cards/icons




**Session Forums**  
Engage in discussion around each of the keynotes and panels before, during and after the conference in dedicated forums.



**Networking**  
Message peers and presenters and set up virtual 'coffee' chats.



**Video Chat Rooms**  
Dive deep into conversations that interest you with peers who share the same interests as you



**Gamification**  
Play engaging games to win prizes and perks

## Pricing card

**Platinum**  
**\$20,000 + HST**

- ✓ Closing remarks
- ✓ Featured "in collaboration with" acknowledgement
- ✓ Two scheduled "Partner Sessions" (30 minutes each) for participants to interact with your team
- ✓ Logo on the conference website, prominent position on partners page in the event app
- ✓ Distribution of promo material through games
- ✓ Partner page and chat space- functionality: Video, text message, ability to embed video call link, ability to embed other links
- ✓ Banner ad in the event app
- ✓ Option to be a panel partner
- ✓ 15 free conference registrations
- ✓ 8 social posts highlighting partnership


**Gold**  
**\$10,000 + HST**

- ✓ One scheduled "Partner Session" (30 minutes) for participants to interact with your team
- ✓ Logo on the conference website, prominent position on partners page in the event app
- ✓ Distribution of promo material through games
- ✓ Partner page and chat space- functionality: Video, text message, ability to embed video call link, ability to embed other links
- ✓ Banner ad in the event app
- ✓ 10 free conference registrations
- ✓ 6 social posts highlighting partnership

## Buttons



## Navigation Bar



**Home**   **About us**   **Conference**   **Webinar Series**   **Partnership**

# New design pages

Here are some snap shots of web pages I designed in Wix by referencing to wireframes and design components

**Canada's Prosperity Conundrum**

We are excited to announce the upcoming virtual 21st annual Research Money conference 3-5 May 2022

**CONFERENCE FEATURES**

- Session Forums**: Engage in discussion around each of the topics and panels before, during and after the conference in dedicated forums.
- Networking**: Message peers and sponsors and set up virtual 'coffee' chats.
- Video Chat Rooms**: Dive deep into conversations that interest you with peers who share the same interests as you.
- Gamification**: Play engaging games to win prizes and perks.

**PAST CONFERENCES**

- 20th Annual Conference: Co-creating Economic Recovery: New Models for Innovation Support
- 19th Annual conference: Prospering In The Post-Covid Economy Building A Cooperative Model For Success

**CONFERENCE SUMMARY**

Post-pandemic recovery is top of mind among leaders and citizens across the globe. For Canada, this preoccupation has a particular significance. Embedded in the discourse of policymakers, business leaders, academic thought leaders, researchers, and civil society is the promise of overcoming a persistent challenge: Canada's subpar productivity and competitiveness in today's global knowledge economy. For decades Canadians have been wrestling with an uncomfortable question. Can we maintain the same level of prosperity that grew out of our natural resource endowments in today's highly competitive, global economy in which knowledge drives wealth creation and improved quality of life?

**CONFERENCE SPEAKERS/MODERATORS**

- AJ Tibando**: Executive Director and founder of Palco Skills Inc.
- Alejandro Adon**: President, Natural Sciences and Engineering Research Council of Canada
- Angela Kaida**: Associate professor and epidemiologist in the Faculty of Health Science at Simon Fraser University
- Awy Peters**: Chief Strategy Officer at Communicach

**Canada's Prosperity Conundrum**

**CONFERENCE SPEAKERS/MODERATORS**

- Kyra Jones**: Head of Talent & Academy, Communicach
- Pavan Dhillon**: Pavan Dhillon is the Founder and Principal Attorney of Dhillon Immigration Law, a boutique San Francisco law firm providing high-calibre, solution-driven legal expertise for Canadian immigration matters.
- Lorna Rivera**: User Researcher at Twilio, Inc.
- Mark Lowy**: Senior correspondent for Research Money
- Maynard Harry**: Founder, Indigenous Insight
- Mel Cappe**: Board Member at Canadian Institute for Climate Choices
- Mollie Johnson**: Assistant Deputy, Energy Systems Sector at Natural Resources Canada
- Nicole Janssen**: Co-founder and Co-CEO of AltabaML
- Pavan Dhillon**: Founder and Principal Attorney of Dhillon Immigration Law
- Rachelle Bruton**: Director, National Programs Office at National Research Council of Canada
- Rob Amadio**: President and Co-CEO of Genome Canada

**Enhancing collaboration to achieve economic recovery and solve global problems**

The COVID-19 pandemic has galvanized leaders in all sectors to innovate and collaborate in new ways in order to meet the challenges of this unprecedented crisis. Within the past two years, research has become increasingly multi-sectoral, multidisciplinary, and multi-jurisdictional. Collaborations have resulted in vaccine development and innovation at unexpected speeds. As our attention turns to post-pandemic recovery, can we build on these collaborative partnerships to meet other major challenges and establish collaboration as a standard practice for research and innovation? Can leaders in Canada's federated system cooperate in supporting focused research partnerships across sectors, between educational institutions, governments, businesses, and communities, and between nations to achieve economic recovery and address specific societal challenges such as global warming and future pandemics?

**Moderator:** Jeff Grollman

[Learn More](#)

**Mobilizing Science and Industry to Achieve Canada's Net-Zero Ambitions and Generate Prosperity**

**Moderators:** AJ Tibando, Kyra Jones, Pavan Dhillon, Catherine Stewart, Iain Stewart

[Learn More](#)

**Addressing the Talent Gap**

**Moderators:** Duncan Stewart, Elleina Maine, John Henburn

[Learn More](#)

**Extracting Value from Deep Tech**

**Moderator:** Jark Lowsky

[Learn More](#)

**Fireside Chat with Dave Lisk, VP IRAP on Empowering Entrepreneurship and Innovation**

**Partner Session - Tech for Good: Responsible AI**

**Conference Closing - where do we go next?**

To solve the information architecture issue and over crowdedness of the old website I used pop-up windows to present information only when users pressed "Learn More" on their desired card

# Responsive Website Mockups

