

# TECHGIRLS.CA REDESIGN

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**My Role:** UX/UI designer

**Tools:** Miro, Figma, Slack, Zoom, Canva, Google Docs

**Duration:** 3 weeks

# PROJECT OVERVIEW

## PROBLEM

On the current website, users have a difficult time with **finding relevant information/resources**, and **contacting the organization regarding specific involvement opportunities**.

They need an easier way to navigate and access support and information on the Techgirls website.

## SOLUTION

Design a simple and efficient navigation bar and contact call to action for easier access. Secondly improve hierarchy by re-organizing and resizing content. And finally add visual elements and imagery to build a brand identity and help guide users.

# **USER RESEARCH**

**CURRENT WEBSITE**

**COLOUR ACCESSIBILITY**

**HEURISTIC EVALUATION CHECKLIST**

**HEURISTIC EVALUATION**

**PROTO-PERSONA**

**COMPETITOR ANALYSIS**

# CURRENT WEBSITE

Techgirls.ca lacks an identity, visuals, call to action and professional presentation.

The screenshot displays the TechGirls.ca website layout. At the top left is the logo 'TGC THE HUB FOR CANADIAN WOMEN IN STEM'. The main content area is divided into several sections:

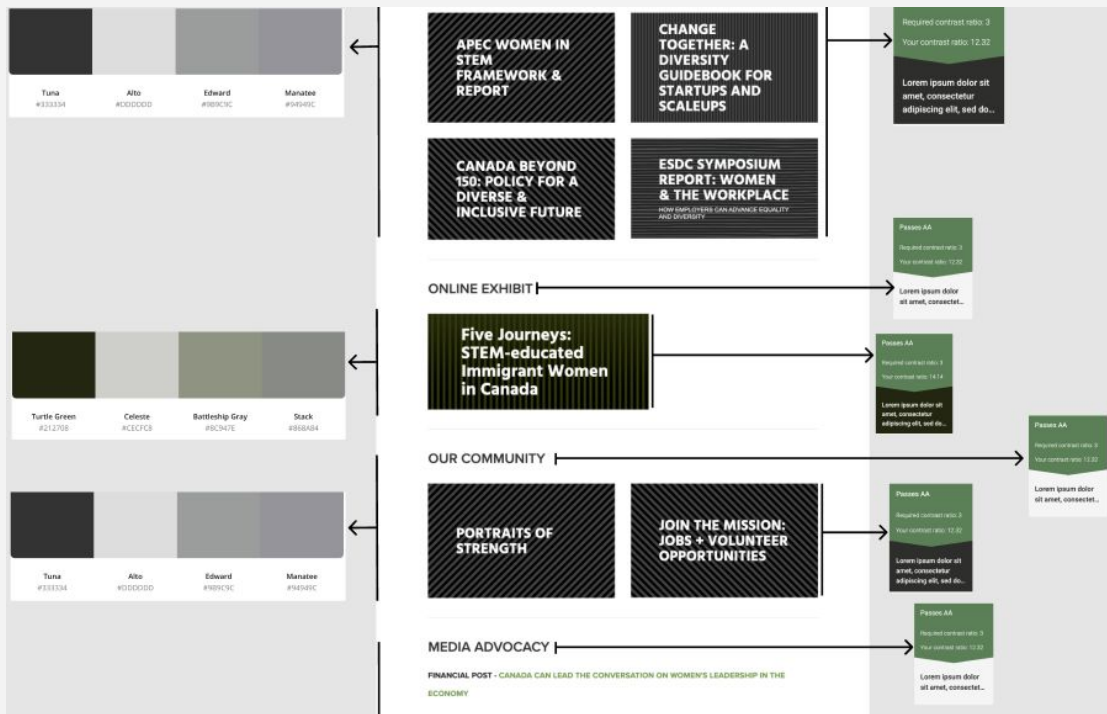
- OUR WORK:** A grid of six dark boxes with white text, each representing a report or initiative. The titles include 'WORKFINDING & IMMIGRANT WOMEN'S PROSPERITY IN STEM', 'INSTITUTE FOR GENDER & THE ECONOMY @ ROTMAN SCHOOL OF MANAGEMENT', 'APEC WOMEN IN STEM FRAMEWORK & REPORT', 'CHANGE TOGETHER: A DIVERSITY GUIDEBOOK FOR STARTUPS AND SCALEUPS', 'CANADA BEYOND 150: POLICY FOR A DIVERSE & INCLUSIVE FUTURE', and 'ESDC SYMPOSIUM REPORT: WOMEN & THE WORKPLACE'.
- OUR COMMUNITY:** Two dark boxes with white text: 'PORTRAITS OF STRENGTH' and 'JOIN THE MISSION: JOBS + VOLUNTEER OPPORTUNITIES'.
- MEDIA ADVOCACY:** A list of links to various media pieces, such as 'FINANCIAL POST - CANADA CAN LEAD THE CONVERSATION ON WOMEN'S LEADERSHIP IN THE ECONOMY', 'WOMEN'S MEDIA CENTER - WHY WOMEN LEAVE TECH COMPANIES', 'FORTUNE MAGAZINE - INCLUDE U CHALLENGE: INVEST YOUR SOCIAL CAPITAL', 'FORTUNE MAGAZINE - CHANGE TOGETHER: A DIVERSITY GUIDEBOOK', 'CBC - HOW DO YOU BUILD A MORE DIVERSE TECH COMPANY? IT STARTS AT THE TOP', 'CBC RADIO ONE THE CURRENT - CANADA'S FIRST TWITTER TRIAL HIGHLIGHTS NEED TO CURB ONLINE HARASSMENT', 'CBC NEWS - GOOGLE'S DIVERSITY PROBLEM IS NO SURPRISE', 'TVO - WHO GETS TO CODE OUR FUTURE?', 'TVO - THE GENDER DIVIDE IN TECH', 'MACLEAN'S - CANADA'S UNTAPPED ECONOMIC POWERHOUSE', 'GLOBE AND MAIL - TECHNOLOGY COMMUNITY FACING AN ETHNIC DIVERSITY PROBLEM', 'GLOBE AND MAIL - THE INNOVATION GAP', 'GLOBE AND MAIL - CANADIAN TECH LEADERS ASK OTTAWA FOR RESPONSE TO MUSLIM BAN', 'CHATELAIN - WOMEN IN STEM', and 'NATIONAL POST - BEING A FEMINIST IN THE TECH WORLD'.
- ONLINE EXHIBIT:** A single dark box with white text: 'Five Journeys: STEM-educated Immigrant Women in Canada'.
- CONTACT US:** A form with fields for 'Name \*', 'First Name', 'Last Name', 'Email Address \*', 'Subject \*', and 'Message \*'. Below the form are radio buttons for 'This is about: \*' with options: 'I WANT TO VOLUNTEER WITH TGC!', 'I WANT AN INQUIRY ABOUT A TGC PROJECT!', 'I WANT TO INVITE A TGC TEAM MEMBER TO SPEAK AT OUR EVENT!', 'COMMUNITY OR CORPORATE PARTNERSHIP OPPORTUNITY!', and 'SOMETHING ELSE THAT'S AWESOME!'. There is also a checkbox for 'I am not a robot \*' and a 'SUBMIT' button.

View website [here.](#)

# COLOUR ACCESSIBILITY

Techgirls.ca passes the majority of AA tests in good standing. Their brand colours of black, white, grey and green are visible to their users.

However, they fail the AA test where they used green media links on their white website background with a contrast ratio of 2.69 to a required 4.5 ratio.



View colour accessibility [here](#).

# HEURISTIC EVALUATION CHECKLIST

Techgirls.ca scores 58/102= 56.8%. They have a good base to build upon a better website.

## Content: users are at your site for the content—make it easy for them to find and use your site

Major headings are easy to understand	x			
Easy to scan		x		
Minimal text/information presented		x		
Clear terminology; no jargon		x		
Links are clear and follow conventions		x		
Help is available on every page			x	
Important content is above the fold			x	
Search box is easy to identify and easy to use			x	

View the full Heuristic Evaluation Checklist [here](#).

# HEURISTIC EVALUATION

The website is very minimal and comes across as cold with an amateur presentation.

They are lacking UI elements like visuals of photos/videos and social links other than twitter that would give them a cohesive and professional brand to their users.

The screenshot shows the TechGirls Canada website with the following elements and callouts:

- 1**: Callout pointing to the header logo area containing "TGC THE HUB FOR CANADIAN WOMEN IN STEM" and "TECHGIRLS CANADA".
- 2**: Callout pointing to a "HOME" button in the top right navigation area.
- 3**: Callout pointing to the main content area containing the organization's mission statement: "TechGirls Canada is the hub for Canadian women in Science, Technology, Engineering, and Math (STEM). We are a not-for-profit organization committed to conducting research and co-designing solutions that address barriers to diversity and equity in science and technology sectors by championing LGBTQ+, immigrant, refugee, and Indigenous women, women of all colours and all abilities."
- 7**: Callout pointing to a list of media advocacy articles under the heading "MEDIA ADVOCACY". The articles listed are:
  - FINANCIAL POST - CANADA CAN LEAD THE CONVERSATION ON WOMEN'S LEADERSHIP IN THE ECONOMY
  - WOMEN'S MEDIA CENTER - WHY WOMEN LEAVE TECH COMPANIES
  - FORTUNE MAGAZINE - INCLUDE U CHALLENGE: INVEST YOUR SOCIAL CAPITAL
  - FORTUNE MAGAZINE - CHANGE TOGETHER: A DIVERSITY GUIDEBOOK
  - CBC - HOW DO YOU BUILD A MORE DIVERSE TECH COMPANY? IT STARTS AT THE TOP
  - CBC RADIO ONE THE CURRENT - CANADA'S FIRST TWITTER TRIAL HIGHLIGHTS NEED TO CURB ONLINE HARASSMENT
  - CBC NEWS - GOOGLE'S DIVERSITY PROBLEM IS 'NO SURPRISE'

**2** Menu that just has home  
(+) Omit the hamburger menu and replace with the main navigation with the following options: About, Projects and/or initiatives, Exhibit, Community, and Media with a drop down menu.

**3** Mission Statement  
(+) This is prime space to show users the main purpose of the organization. I would add an interactive ui element to show the organization's projects, commitments or initiatives.

Media advocacy has a bunch of articles listed with the media company, there are no dates and visuals  
(+) Articles should have visuals, layed in an attractive format and with the most important articles at the top and a hierarchy based on dates they were written/released.

# The colour for article links failed the colour AA and needs to be adjusted to pass AA and be more accessible to users.

View the full heuristic evaluation [here](#).

# PROTO PERSONA



## Demographics

- Melissa Walker
- 23
- Lives in Toronto
- Computer science graduate

## Needs

- Wants to volunteer at TGC
- Wants to add research experience to her resume
- Wants to grow her facebook group
  - Wants fast and detailed information on how to join TGC team

## Behaviours

- spends a lot of time on her phone
- Reads tech blog articles on her free time
- Has a facebook group for women in tech

## Pain points

- Does not like how women are underrepresented in the tech industry
- Imposter syndrome
- Has not found enough resources/ work opportunities within the tech industry



# RESEARCH PLAN

## OBJECTIVE

What is the user's experience when trying to find important information?

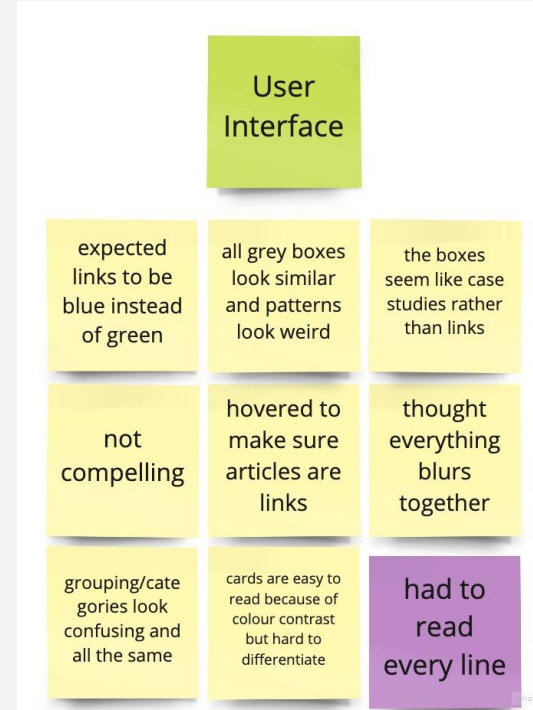
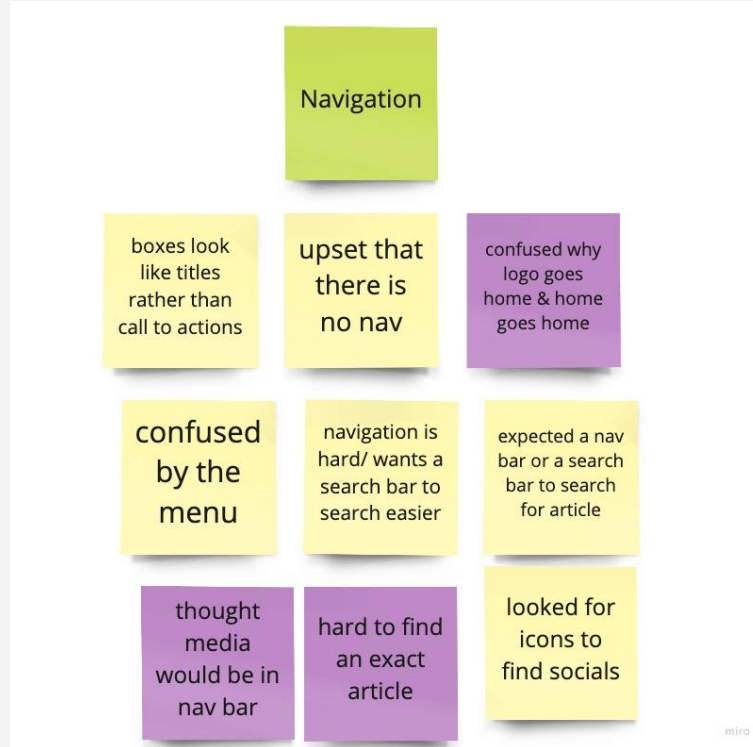
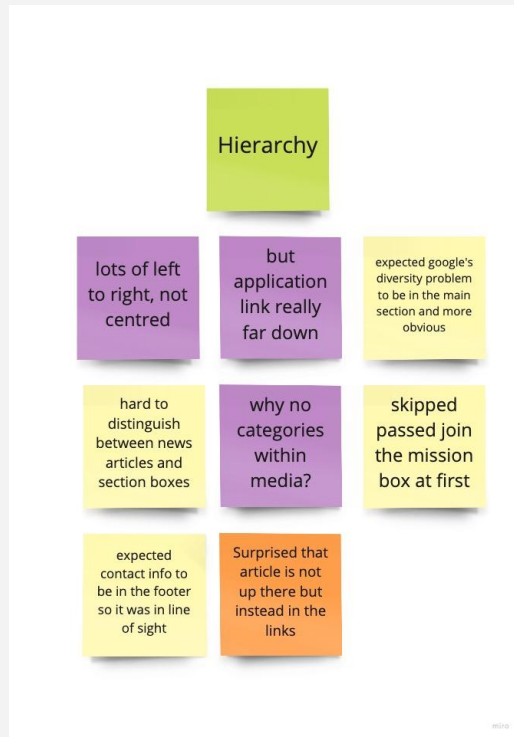
## PARTICIPANTS

5 participants between the ages of 20-30.

## TASKS

1. Find social media links
2. Find specific article
3. Find out how to volunteer

# AFFINITY DIAGRAM



View full Affinity diagram [here](#).

# USER INSIGHTS



**“I wish there was more colours and visual elements”**



**“They need a navigation bar”**



**“For a non-profit that is tackling issues within STEM, I expected more organization and a better looking website”**

# **DEFINE & IDEATE**

**PROBLEM STATEMENT  
REDESIGN FOCUS AREAS  
STORYBOARD**

# PROBLEM STATEMENT

On the current website, users have a difficult time with finding relevant **information/resources**, and **contacting the organization regarding specific involvement opportunities**. They need an easier way to navigate and access support and information on the Techgirls website.

# REDESIGN FOCUS AREAS - SOLUTION

## 1. NAVIGATION

- Missing navigation bar. Users do not like to have to scroll to find what they're looking for so adding a nav bar was necessary

## 2. INFORMATION ARCHITECTURE

- The articles are not placed in any particular order
- Subtitles of sections and the content under them are the same size so it is hard to differentiate between sections/content

## 3. BRANDING

- Most of the website is either grey, white and black making it difficult for users to make associations/connect with the Techgirls brand
- It is hard to understand the main mission/identity of the Tech girls movement as everything blurs together

## 4. USER INTERFACE

- The lack of icons makes the website visually boring
- Missing visual elements, specially images which should be there to guide the user
- Call to actions are not clearly highlighted nor engaging

# PROTOTYPE

CARD SORTING

SITEMAP

PAPER & DIGITAL SKETCHES

LO-FI WIREFRAMES

MID FIDELITY PROTOTYPE

# CARD SORTING

**One of the user's primary frustrations with the original site was its lack of navigation bar**

**After grouping the categories, we renamed them to more accurately and clearly communicate to the user where they can go**

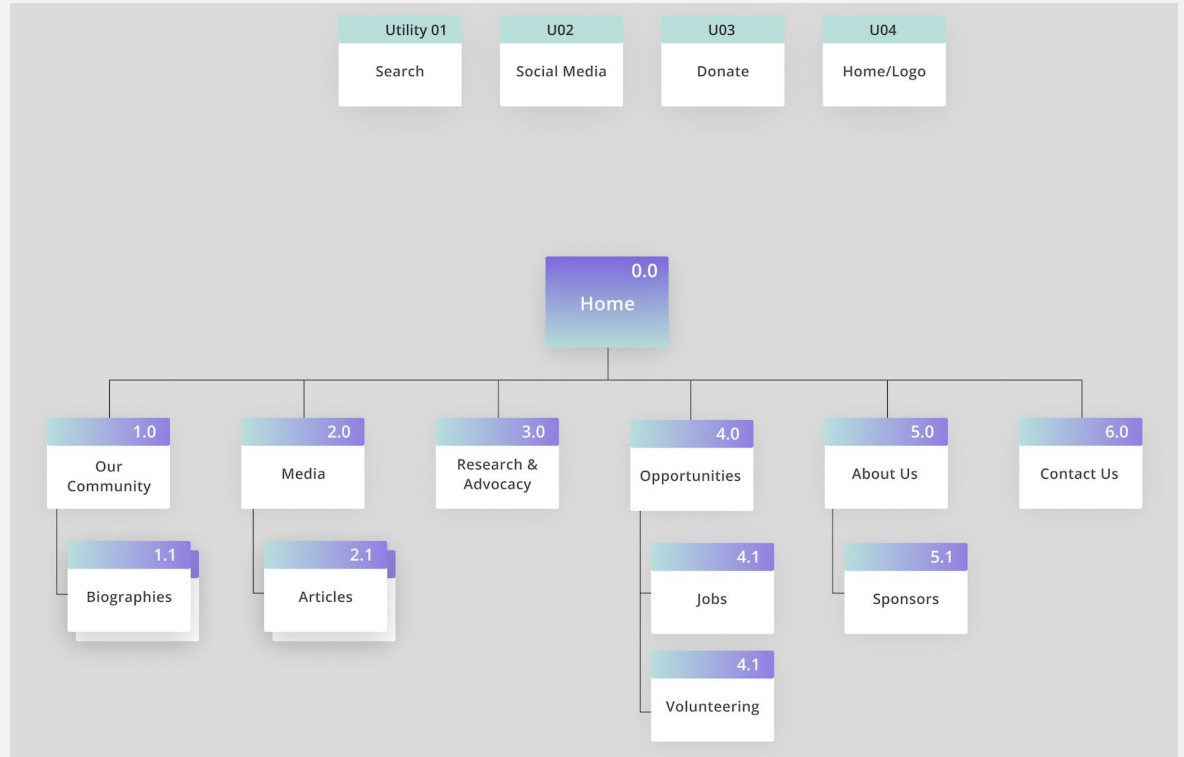




# SITE MAP

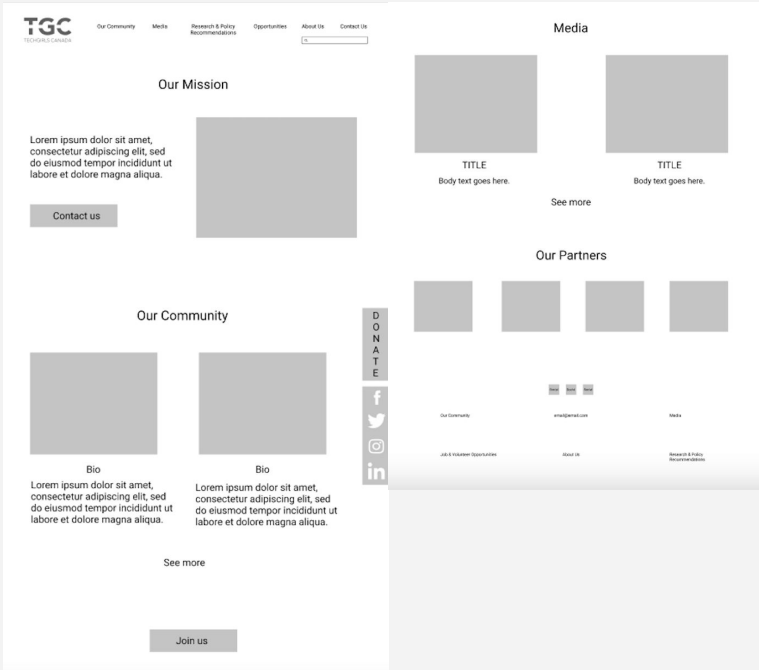
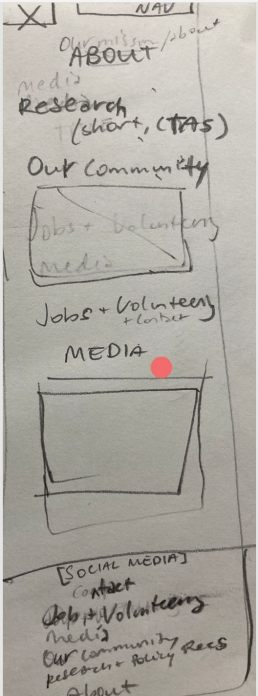
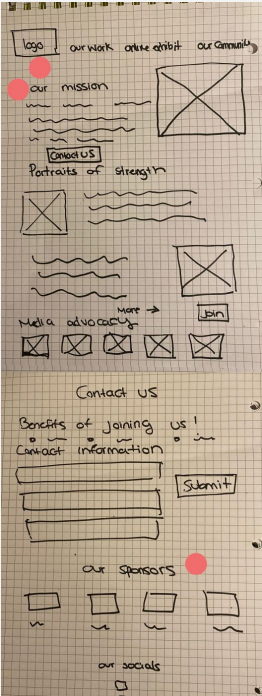
The next step was creating a site map to ensure that the information is organized and clearly define the site's scope and hierarchy

The major goals of the site are shown here as building blocks



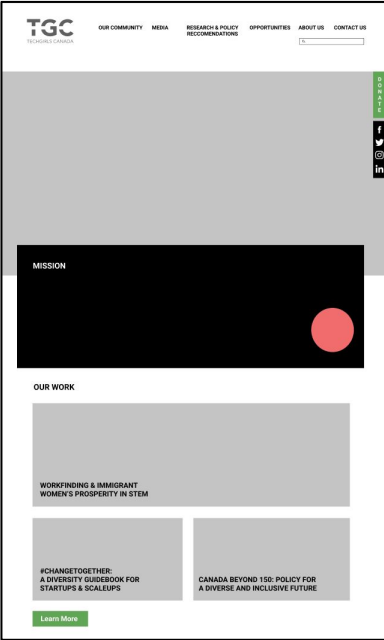
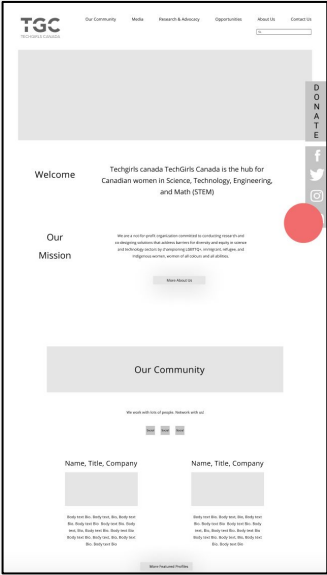
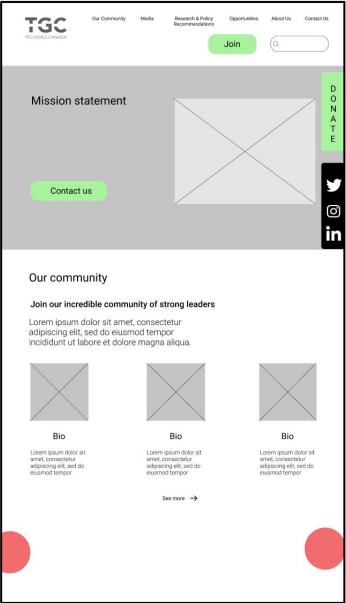
# PAPER & DIGITAL SKETCHES

After brainstorming, we individually sketched paper wireframes. We then discussed our sketches, dot voted on them, and created a digital wireframe together

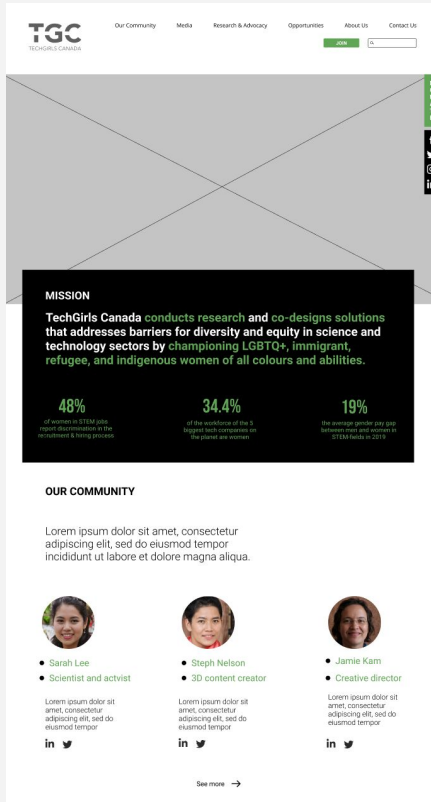


# LOW-FI WIREFRAMES

We then individually created low fidelity mockups based off of the digital wireframes and came together to dot vote and get feedback before creating a mid fidelity prototype.



# MID FIDELITY WIREFRAMES

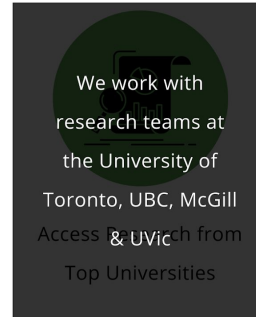


We added more colour and graphics to strengthen the Techgirls brand and address some user complaints with the original site

## WHY JOIN THE TECH GIRLS CANADA MOVEMENT?



Connect with Successful  
STEM Leaders



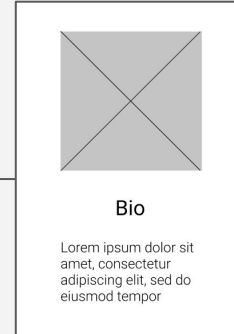
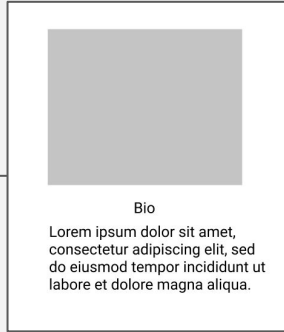
Our Work has Won  
More than 12 Prizes

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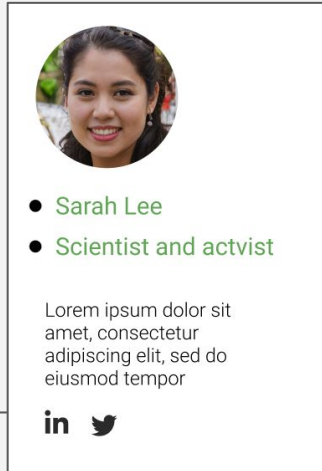
# UI EVOLUTION

**Digital  
wireframe  
together +  
feedback**

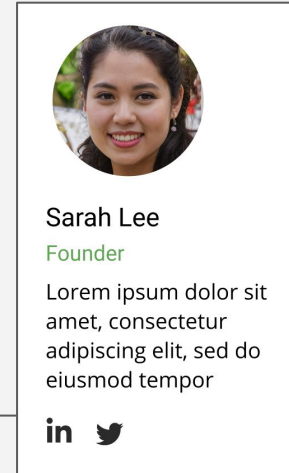


**Low Fidelity  
individually +  
feedback**

**Mid-Fidelity  
together after  
pulling the best  
solutions from  
all the work**



**High Fidelity  
together after  
iterating based  
on evidence  
from user testing**



# TEST AND ITERATION

USABILITY TESTING

AFFINITY DIAGRAM

PRIORITIZATION MATRIX

ITERATIONS

HIGH FIDELITY PROTOTYPE

STYLE GUIDE

# USABILITY TESTING

**We performed usability testing on our mid fidelity wireframes with 5 participants between the ages of 20-50s on the following tasks: 1. Find social links, 2. Find a specific article and 3. Apply to volunteer or apply to Tech Girls' job opportunities.**

**After testings, we analyzed our results by categorizing them into an Affinity Diagram then a Prioritization Matrix to iterate into our high fidelity prototype.**

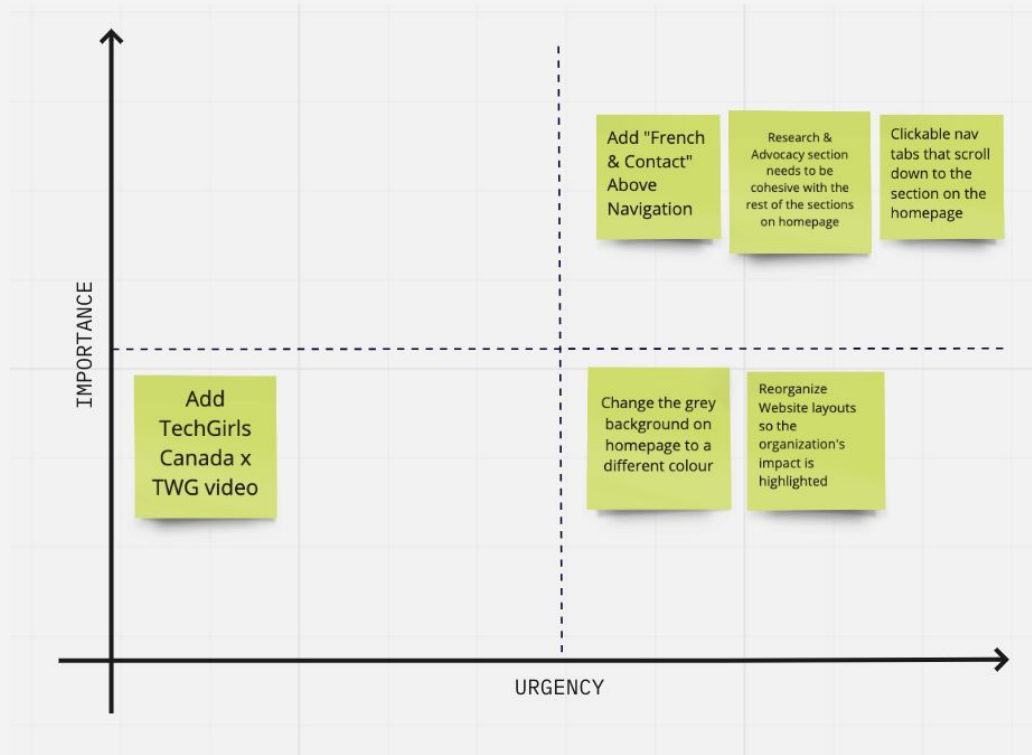
# AFFINITY DIAGRAM



View full Affinity Diagram [here.](#)



# PRIORITIZATION MATRIX



View full Prioritization Matrix [here](#).

# ITERATIONS

Larger navigation bar text

Larger Join CTA

More colour

Section descriptions

Anchor Links

## OPPORTUNITIES

Explore a list of fulfilling opportunities available across our organization to join a growing community of passionate tech leaders.



[Our Community](#)

[Media](#)

[Research & Advocacy](#)

[Opportunities](#)

[About Us](#)

[Contact Us](#)

JOIN



[English](#) | [French](#)



[Our Community](#)

[Media](#)

[Research & Advocacy](#)

[Opportunities](#)

[About Us](#)

[Contact Us](#)

JOIN



# STYLE GUIDE

## Primary

**NORMAL**

Size: 131x33 px, HEX #61A656,  
corner radius 3, Roboto Bold 16  
#FFFFFF

**HOVER**

HEX #497B41

**ACTIVE**

HEX #264121

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Size 48 x 174 px  
Sticky  
24 px space between them  
Shadow Blur 20, Y 5, X 0 #000000 25%  
Roboto Bold 20 #FFFFFF

HEX #61A656

**f**  
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HEX #000000

## Secondary

**Normal**

**Hover**

**Active**

Size: 250 x 230 px, HEX #000000, corner  
radius 3, Open Sans SemiBold 30

HEX #61A656

HEX #497B41

**Normal**

**Hover**

**Active**

# STYLE GUIDE

## Typography

Minimum Size 16pt

**H1 ROBOTO BOLD ALL CAPITALIZED 36pt**

**H2 ROBOTO MEDIUM ALL CAPITALIZED 36PT**

**H3 Roboto Medium 36 pt (Line Height 58, Letter Spacing 2%)**

H4 Roboto Regular 30pt

H5 Open Sans Regular 25pt

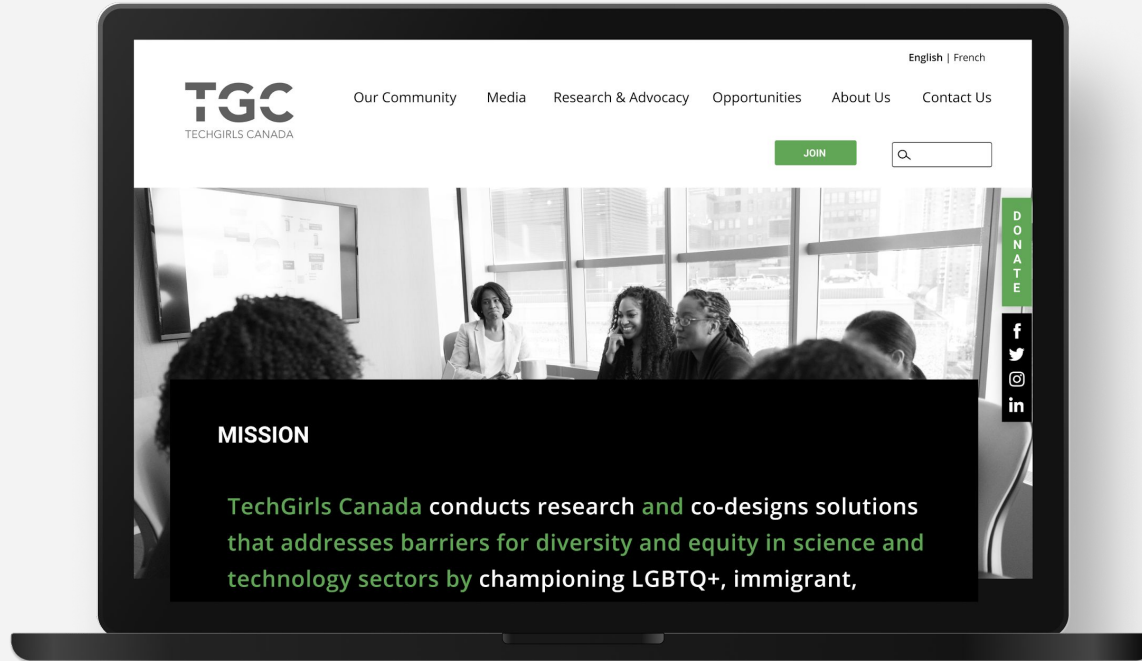
**H6 ROBOTO BOLD 20pt**

Body Text Open Sans Regular 20pt (Line Height 30, Letter Spacing 2%)

Notes/Footer Roboto Medium 16pt

View full Style Guide [here.](#)

# HIGH FIDELITY PROTOTYPE



[Try the Prototype](#)

# **CONCLUSION & FUTURE OPPORTUNITIES**

**Our redesign addressed the user's difficulty finding relevant information and contacting the nonprofit for networking or volunteer opportunities.**

**We did this by adding a navigation bar with anchor links, helpful graphics, and reorganizing the information architecture.**

**One of the valuable lessons was how to present CTAs in the most effective way by not overloading the user's decision making process.**

**Future changes could include an accessible donation page and displaying a preview of social media content.**