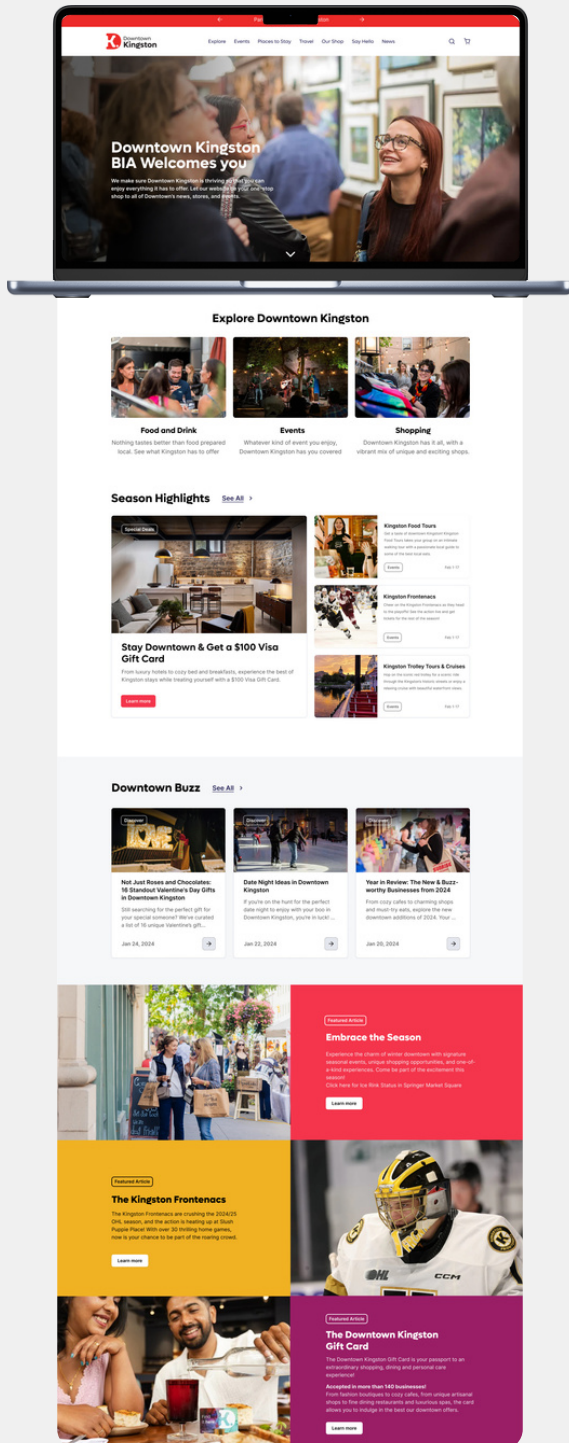


THE HOMEPAGE DESIGN FROM OUR PROTOTYPE



WHAT WE ACHIEVED

System Usability Scale (SUS)

66 → 82

Net Promoter Score (NPS)

50 → 83

100%

Decrease in Usability Test Errors



"Seems like anything
you would want to
come here for
is present right away"



SCAN FOR FULL
PROTOTYPE



CONSUMER SITE UX IMPROVEMENT PROJECT

Results Overview

This project focused on making Downtown Kingston's website more intuitive, user-friendly and aligned with the BIA's mission to support local discovery and joyful community engagement.

Prepared by

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Phase 1 - Analysis

- **Literature Review:** We identified 4 UX best practice considerations.
- **Competitive Scan:** Recommended features proposed based on over 6 competitors including other BIAs and indirect competitors.
- **Heuristic Evaluation:** Found 5 critical issues using Nielsen's 10 Usability Heuristics

Our Team



Phase 2 - Design

- **Survey (12 Participants):** Gathered general user behavior, preferences, and expectations
- **Interview and Usability Test (4 Participants):** Gather insights and observed users performing tasks to uncover navigation, filtering and browsing challenges.



People **wanted to attend events** but **couldn't easily find** information.

83%

Assumed **"The Downtown Dish"** was **about food**.

66

SUS scale was 66 indicating **below-average usability** and clear room for improvement.

- **Key pages we've developed wireframes for:** [Homepage](#), [Events](#), [Events Calendar](#), [News \(The Downtown Dish\)](#), [Our Shop](#)

Phase 3 - Evaluation

- **Usability Testing & Feedback Sessions (6 Participants):** Gathered insights on layout clarity, navigation ease, and filter functionality.
- **Survey on Naming (11 Participants):** Collected suggestions for renaming the News page



Participants found our team's **new wireframe entirely clear and easy** to understand.



100%

Users could find the filters right away and knew how to use them with **no errors in the filtering tasks**.

x2.4
BETTER

User ease ratings for **finding an article significantly improved** after introducing a 'News' page, increasing from 2.8 to 6.7.

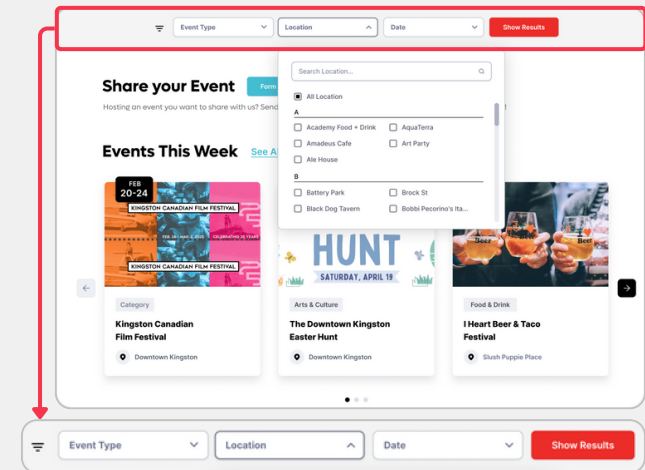
Phase 4 - Implementation

- **Built final High-fidelity Prototype:** A responsive prototype with clearer layout, improved navigation, and reorganized content for better accessibility
- **Presentation and Prototype Demo:** Final outputs include a client presentation and a full demo of our prototype.

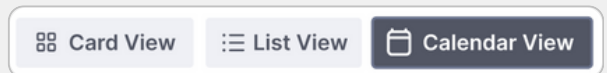


We had wireframe critique sessions in phase 2 and 3, which allowed us to get feedback from other UX designers on our prototype.

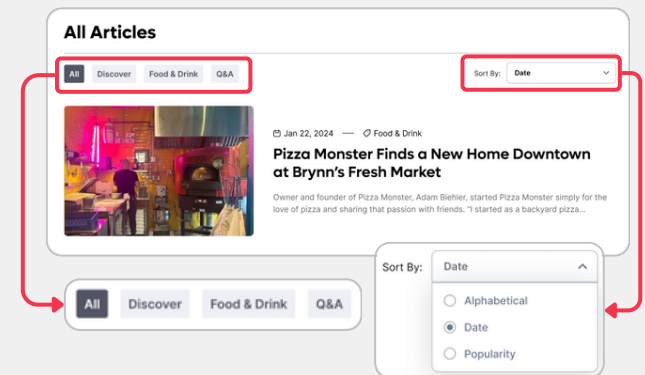
DESIGN HIGHLIGHTS FROM OUR PROTOTYPE



- We introduced a **fixed filter bar** on the **Events** page, allowing users to sort events by type, location, and date all at once.
- The location filter was also reorganized into clearer, simplified categories for quicker scanning.



- Users can view All Events by **multiple formats**



- Articles on **News** page (The Downtown Dish) are clearly divided by **titles**, **categories**, and **date** of publication