WEBSITE **AUDIT &** REDESIGN **IN FIGMA**

WENDY LOWENBERG







The Art, Culture, & Technology program at MIT Homepage

ULTURE ECHNOLOGY



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CAVS 55

October 20, 2023 - October 23, 2023

Celebration of 55th anniversary of MIT's Center for Advanced Visual Studies

A series of events including a Book Launch for Elizabeth Goldring and Ellen Sebring's Centerbook at the Goethe-Institut Boston, Research Salons, Screening of Márton Orosz's György Kepes: Interthinking Art + Science, and a lecture from Margit Rosen.

Centerbook by Elizabeth Goldring and Ellen Sebring is the first comprehensive history of MIT's Center for Advanced Visual Studies (CAVS) told through personal accounts and images of groundbreaking artwork. The Centerbook launch is part of a four-day series of events celebrating the 55th anniversary of the founding of CAVS, and dedicated to explore the state of art, technology and science collaboration in the 21st century vis-àvis changing environments and new climatic regime.

The Research Salons will bring more than fifty artists and scholars to MIT to discuss new methods and forms of environmental art, immersive media, and diverse forms of intelligence that grapple with the changing environments and new climatic regime. Within this context the film György Kepes: Interthinking Art + Science by Márton Orosz (Vasarely Museum, Budapest) will premiere at MIT Bartos Theater on October 21 at 7pm

The public lecture from Marait Rosen (ZKM): Of Bored Machines and Enthusiastic Humans - Gordon Pask and the Art of Conversation, will take place at MITACT Cube or October 23 at 6pm.

The series is curated by Gediminas Urbonas (MIT ACT) and developed in dialogue with Azra Aksamija (MIT ACT), Alan Sonfist (Land Art Forward), John Craig Freeman (Emerson college), and ACT studio and is supported by MIT ACT, Goethe-Institut, and the Dean's office of MIT SA+P

Friday, October 20 at 6:30pm

Book Launch and an Evening with the Authors

Goethe-Institut Bosto 170 Beacon Street, Boston, MA 02116

Featuring a welcome from the Goethe-Institut's Joerg Suessenbach (Director) and Annette Klein (Program Curator) and introductions from Gedimings Urbongs (MITACT). with remarks from Margit Rosen (7KM) followed by a discussion with Flizabeth Goldring Ellen Sebrina, Azra Aksamija (MITACT), Bill Seaman (Duke University), Vin Grabill (University of Maryland), and Rus Gant (Harvard University),

Saturday, October 21 from 12:00 - 9:00pm

Research Salons

Research Salons

The Cube (MIT E15-001) Art, Culture, and Technology program at MIT Wiesner Building 20 Ames Street, Cambridge, MA

Session 1: Launching of the Land Art Forward and discussion on the future of environmental art

12:00-1:30 pm

Alan Sonfist (founder of Land Art Forward), Yuko Hasegawa (Kanazawa Museum), Gaël Forget (MIT EAPS), Claudio Gulli (Fondazione Butera), Sangil Kim (Taepyung Salt), Ran Ortner (Contemporary Artist), John Grande (Environmental Art Critic), Shelot Masithi (She4Earth Director), Avesha Mubarak (Emeraina AI/ML environment), Basia Goszczynska (Sustainable Art), Fritz Horstman (Environmental Art), Fabrice (Sustainable Art), Norman Kleeblatt (Curator and Art Critic), Alejandro Carosso (Environmental Art Advisor), Jay Lu (Art and Business).

Session 2: Emergent Futures: Critical Zones and Confronting **Colonial Myths**

3:00 pm-5:00 pm

Adesola Akinleye (TWU), Azra Aksamija (MIT ACT), Silvia Bottinelli (Tufts/SMFA), Vladimir Bulovic (MIT.nano), Joe Davis MIT (MIT Biology Schwartz Lab and Harvard Medical School Church Lab at Harvard Genetics), Caroline A Jones (MIT HTC), John Craig Freeman (Emerson), Rus Gant (Harvard), Erin Genia (MIT ACT), Vin Grabill (UMBC), Mark Jarzombek (MIT HTC), Cadine Navarro (MIT), Jean-Luc Pierite (NAICOB/ MIT DUSP), Tobias Putrih (MIT ACT), Margit Rosen (ZKM), Kristupas Sabolius (VU), Bill Seaman (Duke) Nida Sinnokrot (MIT ACT), Nomeda and Gediminas Urbonas (MIT ACT), Matei Vakula (RPI), Robert van der Hilst (MIT EAPS), Sarah Wolozin (MIT CMS), ACT students

Film Screening: György Kepes. Interthinking Art + Science

Bartos Theater (MIT E15) Art, Culture, and Technology program at MIT Wiesner Building 20 Ames Street, Cambridge, MA

Screening of Márton Orosz's György Kepes. Interthinking Art + Science, with opening remarks from the director followed by a discussion/Q&A on Kepes

https://act.mit.edu/event/cavs-55/

Monday, October 23 at 6pm

Margit Rosen (ZKM) | Of Bored Machines and Enthusiastic Humans. Gordon Pask and the Art of Conversation

The Cube (MIT E15-001) Art, Culture, and Technology program at MIT Wiesner Building 20 Ames Street, Cambridge, MA

Nearly seven decades ago, British cybernetician Gordon Pask (1928-1996) envisioned a world in which machines engaged humans in conversation. Pask, who gained international fame in the 1950s for his innovative adaptive teaching machines, created cybernetic devices and environments that not only adapted to humans, but challenged them. Assuming that humans find it pleasurable to continuously develop new mental models of the behavior of their environment, Pask developed devices that attempted to keep their human counterparts in a state of uncertainty.

Gordon Pask's visionary concepts and projects were unique within cybernetics not least because of his close involvement with the arts. Not universities or research institutes, but theaters and music halls were the experimental laboratory for Pask's first cybernetic machines. By introducing key projects such as Musicolour (1953-1957), the "moody" light organ, the Colloquy of Mobiles (1968), as well as his cybernetic contributions to the Fun Palace (1964), the visionary architectural project by Cedric Price and Joan Littlewood, this

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Interthinking Art+Science

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Margit Rosen | Of Bored Machines and Enthusiastic Humans. Gordon Pask and the Art of Conversation OCTOBER 25

Márton Orosz | György Kepes. Interthinking Art +

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Here are my initial impressions regarding the design & user experience.



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CAVS 55

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Saturday, October 21 from 12:00 - 9:00pm

Research Salons

Where are the Navigation menus? There could be a top menu and a side navigation menu.

Where is the Search Bar?

What exactly is the picture in the banner? It looks like it was cut in half???

Why is the banner square? Why doesn't it go across the whole page?

Large chunky boxes of text that you need to scroll down to get to the next section

MIT needs to be listed on the home page.

Cognitive Text Overload!

What is CAVS 55? Explain the title.

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Film Screening: György Kepes. Interthinking Art + Science

7pm Bartos Theater (MIT E15) Art, Culture, and Technology program at MIT Wiesner Building 20 Ames Street, Cambridge, MA

Screening of Márton Orosz's György Kepes. Interthinking Art + Science, with opening remarks from the director followed by a discussion/Q&A on Kepes

Almost no photos on home page, but when you click into the links there are photos. Home page is hard to navigate, must keep scrolling down.....

The search icon takes you to a crazy page.

These categories could be organized in a side navigation by topic.

Is this home page have topics listed by Date? Isn't there a better way to organize? How do I return to the homepage after clicking in the menu?

If this is an Event page, there should be a calendar to see all events at once.

A whole page has only 2 items of content. Why??

This website feels unorganized and makes me feel frustrated.

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Unveiling the early film and video experiments at MIT EVENT

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(TWITTER)

Margit Rosen | Of Bored Machines and Enthusiastic Humans. Gordon Pask and the Art of Conversation



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> Márton Orosz | György Kepes. Interthinking Art +

> > ACCESSIBILITY

Crooked Pictures are distracting. Make them consistent. There should be a button that will return the user to the top of the homepage to make navigation easier.

This website needs a better color palette. Introduce primary and secondary colors to add more visual interest.

A carousel with images, and event would be attractive.

Cognitive Overload with text The Footer is hard to read. Simply change the font, use bold, contrasting background color would add a lot to this section.

There should be multiple ways to find information on this site. A calendar, a button that lists all events, a button for exhibits, or topics.

Persona and User Journey

Bill Waters is an undergraduate student. He attends MIT and is part of the Art program. Bill is working on a project in which he needs to rent audio equipment. He comes to the website to find the place where he can check out the audio equipment.

Bill will need to start on the Homepage and click on the Menu. Then he will need to go to Academics, then to Facilities, then to Tools. Once he is here, there is a list of possible equipment that he can check out. He will need to scroll through the list until he finds the Audio Equipment. Bill is frustrated that he needs to go through this long journey to rent equipment. He wishes that the rental area of the website was easier to find, and quicker to get to.



Persona and User Journey

Claire Smith is an MIT alumni who wants to find an upcoming event to attend. Claire wants to see what is happening next weekend, she checks the website to see what her choices are between going to an exhibit or hearing a lecturer.

Claire goes the website. She clicks on What's On, and then goes to Events and Exhibitions. Then she goes to Ongoing. Claire can see a list of events and must scroll down. Not all of the events are in her location. Next, Clair has to go to Lectures and also click Ongoing to see who is speaking. Claire wishes she could see both topics at the same time, so that she isn't doing two searches. If there was a calendar, Claire could see everything offered over the weekend at once.



1. Assess Visual Design:

Evaluate the aesthetic appeal of the site, including color schemes, typography, and imagery, and how these elements contribute to or hinder the overall user experience.

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Research Salons

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The aesthetic appeal was not given a lot of thought. There is a lack of color, photos, visual elements, buttons, or visual flow. There was no navigation at the top or the side which makes the website feel random and chaotic. The website needs a

color scheme that has primary and secondary colors. The homepage feels empty and bland. As for Typography, it would be wonderful to have 2 complimentary fonts. One for headings and a different one for text body. As for imagery, this is a website for the arts, I think it is quite ironic that imagery is not used well. This website has poor visual elements which hinder the user into feeling frustrated. A carousel of images would add an element of interest.

2. Evaluate Usability:

Analyze how easy it is for users to navigate the site, complete tasks, and find information. This includes reviewing menu structures, link usability, and the clarity of the user journey.



Navigating this website is difficult. The user is endlessly scrolling down. I wondered when I would come to the bottom. The information was random and not organized into a sensible manner. A top navigation bar that had predictable icons would be helpful. A side navigation menu would organize information by topics or categories. Having these tools would make the user feel more comfortable at finding information on this site. MIT is a huge school with many users, creating predicable navigation would enhance this websites usability. When searching the menu links, there was no button to return to the top or to the main homepage. The search icon does not have a back button, and it feels uncomfortable leaving the homepage.

3. Analyze Content Quality:

Review the relevance, clarity, and value of the content provided on the homepage. Determine if the content meets the needs of the target audience.

CAVS 55

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The homepage should showcase the purpose of the site. As I mentioned in my initial comments, I had no idea what CAV 55 meant. Is that the name of a group, a class, an artist? The banner needs to easily identify what the website supports. The artwork needs to add to this theme. If the target audience are students at MIT, then the website needs to have the school logo viewable. The first impression of the website needs to convey the use of the site, the ability to navigate easily, and this website does not meet either of those objectives. As for relevance, the website needs to have a navigation menu that makes it easy for the users to find specific information. There is a lot of content that is not relevant, it is old or out of date.

4. Test Functionality:

Check all interactive elements such as buttons, forms, and response times to ensure they work efficiently and as intended.

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When I visited this website, I scrolled down until I found the footer. Then I went back to the top and explored the Menu. Within the menu links, I found the same experience. Too much information on each subpage. There was way too much scrolling. There was not a button to return to the top or to the home page. When you click the search icon, the whole screen becomes a search bar???? There was also a green circular motion gif that showed the page was loading. Overall, there needs to be more interactive elements. There are 2 sections for Faculty, and every subpage ends with related material, making a lot of repetition on this site. **Response times were good. More buttons** are needed on each subpage to return the user to the top, or back to the main menu.

5. Consider Accessibility:

Evaluate the website's accessibility for people with disabilities. This includes assessing the color contrast, Alt text for images, and the overall site structure for screen reader compatibility.



As for accessibility, this webpage needs to implement some key elements to help learners with disabilities. The contrast of the green color on a white background makes the text difficult to read. The graphic images were not square, but rather crooked. This gives the webpage a chaotic and sloppy aesthetic. The amount of text is simply overwhelming. Adding more visual elements would break up the large amount of text. This website should be designed to support screen readers. There needs to be descriptive labels on buttons, and buttons added to each subpage. Images need to have alternative text for screen reader compatibility.

6. Review Responsiveness:

Examine how well the website performs on different devices and screen sizes (no more than 2 devices are required).



I first evaluated the website on my laptop. As I have mentioned there was a lot of scrolling down. When it came to the menu, everything was bunched together and there was a lot of choices. When I looked at the website on my mobile device, it actually looks better than the website. The Hero Banner was not there, and there was a carousel of text in the middle of the device. The images were appropriately sized and scrolling was easier. The menu looked like a side navigation menu and was more readable. When I clicked on Faculty, the pictures were not huge. The mobile app's usability is considerably higher than the website.

Detailed Analysis:

Navigation & Structure Visual Design Content Evaluation Interactivity & Functionality Performance Accessibility **Compile Findings Prioritize Issues**



1. Navigation and Structure

Are the site's navigation and its structure intuitive? Do they follow common usability principles?

The website's navigation was repetitive. There were topics like faculty, history, and courses that were found in multiple sections. There was a section of the website where students could rent equipment. This was down a series of paths. It would make sense to make this area easily attainable by a student. There was an abundance of outdated information (old series, old courses, old events). These should be collected in a different area. The site's navigation was not intuitive. The user must hunt down many paths to find specific information.

2. Visual Design

Does the visual design attract and hold the user's attention? Is it consistent and visually appealing?

The visual design does not attract or hold the user's attention. The design is lacking a cohesive aesthetic. The main home page does not have any images or pictures. The color scheme needs secondary colors. The white background is bland and visually lacking interest. The hero banner does not cover the whole screen and the image is cut in half. It is hard to understand what the image is and how it relates to MIT, or to this group. The site is for MIT students, teachers, and alumni but there is no MIT branding.

3. Content Evaluation

Is the content relevant and helpful? Does it engage the user and meet their needs?

The content on this webpage can be broke into 3 main topics: About, Academics, and **Events. Unfortunately, there is so much** content that it is cross referenced throughout the subpages. There is also multiple areas to find identical content. The homepage does not engage the user. It is boring. To meet the users need in finding an event, they would need to scroll until they find it. It is not efficient or easy to locate a specific art event. This website would be more helpful if users could find information in a timely manner.

4. Interactivity & Functionality

Are interactive elements functional and easy to use? Are there any broken links or non-responsive elements?

This website had few interactive elements. There needs to be more buttons on each page and subpage to return the user to the top or to the main menu. I did not find any broken links or non-responsive elements. On the mobile app, the navigation is easier to use.



How quickly does the site load? Are there delays that could frustrate users?

5. Performance

This site loaded quickly on both the desktop and mobile app. The greatest frustration for a user would be difficulty in scrolling down. It would be interesting to have some data on where users go on this website, click testing, and see what are the most visited areas.

6. Accessibility

This website should be designed to support screen readers. There needs to be descriptive labels on buttons, and buttons added to each subpage. Images need to have alternative text for screen reader compatibility.

Can users with disabilities easily access and navigate the site?

CAV55

UI/UX Audit Report: Figma Link to CAV55

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This step requires you to analyze a website that is similar in purpose or audience to the one you are redesigning but is considered superior in terms of UI/UX design. The objective is to understand the competitive landscape, identify best practices, and determine what makes these websites successful from a user experience standpoint.



1. Identify Competitors

Select three websites that directly compete with or are similar to your chosen website. These should exemplify best practices in UI/UX design.



2. Evaluate Strengths & Weaknesses

Princeton University Arts & Culture

https://www.Princeton.edu/one-community/arts-culture

Strengths:

- Great Navigation and Structure
- Excellent Hero Banner
- Storytelling using Photographs
- Users can navigate & find information easily
- Content quality is relevant and of high quality
- Accessibility is easy for all users
- Interactivity and Functionality is great
- Aesthetically the website is consistent and minimalistic

Weaknesses:

- Multiple navigation bars (top, side, bottom) could be confusing for user
- Side Navigation is repeated at the bottom of the home page

2. Evaluate Strengths & Weaknesses

Princeton University Arts & Culture

https://www.Princeton.edu/one-community/arts-culture

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PRINCETON

UNIVERSITY

Extraordinary Events

One Community

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 PRINCETON UNIVERSITY

 Princeton University Art Mussion >

 Student Performing Arts Council >

 Princeton University Concerts >

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This website is excellent! The navigation, imagery, and content quality makes this website stand out. This site has great navigation and structure. The images tell a story and enhances each section. The information architecture is logical and intuitive. The user can find information quickly. The interactive elements are all functional. Aesthetically, the website is cohesive and has a minimalist feel. From an Accessibility perspective, this site is adapted to have alternative text, descriptive buttons, and keyboard shortcuts. The visual design and content is focused on the most important elements. There is an Events Calendar which allows the user to search for an event by topics. It is efficient and promotes the usability of the homepage.

2. Evaluate Strengths & Weaknesses

Harvard Art Museum

https://harvardartmuseums.org/visit

Strengths:

- Top Navigation is great
- Visual design could use more color to make more inviting.
- Usability is great, easy to navigate
- Content quality is relevant and high quality
- Functionality and Accessibility are good
- Filters for greater functionality

Weaknesses:

- Bland white page, needs visual design elements
- Structure is not intuitive but works
- Hero banner at the top would explain each page and give visual interest

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Open Tuesday-Sunday 10am-5pm Closed on major holidays

Collections

2. Evaluate Strengths & Weaknesses

Harvard Art Museum

https://harvardartmuseums.org/visit

This website is good, but could use some redesign. This site has great navigation and structure. The information architecture is logical and intuitive. The user can find information quickly. The interactive elements are all functional. Aesthetically, the website is bland, boring, and visually uninteresting (with the white background and lack of color). By adding some Visual Design elements, the homepage would feel more cohesive. The content is relevant and helpful. Filters provide greater functionality. This website could have a Hero Banner at the top, more imagery throughout the subsections and better typography. Adding a calendar would make the events section easier to navigate.

2. Evaluate Strengths & Weaknesses

UCLA Department of Art

https://www.art.ucla.edu

Strengths:

- Great top navigation, intuitive and easy
- Excellent visual design, attracts and holds user interest
- Content relevant and helpful, user can find information easily
- Interactivity and Functionality are great
- Website feels cohesive
- Site loads quickly, buttons are all working
- Accessibility is great

Weaknesses:

- After the fold, visual design is not consistent
- Footer could be simplified
- Calendar icon could be used in the Exhibitions and Events subpage
- Faculty pictures could be smaller

2. Evaluate Strengths & Weaknesses



This website is good, but has some missing elements. This site has great navigation in the header, with multiple drop-down menus. The information architecture is logical and intuitive. But there are some sections that are missing elements. The initial Hero Banner is great. It changes every 4 sections and has a good pop of color. When you scroll down, the next section looks like it doesn't match. Then the third section has 3 boxes with no images inside. The designer needs to look at the Imagery throughout the whole homepage to make it more cohesive. The content is relevant. Adding a calendar would make the events section easier to navigate. The Events and Exhibitions section is poorly organized.

UCLA Department of Art https://www.art.ucla.edu

Princeton



UI/UX Audit Report: Figma Link to Princeton Audit

Navigation



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SKETCH LOW FIDELITY WIREFRAME OF HOMEPAGE

This step involves creating a basic outline or sketch of there designed homepage. The focus is on layout and structure rather than detailed design.



Proposed Information Architecture for CAV55



