



meganrosehoflute.com

WEBSITE REDESIGN BY JARON KUNKEL

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# EXECUTIVE SUMMARY

## THE SITUATION

The client wanted a website to inform potential students and parents, and communicate with existing students.

"I want to expand my studio and increase awareness of the services I offer."

## CONSTRAINTS & CHALLENGES

My client needed the website deployed in **WordPress** by the start of the new school year. I was mostly unfamiliar with WordPress, so I learned how to set up **hosting** and how to build pages with the plugin Elementor. The client was also reluctant to **reduce copy**, which was affecting usability in her current website.

## CREATION

I showed my client five competitor websites. Based on her reactions, I created a mind map of features for her site.

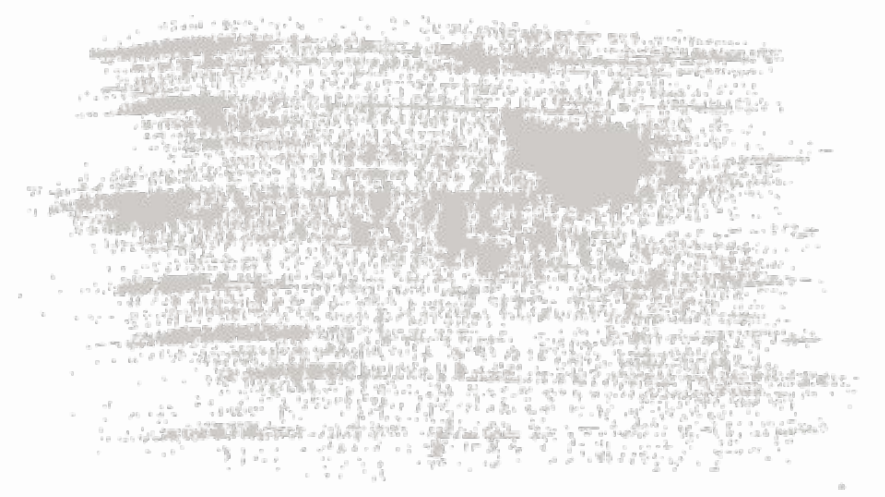
I conducted a value/difficulty matrix, and concluded that a site with Home, About Me, Lessons, and Contact pages was a good goal for our MVP.

I then **designed** the site in Figma, and I **tested** the design with 2 users. I used the data to make a **second iteration** of the design. Finally, I built the design in Wordpress.

## IMPACT

The client now has a website that is more usable, more visually appealing and more accessible. Potential clients can find key information about her services more easily.





# GETTING STARTED

## DEFINE THE PROBLEM

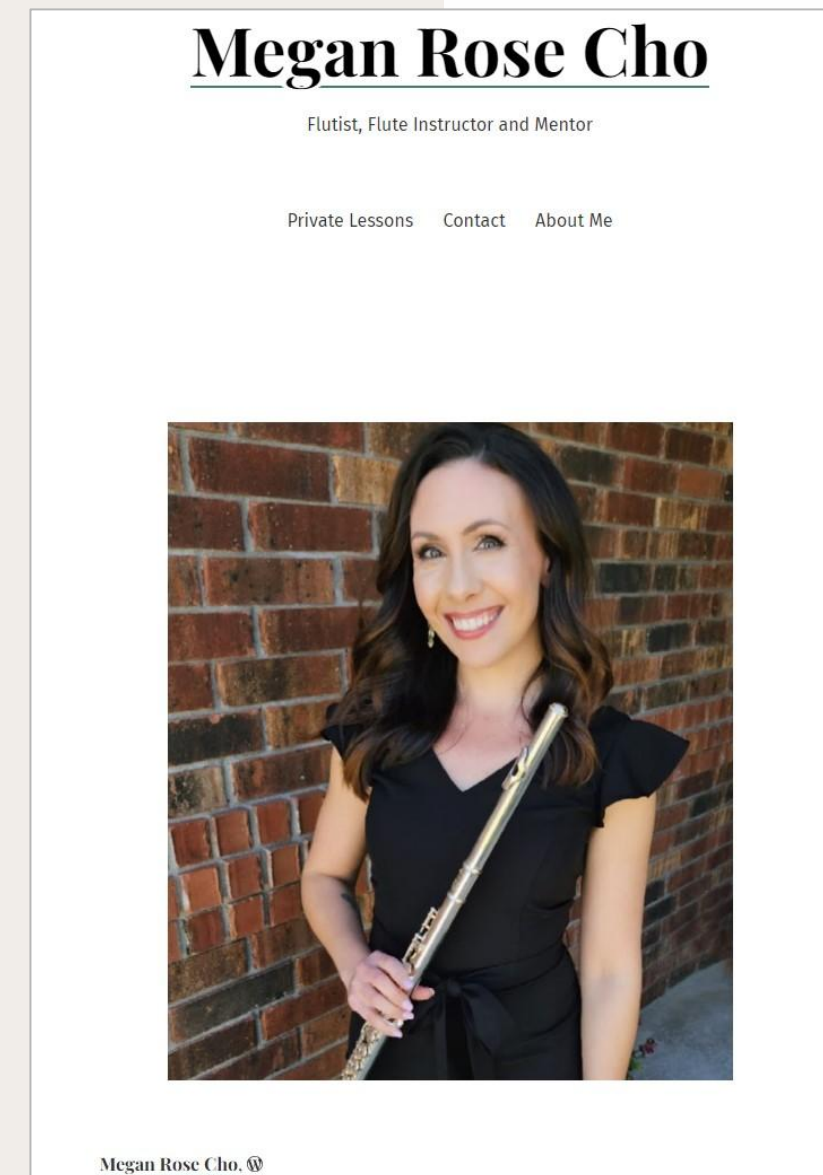
The client needed a website to communicate basic information about her services. Her lack of design knowledge and technical skill had resulted in a website that did not lend legitimacy to her new business.

## SET GOALS

1. Effectively communicate the client's professionalism.
2. Increase studio size in the coming school-year.
3. Deploy MVP before Sept 1.

## DESIGN FOR HUMANS

Many of my client's students are middle schoolers of Asian and South-Asian descent, and the majority of them are girls. Their parents, however, are the primary users of the website.





# CLIENT NEEDS

## INITIAL COMMUNICATION

After agreeing to work with the client, I sent her a project brief to find out her specific goals and preferences for the website.

Key takeaways from the completed project brief were:

- The site would be for prospective AND existing students
- The client wanted to expand her studio
- Who the primary and secondary users are
- The client wanted to install analytics to measure site traffic

## UX Project Brief

### Name of the project:

Started on:

### Objective

*Describe what is the ideal outcome you're looking to get out of this?*

*How does this project fit into your wider goals?*

*What is the benefit for the user?*

Write things here...

### Motivation

*Why now? Important contextual considerations?*

Write things here...

### Key results & Success criteria

*How will you know the project was successful? (specific criteria)*

Write things here...

### Target audience

*Briefly describe pre-research persona or demographic.*

Write things here...

### Define team roles and responsibilities

Jaron:

Person2:

Person3:

Person4:

etc...

### Scope

#### What's in scope

*Describe what definitely needs to be worked on and why.*

Write things here...

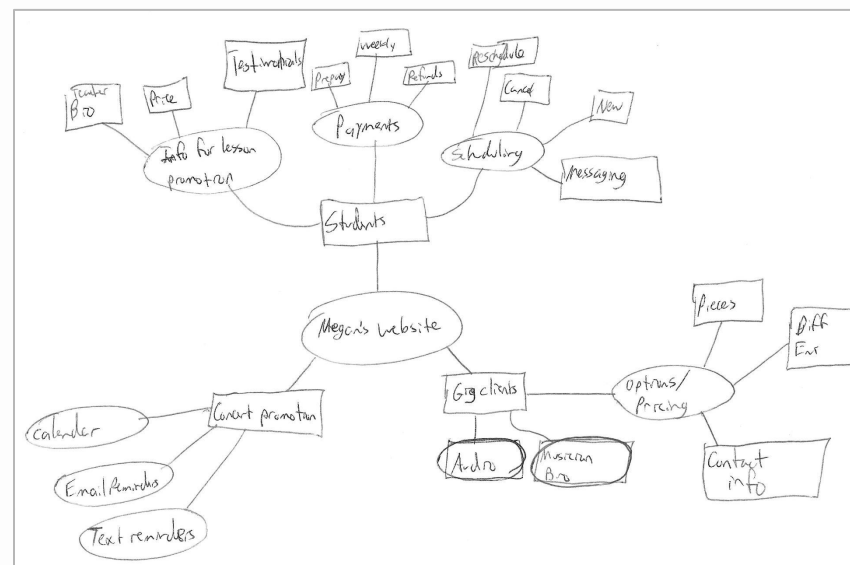
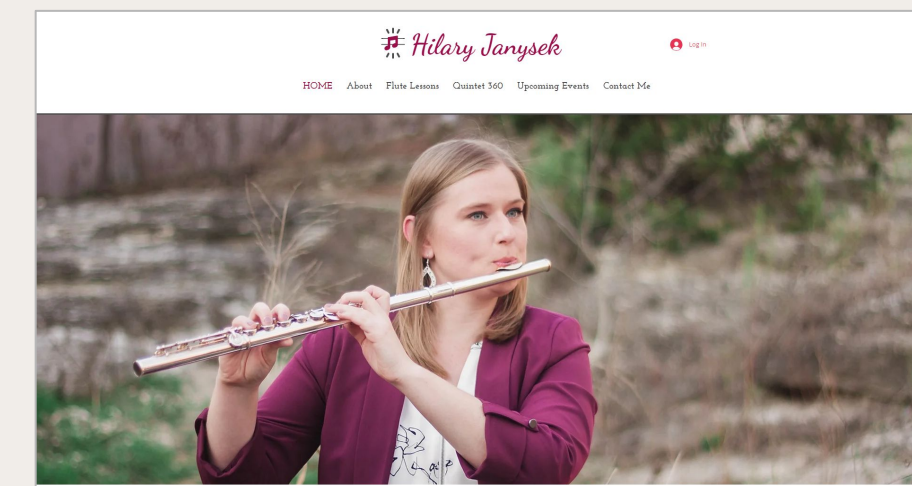
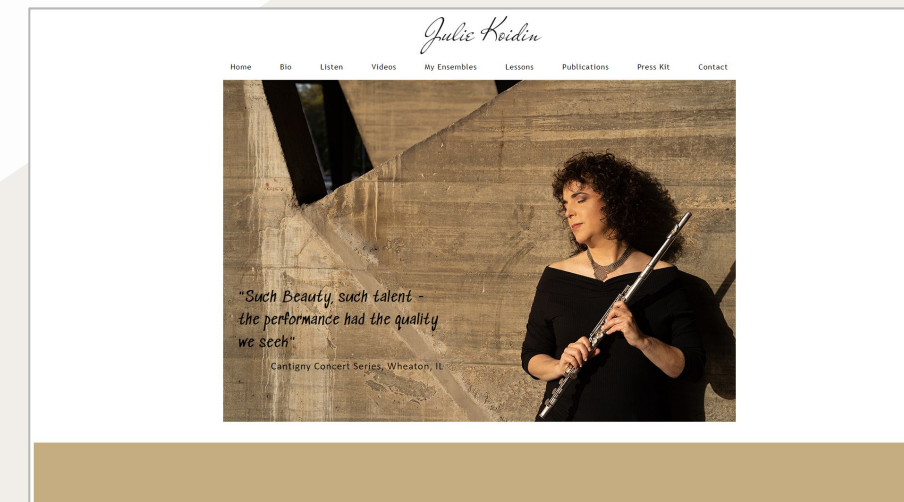
#### What might be in scope

Write things here...

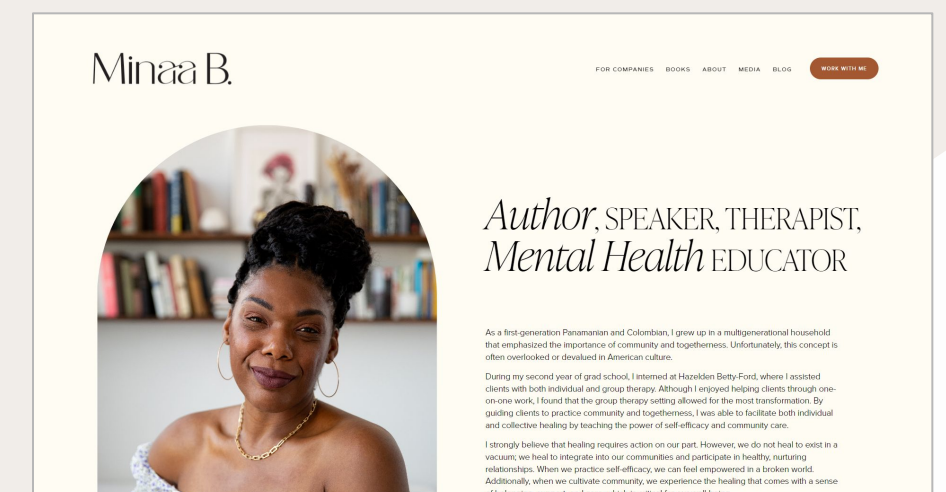
# COMPETITOR ANALYSIS

## COMPETITOR ANALYSIS & FEATURES

I showed the client websites of several competitors, and made note of the things she liked about each one. With these competitor sites in mind, I made a mind map of possible features for my client's website.



Next, I consulted with the client and, we decided it was best to limit the scope of the initial MVP to 4 pages: Home, Lessons, About Me, and Contact.



# SKETCHES

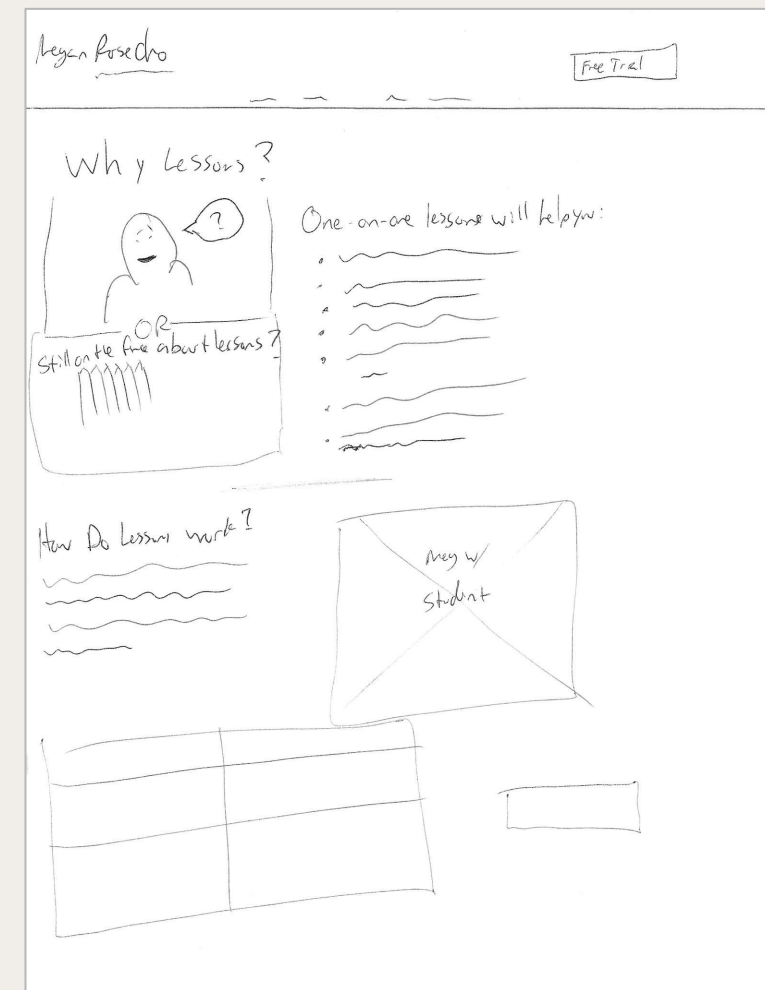
## CRAZY EIGHTS

To brainstorm ideas for the components and page sections, I used the crazy eights technique to come up with 8 variations on a particular feature before moving on to wireframing.



## FULL PAGE SKETCH

To ideate the top menu and a full page structure, I did a full page sketch of the lessons page, the part of the website that needed the most work.





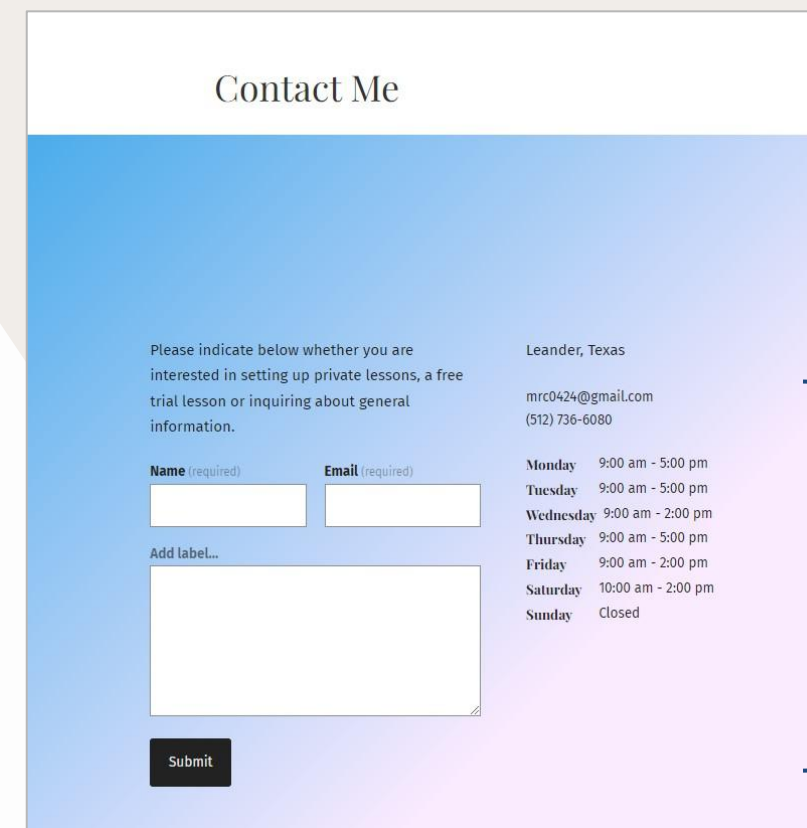
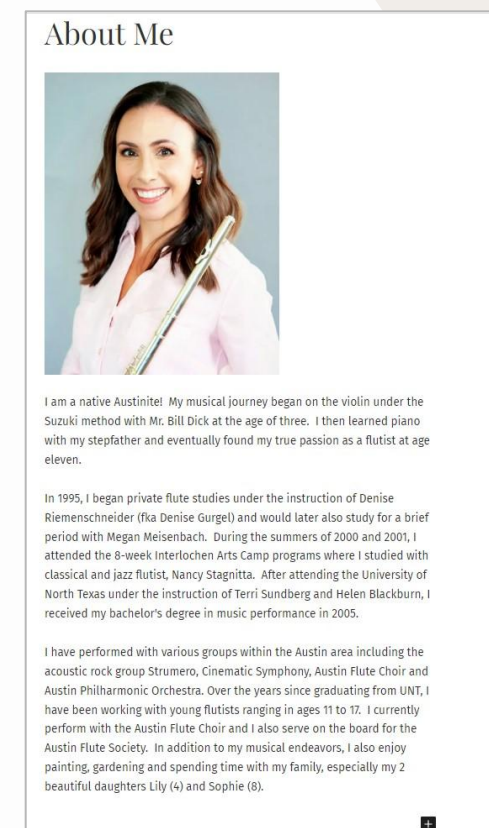
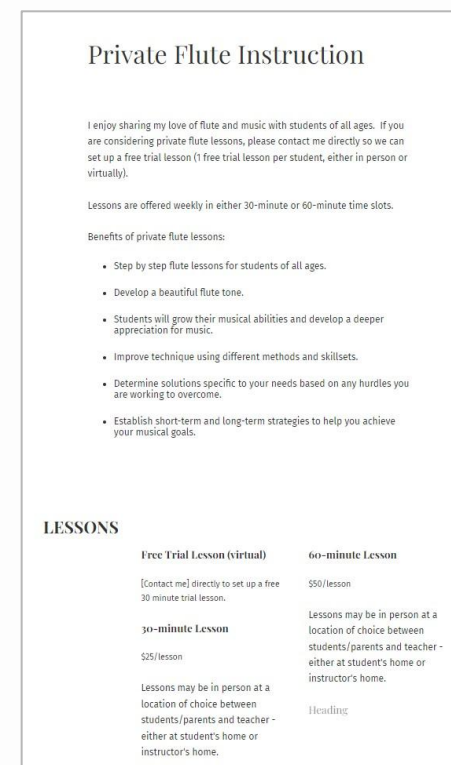
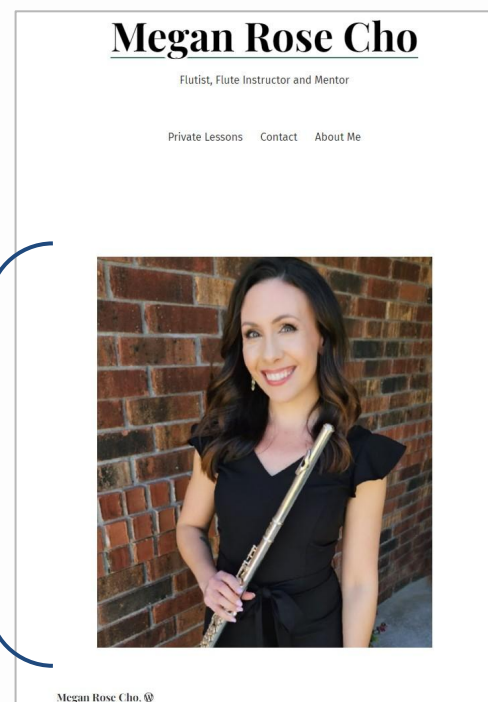
# FROM CLIENT VERSION TO HIFI

## RESPECTING THE CLIENT

While her initial build was by her own admission, "just thrown together real fast," I tried to incorporate some of the choices her initial design.

Playfair Display font

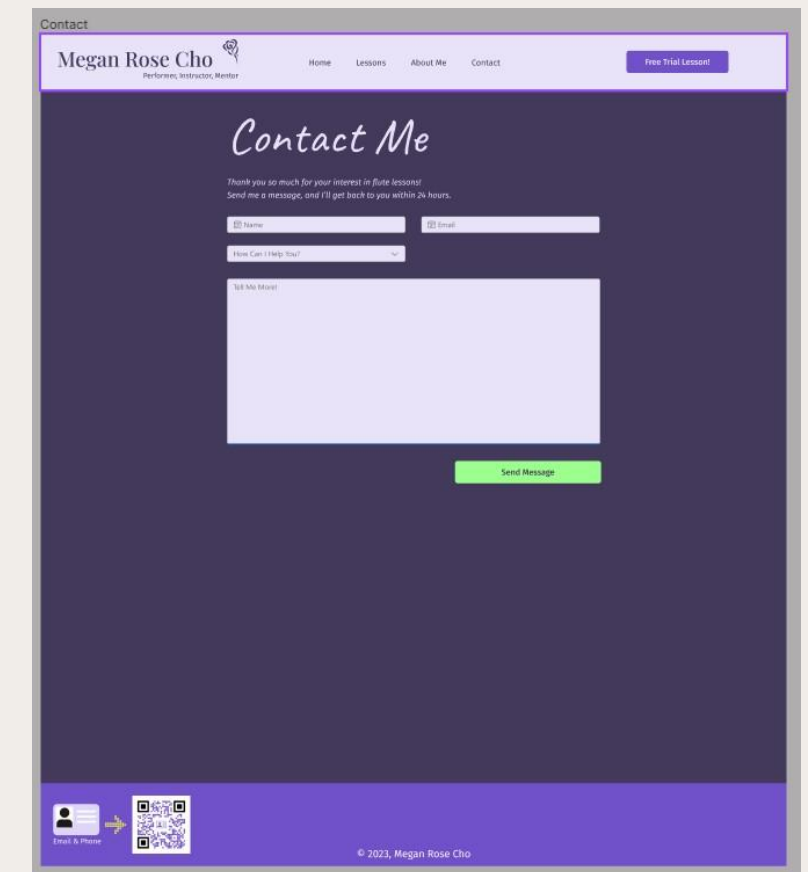
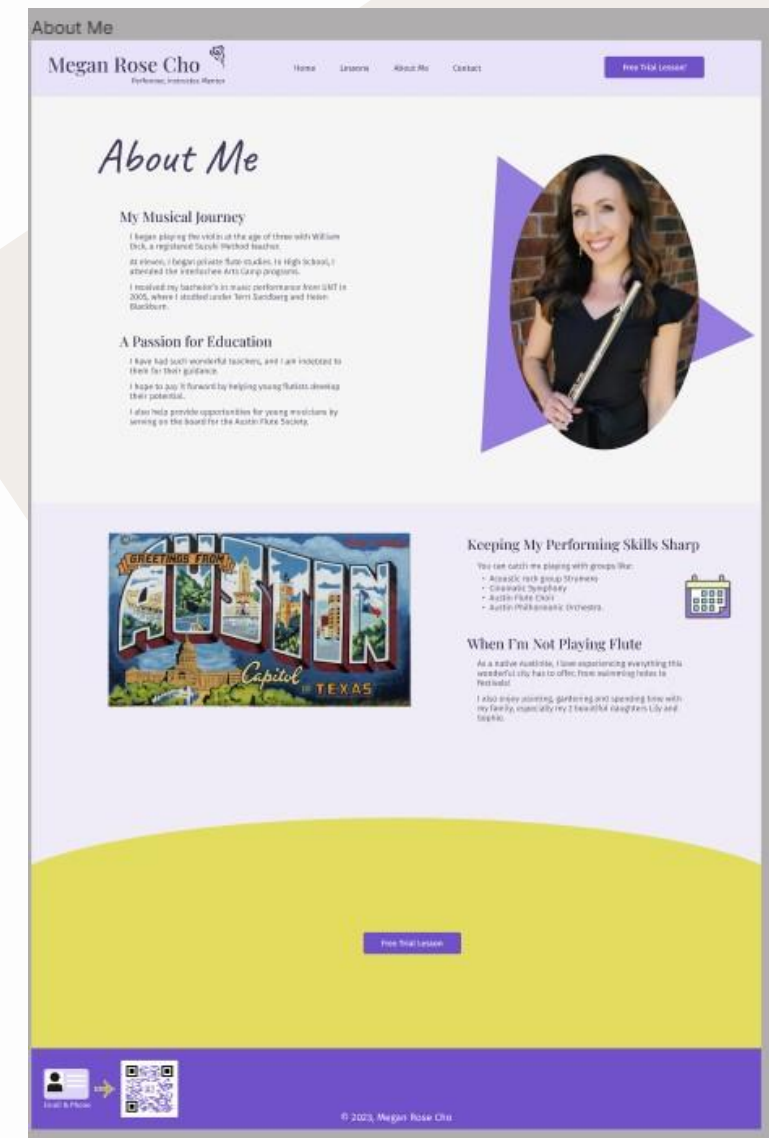
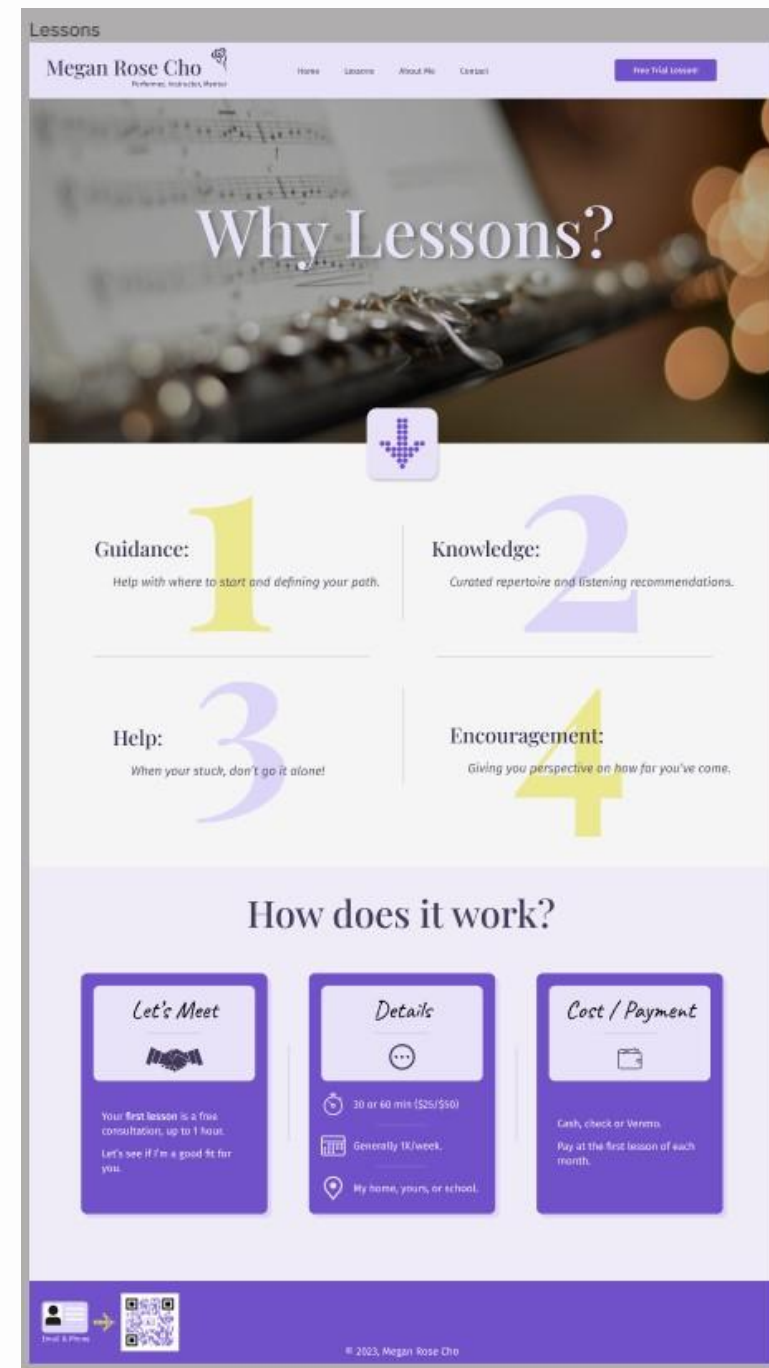
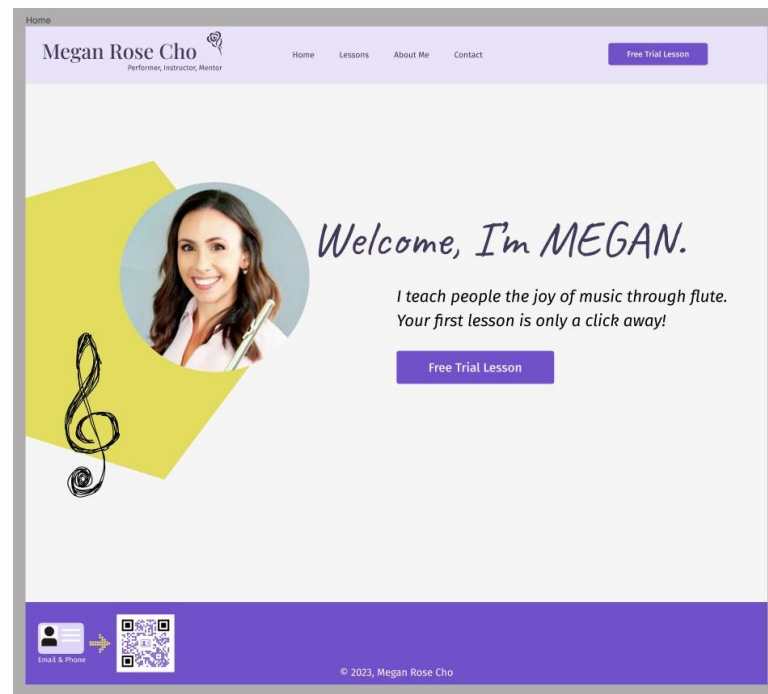
Images



Color Scheme



# HI-FI PROTOTYPING: INITIAL DESIGN



# INFORMATION ARCHITECTURE

## TOO MANY WORDS

The text content on several pages needed to be reduced and organized in a way that would allow users to more easily skim content for essential information. To improve user's reading experience, I did the following:

- Reduced overall text content by 40%
- Divided the remaining text into short paragraphs or bullets
- Adjusted line width to standard 50-75 characters per line
- Labeled sections to help the user decide if they needed to read its content
- Added visuals to balance text and indicate the topic of a paragraph or page section

## About Me



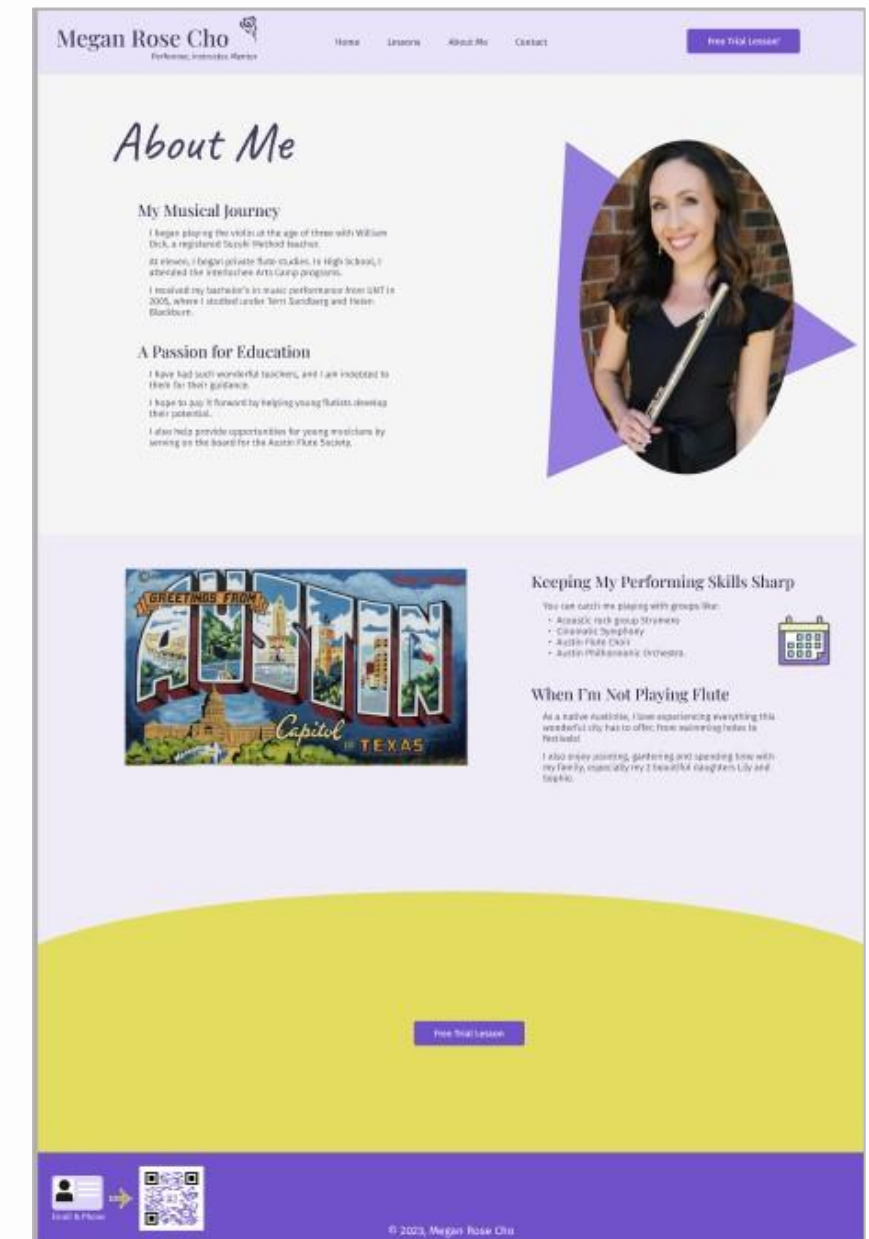
I am a native Austinite! My musical journey began on the violin under the Suzuki method with Mr. Bill Dick at the age of three. I then learned piano with my stepfather and eventually found my true passion as a flutist at age eleven.

In 1995, I began private flute studies under the instruction of Denise Riemenschneider (fka Denise Gurgel) and would later also study for a brief period with Megan Meisenbach. During the summers of 2000 and 2001, I attended the 8-week Interlochen Arts Camp programs where I studied with classical and jazz flutist, Nancy Stagnitta. After attending the University of North Texas under the instruction of Terri Sundberg and Helen Blackburn, I received my bachelor's degree in music performance in 2005.

I have performed with various groups within the Austin area including the acoustic rock group Strumero, Cinematic Symphony, Austin Flute Choir and Austin Philharmonic Orchestra. Over the years since graduating from UNT, I have been working with young flutists ranging in ages 11 to 17. I currently perform with the Austin Flute Choir and I also serve on the board for the Austin Flute Society. In addition to my musical endeavors, I also enjoy painting, gardening and spending time with my family, especially my 2 beautiful daughters Lily (4) and Sophie (8).



Client Design



Initial Prototype



# COLOR & VISUALS

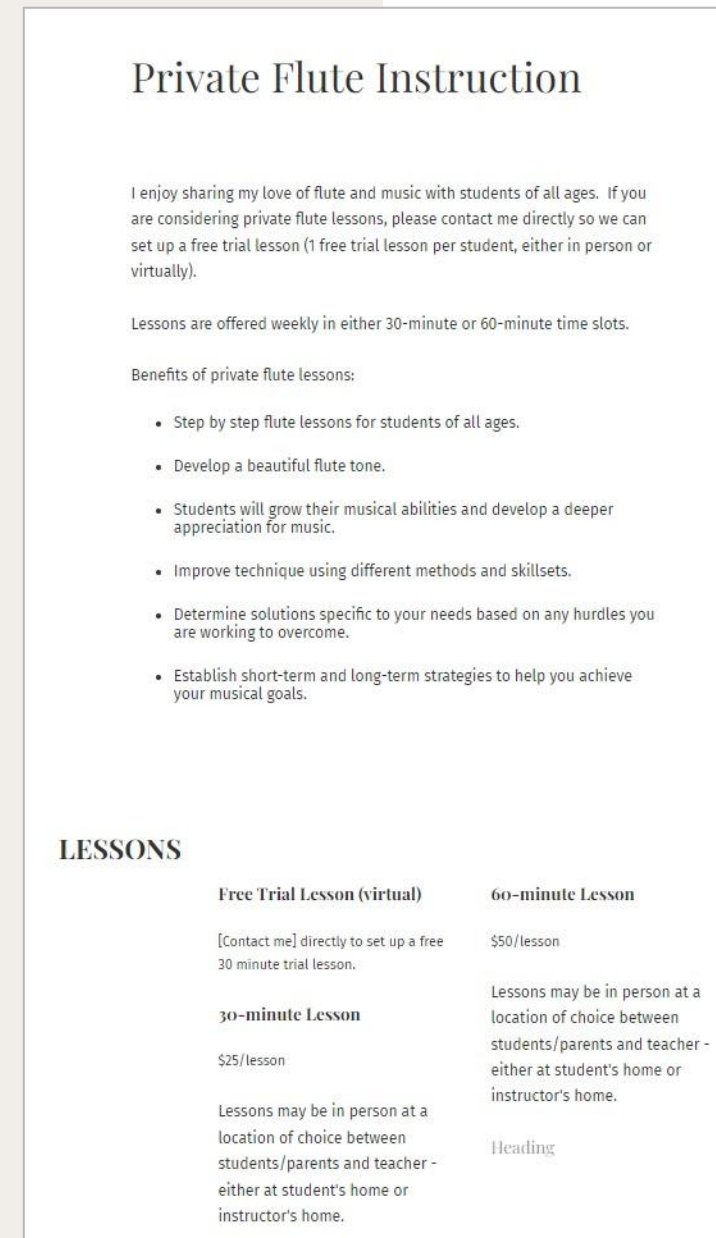
## NOT ENOUGH COLOR

The client's initial design was pure black on start white on three out of the four pages.

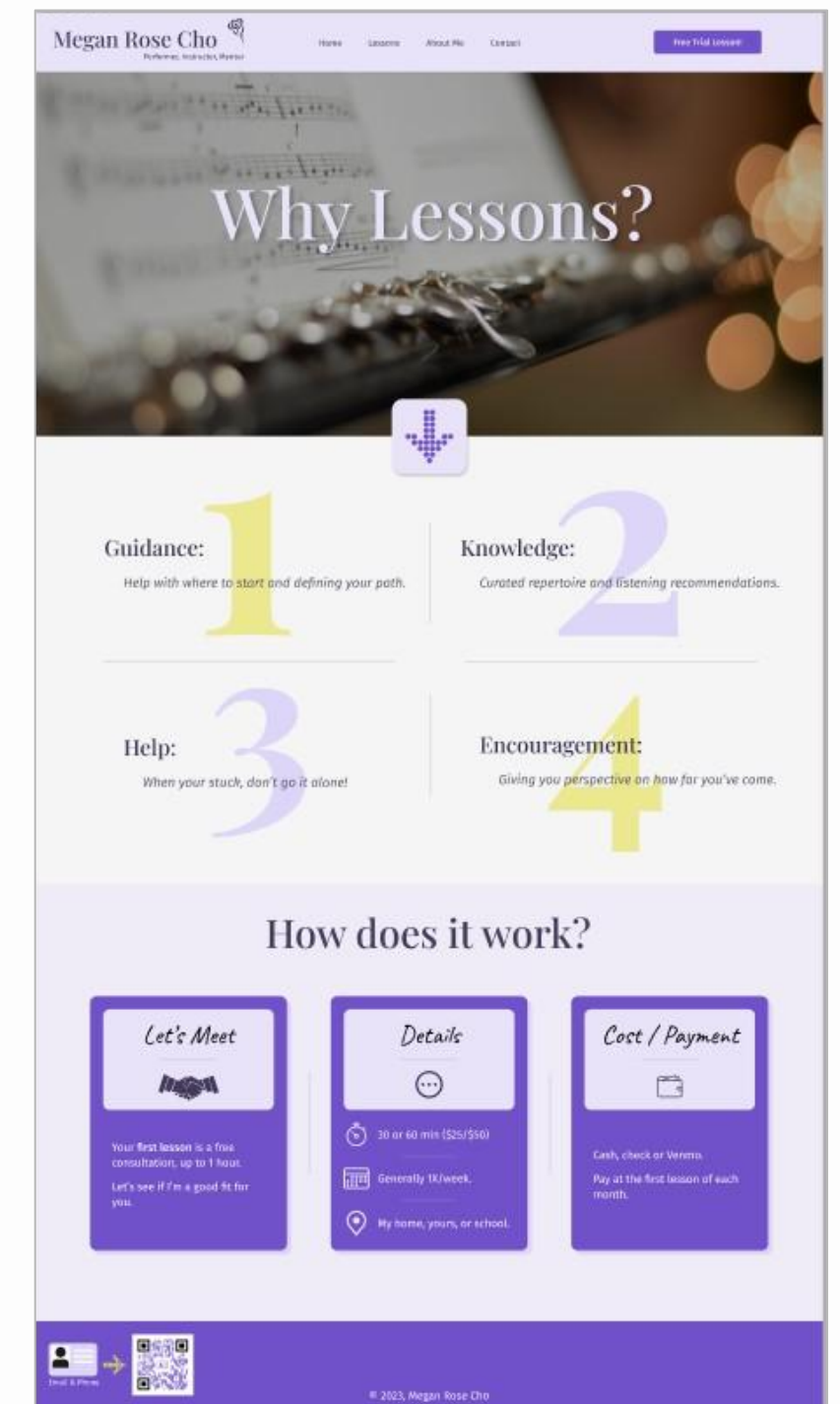
In my initial prototype, I added some gray to the white backgrounds and alternated section colors between that off-white color, light purple, and dandelion yellow.

## A LACK OF VISUALS

In the client's Lessons page design, only text was present. Throughout the site, few icons and images were employed. In my prototype, I added pictures and icons to add interest and offset text. I also added a rose to the new logo design and a more pleasing button color and shape.



Client Design



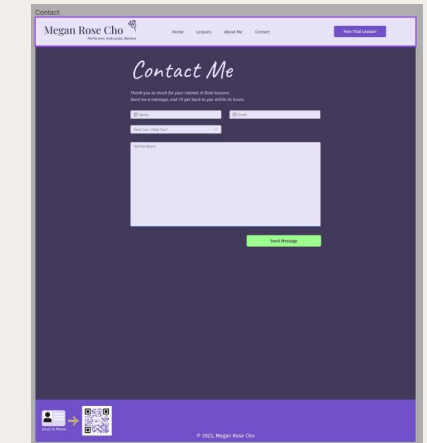
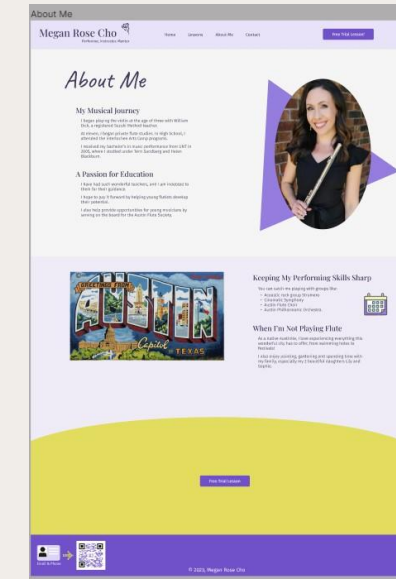
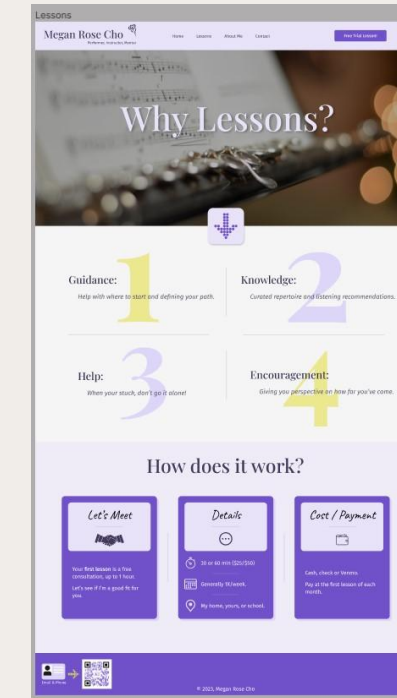
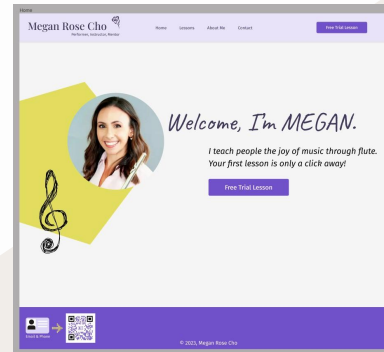
Initial Prototype



# HI-FI PROTOTYPING: CLIENT CHANGES

## SHOWING THE CLIENT MY DESIGN

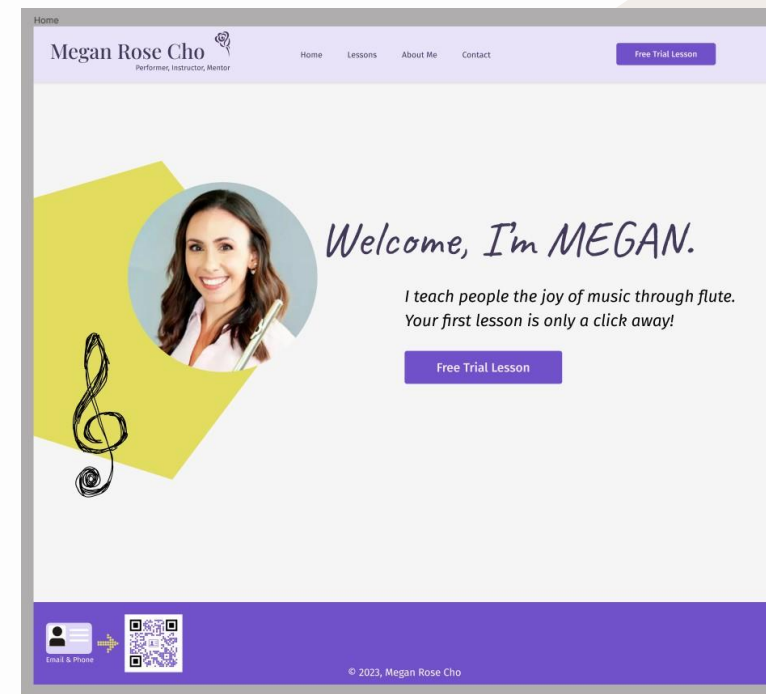
After a generally positive reaction to the initial design, I asked the client what changes she would like to make before moving on to usability testing. In the following pages, I'll outline how I made changes that were both to the client's liking and compatible with best practices.



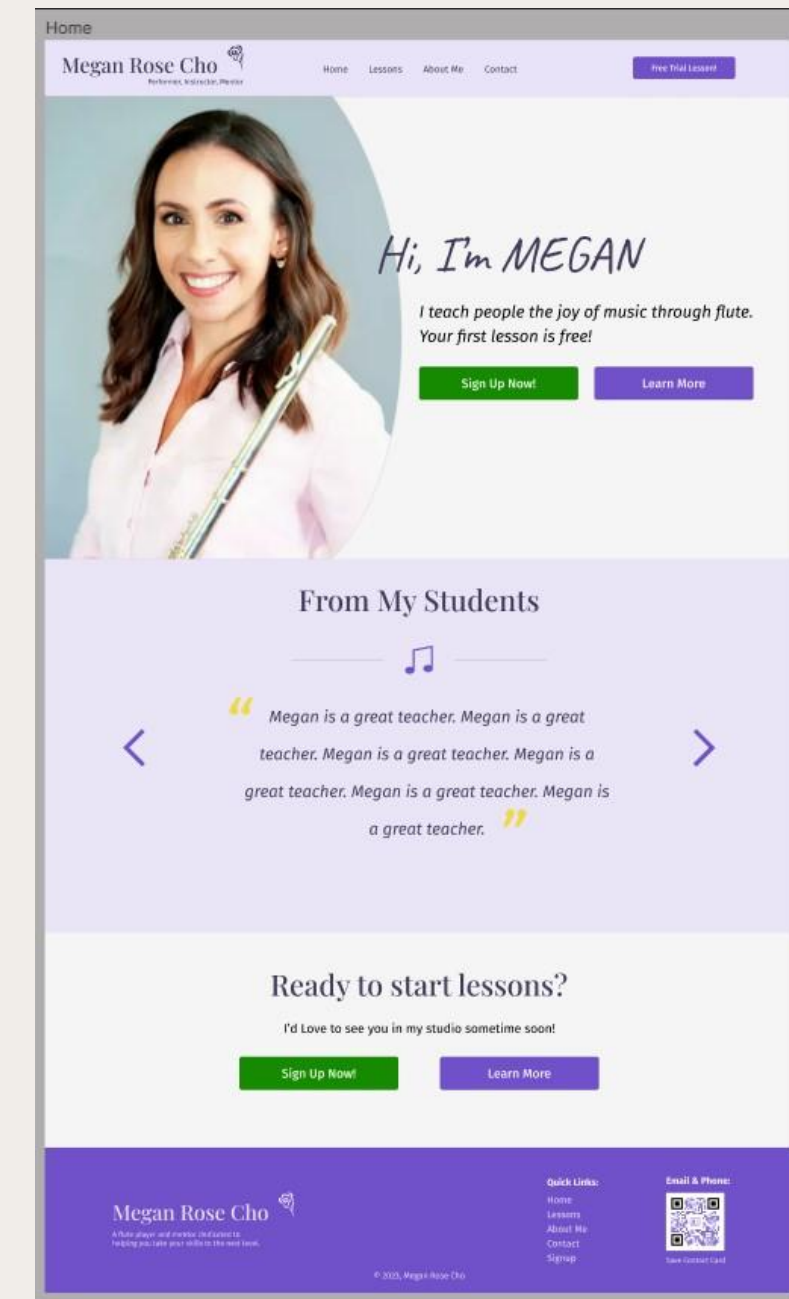
# HOMEPAGE CHANGES

## WHAT'S DIFFERENT?

1. Redesigned left side of hero without pentagon
2. Added secondary button to hero
3. Added social proof section
4. Added second CTA section
5. Added logo and menu to footer



1



2

3

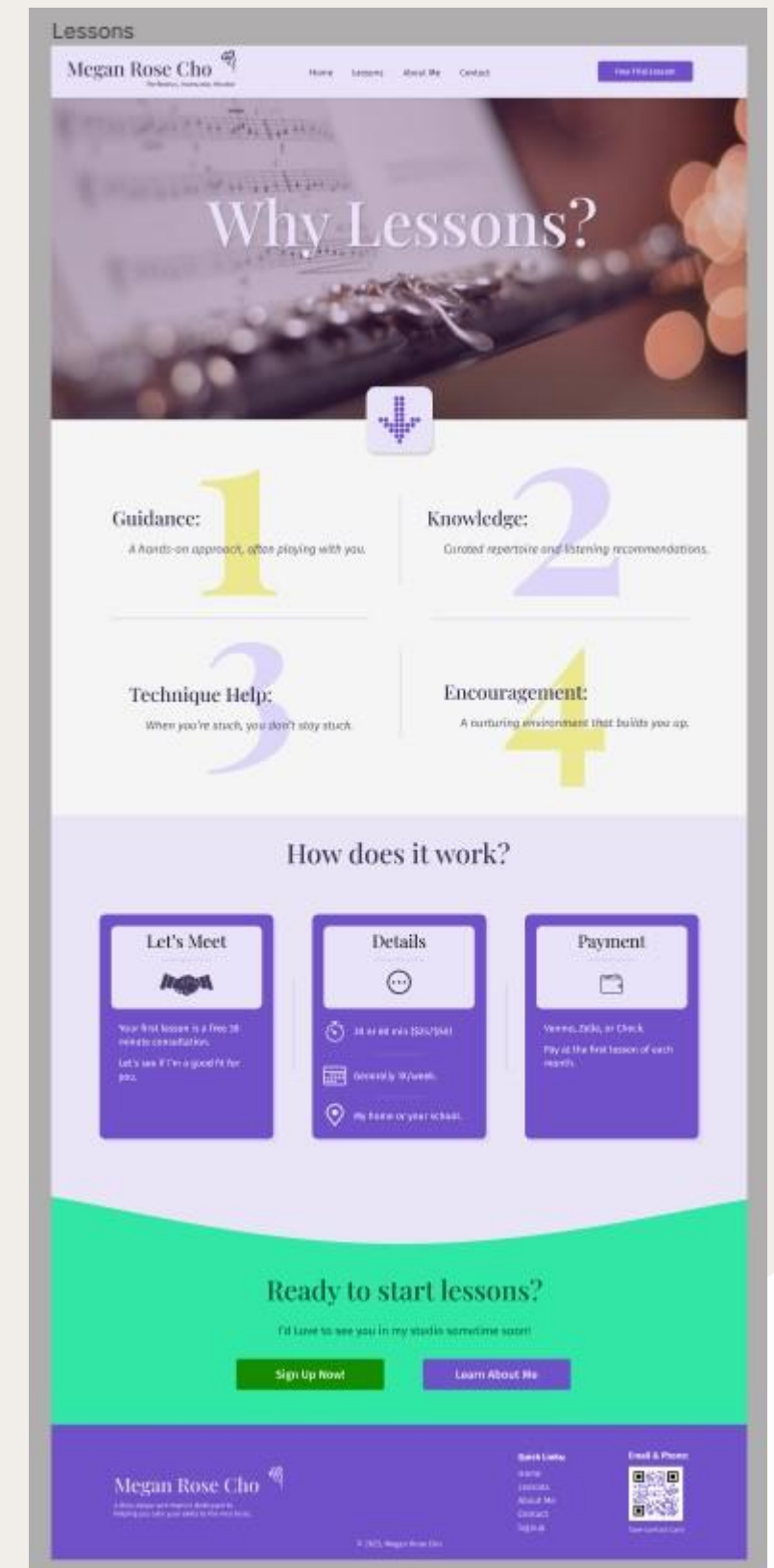
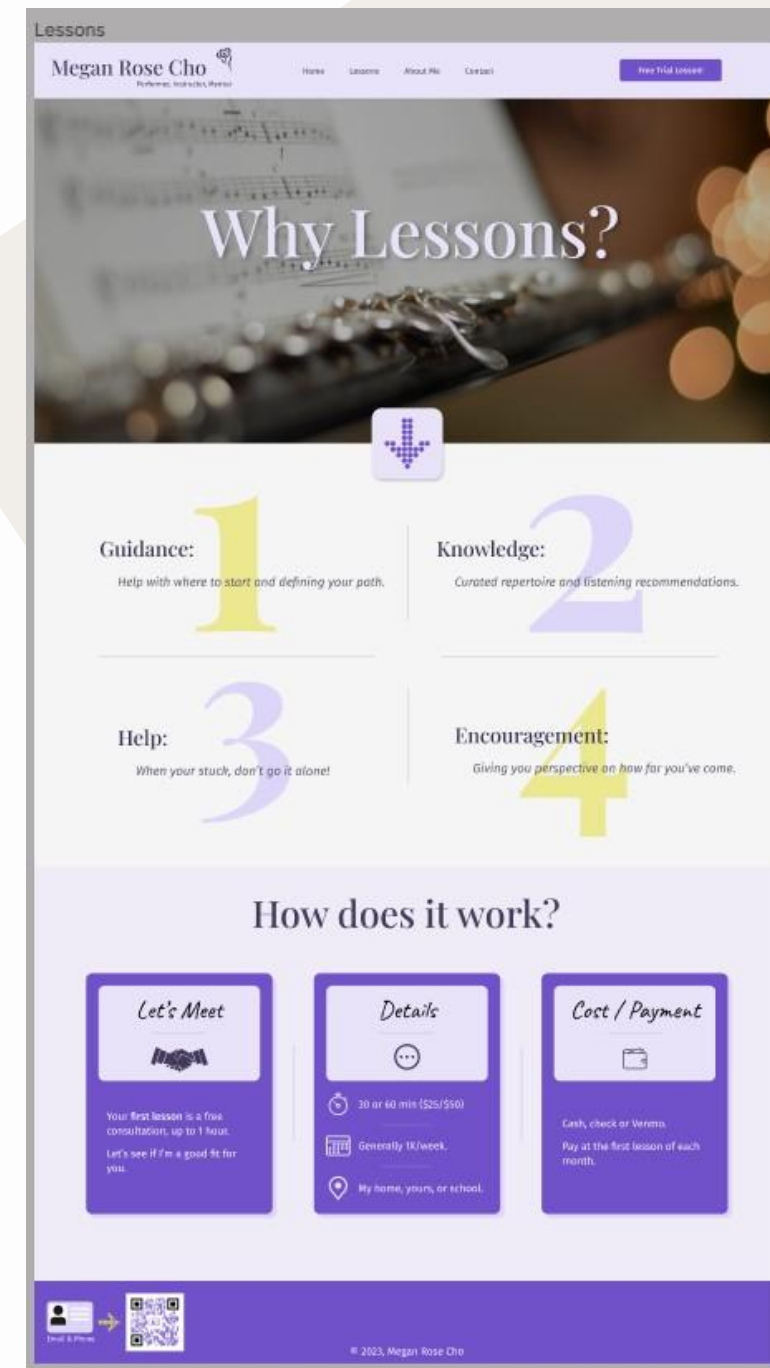
4

5

# LESSONS PAGE CHANGES

## WHAT'S DIFFERENT?

1. Changed image overlay to match color scheme
2. Changed heading font in cards to match other headers
3. Made alignment in cards more consistent
4. Added CTA section at bottom of page



1

2,3

4




# HI-FI: FINALIZED FOR TESTING

Home

Megan Rose Cho  
Flute Instructor, Mentor

Home Lessons About Me Contact Free Trial Lesson



## Hi, I'm MEGAN

I teach people the joy of music through flute.  
Your first lesson is free!

Sign Up Now Learn More

### From My Students

“Megan is a great teacher. Megan is a great teacher. Megan is a great teacher. Megan is a great teacher. Megan is a great teacher. Megan is a great teacher.”

### Ready to start lessons?

I'd Love to see you in my studio sometime soon!

Sign Up Now Learn More

Megan Rose Cho  
A flute player and mentor dedicated to helping you take your skills to the next level.

Quick Links: Home Lessons About Me Contact Sign Up

Email & Phone: [QR Code] View Contact Card

© 2023, Megan Rose Cho

Lessons

Megan Rose Cho  
Flute Instructor, Mentor

Home Lessons About Me Contact Free Trial Lesson

## Why Lessons?

↓

|  |  |
|--|--|
| <b>Guidance:</b><br>A hands-on approach, often playing with you.   | <b>Knowledge:</b><br>Curated repertoire and listening recommendations. |
| <b>Technique Help:</b><br>When you're stuck, you don't stay stuck. | <b>Encouragement:</b><br>A nurturing environment that builds you up.   |

### How does it work?

|   |   |  |
|---|---|--|
| <b>Let's Meet</b><br>Your first lesson is a free 30-minute consultation. Let's see if I'm a good fit for you. | <b>Details</b><br>88 or so via (512)754-1111<br>General by W/week.<br>My home or your school. | <b>Payment</b><br>Venmo, Zelle, or Check<br>Pay at the first lesson of each month. |
|---|---|--|

### Ready to start lessons?

I'd Love to see you in my studio sometime soon!

Sign Up Now Learn About Me

Megan Rose Cho  
A flute player and mentor dedicated to helping you take your skills to the next level.

Quick Links: Home Lessons About Me Contact Sign Up

Email & Phone: [QR Code] View Contact Card

© 2023, Megan Rose Cho

About Me

Megan Rose Cho  
Flute Instructor, Mentor

Home Lessons About Me Contact Free Trial Lesson


## About Me

### My Musical Journey

I began playing the violin at the age of three with William Dick, a registered Suzuki Method teacher. At eleven, I began private flute studies. My instructor, Megan Weimback, encouraged me to attend Instructional Arts Camp, which broadened my perspective on flute music. I received my bachelor's in music performance from UNT in 2005, where I studied under Terri Sundberg and Helen Wackelum.

### A Passion for Education

I have had such wonderful teachers, and I am indebted to them for their guidance. I hope to pay it forward by helping young flutists develop their potential. I also help provide opportunities for young musicians by serving on the board for the Austin Flute Society.




### Keeping My Performing Skills Sharp

You can catch me playing with groups like:

- Austin Flute Choir
- Acoustic rock group Strangers
- Cinematic Symphony
- Austin Philharmonic Orchestra

### When I'm Not Playing Flute

As a native Austinite, I love experiencing everything this wonderful city has to offer, from swimming holes to live music. I also enjoy painting, gardening and spending time with my family, especially my 2 beautiful daughters Lily and Sophie.



### Ready to start lessons?

I'd Love to see you in my studio sometime soon!

Sign Up Now Learn More

Megan Rose Cho  
A flute player and mentor dedicated to helping you take your skills to the next level.

Quick Links: Home Lessons About Me Contact Sign Up

Email & Phone: [QR Code] View Contact Card

© 2023, Megan Rose Cho

Contact

Megan Rose Cho  
Flute Instructor, Mentor

Home Lessons About Me Contact Free Trial Lesson

## Contact

Thank you for taking the time to contact me! Send me a message and I'll get back to you within 48 hours.

Name:

Email:

Phone (Optional):

Message:

Send Message

Megan Rose Cho  
A flute player and mentor dedicated to helping you take your skills to the next level.

Quick Links: Home Lessons About Me Contact Sign Up

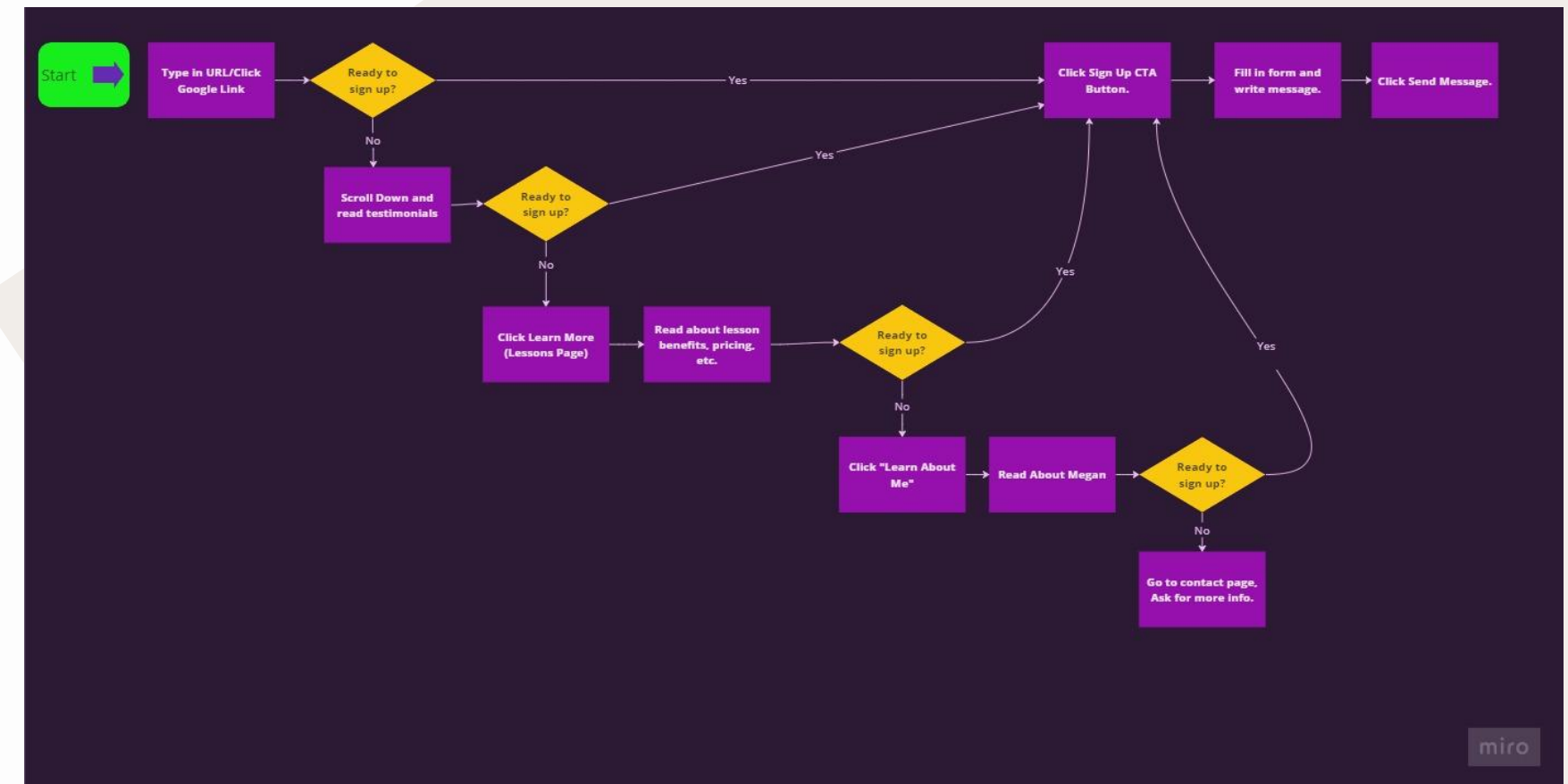
Email & Phone: [QR Code] View Contact Card

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# USER FLOW DIAGRAM

## PREDICTING USER BEHAVIOR

I made this diagram to predict what path a user might take through the website. While some users will quickly sign up with minimal navigation, others may want more information before deciding to sign up. CTAs were interspersed throughout the Home, Lessons, and About Me pages to facilitate sign up at many points.

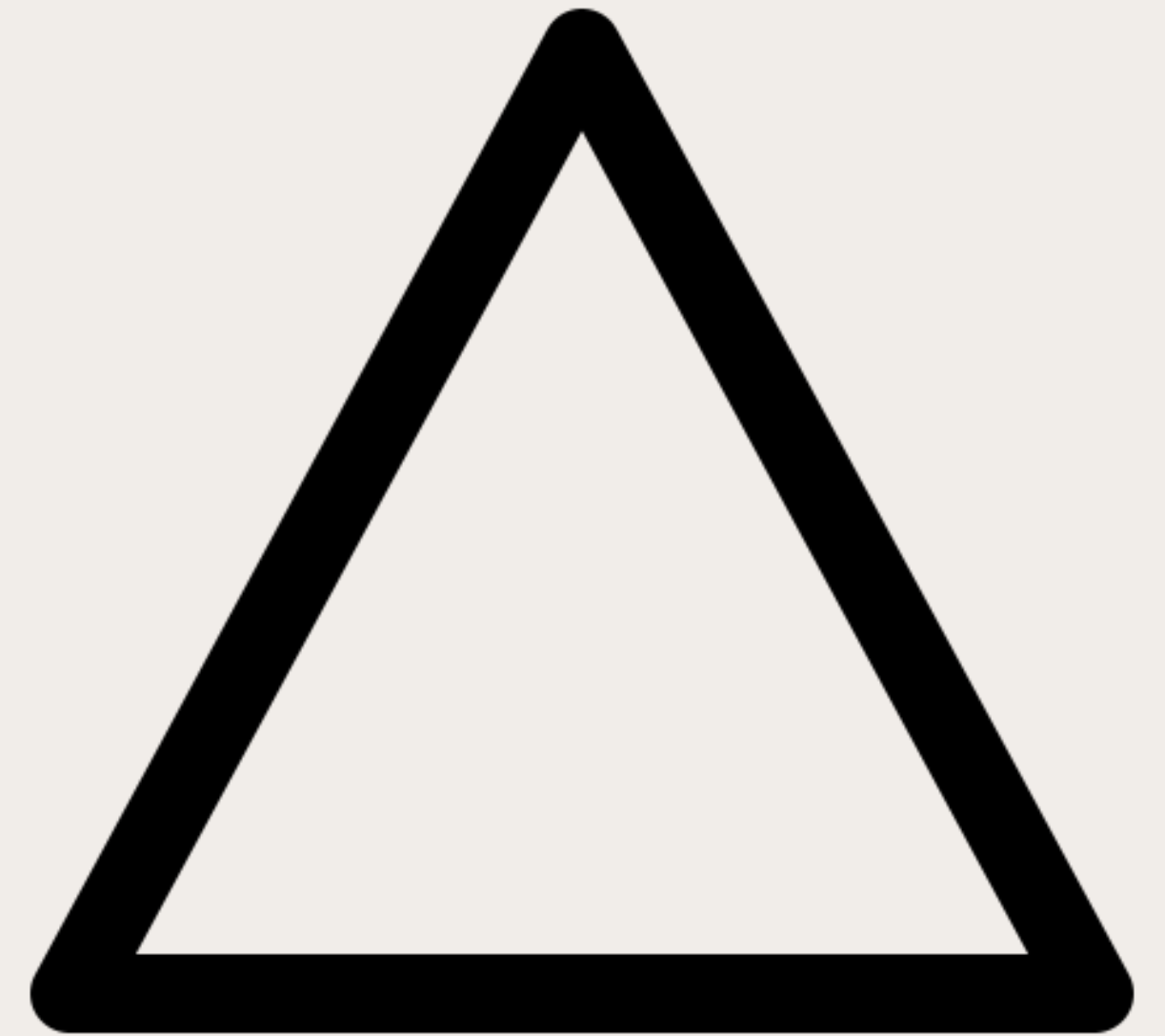
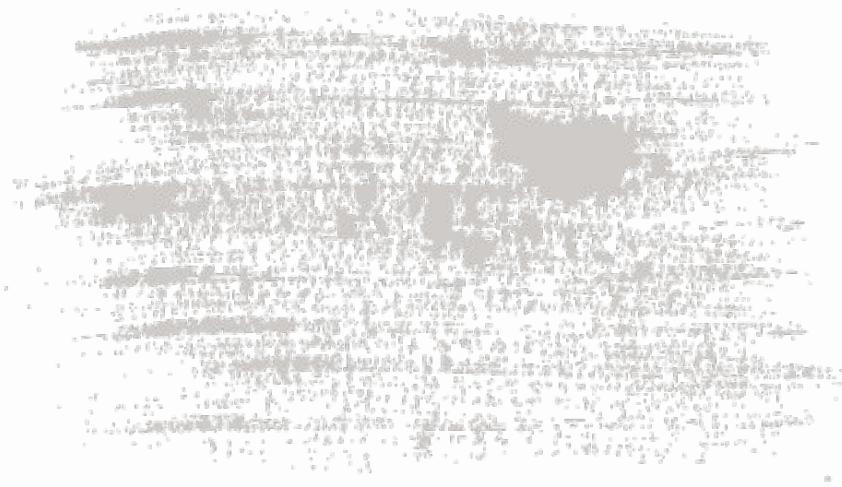


# USABILITY TESTING RESULTS

## WHY CHANGES WERE MADE

In the following pages I will use the following nomenclature to indicate the reasons behind a given change:

- P1 = Participant #1
- P2 = Participant #2
- D = Design convention/aesthetics



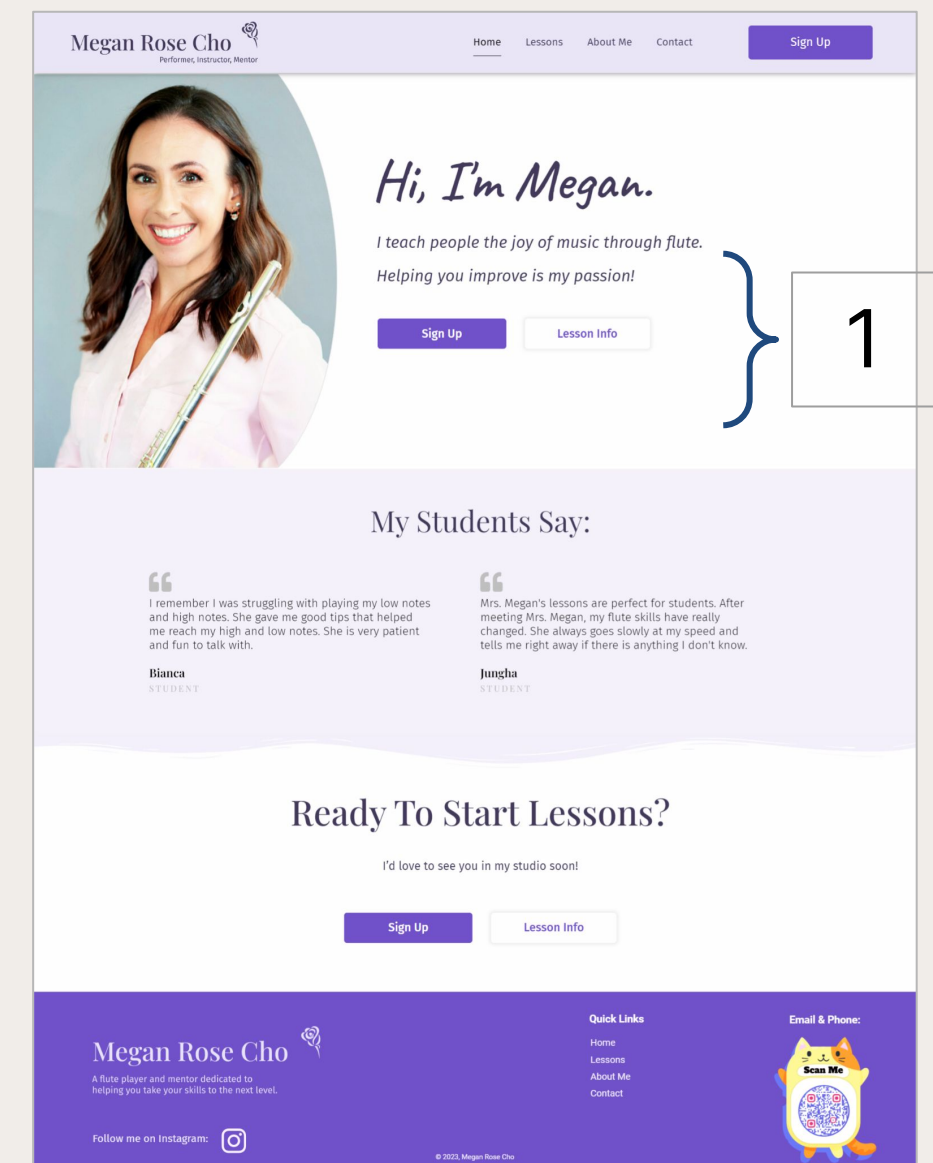
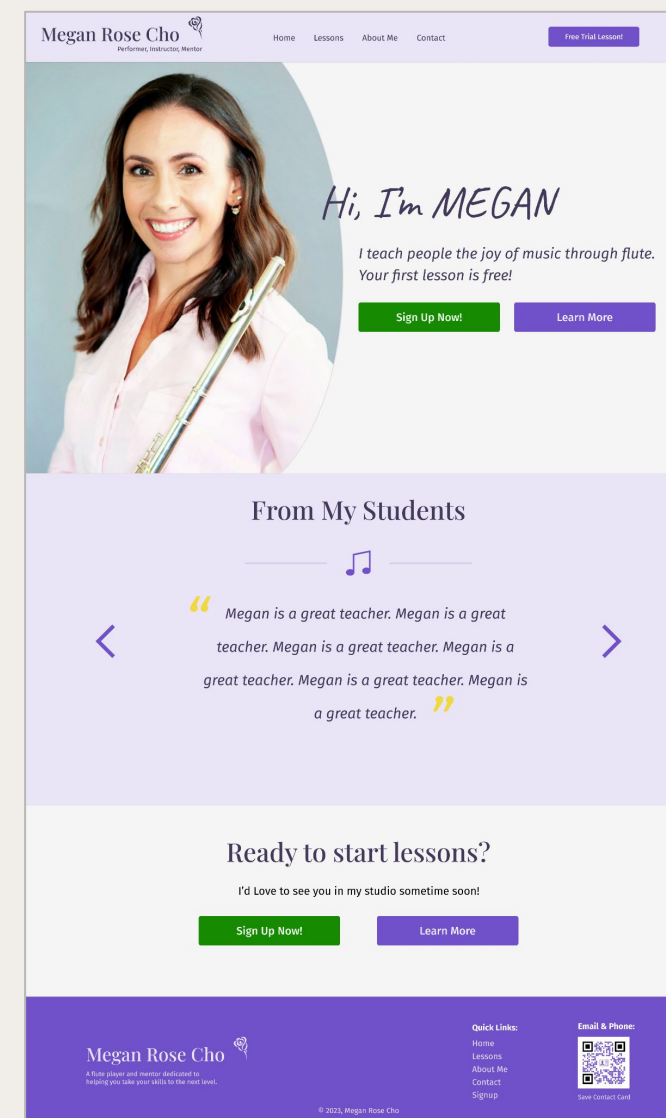


# ITERATION: HOME

## CHANGES

1. Made CTAs consistent, made secondary buttons lighter (D)
2. Added link to Instagram, which has several videos of the client playing flute, in footer (P2)
3. Improved overall colors, alignment, & spacing (D)

"An image of her performing. Parents love that"  
- Test Participant



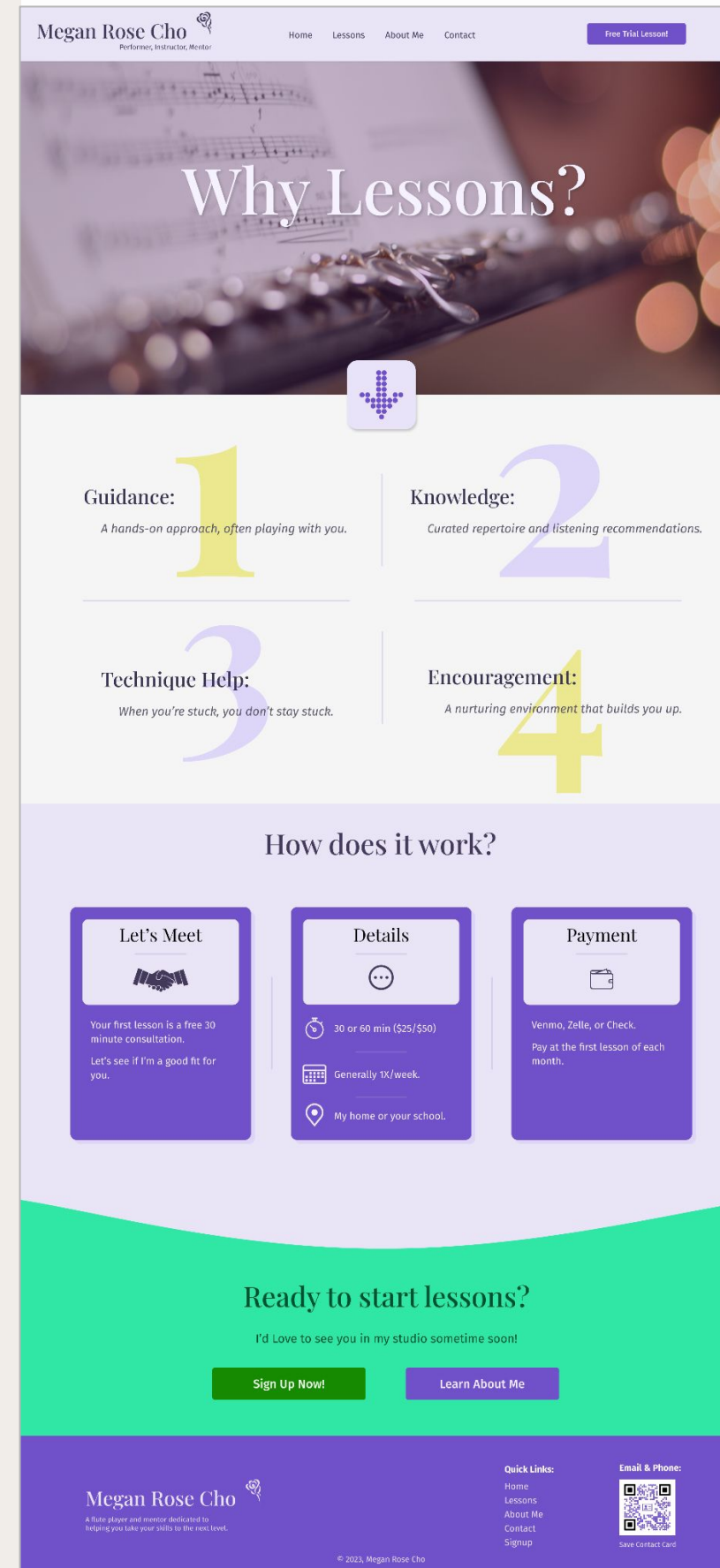
2

# ITERATION: LESSONS

## CHANGES

1. Replaced full width image with informative text that a user would need to know, balanced by smaller image on left **(D)**
2. Replaced "repertoire" with more user friendly "playing recommendations" **(P2)**
3. Added "My approach" section title; generally improved information architecture & alignment, a **(D)**
4. Put "your school" first, as the default location for lessons **(P1)**
5. Changed to a monochromatic color scheme, making the final CTA background purple instead of green **(D)**

"If you're not a musician, you don't even know how to pronounce 'repertoire.' "  
- Test Participant



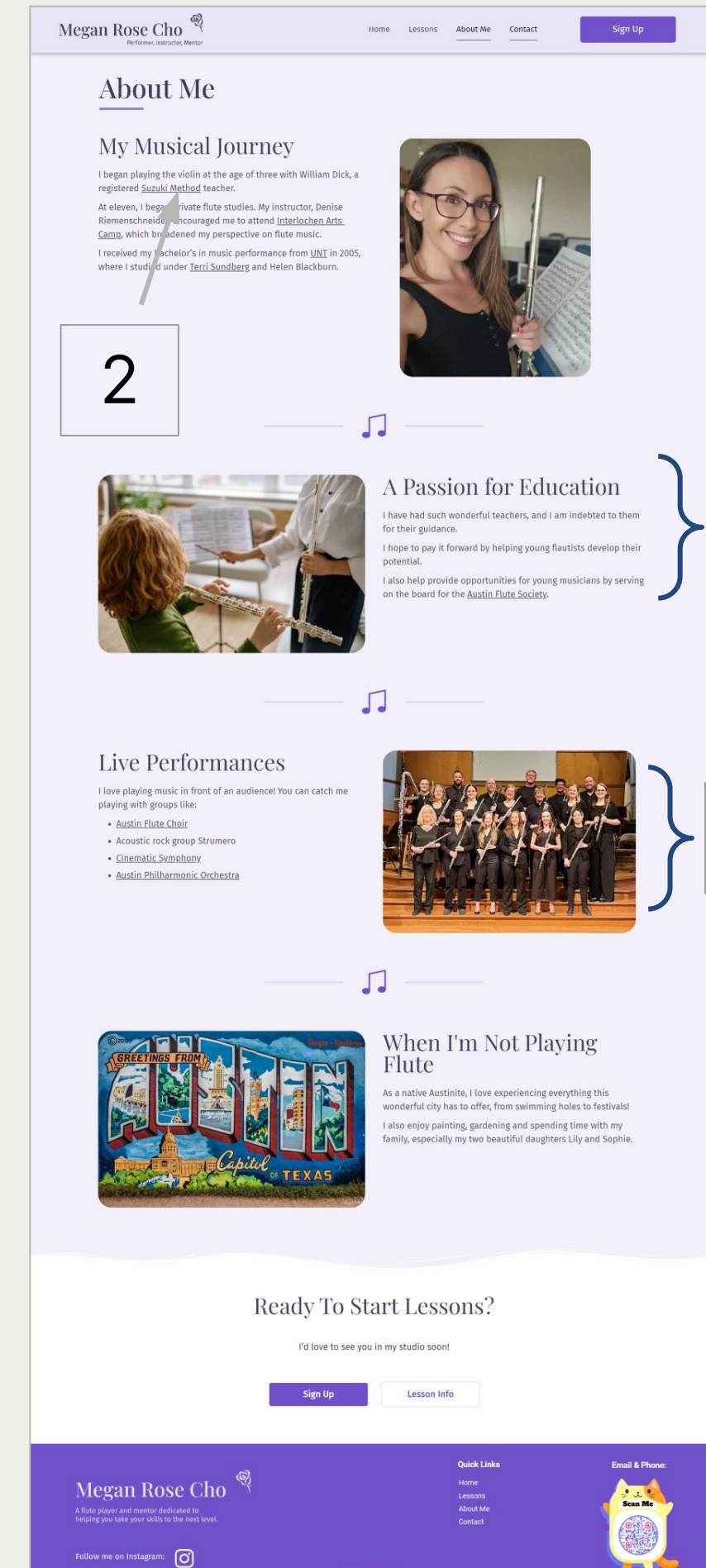
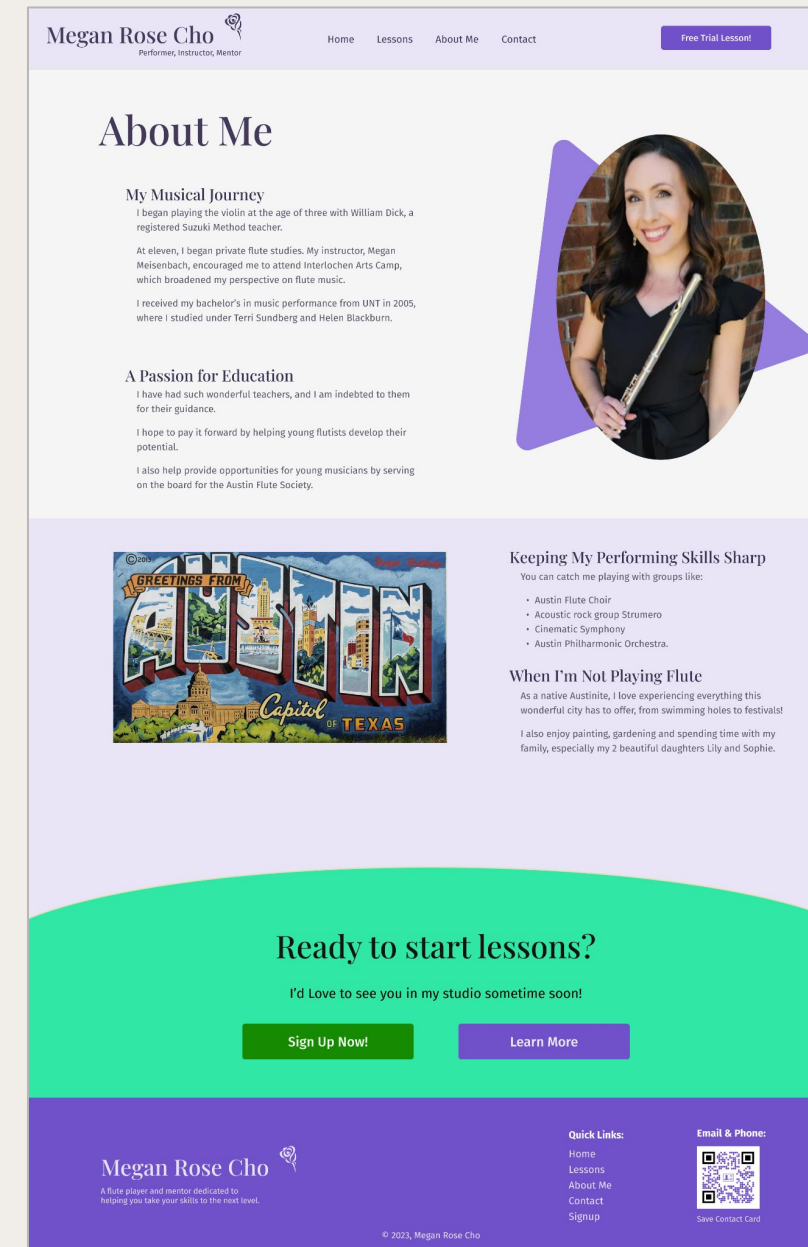


# ITERATION: ABOUT ME

## CHANGES

1. Broke text into smaller blocks, increased line height **(P2)**
2. Added hyperlinks to "Suzuki Method" and others **(P2)**
3. Added a picture of client with Austin Flute Choir **(P2)**

"I feel like it's a little too stoic, the look of it."  
- Test Participant



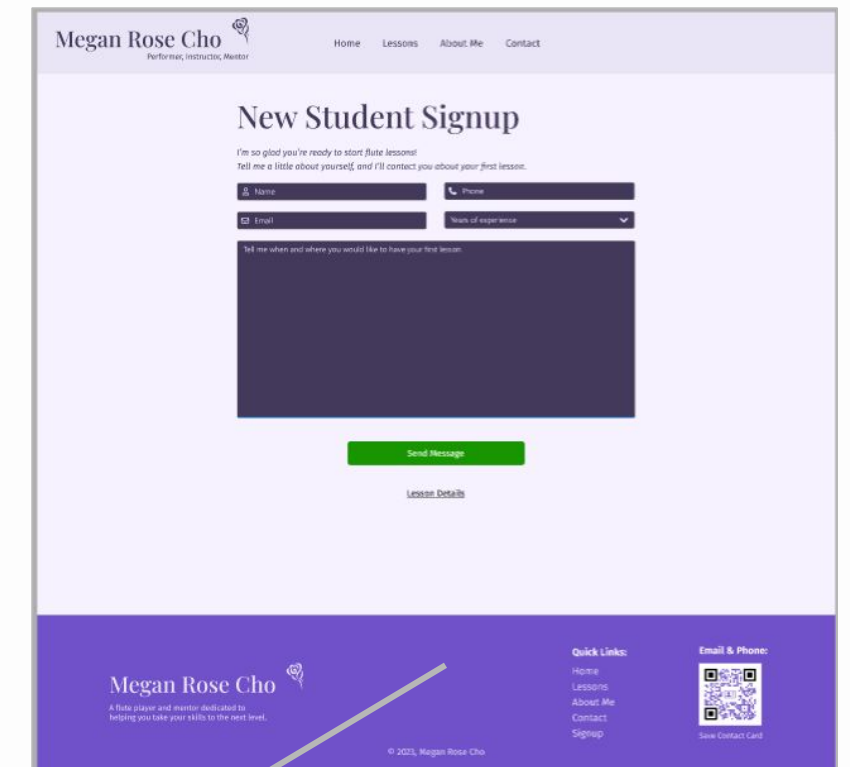
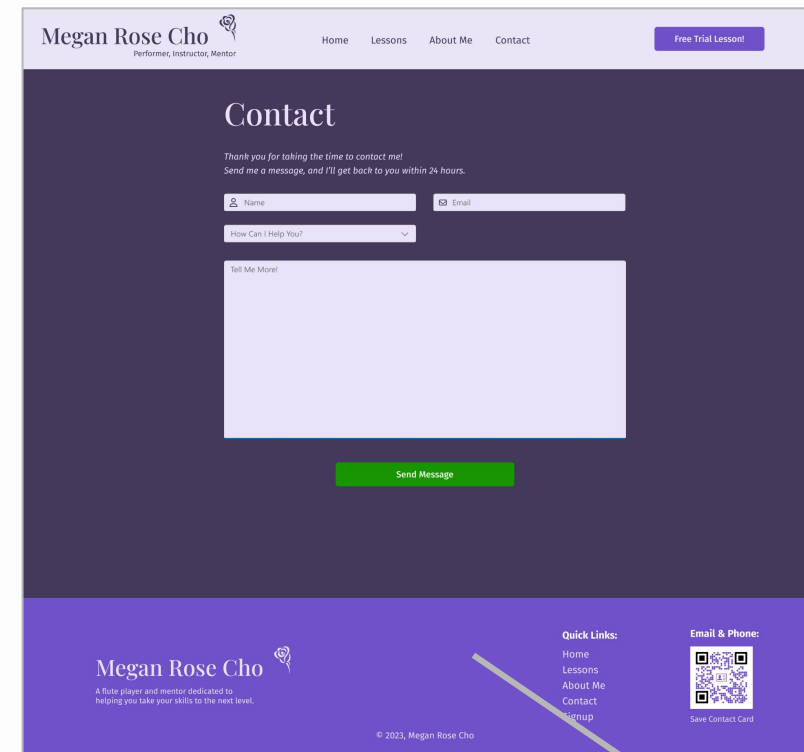


# ITERATION: CONTACT

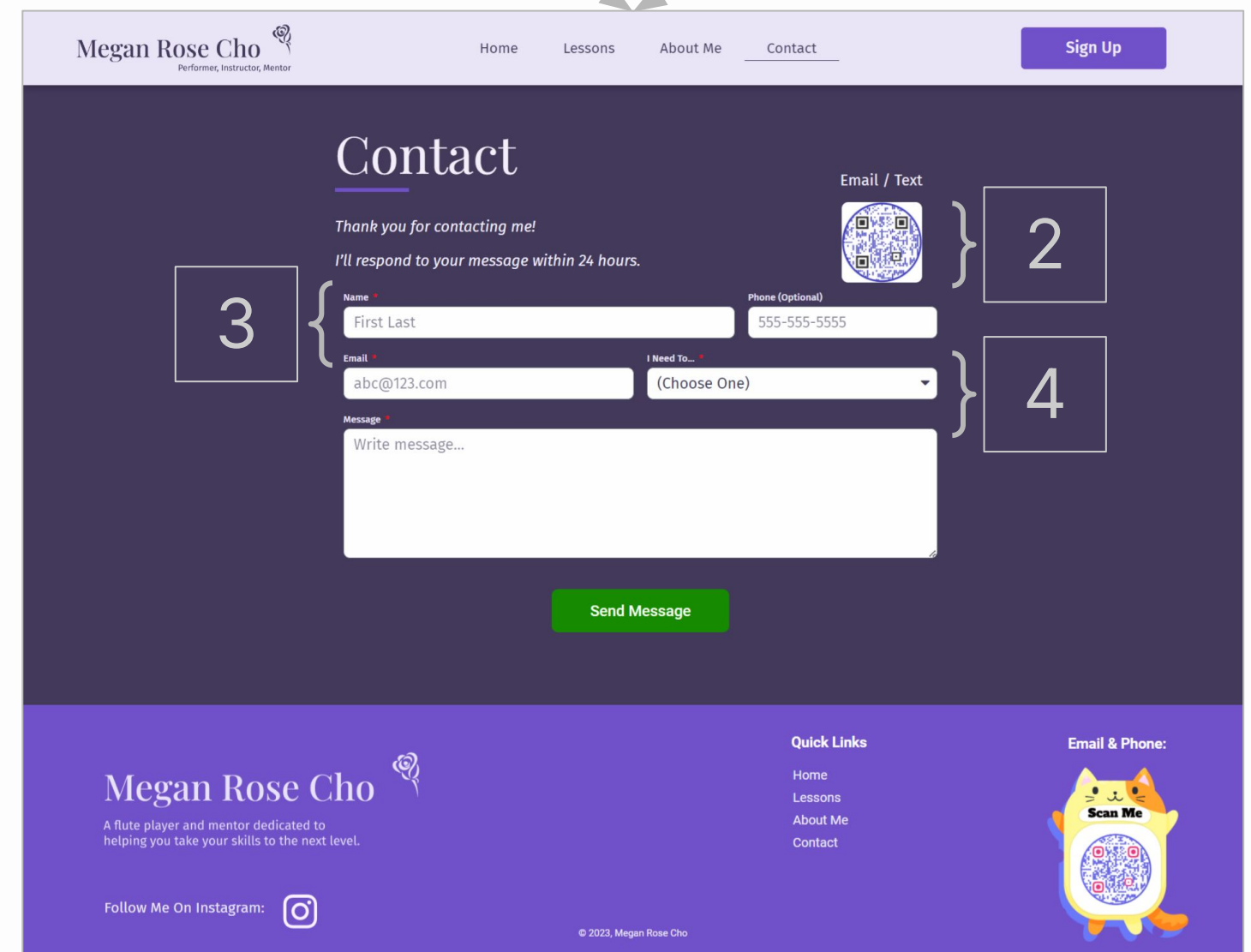
## CHANGES

1. Combined "Contact" and "Signup" to a single contact form **(D)**
2. Added a QR code that links to a contact vCard above form **(D)**
3. Changed "Name" placeholder to "First Last" **(P2)**
4. Replaced the "Experience Level" dropdown with "I need to..." **(P2)**
- 5.
6. for users who prefer to text or email directly.
7. Removed "Lesson details" tertiary link that might distract from the more important CTA **(P1, P2)**

"I was like, 'What?' I thought [the lesson details button] was going to be a summary"  
- Test Participant



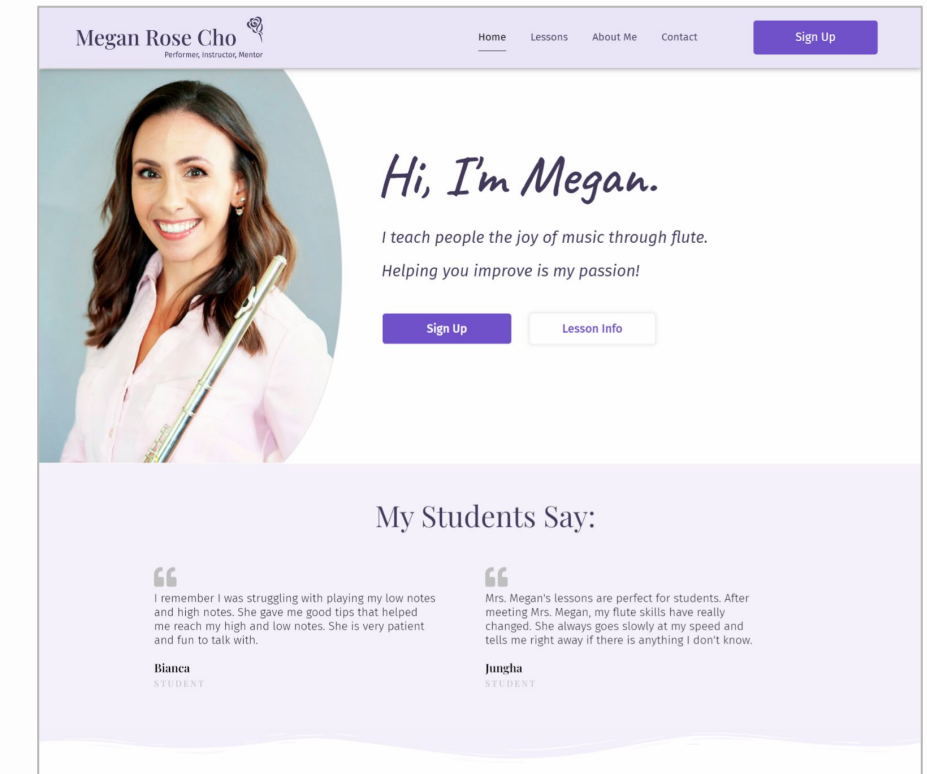
1



# CLOSING THOUGHTS

## IMPACT

The client's website, [meganrosechoflute.com](http://meganrosechoflute.com), now has a much more professional look and increased usability. Parents of potential students can easily find key information about the client, her teaching philosophy, and lesson procedures.



## POSSIBLE NEXT STEPS

I'd like to add a media page with videos and photos of the client performing and teaching.

Some tweaks to the mobile layout may be needed as well.

## MY GROWTH

I grew in my understanding of visual design, especially how the use of headings, typography, and spacing help the user parse information.

## DO DIFFERENTLY NEXT TIME

For future projects, I will strive to work more efficiently by establishing a style guide early.

I will also follow advice I recently was given on case studies: ABC (always be capturing!)



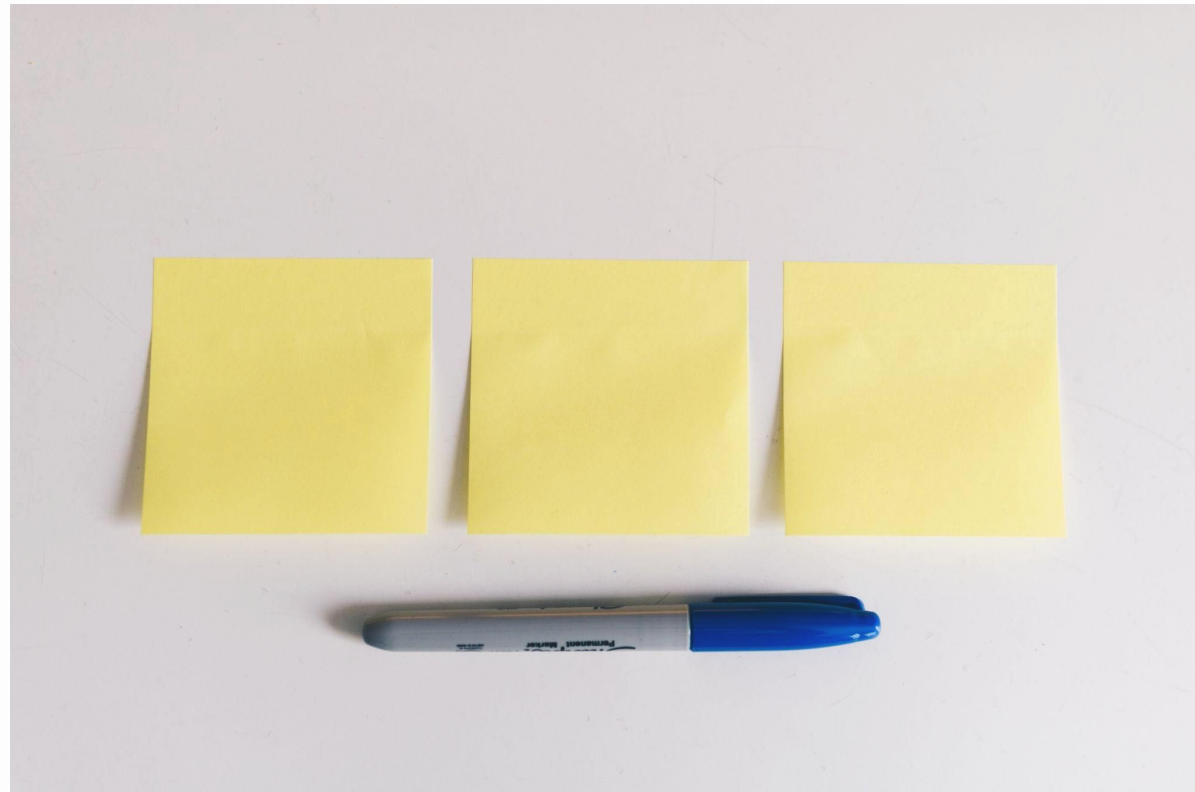


## ABOUT ME

I am a UX designer with a keen eye for visuals and a strong intuition for good research. I also have experience in education, languages, music, and animals. I love taking on challenging projects and gaining new skills.

I believe in approaching design through various points of view: user research, heuristics, competitor research, and designer intuition. I also have a basic knowledge of front-end programming in HTML, CSS, and JS.





# CONTACT

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**Website**                     www.jaronkunkel.com

**Phone**                        940 - 597 - 6265

**Location**                    Leander, TX