



Process Book

Dynamic website case study

Project overview



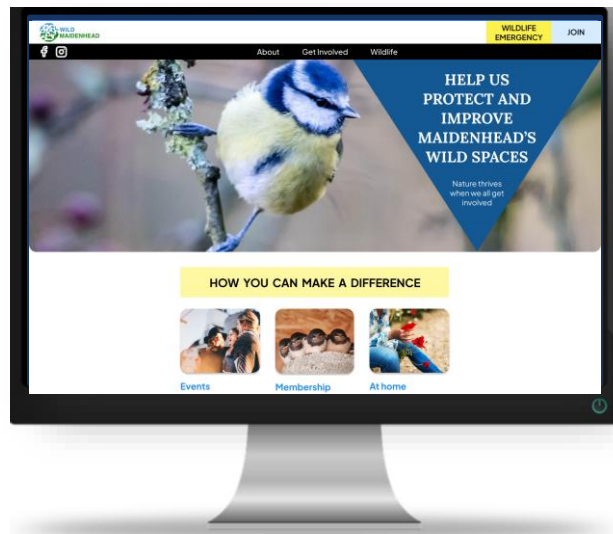
The product:

A responsive website for a wildlife group, to encourage users to actively participate in looking after the wild creatures, plants and places within Maidenhead.



Project duration:

February - August 2025



Project overview



The problem:

The current website is dated and does not draw significant traffic. Wild Maidenhead has a Facebook community of 2.7k but only 192 paid members. Activities are held each month but very few members regularly participate.



The goal:

- To give members of Wild Maidenhead a simple, engaging website that makes it easy to find information about wildlife projects in Maidenhead and sign up for activities and events.
- Increase active involvement and membership.
- Attract additional, younger experts.

Project overview



My role:

UX Researcher and UX Designer



Responsibilities:

User research, wireframing and prototyping

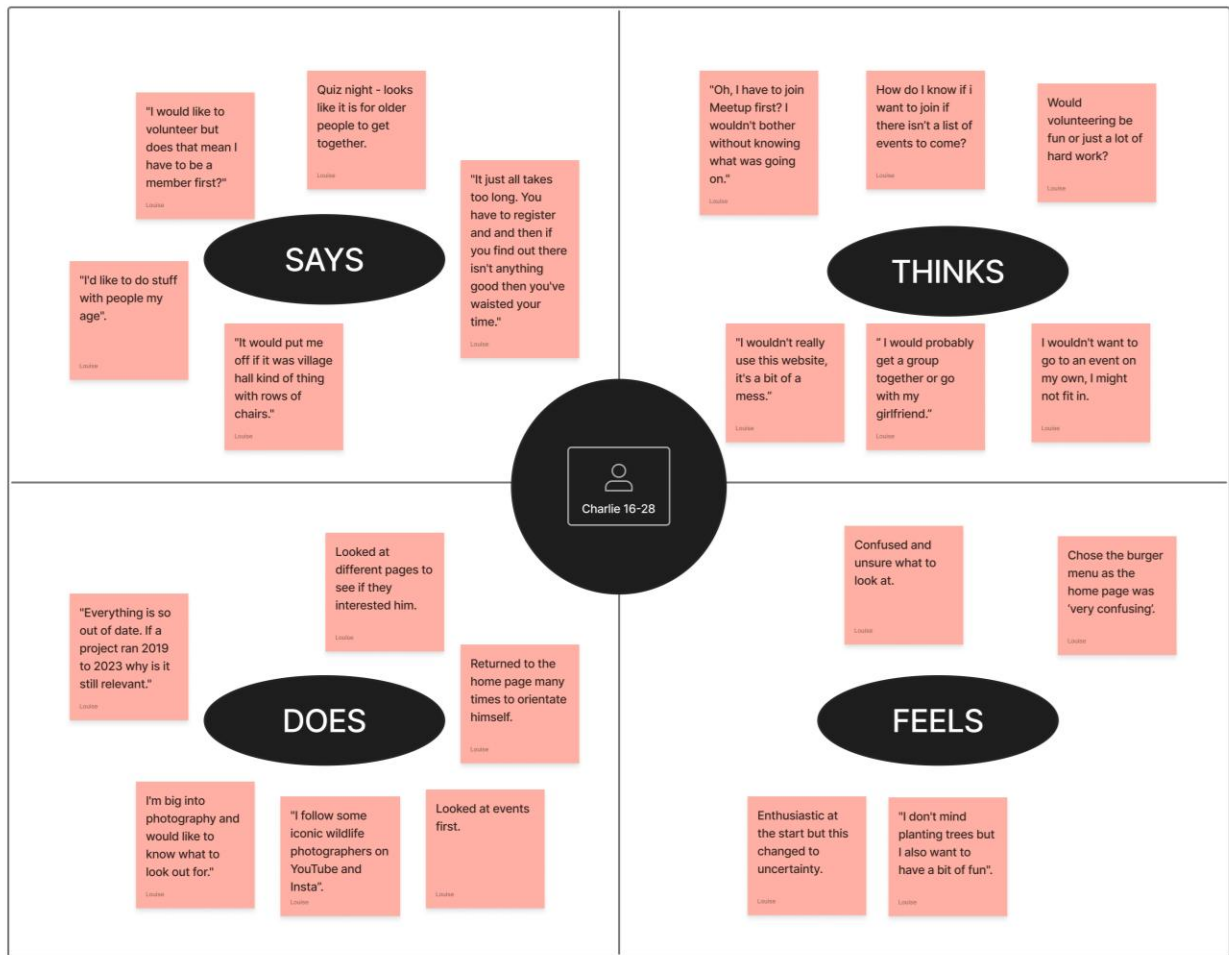
Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

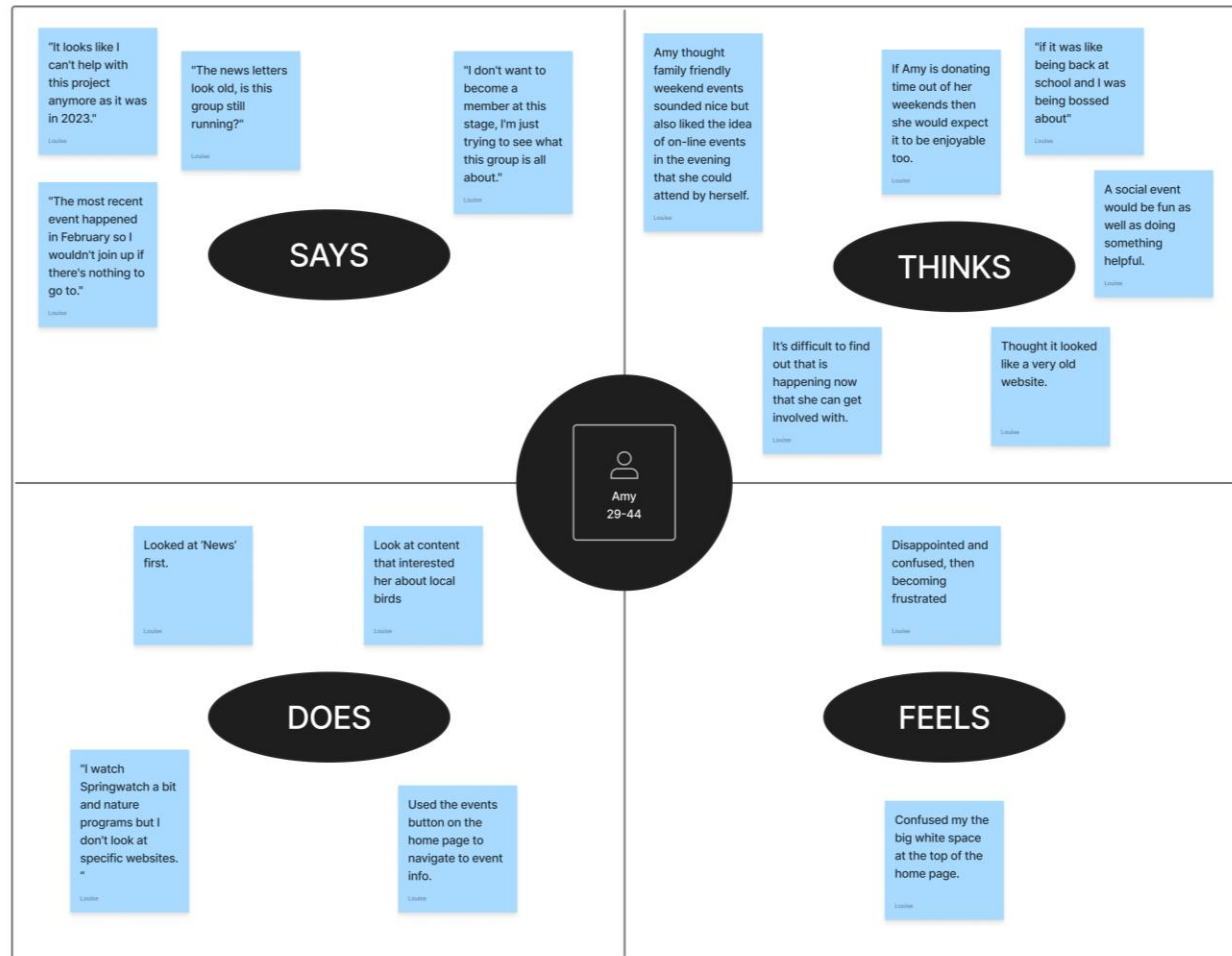
User research: summary

- Although most active WM Facebook members are 50+, 34% of the Facebook group are 29-44 and 17% are 16-28.
- Females account for 53% of the Facebook group but are responsible for a disproportionate 61% of the groups content contributions.
- I surveyed the WM Facebook group to understand users' motivations and interests. Improving biodiversity is the main area of interest at 60%, followed by influencing local policy 20% and spending time outdoors 20%.
- To gauge awareness of the Wild Maidenhead website, I created a Facebook poll. 51% of contributors were unaware of the website, 38% used it less than once a week and only 11% used it at least once week.
- To understand the pain points of using the website, I ran a moderated research study of six participants. Details of this can be seen in the following empathy map. Target participants' characteristics were that they were interested in nature and aged 16-60. For more information, please refer to the UX Research Study Plan.

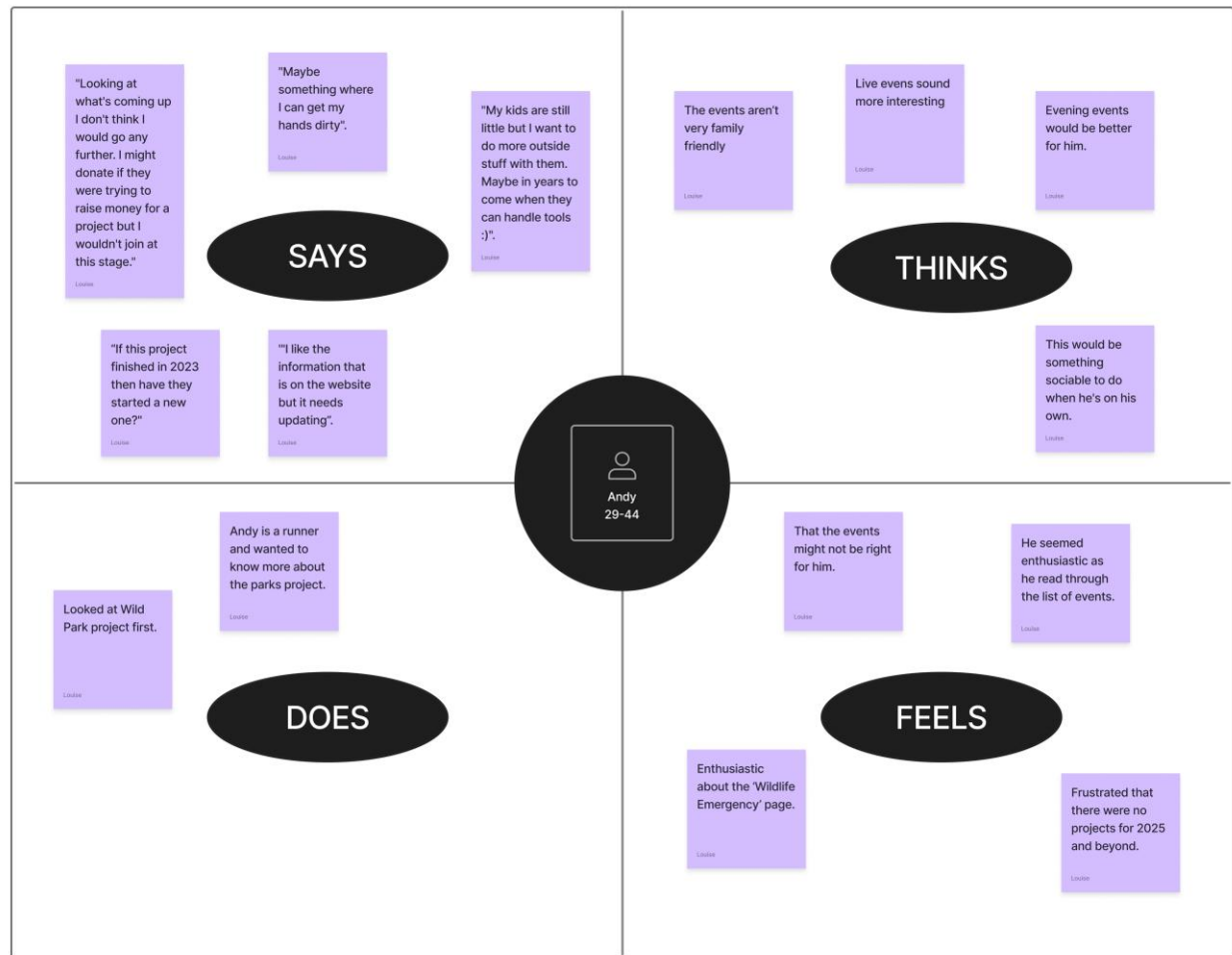
Empathy Map 1



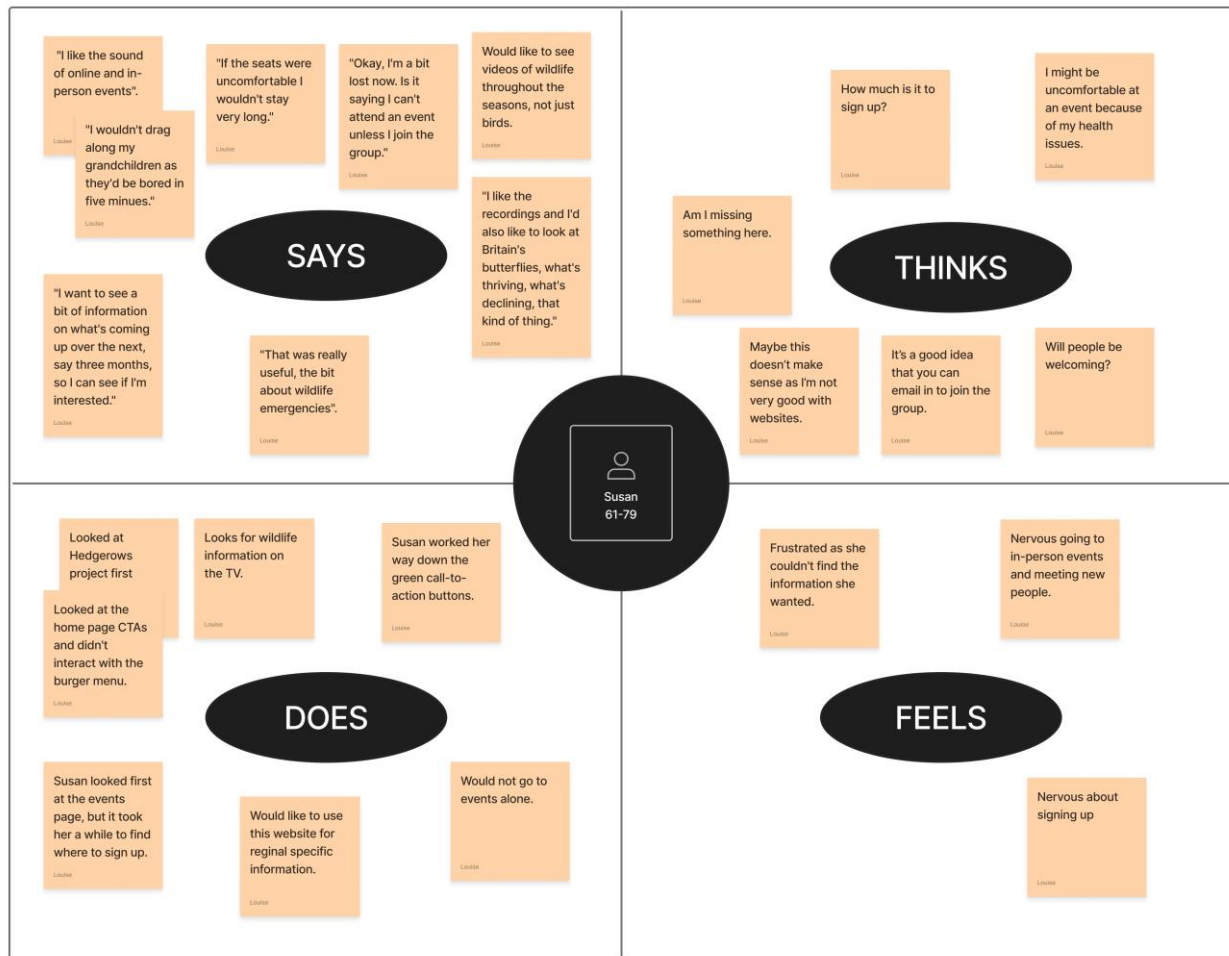
Empathy Map 2



Empathy Map 3



Empathy Map 4



Andy 29-44



Themes

Booking process

Susan looked first at the events page, but it took her a while to find where to sign up.

Richard took some time to find the events tab.

"With all this confusing information I wouldn't register with Meetup, sorry."

"It just all takes too long. You have to register and then if you find out there isn't anything good then you've wasted your time."

Membership

"I want to see a bit of information on what's coming up over the next, say three months, so I can see if I'm interested."

Nervous about signing up

How much is it to sign up?

"I don't want to become a member at this stage. I'm just trying to see what this group is all about."

It's a good idea that you can email in to join the group.

"Okay, I'm a bit lost now. Is it saying I can't attend an event unless I join the group."

"I would like to volunteer but does that mean I have to be a member first?"

"Oh, I have to join Meetup first? I wouldn't bother without knowing what was going on."

"The most recent event happened in February so I wouldn't join up if there's nothing to go to."

"Looking at what's coming up I don't think I would go any further. I might donate if they were trying to raise money for a project but I wouldn't join at this stage."

How do I know if I want to join if there isn't a list of events to come?

Content positives

Helen was excited to find the wildlife emergency page and felt good about knowing who to contact.

Enthusiastic about the 'Wildlife Emergency' page.

"That was really useful, the bit about wildlife emergencies."

Navigation

Looked at Wild Park project first.

Looked at 'News' first.

Looked at 'About' page first.

Looked at 'About' page first.

Used the events button on the home page to navigate to event info.

"I wouldn't expect to find a meet the team on the 'about page'."

Richard was quite confused and frustrated with the UK.

Richard skimmed the home page first and then checked the menu at the top.

Looked at different pages to see if they interested him.

Looked at the home page CTAs and didn't interact with the burger menu.

Looked at Hedgerows project first.

Confused and unsure what to look at.

Chose the burger menu as the home page many times to orientate himself.

Returned to the home page many times to orientate himself.

"I'm interested to work out what the difference between Wild and Be Wild is."

"Does it even give you a map of the location that it covers?"

Is there a Wildlife Emergency link at the bottom of every page?

What is BAP?

"Strange that there's a drop-down from Home".

Confused by the big white space at the top of the home page.

Susan worked her way down the green call-to-action buttons.

Maybe this doesn't make sense as I'm not very good with websites.

"I just took too long to get anywhere."

Event comments

Maybe if there were regular events it would be easier to plan ahead.

"If Amy is donating time out of her weekends then she would expect it to be enjoyable too."

"Most importantly I want to make a difference to our wild spaces but I would also enjoy the social element."

"I would probably get a group together or go with my girlfriend."

Sceptical of in-person events.

A social event would be fun well as doing something helpful.

This would be something sociable to do when he's on his own.

"My kids are still little but I want to do more outside stuff with them. Maybe in years to come when they can handle tools?"

"I don't mind planting trees but I also want to have a bit of fun."

"I'd like to do stuff with people my age"

Live events sound more interesting.

Evening events would be better for him.

"I'd choose an event that we could go to as a family. I want my kids to learn to take care of the environment."

I'd choose an event that we could go to as a family. I want my kids to learn to take care of the environment.

Amy thought family friendly weekend events sounded nice but also liked the idea of on-line events in the evening that she could attend by herself.

"I wouldn't enjoy it if it was like being back at school and I was being bossed about"

Worried that the events might not be right for him.

Content ideas

Would like to use this website for regional specific information.

Andy is a runner and wanted to know more about the parks project.

I'm big into photography and would like to know what to look out for."

Look at content that interested her about local birds

"Put all the old stuff in an archive or 'what we've done so far' and make sure the home page is up to date."

Would like to see videos of wildlife throughout the seasons, not just birds.

"The obvious thing for me is to organise the current content better and explain more about what they do rather than who they are"

Helen suggested that if there were things she could do to help in her own time then she would definitely do her best.

"I'd like some guides to helping the environment. Like the right flowers to plant for butterflies and how to encourage hedgerows into my garden."

"I like the recordings and I'd also like to look at Britain's butterflies, what's thriving, what's declining, that kind of thing"

Outdated content

"Why isn't there anything since summer last year? Could they do regular updates to the website so the news was more current?"

"If this project finished in 2023 then have they started a new one?"

Helen felt frustrated and a bit disappointed when the Ivy Bee password didn't work.

"It looks really interesting but it needs updating more often."

"I like the information that is on the website but it needs updating."

"Everything is so out of date. If a project ran 2019 to 2023 why is it still relevant."

The list of events is all out of date and then when you open the pdf it looks really interesting.

"It looks like I can't help with this project anymore as it was in 2023."

"The news letters look old, is this group still running?"

Thought it looked like a very old website.

Wanted to know why the biodiversity action plan ended in 2022 and what was on the agenda now.

Event concerns

Nervous going to in-person events and meeting new people.

Would volunteering be fun or just a bit of hard work?

Will people be welcoming?

Found different events on pdf and Meetup.

"It would put me off if it was village hall kind of thing with news of chairs."

Would not go to events alone.

Frustrated that there were no projects for 2025 and beyond.

"I wouldn't want to go to an event on my own, I might not fit in."

"If the seats were uncomfortable I wouldn't stay very long."

It's difficult to find out that is happening now that she can get involved with.

I might be uncomfortable at an event because of my health issues.

I worry the events won't be very family friendly.

"I wouldn't enjoy it if it was like being back at school and I was being bossed about"

Worried that the events might not be right for him.

User research: pain points

1

Outdated content

Lack of information on current and future projects and how to take part.
Frustration over past events being featured.

2

Confusing booking process for events

Lots of interest in events but a lack of information on the booking process creates confusion.

3

Inconsistent event information

Details on the events page, the attached PDF and the Meetup page are different, leading to frustration.

4

Confusion about membership

Users do not understand if they have to become a member to attend events.

5

Event concerns

A lack of information on events deters users from booking.



Oly

Oly graduated two years ago and lives with his parents, brother, dog and two cats. He loves walking in the countryside with his camera to capture nature and hopes one day to make photography a full-time job. He enjoys travelling with his girlfriend as much as possible and is saving for a Vietnam trip. He would like to volunteer for an organisation where he can enjoy the countryside, have fun and influence local policy.

Age: 24
Education: BA (Hons) Graphic Design
Hometown: Maidenhead
Family: Single
Occupation: Graphic Designer

Goals

- Move in with his partner.
- Work as a wildlife photographer one day.
- Travel and make memories.
- Make a positive difference to the world.
- Be able to influence local policy.

Frustrations

- Having to become a member to attend events.
- Boomers often take over and underestimate young people.
- Worried he won't ever be able to afford his own home.
- So much damage has already been done to the planet.

"I want to make a difference and have fun at the same time"



Jai

Jai is a father of two young children and is recently divorced. He wants to spend quality time with his children and enjoy being outdoors in the fresh air. He worries that they spend too much time looking at screens and not communicating with each other. Jai would like to meet like-minded people at weekend or evening events where he can learn more about the local area. He is a runner and wants to help upkeep the parks and wild areas he runs through.

Age: 38
Education: BSc in Computer Science
Hometown: Maidenhead
Family: Divorced
Occupation: IT Consultant

Goals

- Spend quality time with his family and be able to provide for them.
- Being a good Dad and role model.
- Staying fit and strong.
- Meeting new people.
- Spending more time outside.

Frustrations

- Outdated content on the website.
- Not having more time to spend with his children.
- Too much screen time.

“I like a project where I can get stuck in and get my hands dirty”



Carol

Carol loves spending time with her grandchildren and working in the garden. She wants to improve her social life and participate in something that keeps her moving. She has some health conditions that affect what she can do and this often puts her off joining clubs or groups. She doesn't want to be committed to a regular club but wants to be able to join in when she feels like it. Carol would like to learn more about wild plants and animals in Maidenhead and improve biodiversity.

Age: 72
Education: O Levels
Hometown: Maidenhead
Family: Married with three grown-up children
Occupation: Retired teacher

Goals

- Spend quality time with her family.
- Get fitter and keep moving.
- Meet new friends.
- Have fun.
- Learn something interesting.
- Improve biodiversity.

Frustrations

- Couldn't find the information she wanted.
- Wants to know more about the events before she signs up.
- Worry she might not be able to take part due to her injury.

*"If the seats aren't comfortable
I won't be staying long"*

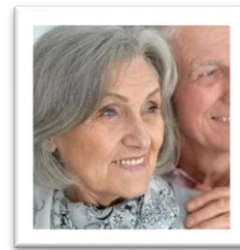
User Stories – who, what and why



As a young creative, I want to learn about nature and get involved, so that I can influence local policy and make a difference.



As a father, I want to spend more time enjoying nature with my children, so that I can stay fit and meet new people.



As a retired lady, I want to participate and help local biodiversity, so that I can improve my social life and get moving to stay healthy.

User journey map



Mapping out the flow of Oly's journey revealed that the information he wants is not easy to find within the website which causes him frustration and disappointment.

Persona: Oly Jackson

Goal: Make a positive difference to wildlife and influence local policy.

ACTION	Find out which are the best places to see local wildlife.	Find out how he can help local wildlife	Make sure my voice is heard	Find out about events	Book a place at event
TASK LIST	Tasks: A. Search for local areas of interest B. Read about conservation projects. C. Look at the Facebook group for recent sightings. D. Look at other websites for inspiration.	Tasks: A. Find out what work is currently being done. B. Find out if there is an opportunity to help.	Tasks: A. Search for active projects regarding local policy changes. B. Find out how he can help.	Tasks: A. Go to the events page. B. Look at the PDF. C. Join the Meetup group. D. Apply for membership.	Tasks: A. Apply for membership. B. Apply for an event on Meetup
FEELING ADJECTIVE	• Enthusiastic • Energized	• Focused • Hopeful	• Interested • Enthusiastic	• Frustrated • Confused	• Disappointed • Discouraged
IMPROVEMENT OPPORTUNITIES	• Make it easy to find current information on the Homepage • Create a page for what to look out for this month.	• Create an area on the Homepage that explains ways to help. • Make it easier to find 'how to help' information already in the Wild section.	• Create an area on the Homepage that gives easy access to these projects. • Create a page to feature these projects or a menu drop-down if there are lots of projects	• Make sure the events page is up to date and information can be found with one click from the homepage. • Remove the complexity of a pdf.	• Explain the booking process and use of Meetup. • Explain why it is important to become a member.

User journey map



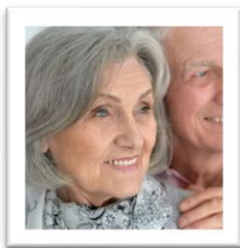
Mapping out the flow of Jai's journey revealed that there isn't a clear user journey for booking events and no upcoming events are shown on Meetup.

Persona: Jai Kumar

Goal: Get involved with outside activities and meet new people

ACTION	Find out if there are events he would like to attend.	Become a member	Book a practical event	Prepare for event	Attend an event
TASK LIST	Tasks: A. Go to the events page. B. Download 2025 events calendar. C. Search through the list.	Tasks: A. Click on join. B. Select individual membership. C. Fill in the membership form. D. Send BACS payment.	Tasks: A. Join Meetup. B. Find the event he is looking for on the group page. C. Book the event. D. Pay (if relevant).	Tasks: A. Find out where it is being held. B. Find out if it is child-friendly. C. Find out if he needs to bring anything? D. Find out how long the event will be.	Tasks: A. Wear appropriate clothing. B. Get to the event on time. C. Talk to other attendees.
FEELING ADJECTIVE	- Excited - Enthusiastic	- Optimistic - Interested	- Confused - Frustrated	- Apprehensive - Hopeful	- Nervous - Excited
IMPROVEMENT OPPORTUNITIES	Make sure there is a way to book a place on the events listed.	Change the membership application form so it can also be seen on mobile.	- Make sure events listed on the events calendar are listed on Meetup. - Create a direct link from the events calendar to book each event. - Increase the presence of events on the homepage.	- Give full event details on Meetup, answering all the above questions. - Send out a reminder email for the event several days before.	Give details of terrain and expected weather in the reminder email.

User journey map



Mapping out the flow of Carol's journey revealed that it is difficult to locate up-to-date biodiversity projects on the website, and a lack of event information causes worry and confusion.

Persona: Carol Ellis

Goal: Improve biodiversity in her local area and keep active.

ACTION	Improve biodiversity in her own garden	Improve biodiversity in Maidenhead	Book an informative event	Prepare for event	Attend an event
TASK LIST	Tasks: A. Go to the Wild page on the website and read about plants and bees. B. Read the recommendations about how to help. C. Buy bee-friendly plants for the garden	Tasks: A. Find biodiversity projects. B. Check how she can get involved. C. Become a member. D. Contact the group to see if any projects are running.	Tasks: A. Join Meetup. B. Find the event she is looking for on the group page. C. Book the event. D. Pay (if relevant).	Tasks: A. Find out where it is being held. B. Find out if the venue is accessible and has a toilet. C. Find out if she needs to bring anything? D. Find out how long the event will be. E. Find out if there is parking.	Tasks: A. Wear appropriate clothing. B. Get to the event on time. C. Talk to other attendees.
FEELING ADJECTIVE	- Enthusiastic - Encouraged	- Frustrated - Interested	- Confused - Frustrated	- Worried - Excited	- Nervous - Apprehensive
IMPROVEMENT OPPORTUNITIES	Raise 'ways to help' information in the IA so it is easier to find.	Show what is happening with projects in 2025 and beyond, as all the project information shown on the website ends in 2023.	- Make sure events listed on the events calendar are listed on Meetup. - Create a direct link from the events calendar to book each event. - Increase the presence of events on the homepage.	- Give full event details on Meetup, answering all the above questions. - Send out a reminder email for the event several days before.	- Make sure there is a welcoming atmosphere. - Explain fire exits, toilets and refreshments at the outset. - Send a follow-up email after the event to request feedback.

Problem statements

Oly is a busy young creative who needs to find locations where he can photograph nature and projects where he can influence local policy, because he wants to build a portfolio of work and make a difference.

Jai is a father of two who needs to find physical events where he can get involved, because he wants to meet new people and stay fit.

Carol is a retired grandmother who needs to find informative events, because she wants to stay active and improve her social life.

Goal statement

Design an accessible digital experience for Wild Maidenhead that empowers residents of all ages and backgrounds to easily discover and engage with local nature, conservation, and community events. The site should support social connection and active participation in protecting and enhancing the local environment.

Hypothesis statements

- 1 **If** Oly can see where to go to photograph local wildlife, **then** he can build a portfolio of beautiful images.
- 2 **If** Oly can become informed about local projects, **then** he can positively influence local policy.
- 3 **If** Jai can attend physical events, **then** he can stay fit and meet new people.
- 4 **If** Carol can attend informative events, **then** she can improve her social life.
- 5 **If** Carol can access information on biodiversity, **then** she can improve the biodiversity in her garden and stay active.

Goal statement 1.

Our website will let users find local wildlife hot spots and record sightings
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by allowing them to see and photograph plants and animals and help with ongoing ecology.
describe how the action will positively affect users (why)

We will measure effectiveness by tracking sightings and monitoring feedback.
describe how you will measure the impact

Goal statement 2.

Our website will let users Become informed about policy changes and local biodiversity and ecology projects
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by allowing them to be heard and make a positive difference to the environment.
describe how the action will positively affect users (why)

We will measure effectiveness by Monitoring government and council legislation.
describe how you will measure the impact

Goal statement 3.

Our website will let users take part in practical biodiversity and conservation events
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by allowing them to make a positive difference, stay active and meet new people.
describe how the action will positively affect users (why)

We will measure effectiveness by monitoring feedback after the events.
describe how you will measure the impact

Goal statement 4.

Our website will let users take part in informative events
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by Increasing their knowledge and giving them the opportunity to make a positive difference and meet new people.
describe how the action will positively affect users (why)

We will measure effectiveness by monitoring feedback after the events.
describe how you will measure the impact

Goal statement 5.

Our website will let users find information on the biodiversity and ecology of local plants and animals
product (what) perform specific actions (what)

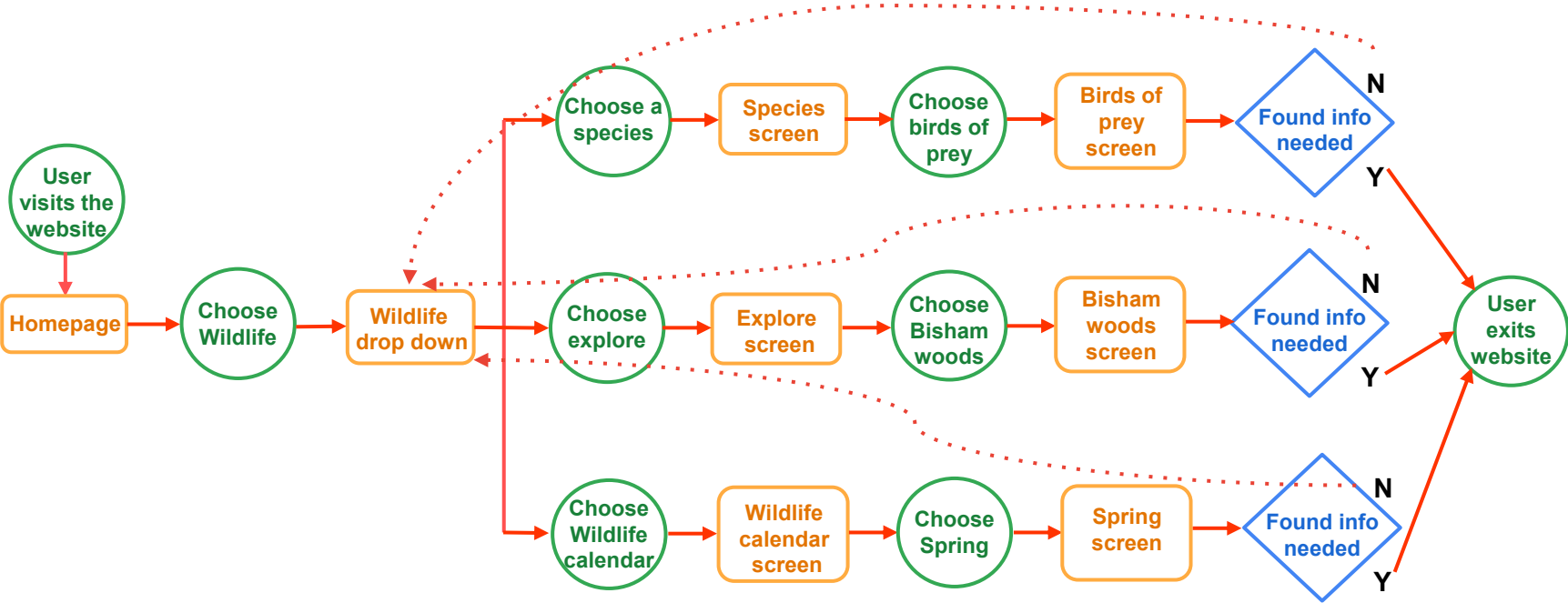
which will affect Maidenhead residence
describe who the action will affect (who)

by allowing them to improve the ecology in wild areas including their own gardens, stay fit and enjoy being outside.
describe how the action will positively affect users (why)

We will measure effectiveness by monitoring feedback.
describe how you will measure the impact

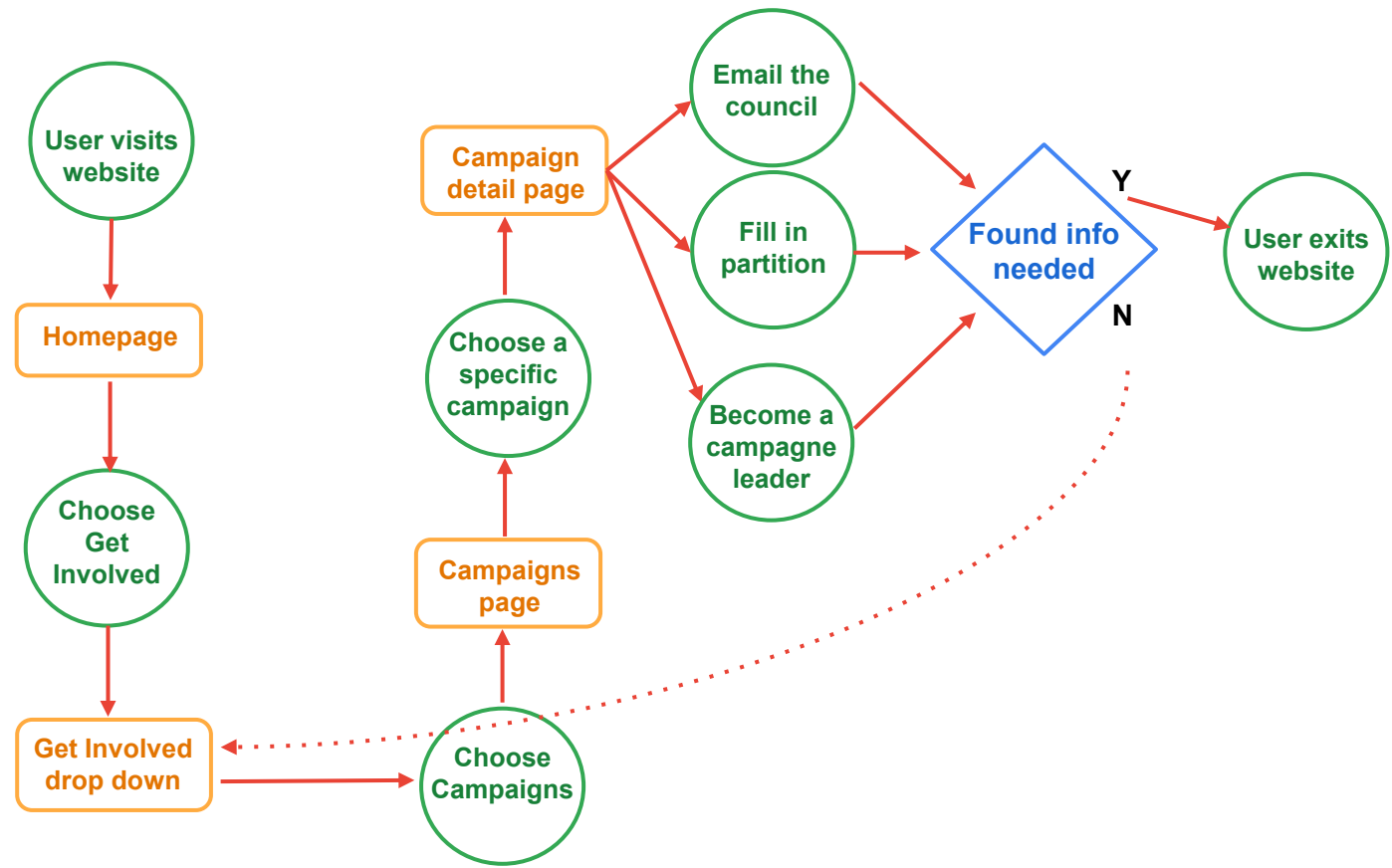
User task- 1

(Oly): Find the location of interesting wildlife



User task- 2

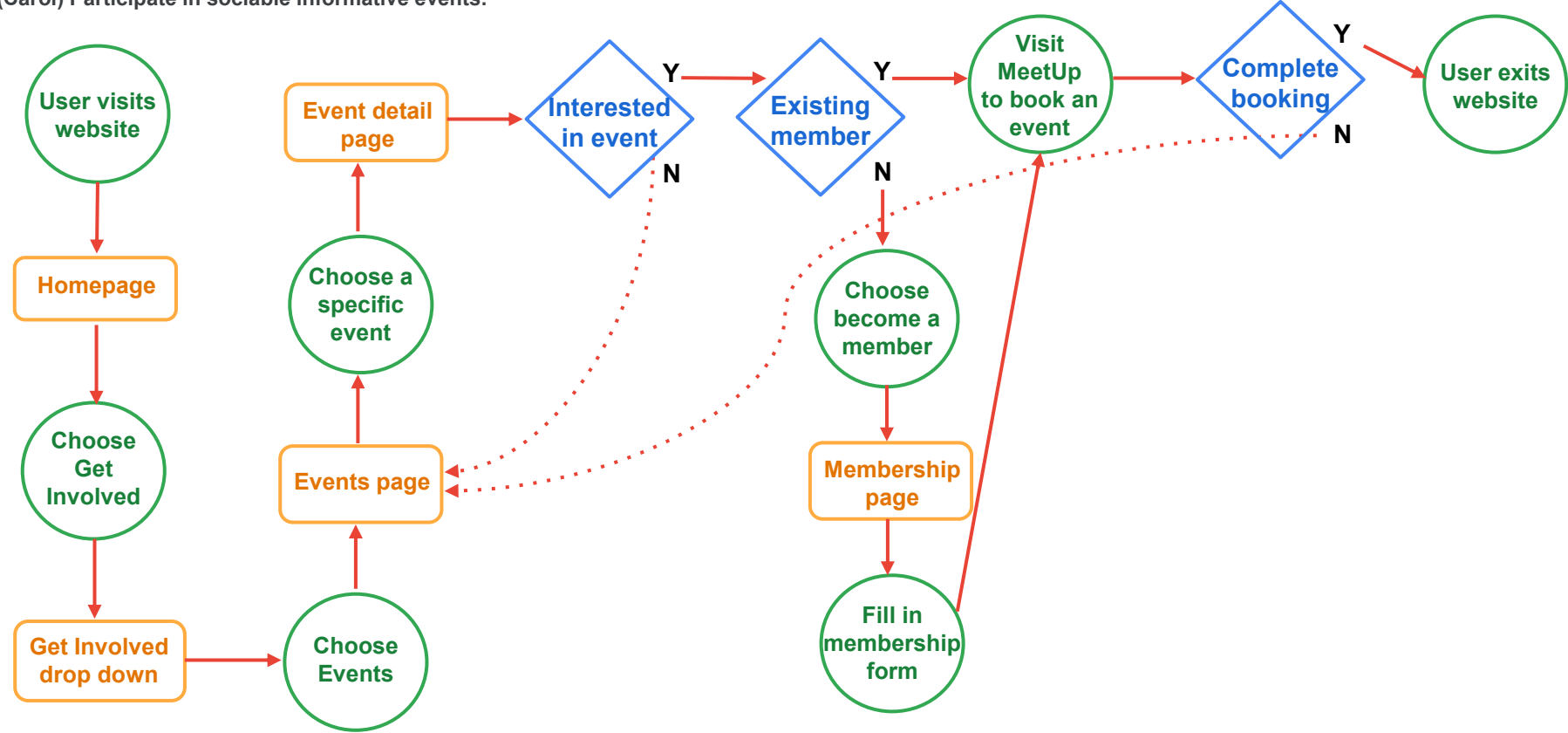
(Oly) Find information on local wildlife campaigns and how to get involved.

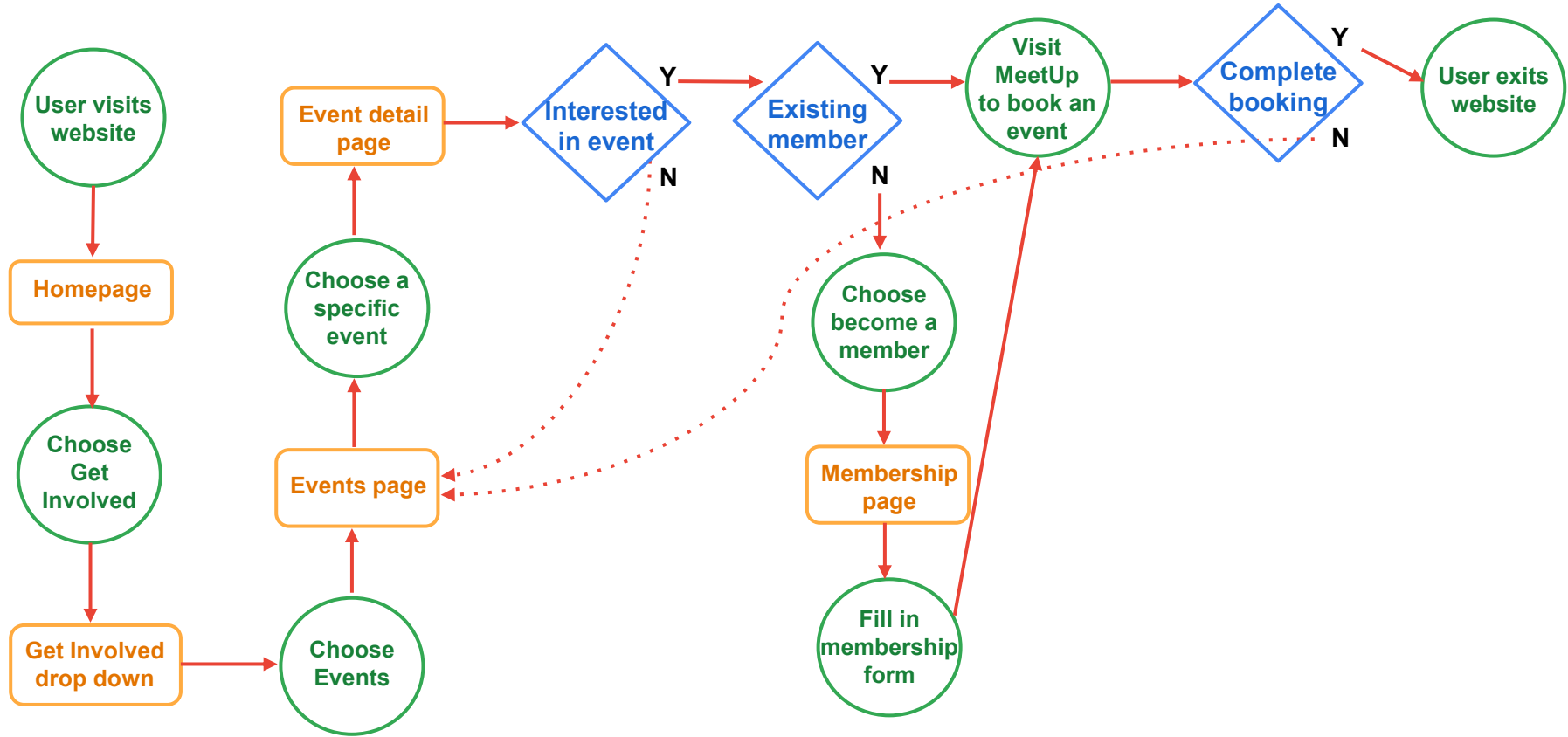


User task- 3

(Jai) Participate in sociable outdoor events.

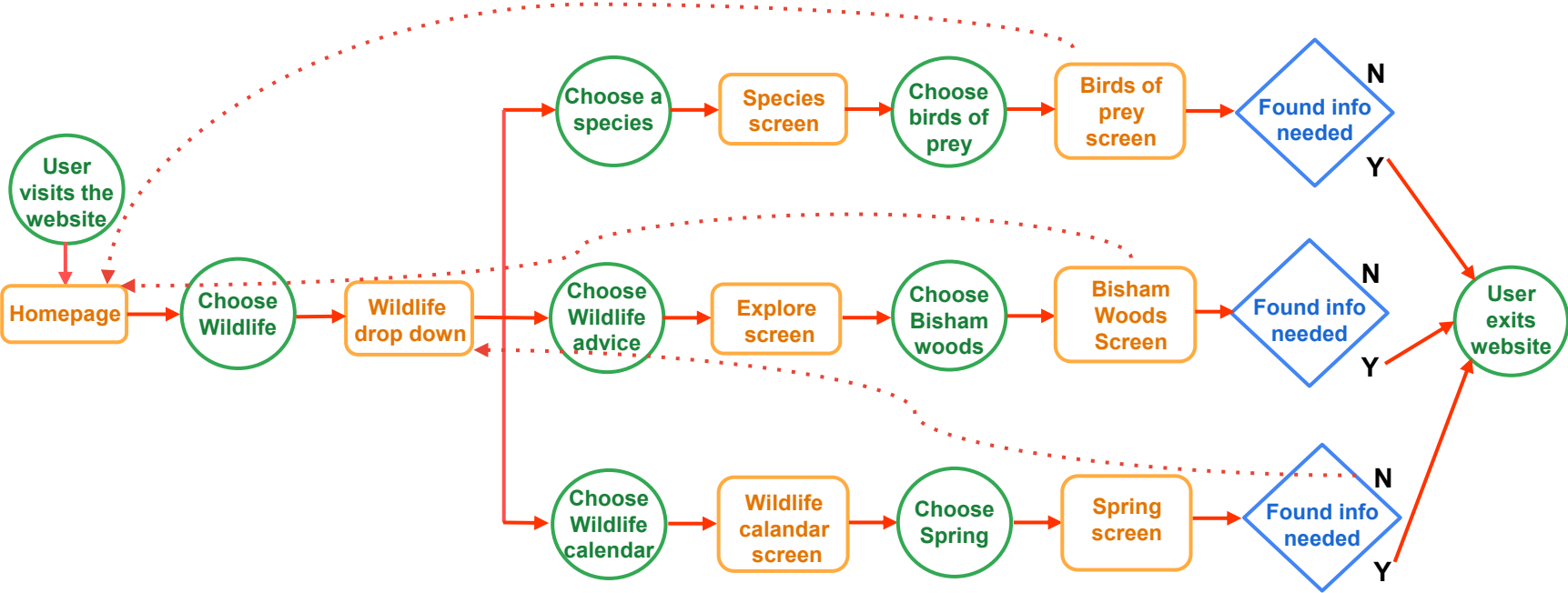
(Carol) Participate in sociable informative events.





User task- 4

(Carol) Find information on local biodiversity.



Sitemap

I built user-focused flows to ensure that my personas could complete their key objectives while reducing any existing pain points.

After presenting the user tasks to the Wild Maidenhead team, they decided that they would like to stay away from champagnes at present, so I have focused on the remaining three:

1. Finding the location of interesting wildlife.
2. Participating in local events.
3. Finding information on local biodiversity.



Screen size

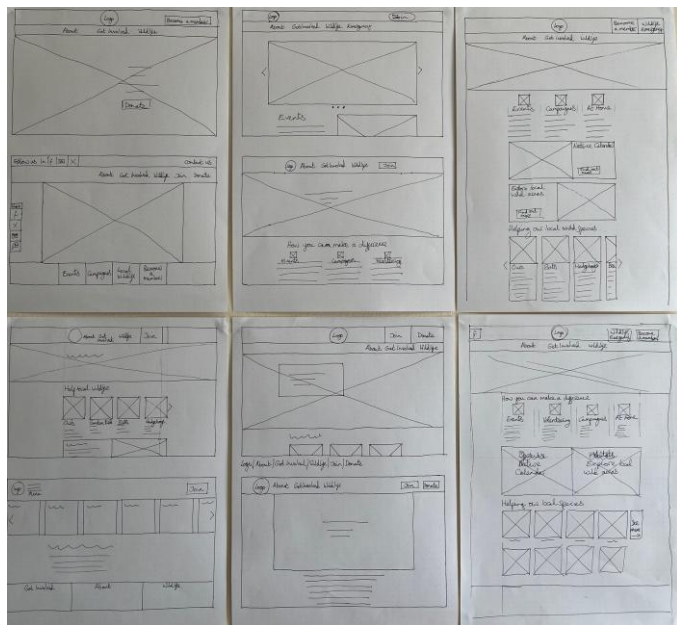
Survey results show that slightly more Facebook group members refer to the current WM website on larger screen types, desktop and laptop. I will therefore apply graceful degradation to my designs.

Existing Homepage

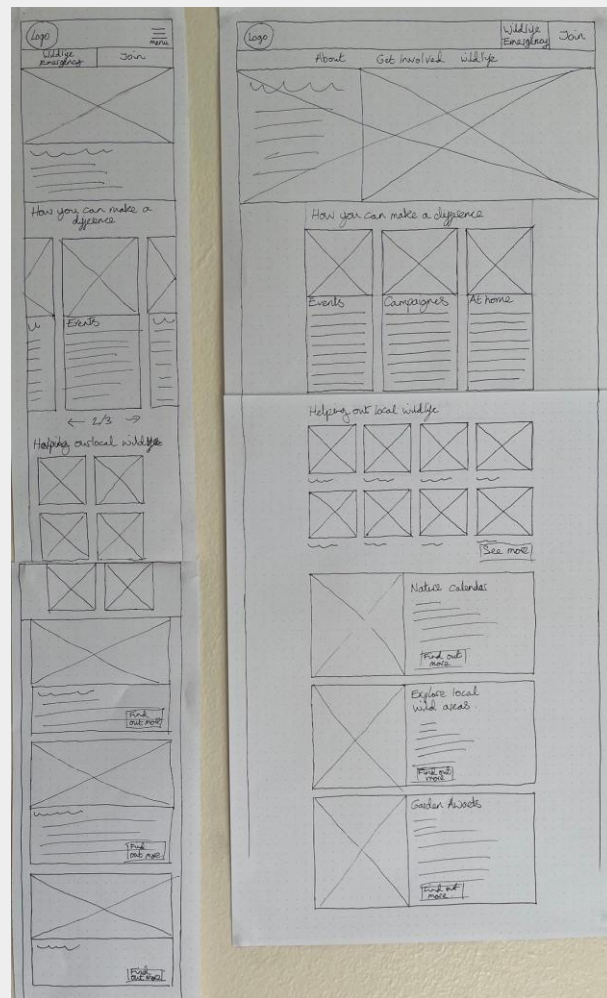


Paper wireframes

Home page



Following an initial exploration of layout concepts, I selected a full-width hero section to create immediate visual impact. Below this, a centred content container employs a layered, tiered structure to clearly distinguish the page's three key content zones, guiding the user through a logical and engaging flow.



Digital wireframes

Home page

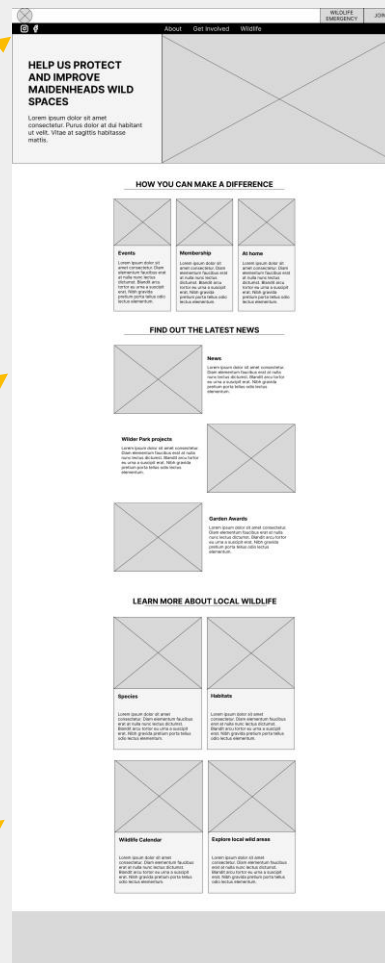
Information hierarchy on this page:

1. Wildlife Emergency + Join
2. About, Get involved + Wildlife
3. How you can make a difference
4. Find out the latest news
5. Learn more about local wildlife

The main toolbar provides three user flows: about, get involved and wildlife, which capture all the site content.

The mid-section will be regularly updated with quarterly newsletters and updates on the 'Friends of' projects.

Footer for information and advice



Wildlife Emergency and join take the most prominent position on the top menu bar.

The top section highlights the three areas Wild Maidenhead would like to promote: events, membership and ways to help at home.

The bottom section holds information and allows users to find out more about local wildlife and habitats.

Digital wireframes

Home page mobile

The three sections share the same structure but will be visually distinct, using colours and imagery to differentiate them.

Wildlife emergency and join buttons share the top menu space.

Burger menu contains the three menu options.



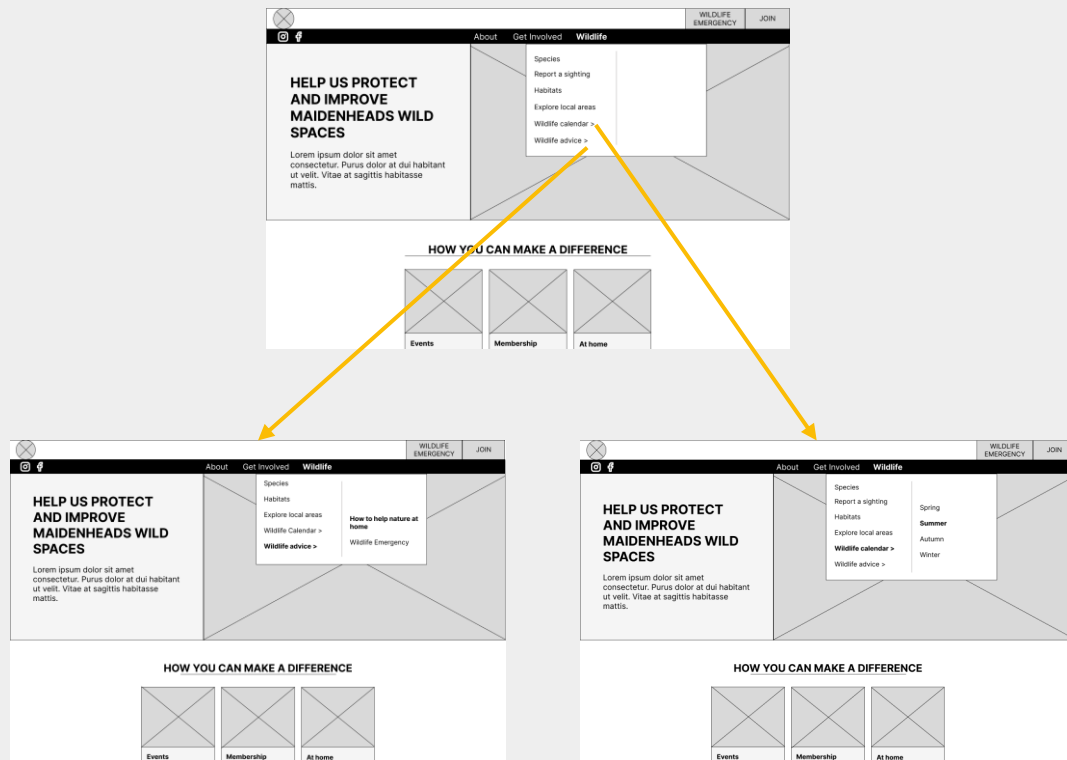
Added 'back to top' button due to long scrolling page.

Social media links move to a floating banner at the bottom.

Digital wireframes

Drop down menus

Users can access the Wildlife Calendar and advice resources via a multi-level dropdown menu within the Wildlife section

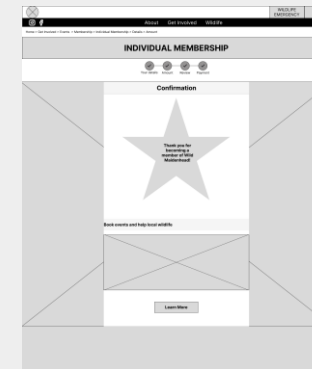
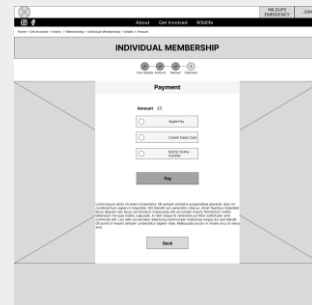
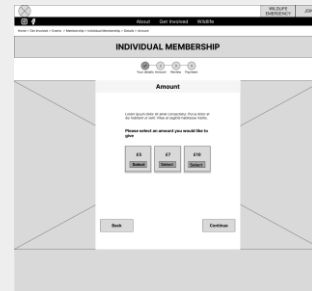
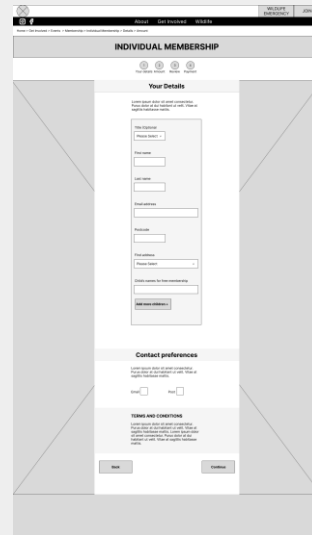
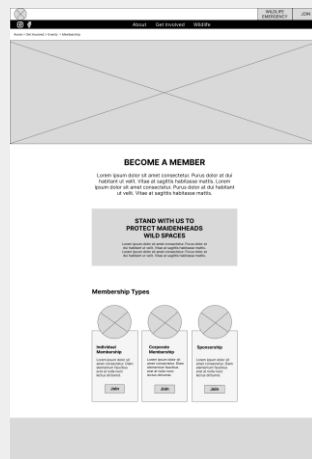


Digital wireframes

Membership pages

The membership follows a six-page user flow:

1. Type of membership
2. Personal details
3. The amount you would like to pay
4. Review details
5. Payment
6. Confirmation message

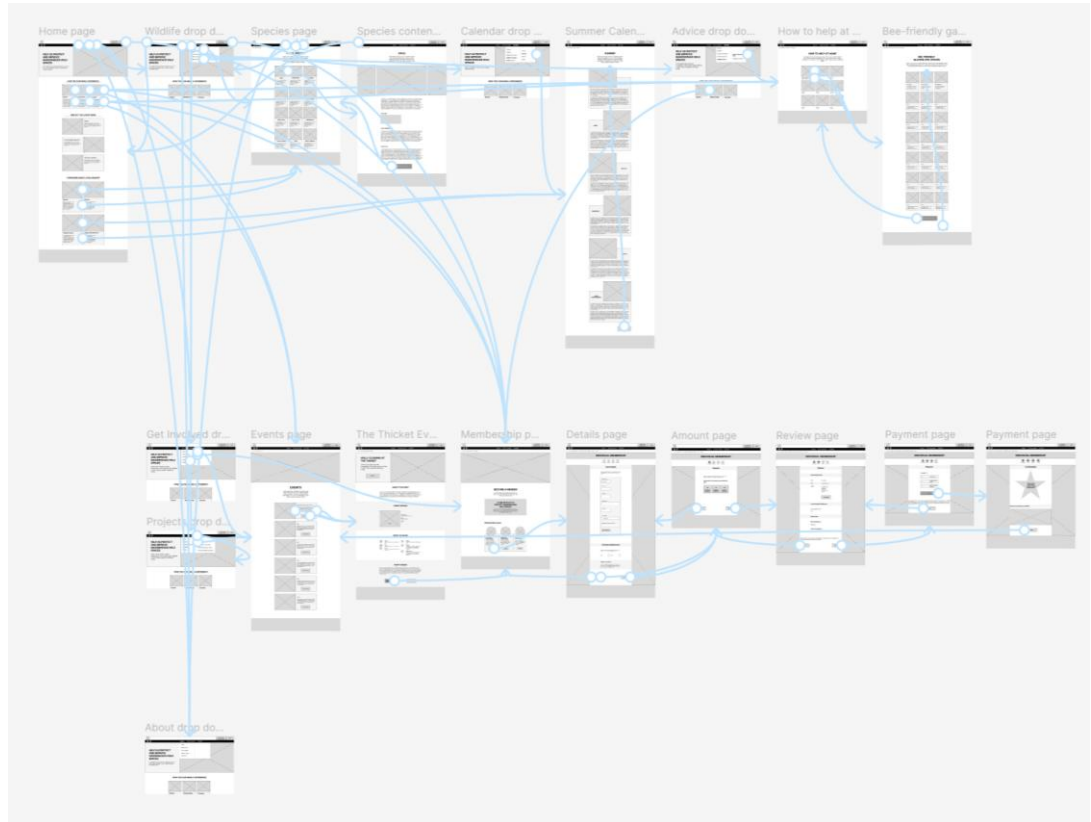


Low-fidelity prototype

After presenting the user tasks to the Wild Maidenhead team, they decided that they would like to stay away from champagnes at present, so I have focused on the remaining three:

1. Finding the location of interesting wildlife.
2. Participating in local events.
3. Finding information on local biodiversity.

<https://www.figma.com/design/WlgEmVZBKJZ5AmE0EoPOzB/Wild-Maidenhead-website?node-id=114-2171&t=0NyrqnuEePJjDiVg-1>



Usability study: parameters



Study type:

Moderated usability study



Location:

United Kingdom, remote



Participants:

6 participants



Length:

20-25 minutes

Usability study: findings

Round 1: I interviewed five users as part of a moderated usability study w/c 5th May, 2025.
The website was very well received with few iterations required.

Round 1 findings

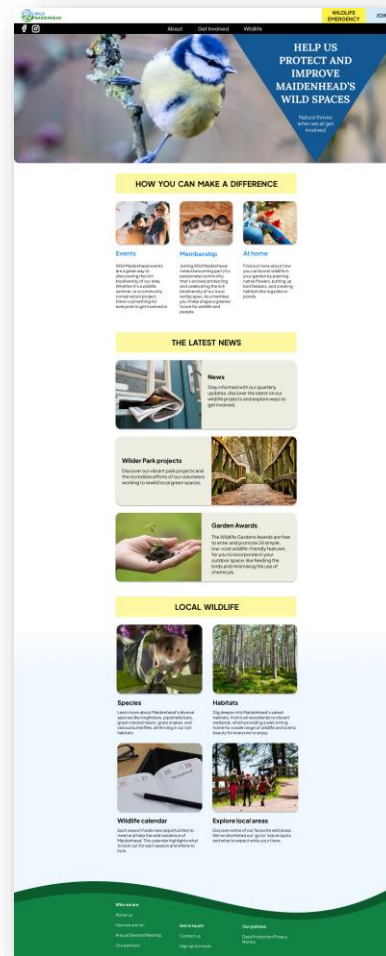
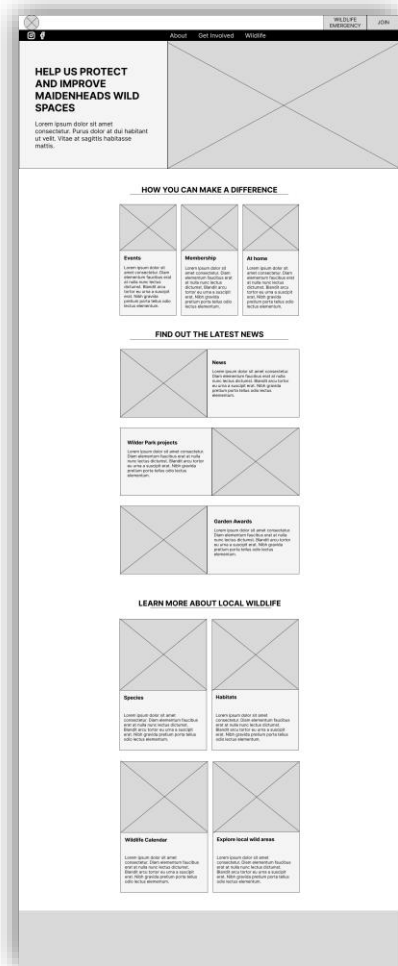
- 1 Two users wondered what the blank area on the first level of the Wildlife drop-down menu was for.
- 2 Three users thought the 'membership' and 'book' buttons at the bottom of the 'Holly clearing' event page were confusing.
- 3 Two users commented that the Facebook icon usually goes before the Instagram logo.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

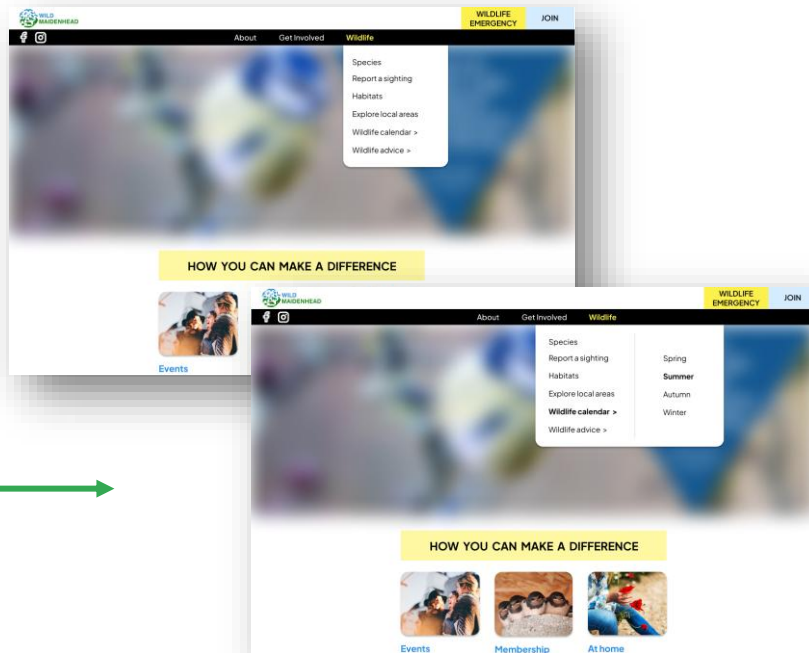
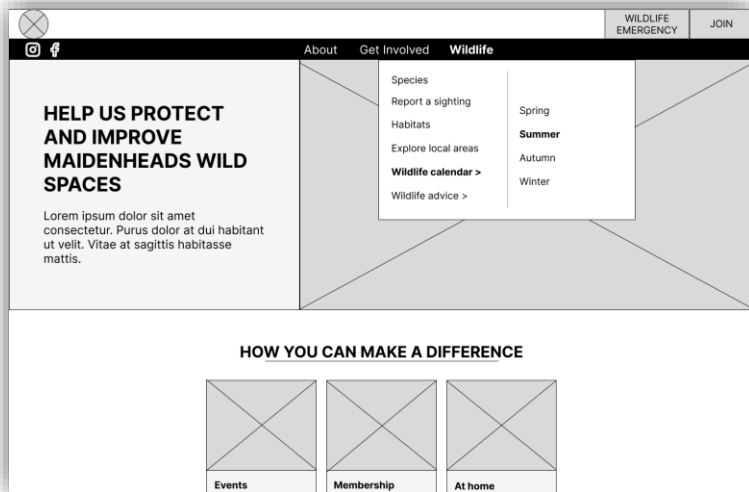
Home page mockup

- Primary navigation on the menu bar has three clear routes that follow an intuitive user flow.
- Three useful information sections with easy navigation.



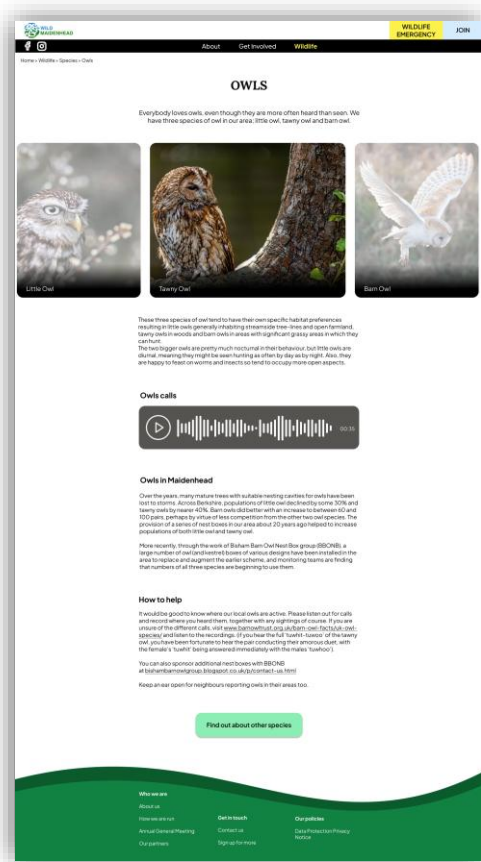
Drop-down mockups

Drop-down menus with submenus available for some options, creating an organised layout.



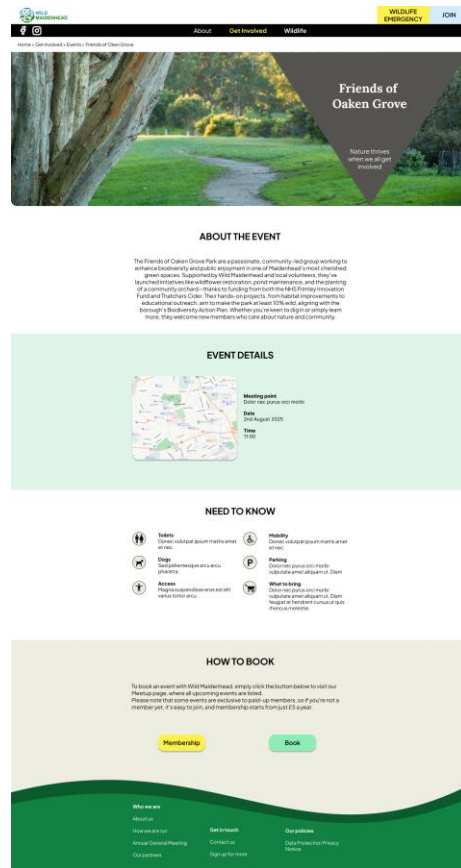
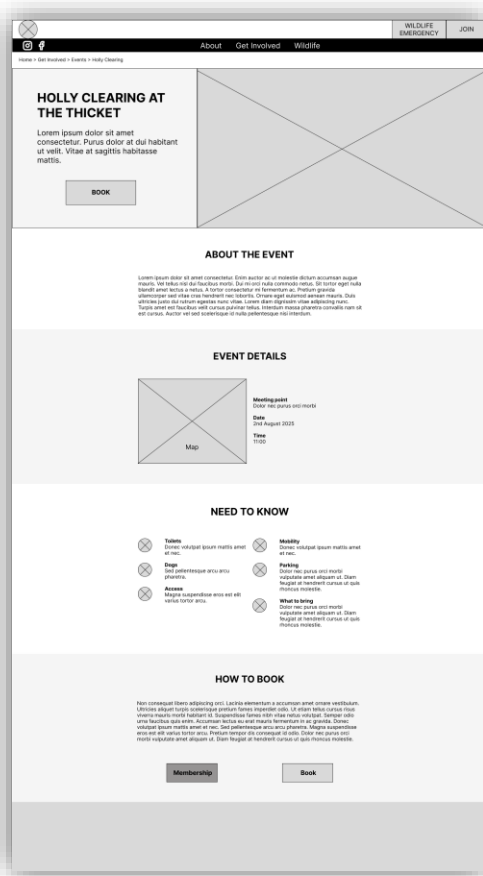
- Each species page will contain a carousel of images. This will be the same page layout for 'Habitats'.

-



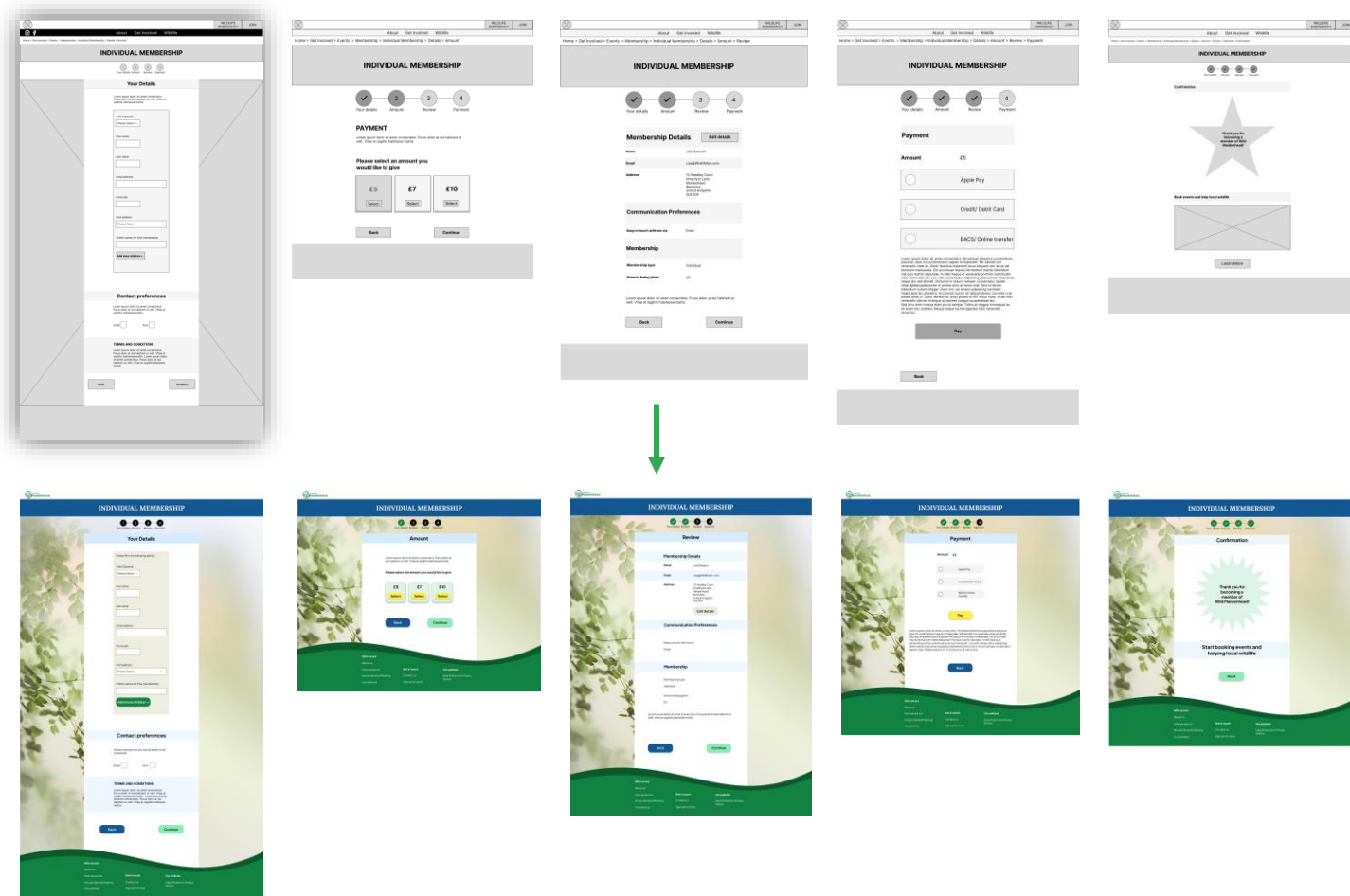
Event page mockup

The event page fulfils the user need to be informed about event and location details, including accessibility considerations.



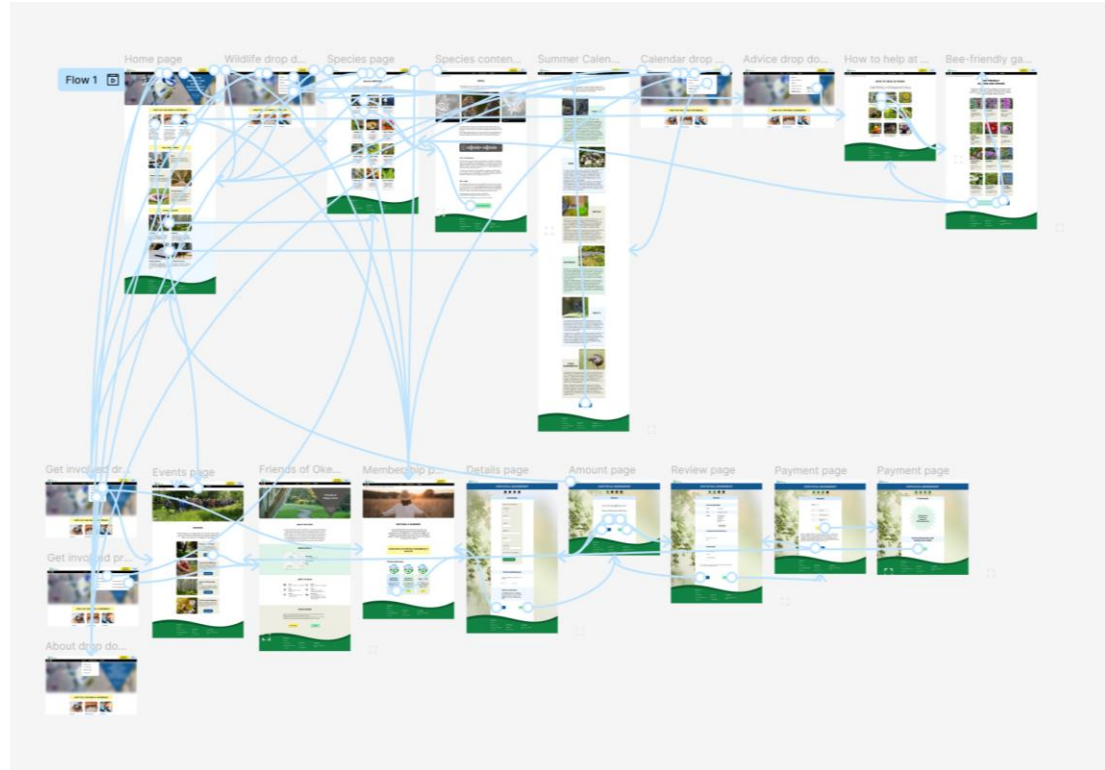
Event page mockup

The membership checkout offers a four-step process with progress indicators to provide clear orientation.



High-fidelity prototype

<https://www.figma.com/design/WIlgEmVZBKJZ5AmE0EoPOzB/Wild-Maidenhead-website?node-id=487-191&t=N0U3ctSUIKTorF65-1>



Ideation

After a meeting with the Wild Maidenhead team to present the Hi-fi prototype, I received the following feedback:

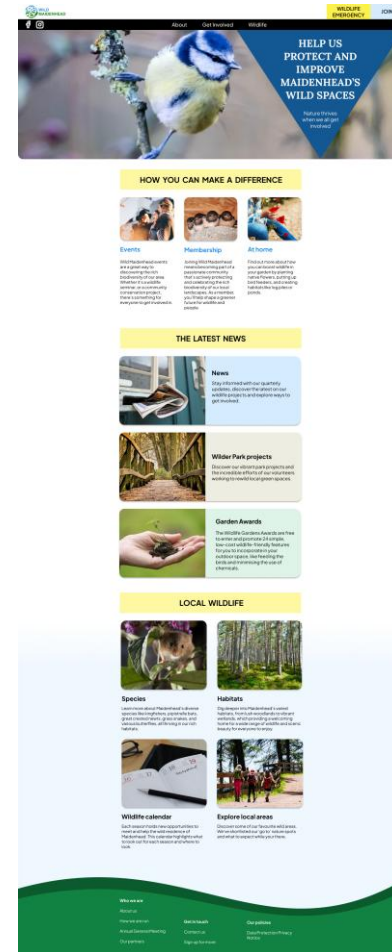
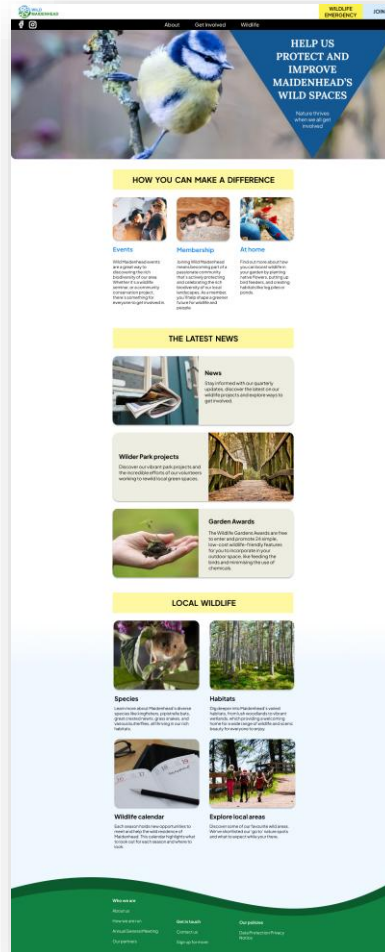
- They like the overall look and simplicity of the site.
- The IA and information flows are intuitive and work well.
- The events page works well for projects, but they would like to treat ongoing and one-off events separately.
- The wording sometimes puts a focus on wild spaces, but many of the spaces WM works with are not wild. 'It's about helping nature wherever we can, and that's often in town parks that will never be wild.'

Next steps

1. Review the projects page to incorporate feedback
2. Adjust copy to reflect the wild emphasis being on nature and not the spaces themselves.
3. Differentiate the articles in the 'The Latest News' section of the home page so they stand out as separate articles.
4. Improve on the design of the 'Wildlife Calendar' page so it reflects the season more.

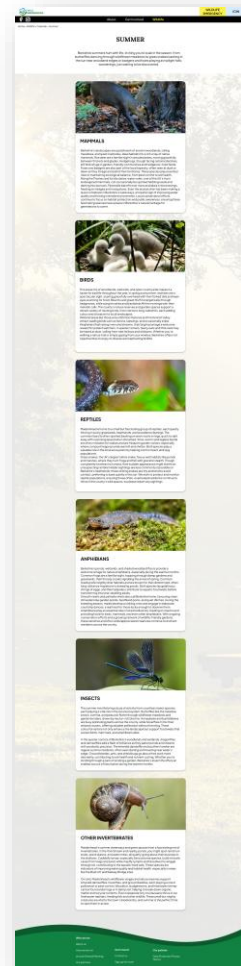
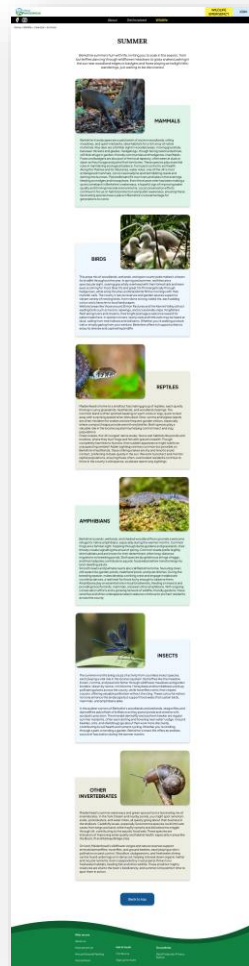
Home page Ideation

- Utilizing the orientation of the articles in 'The Latest News' section felt unnecessary, so I have simplified the layout.
- Adding a different colour to each tile of the same section differentiates each article and helps it stand out in its own right.



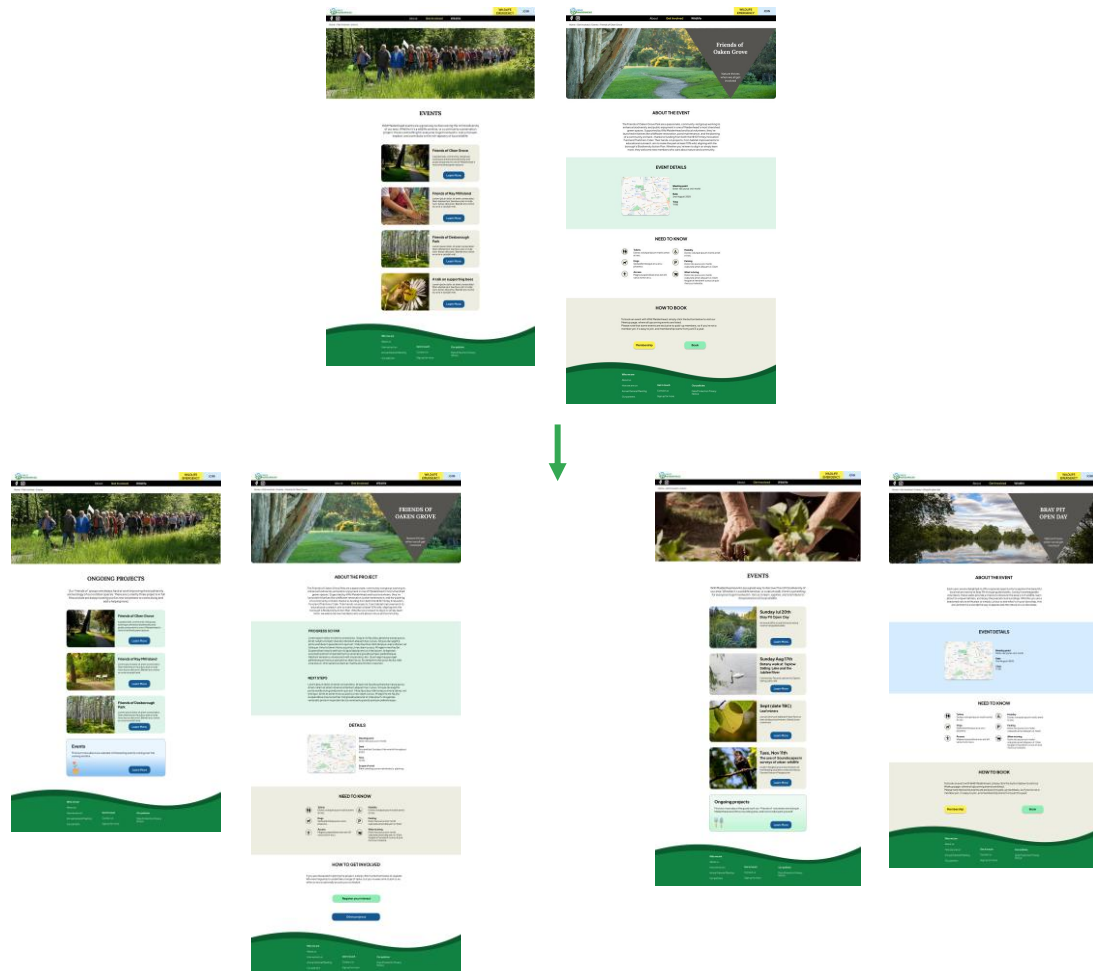
Species page Ideation

- I wanted to visually reference the season on this page and since there are so many images already, a subtle background image fulfils this brief and improves the standout of the tiles.
- Tiles of the same width reduce visual complexity and allow for a larger reference image.



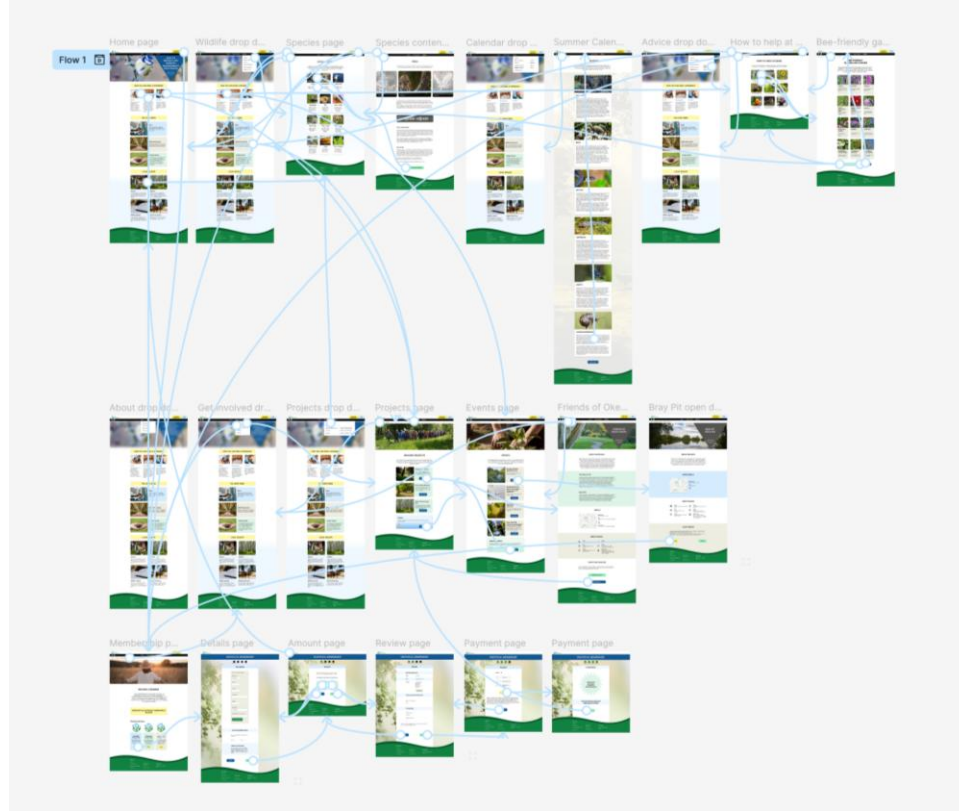
Event page Ideation

- As requested by the WM team, ongoing projects and one-off events now have separate user flows.
- Both routes fulfil the same user needs to 'get involved', so they have a clear link between the pages



High-fidelity prototype iteration

<https://www.figma.com/design/WIlgEmVZBKJZ5AmE0EoPOzB/Wild-Maidenhead-website?node-id=487-191&t=1Us96AINj2eDBcef-1>



Feedback from team meeting

I had meetings with six key members of the WM team to present the prototype and asked them to individually complete a SUS.

Gill Jones:

- Would like the News section to sit above the fold.
- Doesn't want to use Apple Pay as it's too expensive.
- Doesn't think we should encourage people to look for information on wildlife emergencies.
- Would like to reduce the amount of information collected on the membership form because of GDPR.

Usability study: findings

Round 2: I interviewed five users as part of a moderated usability study w/c 18th and 25th August, 2025. Although there was feedback, no points were raised by more than one person.

The participants then completed a System Usability Scale (SUS), which scored 87.5, indicating excellent usability. This places it well above the industry benchmark of 68, suggesting that users found the site intuitive, efficient, and satisfying to use



Accessibility considerations

1

Clear Text Contrast and Readable Typography

Present text on solid colour and not imagery to improve contrast and clarity. Use a minimum contrast ratio of 4.5:1 for body text and 3:1 for large text. Avoid light grey on white or thin fonts over busy backgrounds.

2

Keyboard Navigation and Focus Indicators

Ensure all interactive elements (menus, buttons, forms) are accessible via keyboard, with visible focus states to show where the user is on the page.

3

Descriptive Alt Text for Images and Media

Write meaningful alt text that describes the image's purpose or content—especially for wildlife photos, maps, or event posters.

Sticker sheet

- Consistent, simple and accessible visual identity.
 - Eye-catching wildlife imagery
 - Harmonising colour scheme that reflects the WM logo.
 - The majority of text is back on white and text is always displayed over a high contrast block colour background to improve accessibility. All contrasts are in line with WAI Guidelines.

Colours

Deeps



Mids



Pales



Accents



Text

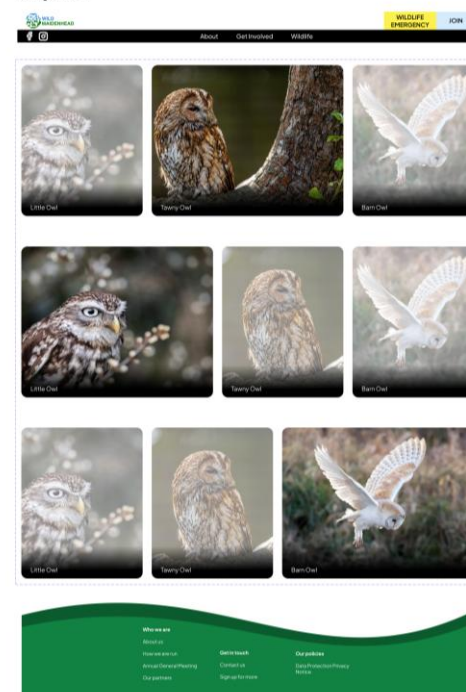
H1 | Lora | Bold | px40
H2 | Plus Jakarta Sans | Bold | px30
H3 | Plus Jakarta Sans | Bold | px24

B1 | Plus Jakarta Sans | Reg | px20
 B2 | Plus Jakarta Sans | Reg | px18
 B3 | Plus Jakarta Sans | Reg | px16
 Menu bar | Plus Jakarta Sans | Med | px20
 Menu buttons | Plus Jakarta Sans | Semi bold | px20
 Breadcumbs | Plus Jakarta Sans | Reg | px15

Buttons



Components



Going forward

- Takeaways
- Next steps

Takeaways



Impact

I led the UX design and build of Wild Maidenhead's new website, creating a simple, engaging platform that makes it easy for users to discover local wildlife projects and sign up for events. Although not yet live, the site has already achieved a System Usability Scale (SUS) score of 87.5, indicating excellent usability. Early feedback from members indicates increased engagement, with more users planning to actively participate in projects and events, and a noticeable rise in interest from members of the Facebook community who were previously unaware of the website. The design successfully translates Wild Maidenhead's mission into a clear, accessible digital experience that acts as a central hub for their online community.



What I learned

Designing Wild Maidenhead's new website was my first real-world UX project, and it taught me how to translate user needs into a clear, engaging digital experience. I learned how to balance stakeholder goals with usability best practices, simplify complex content, and guide users toward meaningful action, whether that's exploring local wildlife projects or signing up for events. Collaborating with a community-focused team helped me refine my communication skills and stay grounded in purpose-driven design. Achieving strong user feedback and a positive SUS score confirmed that the site is not only functional but genuinely intuitive and satisfying to use. Most importantly, I saw how thoughtful UX can increase engagement, attract new audiences, and make a real impact.

Next steps

1

Invite any last-minute feedback or clarifications, especially around content, accessibility, or mobile responsiveness.

2

Document any agreed changes and update my design files accordingly.

3

Quote for development of the remaining website pages not covered in this project and website build in Wix.

Appendix

- Research
- other

Research

Nearly 8 in 10 8-15 year-olds (78%) agreed that looking after the environment was important to them, and more than 8 in 10 (81%) said they wanted to do more to look after the environment.

Crucially ahead of COP26, 46% of those surveyed do not think adults are doing enough to protect the environment (an increase of 7% since last year).

The [Children's People and Nature Survey](#) asked a younger and nationally representative sample to report on their thoughts and feelings about environmental protection, as well as wider topics such as what they enjoy most about nature and what prevents them from getting outdoors.

Persona: Oly Jackson

Goal: Make a positive difference to wildlife and influence local policy.

ACTION	Find out which are the best places to see local wildlife.	Find out how he can help local wildlife	Make sure my voice is heard	Find out about events	Book a place at event
TASK LIST	Tasks: A. Look at Wildflowers and Bees on the Wild page. B. Read about how I Look at the Facebook group for recent sightings. C. Look at other websites for inspiration.	Tasks: A. Find out what work is currently being done. B. Find out if there is an opportunity to help.	Tasks: A. Search for active projects regarding local policy changes. B. Find out how he can help.	Tasks: A. Go to the events page. B. Look at the PDF. C. Join the Meetup group. D. Apply for membership.	Tasks: A. Apply for membership. B. Apply for an event on Meetup
FEELING ADJECTIVE	- Enthusiastic - Energized	- Focused - Hopeful	- Interested - Enthusiastic	- Frustrated - Confused	- Disappointed - Discouraged
IMPROVEMENT OPPORTUNITIES	- Make it easy to find current information on the Homepage - Create a page for what to look out for this month.	- Create an area on the Homepage that explains ways to help. - Make it easier to find 'how to help' information already in the Wild section.	- Create an area on the Homepage that gives easy access to these projects. - Create a page to feature these projects or a menu drop-down if there are lots of projects	- Make sure the events page is up to date and information can be found with one click from the homepage. - Remove the complexity of a pdf.	- Explain the booking process and use of Meetup. - Explain why it is important to become a member.

Persona: Jai Kumar

Goal: Get involved with outside activities and meet new people

ACTION	Find out if there are events he would like to attend.	Become a member	Book a practical event	Prepare for event	Attend an event
TASK LIST	Tasks: A. Go to the events page. B. Download 2025 events calendar. C. Search through the list.	Tasks: A. Click on join. B. Select individual membership. C. Fill in the membership form. D. Send BACS payment.	Tasks: A. Join Meetup. B. Find the event he is looking for on the group page. C. Book the event. D. Pay (if relevant).	Tasks: A. Find out where it is being held. B. Find out if it is child-friendly. C. Find out if he needs to bring anything? D. Find out how long the event will be.	Tasks: A. Wear appropriate clothing. B. Get to the event on time. C. Talk to other attendees.
FEELING ADJECTIVE	- Excited - Enthusiastic	- Optimistic - Interested	- Confused - Frustrated	- Apprehensive - Hopeful	- Nervous - Excited
IMPROVEMENT OPPORTUNITIES	Make sure there is a way to book a place on the events listed.	Change the membership application form so it can also be seen on mobile.	- Make sure events listed on the events calendar are listed on Meetup. - Create a direct link from the events calendar to book each event. - Increase the presence of events on the homepage.	- Give full event details on Meetup, answering all the above questions. - Send out a reminder email for the event several days before.	Give details of terrain and expected weather in the reminder email.

Persona: Carol Ellis

Goal: Improve biodiversity in her local area and keep active.

ACTION	Improve biodiversity in her own garden	Improve biodiversity in Maidenhead	Book an informative event	Prepare for event	Attend an event
TASK LIST	Tasks: A. Go to the Wild page on the website and read about plants and bees. B. Read the recommendations about how to help. C. Buy bee-friendly plants for the garden	Tasks: A. Find biodiversity projects. B. Check how she can get involved. C. Become a member. D. Contact the group to see if any projects are running.	Tasks: A. Join Meetup. B. Find the event she is looking for on the group page. C. Book the event. D. Pay (if relevant).	Tasks: A. Find out where it is being held. B. Find out if the venue is accessible and has a toilet. C. Find out if she needs to bring anything? D. Find out how long the event will be. E. Find out if there is parking.	Tasks: A. Wear appropriate clothing. B. Get to the event on time. C. Talk to other attendees.
FEELING ADJECTIVE	• Enthusiastic • Encouraged	• Frustrated • Interested	• Confused • Frustrated	• Worried • Excited	• Nervous • Apprehensive
IMPROVEMENT OPPORTUNITIES	• Raise 'ways to help' information in the IA so it is easier to find.	• Show what is happening with projects in 2025 and beyond, as all the project information shown on the website ends in 2023.	• Make sure events listed on the events calendar are listed on Meetup. • Create a direct link from the events calendar to book each event. • Increase the presence of events on the homepage.	• Give full event details on Meetup, answering all the above questions. • Send out a reminder email for the event several days before.	• Make sure there is a welcoming atmosphere. • Explain fire exits, toilets and refreshments at the outset. • Send a follow-up email after the event to request feedback.

GOAL STATEMENT

Our website will let users find local wildlife hot spots and record sightings
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by allowing them to see and photograph plants and animals and help with ongoing ecology.
describe how the action will positively affect users (why)

We will measure effectiveness by tracking sightings and monitoring feedback.
describe how you will measure the impact

GOAL STATEMENT

Our website will let users take part in practical biodiversity and conservation events
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by allowing them to make a positive difference, stay active and meet new people.
describe how the action will positively affect users (why)

We will measure effectiveness by monitoring feedback after the events.
describe how you will measure the impact

GOAL STATEMENT

Our website will let users Stay up to date on current biodiversity and conservation projects
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by allowing them to make their voice
describe how the action will positively affect users (why)

We will measure effectiveness by _____
describe how you will measure the impact

GOAL STATEMENT

Our website will let users Become informed about policy changes and local biodiversity and ecology projects
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by allowing them to be heard and make a positive difference to the environment.
describe how the action will positively affect users (why)

We will measure effectiveness by Monitoring government and council legislation.
describe how you will measure the impact

GOAL STATEMENT

Our website will let users take part in informative events
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by Increasing their knowledge and giving them the opportunity to make a positive difference and meet new people
describe how the action will positively affect users (why)

We will measure effectiveness by monitoring feedback after the events
describe how you will measure the impact

GOAL STATEMENT

Our website will let users find information on the biodiversity and ecology of local plants and animals
product (what) perform specific actions (what)

which will affect Maidenhead residence
describe who the action will affect (who)

by allowing them to improve the ecology in wild areas including their own gardens, stay fit and enjoy being outside.
describe how the action will positively affect users (why)

We will measure effectiveness by monitoring feedback.
describe how you will measure the impact