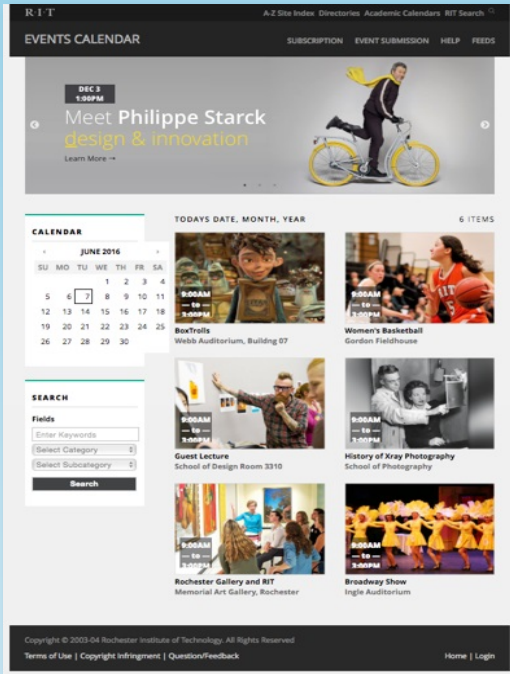


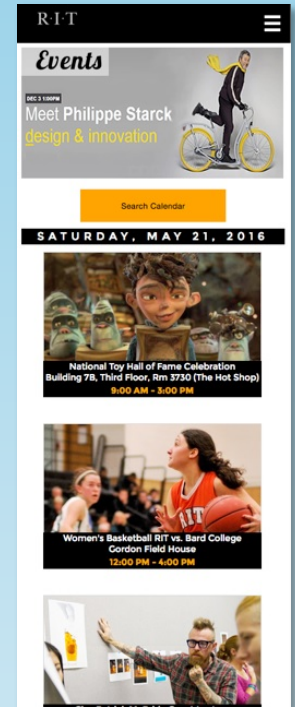
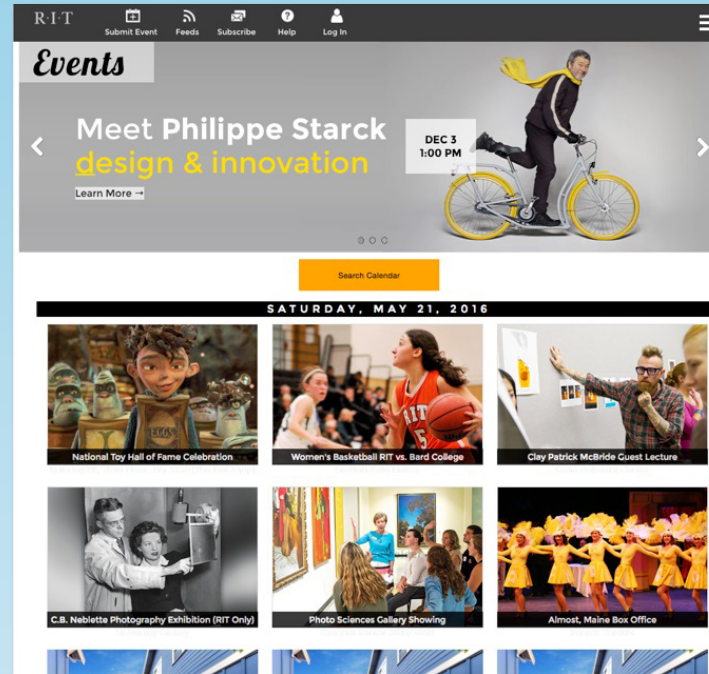
RIT EVENTS PAGE REDESIGN

UX PORTFOLIO
Jennifer Lycke

Before:



After:



Issues: Stale design lacking interaction, hard to navigate menus, design was not responsive for phones



Process: Defined user goals, wireframing, prototyping, UI design, interaction design, front end dev



End Results: Greater interactivity creates excitement among students, easier to see many events, easier to navigate, students can use phones to view events [Learn more...](#)

Before:

- Calendar and Search took large amounts of real estate
- Design was stale
- Events should be more visible
- Not extremely interactive
- Not mobile friendly or responsive
- Navigation was confusing, particularly footer nav

R I T A-Z Site Index Directories Academic Calendars RIT Search

EVENTS CALENDAR SUBSCRIPTION EVENT SUBMISSION HELP FEEDS

DEC 3 1:00PM Meet Philippe Starck design & innovation Learn More →

CALENDAR JUNE 2016

SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

TODAYS DATE, MONTH, YEAR 6 ITEMS

SEARCH

Fields

Enter Keywords

Select Category

Select Subcategory

Search

BoxTrails
Webb Auditorium, Building 07

Women's Basketball
Gordon Fieldhouse

Guest Lecture
School of Design Room 3310

History of Xray Photography
School of Photography

Rochester Gallery and RIT
Memorial Art Gallery, Rochester

Broadway Show
Ingle Auditorium

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RIT Submit Event Feeds Subscribe Help Log In

Events

Meet Philippe Starck


design & innovation

DEC 3 1:00 PM


Learn More →

Search Calendar


SATURDAY, MAY 21, 2016




National Toy Hall of Fame Celebration



Women's Basketball RIT vs. Bard College



Clay Patrick McBride Guest Lecture



C.B. Neblette Photography Exhibition (RIT Only)





Photo Sciences Gallery Showing



Almost, Maine Box Office

After:

- Calendar and Search areas toggled, showing only if needed
- Fresh contemporary design
- Events more visible
- Interactive hovers on images for additional event information
- Room for greater number of events
- Mobile friendly and responsive
- Navigation is easier to use

Show/Hide Calendar and Search

After:

- Calendar and Search areas toggled, showing only if needed
- Fresh contemporary design
- Events more visible
- Interactive hovers on images for additional event information
- Room for greater number of events
- Mobile friendly and responsive
- Navigation is easier to use

The screenshot displays the RIT Events website interface. At the top is a dark navigation bar with the RIT logo and icons for Submit Event, Feeds, Subscribe, Help, and Log In. Below this is a large banner for the event "Meet Philippe Starck design & innovation" on December 3 at 1:00 PM, featuring a man on a bicycle. A "Learn More" button is present. Below the banner is an orange "Hide Calendar" button. The main content area is split into two columns: a "Calendar" section showing a calendar for April 2015, and a "Search" section with input fields for keywords, categories, and subcategories, along with date range selectors and a "Search" button. At the bottom, a black bar indicates the date "SATURDAY, MAY 21, 2016", followed by a grid of event thumbnails with captions: "National Toy Hall of Fame Celebration", "Women's Basketball RIT vs. Bard College", and "Clay Patrick McBride Guest Lecture".

Hover Over Event Image for More Information

After:

- Calendar and Search areas toggled, showing only if needed
- Fresh contemporary design
- Events more visible
- Interactive hovers on images for additional event information
- Room for greater number of events
- Mobile friendly and responsive
- Navigation is easier to use

The screenshot displays the RIT website's event grid. At the top, there is a navigation bar with the RIT logo and links for 'Submit Event', 'Feeds', 'Subscribe', 'Help', and 'Log In'. The main content area is a grid of event cards. Each card features a large image, a title, and a date. The events shown are:

- National Toy Hall of Fame Celebration
- Women's Basketball RIT vs. Bard College
- Clay Patrick McBride Guest Lecture
- C.B. Neblette Photography Exhibition (RIT Only) University Gallery 3:30 PM - 5:30 PM
- Photo Sciences Gallery Showing
- Almost, Maine Box Office

Below these are six placeholder cards, each with a large image of an outdoor patio and the text 'My text here'. The bottom of the page features a footer with 'Terms of Use | Copyright Infringement | Question/Feedback', social media icons for Facebook, Twitter, Instagram, and Email, and the text 'Copyright Rochester Institute of Technology © 2016'.

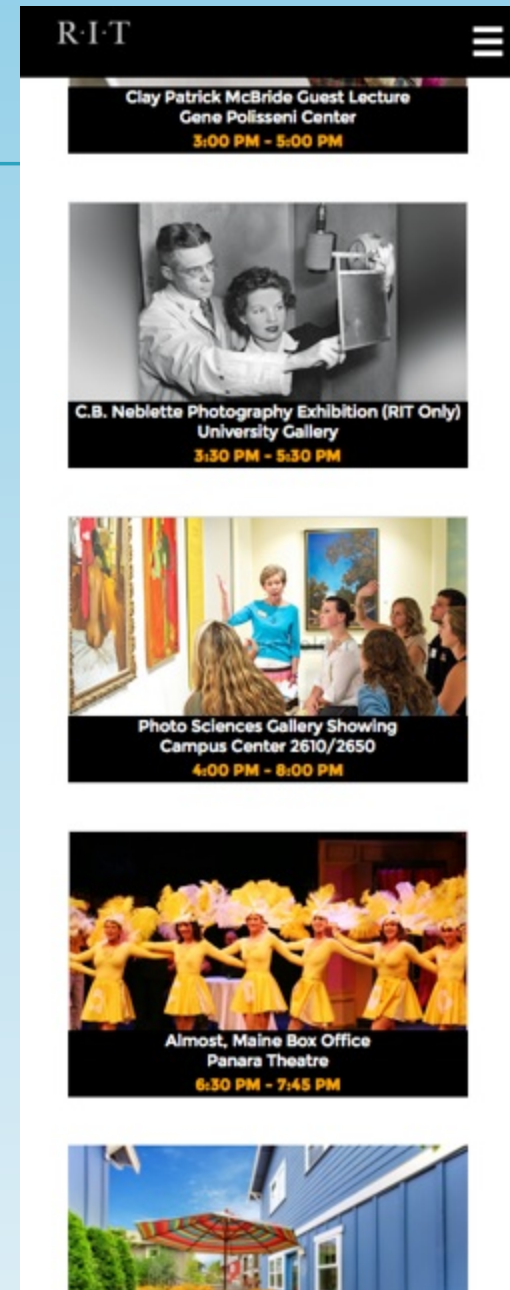
Mobile Display Shows Mobile Friendly Menu and Layout

After:

- Calendar and Search areas toggled, showing only if needed
- Fresh contemporary design
- Events more visible
- Interactive hovers on images for additional event information
- Room for greater number of events
- Mobile friendly and responsive
- Navigation is easier to use



The image shows a mobile app interface for RIT Events. At the top, the RIT logo is on the left and a hamburger menu icon is on the right. Below the logo, the word "Events" is displayed in a large, stylized font. To the right of "Events" is a promotional image of a person riding a bicycle. Below this, the text "Meet Philippe Starck" is followed by "design & innovation" in a smaller font. A date "DEC 3 1:00PM" is visible in the top left corner of the event card. Below the event card is a yellow button labeled "Search Calendar". A black bar at the bottom of the app displays "SATURDAY, MAY 21, 2016". Below this bar are three event cards. The first card features an image of a character from Toy Story and the text "National Toy Hall of Fame Celebration Building 7B, Third Floor, Rm 3730 (The Hot Shop) 9:00 AM - 3:00 PM". The second card features an image of a basketball game and the text "Women's Basketball RIT vs. Bard College Gordon Field House 12:00 PM - 4:00 PM". The third card features an image of a man with a beard and glasses pointing at a whiteboard.



The image shows a mobile app interface for RIT Events. At the top, the RIT logo is on the left and a hamburger menu icon is on the right. Below the logo, the text "Clay Patrick McBride Guest Lecture" is followed by "Gene Polisseni Center" and "3:00 PM - 5:00 PM". Below this is a black and white photograph of a man and a woman in a laboratory setting. Below the photograph is the text "C.B. Neblette Photography Exhibition (RIT Only) University Gallery 3:30 PM - 5:30 PM". Below this is a photograph of a woman in a blue shirt presenting to a group of people in a gallery. Below the photograph is the text "Photo Sciences Gallery Showing Campus Center 2610/2650 4:00 PM - 8:00 PM". Below this is a photograph of a group of cheerleaders in yellow outfits. Below the photograph is the text "Almost, Maine Box Office Panara Theatre 6:30 PM - 7:45 PM". At the bottom of the app is a photograph of a blue building with a colorful awning.