

The Canada Council for the Arts

Bringing the arts to life

Who are we?

We're proud to be Canada's public arts funder. We contribute to the vibrancy of a creative and diverse arts and literary scene through our grants, services, prizes and payments to Canadian artists and arts organizations.

MY ROLE: UI designer (Individual Project)

TOOLS: Figma, Spreadsheets, Google slides.



Current Design

The screenshot shows the Canada Council for the Arts website. The browser address bar displays 'canadacouncil.ca'. The page header includes the organization's logo and name in both English and French, along with navigation links for Accessibility, Press, Careers, Contact, and Français. A search bar and a 'PORTAL' button with a 'Go to the portal' tooltip are also visible. The main content area features the heading 'Bringing the arts to life' and a paragraph stating the organization's role as Canada's public arts funder. Below this, three white boxes provide links to 'Register on the portal', 'Discover your options', and 'What you need to know'. The 'Featured' section at the bottom includes a COVID-19 info update and a video player.

Wha Slack 100- UI D: U.S. f 08.1 08.1- Agric Figm Him: Mod C x Chec Grad New +

canadacouncil.ca

Canada Council for the Arts Conseil des arts du Canada

ACCESSIBILITY PRESS CAREERS CONTACT FRANÇAIS

FUNDING INITIATIVES PRIORITIES SPOTLIGHT RESEARCH ABOUT

Search [PORTAL](#)
Go to the portal

Bringing the arts to life

We're proud to be Canada's public arts funder. We contribute to the vibrancy of a creative and diverse arts and literary scene through our grants, services, prizes and payments to Canadian artists and arts organizations.

Register on the portal
Create your account

Discover your options
Explore our grant programs

What you need to know
Consult the FAQ

Featured

<https://apply.canadacouncil.ca> COVID-19 Info update

15°C Mostly cloudy

ENG US 4:10 PM 2022-11-06

PROTO PERSONA



Kelly Arbuckle

*21 years, Performing Artist from Regina,
Canada*

Personality

Independent, Creative, Curious

Favourite Apps



About:- Kelly is a very creative fine artist from Regina, Canada, who is eager to take her skills on a global platform. At a very young age she is already an established entrepreneur. She is looking for a platform to showcase her creative side.

Goals:- She needs information about how to exhibit her art globally. Also she needs detailed information about the government grants that supports artists like her.

Pain Points :-

- Difficult to get the information.
- Unable to understand the navigation

Needs:-

Simple and easy ways to get the information.

Other Websites the User browse through.

WHY WE STAND TOGETHER

REVITALIZING FIRST NATIONS LANGUAGES, ARTS AND CULTURAL HERITAGE IN BRITISH COLUMBIA

SCROLL

This website uses 'cookies' to enhance the usability of its website and provide you with the best experience on our website. To learn more about how cookies are used, please visit our [Privacy Policy](#) for more information. **OK**

ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

Grants Awards Access & Equity News & Resources Research & Impact About Us

Search By Keywords [GRANTS] [ALL] [SEARCH] [APPLY NOW]

Home > Grants

Grants

- > [Accessibility Fund: Project Support](#)
- > [Artist-Presenter Collaboration Projects](#)
- > [Artists in Communities and Schools Projects](#)
- > [Artists in Residence \(Education\)](#)
- > [Arts médiatiques – projets francophones](#)
- > [Arts Organizations in Communities and Schools: Operating](#)
- > [Arts Response Initiative: Project Grants for Ad Hoc Groups, Collectives and Organizations](#)
- > [Arts Response Initiative: Project Grants for Individuals](#)
- > [Arts Response Initiative: Project Grants for Organizational Partnerships](#)
- > [Arts Service Organizations: Operating](#)
- > [Arts visuels et métiers d'art – projets francophones](#)
- > [Arts visuels, arts médiatiques et métiers d'art](#)

New to OAC?

The Ontario Arts Council (OAC) provides grants to Ontario-based individual artists and arts professionals, ad hoc groups, collectives and organizations. Grants support a range of arts activities and disciplines.

Learn the basics of applying for an Ontario Arts Council grant!

This webinar provides an overview of:

- > what the Ontario Arts Council does
- > the types of granting programs offered
- > how to apply for grants
- > how applications are assessed

Learn the basics of applying for an Ontario Arts ... [Watch Webinar] [Share]

Welcome to

Government of Canada / Gouvernement du Canada

Canada > Culture, history and sport > Funding

Canada Performing Arts Workers Resilience Fund

Important update for the Canada Performing Arts Workers Resilience Fund

The following organizations are providing direct financial assistance to independent and self-employed workers in the live performance sector experiencing financial hardship and requiring emergency support:

- [Union Fund](#) (Music Sector)
- [The AEC](#) (Theatre sector and technical disciplines)
- [Canadian Dance Assembly](#) (Dance)
- [La Fondation des artistes](#) (All sectors and disciplines within Quebec)

All questions related to financial assistance are to be directed to the organization best representing the area of live performance sector associated with your work.

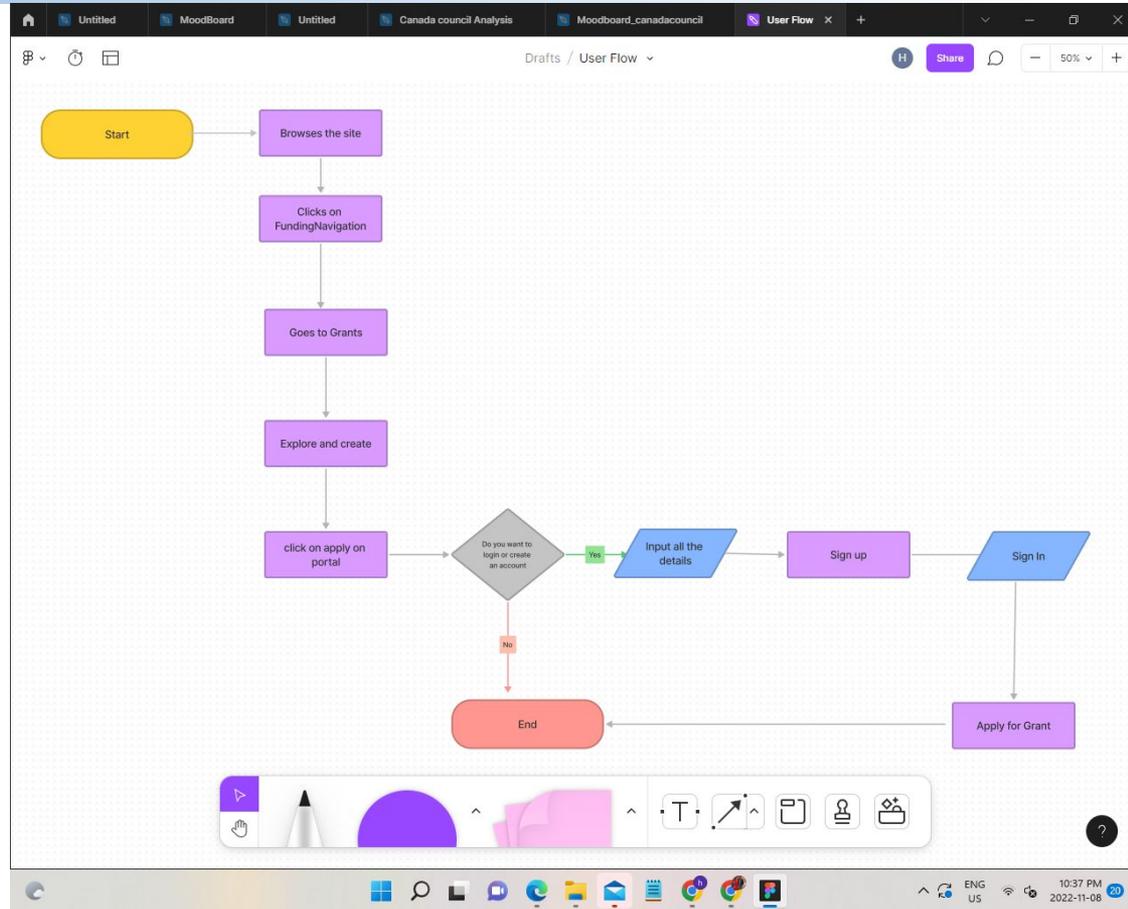
Guides and help

- [Application guidelines – Canada Performing Arts Workers Resilience Fund](#)
- [Guide on the public acknowledgement of financial support – Canadian Heritage](#)
- [Service standards for Canadian Heritage funding programs](#)

NEW - Please consult [this background](#) for a list of 59 organizations that will be providing programs or services for workers in the live performance sector.

User Flow

<https://www.figma.com/file/Jm1T7rYbgaTpGsa2yR1C5L/User-Flow?node-id=0%3A1>



User Interface Analysis

Himani Singh

Website Analysis

The screenshot shows the Canada Council for the Arts website with several annotations. The website header includes the logo and navigation links: ACCESSIBILITY, PRESS, CAREERS, CONTACT, and FRANÇAIS. The main navigation menu contains: FUNDING, INITIATIVES, PRIORITIES, SPOTLIGHT, RESEARCH, and ABOUT. A search bar and a PORTAL button are also visible. The main content area features the headline "Bringing the arts to life" and a sub-headline: "We're proud to be Canada's public arts funder. We contribute to the vibrancy of a creative and diverse arts and literary scene through our grants, services, prizes and payments to Canadian artists and arts organizations." Below this are three columns: "Register on the portal" with a "Create your account" button, "Discover your options" with an "Explore our grant programs" button, and "What you need to know" with a "Consult the FAQ" button. A "Featured" section is partially visible at the bottom. The right sidebar contains an "Annotations" list with 8 items, each with a red circular icon and a number. The annotations are: 01 Website Title, 02 Navigation Menu, 03 Top Navigation Menu, 04 Search Bar, 05 Portal Login, 06 Create an Account, 07 Explore our Grant program, and 08 FAQs. The bottom of the browser window shows the Windows taskbar with the date 2022-11-06 and time 4:42 PM.

<https://www.figma.com/file/kR2zmnjTkMiyRpRnDvjg57/Canada-council-Analysis?node-id=0%3A1>

Website Analysis

Canada Council for the Arts | Conseil des arts du Canada

Learn More Français Login

CHECK YOUR ELIGIBILITY

LOGIN OR CREATE AN ACCOUNT

The Path of an Application

Click through to learn more about the granting process

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
CREATE YOUR ACCOUNT	PROFILE VALIDATION	APPLY TO PROGRAMS	APPLICATION ASSESSMENT	NOTIFICATION OF RESULTS	REPORTING ON THE GRANT

You must first create an account and at least one applicant profile to use for applying for grants.

Upcoming Deadlines

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ENG US 3:30 PM 2022-11-08

Annotations

- 01 The Image banner**
Takes the user back to the landing page of Canada Council for the Arts.
- 02 Check eligibility link**
User may choose from each tab enabling them to quickly access other pages within the site.
- 03 Login or create an account link**
- 04 The path of application process**
- 05 Upcoming events**

Website Analysis

The screenshot shows a web browser displaying the Canada Council for the Arts website. The browser's address bar shows the file path: C:/UX_UIDESIGNCOURSE/Assignment2_govtwebsite/Canada%20council%20Analysis_3.pdf. The website has a white background with a blue header. The logo for the Canada Council for the Arts is in the top left. A navigation menu is at the top right, and a search bar is in the center. A large image banner features five diverse people, with the word 'Careers' overlaid in a dark blue box. Below the banner is a text box with a blue link and a paragraph of text. At the bottom, there is a line of text about salaries and benefits. Red circles with numbers 01 through 07 are placed around the page to indicate specific elements for analysis.

01 FUNDING INITIATIVES PRIORITIES SPOTLIGHT RESEARCH ABOUT

02 ACCESSIBILITY PRESS CAREERS CONTACT FRANÇAIS

03 About / Careers

04 Search Q

05 PORTAL

06

07

The Canada Council invites accomplished creative administrative and professional candidates with a desire to help shape the country's artistic landscape to join our team.

We offer competitive salaries, generous benefits and a progressive work environment.

Annotations

- 01 Main Navigation Menu
- 02 Top right navigation
- 03 Breadcrumbs
- 04 Search bar
- 05 Portal Login
- 06 Image banner
- 07 The body Text

Heuristic-Evaluation-Checklist

docs.google.com/spreadsheets/d/1eDzKQJceq2-zqAGKJYPK5qewXQ15AkckfQbSjIpAS4/edit#gid=0

Homework-Heuristic-Evaluation-Checklist

File Edit View Insert Format Data Tools Extensions Help Last edit was 5 hours ago

100% Arial 10

	A	B	C	D	E	F	G	H	I	J	K
1	Website Name: Canada Council for the Arts										
2	Website URL: https://canadacouncil.ca/										
3	Heuristic	Rating			Comments						
4	Appearance/aesthetics: first impressions are important—they can make the difference between users staying or leaving your site										
5	Example	3	2	1							
6	Primary goal or purpose is clear	3									
7	Clean, simple design		2								
8	Pleasing color scheme			1							
9	Appropriate use of white space			1							
10	Consistent design	3									
11	Text and colors are consistent	3									
12	Icons are universally understood		2								
13	Images are meaningful and serve a purpose		2								
14	Content: users are at your site for the content—make it easy for them to find and use your site										
15	Major headings are easy to understand	3									
16	Easy to scan	3									
17	Minimal text/information presented	3									
18	Clear terminology, no jargon	3									
19	Links are clear and follow conventions	3									
20	Help is available on every page			1							
21	Important content is above the fold		2								
22	Search box is easy to identify and easy to use	3									
23	Navigation: make getting around your site easy and eliminate the user's guesswork										
24	Consistent navigation		2								
25	Easy to identify your location on the site (breadcrumbs, headers, colors)		2								
26	Consistent way to return home	3									
27	Limited number of buttons and links			1							
28	Organization of information makes sense		2								
29	Efficiency/functionality: following basic rules will keep user frustration to a minimum										
30	Website loads quickly	3									
31	Custom 404 errors										
32	Error messages are meaningful										
33	Login is in upper-right corner of page	3									
34	Proper etiquette for links off site										
35	Contact information is easy to find	3									
36	Login is easy to find	3									
37	Hours are easy to find										
38	No broken links										
39	User knows the status of searches										
40	User knows if they are logged in/out										
41	System supports undo and redo										
42	Forms autofill and calculate when practical										
43											

Heuristic Evaluation

https://docs.google.com/spreadsheets/d/1adESiEr_zeApaEdZoY-rfyRHYkh6hOnPJJa-WLCwC_f0/edit#gid=872870965

Most important to your user

1. Simple and easy to understand
2. Simple navigation
3. Signup and Login should be there at the top navigation
4. Site map should be included

Least important to your user

He doesn't need long descriptions

Major Pain Points

1. Links not working
2. Navigating too confusing
3. No site map for smooth browsing
4. Lot of sublinks and contents to go through
5. Not pleasing to eyes

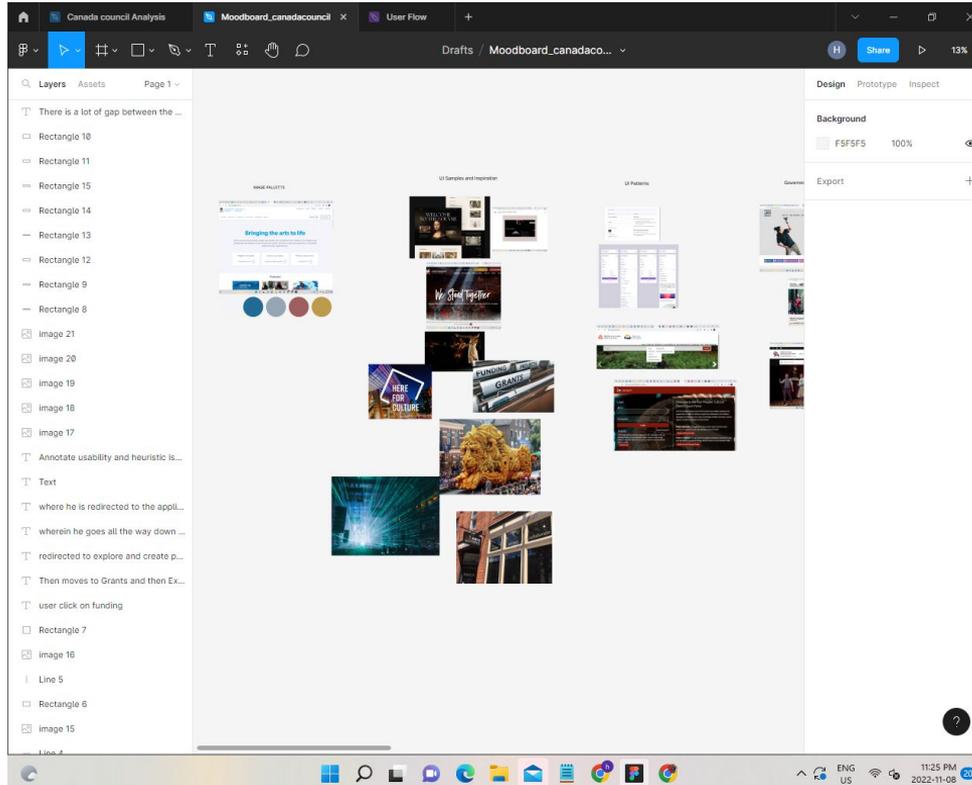
Most important to the government agency

1. It shouldn't be a pain for user to find what he is looking for
2. Links should work and not be confusing

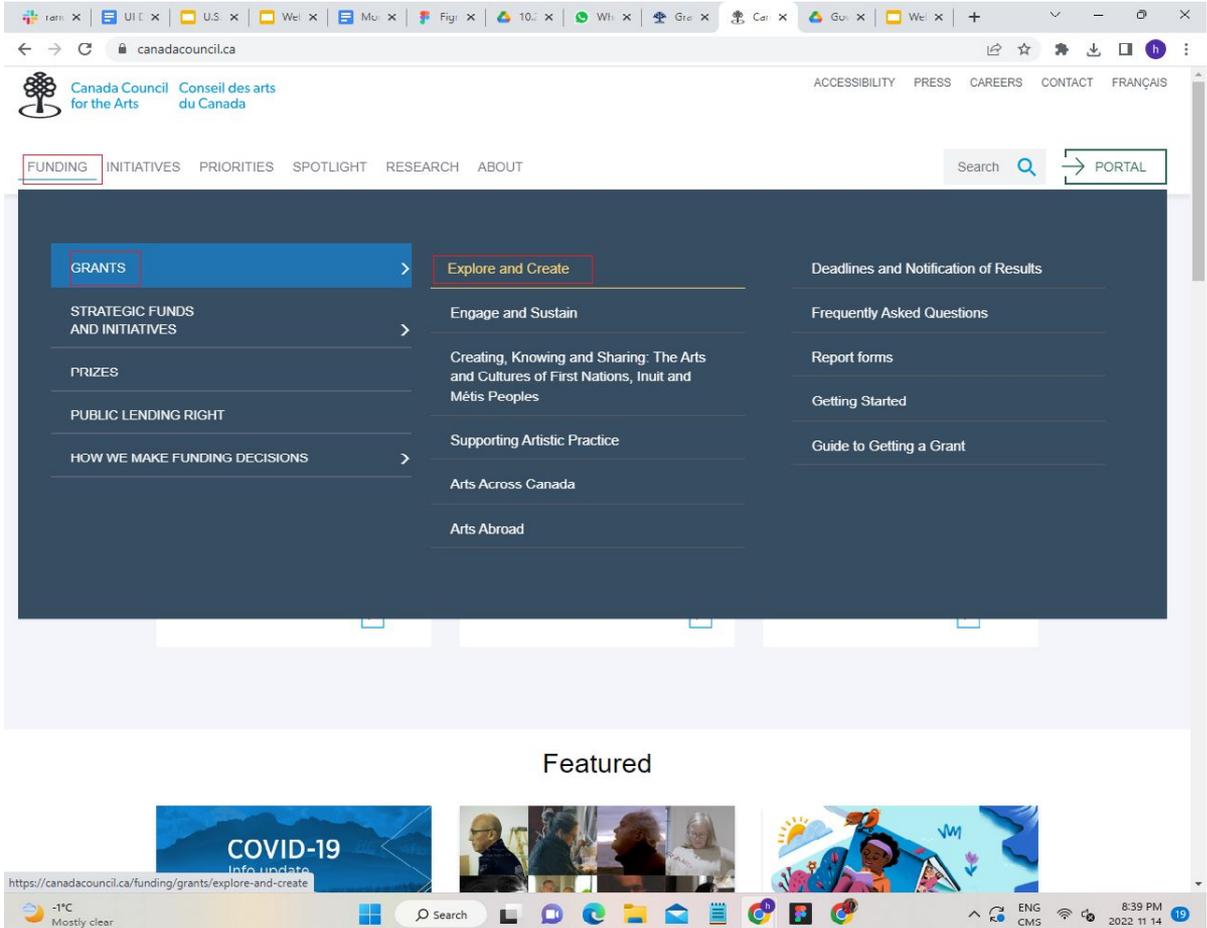
Least important to government agency

MOODBOARD

https://www.figma.com/file/JfYZPoYTQcLQsremjbnctTa/Moodboard_canadacouncil?node-id=0%3A1



REDLINE ANNOTATIONS

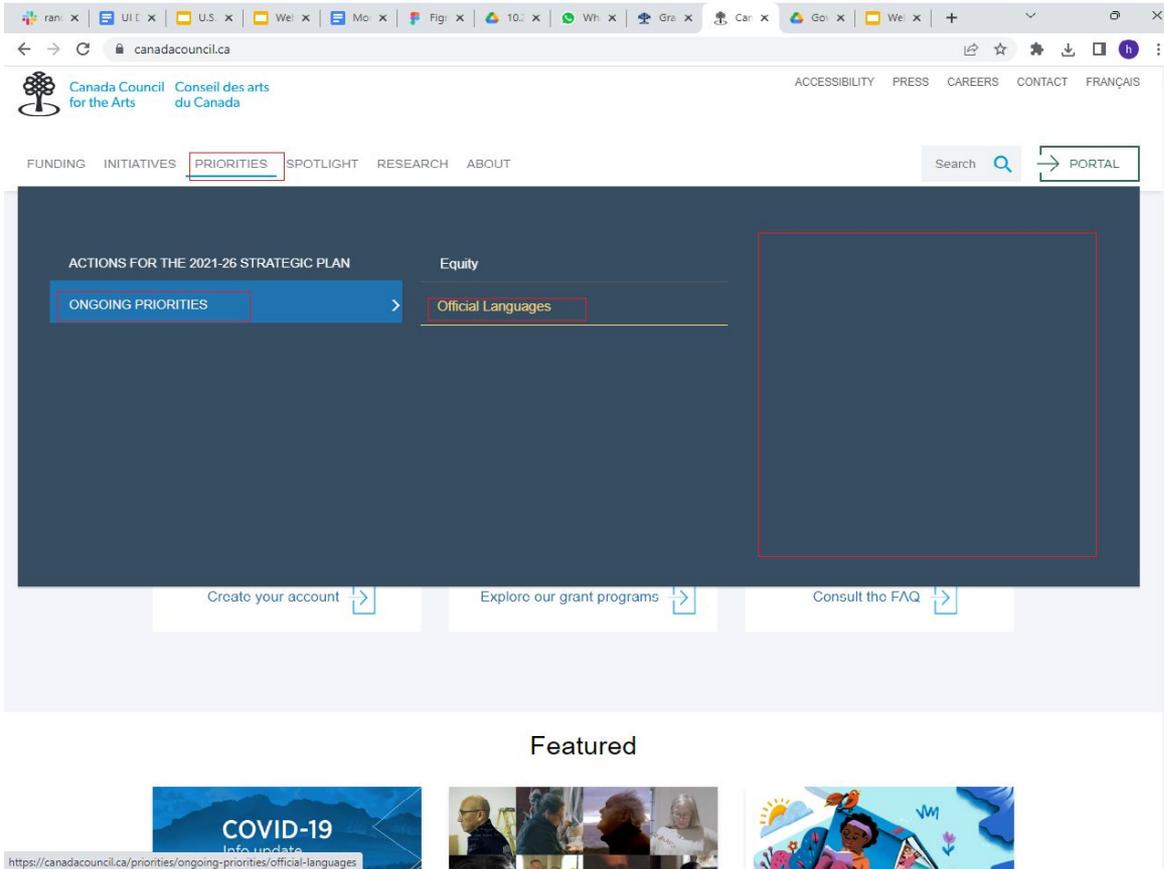


Main Navigation Bar

Funding >> Grants >> Explore and Create.

Though the navigation looks simple and easy to understand, the menu bar is taking too much of unnecessary space and also the alignment is not proper.

REDLINE ANNOTATIONS

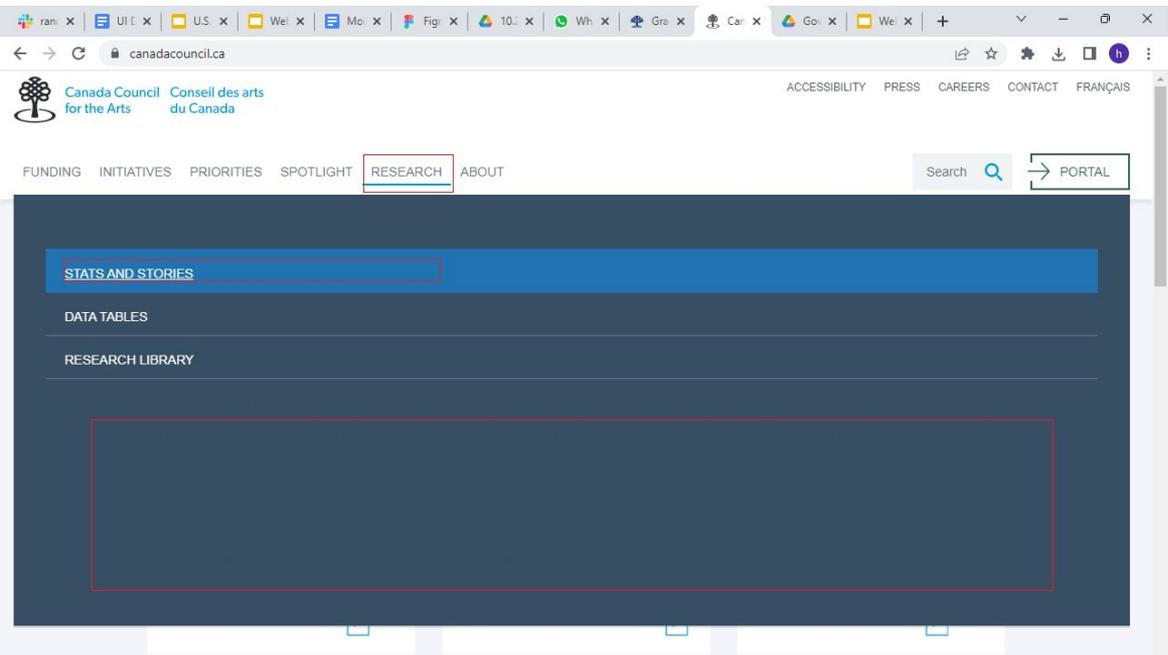


Main Navigation Bar

Priorities >> Ongoing Priorities >> Official Languages.

Here there is lot of dead space which can be utilised in an appropriate manner.

REDLINE ANNOTATIONS



Main Navigation Bar

Research >> Stats and Stories

Unnecessary utilisation of space with improper alignment of menu.

REDLINE ANNOTATIONS

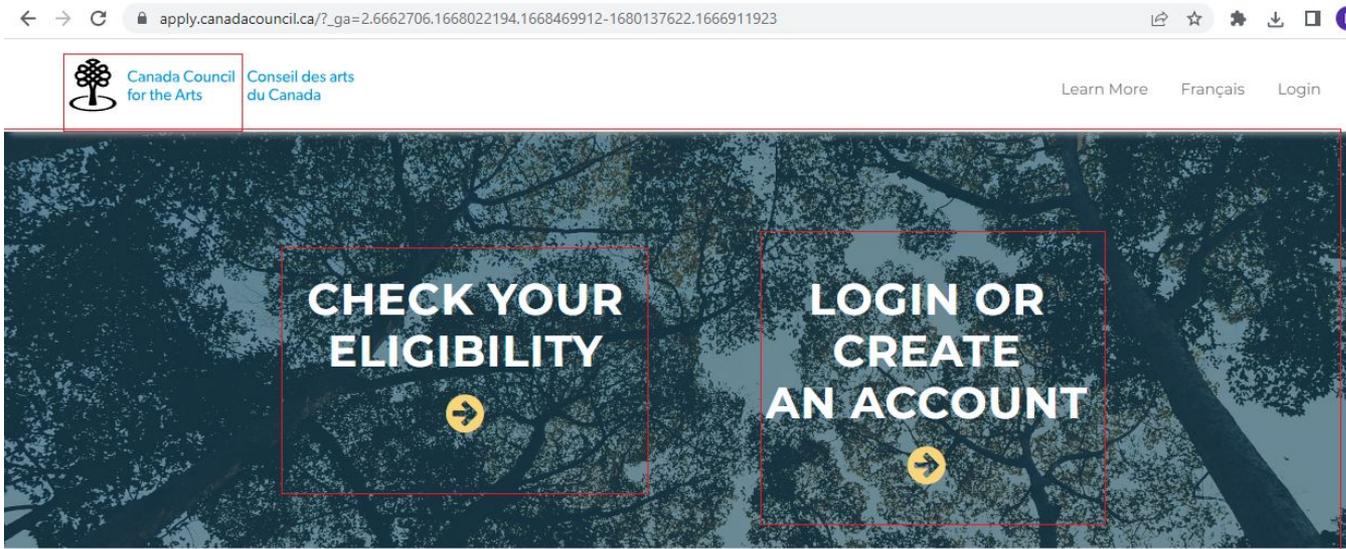
The screenshot shows the website canadacouncil.ca/priorities/ongoing-priorities/equity/access. The breadcrumb trail is [Priorities](#) / [Ongoing priorities](#) / [Equity](#) / [Accessibility](#). The main navigation menu includes [HOME](#), [Priorities](#), [Actions for the 2021-26 Strategic Plan](#), [Ongoing priorities](#), [Equity](#), and [Official Languages](#). The [Accessibility](#) link in the breadcrumb trail is highlighted with a red box.

Top Right Navigation

Accessibility >> Priorities >>

The Breadcrumb shows a different path, But when you follow this path through Main Navigation you are not able to locate Accessibility. Also improper utilisation of space.

REDLINE ANNOTATIONS



Create Your Account Page

This page has Two main links

- 1) Check your Eligibility
- 2) Login or Create an account.

Both this links shouldn't be on an Image, When you click on the logo it doesn't take you back to the home page.

The steps of the application process links doesn't work at all.

The Path of an Application

Click through to learn more about the granting process



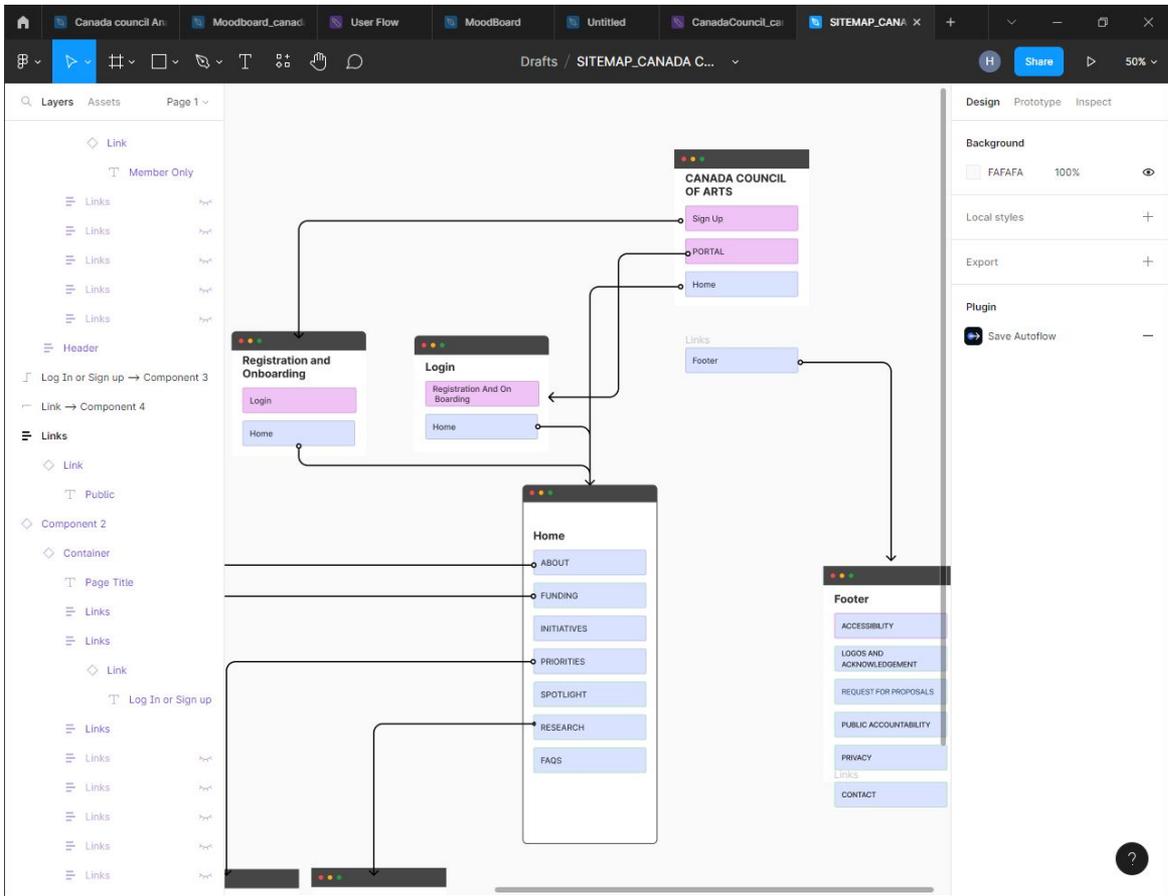
USABILITY TESTING RESULTS

The Canada Council for the Arts website has number of navigation items, while the overall experience was overwhelming to go through each link and understand the flow . To solve this, I planned to **reorganize the site map** and also **develop a new one** with the goal of making the visual design more **visually stimulating**.

The main pain areas were the

- Navigation Links,
- Disorganised Drop down menu,
- No proper utilisation of space,
- No visually appealing.
- No site maps for smooth flow,
- Unable return to home page while creating an account.

SITE MAP



Based on the card sorting a new site map was designed for the users to have a smooth transition and simple navigation. [Click here](#) for the renewed site Map

HEADER/FOOTER NAVIGATION

Shown is the navigation of header and footer. Please [click here](#) for the prototype.

The screenshot displays the website's navigation structure. At the top, there is a header with the Canada Council logo, a search bar, and a 'LOGIN' button. A secondary navigation bar includes links for 'HOME', 'FUNDING', 'INITIATIVES', 'PRIORITY', 'SPOTLIGHTS', 'RESEARCH', and 'FAQs'. A dropdown menu is open on the left, listing: 'CAREERS', 'GOVERNANCE', 'PUBLIC ACCOUNTABILITY', 'REQUEST FOR PROPOSALS', 'CANADIAN COMMISSION FOR UNESCO', 'ART BANK', 'AJAGEMO EXHIBITION SPACE', and 'LOGOS AND ACKNOWLEDGEMENT'. The main content area features a large heading 'Bringing the arts to life' and a sub-heading 'We're proud to be Canada's public arts funder...'. Below this is a row of four featured articles: 'COVID-19 Info update', 'Celebrate the talented winners of the Governor General's Awards in Visual and Media Arts', 'GGBooks 2022 final', and 'Medical Instrument Bank'. A 'OUR IMPACT : BY THE NUMBERS' section follows, with three circular graphics showing '\$23.6M' (Support to Indigenous artists), '1,969' (Communities across Canada), and '\$45.2M' (Support to first-time recipients). To the right is an 'AFFILIATED SITES' section with buttons for 'ART BANK', 'CANADIAN COMMISSION FOR UNESCO', and 'PUBLIC LENDING RIGHT'. Social media icons for Facebook, Instagram, YouTube, and Twitter are also present. The footer contains contact information for the Ajagemo Exhibition Space and a disclaimer about the Anishinaabe territory.

Canada Council / Conseil des arts du Canada

ACCESSIBILITY PRESS CAREERS CONTACTS FRANCAIS

HOME FUNDING INITIATIVES PRIORITY SPOTLIGHTS RESEARCH FAQs SEARCH LOGIN

CAREERS
GOVERNANCE
PUBLIC ACCOUNTABILITY
REQUEST FOR PROPOSALS
CANADIAN COMMISSION FOR UNESCO
ART BANK
AJAGEMO EXHIBITION SPACE
LOGOS AND ACKNOWLEDGEMENT

Bringing the arts to life

We're proud to be Canada's public arts funder. We contribute to the vibrancy of a creative and diverse arts and literary scene through our grants, services, prizes and payments to Canadian artists and arts organizations.

COVID-19
Info update

Important information related to COVID-19

How the coronavirus (COVID-19) outbreak is affecting our programs and services

Celebrate the talented winners of the Governor General's Awards in Visual and Media Arts

Discover the works of the 2021 and 2022 GGArts winners in two multimedial exhibits

GGBooks 2022 final

The 2022 Governor Awards finalists have announced. Discover ggbooks.ca!

OUR IMPACT : BY THE NUMBERS

- \$23.6M: Support to Indigenous artists, groups and arts organizations
- 1,969: Communities across Canada in which grants, prizes and payments were awarded
- \$45.2M: Support to first-time recipients

AFFILIATED SITES

- ART BANK
- CANADIAN COMMISSION FOR UNESCO
- PUBLIC LENDING RIGHT

Facebook Instagram YouTube Twitter

150 Elgin St | P.O. Box 1047 | Ottawa, ON Canada | K1P 5V8
1-800-263-5588 | 613 566-4414

Ajagemo Exhibition Space

VIEW CURRENT EXHIBIT

At the Canada Council for the Arts
7:00 a.m. - 6p.m. Monday to Friday

The Canada Council's offices, located in Ottawa, are on the unceded, unsurrendered Territory of the Anishinaabe Algonquin Nation whose presence here reaches back to time immemorial. [Read the full statement.](#)

ACCESSIBILITY LOGOS AND ACKNOWLEDGEMENT PUBLIC ACCOUNTABILITY PRIVACY CONTACT

PROTOTYPE UI DESKTOP NAVIGATION

The User flow was kept simple in order for the user to locate LOGIN and do Sign Up.

Click here for the digital wireframes



Canada Council for the Arts / Conseil des arts du Canada

ABOUT FUNDING INITIATIVES PRIORITY SPOTLIGHTS RESEARCH FAQS SEARCH LOGIN

Bringing the arts to life

We're proud to be Canada's public arts funder. We contribute to the vibrancy of a creative and diverse arts and literary scene through our grants, services, prizes and payments to Canadian artists and arts organizations.

COVID-19
Info updates

GGBooks 2022 finalists announced

Research on the Value of Public Funding for Indigenous Arts and Cultures

Our impact by the numbers

- \$23.6M Support to Indigenous artists, artists and arts organizations
- 1,969 Commissions across Canada in 2021 grants, prizes and payments (see awards)
- \$45.2M Support to first-time recipients

Ajagemo Exhibition Space

VIEW CURRENT EXHIBIT

At the Canada Council for the Arts
7:00 a.m. - 6p.m. Monday to Friday

100 Spadina | P.O. Box 1547 | Ottawa, ON Canada | K1P 5P8
1-800-363-6888 | 613-966-4414

The Canada Council's offices, located in Ottawa, are on the unceded, unremunerated Territory of the Anishinaabe Algonquin Nation whose presence here reaches back to time immemorial. Read the full statement.

ACCESSIBILITY LOGOS AND ACKNOWLEDGEMENT PUBLIC ACCOUNTABILITY PRIVACY CONTACT

Canada Council for the Arts / Conseil des arts du Canada

ABOUT FUNDING INITIATIVES PRIORITY SPOTLIGHTS RESEARCH FAQS SEARCH LOGIN

Home >> Login

SIGN IN TO ACCOUNT

Username or Email Address *

Password *

Forgot password or username?

[Sign In](#)

Don't have an account?

[Click here to create your account.](#)

NOTIFICATION

Voluntary Self-ID

We have updated our Voluntary Self-identification form to be more inclusive:

- New questions and response options have been added.
- Previous responses to some questions have been deleted, as the old and new options were not compatible. Please update your information in the form located in your Account Summary.

COVID-19 Information and support for the arts sector
Consult our FAQ for the latest information about grants.
Please note that this site works best with recent versions of web browsers. Update your browser for optimal navigation.

Our impact by the numbers

- \$23.6M Support to Indigenous artists, artists and arts organizations
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ACCESSIBILITY LOGOS AND ACKNOWLEDGEMENT PUBLIC ACCOUNTABILITY PRIVACY CONTACT

STYLE GUIDE

A style guide is a collection of pre-designed elements, graphics and rules designers or developers should follow to ensure that separate website pieces will be consistent and will create a cohesive experience at the end.

BRAND LOGO



COLOR

Original Color of the Logo



Keeping the original color of the logo intact, I have tried using the shades of blue, plus white and red to give the website a decent look.



TYPOGRAPHY

H1	Philosopher	Bold	90pts
H2	Inter	Regular	26pts
H3	Inter	Regular	20pts
Body	Inter	Regular	14pts/10pts

ICONOGRAPHY



Home >> Login/Sign up

FONT STYLE

ABABAB
Philosopher

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ

ABCABC
Inter

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

TEXT ALIGN

Lorem ipsum dolor
Left aligned

Lorem ipsum dolor
centered aligned

Lorem ipsum dolor
Right aligned

STYLE GUIDE

Body copy

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Buttons

Normal

Hover

Active

SIGNUP

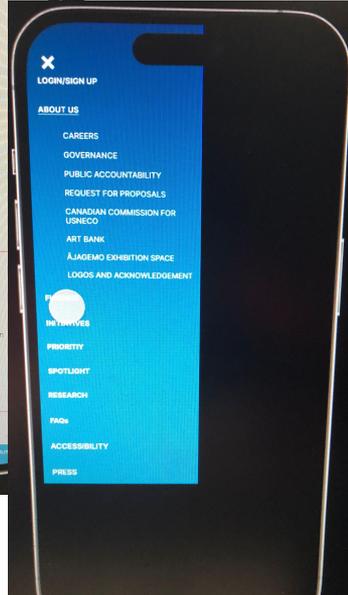
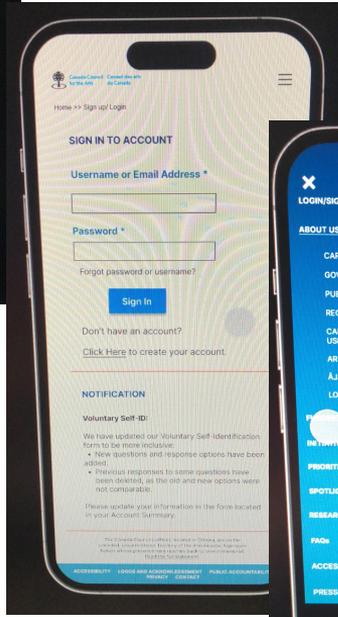
ICONS



SAMPLE IMAGES



MOBILE PROTOTYPE



There are vertical and horizontal scrolls used in Homepage, Signup page and contact us page. The Hamburger menu was a task to be completed, though the sublinks are not included as they were many of them.

[Click here](#) for the Digital prototype

OVERALL EXPERIENCE

It was too overwhelming , to go through the Government agency website, and do a thorough analysis of the flow, the information, navigation etc. But it was too exciting to work on it and come up with a revised and revamp version of the site both on desktop and mobile.

Though there are lot of things that has been left due to the number of links each menu has and also the sublinks in many pages, I have tried my best to incorporate what I have learned through this entire case study. Hope to learn more in future and do it in a perfect way.