

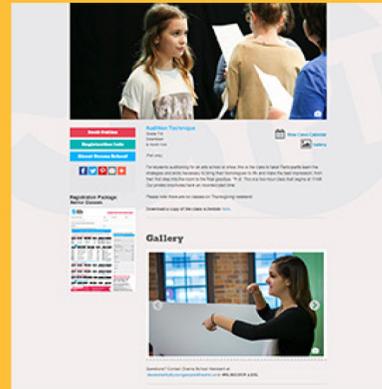
# DRAMA SCHOOL WEBSITE RE-DESIGN.

- UX research and development
- creation of custom child theme
- testing and plugin integration.

## NEW USER EXPERIENCE JOURNEY



Drama School Home Page



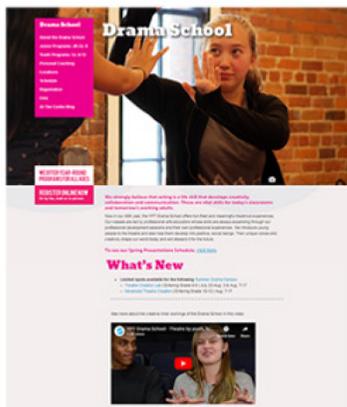
Program Page

## SIMPLIFICATION

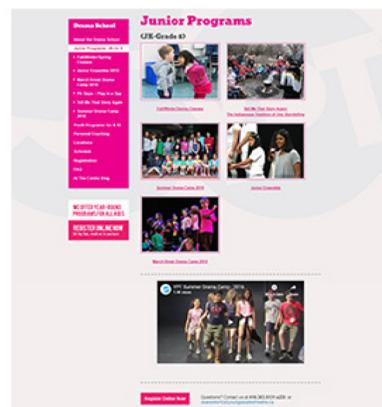
The old Drama School hub applied complex infrastructures across many different pages to categorize all of the programs based on the time of year offered, location, and age ranges. The updated user journey is significantly simplified, with programs and their pertinent details shown upfront.

For users who want to search for programs using categories, the 'Find a Class' and 'Locations' quicks link on the top, jump to the bottom of the home page where the user can use a filtering plugin to complete their search and go directly to that program's page.

## OLD USER EXPERIENCE JOURNEY



Drama School Home Page



In-between Page



In-between Page



Program Page

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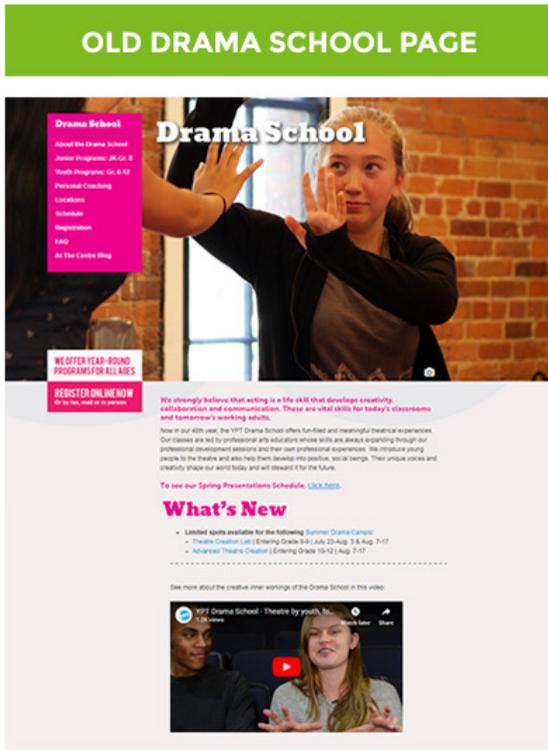


Fig. 1

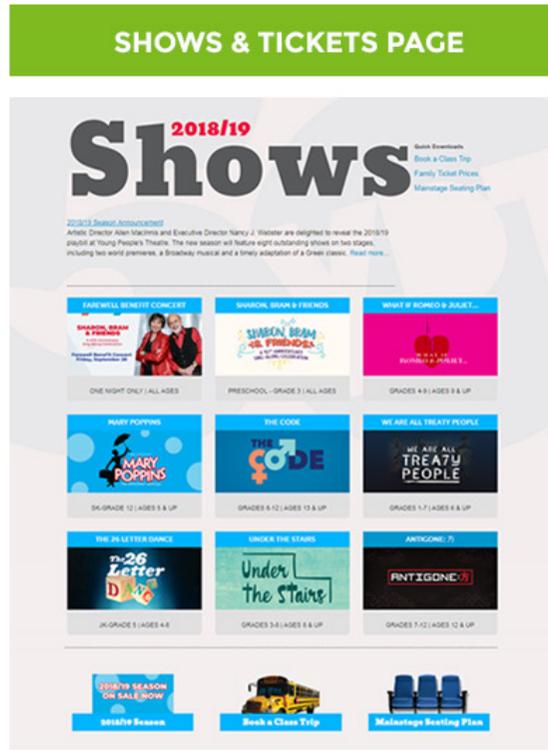


Fig. 2

## OBJECTIVE

The two primary products offered through the YPT website are Drama School classes for kids in JK to Grade 12 (fig. 1) and tickets to theatre performances (fig. 2). The goal of the re-design was to create cohesion between the two pages and offer Drama School programs face-first to the customer, in a similar way to how the shows are presented.

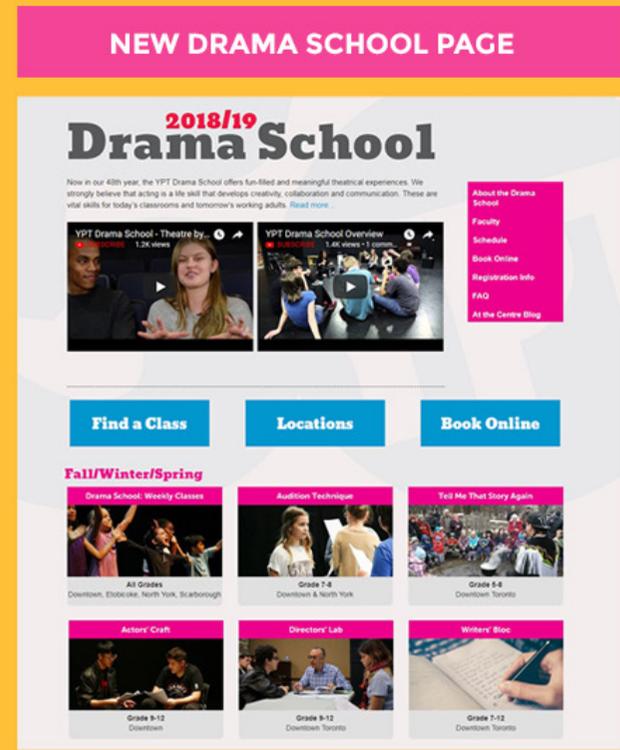


Fig. 3

## END RESULT

The re-design (fig. 3) allowed for several of the stakeholders concerns to be addressed. The interface was changed to resemble the shows and tickets product page, while also having several custom modifications. Additional media were added to the page, and the full range of ages for which the programs are offered was put on display. Quick links before the programs now allow users to jump to a section on the page that is most relevant to their user journey.