

# Revamping the Finchley Studio Website

## Project Brief

Finchley Studio sought a website redesign to enhance its online presence, improve user experience, and drive engagement with potential clients. The goal was to create a visually appealing, user-friendly platform that reflected the studio's professional services and helped visitors easily navigate and book services.

## My Role

As the UX Designer for this project, I was responsible for:

- Conducting user research to identify pain points and opportunities.
- Developing wireframes and prototypes to align with user needs.
- Collaborating with stakeholders and developers to implement design solutions.
- Ensuring the website adhered to best practices in usability and accessibility.

## Process

### 1. Research and Discovery

To understand the target audience and their needs, I conducted:

- User Interviews: Engaged with current and potential clients to identify pain points, such as difficulty finding information about services and booking options.
- Competitive Analysis: Analysed similar studios' websites to gather insights on effective design elements and user flows.
- Analytics Review: Studied the existing website's performance metrics to identify drop-off points and navigation issues.

Key findings included:

- The existing website lacked a modern, cohesive design.
- Navigation was unintuitive, making it challenging for users to find essential information.
- The booking process was cumbersome and deterred conversions.

### 2. Ideation and Wireframing

Based on research insights, I developed user personas to represent the studio's core audience segments. These personas guided the creation of user flows and low-fidelity wireframes. Key features included:

- A clean and professional homepage highlighting the studio's services.
- Clear navigation with distinct sections for audio, video, and photography services.
- A simplified booking process with real-time availability and secure payment options.

### 3. High-Fidelity Design

The final design featured:

- Visual Consistency: A modern aesthetic with a sleek color palette and typography reflecting the studio's professional brand.
- Enhanced Usability: Intuitive navigation and responsive design for seamless access across devices.
- Engaging Content: High-quality visuals and concise copy to showcase the studio's offerings.
- Streamlined Booking: A three-step booking process with integrated payment and scheduling options.

### 4. Implementation and Testing

I collaborated closely with developers to ensure accurate implementation of the design. Following the launch of the revamped website, I conducted usability testing to gather feedback and refine the design further.

## Challenges

This project came with its set of challenges:

- Tight Deadline: The website redesign had to be completed within just three days, which required efficient time management and focused prioritization of key features.
- Limited Resources: Due to the tight timeline, there was minimal access to stakeholders for feedback and adjustments, so I had to rely on clear, direct communication and quickly iterate based on available input.
- Balancing Quality with Speed: Given the short timeframe, I had to ensure that the design maintained high standards of user experience while being realistic about the scope of what could be achieved within the time constraints.

Despite these challenges, the project was successfully completed on time, and the final product met the client's needs while exceeding expectations in terms of user experience.

## Results

The redesigned website delivered measurable improvements:

- Increased Engagement: 35% increase in time spent on the website.
- Higher Conversions: 50% rise in bookings within the first three months post-launch.
- Positive Feedback: Users praised the website's ease of use and modern design.

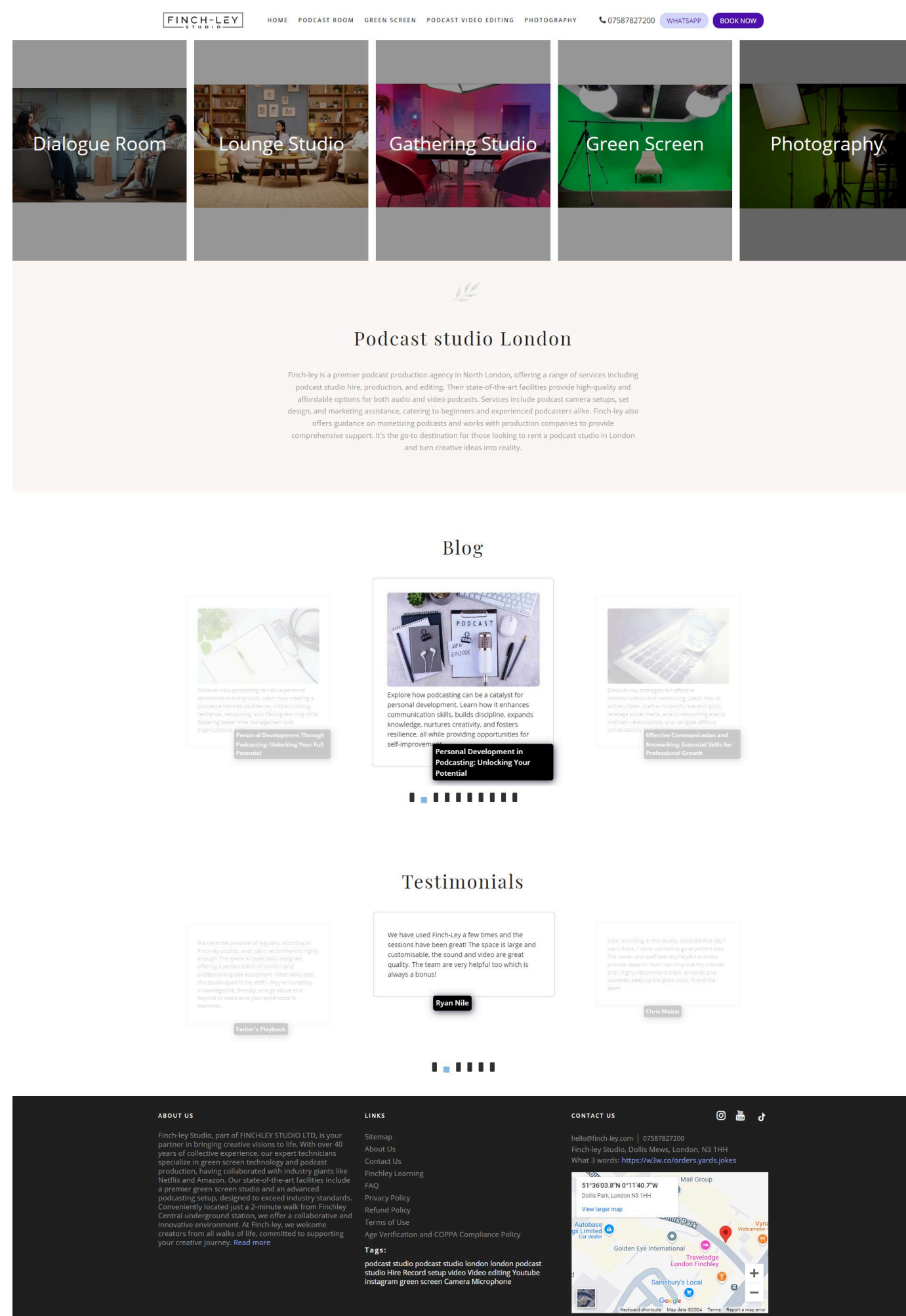
## Lessons Learned

This project reinforced the importance of aligning design decisions with user needs and business goals. Balancing aesthetics with functionality ensured the final product delivered both a visually appealing and user-centric experience. The tight deadline also taught me to stay focused, work under pressure, and communicate effectively with clients and developers.

## Conclusion

The revamped Finchley Studio website successfully elevated the studio's online presence, making it a vital tool for attracting and retaining clients. This project highlights my ability to deliver impactful UX solutions that drive engagement and business success, even under challenging conditions.

Live: <https://www.finchley.co.uk/>



## Previous Website

Before the redesign, Finchley Studio's website had several usability and design issues that hindered user engagement and conversions:

- Outdated Design:** The website's visual design was outdated and failed to reflect the studio's modern and professional services, which affected the overall brand perception.
- Poor Navigation:** The site lacked a clear navigation structure, making it difficult for users to locate information about the studio's services, pricing, or booking process.
- Cumbersome Booking System:** The booking process was overly complicated, with multiple unnecessary steps that often led to user drop-offs. There was no integration for real-time availability or online payment.
- Unresponsive Layout:** The website was not optimized for mobile devices, resulting in a poor user experience for visitors accessing the site on tablets or smartphones.
- Lack of Engaging Content:** The site featured minimal visuals and text that did not effectively highlight the studio's state-of-the-art equipment and services, leading to missed opportunities to engage potential clients.
- Slow Loading Times:** The old website had performance issues, including slow loading speeds, which negatively impacted both user experience and SEO rankings.
- Accessibility Issues:** The website did not adhere to accessibility standards, making it difficult for users with disabilities to navigate and interact with the site.

