



WEBSITE USABILITY AND ACCESSIBILITY REVIEW

# THE SHAKEDOWN

MIKE RIFFON UX-DESIGNER with the  
THE MAIGEN THOMAS EXPERIENCE





# WELCOME TO ROCKING UX

## CONTENT DESIGN

- Overview of Evaluation:
  - Accessibility
  - Usability
  - Website Requirements
- Opportunities
- Recommended Next Steps





# OVERVIEW: WEBSITE



## EVALUATION

you just have to  
keep going and  
everything will sort  
itself out.



LEMMY KILMISTER



# WEBSITE ANALYSIS

I assessed the existing website for how well it adheres to established best practices with regard to these factors:

- **Usability** - Can new users easily understand the website?
- **Information Architecture** - Is the website easy to navigate?
- **Visual Design** - Is the website aesthetically pleasing?
- **Content** - Is the website content clear and understandable?
- **Viability** - Are there any opportunities for revenue not yet explored?
- **Marketability** - Are there any opportunities to improve marketing?

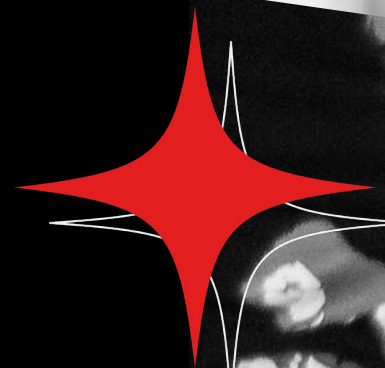




# SUMMARY

## 1,2,3 LET'S ROCK!

The Shakedown and The Racket's website is that local band that you know slaps, and is about drop that song that gets everyone moving. Yet the needle on the amp isn't in the red, and with some opportunities and recommendation the volume can be turned up to one past ten!



# INDIE ROCK



# TOP 3 OPPORTUNITIES

1

## Refine Navigation

Ticket sales, drinks, and keeping customers updated is the Shakedown's primary revenues, making this easy to access means more sales.

2

## Fix Mailing List

Can't subscribe to newsletter. Adding modern push notification features means automated advertising with low effort and cost.

3

## Adjust Checkout Timer

If VenuePilot allows it moving the checkout time to 15 minutes would reduce the cognitive load and anxiety for users buying tickets.







# **ADDITIONAL** **OPPORTUNITIES OR CYA!**

**1**

## **Terms & Conditions**

While the information is accessible in the checkout process, for safety reasons it's always best practice to have a clear stand alone page for CYA.

**2**

## **Accessibility Statement**

With our ever changing legal climate again having a clear stand alone statement of what can and cannot be accessed in person and on the website is a best practice.

**3**

## **Cookie Consent**

The website uses cookie to gather user data. While not yet mandatory in the U.S. many countries do require a consent policy. It's a quick addition that can save many future headaches.

**4**

## **Privacy Policy**

The Shakedown and/or VenuePilot collects personal data for transactions. There are already legal cases where big 3rd parties have pushed the responsibility onto the small business owner for data breaches. A privacy policy is a hard must!





# RECOMMENDED NEXT STEPS

1

## Navigation

Edit content to remove redundancy, clutter and confusion. Address navigation issues with visibility, dynamic size optimization and accessibility.

2

## Aesthetics

Will discuss icon clarity and uniformity. Also refining and strengthen brand identity for both The Shakedown and The Racket.

3

## Newsletter

Recommendations on better utilizing this feature for advertising and social engagement with minimal effort on your part.

4

## VenuePilot

The recommendation here are subject to what features VenuePilot has and allows to be altered.



# NEXT STEP 01:

## NAVIGATION

- Main Page = Main Stage

This is where the action is! Having direct access to tickets right there is GREAT! Yet the process can be refined to adhere more to an e-commerce transaction process. E.g. Having a cart option for multiple purchases at once.

- Navigation Bar

The Racket needs to be a button with no submenu since food is already on the main menu; this is confusing to users. About Us, Content & Directions, and Newsletter can become one button like Info to increase recognition for short attention spans.

- Optimization

The website is not sized for all device; this means some parts of the site are cut off or obscured on some device. Navigation highlights do not contrast well making it difficult to know location.





# NEXT STEP 02:

## AESTHETICS

- **Icons**

Icons are not uniformly solid or outlined. This seems like a small detail, but research shows on an unconscious level this has a compounding distracting effect to user that results in a negative experience without the user being aware of it. Also Band Camp is a niche app that not many would know; so labeling icons could be beneficial.

- **Brand**

The Shakedown and The Racket already have strong independent brand designs, but are barely seen on the site. The Racket's page doesn't fit well with the rest of the theme. Nor is there an option for buying any of the merch that is for sale at both bars; this can easily be fixed with WordPress plugins for e-commerce.





# NEXT STEP 03:

## NEWSLETTER

- **Not Active!**

The link itself is difficult to find, and once found takes you to a form that is inactive. This process can be upgraded and streamlined for minimal maintenance effort as a plug in WordPress. Plus can be altered to act as a push notification for mobile devices adding a dual purpose as direct advertising.

- **The MC of the Main Stage**

Circling back to creating an Info button on the main menu this should be the first thing seen on that page. The newsletter has the potential for being the primary source of up to date info, and can be setup so that it auto-populates other social platforms meaning less work.





# NEXT STEP 04:

## VENUEPILOT

### ● Caveat

I understand that any recommendation made here may not be feasible based on VenuePilot's options available. And that it may not be an option or desire to switch to another ticket platform. These recommendations are based on enhancing the users experience when buying a ticket.

### ● Changes

- Extending the timer to 15 minutes would reduce the anxiety caused by the 8-minute timer.
- Few instructions for buying tickets. This process could be more clear and helpful to the user.
- Popups are used for errors which isn't totally helpful to users with assistive technology and confusing to user when going back to fix mistakes.
- Is the Shakedowns or VenuePilot's responsible and liable for checkout validation fraud..







WEBSITE UX-REDESIGN SAMPLE IMAGES

# THE SHAKEDOWN

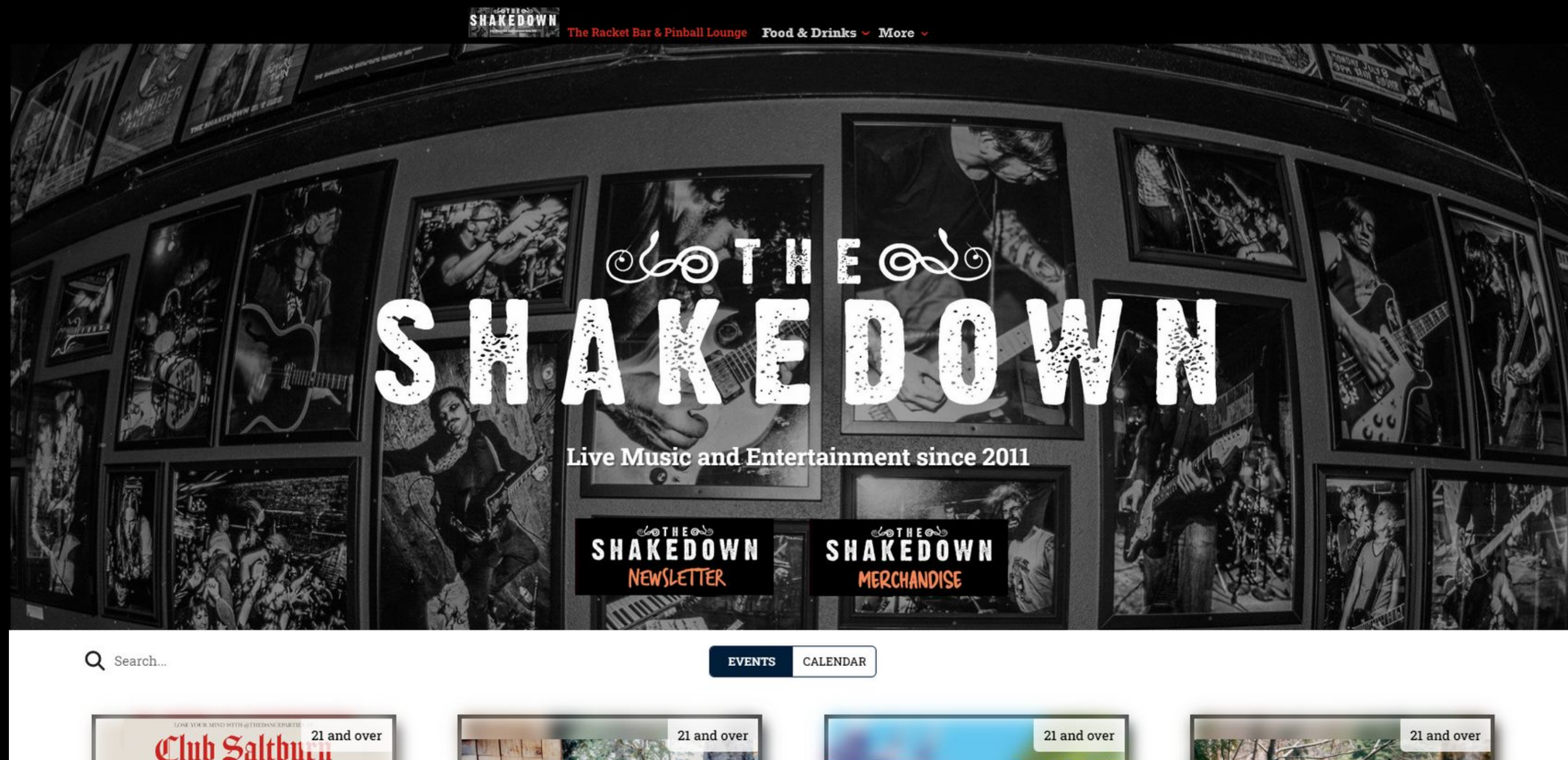
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# BEFORE & AFTER: THE MAIN PAGE

- Navigation bar has been streamlined for reduced cognitive load
- Ticket sales brought above the fold line for user to see.
  - Buttons added for Newsletter and Merch.

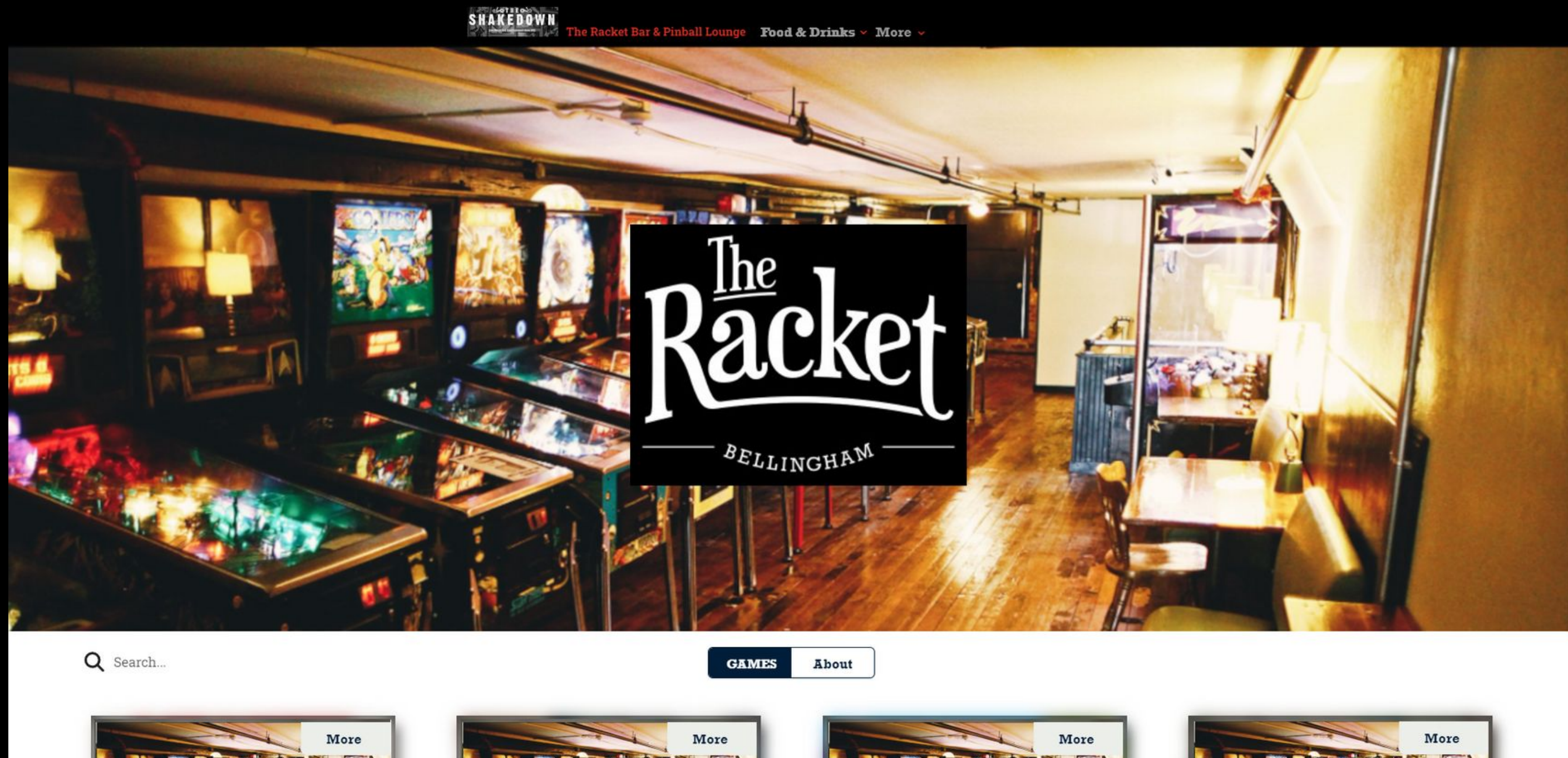
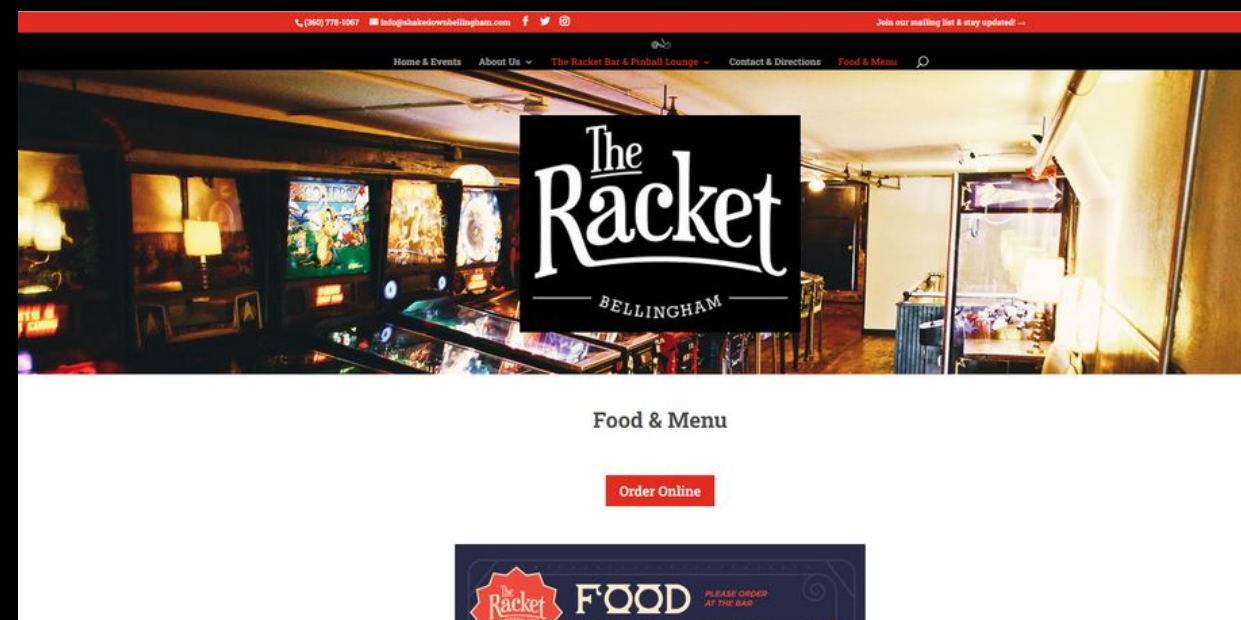




# BEFORE & AFTER: THE RACKET

## Changes

- Unified its look into the website's design.
- Added a Game List based off of ticket sales template.
- Used this same feature to make an about button for The Racket

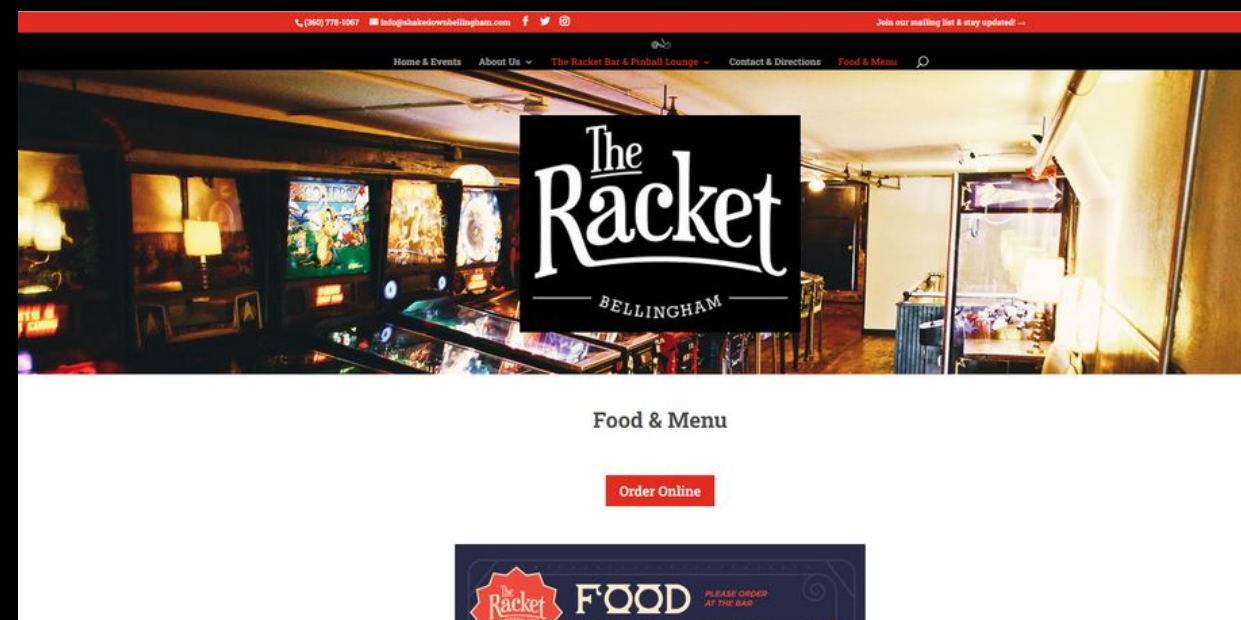




# BEFORE & AFTER: THE MENU

## Changes

- Unified its look into the website's design.
- Made a gallery for easy access and added drink menus for both locations.
- Placed ordering at top and made it pop for importance.







# THANK'S FOR WATCHING

[WWW.MIKERIFFON.COM](http://WWW.MIKERIFFON.COM) [MIKERIFFONUX@GMAIL.COM](mailto:MIKERIFFONUX@GMAIL.COM)