

# Issaquah FISH

Website Redesign

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DSGN 360  
Project 1



The website homepage features a large, vibrant photograph of a salmon hatchery in Issaquah, Washington, with people working in the background. The title "Fall - Issaquah Salmon Hatchery" is displayed in a large, bold, blue font at the top right. The navigation bar includes links for "About Us", "Explore", "Events", and "Contact Us". A "Donate" button with a heart icon is located in the top left corner. A "SCHEDULE A TOUR" button is centered on the page. The "CITY OF ISSAQAH WASHINGTON" logo is in the bottom right corner. A salmon is shown swimming on the right side of the page. A cursor icon is visible on the right, pointing towards the page content.

## Fall - Issaquah Salmon Hatchery

Donate 

About Us Explore Events Contact Us

### The most visited hatchery in Washington State

At FISH, we educate and advocate for Salmon!

SCHEDULE A TOUR

CITY OF  
ISSAQAH  
WASHINGTON

## What is FISH?



Salmon A Miraculous Journey

Watch on YouTube

FISH is the result of many successful partnerships that formed after the Issaquah Salmon Hatchery was threatened with closure in 1992. Private citizens as well as community and business leaders joined forces to save this regional treasure. FISH is a 501(c)(3) non-profit organization that today is supported by its members, the City of Issaquah, local businesses and service organizations.

“

The miracle of the salmon cycle affects all of us.

Protecting our salmon and ensuring their survival for future generations through education, advocacy, and outreach.

“

We are committed to salmon, community, and education.

by late November. a few usually arrive October.

>

the Fall. of

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in the

# The Project



## What is Issaquah FISH?

**FISH** is a non-profit organization that helps leads free tours for the Issaquah Salmon Hatchery and provides educational services.

The acronym FISH stands for Friends of the Issaquah Salmon Hatchery. They work in direct partnership with the Issaquah Salmon Hatchery.

They're mission is "Protecting our salmon and ensuring their survival for future generations through education, advocacy, and outreach."



## Problem

The current website is very **text-heavy** and **outdated**. There is a lot of white space in the surrounding areas, with lots of information squished together.

Additionally, the website has a **excessive** amount of information that is often repeated across the site, making the navigation bar **frustrating** with too many affordances.

The UI is **lackluster** and doesn't give the organization a reputable image.



## Solution

I wanted to **minimize** the amount of information on the website with an emphasis on **maintaining the two biggest user goals**: Getting users to sign up for hatchery tours and learn about what they will see at the hatchery.

In order to **give the website more credibility**, the redesign is **modernized** and is intended to feel like an virtual tour of the hatchery in itself.

The simplification of the interface gives users an **intuitive**, whilst providing an **informative** experience.

# Current Site

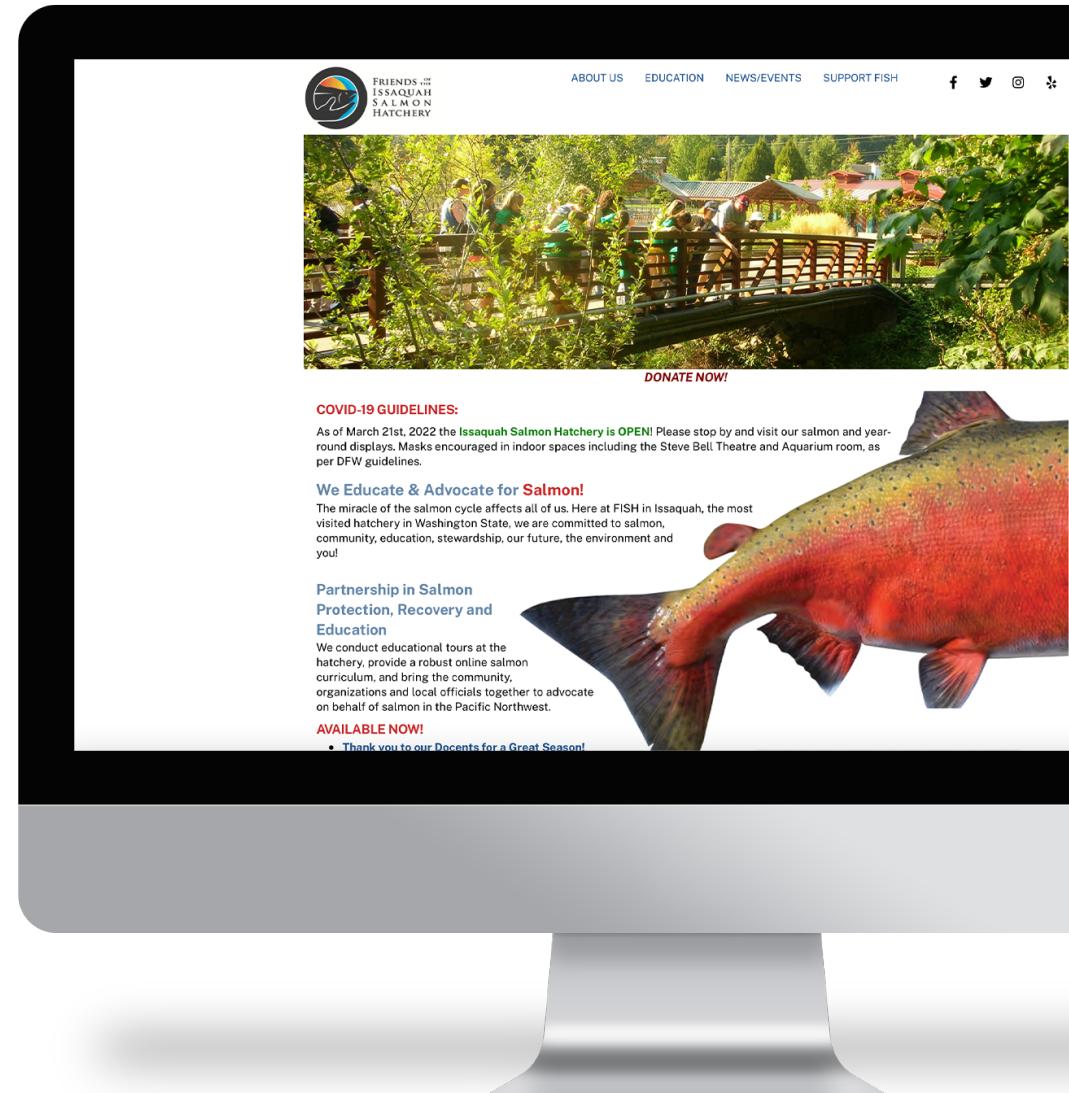
## Why Redesign?

The user is immediately drawn to the banner image on the website but **loses attention** to any of the information directly below it.

All of the text **lacks a clear hierarchy** and is all over the place. This formation is followed through all the pages in the website.

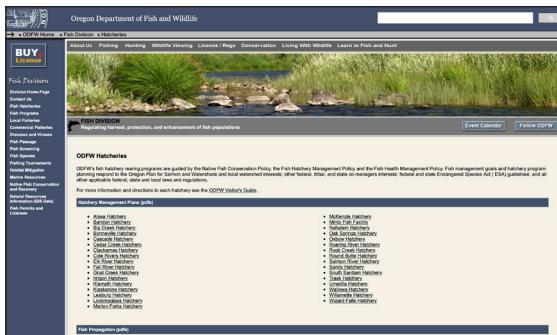
Additionally, the navigation bar is **cluttered** with many separate pages, some only containing a paragraph or so.

The **organization** and **overall look** of the site was my main concern.

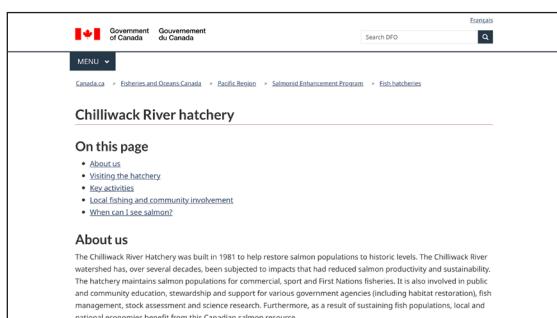


# Competition

## Oregon Department of Fish and Wildlife



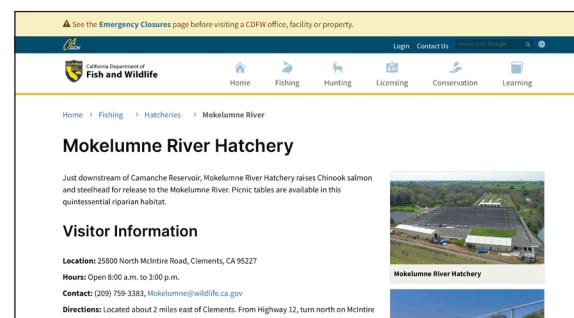
## Government of Canada: Chilliwack River Hatchery



## Alaska Department of Fish and Game



## California Department of Fish and Wildlife



## Hatchery Sites

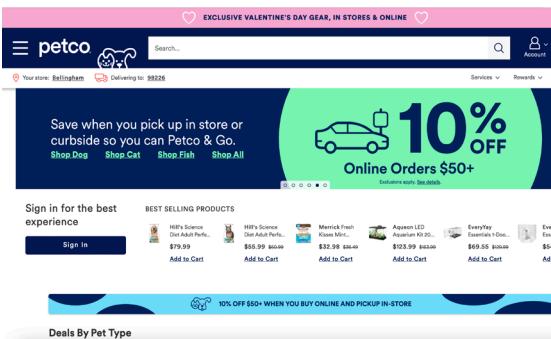
In terms of hatchery websites, there were **no direct competitors**. Other fish hatcheries in Washington don't have websites but instead link to the Washington Wildlife government site. The same applies to some competitors I have provided in the examples.

The Alaska, Canada, and California Department of Wildlife are government websites that host a space for the fish hatcheries. The designs looks **clean** and somewhat **modern**, but lack **content**.

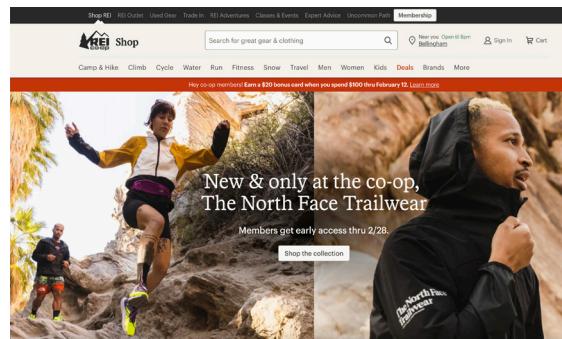
The Oregon Department of Fish and Wildlife have their own website similar to FISH. The design is similar to FISH as well and looks **outdated**.

# Inspiration

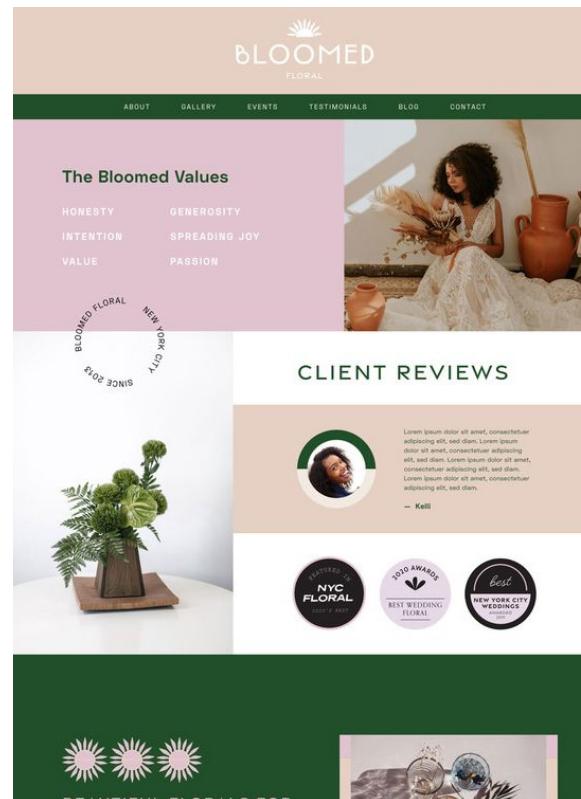
## Petco



## REI



## BLOOMED Floral



## Moodboard

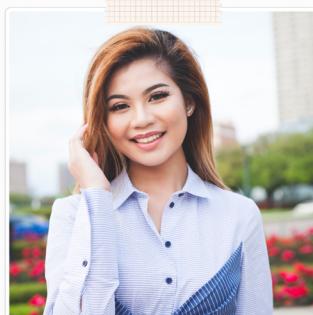
Since the competitor sites were quite lackluster and some being very outdated, I looked to other types of websites for inspiration.

The Petco website was my biggest source of inspiration. The simple dark blue blocks used to separate information with accent colors. Also, the big call to action text with vector graphics on the sides to draw interest.

I looked to REI for inspiration with the top of the website being separate from the main content with blocks.

Bloomed Floral has a really appealing and simplified look.

# User Personas



## Judy Park

*"You give life to what you give energy to."*

- 41 years old (She/Her)
- 80k/yr (150k/yr Household)
- Resident of Issaquah, WA
- Married with 2 kids
- Hobbies: Foodie, traveling, hiking, spending time with family, walking the dog, and gardening.

### User Personality

#### Lifestyle Values:

Family always comes first. Being a strong and caring mother is her number one priority.

#### Enjoyments:

Tending to her garden, cooking, exploring the outdoors, learning something new everyday.

#### Demands of products:

Values good quality products, minimalist, rational, simple and low-waste.

#### Pain Points:

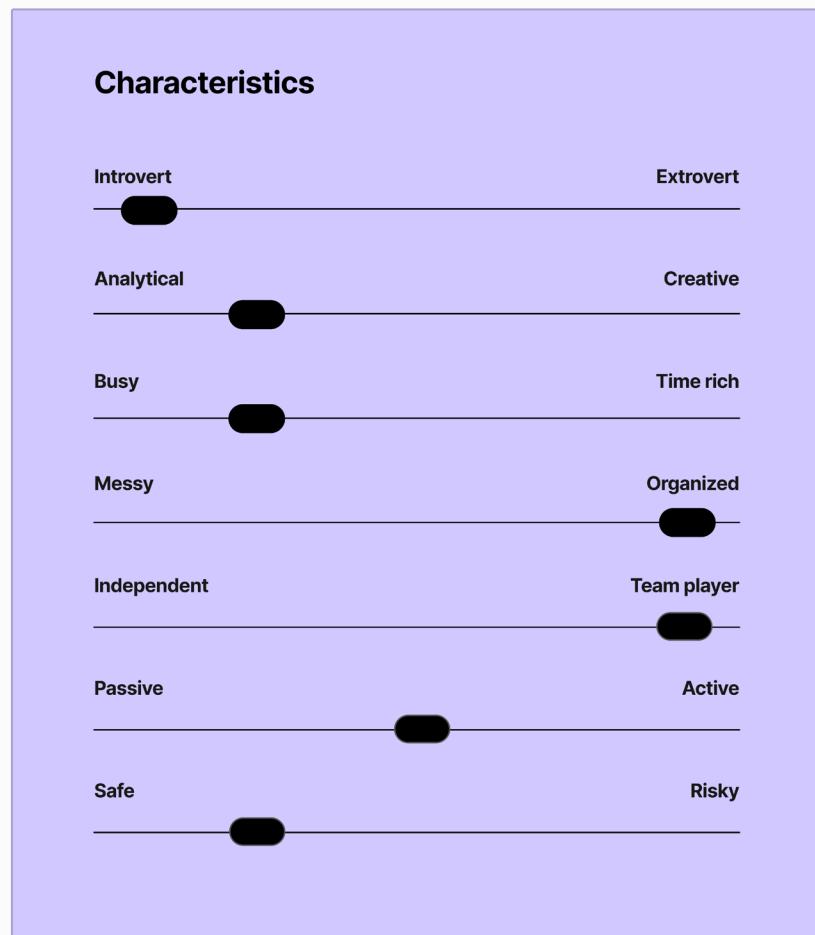
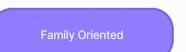
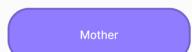
Over complications, outdated systems, too many options, paying too much and not getting what was expected, being late.

#### Brand Touch points:

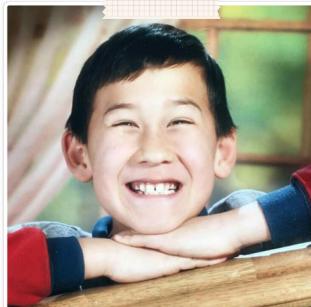
Finding events for the family, keeping up with the news, supporting the community.

#### Media Use:

Uses her iPhone for everything and Macbook for work. Has Instagram and Facebook.



# User Personas



## Mark Ipplar

*"Break me off a piece of that Kit Kat Bar!"*

- 11 years old (He/Him)
- No income (100k/yr Household)
- Resident of Issaquah, WA
- Son to John and Sally Ipplar
- Hobbies: Legos, Minecraft, FNAF, watch cartoons, YouTube, and go to school

### User Personality

#### Lifestyle Values:

Have fun in every given opportunity.

#### Enjoyments:

Reading about legos online, watching YouTube, and playing Minecraft with friends and tending to his base he shares.

#### Demands of products:

Values engaging content.

#### Pain Points:

Outdated systems or too many options.

#### Brand Touch points:

Learning about the hatchery before FISH come for his school event.

#### Media Use:

Uses his school laptop and family PC.

5th grader

Son

Gen Z

Issaquah, WA

### Characteristics

Introvert

Extrovert

Analytical

Creative

Busy

Time rich

Messy

Organized

Independent

Team player

Passive

Active

Safe

Risky

# User Personas



## Rich Koines

*"There's nothing more I love than giving back to the community."*

- 54 years old (He/Him)
- 500k/yr (800k/yr Household)
- Resident of Issaquah, WA
- Husband to Sheryl Koines, Father to 2 kids
- Hobbies: Workout, trade stocks, watch football, play with his dog, and swim.

### User Personality

#### Lifestyle Values:

Always be present and a good role model.

#### Enjoyments:

Working, hanging out with family, socializing, forming connections, and making money.

#### Demands of products:

Values up to date content, high quality content, rich information, modern styled things, government endorsed services.

#### Pain Points:

Outdated systems, lack of information, no visual engagement.

#### Brand Touch points:

Donating to the hatchery to give back to the community.

#### Media Use:

Uses his MacBook Pro and iPhone.

Senior Accountant

Husband

Community

Issaquah, WA

## Characteristics

Introvert

Extrovert

Analytical

Creative

Busy

Time rich

Messy

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Team player

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Active

Safe

Risky

# Strategy Statement



## Business Goals

1. Spread more awareness on the salmon in Issaquah and accept donations
2. Get more people to visit the Issaquah Salmon Hatchery and access tours by FISH



## Brand Goals

1. Simplified Information
2. Improved page structure
3. Modern redesign
4. Push user goals

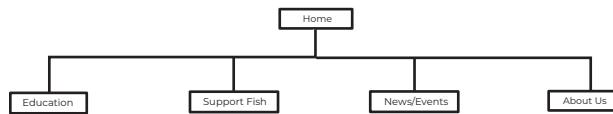


## User Goals

1. Get users to sign up for hatchery tours
2. Allow users to access information about what they will see at the hatchery
3. Donate or volunteer

The FISH website needs a reductive, modern, and simplified redesign to give it more credibility, make it obvious for users to sign up for hatchery tours and inform users about what they'll see at the hatchery. This will be accomplished by removing unnecessary content, combining pages, adding tasteful graphics, and aiming to create an entire virtual experience second to the hatchery.

# Site Maps

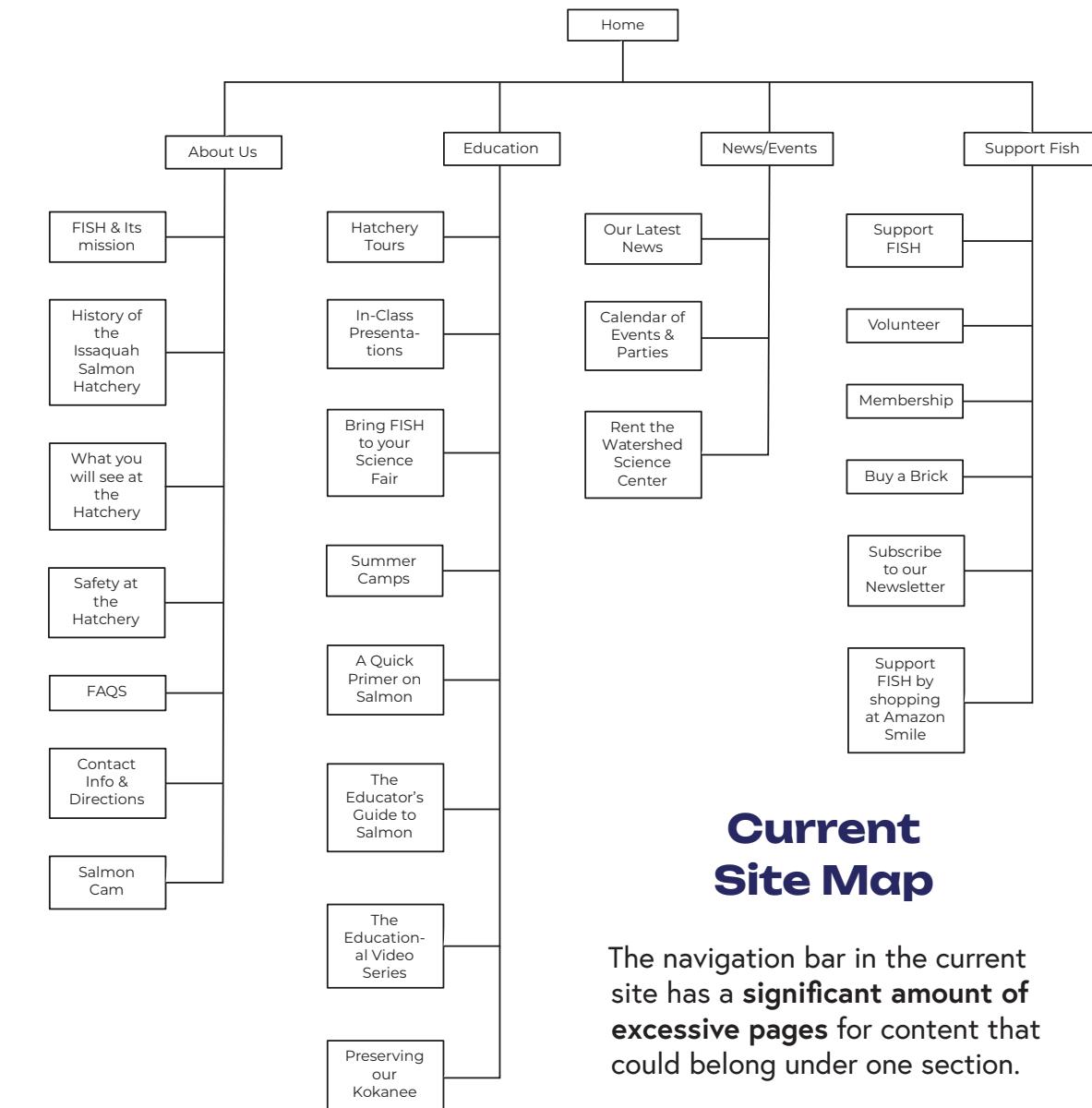


## Redesigned Site Map

I decided for this project, I would create the most reduced version of the site.

I simplified the navigation bar into 4 sections: **Education**, **Support FISH**, **News/Events**, and **About Us**.

I left out of all of the drop down menu pages and combined some of the most important ones into one of the main sections.

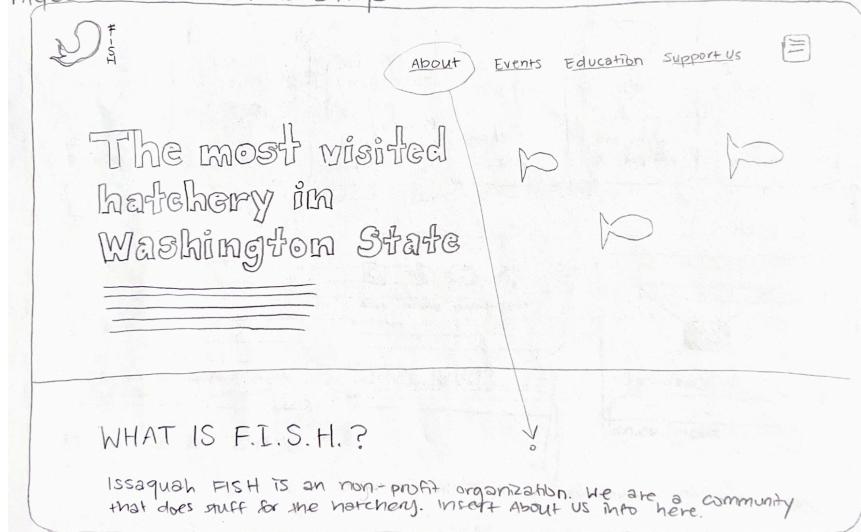


## Current Site Map

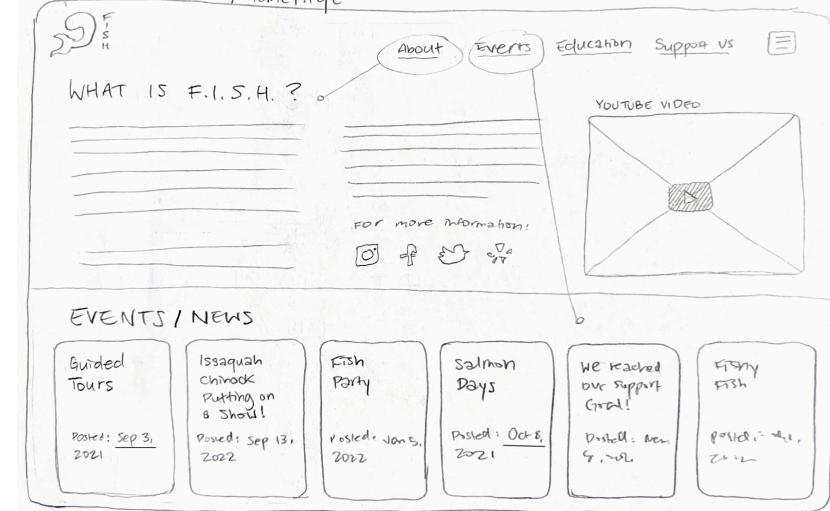
The navigation bar in the current site has a **significant amount of excessive pages** for content that could belong under one section.

# Initial Sketches

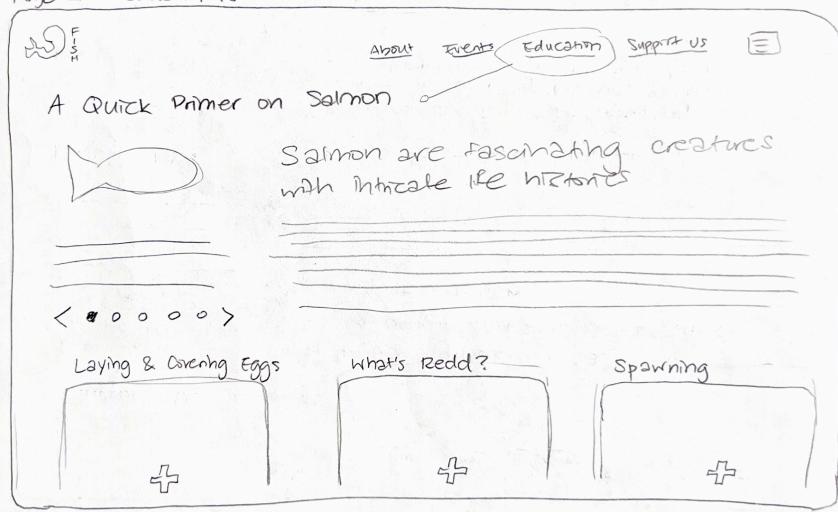
PAGE 1 - ABOUT US / HOME PAGE



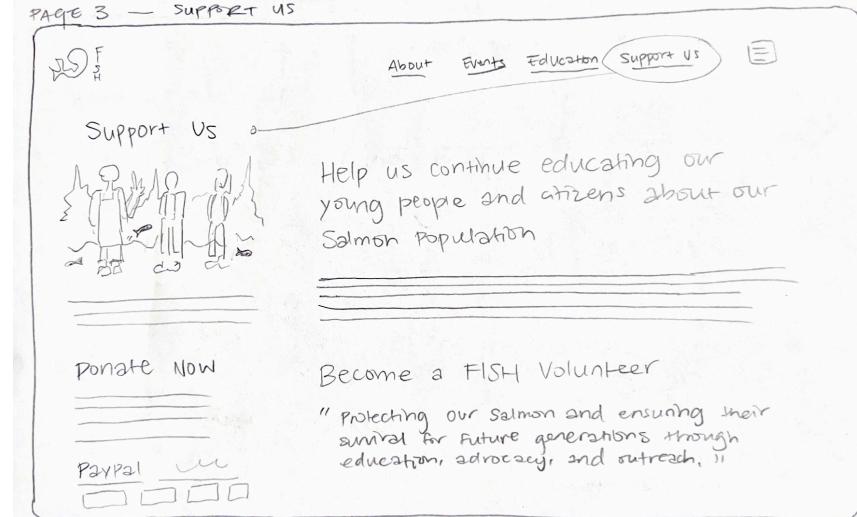
PAGE 2 - EVENTS / HOMEPAGE



PAGE 2 - EDUCATION

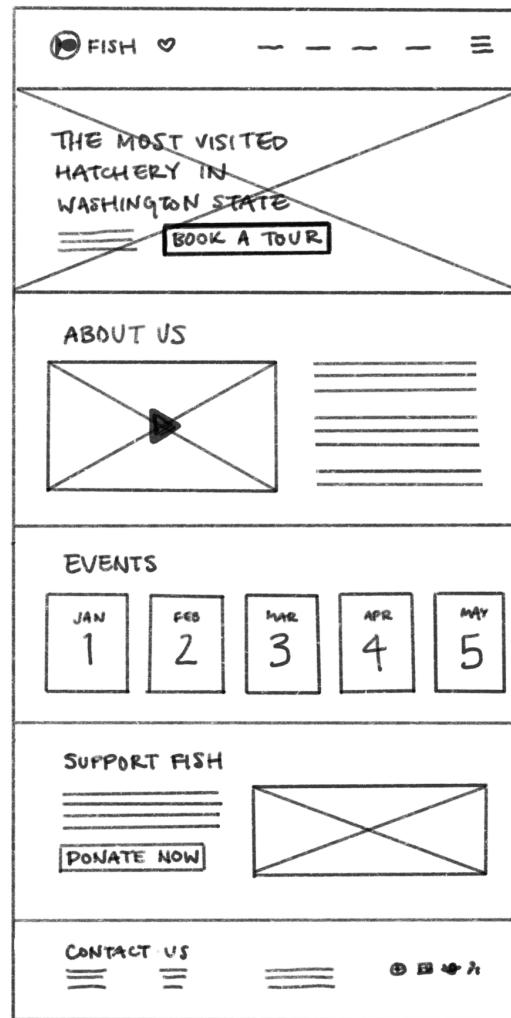


PAGE 3 - SUPPORT US

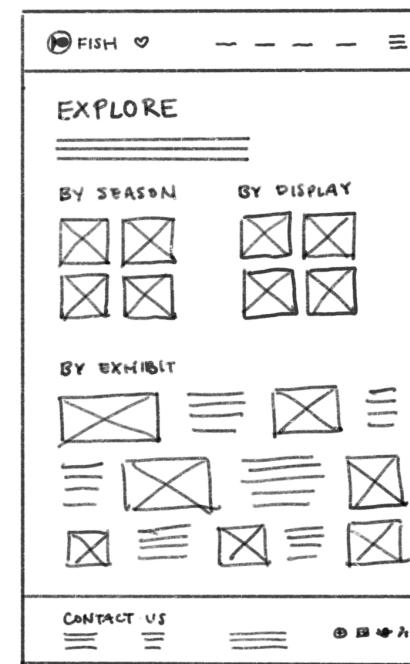


# Revised Wireframes

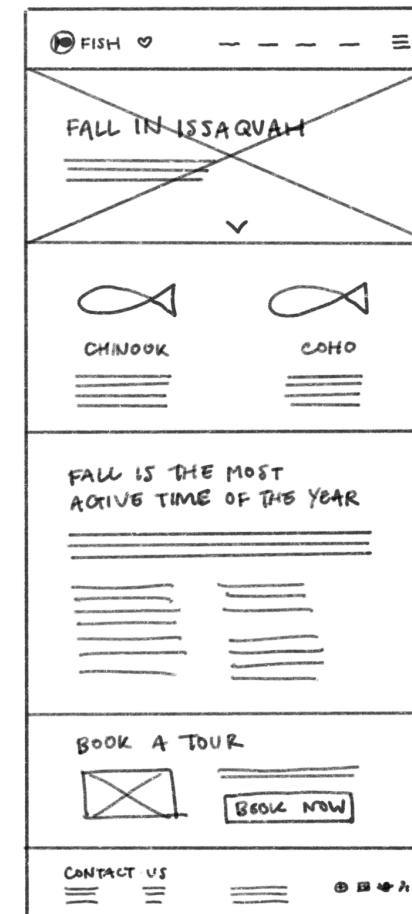
① HOME



② EXPLORE



③ FALL



# Early Prototype

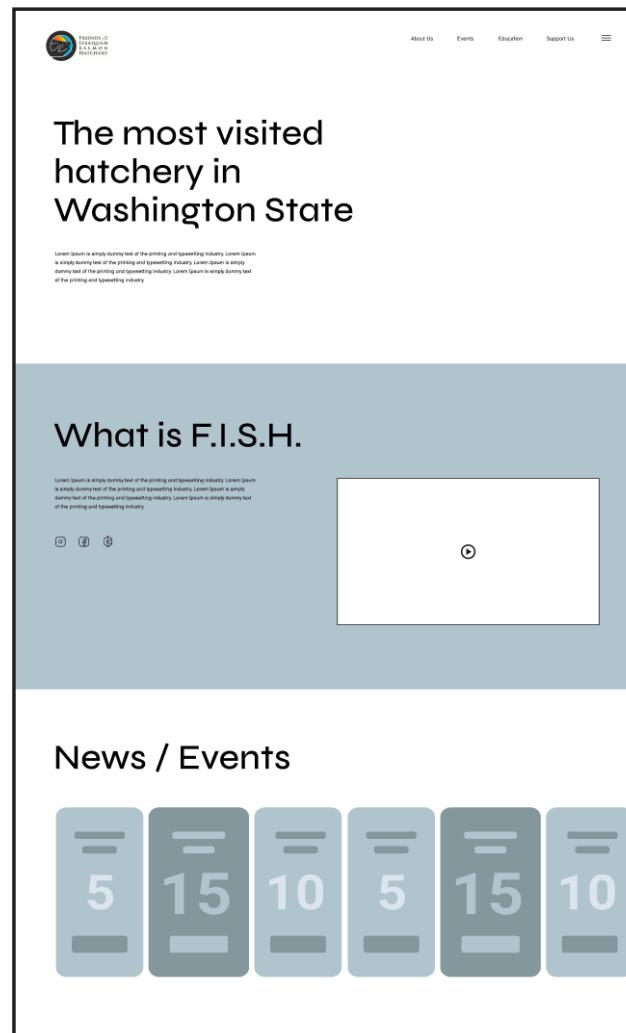
## Building it out

I began the process of laying out the homepage by creating **blocks** for each section.

I decided I wanted to align all of the text **left justified** to allow room for images.

While keeping **aesthetics** and **accessibility** in mind, I created the **text hierarchy** that would be repeated throughout the whole site to maintain a sense of **consistency**.

I used Figma plugin icons, filler text, fake event boxes, and social media icons to fill the prototype with content and give an idea for where I wanted to add motion components.



## Style Decisions

During this stage, I laid out the contents of the **navigation bar**. I decided on "About Us", "Events", "Education", and "Support Us" with a hamburger menu next to it. This was just a placeholder before I built the rest of the site out and switched to the final contents.

I found the font "Syne" and used it for the title text. This was chosen initially for its friendly look but would later be switched out to something similar, but with more **personality**.

I included the current FISH logo in this early prototype. I think their current logo is nice but starts to look too detail from a distance. I changed this later on as well.

# Rebrand

## Current

The current color palette of the site has a nice range to choose from. However, since these are 4 drastically different colors, it makes it hard to incorporate every color evenly throughout.

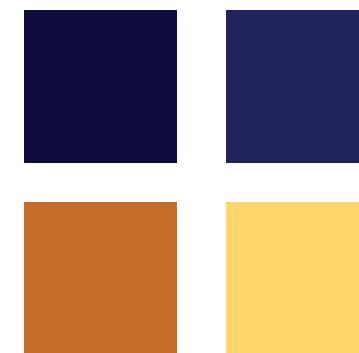


The current logo is nice, the only thing that was inaccessible was the legibility of the type next to it.



FRIENDS OF  
ISSAQAH  
SALMON  
HATCHERY

## Redesign



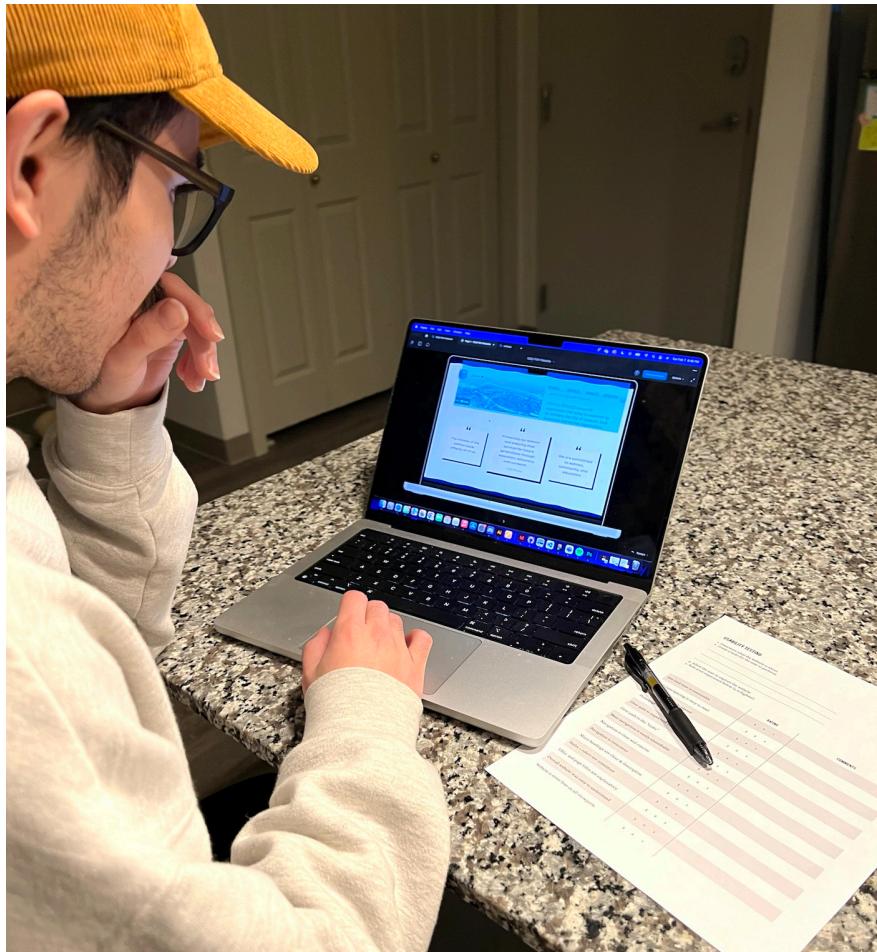
I decided to go with a dark blue as a nice contrast to white.

I also chose this orange-yellow combination since it's a direct complimentary to the blue.



The logo was left untouched. All I did was remove the text & image traced it in AI to give it a refined, modern look.

# Usability Testing



To conduct usability tests, I had users fill out The Usability Test Form.

They had to evaluate the following:

- Site load time
- Font Size
- Logo Placement
- Homepage Digestability
- Clarity in pathways
- Clarity in task pathways
- Identify main navigation
- Clarity in navigation
- Consistency in navigation
- Descriptive major headings
- Styles and color
- URL and Page Title
- Overall understandability
- Errors and viewports

# Usability Testing

I had users complete the following tasks:

1. Find "Explore"
2. Find "What you will see at the Hatchery"
3. Click on "Fall" under "By Season"

Both users who completed the form had no issues with locating the tasks.

The first user found that the **font size** was slightly too large.

The second user noticed that the **load time** took a while.

**USABILITY TESTING**

1. Determine what the website is about.  
2. Create 3 tasks for the user to perform:  
FIND "EXPLORE"  
FIND "WHAT YOU WILL SEE AT THE HATCHERY"  
CLICK ON "FALL" UNDER "SEASONS"

4. Allow the user to explore the website  
5. Rate your experience below (3 is highest):

	RATING	COMMENTS
Site load time is reasonable	3 2 1	
Font size/spacing is easy to read	3 2 1	font may be a little large
Logo is prominently placed	3 2 1	
Homepage is digestible in 5 seconds	3 2 1	
Clear path to important information	3 2 1	
Clear path to the "tasks"	3 2 1	
Main navigation is easily identifiable	3 2 1	
Navigation is clear and concise	3 2 1	
Navigation is consistent	3 2 1	
Major headings are clear & descriptive	3 2 1	
Styles + colors are consistent	3 2 1	
URLs and page titles are explanatory	3 2 1	
Overall website was easy to understand	3 2 1	
Website is error free on all viewports	3 2 1	

**USABILITY TESTING**

1. Determine what the website is about.  
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FIND "EXPLORE"  
FIND "WHAT YOU WILL SEE AT THE HATCHERY"  
CLICK ON "FALL" UNDER SEASONS

4. Allow the user to explore the website  
5. Rate your experience below (3 is highest):

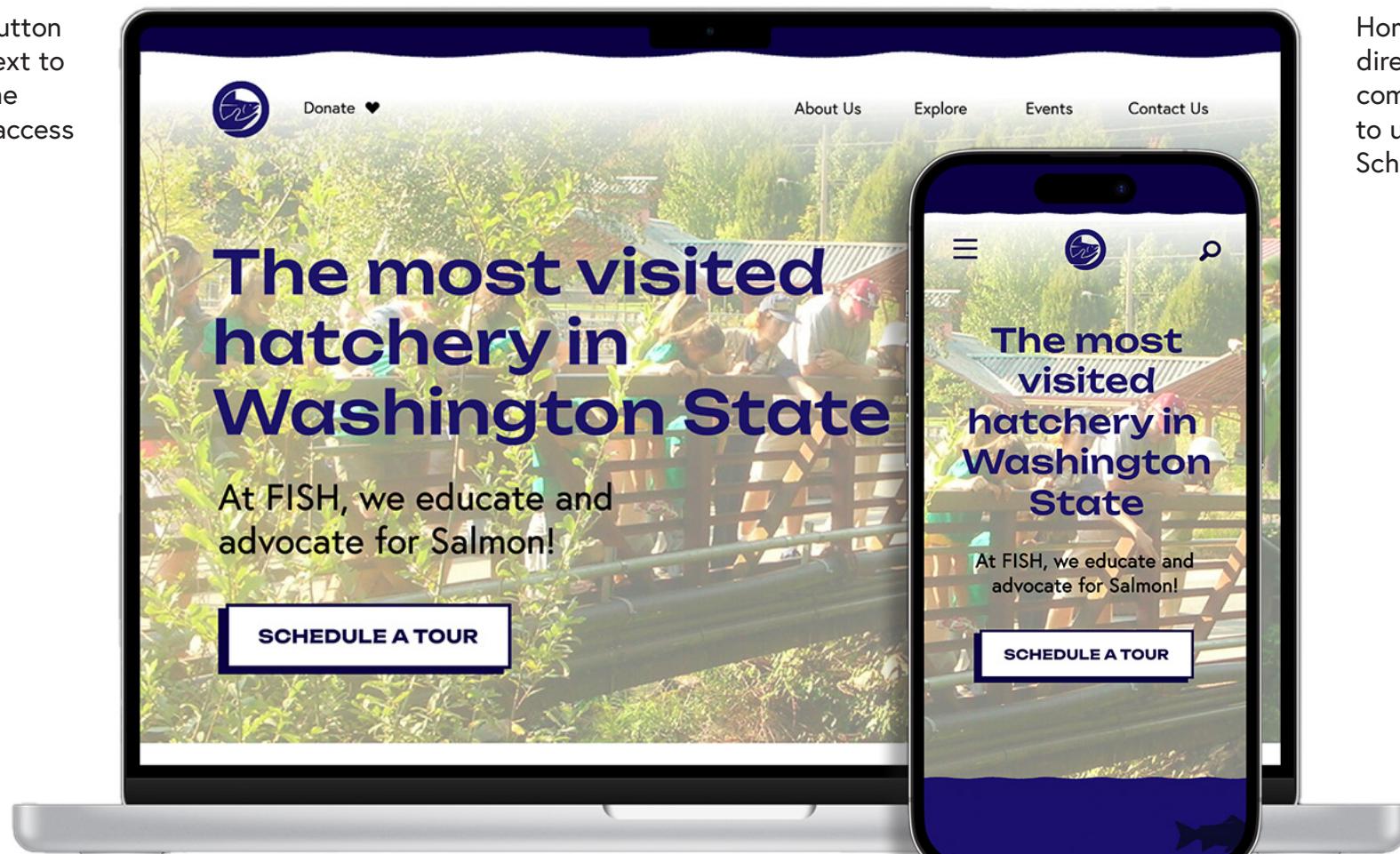
	RATING	COMMENTS
Site load time is reasonable	3 2 1	Took a while to load page. Home page
Font size/spacing is easy to read	3 2 1	
Logo is prominently placed	3 2 1	
Homepage is digestible in 5 seconds	3 2 1	
Clear path to important information	3 2 1	
Clear path to the "tasks"	3 2 1	
Main navigation is easily identifiable	3 2 1	
Navigation is clear and concise	3 2 1	
Navigation is consistent	3 2 1	
Major headings are clear & descriptive	3 2 1	
Styles + colors are consistent	3 2 1	
URLs and page titles are explanatory	3 2 1	
Overall website was easy to understand	3 2 1	
Website is error free on all viewports	3 2 1	

**User 1 Rating: 13 / 14**

**User 2 Rating: 13 / 14**

# Final Outcome

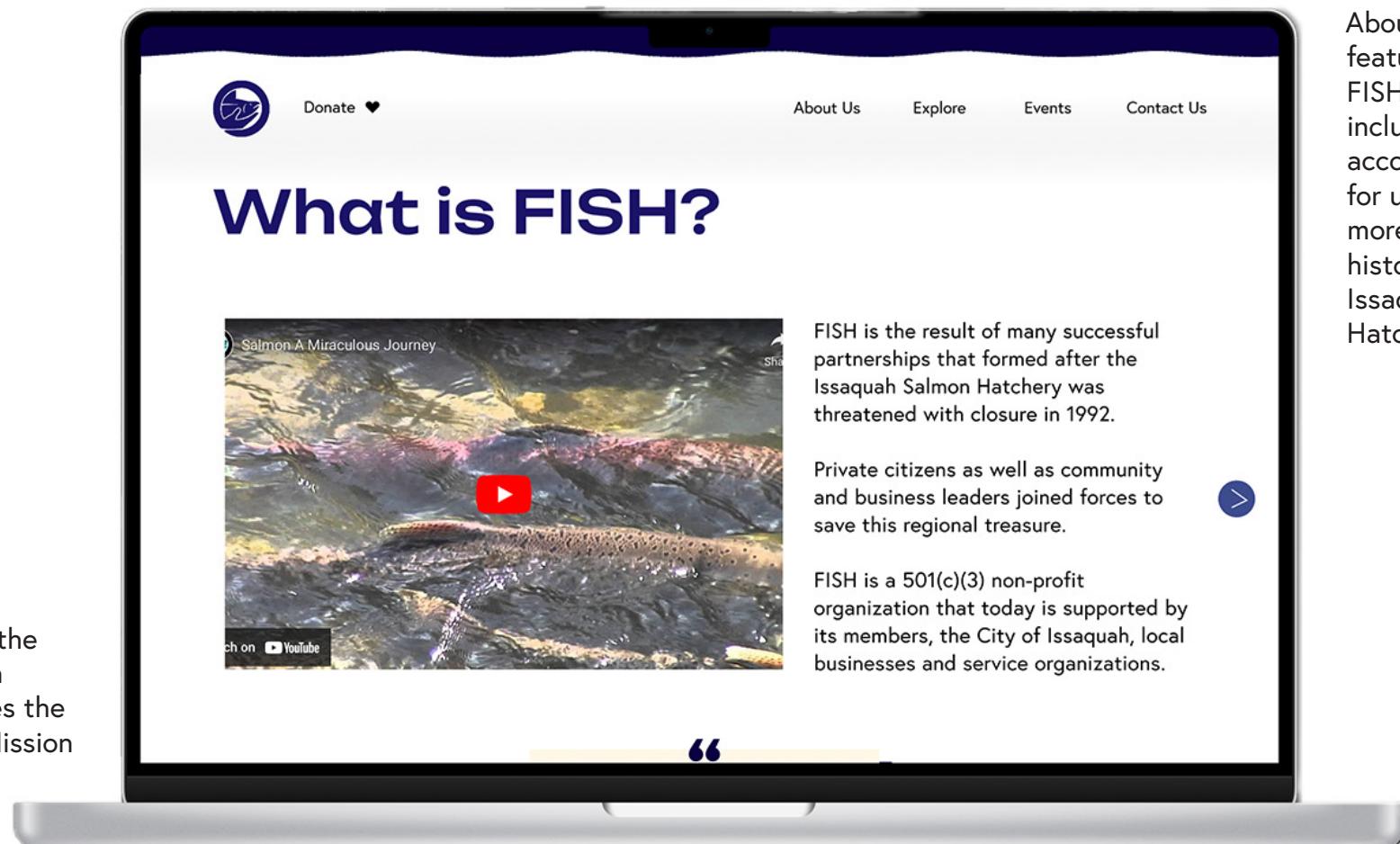
Donate Button  
is right next to  
logo/home  
for clear access



Home Page  
directly  
communicates  
to users to  
Schedule a Tour

## Page 1: Home

# Final Outcome



Below the section includes the FISH Mission

**What is FISH?**

Salmon A Miraculous Journey

Watch on YouTube

FISH is the result of many successful partnerships that formed after the Issaquah Salmon Hatchery was threatened with closure in 1992. Private citizens as well as community and business leaders joined forces to save this regional treasure. FISH is a 501(c)(3) non-profit organization that today is supported by its members, the City of Issaquah, local businesses and service organizations.

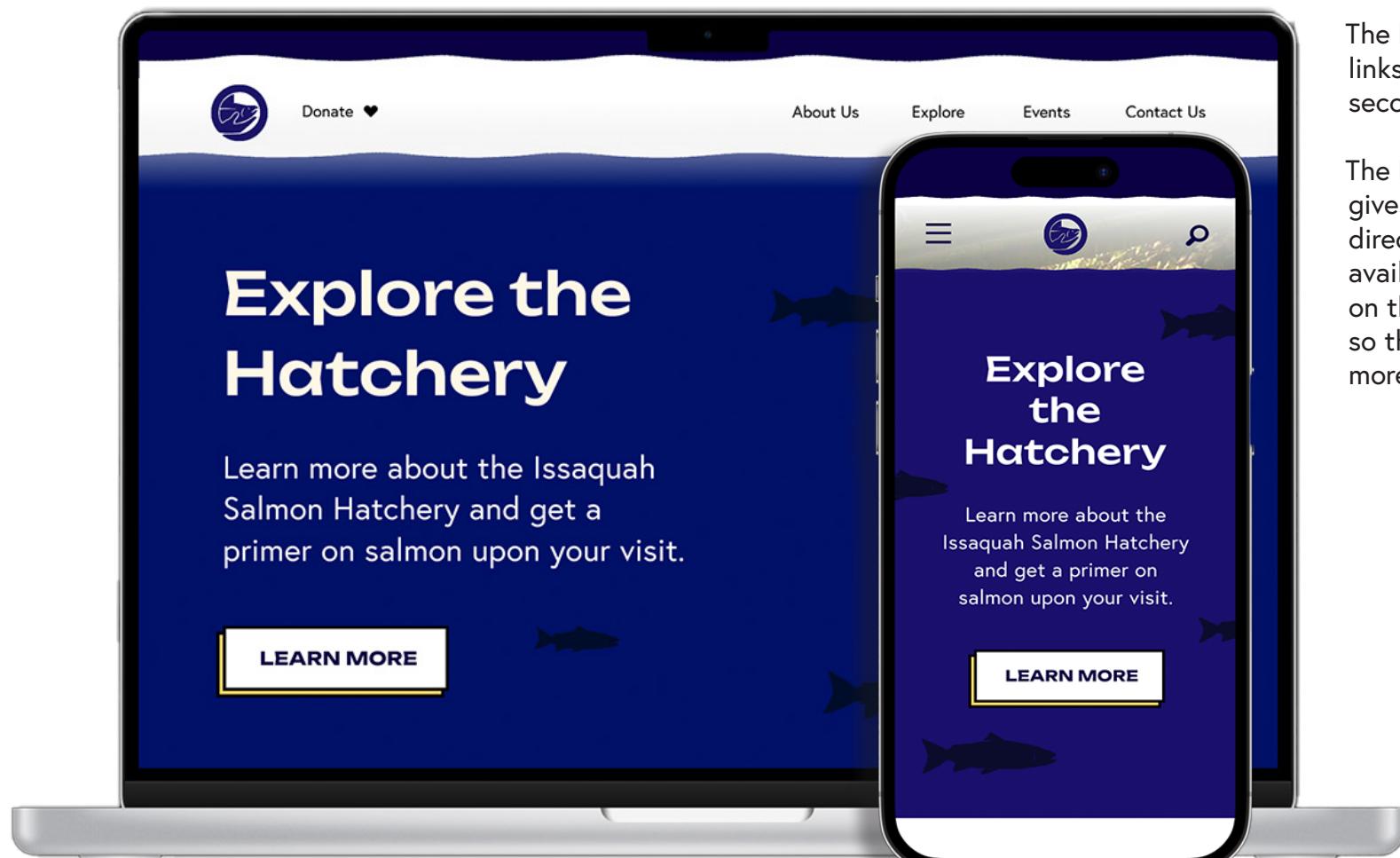
About Us Explore Events Contact Us

“

About Us features what FISH is and includes an accordian for users to read more about the history of the Issaquah Salmon Hatchery

## Page 1 (continued): About Us

# Final Outcome

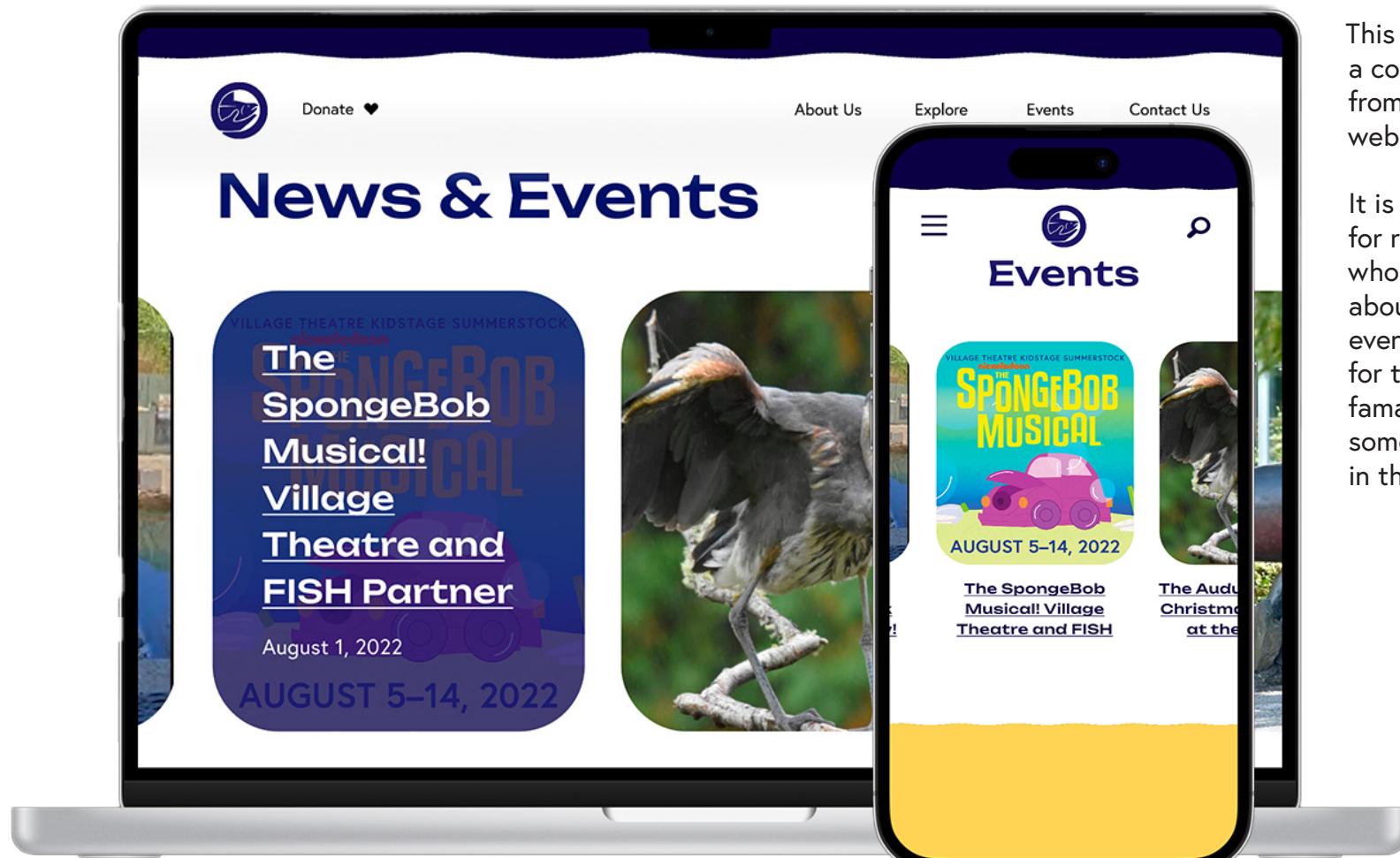


The Explore page links to the secondary page.

The Explore page gives users direct access to available info on the hatchery so they can learn more upon visit.

## Page 1 (continued): Explore

# Final Outcome



## Page 1 (continued): Events

This section is a continuation from the current website.

It is made accessible for returning users who want to read about upcoming events. Targeted for those with families or someone involved in the community.

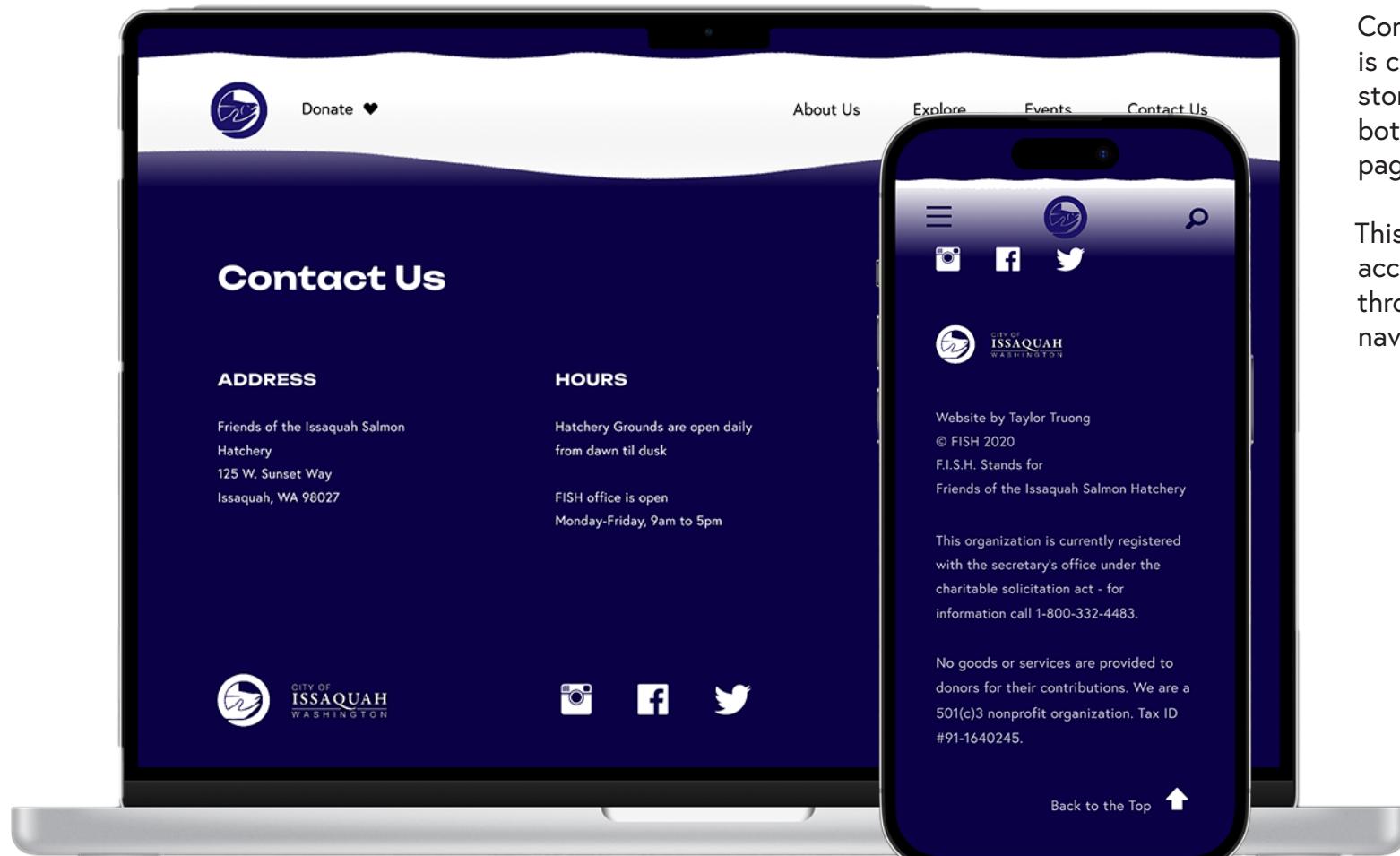
# Final Outcome



## Page 1 (continued): Education

FISH highlights their educational program in their mission, thus this section was created.

# Final Outcome

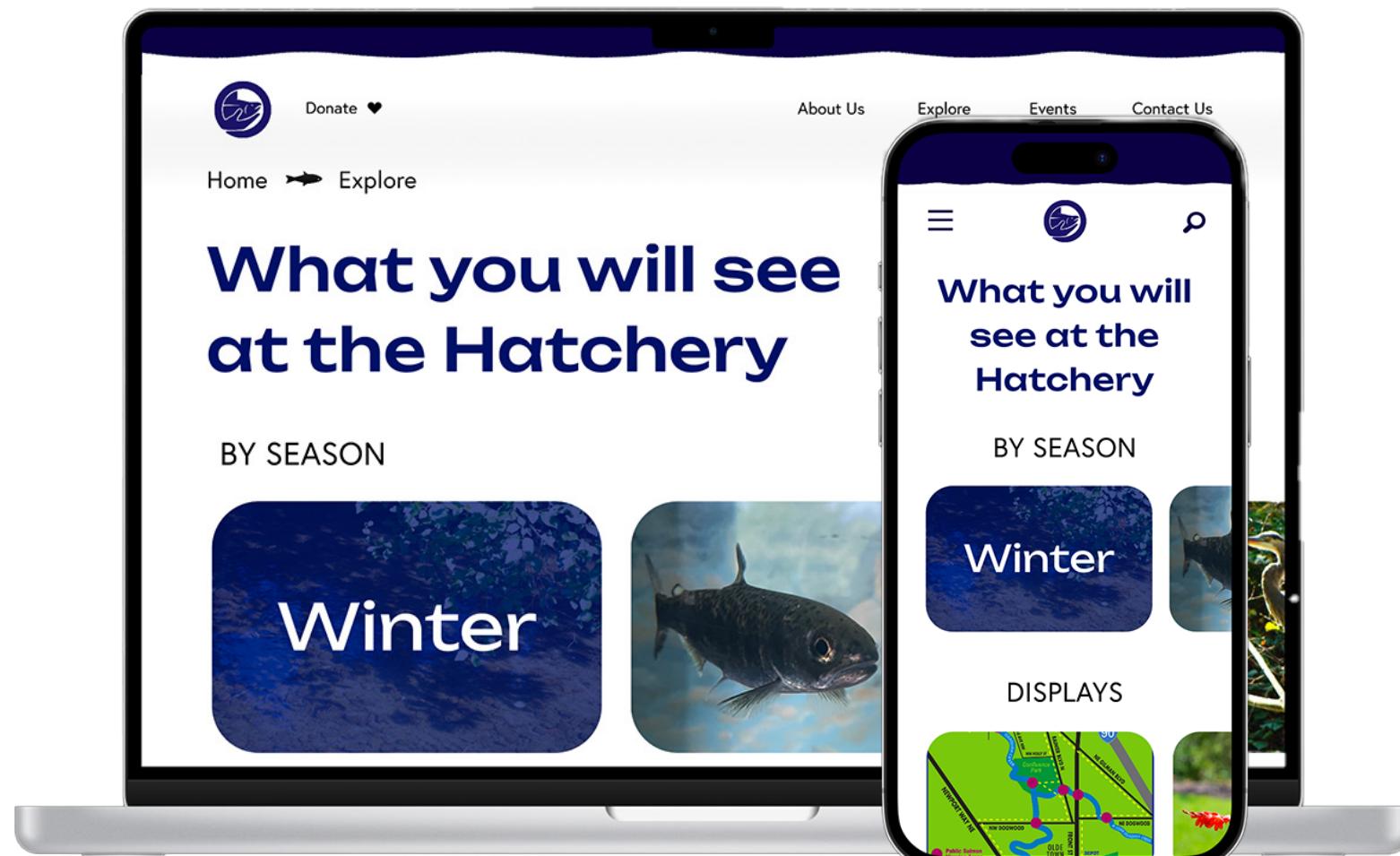


Contact info is conveniently stored at the bottom of every page.

This is also accessible through the navigation bar.

## Contact Us

# Final Outcome



**Page 2: What you will see at the Hatchery**

# Final Outcome

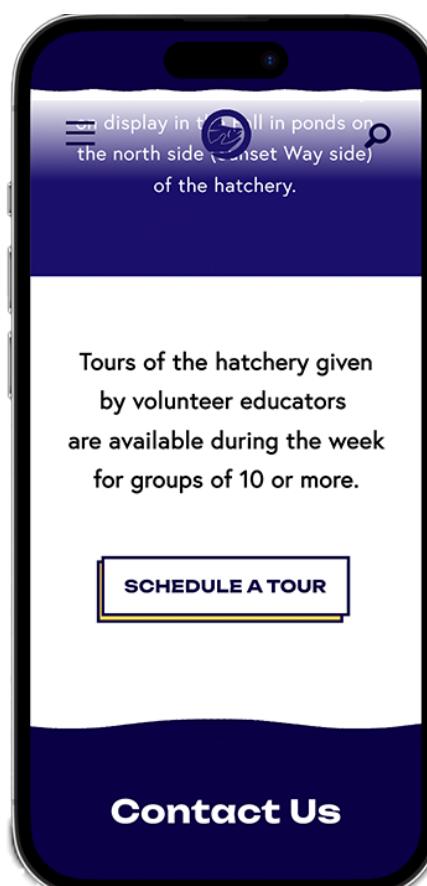
The image shows a laptop and a smartphone displaying the Issaquah FISH website's "Fall - Issaquah Salmon Hatchery" page. The laptop screen features a large background image of autumn foliage. Overlaid on the image is the text "Fall - Issaquah Salmon Hatchery" in a large, bold, dark blue font. Below this, a paragraph of text reads: "Although the hatchery is open year-round, Autumn is the most active time of year, when adult chinook and coho salmon return to the Issaquah Salmon Hatchery." The smartphone screen shows a close-up of the same text and a smaller image of a Chinook salmon with the word "CHINOOK" below it. The background of the smartphone screen shows a blurred image of the same autumn foliage.

## Page 3: Fall - Issaquah Salmon Hatchery

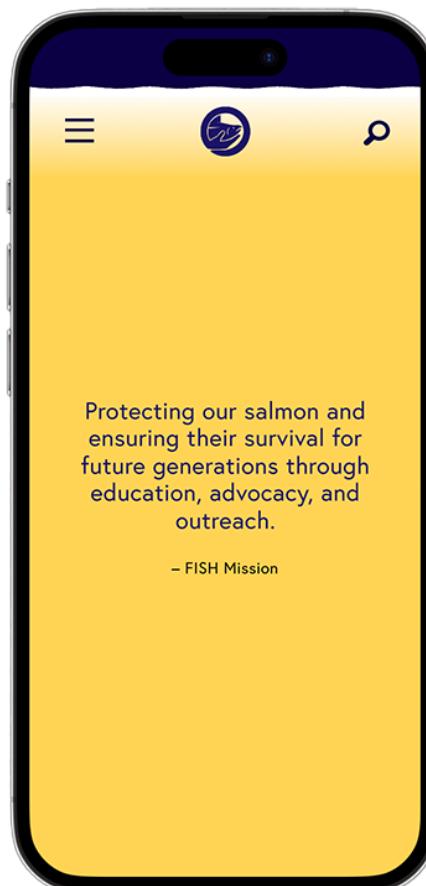
# Final Outcome



Hamburger Menu Page



Schedule a Tour Pt. 2 (Pg. 3)



FISH Mission (Pg. 1)

## Extra Screens

# Reflection

## CHALLENGES

Overall, I think the biggest hurdle was being under a time constraint and having to build a website that wouldn't lose any of its character. Developing for mobile and desktop simultaneously posed a challenge because every element had to be calibrated for each medium.

## REFLECTION

I learned valuable skills for prototyping websites in Figma and developing animations for them through After Effects. I honed my skills as a UX Designer to a greater extent.