



**GROUP
PROJECT**

DGL 211 Project Management | Winter 2025 | North Island College
Final Website Design Presentation | Instructor Michelle Simms



OUR TEAM



Our team was tasked with designing a website for Bright Futures Tutoring, focusing on a user-friendly experience for students, parents, and educators.

Project Manager



Roberta Joehle

Design and Development



Tess Warman

Design and Development



Ashish Ranjan

Quality Assurance/Accounts



Karamdeep Singh



INTRODUCTION

JANAE THOMPSON



BRIGHT FUTURES TUTORING

Our mission is to empower K-12 students with the knowledge, skills, and confidence they need to excel in their studies and beyond.

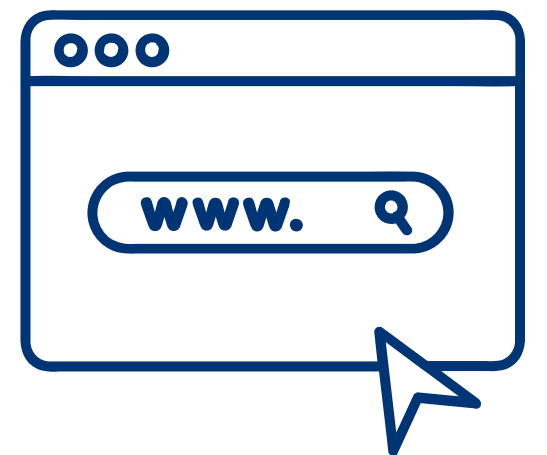
WHY THEY NEED A WEBSITE

To improve accessibility, engagement, and ease of use for users seeking tutoring services



GOALS AND OBJECTIVES

- ✦ Design a user-friendly website with clear navigation and a warm, professional look
- ✦ Simplify booking and payments with an intuitive scheduling system
- ✦ Highlight tutor expertise with detailed bios and subject specializations
- ✦ Enhance community engagement through testimonials and success stories
- ✦ Implement an interactive booking system for seamless scheduling.



END USERS



Students looking for tutoring support



Parents seeking a reliable tutoring services



Educators who may refer students or offer services

Our user personas represent two distinct yet equally important needs that will shape the design of the website.

Jim and Emily



JIM

Jim is a busy parent who seeks a straightforward, user-friendly experience. His primary need is to quickly and confidently book appointments for his son.

For Jim, the ease of navigation and speed of the booking process are paramount.



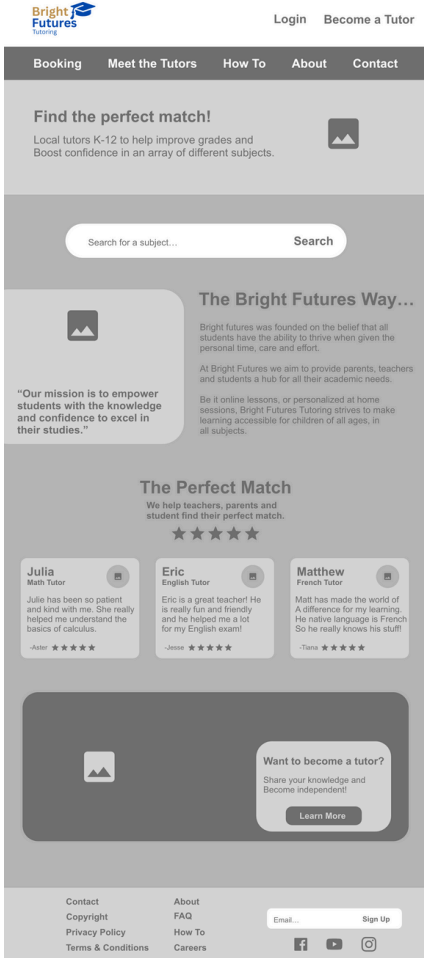
EMILY

Emily, is a dedicated educator who looks for reliable resources to share with her students' families. Her need is to feel assured that the tutoring service covers a wide range of subjects and offers both virtual and in-person options.

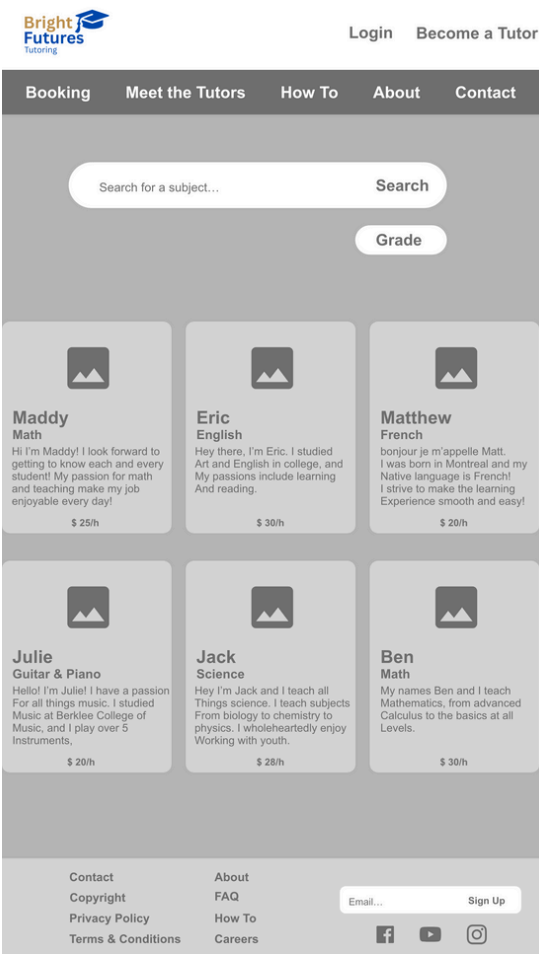
Emily values thoroughness and clarity in the information provided, ensuring she can confidently recommend the service to others.



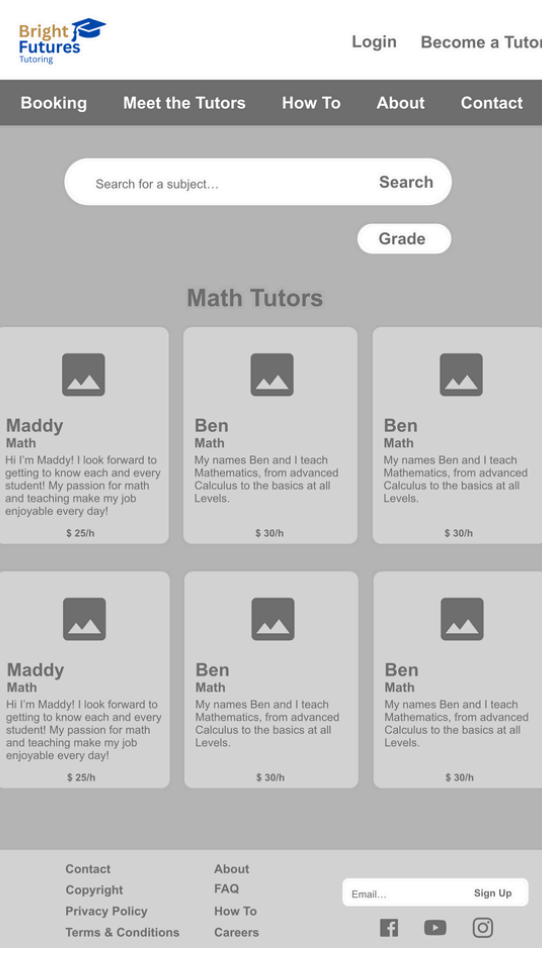
HI FIDELITY WIREFRAMES



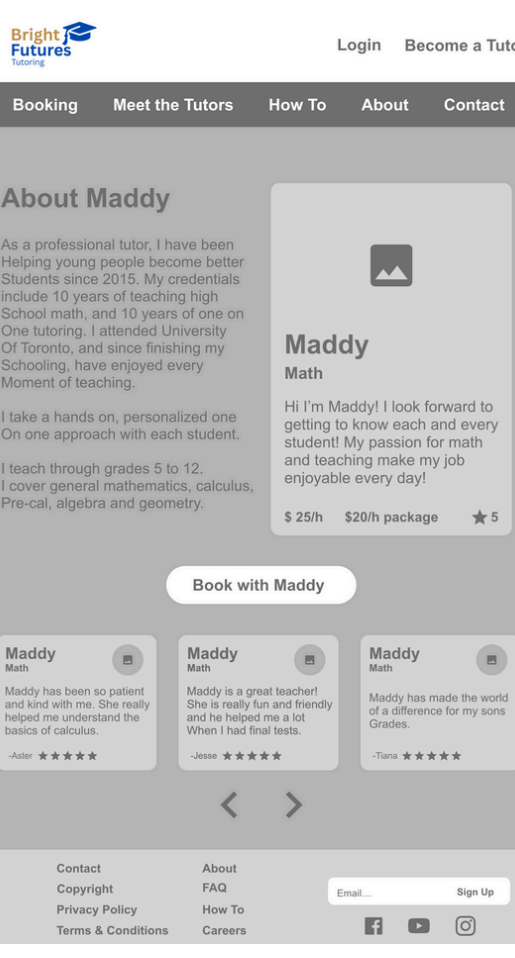
Home Page



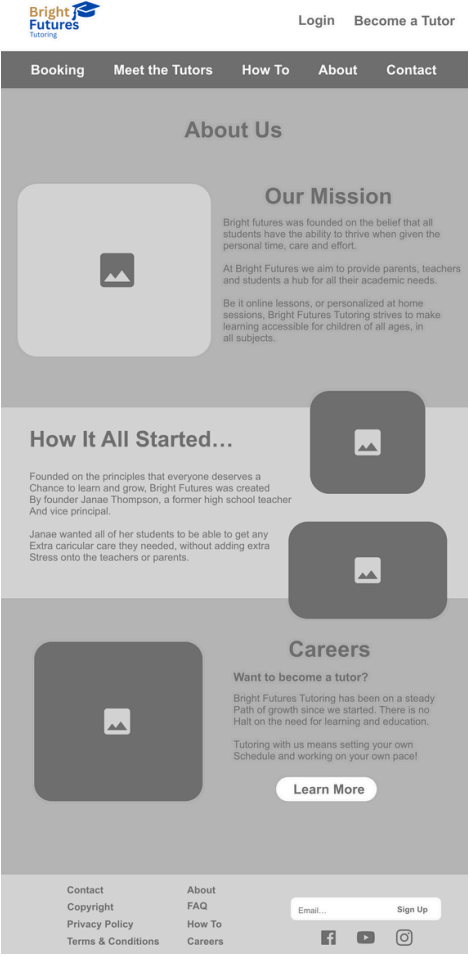
Meet the Tutors



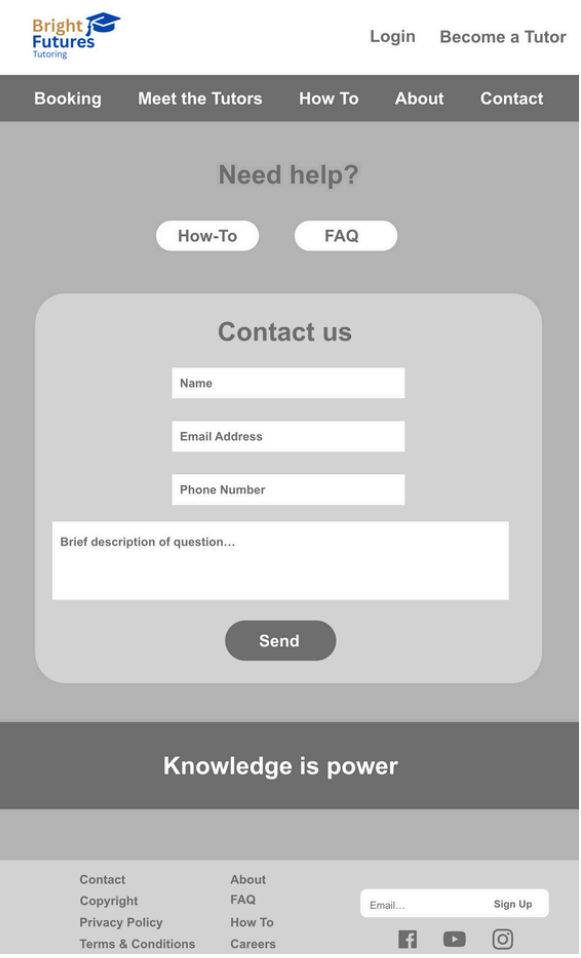
Meet the Tutors 2



Meet the Tutors 3



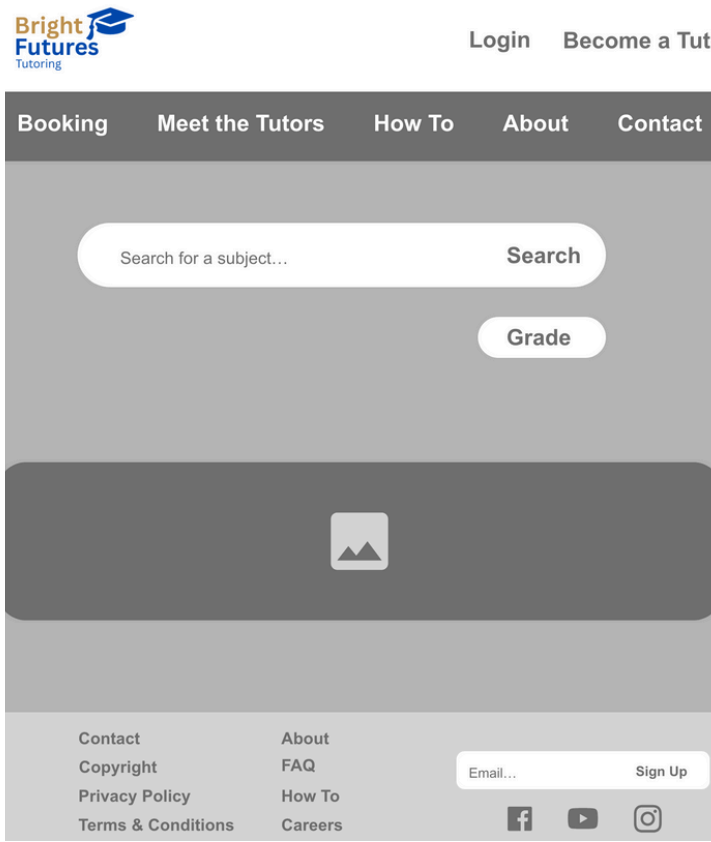
About



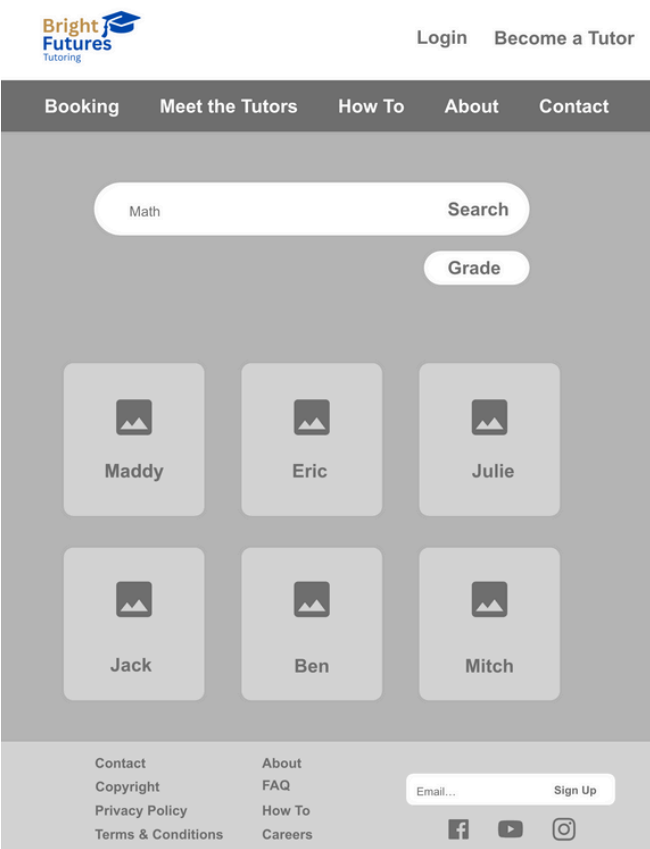
Contact

HI FIDELITY WIREFRAMES

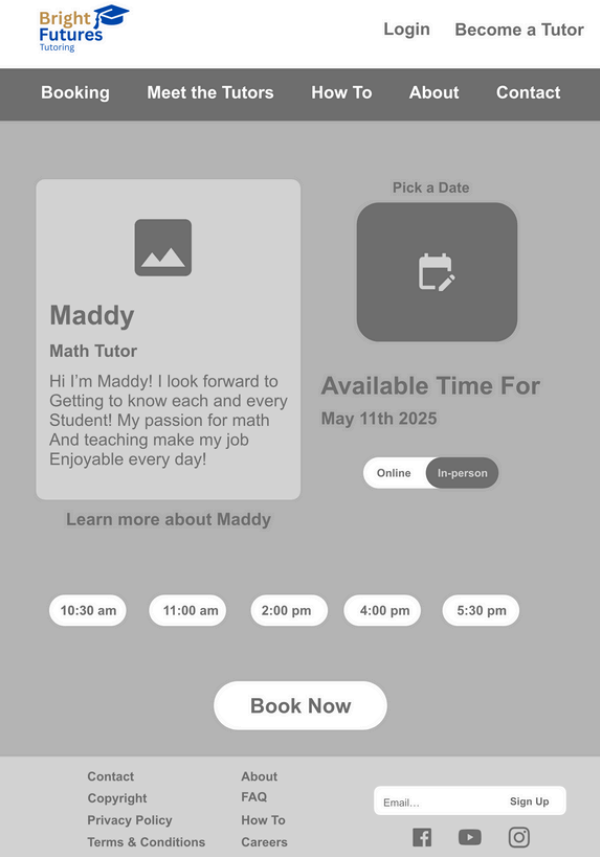
BOOKING PAGES



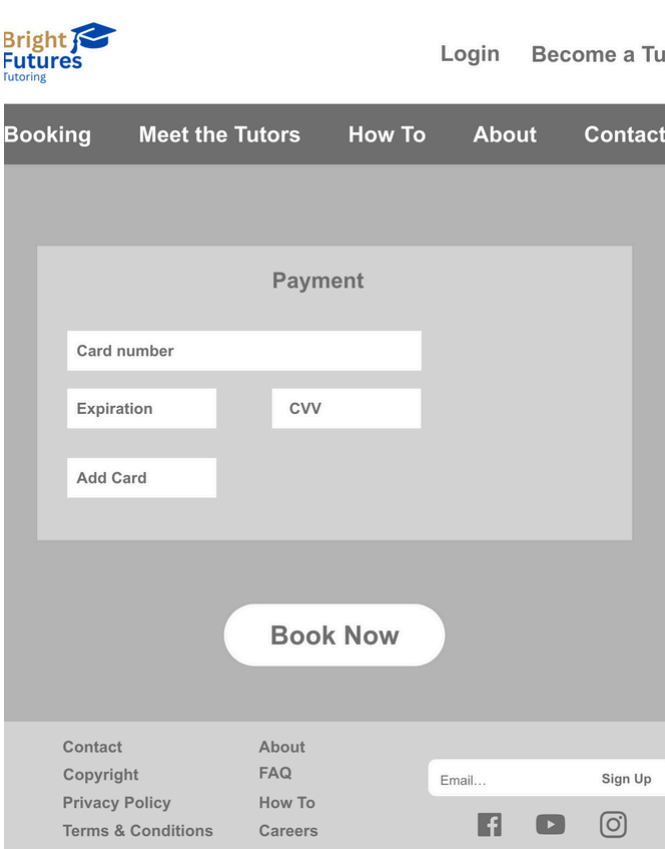
Booking



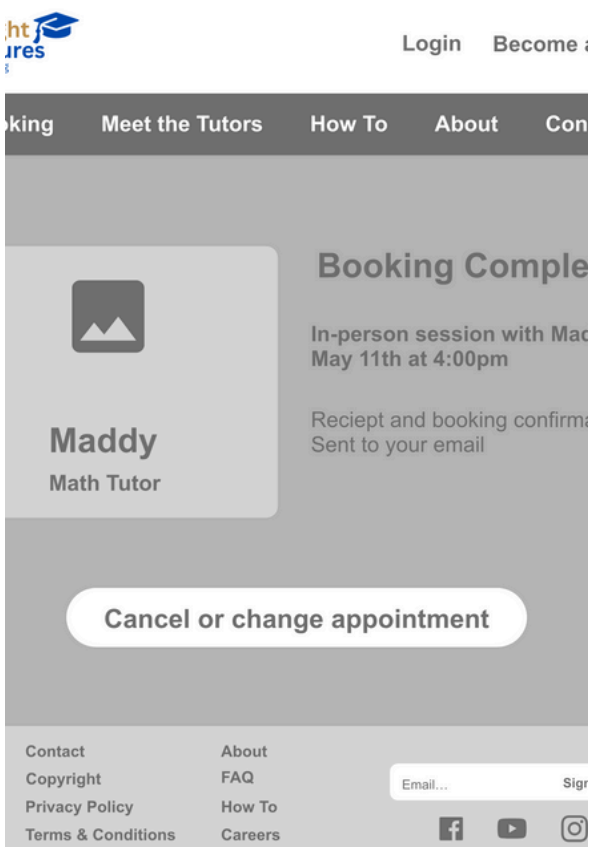
Booking 1



Booking 2



Booking 3



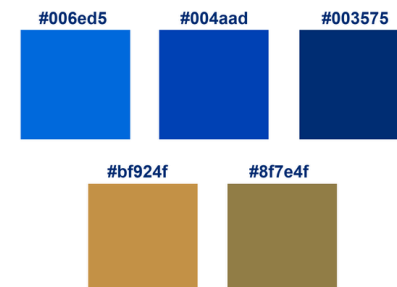
Booking 4

OUR DESIGN CHOICE

- ✦ **Color Palette:** Warm colors reflect education, trust, and a welcoming feel.
- ✦ **Typography:** Simple, clean fonts selected for readability and a professional look
- ✦ **Client Vision:** Focused on a minimal, intuitive design as per the client's request.



Branding Package



Arial Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Arial Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Logo



TESTING & REFINEMENTS

- ✦ Testing was conducted within our class through online feedback.
- ✦ Users found the site easy to navigate, aligning with our goal of simplicity.
- ✦ Adjustments were made based on class feedback, improving usability.
- ✦ Users found the booking system simple and easy to use aligning with our goal of simplicity.



CHALLENGES AND SOLUTIONS



Communication Barriers: Some team members were unavailable for meetings.



Solution: Documentation and clear written guidelines to maintain consistency.



Design Adjustments: Iterations based on usability feedback.



REFLECTIONS

Communication challenges made team alignment difficult, despite using Asana for task management. Repeated instructions and limited participation highlighted the need for clear documentation and structured communication.



TAKEAWAYS

To adapt, tasks were refined, and flexibility became essential to keep the project on track. Moving forward, stronger collaboration strategies and clearer accountability will be key to improving teamwork.

OUR BIGGEST SUCCESS



Despite challenges in collaboration, we successfully aligned our design with the client's vision.

We delivered a clean, user-friendly website that meets the needs of students, parents, and educators.

Overcoming communication barriers, we adapted and refined tasks to keep the project on track.

FINAL WEBSITE



IN-TUNE CREATIVE

Harmonizing Your Vision
with



Roberta Joehle, Tessa Warman, Ashish Ranjan, Karamdeep Singh