



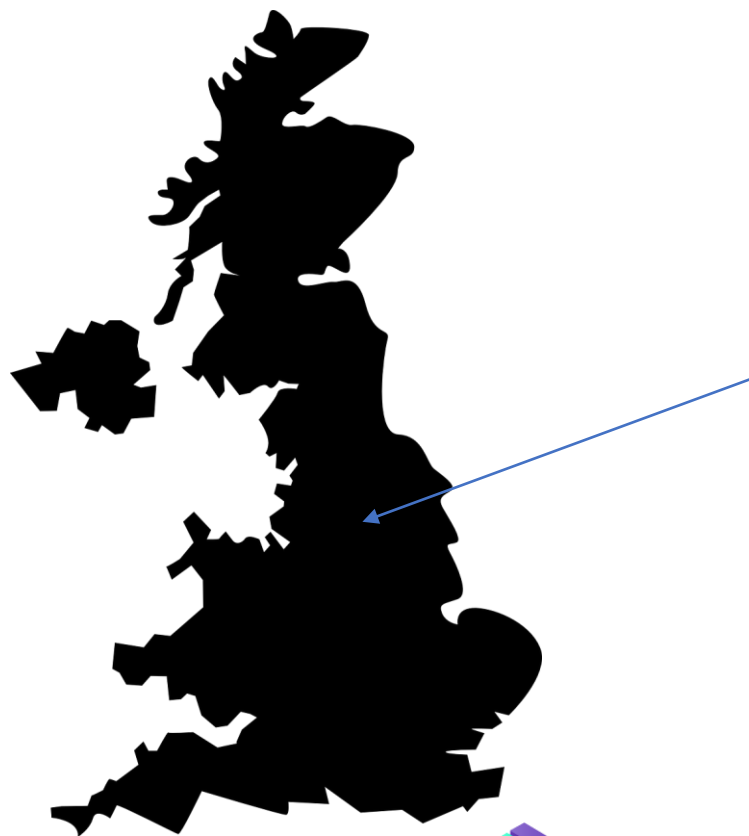
Getting to grips with Website User Experience

Hosted by Splitpixel Creative,
Arts Council England
and
Digital Culture Network





SPLITPIXEL



Maltings^{wells}

 LAWRENCE BATLEY
THEATRE
HUDDERSFIELD
INSPIRING PERFORMANCE

MERCURY



Open
College
of the Arts

JACKSONS LANE
NORTH LONDON'S
CREATIVE SPACE

HARLOW
MUSEUM
& WALLED GARDENS

Julie's Bicycle

HOME
SLOUGH

lime. 

ThickSkin

CREATIVE • CLIMATE • ACTION




SUNNY BANK MILLS



**EXETER
NORTHCOTT
THEATRE**



**TAUNTON
BREWHOUSE**

HUDDERSFIELD
LITERATURE
FESTIVAL
Bringing words to life



 ticketsolve

 Digital Culture
Network

 ARTS COUNCIL
ENGLAND

 SPLITPIXEL



web design

web development

print

copywriting

SEO

PPC

social media



(it's cheesy but it's true, sorry)

UX, UI & UJ

(no one really says UJ for user journeys)

What is UI?

- User Interface
- What stuff looks like
- The design – colours, fonts, image styles
- Layouts – how these things complement each other
- Interactivity and animation – how things move, what happens when you click, swipe, tap or hover
- How you navigate around the website and find things you need
- Just one element of the overall user experience



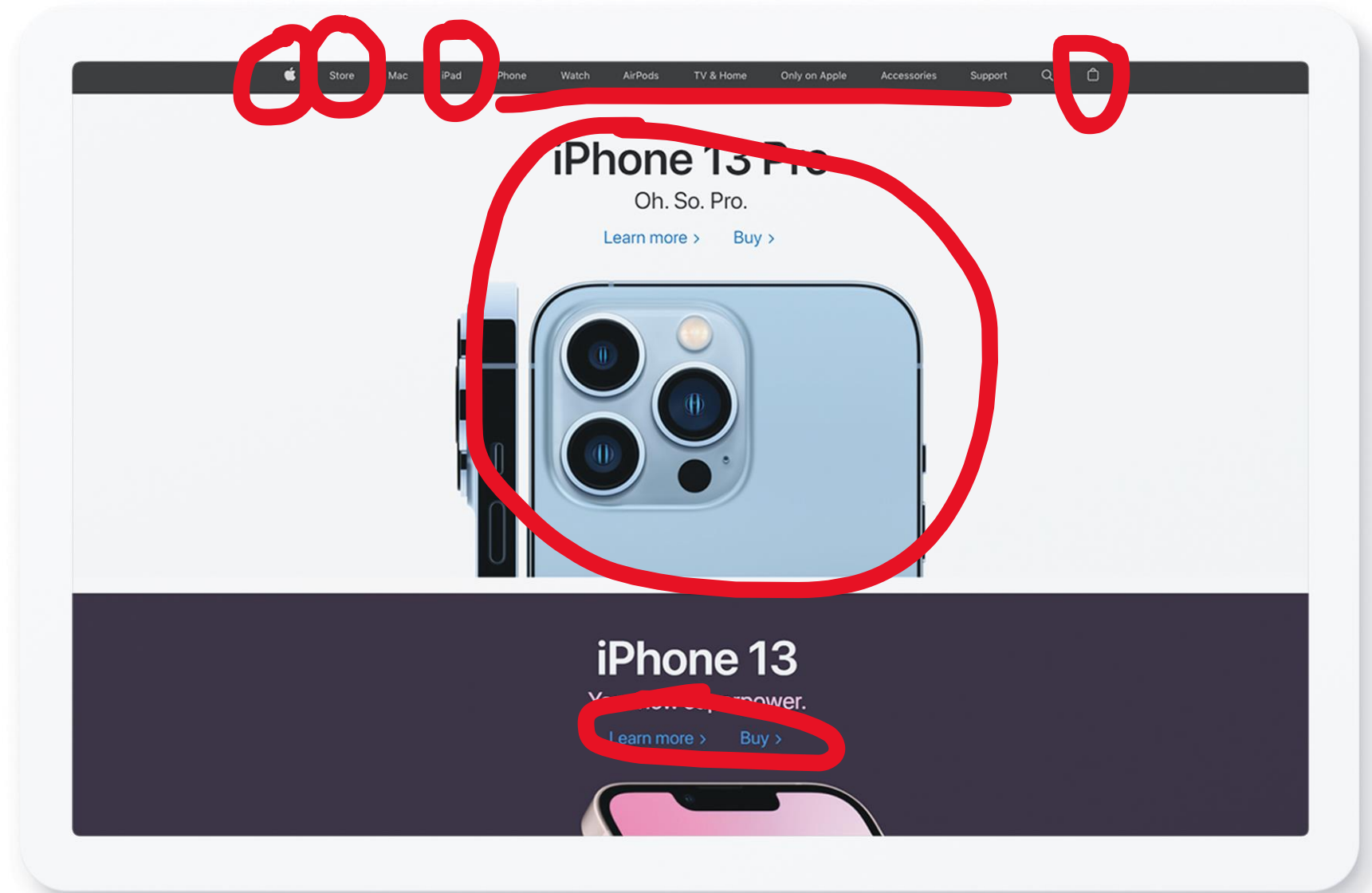
So, what makes a good UI?

UI Golden Rules

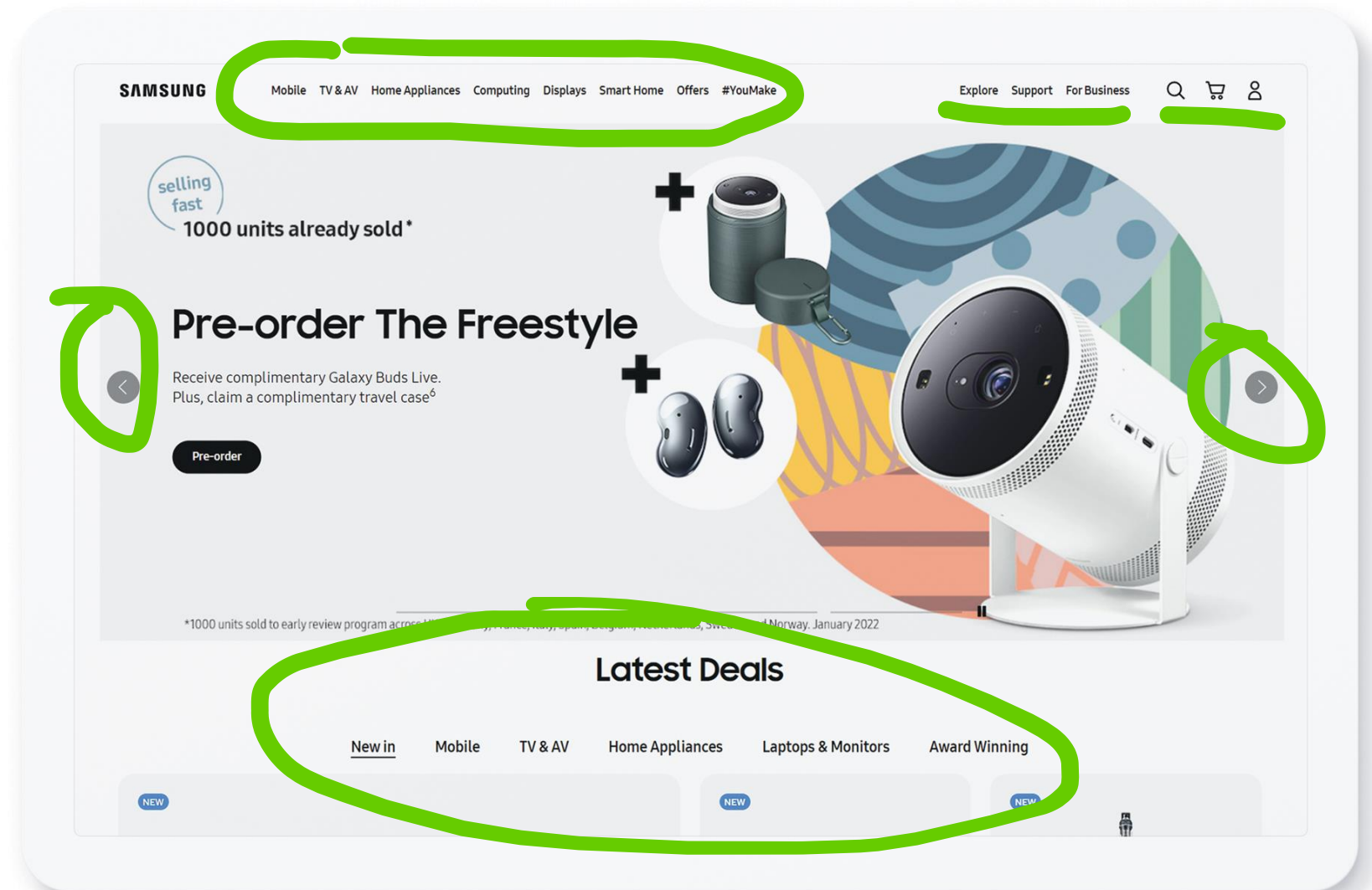
- **Inviting**
- **Conventional**
- **Intuitive**
- **Consistent**
- **Accessible**
- **Aesthetically Pleasing**

How about some examples?

- Tiny, low contrast text
- Branding over function
- Confusing nav
- Unclear icons
- Rubbish colour combos
- Too limited in scope



- Bigger, higher contrast nav
- More focused, separated by user need
- More recognisable icons
- More user choice
- Easier to explore



What is a User Journey?

- (stop trying to make UJ happen)
- The journey a user takes through a website
- Different for everyone
- A delicate balance between what a user wants to do, and what you want them to do
- Content-driven
- Not always linear
- Helped or hindered by UI
- Just another factor of the UX (but a biggie)



GOOD JOURNEY



- Understands its users
- Accounts for multiple entry points
- Always has a clear next step
- Is carefully planned and structured



BAD JOURNEY

- Assumes too much
- Too homepage-focused
- Runs into dead ends
- Is totally random

Any suggestions?

Planning a User Journey

Audience Type: Local Events Enthusiast													
Profile: Late 20s at youngest, to early/mid 30s. The classic 'commuterland cultural buff', this group lives in areas such as Chapel Allerton or Meanwood. They may have young children and typically work the standard 9-5, increasingly from home. Money's far from tight, but they are careful with it.				Why redacted: While they've not fully outgrown nights at Wardrobe or Belgrave, these are becoming a bit rarer. They want something contemporary, exciting and a bit different – but also more grown-up. A sit-down music/musical or comedy show, and the beginning of an interest in theatre. They'll also have an eye on family or education events for their kids.				Barriers: Too much of a focus on activities for young people or seniors may leave them wondering if this is the right space for them culturally right now. This group is also increasingly diverse in gender/sexual orientation/race/class – do they see themselves reflected in the programme?					
Website goals		Primary: Learn more about [redacted]'s events					Secondary: Learn more about [redacted] as an organisation						
Website activities		Research		Booking		Planning for future		Research		Donating		Volunteering	
Key questions		What's coming up?	How do I get there?	How much do events cost? Is anything free?	Do I need to book in advance? How do I do that?	What can I do in the next few months?	What can I do with my kids in the next couple of years?	Does this organisation represent me?	How can I support [redacted]?	Where does my money go?	How can I get involved? What can I bring to [redacted]?	How do I apply?	
How the website can serve this user		Easily accessible event listings – directly from homepage to make venue feel vibrant and active.	Clear venue information – integrated Google maps, parking info, etc.	Prices shown on event listings. Categories for free events.	Clear information on each event. FAQ sections to provide advice. Clear contact info.	Calendar populated in well in advance. Newsletter signup CTAs within reach on all pages.	Clear navigation to family and youth in menu. Careful use of youth or family categories so as not to overpower other options.	Clear mission statements. Diverse imagery. Event categories based on interest and identity.	Clear donation options integrated into website, allowing donations to be added to basket along with tickets etc.	Well-rounded support us section with imagery of projects in action.	Volunteering roles clearly listed, but paired with open call for people to get in touch to discuss how they can help.	Enquiry forms for ease of application integrated directly into site.	
Potential pain points to be avoided		Overwhelming options – not easy to filter.	Info hidden under too many nested menus.	Inconsistent messaging on booking fees. Lack of trust in external booking links.	Lack of care re: GDPR on signup. Lack of pre-booking options.	Lack of clarity on plans for future – are classes etc. long-term?	Authenticity – imagery must be recognisably from [redacted] rather than stock etc.	Confusion between different funds, etc.	Information hidden on sub-pages rather than at point of donation.	Outdated listings causing confusion.	Information overload on forms – too many extra fields.		

Who are they?

What do we want them to do?

What do they want to do?

What do they want to know?

How can we help them?

What problems might they have?


So, the UX.

Event Filtering


FILTER BY:

WHAT'S ON TODAY? WHEN **ANY TIME** WHERE **CHOOSE VENUE** WHAT **CHOOSE GENRE** ACCESSIBILITY **PLEASE CHOOSE** **GO**


ALL GENRES	CIRCUS	COMEDY
CONCERT	CONFERENCE	DANCE
DINING EVENT	FAMILY	MUSICAL THEATRE
OPERA	PANTOMIME	STAND-UP
TALK	THEATRE	VARIETY
WORKSHOP		



THE SHOW MUST GO ON
Sun 27 Feb 2022
Northcott Theatre



BLACK IS THE COLOR OF MY VOICE
Tue 01 Mar 2022
Northcott Theatre



BLACK IS THE COLOR OF MY VOICE
Tue 01 Mar 2022
Northcott Theatre

Event Filtering

Fri 18 March 2022

07:30 PM Venue: Mercury Theatre

Blackmail



[More info](#)

[Book Now](#)

Sat 23 April 2022

07:30 PM Venue: Mercury Theatre

The Paradis Files



[More info](#)

[Book Now](#)

Thu 26 May 2022

02:30 PM Venue: Mercury Theatre

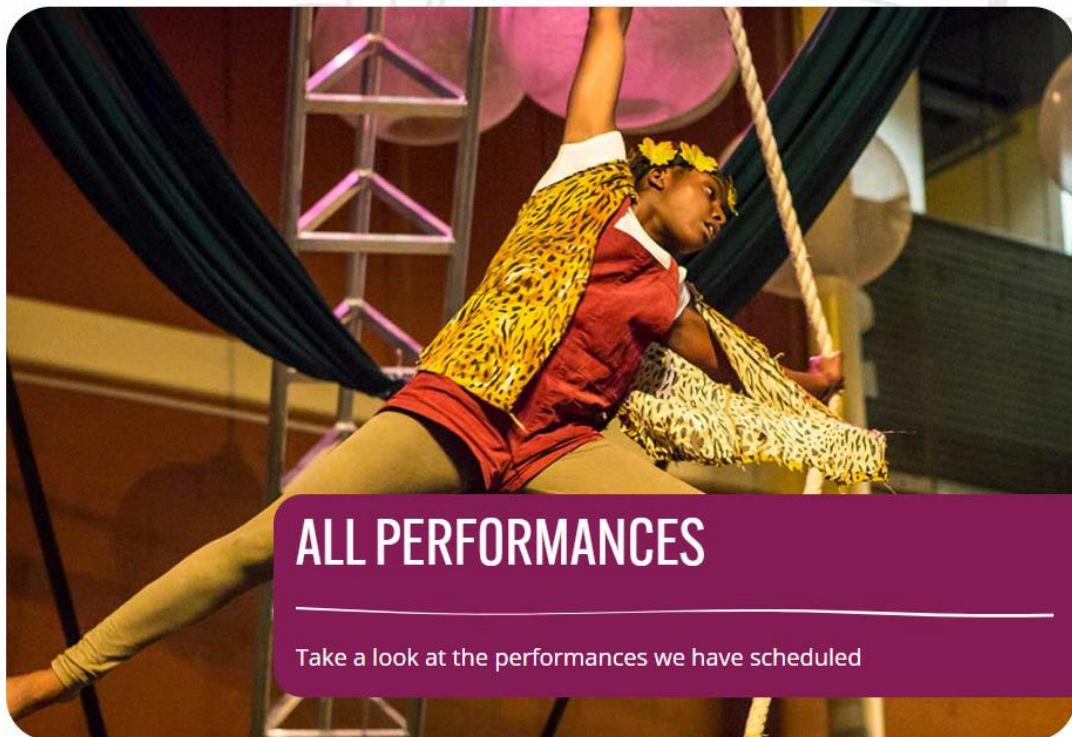
The Comedy Of Errors



[More info](#)

[Book Now](#)

Event Filtering



Ticket Booking



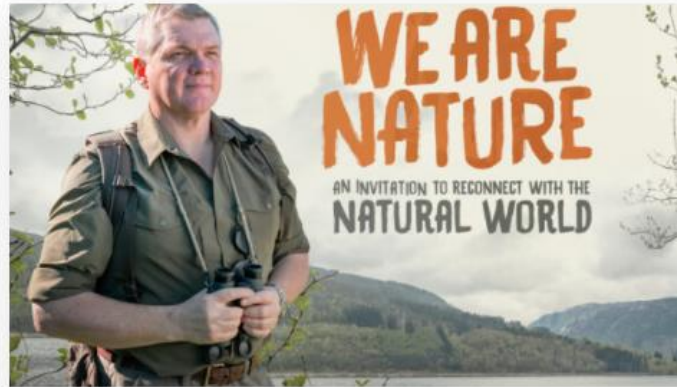
OI FROG & FRIENDS!

Sat 05 Mar 2022 - Sun 06 Mar 2022

📍 Northcott Theatre

[TAKE A LOOK](#)

[BOOK TICKETS](#)



WE ARE NATURE

Sun 06 Mar 2022

📍 Northcott Theatre

[TAKE A LOOK](#)

[BOOK TICKETS](#)



THE BALLAD OF MARIA MARTEN

Tue 08 Mar 2022 - Sat 12 Mar 2022

📍 Northcott Theatre

[TAKE A LOOK](#)

[BOOK TICKETS](#)

Ticket Booking

Party




Heartfelt, provocative and full of quirky humour, *Party* features striking, colourful designs and a glorious contemporary soundtrack. Let the warmth of a Portuguese summer take you to a place where difference is something to celebrate.

[Read more](#)

 3 Mar 2022 - 25 Mar 2022

 Ages 2-5

 40 minutes

Book tickets

Thu 03 Mar	10:30	£7	Sold Out
Thu 03 Mar	13:30	£7	Sold Out
Fri 04 Mar	10:30	£7	Sold Out
Fri 04 Mar	13:30	£7	Sold Out
Fri 25 Mar	10:30	£7	Call Box Office
Fri 25 Mar	13:30	£7	Call Box Office

Ticket Booking

DONATIONS

LEARN PROGRAMME 2022

The Learn programme relies on your support to survive - every penny helps, and your donation will go towards paying our facilitators a fair fee, outreach activities and more.

Donation Amount

£

SAVE TIME AND MONEY ON CAR PARKING

Save money and avoid queuing at the ticket machines with this pre-paid parking voucher for St. Mary's Car Park (3 minutes walk from the theatre).

Note: Valid all day. Display in windscreen.

Don't choose this option if you will be collecting your tickets from box office on the day.

17 March 2022 23:00

Car parking voucher

£2.50



ARTS COUNCIL
ENGLAND



Ticket Booking

Please enter your billing address

Full Name (required)

Ren James

Country (required)

United Kingdom

Postcode (required)

HDI

FIND MY ADDRESS

[Enter my address manually](#)

Ticket Booking



HOW NOT TO DROWN – PLAYTEXT

£9.99

The full script by Nicola McCartney and Dritan Kastrati, including programme notes.

Price inc. post & packaging in the UK. Enquire for international postage costs.

Order now

Quantity:

4



Pay with Paypal



Lead Generation

Home What's On Support the Festival Visiting Information × MENU

PROGRAMME	VISITING INFORMATION	ABOUT US	NEWSLETTER
Lunchtime Concerts	Location	About the Festival	Sign up to get the latest news
Evening Concerts	Venues	Previous Festivals	NAME
Special Events	News	Festival Team	<input type="text"/>
How to Book	Getting Here	Benefactors & Legacies	EMAIL ADDRESS
Download Brochure	Useful Links	Festival Friends	<input type="text"/>
	Get in Touch	Sponsorship	<input type="checkbox"/> I have read and agree to the privacy policy
		Terms and Conditions	<input type="submit" value="Submit"/>
			FOLLOW US
			  



Lead Generation

What is your enquiry about? *(Required)*

Please select... ▼

- Please select...
- Box Office
- Programming**
- Learn
- Distillery
- Marketing
- Press
- Feedback
- Friends
- Volunteering
- Hire
- Lost Property

Enter your contact number

Your Message

Lead Generation

FILL IN THE FORM BELOW TO APPLY.

Name:*

Answer Here...

E-mail:*

Answer Here...

Which role are you applying for?*

- CSM
- ASM
- Sound Operator

Upload your CV:

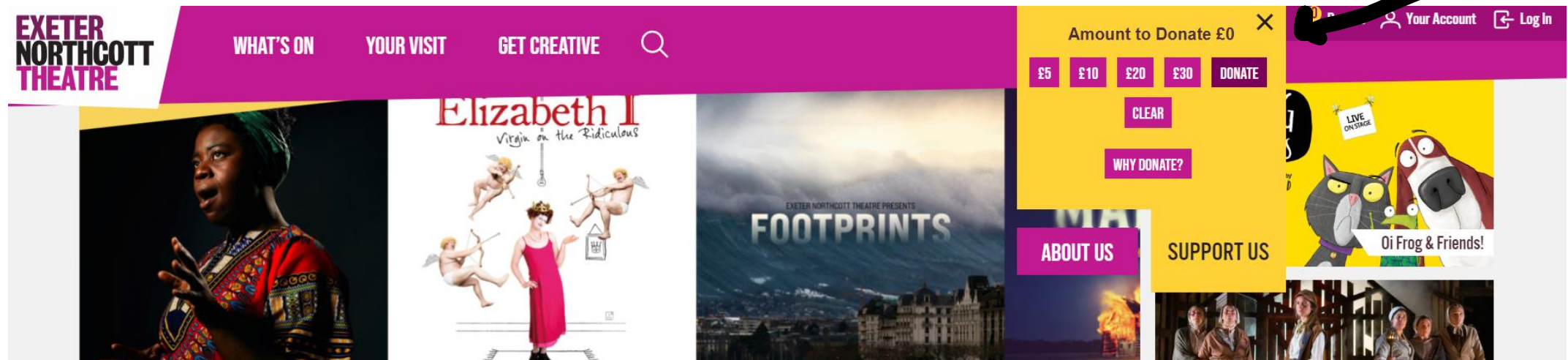
No file chosen

Max. file size: 16 MB.

Tell us a bit about yourself and why you are applying:

Write your answer here...

Donations



Donations

Adopt a Seat in £20 Instalments

An easy and cost-effective way to adopt your favourite seat. **Please tick 'auto-renew' in order for this process to happen automatically each month.**

- £20 a month for 2 years for a total of £480
- We will contact you within 24 hours to reserve your desired seat number.
- Plaque will appear within first month (once the theatre is open) so no need to wait to see it.
- Once paid in full the seat will remain in your name for 8 years, for a total of 10!

£20 per month

Would you like to autorenew membership?

[Book Now](#)



youth theatre in colchester



<https://www.mercurytheatre.co.uk> › Taking Part

Theatre Programmes for Young People

We believe **theatre** has the power to change **young people's** lives. The skills and confidence that come from participation in the performing arts can be ...

<https://www.mercurytheatre.co.uk> › ... › Young People

Mercury Young Company - Mercury Theatre Colchester

Mercury Young Company, or MYC, is our year round ensemble of **young people** training to be the **theatre**-makers of tomorrow. Our groups meet weekly to explore ...

the beat of our hearts

FANTASTICALLY GREAT WOMEN WHO CHANGED THE WORLD
BASED ON THE BOOK BY KATE PARKHORST

SPRING SEASON 2022

EXETER NORTHCOTT THEATRE

Exeter Northcott
@ExeterNorthcottTheatre · 4.6 (278 reviews) · Performance art theatre

[Book Now](#)

exeternorthcott.co.uk

Home Events Reviews About More

Like Message



Pinocchio this Saturday has now sold out, but if you're looking for another show for ages 4+ why not join us for the award-winning *Margo and Mr Whatsit*, an interactive make-believe tale, on Saturday 5 March? [Book now](#).

We've also just released tickets for tomorrow's performance of *Party*, on Thursday 24 February at 1.30pm. [Book now](#).

WE'VE WON AN AWARD



SIMON AMSTELL
Simon Amstell: Spirit Hole
8pm | £26.00, £36.00 | 16+
With the first season up there since the release of the internationally acclaimed feature film 'Benjamin' and Netflix special 'Gas Puff', Simon Amstell's 'Spirit Hole' is the Theatre Theatre. 'Spirit Hole' is a hilarious, poignant, and sometimes surprising exploration of love, sex, atoms, mushrooms and more. If you yearn for a night of unapologetic joy and laughter book now and good night.
The road show - The Guardian
Presented by Mike Perrin Worldwide Ltd

Thu 23 Sep

Elton John: It's a Little Bit Funny
7:30pm | £16, £33.00
It's A Little Bit Funny tells the incredible story of Elton John's rise and fall and his quest to become one of the most successful singer-songwriters ever.
Martin Kaye (writer of Million Dollar Quartet) is the biggest Elton John fan ever in a way that's both tragic and hilarious. Elton's greatest songs and moments in his life are brought to life in a way that's both tragic and hilarious.
Presented by Arts Entertainment

Fri 24 Sep

Come What May - The Ultimate Tribute to Moulin Rouge
7:30pm | £16, £29
We present to you an exhilarating, exhilarating extravaganza as you enter the secret world of one of the greatest movie musicals of all time. Featuring the exceptional Simon's Own Theatre's Jodie McDowell and a cast of top West End performers. Bursting with classic songs including 'Come What May', 'I'm Going Down', 'Ain't Gonna Get Along no more' and 'Moulin Rouge' plus hit songs from 'The Great Gatsby' and other iconic movie musicals.
Presented by Sweeney Entertainment and Black Productions

Sat 25 Sep

Adopt a seat

We can't promise your name in lights, but the next best thing is to adopt a seat in our newly refurbished auditorium. Whether it's for yourself, a present for a theatre lover or to honour a loved one, money or any other payment options are available.
Visit [exeternorthcott.co.uk/adopt-a-seat](#) to book or to meet one of our customer experience team to find out more!

Agatha Christie's And Then There Were None
Even 7:30pm
Most Wed, Thu, Sat, 8:00pm
Fri - Sat £16, £27.00

Tue 19 - Sat 23 Oct

An Evening with Pam Ayres
7:30pm | £16, £29
Pam Ayres has been making the nation laugh for over 40 years. Funny and warm, her charming, understated manner belies a rare comic genius.
Recent TV appearances include: Springwatch, Cuckoo! Marmalade, Cuckoo! Antique Road Trip, and Women at War: 100 Years of Service. Recent radio appearances include: Just a Minute, The Henry (Herself) & Co., and Pam's 2nd appearance on Desert Island Discs.
Presented by Sweeney Entertainment

Tue 26 - Wed 27 Oct

We Love Little Mix
7:30pm | £16, £27.00
If you love Little Mix, you are going to LOVE this show! Featuring four fantastic performers who capture the look, sound and dance moves of one of the UK's best loved girl bands.
We Love Little Mix features live music, breath-taking costumes and an impressive light and video show. This non-stop, high-energy show is packed with all your favourite Little Mix songs including 'DNA', 'Wings', 'Salute', 'Beast' and so many more.
Presented by Sweeney Entertainment

Thu 28 Oct

Antigone
Fri 1 - Sat 16 October

British premiere
A city which belongs to just one man is no true city
In a war-torn city, two brothers lie dead: one hallowed and buried a hero, the other denounced as a traitor. His body to be displayed as a warning to anyone daring to defy the new leader, Creon, who is ruthless in his grip on power.
A gripping, defiant Antigone defies out against Creon's brutal regime in a furious act of civil disobedience which will force devastating consequences for them both.
The conflict between these fierce, bold women forces them, and those around them, to question their ideas of family and morality, as well as the nature of justice and leadership.
This modern re-telling of the classic Greek tragedy is a powerful thriller whose poetic prose transcends time.

Adapted by Merlynn Tong, after Sophocles' *Antigone* first World Premiere at Guildford Theatre

Merlynn Tong

Down Malton OBE

Written by Merlynn Tong (after Sophocles)

Wed 13 Oct 7:30pm Refused
Thu 14 Oct 1:00pm Touch Tour
Thu 14 Oct 7:30pm Audio Download
Fri 18 Oct 7:30pm Captioned Performance

ThickSkin

thickskintheatre [Follow](#)

353 posts 1,361 followers 525 following

ThickSkin
Artist
From our base in Manchester we inspire a new wave of artists & audiences through epic theatre experiences.
linktr.ee/ThickSkinTheatre

MONUME... THE PLAYL... FILMING ONLINE SH... REVIEWS

POSTS REELS VIDEOS TAGGED

Thank you!

That's it.

We're finished now.

splitpixel.co.uk

ren@splitpixel.co.uk