Intentional Communities

Megan Knapp - Nicole Dinan - Ryan Vallette - Ally Herrera - Herbert Frimpong
Molly Roberts - Lil Keller - Marina Modi

PROJECT SUMMARY

Build a website with a mobile-first responsive design that tells the stories of three intentional communities in the Southeastern Ohio area:

• **Black Locust Farms** - **Early life**
A community of 4 people that has been recently formed and is working to establish itself.
• **Currents** - **Mid-life / transitional**
A well-established community of around 70 people that is currently seeking transition power to the next generation.
• **SuBAMUH** - **End-of-life**
A community that is no longer active. Before reaching the end-of-life stage, SuBAMUH was a feminist community. We spoke to its last remaining member to find out how the community ceased to exist.

We picked these communities because together they provide a snapshot of the life cycle of an intentional community and because they are centrally located.

What is an intentional community?
An intentional living community is a planned residential community designed from the start to have a high degree of social cohesion and teamwork. The members of an intentional community typically hold a common social, political, religious, or spiritual vision and often follow an alternative lifestyle.

GOALS

Highlight why people join intentional living communities.

Understand internal governing structures, the specific roles of members, and shared economies.

Investigate the lifespan of intentional communities.

Launch site on April 14, 2020.

PROBLEM STATEMENT

How can we educate people on the topic of intentional living communities while telling the stories of local communities at different stages of life?

SCOPE

Content creators will collect photos, interviews, and write the stories.

The design team will create the website with accompanying graphics.

User testing:
We will conduct a user testing exercise of the website using both our personas, and outside users. We will then make adjustments based on feedback and test results.

UX analysis:
A successful UX analysis will result in an actionable list of tweaks and enhancements that, once implemented, will show a measurable improvement to the product's user experience.

DELIVERABLES

A well-designed and responsive website that tells the stories of three intentional communities through:
• photos
• video
• infographics
• maps

A UX analysis of the project which includes:
• personas
• wireframes
• mockups
• user testing reports

Status presentations for updates on our progress.

STRATEGY / APPROACH

Weekly meetings outside of class on Tuesdays from 6 to 8pm.

Keep each other updated on Slack and keep to timeline deadlines.

Our approval process:
turn in ➔ members give feedback ➔ feedback applied and changes made ➔ OK'd by team leader ➔ OK'd by the project manager ➔ OK'd by product owner ➔ approved

THE TEAM

Megan Knapp
Development Lead
File Manager
UX Designer

Ryan Vallette
Project Manager
UX Designer
Developer

Nicole Dinan
UX Lead
Designer
Developer

Ally Herrera
Design Lead

Herbert Frimpong
Designer

Molly Roberts
Product Owner
Content Lead

Lil Keller
Content Creator
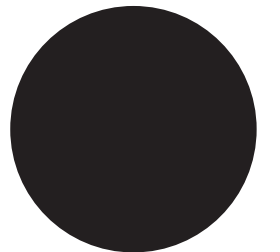
Marina Modi
Content Creator

OWNERSHIP

In the future, outside of 2020.soulofathens.com, this project & content can be used as a portfolio pieces by anyone in the group as long as they credit the rest of the team and state their roles.

PROJECT TIMELINE

General | Content Team | Design Team

First Calendar (January–February)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
JANUARY WEEK 2	20	21 DUE: PROJECT SCOPE v1 — Pick communities — Go to a couple of times and solidify/lock in their participation — Media Releases — Weekly Meetup 6-8PM	22	23	24 Inspiration / competitive comparison - Find examples and bring in to show
WEEK 3	27 Mockups v2	28 DUE: PROJECT SCOPE V2 — Personas —4-6 data-based researched personas — UX Goals — Weekly Meetup 6-8PM	29	30	31 Wireframes — Start Coding — Gain access to communities
FEBRUARY WEEK 4	3	4 Wireframes v2 — Weekly Meetup 6-8PM	5 User Testing #1 Start	6	7 Style Guide Finalized — Make new wireframes in figma
WEEK 5	10	11 Content Inventory —list of what is ready and what is planned, what we can add to presentation, what we need — User testing results #1 due — Weekly Meetup 6-8PM	12	13	14 Mockups — Second Code Draft Started

Second Calendar (February–March)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
FEBRUARY WEEK 6	17	18 Updated personas to match styleguide — Weekly Meetup 6-8PM	19 Start user testing #2	20 First code draft finished	21
WEEK 7	24 DUE: STATUS PRESENTATION DOCUMENT — User test #2 results	25 DUE: STATUS PRESENTATION — Weekly Meetup 6-8PM	26	27 DUE: STATUS PRESENTATION — Mockups v2 due	28 Code #3 - updated home page and community pages
MARCH WEEK 8	2	3 Updated mockups - updated homepage page — Weekly Meetup 6-8PM	4	5	6
WEEK 9	9	10 Weekly Meetup 6-8PM	11	12	13 Finished code #3
WEEK 10	16	17 Write the stories in text - draft #1 — Bi-weekly Zoom call @ 4	18 Bi-weekly Zoom call @ 4	19	20

aim to have one community done & content evaluation

Switched to Zoom calls due to Covid-19

Third Calendar (March–April)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MARCH WEEK 11	23 DUE: STATUS PRESENTATION DOCUMENT	24 DUE: STATUS PRESENTATION — Bi-weekly Zoom call @ 4	25 Bi-weekly Zoom call @ 4	26 DUE: STATUS PRESENTATION	27
WEEK 12	30	31 DUE: ALL ON-LOCATION CONTENT DONE (photos, videos, etc.) — Bi-weekly Zoom call @ 4	1 Content page and home screen reactive — Video lightbox code sprint — Bi-weekly Zoom call @ 4	2 DUE: ALL OFF-LOCATION CONTENT DONE (writing, photo toning, captions, etc.) — User testing #3 - updated home page	3
APRIL WEEK 13	6	7 Bi-weekly Zoom call @ 4	8 User test #3 results — Bi-weekly Zoom call @ 4	9	10
WEEK 14	13	14 DUE: SOFT LAUNCH — Bi-weekly Zoom call @ 4	15 Bi-weekly Zoom call @ 4	16	17
WEEK 15	20	21 DUE: FINAL LAUNCH — Weekly Meetup 6-8PM	22	23	24

OUR PROCESS

Inspiration Gathering

While the content team was building rapport with the intentional communities we wanted to feature, the interactive team spent time gathering inspiration for the design and structure of our website. We wanted to do something different and innovative by incorporating a horizontally scrolling home page into our site. We found sites that had aspects we wanted to draw from and came together as a group to discuss what we liked about the examples we found.
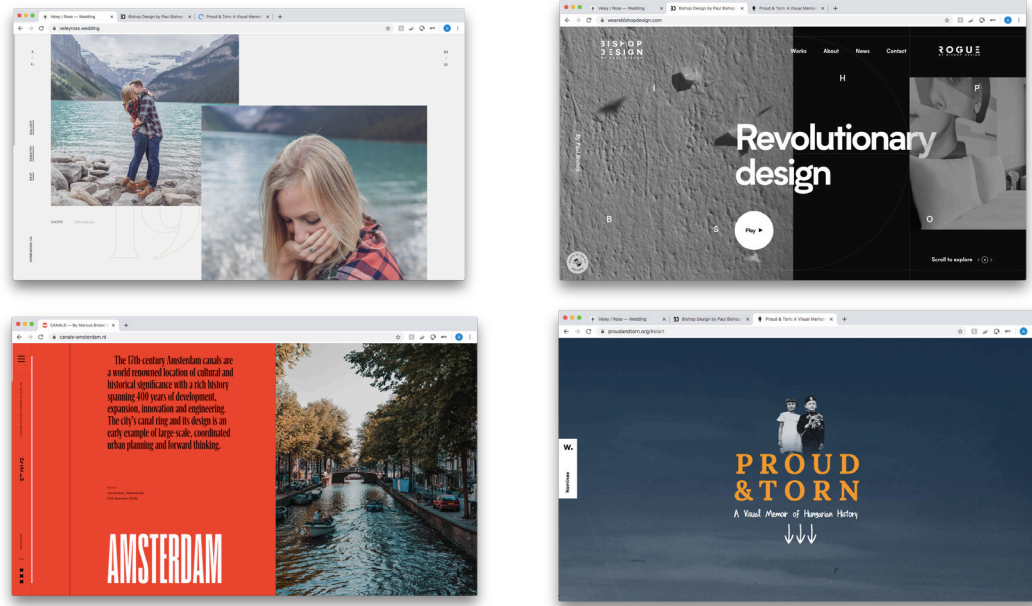
DEFINING UX GOALS

- The users should learn what an intentional community is
- The users should be encouraged to explore the stories of three intentional communities in Appalachia
- The users should gain an understanding of the life cycle of an intentional community
- Users should have the opportunity to be curious and explore the side stories to get an understanding of some of the aspects of intentional living communities
- The site should be usable on mobile and desktop devices
- The site should accurately represent the stories of the people interviewed
- The site should be innovative and unique in its approach to storytelling
- Make sure users know how to navigate the site with the varying horizontal and vertical scrolling

CREATING USER PERSONAS

Farhan Saad

- 32
- 105,000
- NYC
- UX Team Manager
- College Education

"I know a great rooftop microbrewery in Chelsea."

Farhan likes his job, particularly the problem solving elements, however he thinks he may want to leave NYC for Charleston. He and his partner recently adopted a new French Bulldog puppy.

Jane Keeks

- 38
- 65,000
- Columbus
- Dispatch Editor
- Masters Degree

"The death of local journalism is the death of democracy."

Jane works for The Columbus Dispatch on the digital team where she is editor and handles hiring. She has two kids and on the weekends, she takes trips upstate to small towns just to peek in the local shops.

Hailee Banks

- 19
- 5,000
- Athens
- Student
- College Education

"Aint no laws when you drinking claws."

Hailee is a nursing student at OU. She is a sophomore and recently took a greater interest in the Athens community. She is proud of her Hydro-flask and loves her Mac-book. She spends three days a year working for a soup kitchen.

Bob Kahad

- 71
- 15,000
- Brookville, PA
- Farmer
- High School

"Pull yourself up by your bootstraps."

Bob lives on a small farm in PA. He has worked on the land all his life and appreciates those who know how to support themselves. He plays Sudoku in the paper to keep his mind sharp, but never really gets the crosswords.

Sam Beam

- 62
- 45,000
- Athens
- Clerk at bookstore
- High School

"The Second Amendment is a dog whistle for racism."

Sam works at a local Athens bookstore. He grew up in Athens County and has been here his whole life. Sam was never able to attend college but both of his kids are now OU students themselves.
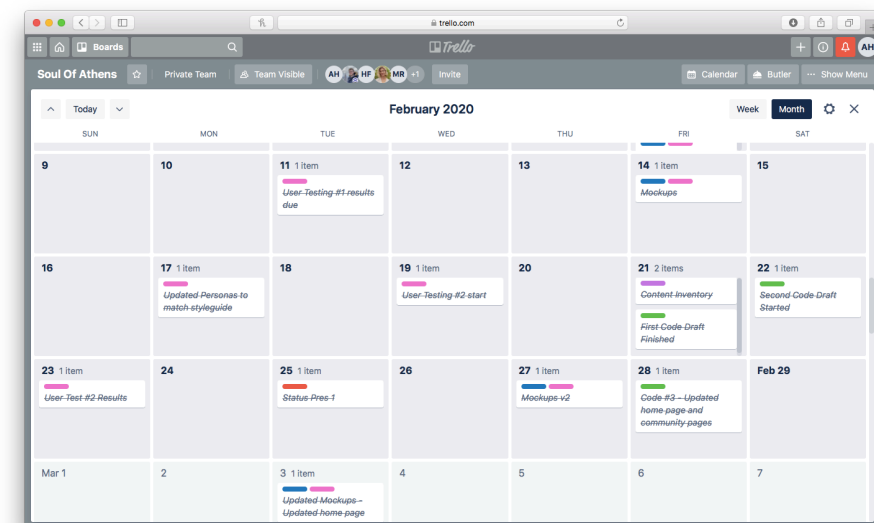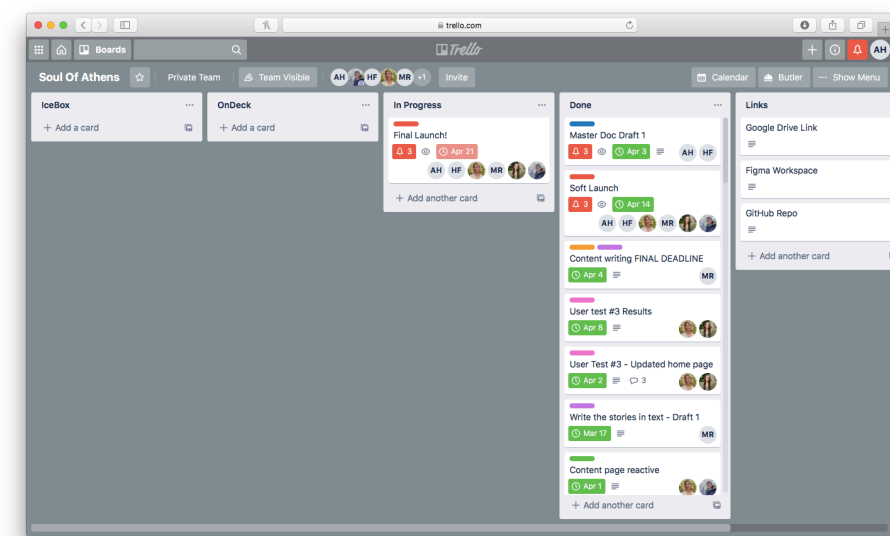
FINDING OUR STYLE

To find our fonts and colors for our site, we made a workspace in Figma where we could all brainstorm ideas in one spot.
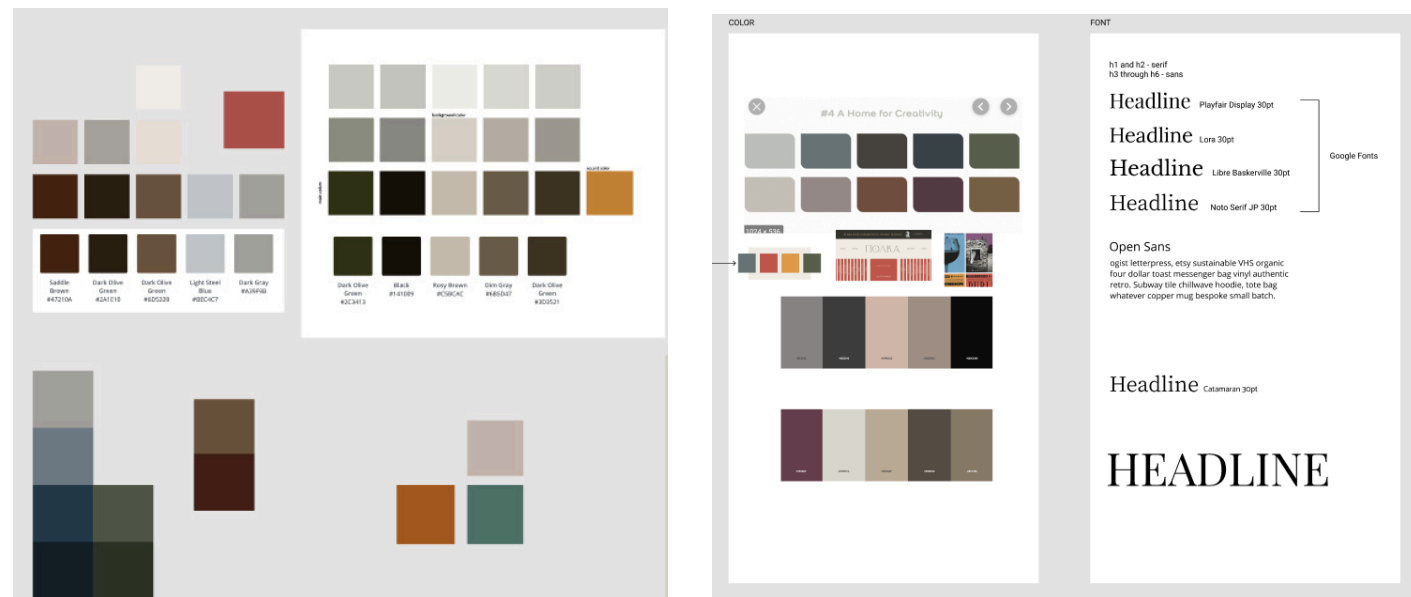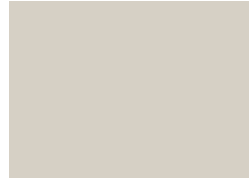

ORGANIZATION & STAYING ON TASK

In addition to our timeline, we used Trello.com as our central spot for knowing when and what we need to get done.

STYLE GUIDE / *COLOR PALETTE*

Background color

#D6D0C6

214, 208, 198
15, 14, 20, 0

Accent color

#C5BCAD

197, 188, 173

24, 22, 31, 0
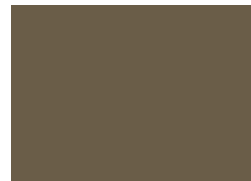
#6B5D48

107, 93, 72

51, 53, 70, 29
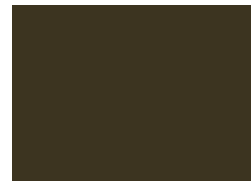
#3D3522

61, 53, 34

59, 59, 80, 61

#2C3415

44, 52, 21

69, 54, 89, 64

#CC8126

204, 129, 38

18, 54, 100, 3

We pulled colors from photos on our site to create the palette.

STYLE GUIDE / *FONTS*

Aa

Playfair Display
H1 & H2

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

**ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz
1234567890 !@#$%^&*()**

Aa

Lato
H3 - H6

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

**ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz
1234567890 !@#$%^&*()**

WIREFRAMES

We went through a few rounds of wireframing to try out different story structures and layouts. We started with low fidelity wireframes and added more detail until we had high-fidelity wireframes that provided an accurate picture of our plan for the site. We used Figma to collaboratively work on the wireframes.

The final version of the wireframes includes a horizontally scrolling home page, three vertically scrolling pages to tell the stories of the communities, a video module, a sidebar page to tell related stories, and navigation.

Home screen

Navigation

Video Module
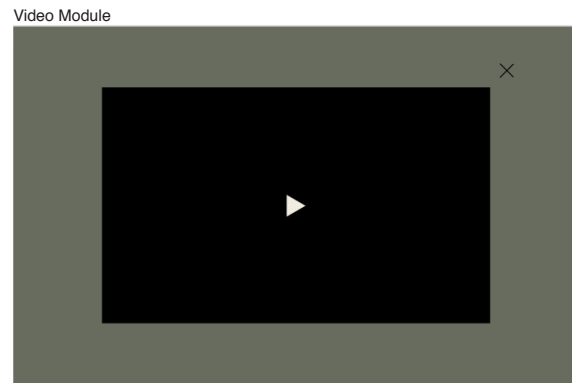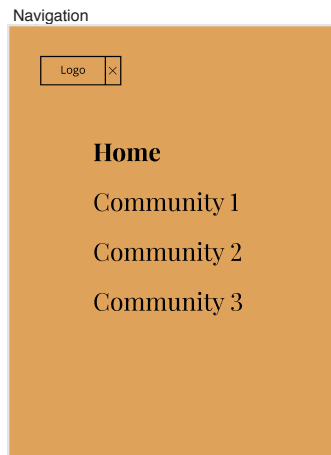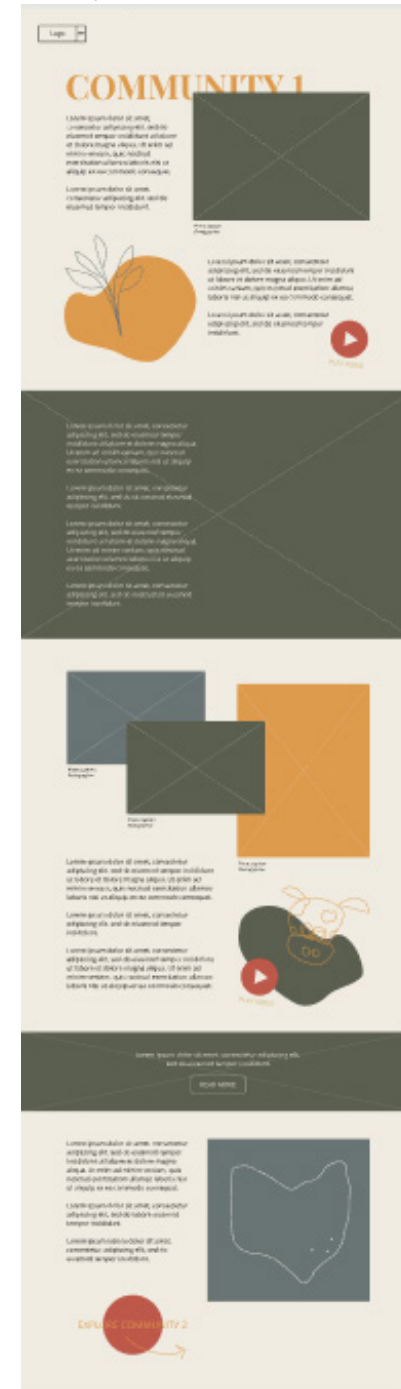
Community 1

Community 2

Community 3

MOCKUPS & PROTOTYPE

After getting feedback on the wireframes from our content team and a few other people, we created mockups to use for user testing and developing our first draft of code. The mockups use stock images and a few images that had been completed by our content producers.

We used Figma to create the mockups, using the wireframes as a base. The mockups are prototyped so they could be used for user testing.

Version 1:

Home screen
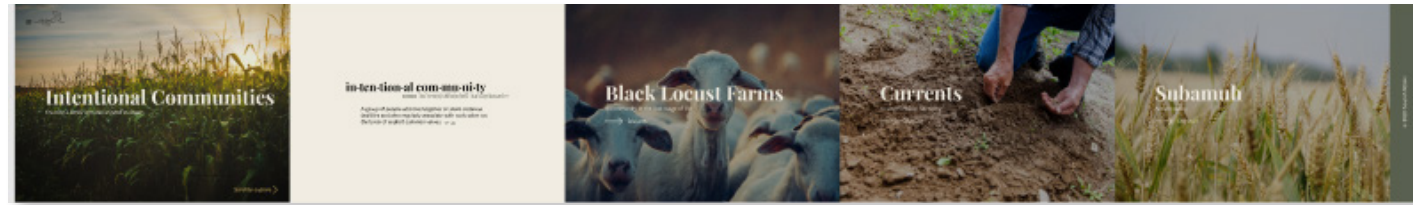
Definition of an intentional community displayed before the three communities as an introduction

Home page moves horizontally as you scroll vertically

Community 1
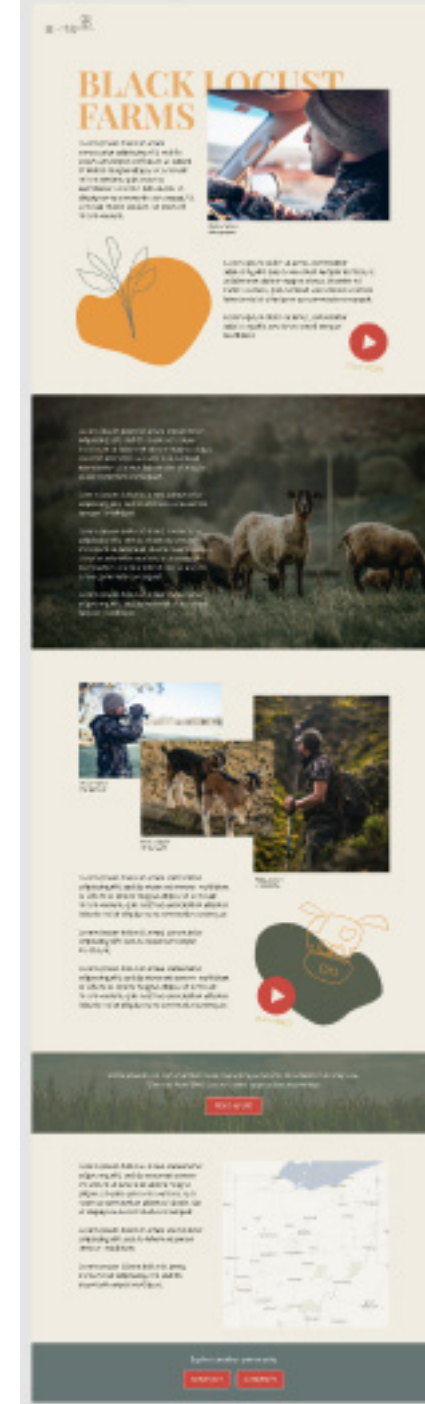
Community 2
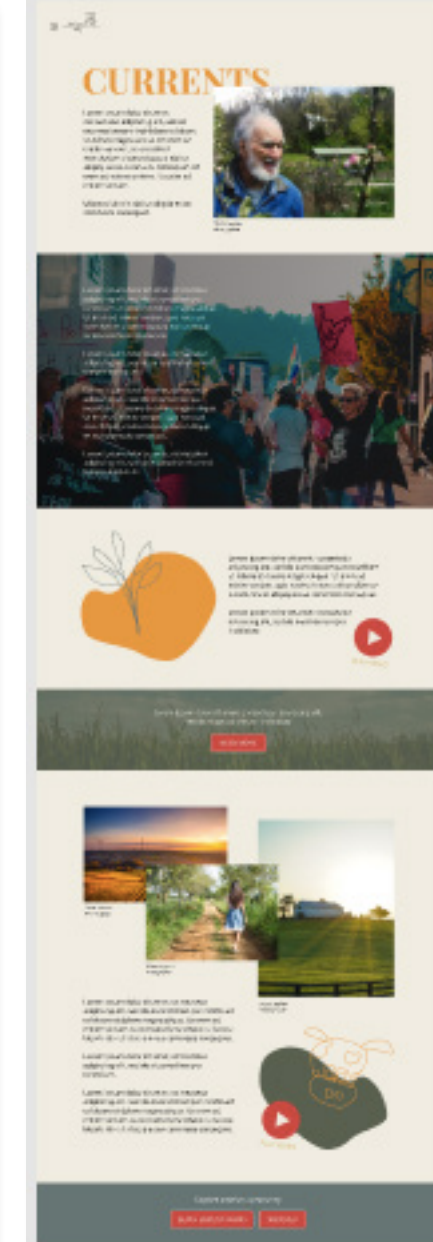
Community 3

MOCKUPS & PROTOTYPE

Version 2:

Home screen
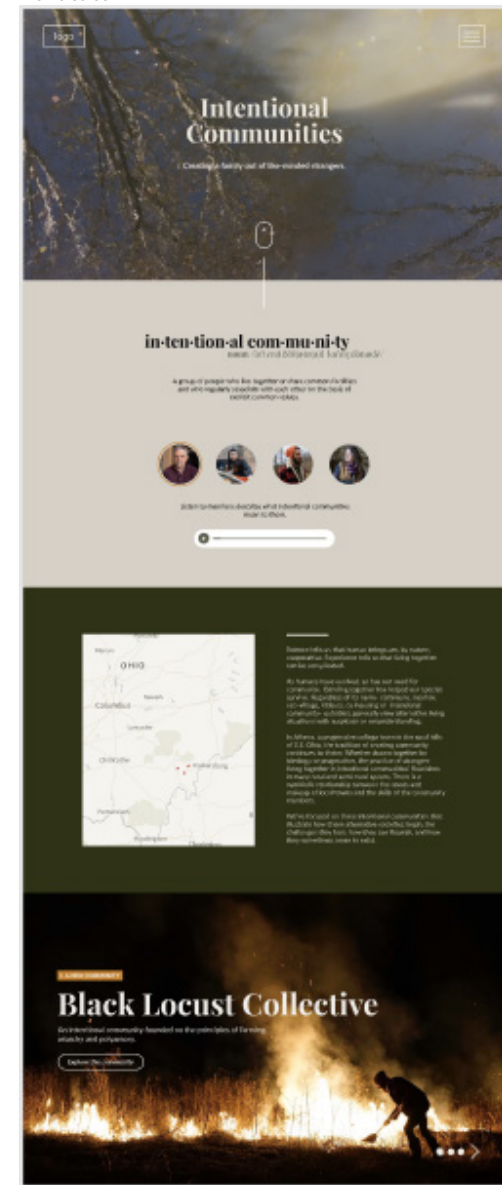
Changes:

Switched to vertically scrolling based on user testing and feedback

Audio player of community members explaining what it means to them

Interactive map to allow users to view locations of communities

Slide show setup to click through the three communities

MOCKUPS & PROTOTYPE

Version 3:

Home screen
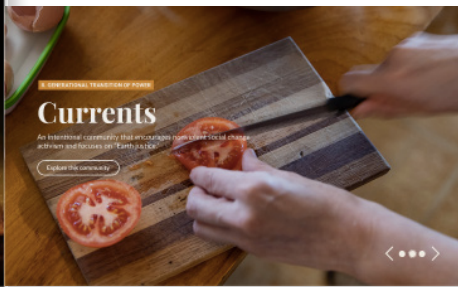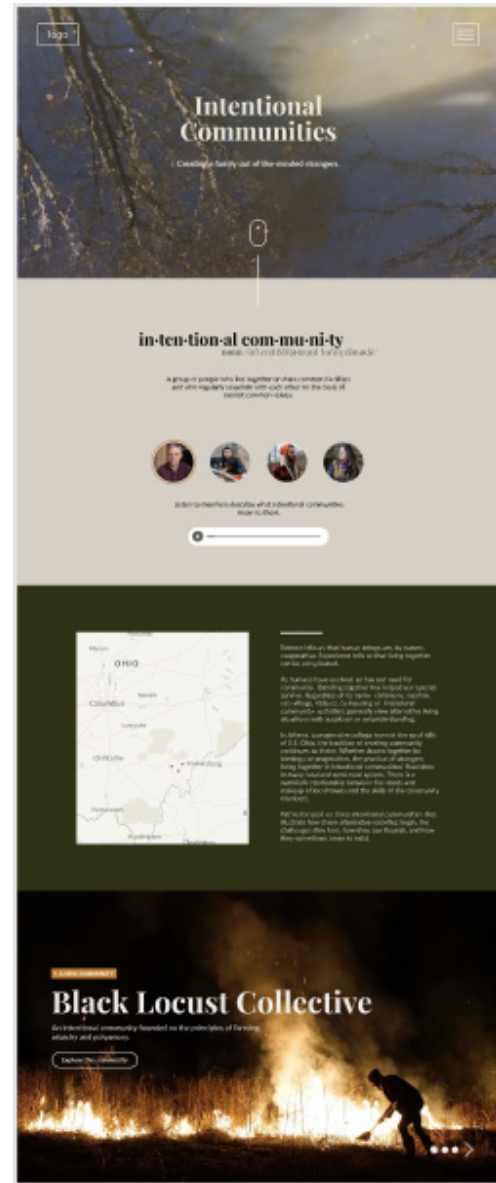
Community 1

Community 2

Community 3

USER TESTING

We used Optimal Workshop to run a first-click test with our mockups. focused on three tasks for this test. The first was finding the link to the sidebar content. The second asked users how they would play a video on the community pages. The third task asked how users would return to the home page from the community pages.

We had 8 participants that took this first-click test. The results were visualized in click-maps and charts that i llustrated the task success rates.
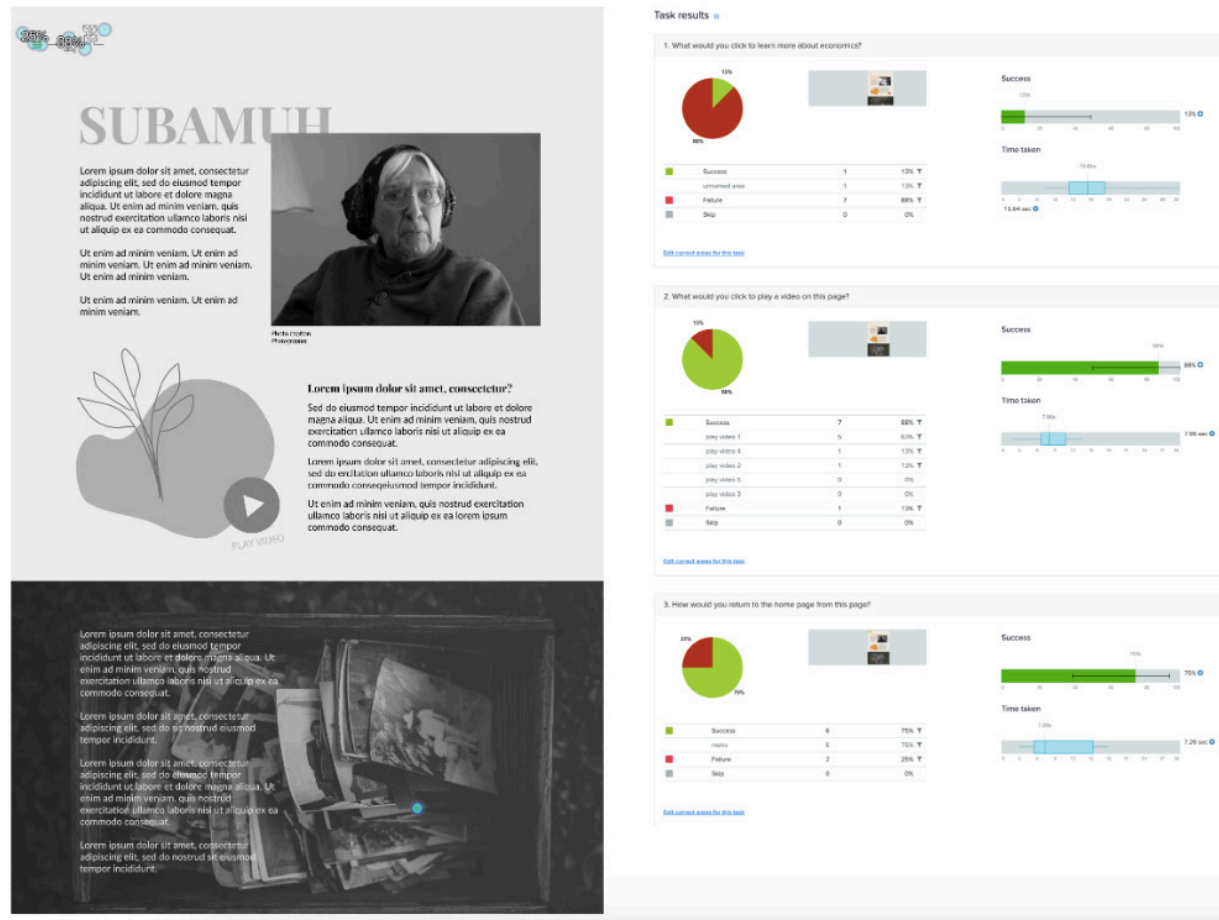
We used TryMyUI to run user testing on every new version of our mockups. 5 users did a video run-through of their experience on the site with every round.

THE FINISHED SITE / *DESKTOP*

Landing page

Clickable logo to return to home screen

Simple navigation

Navigation

Home

Black Locust Collective

Currents

SuBAMUH

Made photos clickable to play community member's audio

Interactive map of community locations
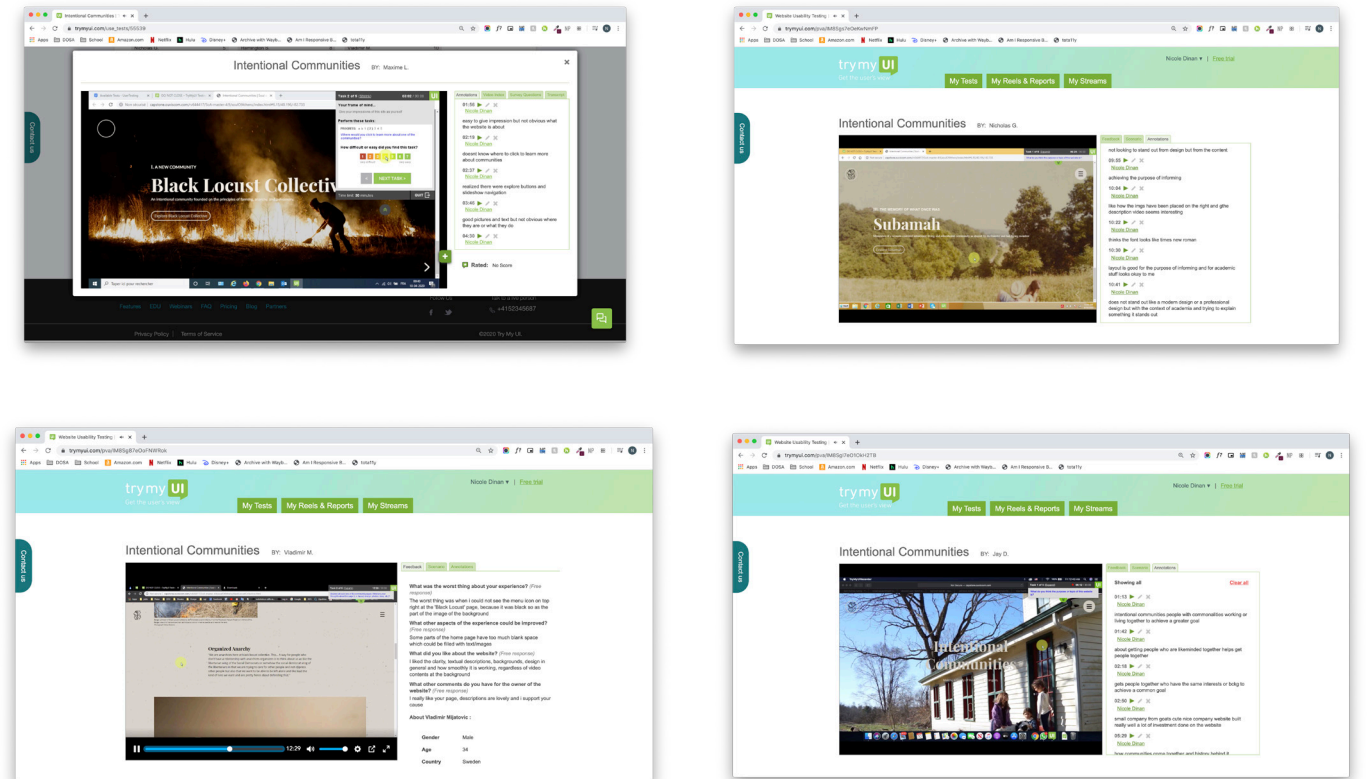
THE FINISHED SITE / *DESKTOP*

Landing view of community pages

Black Locust Collective

A new community.

Community page footer

Black Locust Collective is in the beginning stages of development and illustrates how intentional communities can begin. To understand how established intentional communities continue on from generation to generation, explore Currents— an intentional community in the midst of a generational transition of power.

Explore Currents

Button to encourage users to continue on into the story

Intentional Communities
Home
Black Locust Collective
Currents
SuBAMUH

Black Locust Collective
Email

Currents
Website
Facebook

SuBAMUH
Website

Credits
Developer Lead/ File Manager: Meg Knapp
UX Lead: Nicole Dinan
Design Lead: Ally Herra
Designer: Herbert Frimprong
Project Manager/ Developer: Ryan Vallette

Product Owner/ Photographer/ Black Locust Collective Author: Molly Roberts
Photographer/ Currents Author: Lil Keller
Video Editor/ SuBAMUH Author: Marina Modi
Archival Research: Kisha Ravi

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Black Locust Collective

A new community.

Like many 21st century beginnings, Ross Martin, Kurt Belser and Sasha Sigetic met online. Twenty people on an internet listserv originally discussed the possibility of starting a community based on anarchy and racial justice. In its earliest stage, the community was dubbed the Anarchists Permaculture Utopia. By the time the group finally took steps to make this idea a reality, these three friends were the only remaining members willing to put shovels into the ground.

It took 12 years for the members of Black Locust Collective to turn their vision into a working permaculture farm on a recently purchased 104-acre tract of land in Meigs County near Albany, Ohio.

Sasha explains, "At the heart of it is the utopian hope that humans can live together and want to love each other enough to keep each other alive, without someone in charge, telling us how we should do that."

Sasha Sigetic runs the goat herd at Black Locust Collective up to the pasture to feed them and let them forage. Photograph: Molly Roberts

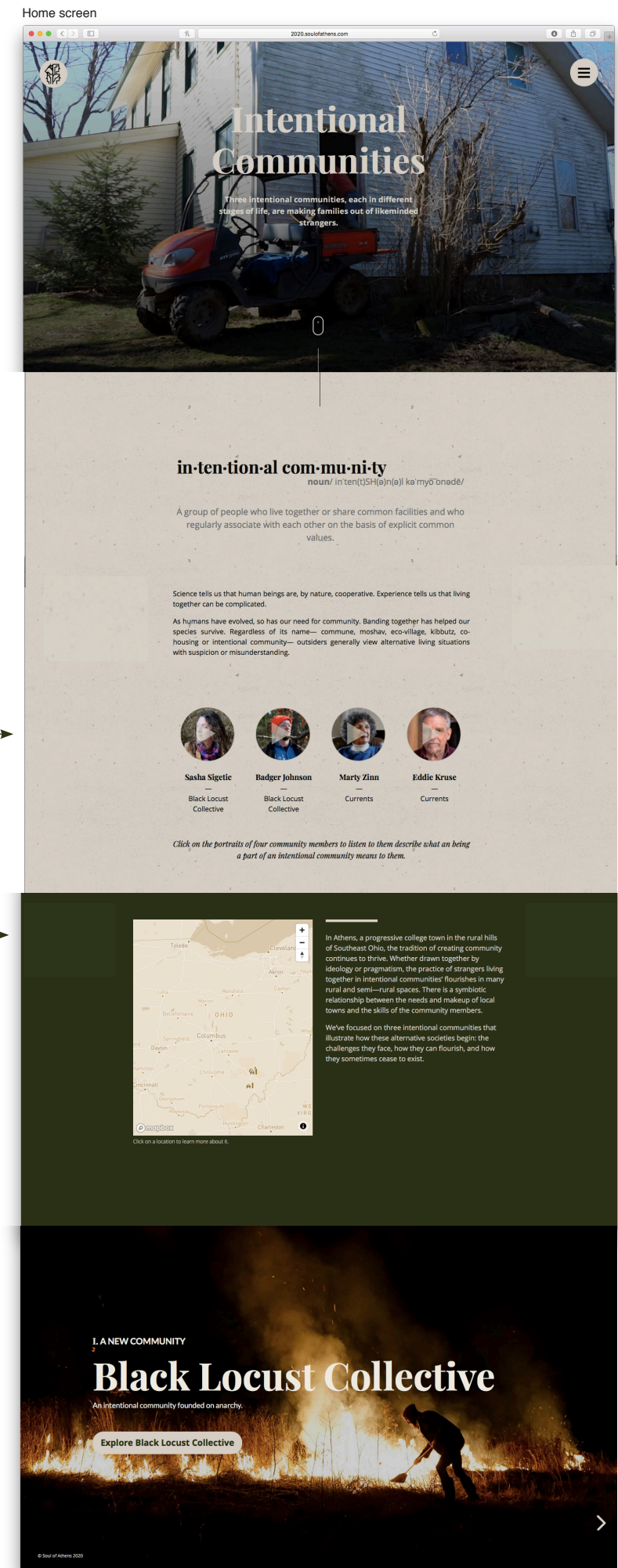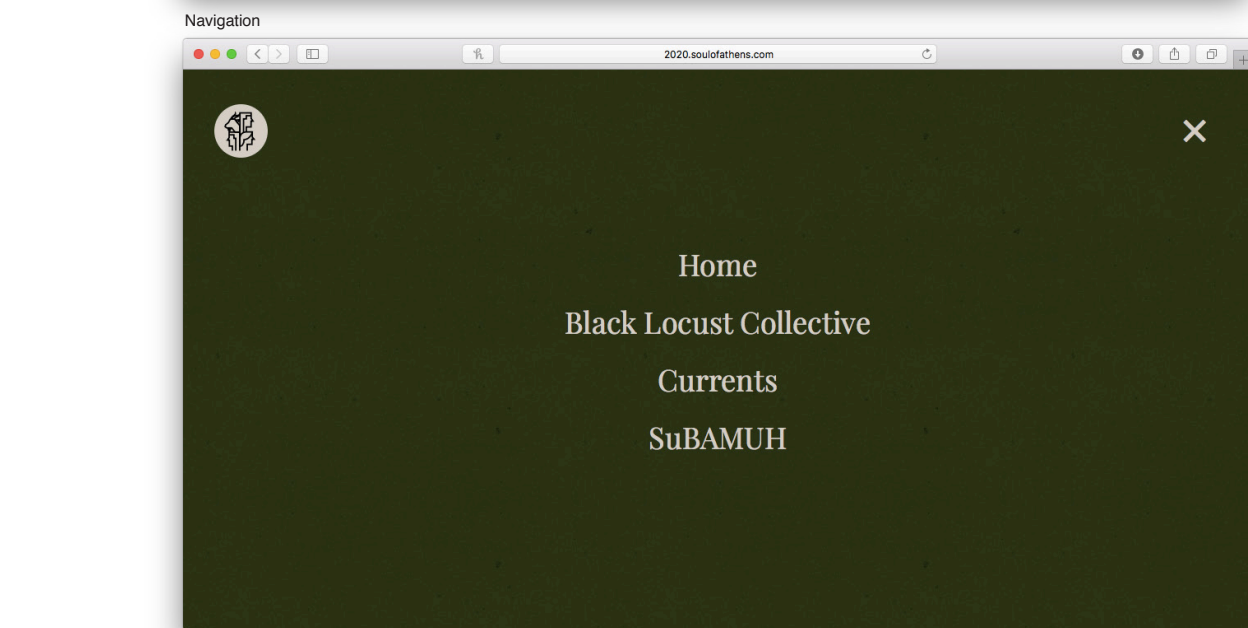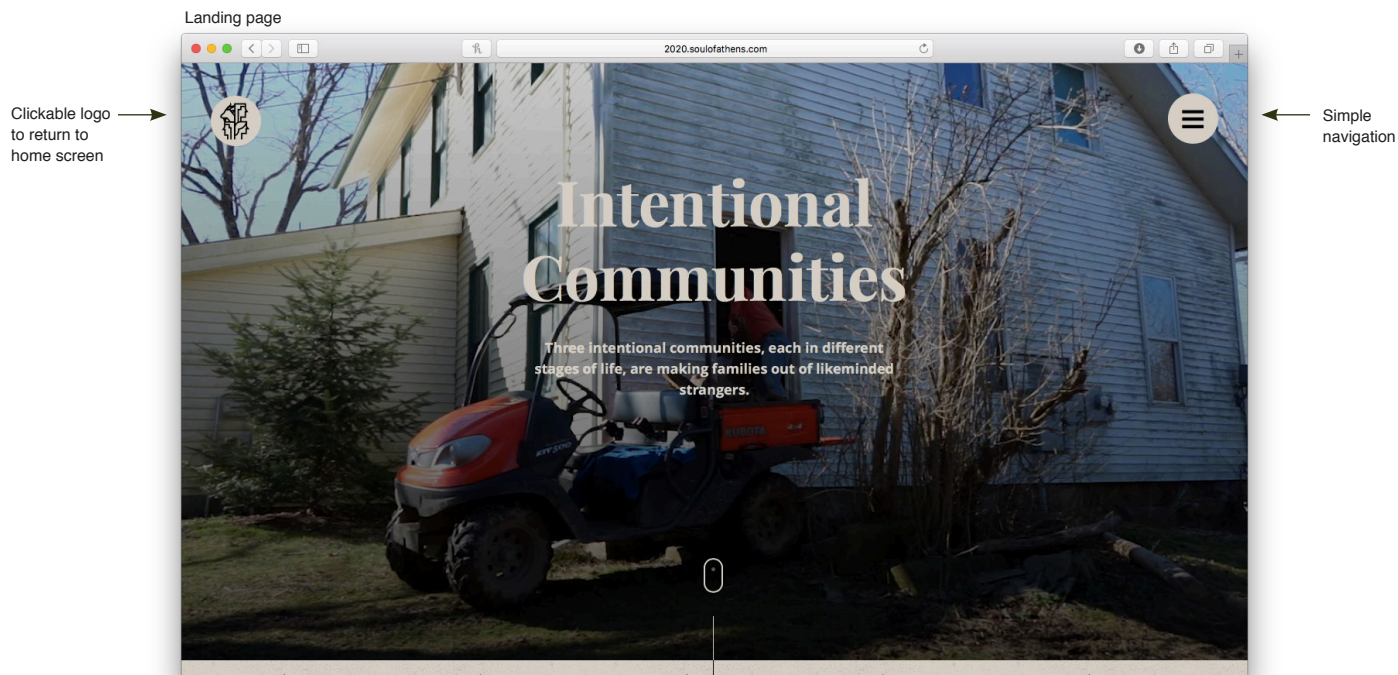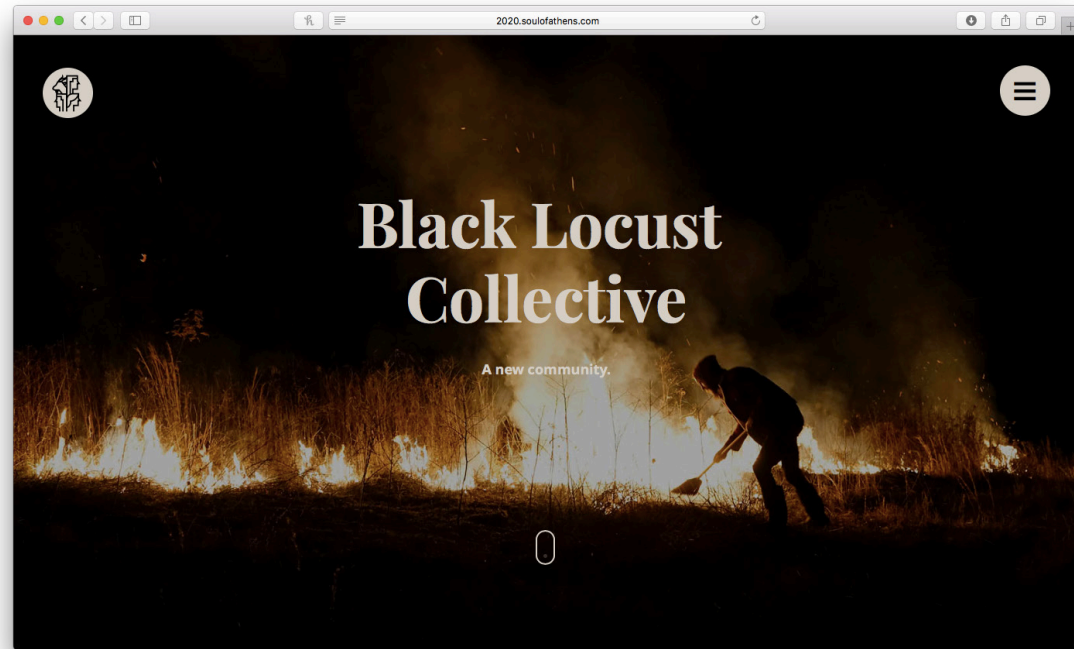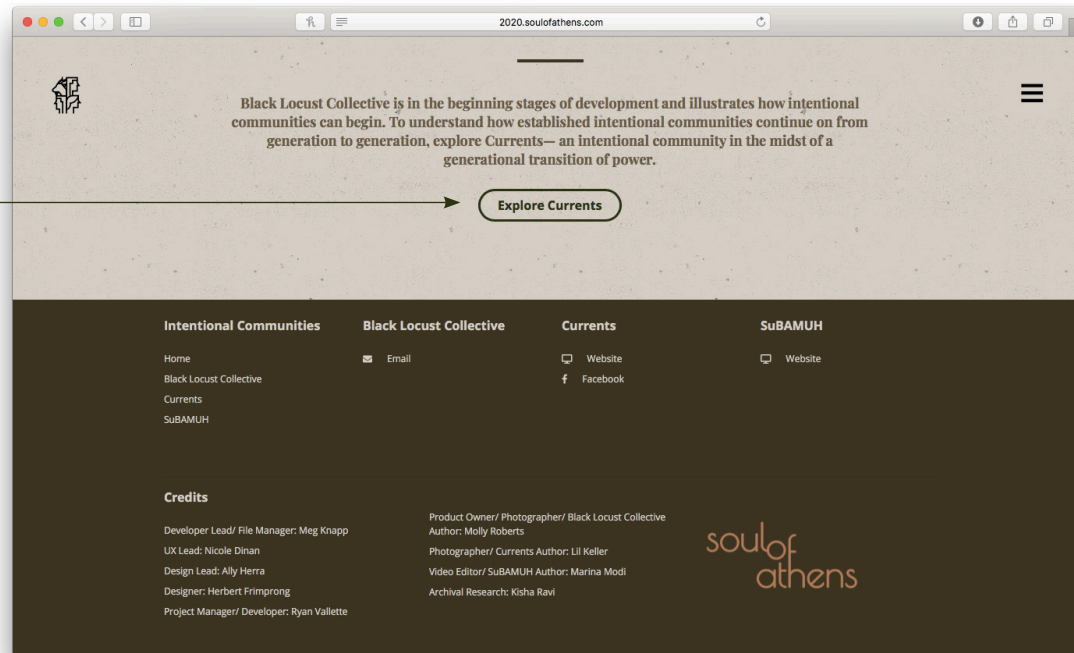"We want people to be kinder to each other and to stop perpetuating inherited traumas, like racism, on each other."
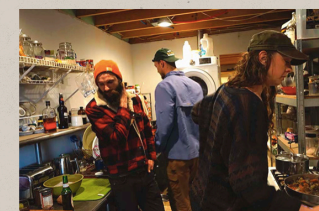
- Badger Johnson

Land Agreements

Charlene Suggs, a contracts expert from the Wisteria community group, is helping them draw up their land agreement. Charlene points out that of 100 communities that intend to form, the majority of them will fail. Part of being intentional about forming a community involves creating agreements about how land ownership will be managed, what the guiding principle of a community will be, and how decisions will be made. These legal agreements are insurance that whatever challenges the community faces in the future, they have the means and principles to solve them.

Badger Johnson, of Black Locust Collective, demonstrates a controlled burn at the Woodstock Nature Preserve in Athens Ohio. Photograph: Molly Roberts
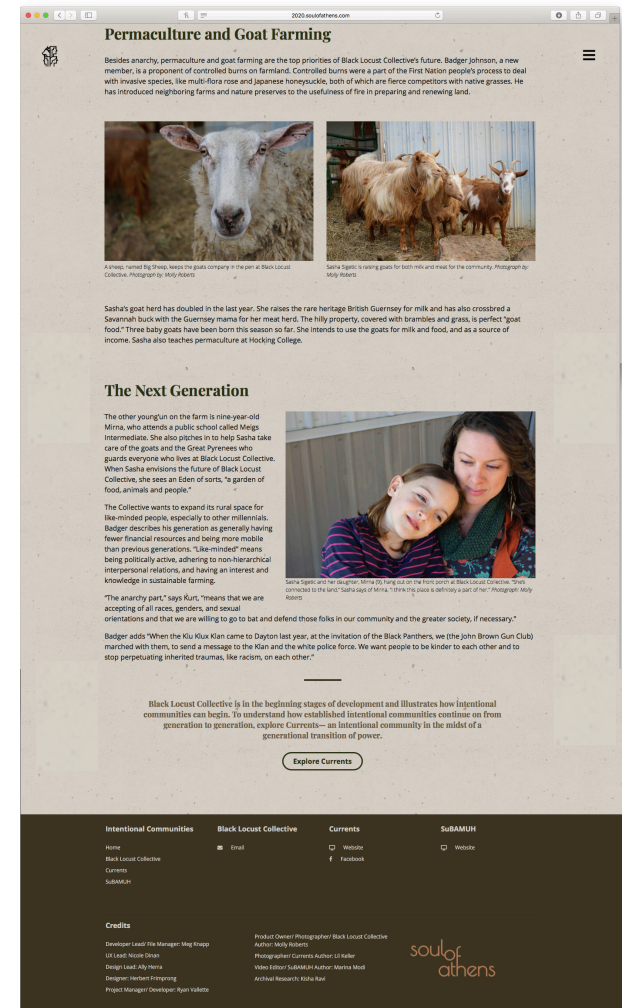
Badger Johnson and Kurt Belser hang out on the sofa together at Black Locust Collective after a Sunday night community dinner. Peggy the cat enjoys their attention. Photograph: Molly Roberts

Organizing Principle: Anarchy

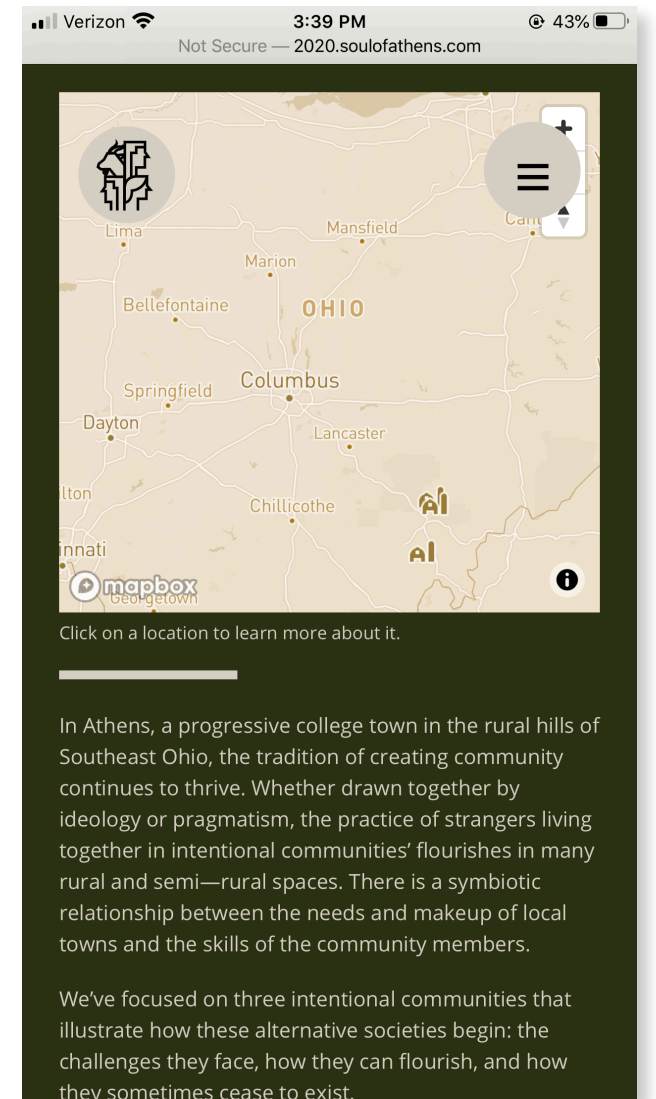Listen to Badger Johnson's thoughts on anarchy, which is the organizing principle of Black Locust Collective.

Kurt Belser (left), Badger Johnson (middle), and Sasha Sigetic (right) prepare a meal in their kitchen. Photograph: Molly Roberts

Permaculture and Goat Farming

Besides anarchy, permaculture and goat farming are the top priorities of Black Locust Collective's future. Badger Johnson, a new member, is a proponent of controlled burns on farmland. Controlled burns were a part of the First Nation people's process to deal with invasive species, like multi-flora rose and Japanese honeysuckle, both of which are fierce competitors with native grasses. He has introduced neighboring farms and nature preserves to the usefulness of fire in preparing and renewing land.

A sheep, named Big Sheep, keeps the goats company in the pen at Black Locust Collective. Photograph by: Molly Roberts

Sasha Sigetic is raising goats for both milk and meat for the community. Photograph by: Molly Roberts

Sasha's goat herd has doubled in the last year. She raises the rare heritage British Guernsey for milk and has also crossbred a Savannah buck with the Guernsey mama for her meat herd. The hilly property, covered with brambles and grass, is perfect "goat food." Three baby goats have been born this season so far. She intends to use the goats for milk and food, and as a source of income. Sasha also teaches permaculture at Hocking College.

The Next Generation

The other young'un on the farm is nine-year-old Mirna, who attends a public school called Meigs Intermediate. She also pitches in to help Sasha take care of the goats and the Great Pyrenees who guards everyone who lives at Black Locust Collective. When Sasha envisions the future of Black Locust Collective, she sees an Eden of sorts, "a garden of food, animals and people."

The Collective wants to expand its rural space for like-minded people, especially to other millennials. Badger describes his generation as generally having fewer financial resources and being more mobile than previous generations. "Like-minded" means being politically active, adhering to non-hierarchical interpersonal relations, and having an interest and knowledge in sustainable farming.

"The anarchy part," says Kurt, "means that we are accepting of all races, genders, and sexual orientations and that we are willing to go to bat and defend those folks in our community and the greater society, if necessary."

Badger adds "When the Klu Klux Klan came to Dayton last year, at the invitation of the Black Panthers, we (the John Brown Gun Club) marched with them, to send a message to the Klan and the white police force. We want people to be kinder to each other and to stop perpetuating inherited traumas, like racism, on each other."

Sasha Sigetic and her daughter, Mirna (9), hang out on the front porch at Black Locust Collective. "Shes connected to the land," Sasha says of Mirna. "I think my place is definitely a part of her." Photograph: Molly Roberts

Black Locust Collective is in the beginning stages of development and illustrates how intentional communities can begin. To understand how established intentional communities continue on from generation to generation, explore Currents— an intentional community in the midst of a generational transition of power.

Explore Currents

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SuBAMUH

Credits
Developer Lead/ File Manager: Meg Knapp
UX Lead: Nicole Dinan
Design Lead: Ally Herra
Designer: Herbert Frimprong
Project Manager/ Developer: Ryan Vallette

Black Locust Collective
Email

Currents
Website
Facebook

SuBAMUH
Website

Product Owner/ Photographer/ Black Locust Collective Author: Molly Roberts
Photographer/ Currents Author: Lil Keller
Video Editor/ SuBAMUH Author: Marina Modi
Archival Research: Kisha Ravi

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THE FINISHED SITE / *MOBILE*

Analytics of our website

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		497 % of Total: 18.54% (2,680)	**311** % of Total: 24.02% (1,295)	**00:01:35** Avg for View: 00:01:16 (24.28%)	**80** % of Total: 17.62% (454)	**50.00%** Avg for View: 35.24% (41.87%)	**22.74%** Avg for View: 16.94% (34.21%)	**$0.00** % of Total: 0.00% ($0.00)
1.	/intentional-communities/index.html	**258** (51.91%)	137 (44.05%)	00:01:47	44 (55.00%)	56.82%	23.64%	$0.00 (0.00%)
2.	/intentional-communities/blackLocustCollective.html	**91** (18.31%)	70 (22.51%)	00:01:07	8 (10.00%)	87.50%	25.27%	$0.00 (0.00%)
3.	/intentional-communities/subamuh.html	**59** (11.87%)	42 (13.50%)	00:01:39	1 (1.25%)	100.00%	18.64%	$0.00 (0.00%)
4.	/intentional-communities/currents.html	**58** (11.67%)	39 (12.54%)	00:00:35	4 (5.00%)	25.00%	17.24%	$0.00 (0.00%)
5.	/intentional-communities/	**30** (6.04%)	22 (7.07%)	00:03:08	22 (27.50%)	22.73%	23.33%	$0.00 (0.00%)
6.	/intentional-communities/?fbclid=IwAR0rbYAM9UWN9eYIHSb5xhtYcDL4H3c46M8WoihBxaKUeCLeG1bX9774xAU	**1** (0.20%)	1 (0.32%)	00:00:00	1 (1.25%)	100.00%	100.00%	$0.00 (0.00%)

Analytics of our website

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		1,111 % of Total: 24.48% (4,539)	**797** % of Total: 28.65% (2,782)	**00:01:55** Avg for View: 00:01:26 (33.96%)	**332** % of Total: 26.69% (1,244)	**56.33%** Avg for View: 51.77% (8.80%)	**34.38%** Avg for View: 27.41% (25.46%)	**$0.00** % of Total: 0.00% ($0.00)
1.	/intentional-communities/index.html	**500** (45.00%)	292 (36.64%)	00:01:51	151 (45.48%)	42.38%	28.40%	$0.00 (0.00%)
2.	/intentional-communities/blackLocustCollective.html	**239** (21.51%)	196 (24.59%)	00:02:01	56 (16.87%)	76.79%	37.24%	$0.00 (0.00%)
3.	/intentional-communities/currents.html	**138** (12.42%)	109 (13.68%)	00:01:49	19 (5.72%)	57.89%	31.16%	$0.00 (0.00%)
4.	/intentional-communities/subamuh.html	**127** (11.43%)	103 (12.92%)	00:01:48	11 (3.31%)	72.73%	33.07%	$0.00 (0.00%)
5.	/intentional-communities/	**48** (4.32%)	38 (4.77%)	00:02:57	38 (11.45%)	34.21%	35.42%	$0.00 (0.00%)

Analytics of our website compared to the other Soul of Athens teams

	Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
		2,680 % of Total: 100.00% (2,680)	**1,295** % of Total: 100.00% (1,295)	**00:01:16** Avg for View: 00:01:16 (0.00%)	**35.24%** Avg for View: 35.24% (0.00%)	**16.94%** Avg for View: 16.94% (0.00%)
1.	/a-long-road/	**886** (33.06%)	301 (23.24%)	00:01:30	38.39%	15.12%
2.	/intentional-communities/	**497** (18.54%)	311 (24.02%)	00:01:35	50.00%	22.74%
3.	/	**445** (16.60%)	191 (14.75%)	00:01:05	22.35%	15.96%
4.	/spirituality-in-athens/	**320** (11.94%)	172 (13.28%)	00:01:08	26.09%	11.56%
5.	/veterans-of-southeastern-ohio/	**189** (7.05%)	111 (8.57%)	00:00:51	72.73%	11.64%
6.	/lore-of-appalachia/	**148** (5.52%)	124 (9.58%)	00:00:56	75.00%	21.62%
7.	/index.html	**78** (2.91%)	47 (3.63%)	00:01:13	55.56%	25.64%
8.	/intro.html	**45** (1.68%)	3 (0.23%)	00:00:23	0.00%	6.67%
9.	/new-index/	**35** (1.31%)	13 (1.00%)	00:00:38	50.00%	25.71%
10.	/index.html?fbclid=IwAR2WO4wUIdISv7dJgCR8uVllCDezzunQUz3MosVEH7Nbl3BqDRwzUTSPWks	**10** (0.37%)	1 (0.08%)	00:00:19	0.00%	10.00%

Analytics of our website compared to the other Soul of Athens teams

	Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
		4,539 % of Total: 100.00% (4,539)	**2,782** % of Total: 100.00% (2,782)	**00:01:26** Avg for View: 00:01:26 (0.00%)	**51.77%** Avg for View: 51.77% (0.00%)	**27.41%** Avg for View: 27.41% (0.00%)
1.	/intentional-communities/	**1,111** (24.48%)	797 (28.65%)	00:01:55	56.33%	34.38%
2.	/a-long-road/	**1,096** (24.15%)	472 (16.97%)	00:01:35	52.38%	22.17%
3.	/	**784** (17.27%)	462 (16.61%)	00:00:59	44.79%	30.87%
4.	/spirituality-in-athens/	**633** (13.95%)	417 (14.99%)	00:01:37	64.06%	26.70%
5.	/lore-of-appalachia/	**346** (7.62%)	293 (10.53%)	00:01:12	76.19%	23.12%
6.	/veterans-of-southeastern-ohio/	**273** (6.01%)	178 (6.40%)	00:00:54	77.27%	17.22%
7.	/index.html	**125** (2.75%)	80 (2.88%)	00:01:06	58.62%	30.40%
8.	/intro.html	**45** (0.99%)	3 (0.11%)	00:00:23	0.00%	6.67%
9.	/new-index/	**35** (0.77%)	13 (0.47%)	00:00:38	50.00%	25.71%
10.	/index.html?fbclid=IwAR2WO4wUIdISv7dJgCR8uVllCDezzunQUz3MosVEH7Nbl3BqDRwzUTSPWks	**10** (0.22%)	1 (0.04%)	00:00:19	0.00%	10.00%