

# MINNEWASHTA CHURCH

2022 WEBSITE REDESIGN PROPOSAL

# Proposal

Redesign the Minnewashta Church site to ensure it follows current industry best practices / compliance in the following areas:

1. ADA/WCAG
  1. Usability
  2. User Experience (UX)
2. Google PageSpeed Index

# 1. ADA/WCAG Compliance

- ▶ **Issue: Ensure site is compliant with ADA (Americans with Disability Act) / WCAG (Web Content Accessibility Guidelines)**
  - ▶ ADA compliance includes recommendations to ensure that web content is more accessible to people with disabilities, both physical and cognitive.
  - ▶ Elements included (but not limited to) in these guidelines include both consumer-facing;
    - ▶ Color contrast; such as using a text color that is easily readable on the background color. The contrast ratio should be at least 4.5:1 (<https://webaim.org/resources/contrastchecker/>)
    - ▶ The capability to easily resize text and maintain a comparative experience to someone with no disabilities
  - ▶ And non-consumer facing elements, such as;
    - ▶ Ensuring all images use hidden “alt-text” that will describe the image’s contents to end-users employing screen-reader technology.
    - ▶ Proper flow of content headings within text areas, ensuring that sections are not skipped by screen-reader technology.



# 1. ADA/WCAG Compliance

## ▶ COLOR CONTRAST EXAMPLE:

- ▶ While we have already gone into the site and updated some of the colors to improve contrast issues, there are still pages and elements that do not follow current ADA guidelines.
- ▶ 1. Supporting text in this space is extremely difficult to read, even for a "normal" sighted person.
- ▶ 2. Button hover color has insufficient contrast against the grey section background.

The screenshot shows a website with a dark background and white text. A yellow box highlights a paragraph of text starting with "1. Each Wednesday during Lent, 'Soup Suppers' are served at 6 PM in our Fellowship Sanctuary. An offering is taken with proceeds going to a special mission department during the Lenten season." Below this, there is a button labeled "DIRECTIONS".

At the bottom of the page, there is a grey section with a white icon of two people and the text "WHAT'S HAPPENING". To the right of this, there is a paragraph of text: "Minnewashta Church offers a range of activities and opportunities for you to get involved." To the right of this paragraph, there is a button labeled "2. GET INVOLVED".

The color contrast tool overlay shows the following information:

- Foreground Color: #666666
- Background Color: #32343E
- Contrast Ratio: 2.15:1
- WCAG AA: Fail
- WCAG AAA: Fail

The tool also shows the following text samples and their status:

- Normal Text: The five boxing wizards jump quickly. (Fail)
- Large Text: The five boxing wizards jump quickly. (Fail)
- Graphical Objects and User Interface Components: Text Input (Fail)

# 1. ADA/WCAG Compliance

## ▶ HEADINGS FLOW EXAMPLE:

- ▶ Site content should use a 1-6 flow on section “headers” (titles) with no skipping. In the example to the right, you can see, noted in red, where content headings do not follow this guideline. By skipping around, screen readers will also skip over these sections, causing users to potentially miss important information.

The screenshot shows the website for Minnewashta Church. The main heading is "Welcome to Minnewashta Church Shorewood, MN". Below it is a sub-heading "We're deeply rooted in the community, serving the Shorewood area for over 100 years." and a paragraph "New Women's Bible Study - 'Elijah' began on 9/27 at 1PM". At the bottom, it says "Join Us For Worship - 10 AM Sundays - Pastor Grant Hill".

The screen reader overlay on the right shows the following heading levels:

- 2. Welcome to Minnewashta Church S...
- 1. Minnewashta Church is a Bible Believi...
- 2. 1.
- 2. 2.
- 2. 3.
- 2. 4.
- 2. 5.
- 2. 6.
- 2. 7.
- 2. 8.
- 2. How to Go to Heaven
- 4. What's Happening
- 2. Contact
- 4. Address
- 4. Phone
- 2. Quick Links
- 2. Get Involved
- 2. Facebook

# 1. ADA/WCAG Compliance

## ▶ **ADA/WCAG RECOMMENDATIONS:**

- ▶ Update the site color scheme to improve engagement, trigger end-user action, reflect the overall site tone, and ensure proper color contrast
  - ▶ Use high-contrast color swaps on buttons and link mouse-over states to trigger action by end-users
  - ▶ Update the color scheme to give the site a more engaging feel that is on trend, but not “trendy”, to give the site plenty of longevity while still making it feel fresh and new
  - ▶ Verify that colors used on new site are compliant with ADA guidelines (a contrast ratio of at least 4.5:1) using <https://webaim.org/resources/contrastchecker/> tool
- ▶ Review site images for Alt-text usage and add as needed
- ▶ Review site content for proper headings flow and correct as needed
  - ▶ All pages should follow a 1-6 heading structure without skips (i.e. H2 before H1)

## 2. Google PageSpeed Insights

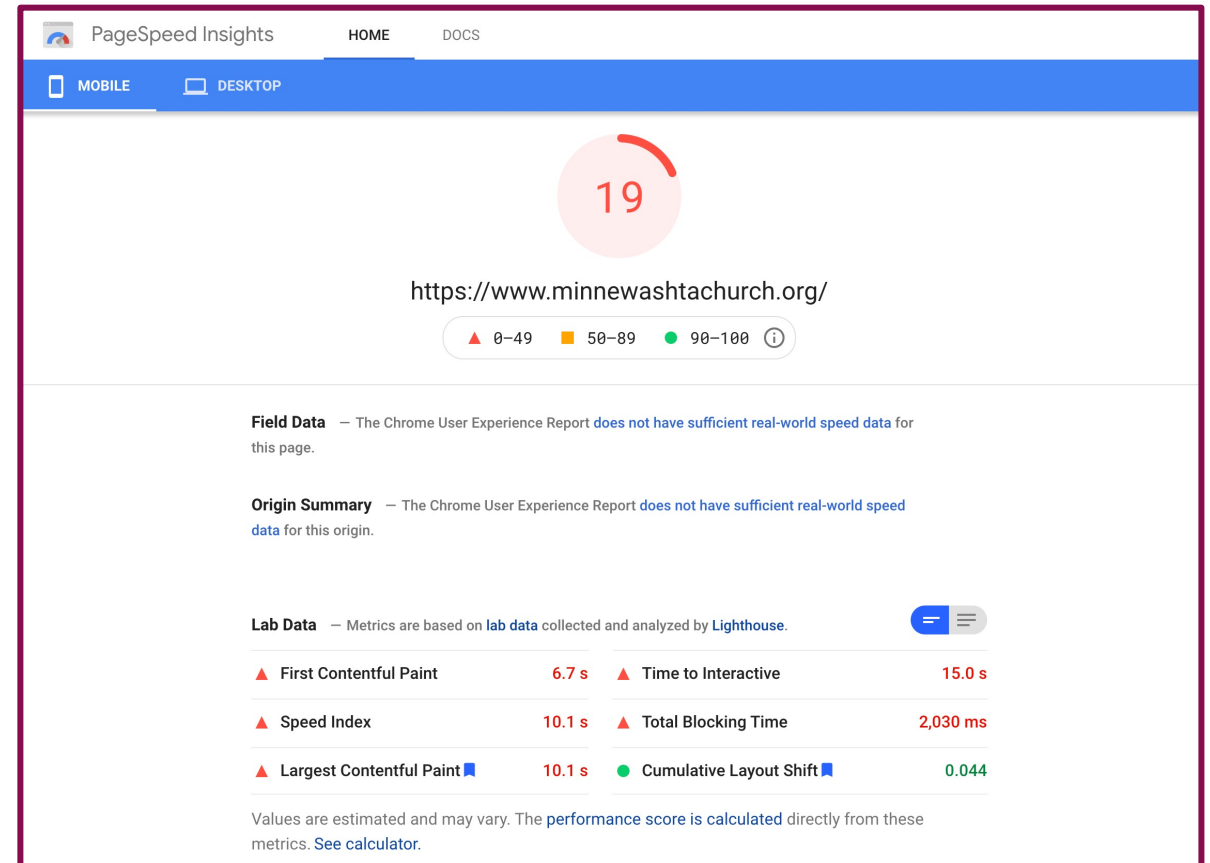
- ▶ **Issue: Ensure site is optimized to improve the site's load time (page speed) as determined by the Google PageSpeed Insights (PSI) Tool**
  - ▶ Google uses this tool internally to assist in determining search rank return and so sites with lower load time numbers may be “dinged” by Google and pushed down the list of search returns
  - ▶ There are lots of elements that determine page speed including, but not limited to;
    - ▶ Image usage (number of images on a page, image size)
    - ▶ Unused / unneeded back-end embedded code that should be removed
    - ▶ The use of excessive “third-party” code (code that needs to call in a second website to execute)
    - ▶ Number of fonts and colors used on a site



## 2. Google PageSpeed Insights

### ▶ CURRENT PSI RATING

- ▶ Google PSI is currently scoring the mobile site (the score google cares about most) at 19 out of 100
- ▶ While this is an improvement from the original score of 4/100, there is still much room for improvement here.
- ▶ Some of the reasons for the score include; Ensure text remains visible during webfont load, Reduce the impact of third-party code, Eliminate render-blocking resources, Enable text compression, Reduce unused CSS, and more...





## 2. Google PageSpeed Insights

### ▶ **PSI RECOMMENDATIONS:**

- ▶ Full redesign will include fresh back-end coding using only what we need to ensure the site runs site features correctly
- ▶ Remove third-party code and unused styling that is not relevant to the site
- ▶ Include relevant plugins to optimize image compression to reduce the impact of image size on page load time
- ▶ Streamline the number of fonts and styles used on the site
  - ▶ More fonts/styles can greatly impact the page load time
- ▶ The goal will be to get the mobile site's "Largest Contentful Paint" and "Cumulative Layout Shift" scores in the green range and the overall number to at least 50 (yellow range)

# Timeline, Anticipated Hours, & Site Launch

## Timeline for build:

- Upon approval of recommendations
  - Prep site assets/finalize body copy content edits (as needed)
  - New site build as draft pages to avoid downtime to live site
  - Test draft page functionality to ensure site is behaving as anticipated
  - Submit for review
  - Overwrite current live pages upon approval
  - Live site Google PSI checks and adjust as needed
  - **Initial build timeframe: 16 hours**
  - **Rework/testing/launch: 8 hours**
  - **Total cost \$1200**