



PETER REBIK
VISUAL DESIGNER
TACOMA, WA

Portfolio Presentation

WEBSITE CASE STUDY

WCC Website Redesign

Roles

Designer
Copywriter
Tester

Programs

Adobe Illustrator
Adobe Photoshop
Figma

Explanation

Windsor Christian Church had a website that was outdated and confusing. Hoping to create a more simple and modern layout, we used “design thinking” to funnel their website into a helpful communication and onboarding tool.

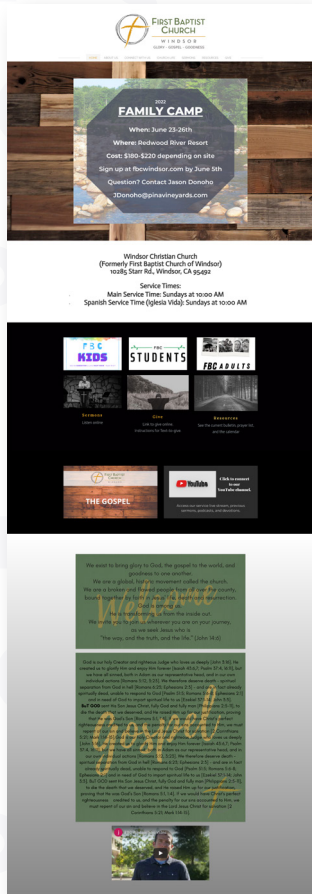
Collaboration

Product owners · Stakeholders

Building Empathy

In order to identify and understand the problem(s) with their current website and goals for their new website, I interviewed a variety of users via Microsoft Teams. I created an empathy map by noting the following:

- what they **said** about their use of the website
- what they **did** while using the website
- what they **feel** while using the website (by observing reactions)
- and infer, based on the above, what they may have been **thinking**



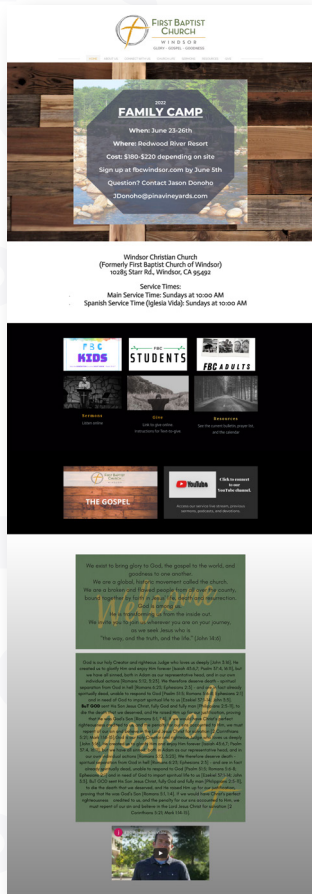
Old Website

WCC WEBSITE REDESIGN

Defining the Problem

Consistent verbiage pulled from empathy maps:

- Frustrating
- Old
- Ugly
- Confusing
- Hard to read
- Cluttered
- Difficult to navigate
- Not helpful
- Outdated
- Lack of information
- Insider language
- Unclear
- Scattered
- Busy



Old Website

WCC WEBSITE REDESIGN

Defining the Problem

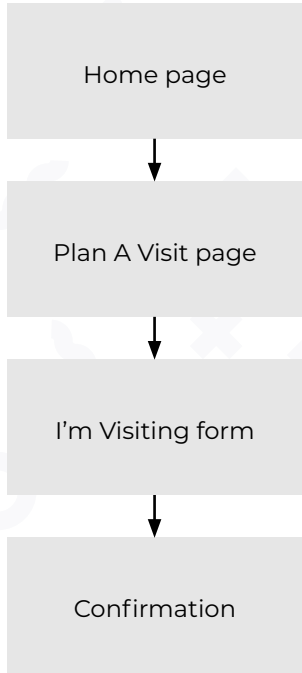
Synthesized research to create a concise “problem statement”:

Both members and non-members of WCC use it’s website to discover ways to connect with community. Due to the lack of clear, organized information, website visitors often spend a long time looking and combing through the website. This makes it frustrating for both members and non-members to take part in the WCC community.

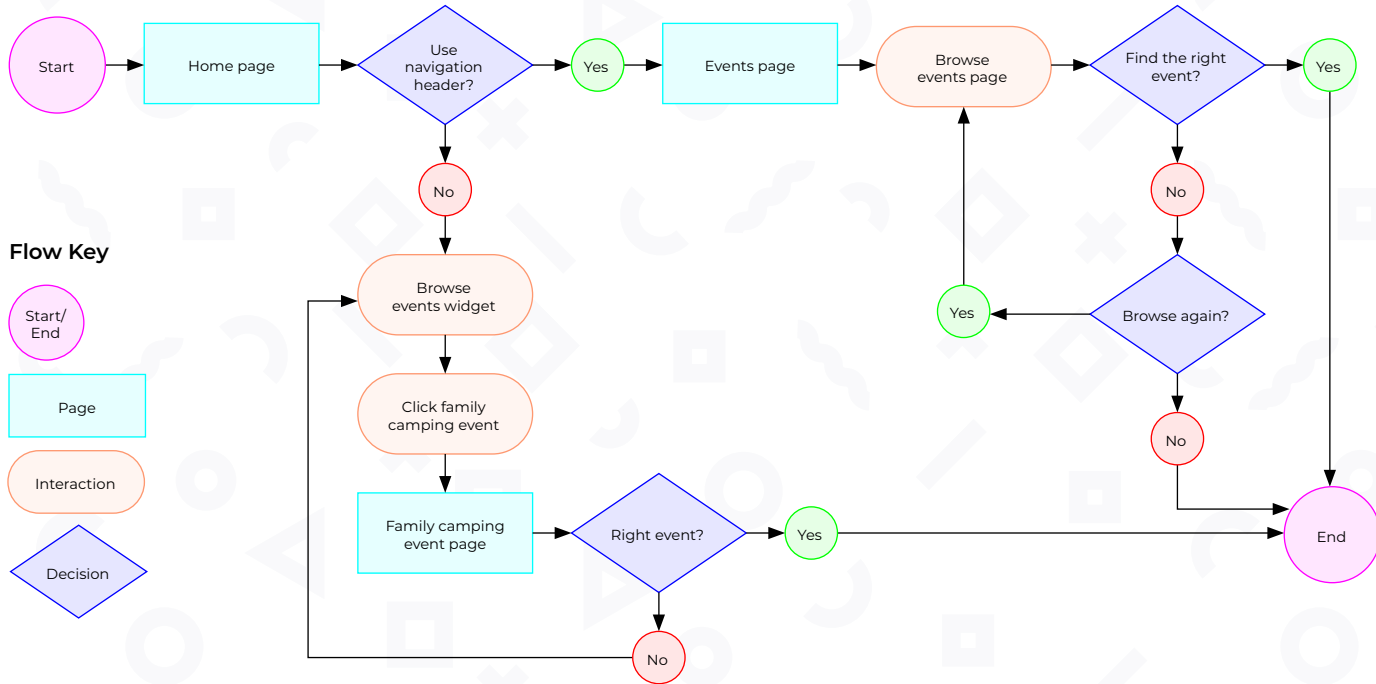
Generating Ideas

- Define the **onboarding process** for potential new members
- Undress **insider language** with clear, approachable terminology
- Create a **centralized location** for existing members to take next steps
- Establish a **visual hierarchy** with headers, colors and spacing
- Create **content strategy** for regularly updates and maintenance
- **Boost accessibility** with increased legibility and ADA compliance

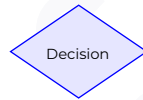
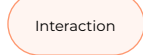
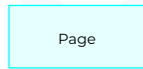
Designing Solutions



Onboarding Task Flow



Flow Key



Event Search User Flow

WCC WEBSITE REDESIGN

Designing Solutions

A Church for Windsor

DISCOVER GOD'S GRACE AND MERCY FOR YOU IN CHRIST

PLAN A VISIT

At Windsor Christian Church you'll find...

- Christ Proclaimed**
- Authentic Community**
- Hope For All**

PLAN A VISIT

Are you looking for...

- Pressing that encourages you in Jesus?
- A safe, fun environment for your kids to grow?
- Somewhere that you can belong?
- The ability to get on your own pace?
- A place to freely come as you are?
- Hope in the midst of life's difficulties?

Then Windsor Christian is for you!

PLAN A VISIT

Ways to get connected at Windsor Christian

Adults	Students	Kids
Counseling	Serve	More

PLAN A VISIT

Lo-Fi Wireframe

Our 3 steps towards growth in Christ

- Select your preferred way to visit
- Connect with Christ-focused, authentic community
- Enjoy growth in all that God has for you

PLAN A VISIT

A few stories from people just like you...

Testimony 1

PLAN A VISIT

Let's get real for a moment...

PLAN A VISIT

Have questions?

CONTACT US

continued

Windsor Christian

JOIN US ON SUNDAYS AT 10AM

In a self-focused world that doesn't satisfy, we look to the God who does, through Christ, bringing His goodness to all.

PLAN A VISIT

Are you looking for...

- Clear promises that point you to Jesus?
- Hope in the midst of life's difficulties?
- A place to freely come as you are?
- A fun, safe place for your kids to grow?
- The ability to get on your own pace?
- Somewhere that you can belong?

Then Windsor Christian is for you!

LEARN MORE PLAN A VISIT

What You'll Find Here

- We focus on God's glory.**
- We prioritize the Gospel.**
- We bring goodness.**

OUR CORE BELIEFS PLAN A VISIT

Hi-Fi Prototype

3 Steps to Getting Connected

- Click "Plan a Visit" and fill out the form
- Our team will help connect you with WCC
- Enjoy growth in all that God has for you

LEARN MORE PLAN A VISIT

Don't Take Our Word For It

PLAN A VISIT

Photo Gallery

LEARN MORE PLAN A VISIT

Get Connected

CONTACT US PLAN A VISIT

Upcoming Events

LEARN MORE PLAN A VISIT

continued

Let's get real, real quick...

PLAN A VISIT

Have questions?

CONTACT US

continued

Designing Solutions



TEXT LINK

Button/Call to Action Versions

Header 1

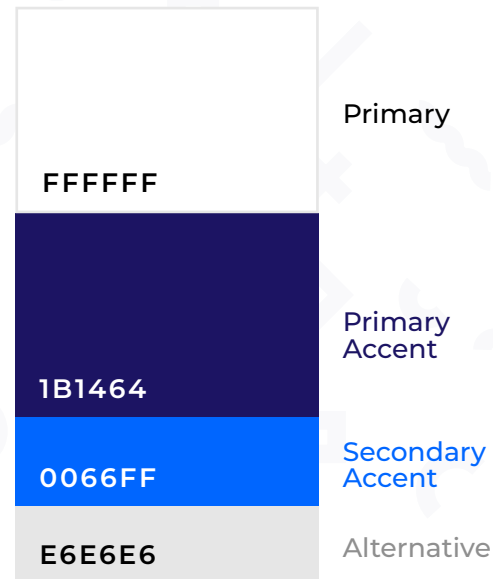
Header 2

Header 3

Header 4

Header 5

Header Hierarchy



Color Hierarchy

Testing Designs

Onboarding Tests

23s

Completion
Time (avg)

100%

Completion
Rate

Event Sign Up Tests

44s

Completion
Time (avg)

88%

Completion
Rate

Desirability Test

Modern



50%

Clean



74%

Professional



63%

Easy to use



38%

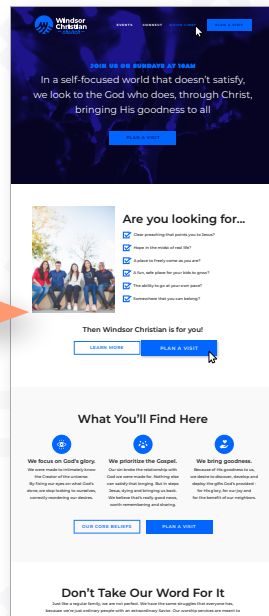
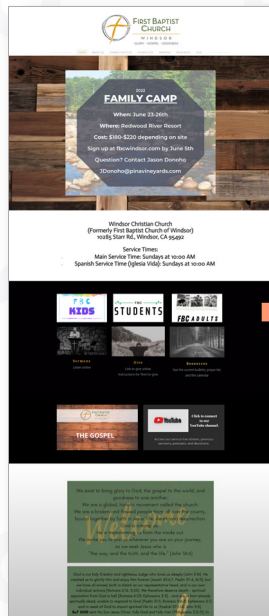
Clean



12%

Project Results

- Outdated look
- Cluttered layout
- Confusing navigation
- No obvious CTAs
- Copy that doesn't guide
- Didn't follow WCAG
- Frustrated and lost users



- Simple and modern feel
- Clean layout
- Clear navigation
- Obvious CTAs
- Clarifying copy
- ADA compliant
- Funnels users into taking action

WCC WEBSITE REDESIGN

Project Results

Using design thinking, we **grew in understanding** of the users, their problems/needs, and challenged assumptions about solutions, creating a successful product for **onboarding and engagement** that will serve the WCC community.



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THANK YOU FOR YOUR TIME